IMPACT OF BRANDING ON RURAL EDUCATED YOUTH CHOICE OF CLOTHING BUYING BEHAVIOUR WITH SPECIAL REFERENCE TO BELAGAVI SUB DISTRICT RAMDURG IN KARNATAKA - INDIA

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Abstract

This paper investigates the relationship among components which impact consumer's buying behaviour for garments/Clothing products in Ramdurg Rural area. To do so questionnaire was distributed to respondents who living in Ramdurg location and are regular garment buyers. The researcher chosen 60 respondents from the study are three villages are chosen namely Turnur, Rankaloppa and Halgatti from each village 20 respondent were randomly selected. The collected data analyzed with correlation, Regression and descriptive statistics have been used to present the data set and also adopted statistical tools. Correlation model used with relation to objective one and regression model used to test the hypothesis of the study and with relationship to remaining objectives, to test this SPSS were used. Youth buy branded clothes in a years 1 to 2 times rural and branded cloths they buy 23.3% where as 58% of the respondents buy 3 to 4 times, 51.7% youth prefer to buy branded cloths with their friends, 48.3% are buying brands clothes in their local stores, 23.3% respondents say branded clothes are value for money and 45% says branded clothes are symbol status. There is a significant relationship between quality and impact on rural educated youth choice of clothing buying behaviour and advertisements and price does not have impact.

Keywords:
Advertisement, Price, Quality, Branded Clothing, Buying Behaviour

1. INTRODUCTION

To stay serious and beneficial in present marketplace, the clothing business should keep on growing its capacity to react to the necessities and needs of customers. Since most recent couple of years. The clothing market has seen significant exchange concerning clothing pattern, fashion, use of branded products and choice of clothing and awareness of current fashion [3]. The Indian textile industries is an area which has made work in large scope and it remains next simply to agribusiness by using work to around 15 million people across the nation, simply as metropolitan areas. Retail in India has raised the third most apparel business sector objective for apparel retailers, as per a study by one of the service counseling. Is the second biggest retail classification, speaking to 10% of the US $37 billion global retail marketplace [5].

World's largest producer of textile and apparels, domestic apparel and textile contribute 2% to the GDP of India and 12% of country's exporting. Apparel industry is the second largest employment generating industry in India around 45 million people. India has also become second largest manufacture of PPE in the world. Fashion industry has reached the manufacturers to be had on the right area on the proper time. On one hand, in fabric area excessive homegrown utilization will hurl massive commercial enterprise opportunities, will offer a risk to exporters to make up for the inability, if they are able to have what it takes and fit the assumptions for the purchaser [10].

With this ability, India will display up as a desired region for hobby in cloth and apparel regions, each with the aid of Indian and global groups, the record. The garb and style industry being placed at ahead of all comers and moreover the spending on apparel lots among the patron have become increased, considering these focuses it is exceptionally important to contemplate the changing buying behaviour of the customers [11]. The primary motivation in the back of this examine is to construct the awareness of clothing buying behaviour of Indian buyers and from a proper angle settlement element which effect garb buying behaviour supply good sized data to clothing shops trying to normalize or alter their technique for the customers [12].

1.1 CONSUMER BUYING BEHAVIOUR

Consumer buying behaviour is the investigation of human beings and the methods how use to pick, cozy, use, and discard objects, services, experience, with a view to fulfill wishes and the outcomes that these systems have at the consumer. Consumer buying behaviour is gradually part of strategic planning for the upcoming funding and development of any industry [13].

Retail industry or explicitly to country clothing enterprise isn't any special case, Consumers can either be summary or objective, checking out the persuasion of brand names. Retail places selling the objects in addition to anticipate an enormous component in convincing the choices of client.

The complete level or graphical appeal of the retail outlet can decide sale, or the help of the salesman or the clerk Furthermore, consumers might also select unique objects/brands no longer just in mild of the fact that those products deliver the beneficial or execution pay backs projected, yet moreover in mild of the fact that products can be utilized to speak clients' individual, societal function or association or to fulfill their inward intellectual requirements, as an example, the requirement for alternate or newness.

Consumer buying behaviour signifies to the enthusiastic and mental cycle and the detectable buying behaviour at some stage in search of products, buying cycle and submits utilization of products services. Consumer behaviour carries investigation of how individuals purchase, what they buy, when they purchase and why they buy. Its consolidations the additives from psychology, sociology, socio psychology, anthropology and economics.

2. LITERATURE REVIEW

The study provides the details of clothing buying behaviour and its related studies.

According to Fernandez et al. [14] youth prefer branded clothing breaking away their norms of their childhood and established their own identity. Brand pays key role in youth's minds and gives high expectation and success. Youth are growing up in brand conscious and media aware then their parents. Youth do not like misguidance by the marketers. Youths are more media savvy in choosing messages. Branded clothing company to act ethically, need to leave on youths own understanding and decide on their own.

Shafi and Madhavaiah [7] revealed that group reference main factors for branded apparel buying as well as store, product, and product promotions. And advertisements to be done in a manner that it reaches out the buyers. Clothing Store must come up with concerning to the advertisements and promotions to their reference group and store attribute so that the buyer attracts to their services and products what they offer.

Rusiga Sheeba [8] Consumer buy branded products compare to unbranded one, e-commerce has grown in recent years, fashion industries have enormous. Branded products are having better standing then generic one. Private label brands have become more popular one.

Durrani et al. [9] concluded that teenager behaviour influence and correlated by advertisements, brand image and brand loyalty. Business organization needs to focus on teenager advertisements because teenager is more influence by advertisements.

Koca and koc [4] Clothing purchase influences mostly on factors such as economic situation, Status and quality assurances and followed by family, friends, cultural and reference groups. Fashion clothing is expensive but also stands out in the crowed and unique. In men and women, women purchase the more clothing also revealed women influenced by fashion and men by brand name.

Maran et al. [2] revealed income and purchase pattern influence on branded apparel products. Design, Style Quality, color, comfort and price has influencing factors. Expectation and satisfaction of branded apparels have positive influences. Suggest that brands must fulfill the costumers' requirements as per their needs and process accordingly.

Farid [6] revealed online shopping growing with respect to fashion industry, traditional store still popular. Many of them buy online for the ease of buying and availability cards for the payments played huge role in buying online apparel products. Brands offers specially discount day to day and on special occasion attract buyers more. Casual wear is preferred one because the price range and perfect fitting.

Gupta and Banerjee [1] branded retails are growing in India at pace, Brand organization need to keep in mind in India to offers the products as per their Indian taste and demand. India is parenting branded clothing retails day by day. Branded retails must understand of Indian customers mind set.

2.1 STATEMENT OF PROBLEM

Rural consumer is different than the urban consumer and in Belagavi rural sub district Ramdurg is very differ from the urban cities. Increased popularity and unimproved infrastructure are the major problem in the study is as well as low income, literacy and quality of life style differ from the cities. This all leads to motivate to study the how consumer behave and prefer branded clothing in the study are.
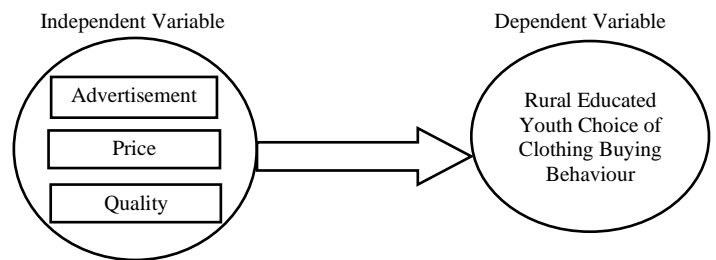
3. RESEARCH FRAMEWORK

Fig.1. Research Framework

3.1 OBJECTIVES

- To know the relationship between Advertisement, Prices, Quality and rural educated youth choice of clothing buying behaviour.
- To find out the impact of advertisements on rural educated youth choice of clothing buying behaviour.
- To know the impact of price on rural educated youth choice of clothing buying behaviour.
- To find out the impact of quality on rural educated youth choice of clothing buying behaviour.

3.2 HYPOTHESIS

- **H01**: There is no significance relationship between advertisements and rural educated youth choice of clothing buying behaviour.
- *Ha1*: There is a significant relationship between advertisements and rural educated youth choice of clothing buying behaviour.
- **H02**: There is no significant relationship between price and rural educated youth choice of clothing buying behaviour.
- *Ha2*: There is a significant relationship between price and rural educated youth choice of clothing buying behaviour.
- **H03**: There is no significance relationship between quality and rural educated youth choice of clothing buying behaviour.
- *Ha3*: There is significant relationship between quality and rural educated youth choice of clothing buying behaviour.
- **H04**: There is no impact of advertisements on rural educated youth choice of clothing buying behaviour.
- *Ha4*: There is significant impact of advertisements on rural educated youth choice of clothing buying behaviour.
- **H05**: There is significant impact of prices on rural educated youth choice of clothing buying behaviour.
- *Ha5*: There is no significant impact of prices on rural educated youth choice of clothing buying behaviour.
- **H06**: There is no significant impact of quality on rural educated youth choice of clothing buying behaviour.
- *Ha6*: There is a significant impact of quality on rural educated youth choice of clothing buying behaviour.

3.3 TOOLS FOR ANALYSIS

The collected data analyzed with correlation, Regression and descriptive statistics have been used to present the data set wherever it's necessary and also adopted statistical technique for data evaluation. Correlation model used with relation to objective one and regression model used to investigate the hypothesis of the study and with relationship to remaining objectives.

3.4 LIMITATIONS OF THE STUDY

This study is limited to the particular region (small part of the Karnataka) Ramdurg Taluka is Belagavi sub district and data also collected from the same region hence the finding of the study cannot compare with other region, where this study is micro level in nature.

4. METHODOLOGY

For analyses and interpretation of clothing choice of the respondent suitable methodology is pre requirements. The Primary data is collected from questionnaire and secondary data obtain from the various journals, books and records.

4.1 SAMPLING TECHNIQUE

The respondents are located in Ramdurg Taluka Belagavi district Karnataka. The sampling unit is limited to Ramdurg Taluka rural area. The researcher chosen 60 respondents from the study are three villages are chosen namely Turnur, Rankaloppa and Halgatti from each village with 35 respondents are randomly selected. Thus, total of 60 respondent were selected using multi stage random sampling technique for the data collection for the require information.

5. DATA ANALYSIS AND INTERPRETATION

The Table.1 shows the Cronbach's Alpha over value is 0.716. The questionnaire said to be reliable as the value is 0.716 it is good and reliable for the study. Rule of Thumb for Results: The preferred rule of thumb is that a Cronbach's alpha of 0.70 and above is right. 0.80 And above is better, 0.90 and above is exceptional and best. Researcher's end result is 0.716 there for its miles taken into consideration as "Good".

Table 1: Result of the Reliability Test

Cronbach's Alpha	N of Items
0.716	20

Sources: Researcher's survey findings (2021)

Table 2: Characteristics of the respondents

SL No	Respondents	n	Percentage
1	**Gender**	60	100
	Male	31	51.7
	Female	29	48.3
2	**Age**	60	100
	16-17	3	5.0
	18-19	27	45.0
	20-21	22	36.7
	22-23	4	6.7
	24-24.5	4	6.7
3	**Education**	60	100
	Up to 11	4	6.7
	2nd PUC	3	5.0
	Professional Course	5	8.3
	Degree	48	80.0
4	**Occupation**	60	100
	Students	49	81.7
	Employees	2	3.3
	Farmers	3	5.0
	Professionals	3	5.0
	Self employed	3	5.0

Sources: Researcher's survey findings (2021)

- **Gender:** out of 60 respondent 51.7%% are male and 48.3% are female both male and female are used for in the data collection as male and female are considering variable for the studying the behaviour, both the gender plays important rule for buying brands in the study area. But researcher just not considers this only parameter.

- **Age:** 16-17 are 5% in the total 60 respondents 45% are the 18-19, 36.7% are age between 20-21, and 22-23, and 24-24.5 are 6.7% respectively. On an average 20-23 age group are average age group and this has more in the numbers of data set.

- **Education:** 80% of the respondents falls under degree (Graduation) it shows the data set of the study has well educated in the study area, up to 11 class of education are 6.7%, 2nd PUC (10+2) respondents are 5% and 8.3% are the professional course studying respondents.

- **Occupation**: occupation of the respondents in the study area. 81.7% of the respondents are students as in the youth age category in educated usually respondents will be the students only 3.3.% of the respondents are employees who is working either in Govt or private sectors, Famers, Professional and Business owners are 5% respectively.

Table.3. Frequency of youths in buying the branded clothes in a year.

		Frequency	%	Valid %	Cumulative %
Valid	1 to 2 Times	14	23.3	23.3	23.3
	3 to 4 Times	35	58.3	58.3	81.7
	5 to 8 Times	3	5.0	5.0	86.7
	Above 9 Times	8	13.3	13.3	100.0
	Total	60	100.0	100.0	

Sources: Researcher's survey findings (2021)

The Table.3 showing how frequently does youth buy branded clothes in a year. 1 to 2 times rural consumers buy branded cloths 23.3% where as 58% of the respondents buy 3 to 4 times branded

clothes in a year, 5% buy 5 to 8 times and above 9 times 13.3%. from the above results on an average 2-3 times 81.6% out of 100%, clothing industry has 4 seasons in a year.

Table.4. The preference of rural youths in buying the branded clothes

		Frequency	%	Valid %	Cumulative %
Valid	Friends	31	51.7	51.7	51.7
	Parents	25	41.7	41.7	93.3
	Siblings	3	5.0	5.0	98.3
	Alone	1	1.7	1.7	100.0
	Total	60	100.0	100.0	

Sources: Researcher's survey findings (2021)

The Table.4 shows with whom rural youths prefers to buy branded clothes 51.7% youth prefers to buy branded cloths with their friends, and 41.7% prefers to buy with parents, remain 5% goes with siblings and 1.7% go alone.

Table 6: Favorite brands from the below brands

		Frequency	%	Valid %	Cumulative %
Valid	Local Store	29	48.3	48.3	48.3
	Peter England	5	8.3	8.3	56.7
	Raymond's	22	36.7	36.7	93.3
	Levi's	4	6.7	6.7	100.0
	Total	60	100.0	100.0	

Sources: Researcher's survey findings (2021)

The Table.6 presents that 48.3% are buying brands clothes in their local stores, 36.7% respondents buy in Raymond's brand, 8.3% buys peter England and 6.7% buys Levi's.

Table.7. Preference of brand among rural consumers

		Frequency	%	Valid %	Cumulative %
Valid	Waste of money	10	16.7	16.7	16.7
	Show off	9	15.0	15.0	31.7
	Value for money	14	23.3	23.3	55.0
	Symbol Status	27	45.0	45.0	100.0
	Total	60	100.0	100.0	

Sources: Researcher's survey findings (2021)

The Table.7 shows 16.7% says branded clothes are waste of money, 15% says show off and 23.3% respondents says branded clothes are value for money and 45% says branded clothes are symbol status.

Table.8. Correlation between Consumer buying behaviour and Advertisements, Price and Quality

		Consumer Buying Behaviour	Ads.	Price	Quality
Consumer Buying Behaviour	Pearson Correlation	1	.066	.114	.281*
	Sig. (2-tailed)		.619	.388	.030
	N	60	60	60	60
Ads.	Pearson Correlation	.066	1	.250	.312*
	Sig. (2-tailed)	.619		.054	.015
	N	60	60	60	60
Price	Pearson Correlation	.114	.250	1	.680**
	Sig. (2-tailed)	.388	.054		.000
	N	60	60	60	60
Quality	Pearson Correlation	.281*	.312*	.680**	1
	Sig. (2-tailed)	.030	.015	.000	
	N	60	60	60	60
*. Correlation is sig at the huge on the zero.05 level (2-tailed).					
**. Correlation is sizable at the 0.01 degree (2-tailed).					

Sources: Researcher's survey findings (2021)

The Table.8 shows the correlation dependent variable is buying behaviour of choice of clothing and independent variables are Advertisements, Price and Quality.

5.1 HYPOTHESIS 1

H01: There is no significant relationship between advertisement and rural educated youth choice of clothing buying behaviour.

Ha1: There is a significant relationship between advertisement and rural educated youth choice of clothing buying behaviour.

5.1.1 Result:

There is no significant relationship between advertisement and rural educated youth choice of clothing buying behaviour as significant value is 0.066 which is greater than 0.05 level of significant hence, we accept the null hypothesis

5.2 HYPOTHESIS 2

H02: There is no significant relationship between prices on rural educated youth choice of clothing buying behaviour.

Ha2: There is a significant relationship between of prices on rural educated youth choice of clothing buying behaviour.

5.2.1 Result:

There is no significant relationship between price and rural educated youth choice of clothing buying behaviour as significant value is 0.388 which is greater than 0.05 level of significant hence, we accept the null hypothesis.

5.3 HYPOTHESIS 3

H03: There is a significant relationship between quality and rural educated youth choice of clothing buying behaviour.

Ha3: There is a significant relationship between quality and rural educated youth choice of clothing buying behaviour.

5.3.1 Result:

There is a significant relationship between quality and rural educated youth choice of clothing buying behaviour as significant value is 0.030 which is less than 0.05 level of significant hence, we reject the null hypothesis.

5.4 MULTIPLE REGRESSIONS ANALYSIS

Multiple Regression Analysis has done using multi regression method by using statistical tool name called SPSS. Buying behaviour of choice of clothing is dependent variable and Advertisements, Price and quality are independent variables.
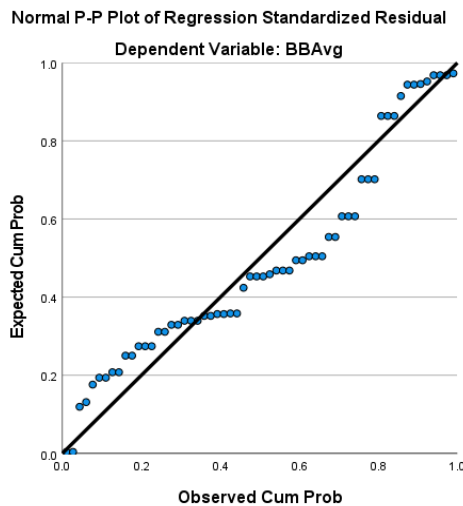

Fig.2. P-P Plot

The P-P Plot (Probability-Probability plot) for assessing how closely two data set agree which plot the two cumulative distribution factions against each other and check the data is normally data is distributed or not.

Table 9: Model Summary

Model	R	R^2 Square	Adjusted R^2	Std. Error of the Estimate
1	.300a	.090	.041	2.33271
a. Predictors: (Constant), Quality, Advertisement, Price				
b. Dependent Variable: Consumer Buying Behaviour choice of branded clothes				

Sources: Researcher's survey findings (2021)

The Table.9 indicates the R-value, which represents the correlation among the observed and predicted values for the dependent variable; R^2 is called the coefficient of determination and gives the adequacy of the model. In this value of R^2 is 0.041 it means the independent variable in the version can are expecting 4.1% of the variance in based variable. Adjusted R^2 suggests the accuracy of the model fitness if one can modify the model by own.

Table.10. ANOVA

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	30.207	3	10.069	1.850	.149b
	Residual	304.727	56	5.442		
	Total	334.933	59			
a. Dependent Variable: Consumer Buying Behaviour						
b. Predictors: (Constant), Advertisement, Price and Quality						

Sources: Researcher's survey findings (2021)

The Table.10 in first row call regression offers the variability inside the model because of realize the cause and within the 2nd row call residual indicates variability because of random error or unknown cause value this situation is 1.850 and the p-cost proven by 0.149 which is more than 0.05 there for we will say that independent variable Advertisement, Price and Quality have no significant effect on the dependent variable consumer buying behaviour of choice branded clothes.

Table.11. Coefficients

Model		Unstandarized Coefficients		Standardized Coefficients	t	Sig
		B	Std. Error	Beta		
1	(Constant)	13.205	2.193		6.021	.000
	Advertisements	-.013	.095	-.018	-.137	.892
	Price	-.146	.179	-.142	-.818	.417
	Quality	.242	.112	.383	2.160	.035
a. Dependent Variable: Consumer Buying Behaviour						

Sources: Researcher's survey findings (2021)

The coefficients table shows the regression consistent (Y intercepts) and coefficient and their significance, regression measure how firmly (If it is positive then sure connection assuming it is negative, its negative relationship) the independent variable predicts the dependent variable and that shows the solid relationship between independent variable and dependent variable.

5.5 HYPOTHESIS 4

H01: There is no significant impact of advertisements on rural educated youth choice of clothing buying behaviour.

Ha1: There is a significant impact of advertisements on rural educated youth choice of clothing buying behaviour.

5.5.1 Result:

The Table.15 showing the result of ANOVA analysis. F-value is 0.250 and the p-value is 0.619 which is greater than 0.05 (95% of confidence Level) hence Null hypothesis is accepted there for advertisements does not impact on rural educated youth choice of clothing buying behaviour.

5.6 HYPOTHESIS 5

H05: There is no significant impact of prices on rural educated youth choice of clothing buying behaviour.

Ha5: There is a significant impact of prices on rural educated youth choice of clothing buying behaviour.

5.6.1 Result:

The Table.17 showing the result of ANOVA analysis. F-value is 0.758 and the p-value is 0.388 which is greater than 0.05 (95% of confidence Level) hence Null hypotheses is accepted there for price does not impact on rural educated youth choice of clothing buying behaviour.

5.7 HYPOTHESIS 6

H06: There is a significant impact of quality on rural educated youth choice of clothing buying behaviour.

Ha6: There is a significant impact of quality on rural educated youth choice of clothing buying behaviour.

5.7.1 Result:

The Table.19 showing the result of ANOVA analysis. F-value is 4.959 and the p-value is 0.030 which is greater than 0.05 (95% of confidence Level) hence Null hypotheses is rejected there for quality does impact on rural educated youth choice of clothing buying behaviour.

6. CONCLUSION

There is no significant relationship between advertisement and rural consumer buying behaviour of choice of branded cloths, There may be no significant courting between price and rural consumer buying behaviour of choice of branded cloths, there is no significant relationship between quality and rural buying behaviour of choice of branded cloths, advertisements does not impact on rural consumer buying behaviour of choice of branded clothes, price does not impact on rural consumer buying behaviour of choice of branded clothes, quality does impact on rural consumer buying behaviour of choice of branded clothes. Youth buy branded clothes in a year. 1 to 2 times rural consumers buy branded cloths 23.3% where as 58% of the respondents buy 3 to 4 times, rural youths prefer to buy branded clothes 51.7% youth prefers to buy branded cloths with their friends, 48.3% are buying brands clothes in their local stores, 23.3% respondents say branded clothes are value for money and 45% says branded clothes are symbol status. advertisements do not impact on rural educated youth choice of clothing buying behaviour, price does not impact on rural educated youth choice of clothing buying behaviour, quality does impact on rural educated youth choice of clothing buying behaviour. No significant relationship between advertisement and rural educated youth choice of clothing buying behaviour, no significant relationship between price and rural educated youth choice of clothing buying behaviour. There is a significant relationship between quality and rural educated youth choice of clothing buying behaviour.

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