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A COMPARATIVE STUDY IN BUYER CHOICE TOWARDS PURCHASING BRANDED AND NON BRANDED CLOTHES

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1.INTRODUCTION

The garment industry is a vast and dynamic market, offering a wide range of products to consumers. With the rise of globalization and e-commerce, consumers are now faced with an overwhelming array of choices when it comes to purchasing garments. One of the key decisions consumers make is whether to opt for branded or non-branded garments. Branded garments, such as those from well-known fashion designers or popular clothing labels, often come with a higher price tag and are perceived as status symbols. On the other hand, non-branded garments, also known as generic or unbranded products, offer affordable alternatives without the prestige associated with recognized brands.

2.STATEMENT OF PROBLEM

Despite the growing demand for garments, consumers are increasingly faced with a difficult when making purchasing decisions: whether to opt for branded or non-branded. While branded garments offer perceived quality, social status, and prestige, non-branded garments provide affordable alternatives. However, the factors influencing consumer preferences towards branded and non-branded garments are not fully understood.

3. REVIEWS

- Netemeyer (2016) Non-branded clothing may be associated with more practical or functional considerations and less with social status. Research that provides insights into how consumers' attitudes toward non-branded goods reflect their values and lifestyle preferences
- Keller (2016) The Brand loyalty is a critical factor, with many consumers developing a strong preference for specific brands due to positive experiences and brand equity. Studies such as those discuss how brand loyalty impacts consumer behavior and long-term satisfaction.
- Parker (2017) Perceptions of quality in non-branded clothes are more variable. The suggest that consumers might perceive non-branded items as lower in quality, although this perception can be mitigated if non-branded garments are of high quality and have transparent production practices
- Zeithaml (2018) The Studies often show that consumers associate branded garments with higher quality due to stringent quality control and consistency. Research discusses how perceived quality influences consumer attitudes and buying behavior. Brands invest in maintaining high standards, which reinforces consumer confidence and satisfaction.
- Eklund (2018) The Consumers may exhibit less loyalty to non-branded garments, often driven by practicality rather than emotional. Research like that examines how satisfaction with non-branded products is often based on functional attributes rather than brand identity.
- Kapferer and Bastien (2019) The research often highlights that branded garments are perceived as higher quality and more prestigious. This perception is tied to brand reputation, marketing strategies, and the perceived status associated with certain brands. They explore how brand identity influences consumer preferences and perceived value.

4. OBJECTIVE OF THE STUDY

- To identify and compare the factors influencing consumer preferences towards branded and non-branded garments.
- To analyze the perceived value and quality of branded and non-branded garments.
- To explore the relationship between social status and consumer preference for branded garments.
- To investigate the impact of marketing strategies on consumer preferences towards branded garments

5. RESEARCH METHODOLOGY

The study is intended to analyze consumer's view on marketing strategy of clothes by various corporate firms in that field.

TOOLS AND TECHNIQUES USED FOR ANALYSIS

Tools used for the study were following:

- Percentage Analysis
- Ranking Analysis
- Weighted Average Score method

6. LIMITATIONS OF THE STUDY

- The results and findings are confined to a limited area.
- The opinions of the respondents may be biased.
- Time and resource constraint.

7. ANALYSIS AND INTERPRETATION OF DATA

TABLE SHOWING TYPE OF CLOTHES PREFERRED BY THE RESPONDENTS

TYPE OF CLOTH PREFERRED	FREQUENCY	PERCENTAGE
Branded	56	47%
Non branded	12	10%
More Fashionable	50	41%
Cotton	1	1%
Mixed	1	1%
TOTAL	120	100%

INTERPRETATION

The table shown that 47% of the respondents are prefer branded clothes, 41% of the respondents are prefer more fashionable clothes, 10% of the respondents are prefer non branded clothes, 1% of the respondents are prefer cotton clothes, 1% of the respondents are prefer mixed clothes,

TABLE SHOWING BRANDED CLOTHES ARE BETTER QUALITY THAN NON - BRANDED CLOTHES AMONG THE RESPONDENTS

BRANDED CLOTHES ARE BETTER QUALITY	FREQUENCY	PERCENTAGE
Sometimes	39	32%

It depends on brand	71	60%
Not sure	10	8%
TOTAL	120	100%

INTERPRETATION

The table shown that 60% of the respondents are it depends on brand clothes, 32% of the respondents sometimes choose branded clothes are better than non branded clothes, 8% of the respondents are not sure that branded clothes are of better quality than non - branded clothes

RANK ANALYSIS

TABLE SHOWING RANKING OF FACTORS INFLUENCE PURCHASING DECISION TO BUY BRANDED CLOTHES AMONG THE RESPONDENTS

FACTORS	R1	R2	R3	R4	R5	R6	TOTAL	RANK
Quality	30	112	39	12	35	72	300	2
Trend/ Fashion	8	166	24	28	40	42	308	4
Status/Branding	16	138	48	20	30	54	306	3
Durability	13	130	36	56	35	60	330	5
Price	14	106	51	44	95	42	352	6
Recommendation From Friends/ family	15	134	36	20	20	48	273	1

INTERPRETATION

The above table shows that most influenced factor to buy branded clothes among respondents is from their friends and family recommendation followed by quality of clothes, followed by status / branding, followed trend / fashion, followed durability of clothes and price.

WEIGHTED AVERAGE METHOD

TABLE SHOWING THE SATISFACTION LEVEL TOWARDS BRANDED CLOTHING FACTORS AMONG THE RESPONDENTS

FACTORS	VS	S	N	DS	VDS	TOTAL	WEIGHTED AVERAGE SCORE	RANK
Quality	41	144	18	4	30	237	1.98	4
Durability	27	160	33	4	25	249	2.08	3
price	18	126	72	48	40	304	2.53	1
Variety	20	150	48	36	25	279	2.33	2

VERY SATISFIED – (VS)

SATISFIED – (S)

NEUTRAL – (N)

DISSATISFIED – (DS)

VERY DISSATISFIED – (VDS)

INTERPRETATION

The above table shown that satisfaction level towards branded clothing factors among the respondents from price, followed by variety, followed by durability and quality

8. FINDING OF THE STUDY

RANK ANALYSIS

1. The most influenced factor to buy branded clothes among respondents is from there (first rank) friends and family recommendation followed by quality of clothes , status / branding, trend / fashion ,durability of clothes and price
2. The most influenced factor to buy non branded clothes among respondents is from (first rank) affordability, followed by variety of design availability , Less focus on brand image , Comforts and quality.

WEIGHTED AVERAGE SCORE METHOD

1. The satisfaction level towards branded clothing factors among the respondents is price , followed by variety, durability , and quality
2. The satisfaction level towards non branded clothing factors among the respondents is quality , durability ,variety , and price

9. SUGGESTIONS

- To analyse consumer preferences between branded and non-branded clothing.
- To identify key factors influencing purchasing decisions (e.g., price, quality, social status, trends).
- To examine the role of advertising, celebrity endorsements, and social media in influencing consumer choices.
- To assess how demographic factors (age, gender, income, location) impact buyer decisions

10. CONCLUSION

The study on "A Comparative Study in Buyer Choice Towards Purchasing Branded and Non-Branded Clothes" provides valuable insights into consumer behaviour, preferences, and the key factors influencing purchasing decisions. It highlights that brand perception, quality, price sensitivity, social influence, and marketing strategies play significant roles in shaping buyer choices.

Branded clothing is often associated with prestige, quality assurance, and long-term durability, making it a preferred choice for consumers who prioritize status and exclusivity. On the other hand, non-branded clothing appeals to price-conscious buyers who seek affordability, variety, and trend-driven fashion without committing to high costs. Additionally, factors such as celebrity endorsements, digital marketing, sustainability concerns, and online shopping trends are increasingly shaping consumer preferences in the fashion.