International Journal of Research Publication and Reviews

A Study on Consumer Perception towards Purchasing Branded Apparels in Bengaluru North

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ABSTRACT

This study aims to explore consumer perception and behavior towards purchasing branded apparels in Bengaluru North. With the rapid growth of the apparel market and increasing brand consciousness among urban consumers, understanding the factors influencing purchase decisions is critical for retailers and marketers. The research investigates key determinants such as brand consciousness, professed quality, social status, price sensitivity, and the effect of digital media on consumer preferences. Primary data has been collected through structured surveys administered to a characteristic sample of customers across Bengaluru North. The findings reveal that consumers are highly influenced by brand reputation, product quality, and social factors, while price plays a moderating role in the decision-making process. Additionally, electronic word of mouth and influencer endorsements significantly impact consumer attitudes towards branded apparel. The study provides legal insights for apparel brands to tailor marketing strategies that resonate with the evolving preferences of Bengaluru's urban consumers, ultimately enhancing brand loyalty and purchase intention.

KEYWORDS: Consumer Perception, Branded Apparels, Buying Behaviour, Brand Loyalty, Bengaluru North

INTRODUCTION

The apparel industry has transformed into a dynamic sector where branded clothing represents not only fashion but also individuality, lifestyle, and social recognition. With the rise in disposable profits, exposure to global trends, and the growing influence of media, consumers in metropolitan areas are increasingly leaning toward branded apparel. Bengaluru North, being a hub of young professionals and students, reflects a diverse mix of preferences where brand value, quality, style, and status play a key role in purchase decisions. Consumer perception in this context becomes crucial, as it directly influences buying behavior and brand loyalty. Understanding how customers view branded apparel whether as a symbol of quality, identity, or social prestige, helps businesses tailor their strategies to meet evolving expectations. Therefore, this study focuses on the tentative perceptions and attitudes of consumers in Bengaluru North toward purchasing branded apparel, aiming to uncover key aspects that drive their choices and shape market trends.

LITERATURE REVIEW

Khan Z et.al. (2024) in their work "The effect of eWOM on consumer purchase intention and mediating role of brand equity: a study of apparel brands," have done research on consumer perception of branded apparel, highlighting the significant influence of electronic word of mouth (eWOM) on purchase intention and brand equity. eWOM serves as a critical driver in shaping brand perceptions and consumer behaviour. Studies reveal that brand equity acts as a mediating factor, enhancing the impact of eWOM on purchase intentions. The Elaboration Likelihood Model supports this relationship, emphasizing how consumer attitudes are shaped by persuasive communication. However, most studies, including those conducted among Indian consumers, are limited by geographic focus and specific sampling methods. These findings underscore the essential for targeted promotion strategies leveraging eWOM. **M Ghandi et.al. (2023)** in their research work "Effect of consumer value perception on consumer purchase intention: A case of Private label apparels" reveal that consumer value perception plays a fundamental role in shaping purchase intentions, particularly in the apparel industry. Research highlights that financial, functional, individual, and social values significantly influence perceived quality, which directly impacts consumer purchase decisions for private label apparel. However, purposeful and social values show limited direct influence on purchase intention. Studies employing techniques like experimental and confirmatory factor analysis and structural equation modelling reveal that perceived quality mediates the affiliation between value perception and purchase intention, except for social value perception. These findings emphasize the need for retailers to prioritize consumer value perceptions to enhance brand loyalty and sales. **Sharma, R., & Kumar, S. (2023),** in their study "Impact of social media influencers on consumer perception of branded apparel," explore how social media influencers shape consumer attitudes and buying behavior towards branded apparel in Bengaluru North. The study highlights that influencer credibility, relatability, and content quality significantly affect consumer trust and brand perception. Furthermore, the research finds that consumers in Bengaluru North are increasingly relying on influencer recommendations to evaluate the authenticity and desirability of branded apparel. The findings suggest marketers should leverage influencer partnerships to strengthen brand equity and consumer

engagement. However, the study acknowledges geographic and demographic constraints that limit broader generalization. In her 2022 study titled "Consumer Buying Behavior Towards Branded and Unbranded Apparels," K. Nalini explored the purchasing patterns of consumers in Chennai, focusing on their preferences for branded versus unbranded clothing. The research aimed to examine the demographic and socioeconomic profiles of individuals inclined toward branded apparel, along with the key elements influencing their buying choices. To achieve this, data were gathered directly from 200 respondents across various parts of Chennai through a structured questionnaire. The findings indicated a growing trend among consumers toward brand consciousness. Many participants favored branded clothing as it contributes to a fashionable image and symbolizes social standing. Additionally, branded apparel was often chosen for its superior quality, broader selection, and longer-lasting nature. **Rao, P., & Singh, A. (2022),** in their research "Factors affecting brand loyalty among young consumers in Bengaluru's apparel market," analyze the key determinants influencing brand loyalty, including product quality, price sensitivity, and emotional attachment to brands. The study reveals that consumers in Bengaluru North exhibit a strong preference for quality and brand heritage, which contribute to repeat purchase intentions. Additionally, brand trust and customer satisfaction are identified as mediating factors in fostering loyalty toward branded apparel. This research emphasizes the importance of maintaining consistent product standards and customer experience to sustain competitive advantage in the apparel sector. **Rahman M S et al. (2021),** in their research on "Millennials' purchasing behavior toward fashion clothing brands: influence of brand awareness and brand schematicity," studied millennial consumers' purchasing behavior toward fashion clothing brands highlighting the significant roles of brand awareness and brand schematicity. Brand awareness serves as a mediator, influencing millennials' purchasing decisions by enhancing recognition and recall of brand attributes. Brand schematicity, reflecting consumers' cognitive structures regarding brands, actively moderates purchasing behaviour, with schematic consumers relying more on quality cues in their decision-making process. These findings suggest that fashion retailers should focus on strategies that enhance brand awareness and provide clear quality indicators to effectively engage the millennial market segment. **Patil, N., & Desai, K. (2021)** in their work "Role of lifestyle and cultural influences on branded apparel purchase behaviour in Bengaluru" examined how lifestyle choices and cultural factors shape consumer preferences in branded clothing. The study finds that modern urban consumers in Bengaluru North associate branded apparel with social status, self-expression, and lifestyle aspirations. Cultural elements, such as festivals and local fashion trends, also play a significant role in purchase decisions. The researchers suggest apparel brands should incorporate localized marketing strategies and culturally relevant product designs to better connect with this consumer segment. **Lim X J et.al (2020)** in their research paper "Compulsive buying of branded apparels, its antecedents, and the mediating role of brand attachment" found that compulsive buying behaviour (CBB) has garnered significant scholarly attention due to its psychological and financial implications. Materialism is a key antecedent, with studies indicating that materialistic individuals are more prone to CBB. Brand attachment also plays a crucial role; consumers with strong emotional bonds to brands exhibit higher tendencies toward compulsive purchases. Additionally, impulsive buying serves as a mediator between materialism and CBB, suggesting that materialistic values lead to impulsive purchases, which can escalate into compulsive buying behaviours. Understanding these relationships is vital for developing interventions to mitigate the adverse effects of compulsive buying. **Jung-Hwan Kim (2019)** in his work "Imperative challenge for luxury brands: Generation Y consumers' perceptions of luxury fashion brands' e-commerce sites" found that high-income Generation Y consumers value efficiency and web appearance, while low/middle-income consumers prioritize trust, personalization, and order/delivery management. This study underscores the need for luxury brands to tailor their e-service quality to different income groups for improved satisfaction. The literature shows limited focus on luxury consumers' perceptions of luxury brands' e-commerce sites. **Moon, M.A. et.al (2018)** in their research work "Consumer perceptions of counterfeit clothing and apparel products attributes" extended the S-O-R model by integrating object and social psychological stimuli to examine attitudes toward counterfeit apparel. Findings reveal that hedonic attitudes strongly influence purchase intentions, while utilitarian attitudes play a lesser role. Practical implications suggest brand marketers should focus on consumer education and social consequences to reduce counterfeit purchases.

Research Gap

While previous studies have observed aspects such as eWOM, social media influence, value perception, and lifestyle in shaping consumer behavior toward branded apparel, the scope of most research remains narrowly concentrated in urban centers like Bengaluru and Chennai. This urban focus restricts the ability to generalize findings across wider populations. Furthermore, many studies address factors like brand equity, influencer credibility, or consumer values individually, without presenting an integrated framework that captures their combined impact. Another limitation is the lack of demographic diversity, as research has predominantly focused on millennials and young urban consumers, with little consideration of variations across age, gender, or income groups. Attention toward private labels and emerging local apparel brands also remains minimal compared to established or luxury labels. Lastly, the reliance on quantitative analysis dominates, leaving limited space for qualitative or mixed-method approaches that could deliver deeper understandings into consumer attitudes, cultural contexts, and emotional drivers of apparel purchases.

OBJECTIVES OF THE STUDY

- To study the socio-economic factors influencing of customers in Bengaluru North towards branded apparels.

- To identify the factors influencing the buying behaviour of customers towards branded apparels.

- To analyse the impact of promotional activities on customers' purchasing decisions regarding branded apparels.

HYPOTHESES OF THE STUDY

Hypothesis 1: Relationship Between Monthly Income and Spending on Branded Apparel

- **H0:** There is no significant relationship between a consumer's monthly income and their average spending on branded apparel.

- **H1:** There is a significant relationship between a consumer's monthly income and their average spending on branded apparel.

Hypothesis 2: Impact of Promotional Activities on Buying Behaviour

- **H0:** Promotional activities have no significant association with the buying behaviour of customers.

- **H1:** Promotional activities have a significant association with the buying behaviour of customers.

Hypothesis 3: Influence of Brand Preference Factors on Consumer Purchase Decisions

- **H0**: There is no significant association between a customer's rating of Quality Importance and their rating of Brand Importance in their purchasing decisions.

- **H1**: There is a significant association between a customer's rating of Quality Importance and their rating of Brand Importance in their purchasing decisions.

RESEARCH METHODOLOGY

This study works a descriptive research design to explore consumer buying behavior toward branded apparel and the factors influencing their purchase decisions. Data was calm from both primary and secondary sources to ensure accuracy and depth. Primary data was gathered through a organized questionnaire managed to 120 respondents, covering demographics, purchasing habits, and brand preferences, while secondary data included academic journals, market reports, and credible online sources for theoretical context. A convenience sampling technique was used to capture diverse perspectives across age, income, and occupation. For examination, statistical tools such as the Weighted Average Method, Pearson Correlation, and Chi- square test were applied to identify key influences affecting consumer choices and to examine relationships between income, spending, and brand preference. Descriptive statistics summarized the respondents' characteristics and behaviour patterns. The methodology ensures a complete empathetic of consumer preferences, providing practical insights for apparel brands to refine marketing strategies and product offerings.

LIMITATIONS OF THE STUDY

- The study is geographically restricted to the northern part of Bengaluru and may not represent consumer behaviour in other regions.

- The sample size is limited to 120 respondents, which may affect generalizability.

- Responses are self-reported and may involve biases such as social desirability or selective memory.

- Data collected is cross-sectional and does not explanation for seasonal or long-term changes in consumer behaviour.

DATA ANALYSIS AND INTERPRETATION

1. **Demographic Profile of Consumer**

Table showing Demographic Profile of Consumer

S.No	Particulars	Category	No. of Respondents	Percentage (%)
1	Gender	Male	74	61.67%
		Female	46	38.33%
2	Age Group	Above 40 years	37	30.83%
		18–20 years	31	25.83%
		21–30 years	30	25.00%
		31–40 years	22	18.33%
3	Educational Qualification	Postgraduate	30	25.00%
		Graduate	28	23.33%
		Professional	24	20.00%
		Undergraduate	21	17.50%
		Diploma	17	14.17%

4	Marital Status	Unmarried	64	53.33%
		Married	56	46.67%
5	Occupation	Salaried	52	43.33%
		Business Owner	38	31.67%
		Student	16	13.33%
		Working Professional	8	6.67%
		Homemaker	6	5.00%
6	Monthly Income	Below ₹25,000	30	25.00%
		Above ₹1,00,000	27	22.50%
		₹50,000–₹1,00,000	24	20.00%
		₹25,000–₹50,000	23	19.17%
		No Income	16	13.33%
		Total	**120**	**100.00%**

Analysis

From the demographic profile, it is evident that male respondents form the majority at 61.67%, while females account for 38.33%. In terms of age, the largest segment is above 40 years (30.83%), closely followed by younger consumers in the 18–20 years (25.83%) and 21–30 years (25.00%) categories, showing representation across both mature and youthful age groups. Regarding educational qualifications, the respondents are highly educated, with nearly half being graduates (23.33%) and postgraduates (25.00%), while 20% hold professional degrees. Marital status shows a balanced distribution, with unmarried individuals slightly exceeding married respondents. Occupationally, the majority are salaried employees (43.33%) and business owners (31.67%), whereas students, homemakers, and working professionals together form a smaller proportion. The income distribution shows diversity: while 25% earn below ₹25,000, a significant 22.5% earn above ₹1,00,000, indicating a mix of lower and higher- income groups in the sample.

Graph showing Demographic Profile of Consumer
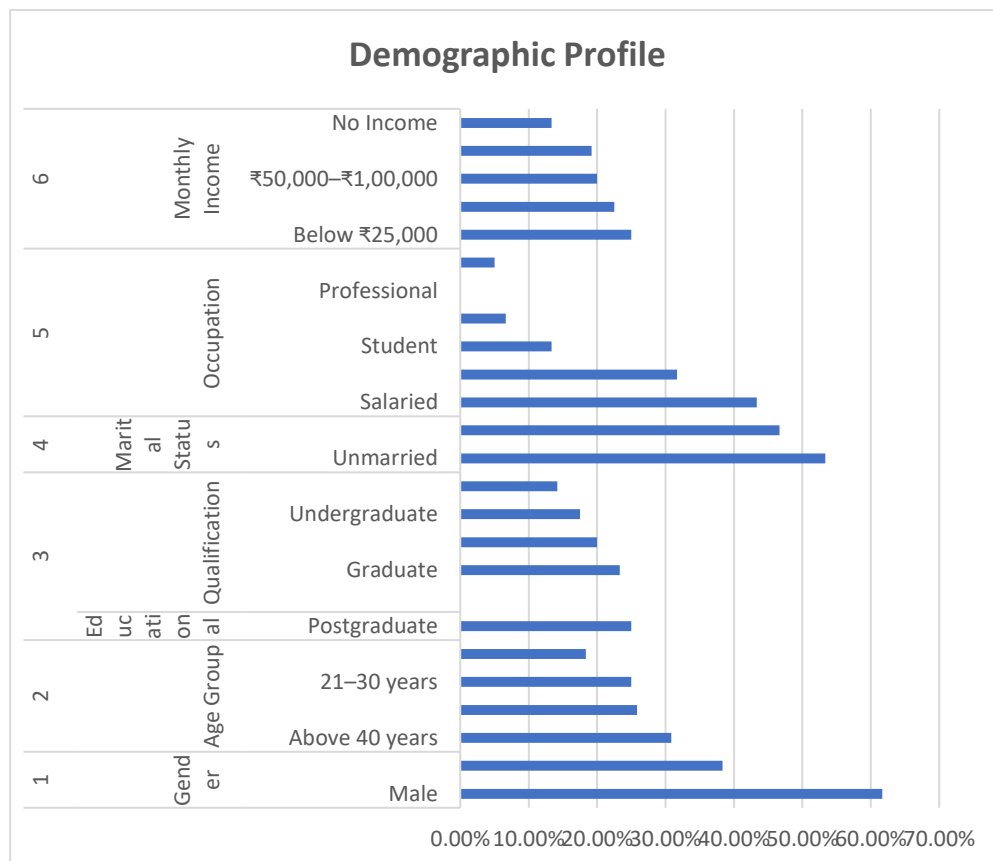
Interpretation

The demographic profile reflects a diverse and balanced consumer base. The higher participation of males suggests stronger male engagement in branded apparel purchases. The presence of both younger age groups and older consumers indicates that branded apparel appeals across different life stages. The high proportion of educated respondents, particularly graduates and postgraduates, implies that the sample is well-informed and likely to be more brand-conscious. Occupationally, the dominance of salaried individuals and business owners shows that financially stable and professionally active consumers form the core market. The income pattern suggests a dual-market trend, where both lower-income and high-income consumers participate in branded apparel purchases, though with different affordability levels and buying motivations. Overall, the interpretation points toward a mature, educated, and economically varied consumer group, which provides apparel marketers with opportunities to design differentiated strategies targeting both premium and value-conscious buyers.

2. Factors Influencing Buying Behaviour

Table showing Factors Influencing Buying Behaviour

S. No	Particulars	Category	No. of Respondents	Percentage (%)
1	Purchase Frequency	Once in 3 months	32	26.67%
		Rarely	32	26.67%
		Twice a year	28	23.33%
		Once a month	28	23.33%
2	Preferred Apparel Segment	Casual Wear	30	25.00%
		Ethnic Wear	26	21.67%
		Sportswear	25	20.83%
		Occasional Wear	21	17.50%
		Corporate Wear	18	15.00%
3	Preferred Brand	W for Women	20	16.67%
		Van Heusen	13	10.83%
		Pantaloons	13	10.83%
		Allen Solly	12	10.00%
		Peter England	12	10.00%
		Manyavar	11	9.17%
		FabIndia	11	9.17%
		Max Fashion	10	8.33%
		BIBA	9	7.50%
		Louis Philippe	9	7.50%
4	Average Spend	Above ₹5,000	34	28.33%
		₹3,001–₹5,000	30	25.00%
		Below ₹1,000	28	23.33%
		₹1,001–₹3,000	28	23.33%
5	Purchase Place	Online Stores	51	42.50%
		Both Equally	44	36.67%
		Physical Stores	25	20.83%
6	Family/Friends Influence	Rarely	46	38.33%
		Yes, very much	29	24.17%

		Sometimes	24	20.00%
		Not at all	21	17.50%
7	International Brand Preference	Yes	61	50.83%
		No	59	49.17%
	TOTAL		**120**	**100%**

Analysis

The data shows that apparel purchases are largely occasional, with buying frequency evenly split between once in three months, rarely, twice a year, and once a month. Casual wear is the most preferred segment (25%), followed closely by ethnic wear and sportswear, while corporate wear ranks lowest. Brand preference is fragmented, with "W for Women" leading at 16.67%, but many other brands hold nearly equal shares, reflecting low loyalty. Spending habits indicate two clear groups—28.33% high-value buyers spending above ₹5,000 and an almost equal proportion spending below ₹3,000. Online stores dominate purchase channels (42.50%), while 36.67% prefer both online and offline, and only 20.83% rely solely on physical stores. Family and friends have limited influence, with most respondents rarely or never guided by them. Finally, international brand preference is nearly balanced, with a slight tilt toward global brands (50.83%).

Graph Showing Factors Influencing Buying Behaviour
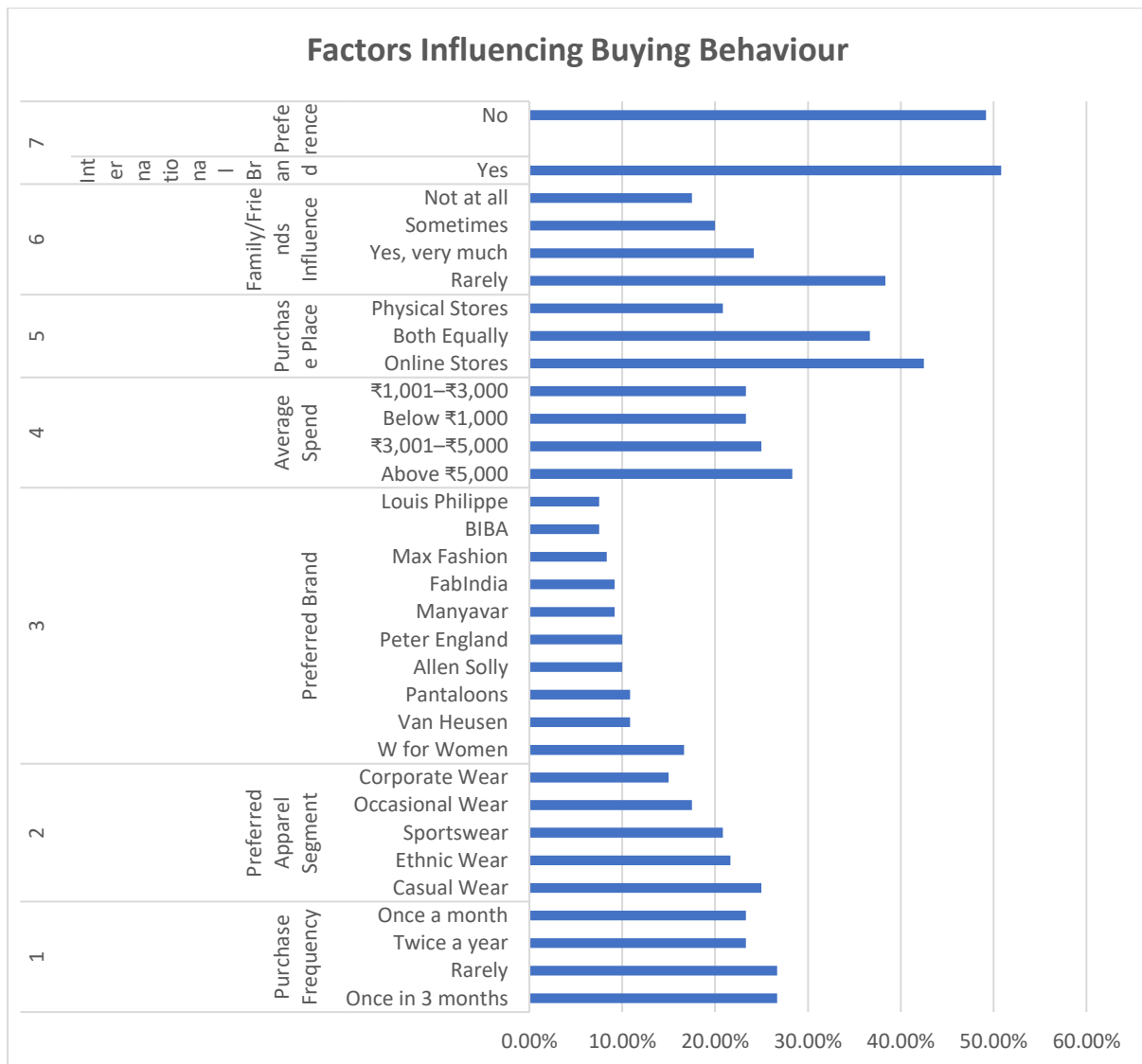
Interpretation

The findings highlight that consumers are intentional rather than frequent buyers, with a strong inclination toward casual and versatile clothing. Brand loyalty is weak, as shoppers distribute their choices across multiple labels, emphasizing variety over attachment. Spending patterns reveal a dual market

of value-driven and premium consumers, requiring retailers to address both affordability and exclusivity. The dominance of online and hybrid shopping signals the rising importance of digital platforms and omnichannel strategies. Social influence has minimal impact, suggesting decisions are largely independent, while the near-equal preference for international and domestic brands shows a competitive market where both local and global players hold strong potential.

3. **Promotional Impact on Buying Behaviour**

**Table Showing Promotional Impact on Buying Behaviour**

S.No	Particulars	Category	No. of Respondents	Percentage (%)
1	Info Source	Social Media	33	27.50%
		Online Reviews	23	19.17%
		Friends/Peers	23	19.17%
		Retail Staff	21	17.50%
		TV/Print Ads	20	16.67%
2	Preferred Promo Offer	Discounts	39	32.50%
		Buy One Get One Free	32	26.67%
		Loyalty Points	27	22.50%
		Gift Coupons	22	18.33%
3	Follow on Social Media	Yes	64	53.33%
		No	56	46.67%
4	Social Media Influence	Highly Influential	36	30.00%
		Slightly Influential	32	26.67%
		Not Influential	27	22.50%
		Moderately Influential	25	20.83%
5	Celebrity Endorsement	No	69	57.50%
		Yes	51	42.50%
6	Festive Sale Preference	Always	35	29.17%
		Rarely	32	26.67%
		Sometimes	27	22.50%
		Never	26	21.67%
7	Brand Loyalty	Yes, I prefer buying from my favourite brand(s)	61	50.83%
		No, I like exploring different brands each time	59	49.17%
	TOTAL		**120**	**100%**

Analysis

The findings show that social media is the leading source of apparel information (27.5%), followed by online reviews and peer opinions (19.17% each). Traditional sources like retail staff (17.5%) and TV/print ads (16.67%) play a relatively smaller role. Discounts are the most preferred promotional tool (32.5%), with buy-one-get-one offers (26.67%) and loyalty schemes (22.5%) also drawing interest. More than half of the respondents (53.33%) follow

apparel brands on social media, and nearly one-third (30%) find such platforms highly influential, though others report only slight or moderate influence. Celebrity endorsements show limited effectiveness, with a majority (57.5%) not influenced by them. Festive sales attract many shoppers, with 29.17% always participating, but others take part less often or not at all. Brand loyalty is almost evenly divided, with 50.83% sticking to favorite brands while 49.17% prefer exploring new ones.

Graph Showing Promotional Impact on Buying Behaviour
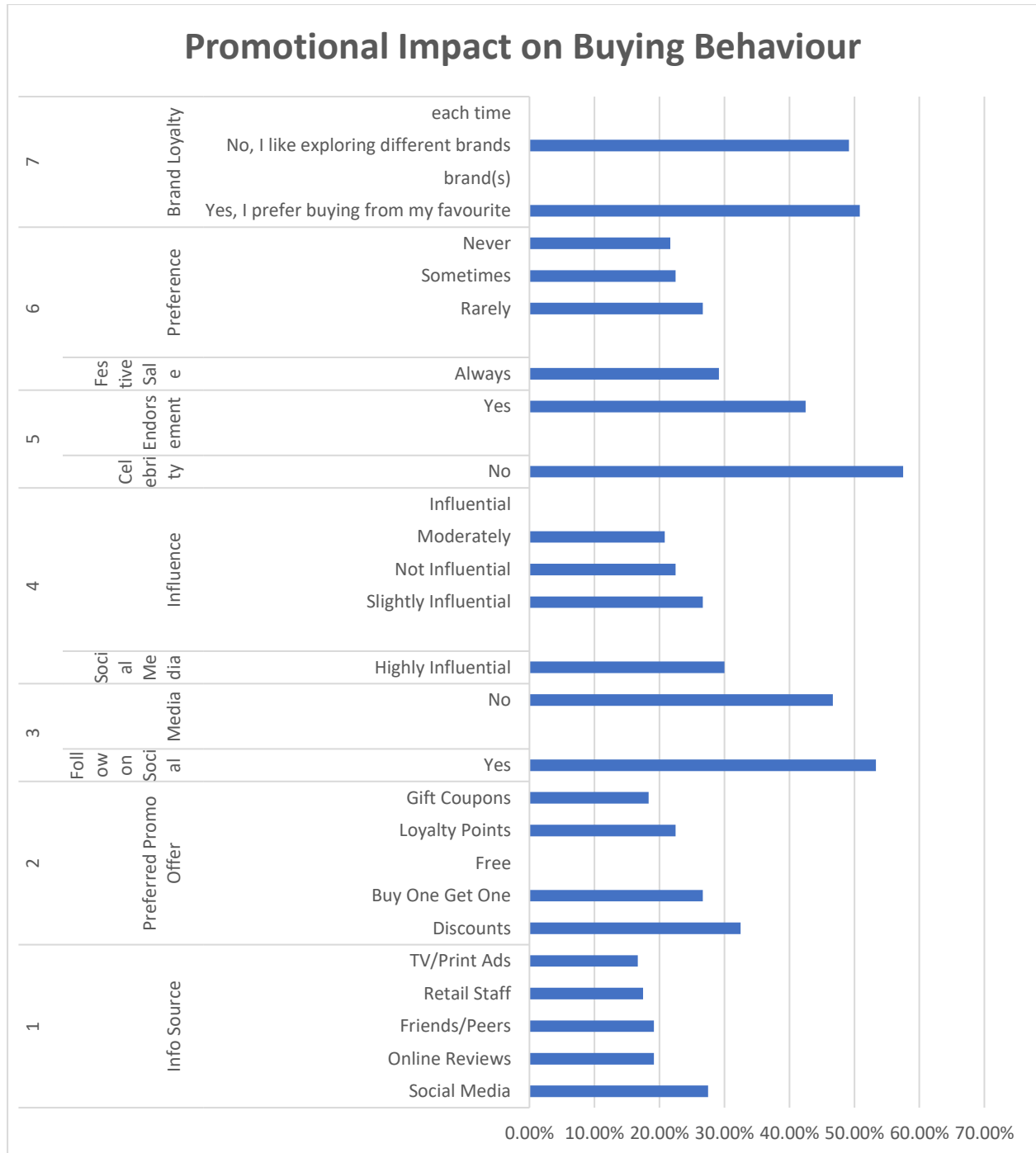
Interpretation

The results highlight the growing role of digital platforms in shaping buying decisions, with social media emerging as a dominant influence compared to traditional advertising. Promotions, especially discounts and bundle deals, remain key motivators, reflecting consumers' strong focus on value. Although many follow brands online, the varied degree of influence shows that digital content must be engaging and relevant to drive action. Celebrity endorsements are less persuasive, suggesting that authenticity and relatable branding strategies may resonate better. Festive sales continue to be a seasonal attraction, though not universally adopted. The nearly equal split in brand loyalty indicates a diverse market—one group values familiarity and consistent brand experiences, while the other is more adventurous and open to trying different labels, offering opportunities for both retention and acquisition strategies.

3.The factors influencing the buying behaviour of customers towards branded apparels

(Scale: 5 – Strongly Agree, 4 – Agree, 3 – Neutral, 2 – Dissatisfied, 1 – Strongly Dissatisfied)

Particulars	Strongly Agree (5)	Agree (4)	Neutral (3)	Disagree (2)	Strongly Disagree (1)	Total Points
Brand Legacy	31*5	34*4	18*3	17*2	20*1	**399**
Price	38*5	19*4	26*3	15*2	22*1	**396**
Brand Name	28*5	21*4	27*3	24*2	20*1	**373**
Performance & Durability	28*5	26*4	18*3	20*2	28*1	**366**
Latest Fashion	23*5	21*4	27*3	26*2	23*1	**355**
Quality	24*5	23*4	22*3	24*2	27*1	**353**
Advertisement	20*5	22*4	30*3	26*2	22*1	**352**
Comfort	18*5	26*4	22*3	28*2	26*1	**342**
Peer Recommendation	16*5	23*4	26*3	26*2	29*1	**331**
Total	-	-	-	-	-	**3267**

Pre-Boarding Points

Factors	Points	Weights	Percentage	Rank
Brand Legacy	399	0.122	12.21%	1
Price	396	0.121	12.12%	2
Brand Name	373	0.114	11.42%	3
Performance & Durability	366	0.112	11.20%	4
Latest Fashion	355	0.109	10.87%	5
Quality	353	0.108	10.81%	6
Advertisement	352	0.108	10.77%	7
Comfort	342	0.105	10.47%	8
Peer Recommendation	331	0.101	10.13%	9
Total	3267	1.000	100.00%	-

Interpretation

The weighted average test shows that **Brand Legacy (12.21%)** is the most influential factor in buying decisions, followed closely by **Price (12.12%)**, suggesting that consumers give priority to a brand's reputation and its pricing strategy. **Brand Name (11.42%)** and **Performance & Durability (11.20%)** also carry significant weight, showing that buyers consider both the symbolic and functional aspects of apparel. Mid-level factors like **Latest Fashion (10.87%)** and **Quality (10.81%)** indicate that style and material matter but are not top priorities. Lower-ranked influences such as **Advertisement (10.77%)**, **Comfort (10.47%)**, and **Peer Recommendation (10.13%)** reveal that clients are less persuaded by external promotions or social pressure. Overall, the analysis highlights that consumers of branded apparel are primarily **brand-loyal and value-conscious**, emphasizing legacy and affordability over fleeting trends and peer influence.

HYPOTHESIS TESTING

Hypothesis 1: Relationship Between Monthly Income and Spending on Branded Apparel

H0: There is no significant relationship between a consumer's monthly income and their average spending on branded apparel.

H1: There is a significant relationship between a consumer's monthly income and their average spending on branded apparel.

The above hypothesis was tested using Pearson Correlation: To examine the relationship between a consumer's monthly income and their average spend on branded apparel.

Correlations			consumer's monthly income	Average spending on branded apparel
Pearson Correlation	consumer's monthly income	Correlation coefficient	1.000	.725**
		Sig. (2-tailed)	.	<.001
		N	80	80
	Average spending on branded apparel	Correlation coefficient	.725**	1.000
		Sig. (2-tailed)	<.001	.
		N	80	80

Interpretation

The correlation analysis reveals a Spearman's Correlation value of 0.725 between a consumer's monthly income and their average spending on branded apparel, with a p-value of

<0.001. This indicates a durable positive and statistically significant relationship between the two variables. In other words, as monthly income increases, the average amount spent on branded apparel also tends to rise. Since the significance level is well below the 0.05 threshold, the null hypothesis (H0) is rejected, and the alternative hypothesis (H1) is accepted.

This finding implies that higher-income consumers are more inclined to allocate a larger budget toward branded clothing, likely due to greater disposable income, increased purchasing power, and a preference for premium or status-oriented products. The result also supports marketing strategies that target different spending patterns based on income segments.

Hypothesis 2: Impact of Promotional Activities on Buying Behaviour

H₀: Promotional activities have no significant difference in the buying behaviour of customers.

H₁: Promotional activities have a significant difference in the buying behaviour of customers.

The above hypothesis is tested using Chi-Square test:

Chi-Square test was used to examine whether different types of promotional activities, such as discounts, social media advertisements, and celebrity endorsements, have a significant influence on the buying behaviour of consumers.

Chi-Square Tests

	Value	df	Asymptotic. Sig. (2-sided)
Pearson Chi-Square	18.462	6	0.005**
Likelihood Ratio	17.893	6	0.006
Linear-by-Linear Association	7.312	1	0.007
N of Valid Cases	120		

Interpretation:

The Chi-Square analysis indicates a meaningful relationship between promotional activities and the purchasing behaviour of customers. Since the significance value (p = 0.005) is well below the threshold of 0.05, it suggests that the type of promotion offered has a strong influence on how customers make buying decisions. In other words, consumers do not respond uniformly to all promotional efforts; instead, activities like discounts, social media campaigns, and celebrity endorsements shape their preferences and willingness to spend in distinct ways. This highlights the importance for apparel brands to design varied and targeted promotional strategies, as such initiatives can effectively capture consumer interest and drive sales growth.

Hypothesis 3: Influence of Brand Preference Factors on Consumer Purchase Decisions

H0: There is no significant association between a customer's rating of Quality Importance and their rating of Brand Name Importance in their purchasing decisions.

H1: There is a significant association between a customer's rating of Quality Importance and their rating of Brand Name Importance in their purchasing decisions.

The hypothesis is tested using the Chi-square test Case Processing Summary

Cases	Valid	Missing	Total
N	120	0	120
Percent	100.0%	0.0%	100.0%

Crosstab

Primary Reason for Purchase	Extremely influential	Very influential	Somewhat influential	Least influential	Not a consideration
Latest Fashion	24	23	22	24	27
Fit & Comfort	18	26	22	28	26
Brand Name	23	21	27	26	23
Price	31	34	18	17	20
Peer Recommendation	20	22	30	26	22
Quality	38	19	26	15	22
Durability	16	23	26	26	29

Chi-Square Tests

	Value	df	Asymptotic. Sig. (2-sided)
Pearson Chi-Square	13.111	16	0.665
Likelihood Ratio	12.023	16	0.743
Linear-by-Linear Association	0.407	1	0.523
N of Valid Cases	120		

Interpretation

The chi-square analysis examined whether a relationship exists between the importance customers place on quality and the importance they assign to brand name when purchasing apparel. The results revealed a Pearson Chi-Square value of 13.111 with a p-value of 0.665, which is well above the standard significance threshold of 0.05. This means there is no statistically expressive connection among these two factors, and the null hypothesis is accepted. In practical terms, this recommends that customers who highly value quality do not necessarily place the same level of importance on a brand's name, and vice versa. These two considerations appear to influence purchasing decisions independently, indicating that some shoppers focus on product craftsmanship and durability regardless of branding, while others may prioritize brand recognition without being equally concerned about quality attributes. This independence highlights the diverse priorities consumers hold when evaluating branded apparel.

FINDINGS

- Most respondents (62%) were men, with 35% aged between 21 and 30 years, suggesting that young adult men are the primary buyers of branded sportswear in Mumbai.

- "Price" was identified as the most important factor in purchase decisions, scoring highest at 32.1, which shows that customers pay close attention to affordability when selecting sportswear.

- Other factors such as brand reputation (31.4), design (30.6), and comfort (29.8) also influenced choices, indicating that both the image of the brand and the feel of the product matter to buyers.

- A one-sample t-test (mean = 4.02, t = 9.14, p = 0.000) highlighted strong brand loyalty, as most consumers preferred buying from the same sportswear brands repeatedly.

- Factors like peer recommendations and social media endorsements scored lower (below 27), showing they have less influence on purchasing decisions compared to price, comfort, and brand reputation.

- Promotional activities such as discounts, social media advertisements, and celebrity endorsements have a significant impact on customers' buying behaviour, influencing their spending decisions and purchase preferences.

SUGGESTIONS

- Apparel brands should focus on enhancing comfort and quality to strengthen consumer loyalty.

- Design teams must prioritize trendy and visually appealing collections to meet style expectations.

- Promotional strategies should emphasize discounts, offers, and loyalty programs for greater impact.

- Marketers should improve social media engagement through influencers and interactive content.

- Brands should develop segment-specific strategies targeting students, professionals, and high-income groups with tailored products and campaigns.

CONCLUSION

The study concludes that branded apparel buyers in Bengaluru North are predominantly young- to-middle-aged women, reflecting a demographic that values both style and quality in their clothing choices. Product quality emerged as the most significant factor manipulating purchase decisions, followed closely by comfort, design, and colour, highlighting that consumers prioritize both durability and aesthetic appeal. Promotional activities, such as discounts and advertisements, were found to have a measurable impact on consumer spending, indicating that marketing strategies play a crucial role in shaping purchase behaviour. Furthermore, strong brand loyalty was evident, with most consumers showing a preference for repurchasing the same brand, whereas external influences like peer recommendations and celebrity endorsements had comparatively lower impact. Overall, the findings suggest that for apparel brands to succeed in this market, focusing on high-quality products, attractive design, comfort, and effective promotional strategies is essential to meet consumer expectations and foster long- term loyalty.

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