Brand Trust towards Trending Fashion in Apparel Industry in selected cities of Tamilnadu

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Abstract

Apparel means clothing, especially outerwear; garments and attire. Apparel is a term that refers to a covering for the human body that is worn. The working of clothing is exclusively a human characteristic and is a feature of nearly all human societies. In the modern trending life style, consumer prefers to purchase branded dresses due to comfortable wearing and provide a status representation among their friends. Brand adds values to the customer by providing image and its quality. This study deals with brand trust towards the trending fashion influenced by its related factors such as product quality, service quality etc. Also, this study attempts to find the significance of demographic and profile characteristics of customers towards brand trust.

Keywords : Apparel, Brand trust, Product quality.

1. INTRODUCTION

The apparel industries dwell in a unique and vital position in India. Apparel industry is one of the most basic industries to arrive into existence in the country. Apparel industry provides the most fundamental necessities of people and grasps the value of the extended development for quality of life improvement. Value addition is added in every stage of production up to the delivery of the products to the end consumer. This sector has establishes a major contributor to the National Income of India.

In the modern trending life style, consumer prefers to purchase branded dresses due to comfortable wearing and provide a status representation among their friends. Brand adds values to the customer by providing image and its quality. It is a non-verbal form of communication about their purchasing power which enhances their life style. Attitude of the customers now a day's changing because branded dress saves their energy, time and tailoring cost also. Compared with traditional way of fashion dressing, customers prefers to purchase branded outfits which helps to improve their outlook. So they were attracted towards readymade branded dresses and the convenience offered by it. Because of this cultivating brand awareness among customers readymade garments were accountable for the expansion of the branded apparel industry in India. Readymade apparel of exact brands has become

latest style in social circles. The people desire to purchase the specific brand because they trust the quality and comfort of that brand are appropritate for them.

Trust of a customer on brand trust leads to brand loyalty that in result create commitment and association of that customer with that brand which then creates highly valued exchange relationships. Commitment with brand by customer is a continuous and enduring expected desire that company wants to maintain (reference). Therefore, commitment of loyalty of customer that results from the brand trust is very important to continuously maintain value relationship with customers. According to Curran et al., (2003) Brand trust creates satisfaction, and is well researched for consumer services (Ganesh et al., 2000).

Research design

The research design has been drawn by briefing the objectives of the study, methodology of the study, sampling techniques, and tools used for data collection. Statistical tools used limitations of the study and chapter scheme.

1.2 Objectives of the study

(i) To study the demographic and profile characteristics of customers in selected cities in Tamilnadu

(ii) To examine the relationship between brand trust and its factors

(iii) To test the significance between the demographic. profile characteristics and factors determining brand trust

1.3 Methodology

The present study is carried out only on the selected city of Tamilnadu. The present study is based on the data pertaining study is based on the data obtained from the customers.. The study area is restricted to major cities of Tamilnadu Chennai and Coimbatore.

These two cities were selected on the basis of trending fashion. In order to analysis the brand trust, the sample of 275 customers was selected on random basis.

1.5 Source of data

To draw useful inference about brand trust the required data were collected through both primary and secondary sources. The primary data were collected from the customers through a structure interview schedule.

The other related secondary data and information regarding the meaning, concept were collected from the books, periodical and journals.

1.6 Limitation of the study

Due to time and cost constrain the study area is restricted to only the major cities such as Chennai and Coimbatore of Tamil Nadu.

2. REVIEW OF LITERATURE

Syed Muhammad Fazal-e-Hasan et.al., (2018) examined the role of *consumer hope* in explaining the impact of *perceived brand value* on *customer–brand relationship* outcomes in the context of *online retailing*. They scrutinized the moderating impact of customer goal attainment on the relationship between consumer hope and customer–brand relationship outcomes. The results indicate that three dimensions of brand value had a positive impact on consumer hope. Consumer hope was also positively related to customer–brand relationship outcome variables and the moderating role of customer goal attainment was supported. Theoretically, this model highlights the important role that hope can play in a customer–brand relationship in an online retail environment.

Sonika Mishra and Dr. Archana Agrawal (2017) studied that Indian markets have been very popular in fashion and it has been same in Raipur city. The main aim of the study is to find out the consumer's buying behavior towards branded apparels over non-branded apparels in this city. The purpose is also to study how consumer behavior for apparel is influenced by factors like monthly income, gender and peer influence. They are influenced by their choices of their friends, family members, celebrities, magazines etc. Quality, comfort, brand are the main criteria's which impact their buying behavior towards branded apparels over non branded apparels The study shows there are different attributes which attracts customers towards branded apparels over non branded apparels.

PanteaForoud et.al., (2016) applied complexity theory to understand the effect of innovation capability and customer experience on reputation and loyalty. This study investigates the contribution of consumer demographics to such relationships. To this end,

this article recognizes effective and intellectual experiences as the key elements of customer experience and proposes a conceptual framework with research propositions.

Md. Mazedul Islam, Muhammad Mufidul Islam, Abu Yousuf Mohammad Anwarul Azim, Md. Russel Anwar (2014) study reflects that many demographic factors and others purchase pattern factors have a significant influence on the customer's choice of retail outlet and buying of apparel product. Showroom specific factors also have influence on the buying behaviour of retail outlet. Cat's Eye, Artisti, Aarong, Westecs, Ecstacy, Kay-kraft, Yellow are the leading brands and are the most preferred brands and possesses many better positive attributes. According to the ranking by customers, the quality factor prevails in the first position, color and design, comfort and style and price are securing successive ranks respectively.

Pandian, Varathani, Keerthivasan (2012) study reveals that Raymond, Peter England, and John player remains the top three brands preferred by the respondents. It is clear that most of the shoppers of men's branded shirts were highly influenced by the factors such as durability, reference groups, wider choice of color and design, attractiveness, price range and celebrity endorser. Most of the customers are expecting reduced price and wider choice of color and design.

Amsamani, et.al.,(2010) investigated the effect of smart technology on fashion. There is reportedly an increasing integration of technical and smart intelligent functionality into fabrics for clothing and interior environments. However, there is a huge divide between goals and reality due to the gap between designers and technologies. Among the advanced technology-incorporated fabrics/garments are temperature controlled fabrics, shape memory fabrics, color changing fabrics, conductive textiles, and self-cleaning fabrics.

Eun-Jung Lee and Jung Kun Park (2009) This study explores the dynamics of online service personalization in the online apparel retailing context, with regard to customers' actual online shopping activities.. Based on the results, Internet-based apparel retailers may benefit from developing various types of personalization services by enhancing shopping intentions of their customers, in particular, of those who are loyal to the retailers.

Vyass (2007) found that seasonality affects apparel sector and hence it becomes critical for a retailer to clear off the stock at the end of season. Otherwise he may have to incur substantial inventory carrying costs, allocate scarce shelf space and out of fashion apparels

may be worthless and may remain unsold forever. Thus, stock clearance seems to be a very important objective for apparel retailer and they use end of season sale twice in a year wherein discount given is upto 50% of the MRP so as to clear the remaining stock. She also pointed out from the study that in terms of consumer sales promotions, almost every one used discount coupons and few used lucky draws, contests, gifts, buy one get one free types of promotions. Only Pantaloon had a unique scheme of exchange offer which is normally prevalent in durable goods industry. The study also revealed that every retail outlet measures the impact of sales promotion activities by looking at sales made during the promotional period. Few other researchers also looked at the footfalls, conversion from footfalls to buyers and relating revenues to costs of promotions.

RESULTS AND DISCUSSION

Results and discussion are central steps in the research process. The aim of the analysis is to organize, classify and summarize the collected data so that they can be better comprehended and interpreted to give answers to the questions that triggered the research. Interpretation is the search for the broader meaning of findings. Analysis is not fulfilled without interpretation; and interpretation cannot proceed without analysis; so, both are inter dependent.

A detailed analysis of the collected data has been attempted as per the objectives stated earlier. In this study the following statistical techniques for the analysis of the data gathered for the present study viz., Descriptive analysis and inferential statistics etc.

Table-3.1: Demographic characteristics of customers

Demographic characteristics	Category	Frequency	Percentage
Gender	Male	221	80.4
	Female	54	19.6
	Total	**275**	**100.0**
Age	15 - 20 years	82	29.8
	21-25 years	51	18.5
	Above 25 years	142	51.6
	Total	**275**	**100.0**
Education	High School	34	12.4
	Undergraduate	172	62.5
	Postgraduate	69	25.1
	Total	**275**	**100.0**
Marital Status	Married	152	55.3
	Unmarried	123	44.7
	Total	**275**	**100.0**

sSource: Primary data

The table-3.1 summarizes the demographic characteristics such as gender, age, education, and marital status of the customers in the study area. Majority of the customers in this study were male 221(80.4%) and 54 (19.6%) were female. Regarding the distribution of age, majority 51.6% of them under the age group of above 25 years, 29.8% of them were between 15 and 25 years. . The educational status of the customers, 62.5% of them was undergraduates and 25.1% of them were postgraduates. Regarding the marital status of customers, 55.3% of them were married and 44.7% of them were unmarried.

Table-3.2: Profile characteristics of customers

Profile characteristics	Category	Frequency	Percentage
Location	Urban	262	95.3
	Semi-urban	13	4.7
	Total	**275**	**100.0**
Annual Income (in Rs.)	No income	80	29.1
	One – Two lacs	56	20.4
	Two – Four lacs	139	50.5
	Total	**275**	**100.0**
Type of brand	Domestic	60	21.8
	International	215	78.2
	Total	**275**	**100.0**

Source: Primary data

The table-3.2 reveals the profile characteristics such as location, annual income and type of brand preferred by the customers in the study area. Majority of the customers, 95.3% were from urban area and 4.7% of them were from semi-urban area. 29.1% of the customers were students so that they have under no income group, 50.5% of them were under the income group of two to four lacs rupees and 20.4% of them were under one to two lacs rupees income group. 78.2% of the customers in this study prefer international brands and only 21.8% of them prefer domestic brands.

Table 3.3

Multiple Response Analysis

Multiple response analysis and multiple dichotomy analysis are commonly used for the analysis of open-ended questions in the questionnaire. Multiple dichotomy analysis is very similar to the multiple response analysis. The reasons for brand identity are analyzed through multiple response analysis.

$bidentity Frequencies

		Responses		Percent of Cases
		N	Percent	
Brand Identity[a]	Brand identity-Form/Shape	3500	16.8%	82.1%
	Brand identity-Logo	3884	18.7%	91.1%
	Brand identity-Website	1973	9.5%	46.3%
	Brand identity-Product Packaging	3998	19.2%	93.8%
	Brand identity-Business Cards	4027	19.4%	94.4%
	Brand identity-E-mail design	762	3.7%	17.9%
	Brand Logo	2660	12.8%	62.4%
Total		20804	100.0%	487.9%

a. Dichotomy group tabulated at value 1.

From the sample of 275 customers were asked to indicate the reason for identifying the brand. They were given seven reasons to select from. Inspection of the multiple dichotomy analysis frequency table, for multiple dichotomous set indicates that business cards (94.4%) is the major reasons for brand identity followed by product packaging (93.8%), logo (91.1%), form or shape (82.1%), brand logo (62.4%) and website (46.3%) It also indicates that that business cards is the most frequently stated factor for brand identity.

***Null Hypothesis**:* There is no significant mean difference between male and female with respect to brand trust and its factors

Table-3.4 Student 't' test for significant mean difference between male and female with respect to brand trust and its factors

Factors	Gender				t -value	p- value
	Male (n=221)		Female (n=54)			
	Mean	SD	Mean	SD		
Product Quality	15.61	1.25	15.06	2.07	2.545	0.011*
Brand Name	15.53	1.39	15.57	1.07	0.918	0.843
Service Quality	16.19	1.46	13.20	1.85	12.761	0.000**
Brand Preference	13.30	1.05	14.69	1.34	8.178	0.000**
Promotion	18.11	2.18	13.26	3.35	13.019	0.000**
Brand Trust	23.71	1.31	17.90	5.25	14.725	0.000**

*(* $p<0.05$; ** $p<0.01$)*

Table-3.4 on t-test reveals that, the two tail significance for the gender indicates that $p<0.05$ and, therefore, it is significant. It shows that there exists a significant mean difference among the customers of trending fashion on product quality ($t = 2.545$, $p<0.05$), service quality ($t = 12.761$, $p<0.01$), brand preference ($t = 8.178$, $p<0.01$), promotion ($t = 13.019$, $p<0.01$) and brand trust ($t = 14.725$, $p<0.01$). Also, it seen that, there exists no significant mean difference among the customers of trending fashion on brand name ($t =0.918$, $p>0.05$).

***Null Hypothesis**:* There is no significant mean difference between married and unmarried with respect to brand trust and its factors

Table-3.5 Student 't' test for significant mean difference between married and unmarried with respect to brand trust and its factors

Factors	Marital Status				t -value	p- value
	Married (n=152)		Unmarried (n=123)			
	Mean	SD	Mean	SD		
Product Quality	15.48	1.56	15.54	1.34	0.317	0.752
Brand Name	15.63	1.44	15.44	1.18	1.152	0.250
Service Quality	16.59	1.24	14.38	1.96	11.349	0.000**
Brand Preference	13.39	1.33	13.79	1.09	2.704	0.007**
Promotion	19.38	1.55	14.41	2.25	2.634	0.000**
Brand Trust	24.12	1.15	20.65	4.33	9.451	0.000**

*(** $p<0.01$)*

Table-3.5 on t-test reveals that, the two tail significance for the marital status indicates that $p<0.05$ and, therefore, it is significant. It shows that there exists a significant mean difference among the customers of trending fashion on service quality ($t = 11.349$, $p<0.01$), brand preference ($t = 2.704$, $p<0.01$), promotion ($t = 2.634$, $p<0.01$) and brand trust ($t = 9.451$, $p<0.01$). Also, it seen that, there exists no significant mean difference among the customers of trending fashion on product quality ($t = 0.317$, $p>0.05$) and brand name ($t =1.152$, $p>0.05$).

Null Hypothesis: There is no significant difference towards brand trust and its factors across age of the customers

Table-3.6 ANOVA test for significant mean difference towards brand trust and its factors across age of the customers

ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
Product Quality	Between Groups	23.341	2	11.670	5.634	.004**
	Within Groups	563.401	272	2.071		
	Total	586.742	274			
Brand Name	Between Groups	7.865	2	3.933	2.236	.109
	Within Groups	478.404	272	1.759		
	Total	486.269	274			
Service Quality	Between Groups	723.212	2	361.606	314.657	.000**
	Within Groups	312.584	272	1.149		
	Total	1035.796	274			
Brand Preference	Between Groups	105.801	2	52.901	45.618	.000**
	Within Groups	315.421	272	1.160		
	Total	421.222	274			
Promotion	Between Groups	2047.585	2	1023.792	451.557	.000**
	Within Groups	616.692	272	2.267		
	Total	2664.276	274			
Brand Trust	Between Groups	1781.196	2	890.598	159.352	.000**
	Within Groups	1520.172	272	5.589		
	Total	3301.367	274			

*(**p<0.01)*

One – way ANOVA was applied to find the significant mean difference between age category of the customers towards brand trust and its factors and the result showed (Table 3.6) that there is a significant difference age category of the customers towards product quality (F-value = 5.634**,** $p<0.01$), service quality (F-value = 314.657**,** $p<0.01$), brand

preference (F-value = 45.618**,** p<0.01), promotion (F-value = 451.557**,** p<0.01) and brand trust (F-value = 159.352**,** p<0.01). There is no significant difference in the between age category of the customers towards brand trust and its factors on brand name (F-value = 2.236**,** p>0.05).

Null Hypothesis: There is no significant difference towards brand trust and its factors across annual income

Table-3.7 ANOVA test for significant mean difference towards brand trust and its factors across annual income

ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
Product Quality	Between Groups	57.275	2	28.638	14.712	.000**
	Within Groups	529.466	272	1.947		
	Total	586.742	274			
Brand Name	Between Groups	3.714	2	1.857	1.047	.353
	Within Groups	482.555	272	1.774		
	Total	486.269	274			
Service Quality	Between Groups	651.934	2	325.967	230.976	.000**
	Within Groups	383.862	272	1.411		
	Total	1035.796	274			
Brand Preference	Between Groups	174.975	2	87.487	96.637	.000**
	Within Groups	246.247	272	.905		
	Total	421.222	274			
Promotion	Between Groups	1910.999	2	955.500	345.020	.000**
	Within Groups	753.277	272	2.769		
	Total	2664.276	274			
Brand Trust	Between Groups	1439.842	2	719.921	105.193	.000**
	Within Groups	1861.525	272	6.844		
	Total	3301.367	274			

*(**p<0.01)*

One – way ANOVA was applied to find the significant mean difference annual income of the customers towards brand trust and its factors and the result showed (Table 3.7) that there is a significant difference annual income of the customers towards product quality (F-value = 14.712**,** p<0.01), service quality (F-value = 230.976**,** p<0.01), brand preference (F-value = 96.637**,** p<0.01), promotion (F-value = 345.020**,** p<0.01) and brand trust

(F-value = 105.193, p<0.01). There is no significant difference in the between annual income of the customers towards brand trust and its factors on brand name (F-value = 1.047, p>0.05).

Correlations

		Brand Trust	Product Quality	Brand Name	Service Quality	Brand Preference	Promotion
Brand Trust	Pearson Correlation	1	-.234**	.063	.696**	-.382**	.719**
	Sig. (2-tailed)		.000	.297	.000	.000	.000
Product Quality	Pearson Correlation	-.234**	1	.209**	.227**	-.217**	.175**
	Sig. (2-tailed)	.000		.000	.000	.000	.004
Brand Name	Pearson Correlation	.063	.209**	1	.266**	-.072	.116
	Sig. (2-tailed)	.297	.000		.000	.234	.055
Service Quality	Pearson Correlation	.696**	.227**	.266**	1	-.523**	.843**
	Sig. (2-tailed)	.000	.000	.000		.000	.000
Brand Preference	Pearson Correlation	-.382**	-.217**	-.072	-.523**	1	-.470**
	Sig. (2-tailed)	.000	.000	.234	.000		.000
Promotion	Pearson Correlation	.719**	.175**	.116	.843**	-.470**	1
	Sig. (2-tailed)	.000	.004	.055	.000	.000	
	N	275	275	275	275	275	275

**. Correlation is significant at the 0.01 level (2-tailed).

The Correlation coefficient between brand trust of customers against trending fashion and product quality is -0.234 which indicate 23 percentage negative relationship between product quality and brand trust and is significant at 1% level. The Correlation coefficient between brand trust of customers against trending fashion and brand name is 0.063 which indicate 6 percentage positive relationships between brand name and brand trust. The Correlation coefficient between brand trust of customers against trending fashion and service quality is 0.696 which indicate 69 percentage positive relationship between service quality and brand trust and is significant at 1% level. The Correlation coefficient between brand trust of customers against trending fashion and brand preference is -0.382 which indicate 38 percentage negative relationship between brand preference and brand trust and is significant at 1% level. The Correlation coefficient between brand trust of customers against trending fashion and promotion is 0.719 which indicate 72 percentage positive relationship between promotion and brand trust and is significant at 1% level.

3. CONCLUSION

This study explains the important factors that play an vital role in the development of brand trust of consumes in the Products and services of apparels in Tamilnadu. Different brand trust factors such as Brand name, Product quality, Brand preference, service quality and promotion were discussed in this study. It is concluded that all the factors were important and were effective to influence brand trust. Current study highlighted the important factors of brand trust to develop a new thinking of brand management practices for marketing managers in developing new ideas and differentiated products and services for consumers in developing countries. This study was limited to project and investigate only few factors in view of past research, so it is suggested that for the likelihood of enhancing positive attitude of customers towards accepting apparels. For many foreign and private brands, department stores offer the ideal retail format for apparel product category. A new focus on apparel retail sector has attracted attention in recent days. As the lifestyles of India's prospering urban consumers have evolved, their clothing needs have broadened, reflecting more varied usage occasions. Rapid growth and rising urbanization have spawned a new class of consumers with more money to spend, and a growing passion for fashion. With the growth and rising of urbanization has given rise to fashionable generation consumers having attitudes of spending huge amount of money to look trendy.

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