A STUDY ON CULTURE OF CONSUMERISM ON INTERNATIONAL APPAREL BRANDS AMONG YOUNGSTERS IN KOCHI

Dissertation submitted to the Mahatma Gandhi University, Kottayam in partial fulfillment of the requirement for the degree of

BACHELOR OF COMMERCE

2021 – 2024

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DECLARATION

We, AMISHA P JOSE, JOSEPH P VARGHESE and MANJIMA V S, B.com Finance & Taxation final year students of Undergraduate Department of Commerce (Aided) Bharata Mata College, Thrikkakara hereby declare that the project report on **“A STUDY ON CULTURE OF CONSUMERISM ON INTERNATIONAL APPAREL BRANDS AMONG YOUNGSTERS IN KOCHI"**, submitted to Mahatma Gandhi University for the award of Bachelor ‘s Degree in Commerce is bonafide work. We further declare that the above said work has not been previously submitted to any other university or academic body.

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CERTIFICATE

This is to certify that the dissertation entitled, **"A STUDY ON CULTURE OF CONSUMERISM ON INTERNATIONAL APPAREL BRANDS AMONG YOUNGSTERS IN KOCHI"**, is a bonafide research work carried out by AMISHA P JOSE, JOSEPH P VARGHESE and MANJIMA V S, in partial fulfillment of the requirement for the three years Bachelor of degree in Commerce during the academic year 2021 – 2024.

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ACKNOWLEDGEMENT

At the outset, words are inadequate to express our wholehearted thankfulness to **God Almighty**, the source of all wisdom and power for leading us kindly in each and every association of this project endeavor.

We would like to thank **Bharata Mata College, Thrikkakara**, for their goodwill and blessings.

We proudly utilize this opportunity to express our thanks and sincere gratitude to our esteemed guide, **Prof. Anton Joseph**, for his timely and valuable guidance, encouragement, enthusiasm and dynamism, which enabled us to bring out the project.

We acknowledge our sincere thanks to our respected **Dr. Johnson K M**, Principal, Bharata Mata College, Thrikkakara for his encouragement and help in making this project fruitful.

We remember with great pleasure and gratitude, the valuable suggestions of **Dr. Ponny Joseph.**, Head of the Department of Commerce in the task of preparing the project report.

We express our sincere thanks to the respected **teachers of our Department of Commerce** for their help and suggestions to improve this project and also the library staff for their support.

We are thankful to all the **respondents** who spend their valuable time answering the questionnaire in spite of their busy schedules.

We are extremely thankful to our **parents and friends** who helped us during the course of our work.

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CHAPTER I

INTRODUCTION AND DESIGN OF THE STUDY

INTRODUCTION AND DESIGN OF THE STUDY

1.1 Introduction

The vesture and apparel assiduity being deposited at first place and also the spending on vesture and apparel among the youths are getting increased day by day. It becomes imperative to study the changing gesture of youths. Over the once decade the fashion assiduity has gone through some major structural changes. The Indian client has experienced a remarkable metamorphosis. Just a decade or two agone, the Indian client saved utmost of his income, bought the bare musts and infrequently indulged himself. moment, armed with a advanced income, credit cards, exposure to the shopping culture of the west and a desire to ameliorate his standard of living, the Indian consumer is spending like no way ahead. Organized retail with its variety of products and multitude of promenades and supermarkets is fueling their dependence. utmost youths' preferences change according to the change in fashion. The vesture fashion plays a consummate part in shaping vesture consumerism. As cultures change, fashion in India is getting more diversified, as in the Western countries. Technology, ideas and cultures are moving coincidently and snappily. Companies and brands that offered monotonous products for times, have now multiplied their product ranges and new charming styles, shapes and forms are being launched each season by them.

Globalization is an ineluctable miracle that's leading the entire world towards getting one request, a global vill. Not only has the process of globalization backed immensely in the exchange of goods and services, information and knowledge through the reductions in transnational walls, but it has also led the world into getting a real single universal community of people from different societies, therefore performing in the loss of the world. With the world getting a single request, globalization had a major donation in enabling the associations worldwide to step out of the defined domestic requests and to set up their operations across the globe with confidence. This has largely led to a decline in the significance of public borders and a lesser emphasis on what the consumers actually demand; be the consumers located in the veritably country in which the association exists or an entirely different part of the world. also, with the rapid-fire increase in global competition, companies that rigorously cleave to and feed to the requirements of the original requests are chancing themselves at a disadvantage and gradationally losing the competitive advantage that they so important strived to achieve. still, for some products and services" the tastes and preferences of consumers in different nations are beginning to meet on some global norm"(Holt 2002). From a consumer perspective, still, responses to the frequence of global brands feel to vary among the different guests. On the one hand, consumers feel to value and respect global brands and regard similar brands as a status symbol. On the other hand, global brands are frequently blamed for hanging the original differences and assessing the western societies on our society, leading to a loss of artistic identity.

Indian requests are arising and when it comes to Kochi, it's not just a metro megacity but a fashion mecca. transnational contrivers organize their fashion shows and bring transnational brands into this megacity. With the Indian demographics changing, there's a change in consumer tastes and preferences with respect to the association they want to produce with the brand. This study was conducted in order to determine the youths‘ preferences of global brands over original bones and the study was conducted to find out the factors that determine the youths ‘ preferences for transnational vesture brands in Kochi. From the check of the repliers from Kochi, the study set up out that announcement for the brand has the strongest predictor for the consumer preference followed by quality and continuity and style has lower vaticination towards the youths‘ preference. Overall, the check shows that the youths in Kochi have a positive station towards transnational vesture brands.

1.2 Statement of the Problem

This study was conducted in order to determine the youths‘ preferences of global brands over original bones. It's also designed to find out the buying gesture patterns of youthful Kochi consumers. A number of factors affect the consumer purchase opinions. The results suggest that the most important factors that impact a consumer ‘s final decision are the price and quality of the product in question. Since the consumers generally associate the price of the brand with its quality, a brand priced too low is generally perceived as a low- quality product. also, a product priced too high may not be affordable by numerous. Other factors that have an impact on the consumer preferences are continuity, design, social status, special offers, prestige, brand image, price reciprocity with the contending brands and family and musketeers. For this study, some named transnational vesture brands are Nike, ADIDAS, Levi ‘s, PARK AVENUE, VANHEUSEN, Lee Cooper, PUMA, and Allen Solly. The exploration was conducted in Cochin City and the samples named included 120 people of age 18- 28. The data collected for the exploration was through a questionnaire. computations were also anatomized and interpreted using a chance of repliers and through frequence distribution tables and maps.

1.3 Significance of the Study

International apparel brands are Nike, ADIDAS, Levi ‘s, PARK AVENUE, VANHEUSEN, Lee Cooper, PUMA, and Allen Solly. The research conducted and the samples were selected which included 120 people of age 18-50. The data collected for the research was through a questionnaire. Calculations were then analyzed and interpreted using a percentage of respondents and through frequency distribution tables and charts.

The culture of young customers towards purchasing apparel brands is changing day by day. Consumers get lots of apparel options; both local and global brands. The young customers are more attracted towards international apparel brands than local ones. Therefore, it is necessary to understand the consumer ‘s propensity to purchase international apparel brands. This research study investigated the preference of young customers in Kochi in buying International Apparel Brands over Local Apparel Brands. Some important factors related with purchase decisions are also considered under this study. For this study, some selected international apparel brands are Nike, ADIDAS, Levi ‘s, PARK AVENUE, VANHEUSEN, Lee Cooper, PUMA, and Allen Solly.

1.4 Scope of the Study

This study helps to know the culture of youngsters in Kochi to purchase International Apparel Brands over Local Apparel Brands and to find out the factors that have an impact on the attitude of the young consumers towards International Apparel Brands, which is believed to lead to buying decisions. The scope of the study is limited to Kochi and only 120 responses. The study was conducted for a period of 4 months.

1.5 Objectives of the Study

1. To identify the factors affecting preference on International Apparel Brands among youngsters.
2. To identify the source of awareness.
3. To analyze the level of satisfaction from International Apparel Brands over local brands.

4. To identify the most preferable International Apparel Brand among the selected brands.

1.6 Hypothesis of the Study

H1: There is a significant relationship between price and youngsters' preference on international apparel brands.

H2: There is a significant relationship between quality and youngsters' preference on international apparel brands.

H3: There is a significant relationship between sense of fashion and variety and youngsters' preference on international apparel brands.

H4: There is a significant relationship between durability and youngsters' preference on international apparel brands.

H5: There is a significant relationship between availability and youngsters' preference on international apparel brands.

H6: There is a significant relationship between special offers and youngsters' preference on international apparel brands.

H7: There is a significant relationship between advertisement and youngsters' preference on international apparel brands.

H8: There is a significant relationship between prestige and variety and youngsters' preference on international apparel brands.

H9: There is a significant relationship between comfort and youngsters' preference on international apparel brands.

H10: There is a significant relationship between brand image and youngsters' preference on international apparel brands.

1.7 Methodology of the Study

The study taken here is based on the preference of youngsters towards international apparel brands with special reference to Kochi and a sample of 120 people from this area has been taken for the above said study. In pursuance of the above objectives and hypothesis, the following methodology was adopted for conducting the present study.

1.7.1 Area of the Study

The present study is taken with special reference to people residing at Kochi.

1.7.2 Sample Design

Data was collected from young customers who responded and samples appropriately were selected by Convenience sampling method. A Google form questionnaire was sent and 120 responses were collected.

1.7.3 Data

Primary and secondary data sources were used for the study. The secondary data was sourced from official publications, books and journals and websites. The primary data was gathered from young customers in Kochi by using structured Google Form Questionnaire. Responses on the various measures used in the study were obtained on a five-point scale.

1.8 Tools and Techniques

The techniques used for the study include simple and cross analysis of tables and figures. Various graphs like bar diagrams, pie charts, etc. are also used to undertake the study of the subject matter.

1.9 Reference Period

The study was conducted for a period of 4 months.

1.10 Limitations of the Study

1. The small number of sample sizes selected consisted of only 120 respondents from Kochi.
2. This small size of sample enhances the chances of sampling error thus hindering the effectiveness of the results.
3. The findings of the study are based on the responses of the respondents, which might have their own limitations.

1.11 Chapterisation

The study was arranged in the following manner;

Chapter 1: Introduction

Chapter 2: Review of Literature

Chapter 3: Theoretical Framework

Chapter 4: Data Analysis and Interpretation

Chapter 5: Findings, Conclusions and Suggestions and Appendix

CHAPTER II

REVIEW OF LITERATURE

REVIEW OF LITERATURE

2.1 Introduction

The purpose of this research is to explore the preference of youngsters when purchasing foreign Vesture brands. This chapter deals with the review of literature material to the study. In light of the primary ideal of this exploration to understand youths ‘comprehensions of global and original brands this chapter will examine and present a detailed review on the reasons as to why youths in arising requests prefer foreign brands over original brands. There are multitudinous studies on consumer preferences but there are veritably many studies available for International Branded Apparels.

2.2 Literature Review

Khaleghi (2013) linked the factors that prognosticate the consumer preferences for choosing transnational fashion brands among Malaysian consumers. This study set up out that country- of origin is a factor that contributes further to suggest the consumer preferences followed by perceived quality, creation, life etc.

Ismail, Masood, Mehmood (2012) conducted a study to determine the factors that affect the consumer preferences for global brands in comparison to original bones. The exploration was grounded out of Karachi. The check from 200 people concluded that the most important factors that impact consumer preference are price and quality.

Khare, A. (2010), suggested that in developing countries, consumers are getting conscious of fashion brands. He was directed towards understanding the determinants of fashion apparel involvement of Indian youth. He delved on Youths of Indian sodalities to understand the significance of fashion apparels in their lives. The results show that Indian youth is involved with ingrained fashion wear and tear. There wasn’t important significant difference in the involvement of ladies and males towards fashion apparel.

Verma, A.P. and Tiwari, K (2010), covered the medium to high implicit consumers that transnational and public brands can target in the Indian environment. This study measures the member values of some brands that have achieved success in the Indian request. Study shows that people are getting more brand conscious with the increase in income position. Brands and individualities would do well to understand the finer aspects of the script, and adventure out to subsidize on the openings.

Jung & Sung (2008) conducted a study to measure and compare the client- grounded brand equity of vesture products by three consumer groups across societies. Among the element's studies, brand quality and brand mindfulness for American council scholars were advanced than those for South Koreans in the USA and Korea.

Phau and Leng (2008) determined the difference between the station of status andnon-status dogging Australian teenagers toward buying domestic and foreign(i.e. Italy, Japan, China) luxury brand vesture.

For further than four decades, India had socialist profitable programs, fastening on tone- reliance in the consumer goods sector(Banks & Natarajan, 1995). In the late 1980s, still, the Indian government began taking way to liberalize the frugality and ease restrictions on imported goods. Although a wholly- possessed retail sector is still banned, foreign players now operate exclusive ingrained stores with 51 FDI(Hasan, 2006).

Immaculately, these products and brands are bought, which promise emotional benefits(e.g., display of status, wealth and prestige) and functional benefits(e.g., quality and low price)(Batra, 2000). In developing countries, consumers assume the operation of foreign brands as a important expression of wealth and status; they decide passions of pleasure, happiness and satisfaction upon buying foreign brand and thereby flash their elevated socio- profitable status (Batra, 2000; Bhat and Reddy, 1998; Kinra, 2006). Indian consumers regard foreign brands to be of a superior quality than original brands Kinra, 2006). The seductiveness with Western culture persuades the consumers of developing countries to buy these foreign brands (Batra etal., 2000; Kinra, 2006). Indian consumers particularly give priority to emotional attributes over functional attributes while copping a product or brand (Sinha, 2003). Kumar etal.(2009) observed that emotional benefit plays an important part in conformation of purchase intentions of Indian consumers whether it's an original or US brand. Buying brand- name clothes was nearly unheard of in the 1980s because the import of consumer goods was oppressively confined until 1991.

Still, due to the release of regulations, the Indian request has opened to numerous global companies

and it has affected Indian business change. moment, the Indian request is swamped with imported products from numerous countries widening the range of brands available for consumer consideration Kinra, (2006).

In the environment of imported vesture, Wang and Heitmeyer (2006) delved whether or not consumer stations toward domestic-vs. US- made vesture divesture attributes, they used price, fit, ease of care instructions, marker, colour, vesture fiber content, quality, fashionableness, comfort, attractiveness, brand name, felicity to you, and felicitousness for occasion. still, it would not be proper to use imported vesture attributes for our study, because numerous foreign retailers, at least in Turkey, vend those vesture, which are made in Turkey.

Hyllegard (2005) who examined consumers ‘store patronage and vesture purchase geste acceptance of US vesture brands, comprehensions of retailers ‘products and services, and comprehensions of the impact of foreign retailers on original communities in Spain. Brand name denim jeans are now extensively accepted by Indian consumers. The jeans request started to take shape with the appearance of foreign markers(“ Company & Industry India, ” 1996). Among foreign brand jeans,U.S. Levi Strauss, one of the most successful jean brands in the world, entered the Indian request in 1994, which was fairly early(“ Levi Strauss hangs in, ” 1998). Levi operates in the decoration member of the Indian jeans request, with its prices exceeding Rs 1,500(US$ 36) per brace, compared to Rs 700(US$ 17) for India ‘s domestic jeans. India ‘s jeans request has produced 24 million pieces annually, with the growth rate 10 to 12, including decoration jeans priced above Rs 999(Kurian, 2005). Levi ‘s share in the jeans request is about 20, but the jeans request is growing fleetly(“ Levi Strauss hangs in, “ 1998). presently, Levi ‘s jeans are vended in 75 original stores, department stores, and stores that vend a variety of brand- name lines(Kurian, 2005). Levi jeans are vended in 62 Indian metropolises. Experimenters set up out that once consumers perceive a price difference between original- possessed and foreign possessed brands, price distinctness begin to affect their preference for original- possessed brands. thus, since price is also one of the most important foreign cues that consumers use when assessing the product/ brand(Hansen, 2005), we test the impact of price against consumer‘s ethnocentric tendencies to determine at what point consumers are willing to leave preference for original products for a lesser price reduction with foreign possessed products.

Siu &Hui(2004) delved the relationship between consumers' decision- making styles and their choice between domestic and imported brand apparel using a sample of Chinese consumers. Empirical findings revealed that consumers who prefer to buy imported brand apparel tend to have a unique life and shopping exposure that differ from those who prefer domestic brand apparel. The interest in foreign brands among Indian consumers has increased every time, therefore India is getting an decreasingly seductive request for Western enterprises. Indians, especially middle class and youthful generations, have a more positive station toward 26 brands, particularly toward foreign **Imported products now compete with numerous traditional Indian brands (Bandyopadhyay, 2001)** Due to Indian consumers ' admiration for foreign brands, the country is one of the fastest growing luxury goods requests in the world. The ingrained vesture request is the second largest member of retail deals in India. preliminarily, the entry of foreign retailers in the Indian request was confined. therefore, only the rich and elite class could go foreign brands as they were largely priced on account of their limited vacuity(Batra 2000). Still, owing topost-economic liberalization of India in 1991, foreign brands could fluently adventure into the Indian vesture request. Since also, internationally famed brands are decreasingly entering the domestic request and contending with the original brands(Field, 2005).

Alden et al (1999) that a brand may assert or indicate its ' globalness ' through marketing dispatches that use brand names, endorsers, advertising themes, etc. Consumers prefer brands that they perceive as forming from anon-local country, especially from Western countries, further than they do original brands and that preference is linked not only to perceived quality but also to social status(Alden et al, 1999).

Beaudion et al. (1998) anatomized the fashion leaders and followers ' station toward imported and domestic vesture and they set up that fashion leaders had an overall more positive station toward imported vesture than domestic vesture. Foreign brands that have successfully ventured into the Indian business include Louis Vuitton, Moet Hennessy, Marks & Spencer, Mango, and Versace. The significances that entered India created a important image among the upper middle class that foreign goods were fantastic , grabby and better than Indian- made products "(Bullis, 1997,p. 64).

Bhuvan Lamba (2013) delved the influence of brands on consumer buying gesture and of ingrained products. This paper studied the impact of age and gender as the factors affecting brands.

It was set up that the consumers are imprinting conscious and there's no difference between the age and gender regarding the influence of purchase opinions of the ingrained products, Companies tie up with the foreign brands to increase their request size with collaboration through FDI. Data are collected through primary sources and questionnaires were mode. Consumer preference of global and original brands in the Indian retail assiduity Smriti Bajaj (2006-2007) studied the consumer station towards original and foreign brands bought against the factorser among consumers in Taiwan. For like culture, country of origin, product quality and checks. The methodology used for this exploration was to solicit a total number of 18 repliers face- to- face using semi-structured questionnaires in the megacity of Mumbai and the Indian scholars in the UK. The study set up that the quality of the original brand was perceived to be generally advanced and superior to original brands.

RK Srivastava (2012) consumer perception towards foreign products bought in arising requests like India. The end of this exploration is to find out consumer perception towards Chinese, Taiwan and Hong Kong products in the Indian request. The study covers factors like type of products bought, reason for their purchase gesture. The exploration was carried out in Mumbai and them methodology used was questionnaire design, slice and data collection.90 of Indian living in Mumbai have bought Chinese goods and 51 among them are happy with the product. The reason for the purchase was the reasonable price. The purpose of this study is to probe consumers station and preferences towards original and foreign brands bought against a background of factors like prestige, quality, vacuity and price (Ali Zareei and Peyman Ghafari Ashliani, 2015). It was set up that the quality of the global brands was perceived to be generally advanced and superior and emblematic to original brands. To collect data a convenience slice approach was espoused and questionnaires were distributed to the clothes simple stores.

Consumer perception towards foreign and original brands Suchita Gera(2009). The exploration. Indicates that measure of consumer station towards foreign goods, assesses the consumer perception and preference towards foreign brands, ascertain the criteria of product. By testing suppositions, it was set up that the exploration was exploratory in nature, a different system of collecting primary source was questionnaire and face to face interview. The paper focuses on reasons for using a particular brand and companies of Indian and foreign products. Consumers hold great opinions towards foreign made goods. A relative study on consumer trends on foreign and original apparel brands in the contest of university scholars(Avinash Buragohain). Methodology used was t- test and chi square test, data collected through primary source, visits were made to library and departments secondary source and questionnaires. The collected data was enciphered, classified, tabulated and anatomized totally. The exploration indicates that foreign clothes were largely preferred over utmost popular apparel brands. still, this exploration limits the compass of conception.

Rajput, N., Kesharwani, S. & Khanna, A. (2012) this composition defines that the ultramodern period provides high quality accoutrements and a lot of variety in the Indian garment request to satisfy the desire of guests. The guests are exercising the occasion too. The results confirm that Indian people have come largely brand conscious presently. Hence, brand image isn't a significant factor in choosing the product or brand to buy. There are other aspects like quality, comfort, prospects and demographic characteristics. are also told by the purchasing decision that dominates the purchase decision of males and ladies.

K. Balanaga Gurunath Anand, M. Krishnakumar (2013) Studied the vesture buying gesture of Indian consumers through five confines viz, consumer characteristics, reference groups, store attributes, creation and product attributes. The results show that the store attributes creation and reference groups are the important confines of vesture buying gesture.

Jafar Ikbal Laskar and Haidar Abbas (2014) this study aims to study the consumer mindfulness about colourful vesture brands (sources of mindfulness as well as the extent of mindfulness), their perception about these brands and the factors that affect their perception. Experimenters has seen that announcement come largely brand conscious presently. Hence, brand image isn't a significant factor in choosing the product or brand to buy. There are other aspects like quality, comfort, prospects and demographic characteristics. are also told by the purchasing decision that dominates the purchase decision of males and ladies.

Syed Irfan Shafi, Dr. C. Madhavaiah (2014) this experimental study examined the influence of demographic and Consumer buying attributes which impact the vesture buyer opinions, results of the study revealed that reference group, creation, Store attributes, product attributes, income and occupation are the main dimension of vesture buying gesture, this shows that the vesture stores should give further significance to vesture buying attributes to attract and appeal the consumers, and also the promotional programme also should be done aggressively and meetly.

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24. Indian Journal of Fundamental and Applied Life Sciences ISSN: 2231-6345 (Online) An Open Access Online International Journal Available at www.cibtech.org/sp.ed/jls/2015/01/jls.htm2015 Vol.5 (S1), pp. 4247-4255/Ali and Ashtiani Research Article Copyright 2014 | Center for Info Bio Technology (CIB Tech) 4247 CONSUMER PERCEPTIONS OF GLOBAL AND LOCAL BRANDS Ali Zarei and Peyman Ghafari Ashtiani Department of Management, Arak Branch. Islamic Azad University, Arak, Iran Author for Correspondence.

25. consumer attitude and purchase behavior towards foreign brands Suchita Gera URFM Volume 4, Issue 1 (January 2014) (ISSN 2231-5985) International Journal of Research in Finance & Marketing http://www.euroasiapub.org74
26. A Comparative Study on Consumer Trends of Foreign and Local Clothing Brands in The Context of University Students Avinash Buragohain Centre for Management. Studies, Dibrugarh University.

CHAPTER III

THEORETICAL FRAMEWORK

THEORETICAL FRAMEWORK

3.1 History of Apparel industry in India

The archaeological checks and studies have indicated that the people of Harappan civilization were familiar with weaving and the spinning of cotton for as long as four thousand times agone. Reference to weaving and spinning accoutrements is set up in the Vedic Literature. A block published and repel- repainted fabric, whose origin is from Gujarat, was set up in the sepultures of Fostat, Egypt. This proves that Indian import of cotton fabrics to Egypt or the Nile Civilization in medieval times were to a large extent. Large volume of north Indian silk was traded through the silk route in China to the western countries. The Indian silks were frequently changed with the western countries for their spices in the trade system. During the late 17th and 18th century there were large exports of Indian cotton to the western countries to meet the requirements of the European diligence during the artificial revolution, piecemeal from the domestic demand at the Indian Artillery Manufactories.

The vesture assiduity was the major element of profitable income in India before the English colonies." The hand- impend and the spinning- wheel, producing their regular myriads of baits and needlewomen, were the pivots of the structure of that society," described by Karl Marx. The English colonies had changed the structure of the old Textile assiduity and pushed it moving from small shops into manufactories. They had exported extremely huge quantities of cotton and brought diligence and English free trade into India. ultimately, the traditional type of Apparel assiduity was weeded out.

India is the second largest patron of fiber in the world and the major fiber produced is cotton. Other filaments produced in India include silk, jute, hair, and man- made filaments. 60 of the Indian cloth Assiduity is cotton grounded. The strong domestic demand and the reanimation of the profitable requests by 2009 have led to huge growth of the Indian fabrics assiduity. In December 2010, the domestic cotton price was over by 50 as compared to the December 2009 prices. The causes behind high cotton price are due to the cataracts in Pakistan and China. India projected a high product of cloth (325 lakh bales for 2010-11). There has been increase in India's share of global cloth trading to seven percent in five times. The rising prices are the major concern of the domestic directors of the country.

History of vesture in India dates back to 3000B.C. The diversity of filaments available in India and the state- of- the- art looms, and organic colourings have always attracted buyers from each over the world. India is perceived as a country with the biggest growth eventuality after China with an estimated growth of 7 per annum. Export profit generation from the Indian vesture assiduity is anticipated to reach$ 34 billion USD by 2010. End stoner's tastes and preferences, and relative manufacturing costs are the two main driving factors manipulating the garment sector. The position of functional effectiveness, and its capability to capture deals with further apparel marketers, both at the public, and transnational position also are the crucial factors for the success of the assiduity. Enhanced with professed force, variety of fabrics, and coffers, Indian vesture assiduity is now witnessing a rapid-fire transformation, shaping out to come an integral part of the global force chain. The share of the Indian cloth frugality in the global request is around 5.9. India is one among the sprinkle of countries that owns the entire force chain in propinquity from different filaments to a large request. The force chain provides around 70 of its product to the domestic request, and is able of offering a blend and match of a variety of products and operations.

During the once decade, the cloth assiduity was infected with low productivity at both ends of the force chain; low ranch yields, and inefficiency in the garment sector. Lead times across the sector were also affected by variations in the force chain. presently, the force chains contend on low cost, accurate delivery ,good quality, and in flexibility in volume and diversity.
Moment's global request substantiations a cut- throat competition. numerous new products enter the request, stay for a while, and also go obsolete. fashions come into actuality and evaporate indeed hastily than they appear. Rapid changes in the consumers' choices, increase in their disposable income, globalization, media exposure, and influence of global and cerebral trends contribute to this gesture. In order to sustain in the request, it's necessary for every manufacturer to make a' brand image' for his product in the request. This is more important for vesture makers as garments have a short life cycle and trends keep changing every now and also. Brands produce the strongest competitive advantage for the manufacturer, and the retailer.

3.2 Apparel industry in India

The cloth and vesture assiduity are one of the largest parts of India ‘s frugality, counting for 20 percent of total artificial product and slightly further than 30 percent of total import earnings. It's also the largest employer in the manufacturing sector with a pool of some 38 million people. In addition, millions of others calculate on the cloth and vesture assiduity for their livelihoods, especially those involved in cotton product. still, these product capacity measures are kindly deceiving because important of India ‘s spinning and weaving outfit is technologically outdated.

The Indian cloth assiduity comprises three interrelated but contending sectors the organized shop sector and the decentralized handloom and power impend sectors. The organized shop sector consists of 285 medium- to large- sized enterprises that are vertically integrated compound manufactories that do spin, weaving, and finishing operations and 2,500 spinning manufactories. further than 900 of the spinning manufactories are registered as small scale assiduity(SSI) units, which are eligible for special GOI benefits, handed that investment in factory and outfit doesn't exceed an quantum original to not further than$ 230,000 per unit. The decentralized handloom and power impend sectors comprise thousands of small fabric- weaving units and processing(dyeing and finishing) units. The number of decentralized units grew as a result of government policy enforced following India ‘s independence in 1947 to encourage the creation of large- scale employment openings. The handloom sector is an integral part of pastoral life in India, employing further than 12 million workers. A typical handloom unit is a family- run business with two to six manually operated looms. 23Most of the3.5 million handlooms are antiquated. Although the handloom sector incurs fairly high product costs and low productivity, the sector is known for its artificer and unique products, which have helped it to develop a niche in global requests.

The power impend sector comprises 367,000 units with a pool of6.8 million people. Unlike the handloom sector, the power impend sector uses power- driven shuttle looms; a typical power impend unit has 12 to 44 looms. The power impend sector accounts for 60 percent of fabric product and is the primary supplier of fabrics to domestic vesture directors and consumers.

Although the sector uses technology that lags vastly behind that of the organized shop sector, some power impend needlewomen have invested in shuttle less looms, the more advanced technology. still, the transition is veritably slow; shuttle less looms now account for lower than 1 percent of the million looms in place in the power impend sector.

Although India‘s spinning member is more modernized than the weaving member, 60- 65 percent of the installed spindles are further than 10 times old and OE rotors regard for lower than 1 percent of total spinning capacity. still, modernization in the spinning member has been rapid-fire; total spindle shipments during 1989- 98 reckoned for about 33 percent of the installed capacity and 68 percent of OE rotors were lower than 10 times old.

3.3 Indian Consumers: Then and Now

Twenty-first century Indian consumers are heavily courted by numerous brands, a result of profitable reforms that took place in 1991 which made the Indian business veritably seductive to foreign companies. Prior to 1991, the Indian government was in charge of businesses and concentrated on decreeing product capacities, while neglecting business economics and consumers. The pricing of utmost products was veritably high, reflecting a large duty chance. Although agrarian income in pastoral India wasn't tested, civic Indians paid income levies as high as 75 percent. Products similar as shoes, ingrained vesture, camo, soap, light bulbs, and air conditioners, classified as luxury products by the Indian government, were priced out of reach of numerous consumers (Bijapurkar, 2007).

According to trade proposition, consumer goods imported into a country should be in line with consumer preferences while also enhancing their weal. In India this wasn't the case until the 1991 reforms. Indian officers needed the population consume lower quality, inefficiently produced manual goods, and in turn, reflected a negative station toward foreign goods. still, with the liberalization of its trade programs has come a rapid-fire increase in the consumption of imported goods (Khan, 2005). As shown in Figure 2, consumer expenditure on apparel in India after the 1991 reforms has shown a harmonious increase. It's projected that the fast fashion request size is estimated to grow from$122.98 billion in 2023 to$142.06 billion in 2024, with a growth rate of15.5.

3.4 Branding

3.4.1 Importance of Branding

To contend in the domestic as well as the global request, creating, and sustaining a strong brand image is necessary. Some vesture makers essay to produce a brand for their product in the global request, while numerous others just supply to transnational buying houses or retail chains according to their specifications. ingrained apparels not only add a swish image to the vesture, but it also gives commodity redundant to the consumers. It enables them to produce comprehensions about the value of the vesture and the brand itself. The value of the brand or the' brand equity' is the difference of cash the client pays for anon-branded garment, and a ingrained one. The client can buy analogous vesture nearly differently; without the marker and for a lower price as well. But ingrained vesture with a marker on it gives a status symbol to the client therefore satisfying his pride. The character that the brand image carries help in promoting the product among status expertise consumers.

3.4.2 What is in a Brand?

Strategic thinking is needed in the creation of brands. Guests don't estimate a product in all the parameters while shopping. A cerebral approach is needed to make faith in the minds of the consumer and make them believe that the particular brand is always associated with quality. Once guests develop faith in a particular brand, they don't estimate their notion every time when they go shopping. Buying particular ingrained vesture every time reduces their searching time, and also gives them a internal satisfaction that they're only buying quality apparels.

A brand generally consists of the following aspects:

1. Vesture with an advanced value may signify advanced quality to the consumers.
2. Limited distribution of the product symbolizes oneness to sapient consumers.
3. Brand image signifies the quality of the product, therefore giving them the satisfaction of buying quality particulars.
4. Brand indicates a status symbol, and satisfies the pride of the consumer that he's wearing a reputed company's outfit.
5. Branding helps in developing a client commitment. Once the client develops brand fidelity for the product, he jumps into buying opinions without important thinking as his mind set is formerly moldered with a positive opinion about the particular brand.

3.4.3 Branding Benefits:

Branding helps the retailer to' push' the client into deals. For illustration, if the client isn't confident about the quality of the fabric, he may vacillate to buy the vesture. He'll assume it's parlous to buy the product. On the negative, if the garment has a marker mentioning a famed brand name, it gives confidence to the consumer and makes him believe that he's buying a quality product. Then, the brand name speaks to the goodwill the company has created over the times, and motivates the consumer to take the purchase decision. imprinting highlights the positive features of the product and displays it' Out of the Box' in the consumer's eyes, therefore encouraging him to buy.

Our society contributes to some data about every product over the times. During the course of time, these data make the image of a product, therefore erecting a strong brand.' Brand' doesn't basically mean a totem or a name, it's the confidence, and the consumer has in the company and its product.

3.5 Major changes in the Indian apparel industry.

" The domestic request is witnessing a distinguishable shift by a large member of guests shifting from high end brands to middle position and value for plutocrat brands. The upbeat mood of the guests seen in the once many times is surely missing and purchases have been lowered. The current script represents the major occasion for brands like us in the medium price range. We're suitable to expand our request by addressing the requirements of new entrants in the ingrained wear and tear request and also guests moving down from high end brands".

3.6 The competitors of India in the global market.

"The Indian cloth assiduity is presently going through a delicate phase. vesture exports have been affected by the recession in major requests of the world. Further, countries like Bangladesh and Vietnam are offering seductive prices and have been suitable to produce a farther dent to Indian exports"." We're presently exporting to the U.K and the Middle East and have just started looking at Africa which we feel will be the coming booming request".

3.7 Global Textile Market Analysis

The Textile request over the world is a labour- ferocious assiduity and thus there are entry-position jobs immolations for unskilled labour in developing as well as developed requests. There's segmentation in this assiduity with respect to the high- quality fashion request and lower quality mass product request. The high- quality request is characterized by recent technologies, largely professed and paid workers & Contrivers as well as a high degree of malleability. The other major request member is the mass product request which primarily produces standard (low- tech, par quality) products similar as standard vesture, uniforms, undergarments, etc. This request is primarily grounded in arising husbandry and the target requests for the enterprises in the member are primary B2B major importers in developed countries. Bigger vesture transnational enterprises in the western countries outsource the product process to the cheap labour requests in arising husbandry to reduce product costs. still, there's a violent competition in the member as there always lies the trouble of negotiation due to the vacuity of multiple options for these MNE ‘s. utmost cloth and apparel request are now, with substantiation, following this relocation of product as well as outsourcing to cost-effective suppliers in arising husbandry keeping geographical propinquity in mind (Navaretti etal., 2001). After the abatement of the Multi-fiber Agreement (1962- 2005), which had governed the quantum of cloth trade between countries worldwide, there has been a gradational drop in tariff deformations for cloth trade between countries. also, the global cloth request is constantly expanding with a steady rate (excursus 6) with a CAGR of over 5 worldwide.

3.8 International Apparel Brands

3.8.1 Allen Solly

Allen Solly is a brand that converted the dressing cultures of Indian officers. Allen Solly was the modernizer in bringing thesemi-formal rebellion to the Indian request. It netted the imagination of youth and professionals inversely, giving them a chance to mark a fashion statement at work. The brand has progressed fleetly in the once times, getting one of the fastest growing brands in India. Allen Solly was innovated in 1744 by William Hollin and Co Ltd. The brand was bought in the 90 ‘s by a company called Madura Garments. Madura Garments was a part of Madura Coats and a big patron of vestments. Allen Solly fulfilled a proximate fashionable position in a largely competitive readymade request within a short span of time. Allen Solly comes into the request with the megahit idea of “ Friday Dressing ”. Aditya Birla Group acquired Allen Solly in 2001. Allen Solly launched office apparels in multi-coloured shirts and Khaki trousers which came a prompt megahit. A brand tagline “ My World, My Way ” was formed to show the brand ‘s new trend. In 2002, Allen Solly came the first Indian brand to introduce work fashion for women. In 2013; the sprat’s vesture was expanded into a complete smart youthful wardrobe, “ Allen Sally Junior ” for boys and girls. Solly Jeans Company was launched in 2014 and Solly Sport was introduced as a tennis inspired life sports brand.

Marketing & Promotional Strategy

Allen Solly announcement juggernauts are inversely spread in print as well as digital media. The print media has vended Allen Solly as new age brand of comfortable formal apparels. The one step of Allen Solly was to broadcast the same communication through television announcement. The coming step was to promote the same communication through social media platforms.

Social Media Marketing

Allen Solly has a considerable presence on Facebook, Twitter, and Instagram, and is slightly active on YouTube. Allen Solly has16.6 K followers on Twitter,13.6 K followers on Instagram and a sizable1.7 billion likes on its Facebook Page. Though the brand sells products for men & women, their social media content is profoundly targeted towards women. Allen Solly uses a smart combination of digital out-of-door and social media that help to promote original brands.

Allen Solly promotes their brand on Facebook which helps to engage their suckers in meaningful exchanges andco-creation. The brand connect on Facebook is entirely in line with the recently available theme. The stylish thing about Allen Solly is that they aim to vend the idea itself and not just the product. Allen Solly is using the content to vend their positioning.

Allen Solly with India ‘s first Twitter- powered billboard that's spreading shirts to the twittering followership. In a colossal billboard, 52 shirts were placed. Behind each shirt, boards were arranged with a solenoid. With every tweet with a significant, a arbitrary solenoid would inch forward, eventually striking each shirt from the billboard, right into the hands of the lucky tweeters that were staying under the billboard to catch their prize.

The Growth Story

Allen Solly follows a unique model of brand growth and values outlets and mixed stores likewise. The apparels can be located in promenades as well as Retail Stores. The brand, at present, vended from 207 exclusive stores across India and with the plans of International Expansion; the number is going to increase veritably soon. In the last financial, its profit mounted at INR 600 crore. The company has been growing aggressively at a CAGR of 34 and stands poised to cross net deals of INR 1,000 crores in FY 2017. The indefectible branding and the remarkable apparels are what attract most consumers to the retail outlets of Allen Solly. With the rise of E-commerce, consumers will also find Allen Solly apparels being vended online in massive figures.

3.8.2 Lee Cooper

Lee Cooper Brand is an English apparel company, operating worldwide, that licenses the trade of numerous Lee Cooper- ingrained particulars, including denim jeans. The head office is located in London, England. The company firstly produced work wear for import, and began to specialize in denim jackets and trousers in the 1930s. In 2013, Iconix Brand Group acquired Lee Cooper from Sun Capital mates.

The brand that ultimately came Lee Cooper was established in 1908 by Morris Cooper and a friend, Louis Maister, after they arrived in London from their birthplace in Lithuania (also part of the Russian Empire), having preliminarily spent some time in South Africa. Operating under the nameM. Cooper (Overalls)Ltd., from demesne on Middlesex Street in London's East End, they began product of work wear and tear, having linked a request for it in South Africa. During the times of the First World War,M. Cooper(Overalls), which by also employed over 600 people, halted product of work wear and tear and began making uniforms, tackle bags and knapsacks for the British Army. In 1937, a new plant devoted to the manufacture of denim was opened in Stratford, with the business reporting a profit of£ 1,000 by time end. The outbreak of the Second World War in 1939 led Morris Cooper to resolve the business into two one arm continued making work wear and tear, while the other concentrated on producing military uniforms, battle drudgeries and flight overalls. M. Cooper (Overalls) ultimately came one of the biggest suppliers to Her Majesty's Armed Forces.

Post-war

Morris Cooper failed in 1940 and his son, Harold Cooper, took over the business upon his return from active service in the RAF. He set about contemporizing the company and structure on its wartime success, switching focus to casual wear and tear and denim product, and taking advantage of the preface of clothes allowing to increase competitiveness. As part of a rebranding strategy, the company was rechristened, with Harold adding an interpretation of his women family name, Leigh, to his own to produce “Lee Cooper. Lee Cooper jeans were espoused by the youth counterculture of the 1950s and 1960s and Harold subsidized on this association by financing a Rolling monuments stint and working with Serge Gainsbourg and Jane Birkin. The company caused a degree of moral outrage in 1953 by introducing the zip- front to women's jeans and commissioned a series of bold hype juggernauts, some of them incorporating fictitious contrivers similar as the Italian' Alfredo Angelous' in order to appeal to mores similar as the Mods, who favoured international style.

The late 1970s saw expansion of product, with the company opening manufactories in Ireland, France and Tunisia and by themid-1980s these installations were producing between 40,000 and 45,000 garments per week. During this time, periodic development grew to further than£ 100 million. Lee Cooper was also one of the main pitch side sponsors at the 1984 European Crowns in France.

In 1989, the Cooper family vended their maturity stake in the business and since also Lee Cooper has come a' life' brand, operating in further than seventy requests across the world. In 2008, the company celebrated its centenary. In 2019, it entered the Bangladesh request through collaboration with a original company named Express Leather Products.

3.8.3 Park Avenue

Park Avenue is a wide New York City street which carries north and southbound business in the city of Manhattan. For utmost of the road's length in Manhattan, it runs resemblant to Madison Avenue to the west and Lexington Avenue to the east. Park Avenue's entire length was formerly called Fourth Avenue; the title still applies to the section between the Bowery and 14th Street. The avenue is called Union Square East between 14th and 17th thoroughfares, and Park Avenue South between 17th and 32nd thoroughfares.

Park Avenue was firstly known as Fourth Avenue and carried the tracks of the New York and Harlem Railroad starting in the 1830s. The road firstly ran through an open cut through Murray Hill, which was covered with grates and lawn between 34th and 40th Street in the early 1850s. A section of this" demesne" was latterly renamed Park Avenue in 1860, and the name was latterly applied to the member between Union Square and 42nd Street.

The Harlem road was latterly incorporated into the New York Central Railroad, and a terminal for the New York Central at 42nd Street, the Grand Central Depot, opened in 1871. But the tracks laid to the new terminal proved problematic. There were firstly no grade- separated crossings of the roads between 42nd and 59th thoroughfares. As similar, they needed road crossings along Fourth Avenue, which redounded in frequent accidents; seven people failed within 12 days of the Hudson River Railroad's move to Grand Central.

In 1872, shortly after the opening of Grand Central Depot, New York Central proprietor Cornelius Vanderbilt proposed the Fourth Avenue Improvement Project. The tracks between 48th and 56th thoroughfares were to be moved into a shallow open cut, while the member between 56th and 97th thoroughfares, which was in a gemstone cut, would be covered over. After the advancements were completed in 1874, the roads, approaching Grand Central Depot from the north, descended into the Park Avenue Lair at 96th Street and continued underground into the new depot. As part of the design, Fourth Avenue was converted into a street with a median strip that covered the road's ventilation grates. Eight footbridges crossed the tracks between 45th and 56th thoroughfares, and there were also vehicular interchanges at 45th and 48th thoroughfares. The Boulevard north of Grand Central was renamed Park Avenue in 1888. panther

3.8.4 PUMA

Puma SE, ingrained as Puma, is a German transnational pot that designs and manufactures athletic and casual footwear, vesture and accessories, which is headquartered in Herzogenaurach, Bavaria, Germany. Puma is the third largest sportswear manufacturer in the world. The company was innovated in 1948 by Rudolf Dassler. In 1924, Rudolf and his family Adolf Dassler had concertedly formed the company Gebrüder Dassler Schuhfabrik (Dassler Sisters Shoe Factory). The relationship between the two sisters deteriorated until the two agreed to resolve in 1948, forming two separate realities, Adidas and Puma. Both companies are presently grounded in Herzogenaurach, Germany.

Puma has been a public company since 1986, listed on the Frankfurt Stock Exchange. French luxury group Kering (formerly known as Pinault- Printemps- Redoute or PPR) holds 16; Kering's largest shareholder Artemis SA owns 29 of the share capital. Since 1 July 2013, the company has been led by former football professional Bjorn Gulden (CEO). As of 2017; Puma SE employs further than 13,000 people worldwide and distributes its products in further than 120 countries. Following the split from his family, Rudolf Dassler firstly registered the new-established company as Ruda, but latterly changed the name to Puma. Puma's foremost totem comported of a square and beast jumping through a D, which was registered, along with the company's name, in 1948. Puma's shoe and apparel designs feature the Puma totem and the distinctive" Formstrip" which was introduced in 1958.

3.8.5 Adidas

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3.8.6 Nike

Nike (naıki) is an American transnational pot that's engaged in the design, development, manufacturing, and worldwide marketing and deals of footwear, vesture, outfit, accessories, and services. The company is headquartered near Beaverton, Oregon, in the Portland metropolitan area. It's the world's largest supplier of athletic shoes and vesture and a major manufacturer of sports outfit, with profit in excess ofUS$24.1 billion in its financial time 2012 (ending May 31, 2012). As of 2012, it employed further than 44,000 people worldwide. In 2014 the brand alone was valued at$ 19 billion, making it the most precious brand among sports businesses. As of 2017, the Nike brand is valued at$29.6 billion. Nike ranked No. 89 in the 2018 Fortune 500 list of the largest United States pots by total profit.

The company was innovated on January 25, 1964, as Blue Ribbon Sports, by Bill Bowerman and Phil Knight, and officially came Nike,Inc. on May 30, 1971. The company takes its name from Nike, the Greek goddess of palm. Nike markets its products under its own brand, as well as Nike Golf, Nike Pro, Nike, Air Jordan, Nike Blazers, Air Force 1, Nike Dunk, Air Max, Foamposite, Nike Skateboarding, Nike CR7, and accessories including Brand Jordan, and Converse. Nike also possessed Bauer Hockey (latterly renamed Nike Bauer) from 1995 to 2008, and preliminarily possessed Cole Haan Umbro, and Hurley International. In addition to manufacturing sportswear and outfit, the company operates retail stores under the Niketown name. Nike sponsors numerous high- profile athletes and sports brigades around the world, with the largely honored trademarks of" Just Do It" and the Swoosh totem.

3.8.7 Levi’s

Levi Strauss &Co. (liːvaɪ ˈstraʊs) is an American apparel company known worldwide for its Levi's (liːvaɪz) brand of denim jeans. It was innovated in May 1853 when German emigrant Levi Strauss moved from Buttenheim, Bavaria, to San Francisco, California to open a west seacoast branch of his sisters' New York dry goods business. The company's commercial headquarters is located in the Levi's Plaza in San Francisco.

Levi Strauss started the business at the 90 Sacramento Street address in San Francisco and also moved the position to 62 Sacramento Street. In 1858, the company was listed as Strauss, Levi (David Stern & Levis Strauss) importers apparel etc. 63 & 65 SacramentoSt. (moment, on the current grounds of the 353 Sacramento Street Lobby) in the San Francisco Directory with Strauss serving as its deal’s director and his family- in- law, David Stern, as its director. Jacob Davis, a Latvian Jewish emigrant, was a Reno, Nevada knitter who constantly bought bolts of cloth made from denim from Levi Strauss &Co.'s non-commercial house. After one of Davis' guests kept copping cloth to support torn pants, he'd an idea to use bobby rivets to support the points of strain, similar as on the fund corners and at the base of the button cover. Davis didn't have the needed plutocrat to buy a patent, so he wrote to Strauss suggesting that they go into business together. After Levi accepted Jacob's offer, on May 20, 1873, the two men entered U.S. Patent 139,121 from the United States Patent and Trademark Office. The patented rivet was latterly incorporated into the company's jean design and announcements. Contrary to an advertising crusade suggesting that Levi Strauss vended his first jeans to gold miners during the

California Gold Rush (which peaked in 1849); the manufacturing of denim overalls only began in the 1870s. The company created their first brace of Levi's 501 Jeans in the 1890s.

3.8.8 Vanheusen

PVHCorp., formerly known as the Phillips- Van Heusen Corporation, is an American apparel company which owns brands similar as Van Heusen, Tommy Hilfiger, Calvin Klein, IZOD, Arrow, Warner's, Olga, True &Co., and Geoffrey Beene. The company also licenses brands similar as BCBG Max Azria, Sean John, Kenneth Cole New York, JOE Joseph Abboud, and Michael Kors. PVH is incompletely named after Dutch emigrant John Manning Van Heusen, who in 1910 constructed a new process that fused cloth on a wind.

The history of Phillips- Van Heusen (PVH) goes back in part to Dramin Jones, a Prussian migrant who founded the shirt manufacturing company D. Jones & Sons, c. 1857. singly, in 1881, Moses Phillips and his woman Endel began sewing shirts by hand and dealing them from wagons to original anthracite coal- miners in Pottsville, Pennsylvania. This grew into a shirt business in New York City that place done of the first ever shirt adverts in the Saturday Evening Post. D. Jones & Sons immingled with M. Phillips & Sons in 1907 under the name Phillips-Jones after Dramin Jones's death in 1903. Subsequently Isaac Phillips met John Van Heusen, performing both in their most popular line of shirts (Van Heusen), and in the posterior accession of Van Heusen by Phillips-Jones and its renaming to Phillips- Van Heusen in 1957. In 2011, Phillips- Van Heusen was renamed to PVH.

CHAPTER IV

DATA ANALYSIS AND INTERPRETATION

DATA ANALYSIS AND INTERPRETATION

4.1 Introduction

The study taken here is based on the preference of youngsters towards international apparel brands with special reference to Kochi and a sample of 120 people from this area has been taken for the above said study. This chapter deals with the analysis of the data collected. The data was analyzed in two different stages. The first section is the profile analysis which includes brief analysis of the demographic and socio – economic profile of the sample respondents. In the second section analysis of the measures is done.

4.2 Objectives of the Study

1. To identify the factors affecting preference on International Apparel Brands among youngsters.
2. To identify the source of awareness.
3. To analyze the level of satisfaction from International Apparel Brands over local brands.
4. To identify the most preferable International Apparel Brand among the selected brands.

4.3 Hypothesis of the Study

H1: There is a significant relationship between price and youngsters' preference on international apparel brands.

H2: There is a significant relationship between Quality and youngsters' preference on international apparel brands.

H3: There is a significant relationship between Sense of fashion and variety and youngsters' preference on international apparel brands.

H4: There is a significant relationship between Durability and youngsters' preference on international apparel brands.

H5: There is a significant relationship between Availability and youngsters' preference on international apparel brands.

H6: There is a significant relationship between special offers and youngsters' preference on international apparel brands.

H7: There is a significant relationship between Advertisement and youngsters' preference on international apparel brands.

H8: There is a significant relationship between prestige and variety and youngsters' preference on international apparel brands.

H9: There is a significant relationship between comfort and youngsters' preference on international apparel brands.

H10: There is a significant relationship between brand image and youngsters' preference on international apparel brands.

4.4 Analysis of Demographic and Socio-economic profile of the respondents

4.4.1 Classification on the basis of Gender

Table 4.4.1 presents the gender wise composition of respondents.

Table: 4.4.1

Classification on the basis of Gender

Gender	Frequency	Percentage
Female	60	50
Male	60	50
Total	**120**	**100**

Source: Primary Data

The Table 4.4.1 shows the gender characteristics of 120 respondents. Respondents are classified equally i.e. 50 percent female followed by 50 percent male

4.4.2 Classification on the basis of Status

Table 4.4.2 presents the status of respondents.

Table: 4.4.2

Classification on the basis of Status

Status	Frequency	Percentage
Student	84	70
Employed	21	17.4
Self-employed	10	8.6
Professional	5	4
Total	**120**	**100**

Source: Primary Data

Out of 120 respondents, 84(70 percent) were students, 21(17.4 percent) were employees, 10(8.6 percent) were self-employed and 5(4 percent) were professionals. From the above table it is clear that the majority of the respondents belong to the student community.

4.4.3 Classification on the basis of Monthly income

Table 4.4.3 presents the monthly income of respondents.

Table: 4.4.3

Classification on the basis of Monthly income

Monthly income	Frequency	Percentage
Below 10000	66	55
10000-20000	16	13.4
20000-30000	22	18.3
Above 30000	16	13.3
Total	**120**	**100**

Source: Primary Data

Out of the respondents, 66(55 percent) earned income below 10000, 16(13.4 percent) respondents earned income between 10000 and 20000, 22(18.3 percent) respondents earned income between 20000 and 30000 and 16(13.3 percent) earned income above 30000. Majority of the respondents belong to a lower scale of income.

4.4.4 Classification on the basis of Preference on International Apparel Brands

Table 4.4.4 presents the respondents ‘preference on International Apparel Brands.

Table: 4.4.4

Classification on the basis of Preference on International Apparel Brands

Preference	Frequency	Percentage
Yes	98	81.7
No	22	18.3
Total	**120**	**100**

Source: Primary Data

Out of 120 respondents, 98(81.7 percent) respondents prefer International Apparel Brands and the balance 22(18.3 percent) respondents do not prefer International Apparel Brands.

4.4.5 Classification on the basis of Regularity of purchase

Table 4.4.5 presents the regularity of purchase of International Apparel Brands.

Table: 4.4.5

Classification on the basis of Regularity of purchase

Regularity of purchase	Frequency	Percentage
Monthly	12	10
Quarterly	34	28.3
Rarely in a year	50	41.7
Seasonally	24	20
Total	**120**	**100**

Source: Primary Data

Out of 120 respondents, 12(10 percent) respondents purchase International Apparel Brands on monthly basis, 34(28.3 percent) respondents purchase on quarterly basis, 50(41.7 percent) respondents purchase rarely in a year and remaining 24(20 percent) respondents purchase International Apparel Brands seasonally.

4.4.6 Classification on the basis of Yearly spending on International Apparel Brands

Table 4.4.6 presents the yearly spending on International Apparel Brands.

Table: 4.4.6
Classification on the basis of Yearly spending on International Apparel Brands

Yearly spending	Frequency	Percentage
Less than 5000	80	66.7
5000-10000	33	27.3
10000-15000	7	6
More than 15000	0	0
Total	**120**	**100**

Source: Primary Data

Out of the respondents, 80(66.7 percent) spend less than 5000 on International Apparel Brands in a year, 33(27.3 percent) spend between 5000 and 10000, 7(6 percent) spend between 10000 and 15000 and no respondent spend more than 15000 on International Apparel Brands.

4.4.7 Classification on the basis of Destination of purchase

Table 4.4.7 presents the destination of purchase.

Table: 4.4.7
Classification on the basis of Destination of purchase

Destination of purchase	Frequency	Percentage
Mall	60	50
Online	55	45.6
Retail shop	5	4.4
Others	0	0
Total	**120**	**100**

Source: Primary Data

Out of 120 respondents, 60(50 percent) purchase International Apparel Brands from the mall, 55(45.6 percent) purchase International Apparel Brands online and 5(4.4 percent) purchase International Apparel Brands from retail outlets.

4.4.8 Classification on the basis of Available options of International Apparel Brands

Table 4.4.8 presents the respondents ‘preferred option from International Apparel Brands.

Table: 4.4.8

Classification on the basis of Available options of International Apparel Brands

Options preferred	**Frequency**	**Percentage**
Formal	43	36.1
Casual	70	58.4
Party wear	4	3.4
Others	3	2.1
Total	**120**	**100**

Source: Primary Data

Out of 120 respondents, 43(36.1 percent) respondents’ formal category of International Apparel Brands, 70(58.4 percent) respondents prefer casual wear, 4(3.4 percent) respondents prefer party wear and 3(2.1 percent) respondents prefer some other options. From the above table it is clear that most of the respondents prefer the casual category in International Apparel Brands.

4.5 Analysis of Basic information, Descriptive Analysis

4.5.1 Main feature points out by International Apparel Brands

Table 4.5.1 and figure 4.5.1 presents the main feature pointed out by International Apparel Brands.

Table: 4.5.1

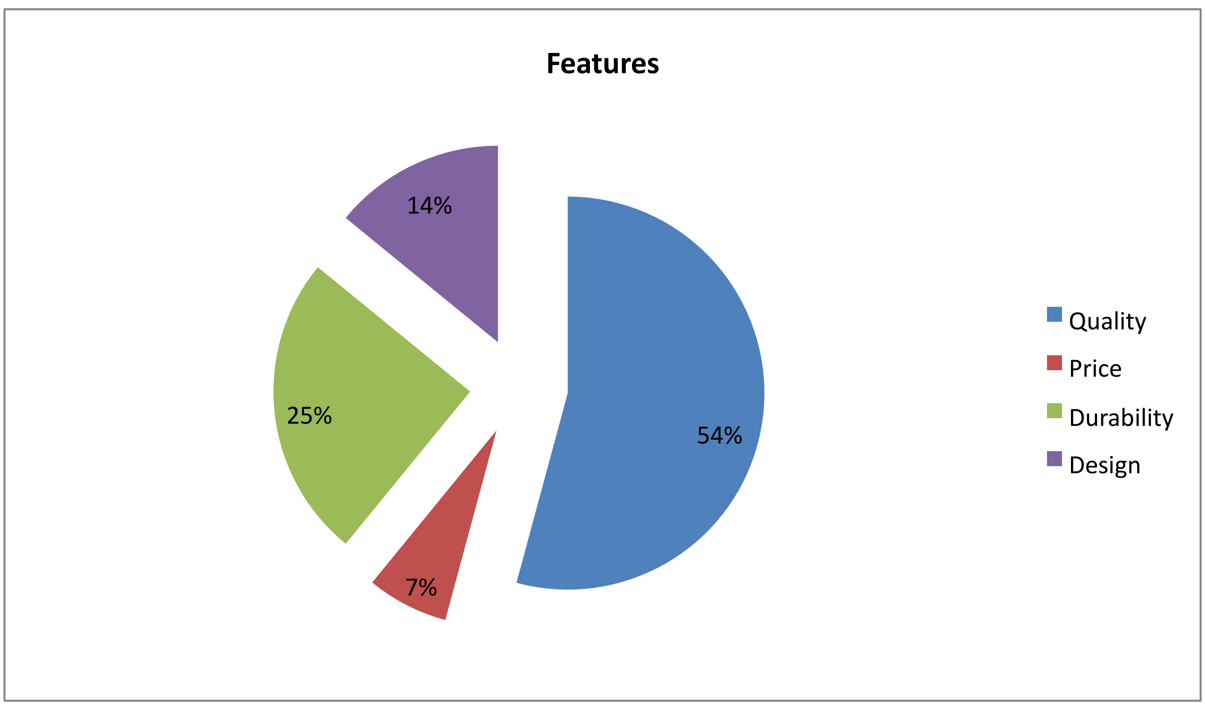
Main feature

Features	**Frequency**	**Percentage**
Quality	65	54.2
Price	8	6.7
Durability	30	25
Design	17	14.1
Total	**120**	**100**

Source: Primary Data

Figure: 4.5.1

Main feature



Source: Primary Data

The above Table 4.5.1 shows that out of 120 respondents, 65(54.2 percent) respondents select quality, 8(6.7 percent) respondents select price, 30(25 percent) respondents select durability and 17(14.1 percent) respondents select design as the main feature pointed out by International Apparel Brands.

4.5.2 Satisfaction level according to various factors related with preference on International Apparel Brands

Some of the factors that affect the preference towards International Apparel Brands are price, quality, sense of fashion and variety, durability, availability, special offers, advertisements, prestige, comfort etc. Following tables and figures show the level of satisfaction of respondents according to the factors influencing the preference on International Apparel Brands.

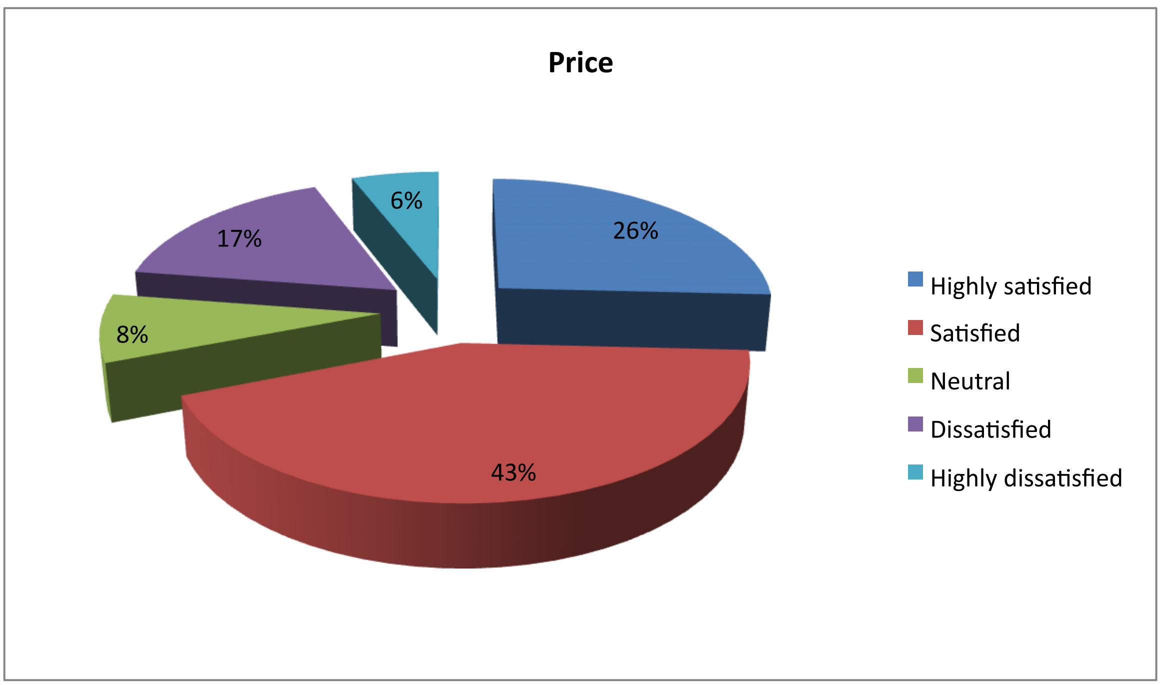
Table: 4.5.2.1

Classification on the basis of Price

Satisfaction	**Frequency**	**Percentage**
Highly satisfied	31	25.8
Satisfied	52	43.3
Neutral	10	8.3
Dissatisfied	20	16.7
Highly dissatisfied	7	5.9
Total	**120**	**100**

Source: Primary Data

Figure: 4.5.2.1 Satisfaction level on Price



Source: Primary Data

From Table 4.5.2.1 it can be viewed that 25.8 percent of the respondents are highly satisfied, 43.3 percent of respondents are satisfied, 8.3 percent of respondents are in neutral opinion, 16.7 percent of respondents are dissatisfied and the balance 5.9 percent of respondents are highly dissatisfied with the factor price.

Table: 4.5.2.2

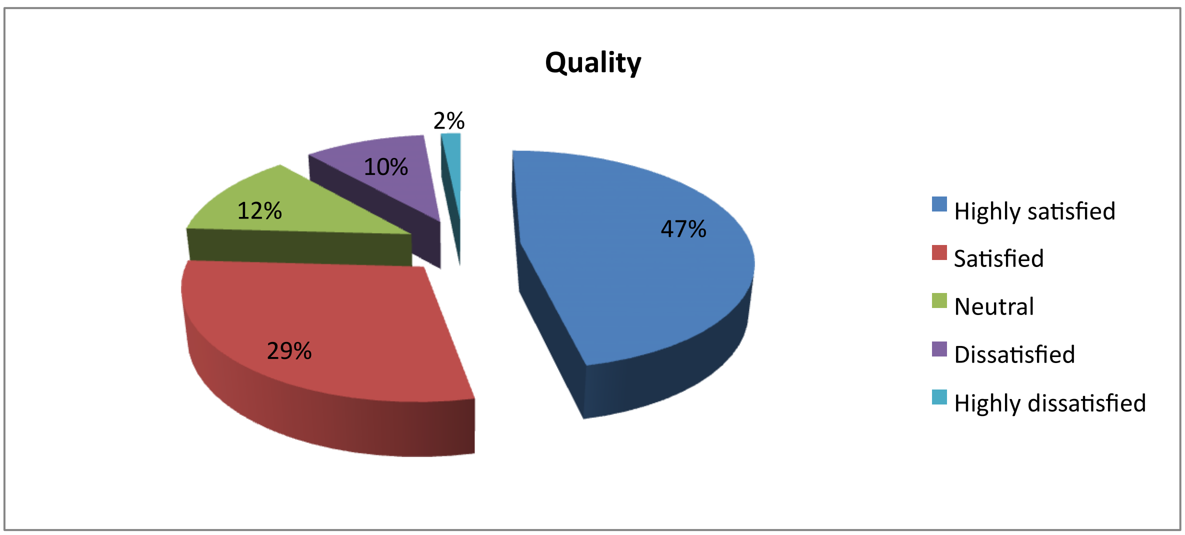
Classification on the basis of Quality

Satisfaction	Frequency	Percentage
Highly satisfied	56	46.7
Satisfied	35	29.2
Neutral	15	12.5
Dissatisfied	12	10
Highly dissatisfied	2	1.6
Total	**120**	**100**

Source: Primary Data

Figure: 4.5.2.2

Satisfaction level on Quality



Source: Primary Data

From Table 4.5.2.2 it can be viewed that 46.7 percent of the respondents are highly satisfied, 29.2 percent of respondents are satisfied, 12.5 percent of respondents are in neutral opinion, 10 percent of respondents are dissatisfied and the balance 1.6 percent of respondents are highly dissatisfied with the factor quality.

Table: 4.5.2.3

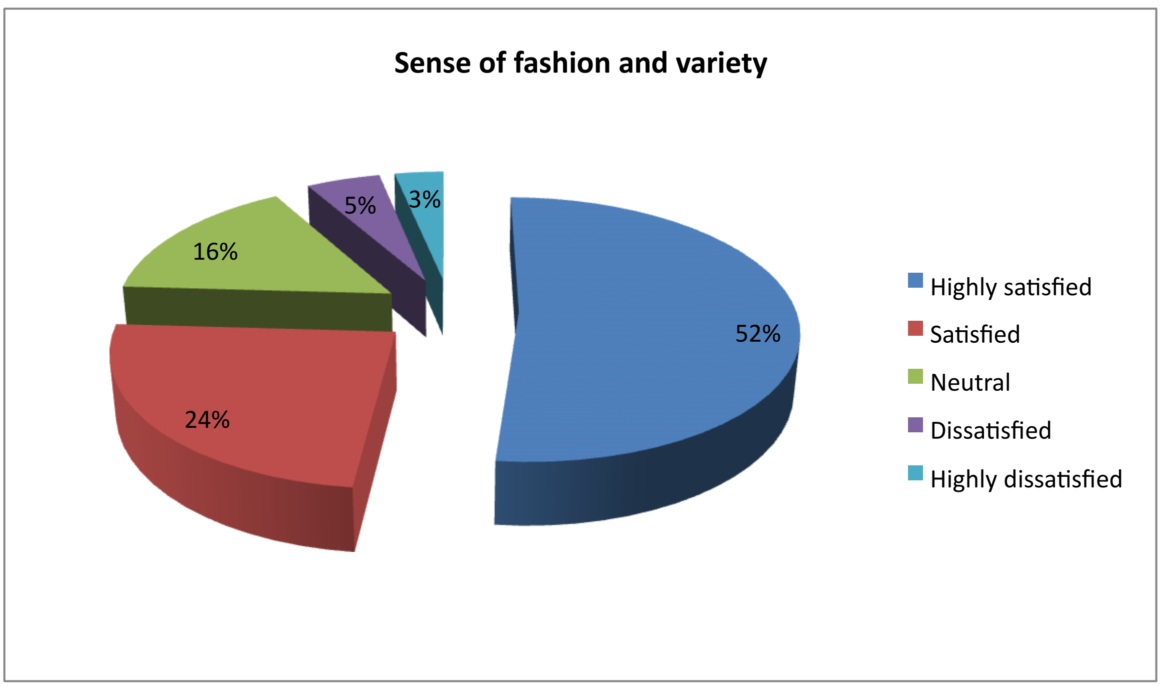
Classification on the basis of Sense of fashion and variety

Satisfaction	**Frequency**	**Percentage**
Highly satisfied	62	51.7
Satisfied	29	24.2
Neutral	19	15.8
Dissatisfied	6	5
Highly dissatisfied	4	3.3
Total	**120**	**100**

Source: Primary Data

Figure: 4.5.2.3

Satisfaction level on Sense of fashion and variety



Source: Primary Data

From the Table 4.5.2.3 it can be viewed that 51.7 percent of the respondents are highly satisfied, 24.2 percent of respondents are satisfied, 15.8 percent of respondents are in neutral opinion, 5 percent of respondents are dissatisfied and the balance 3.3 percent of respondents are highly dissatisfied with the factor fashion and variety.

Table: 4.5.2.4

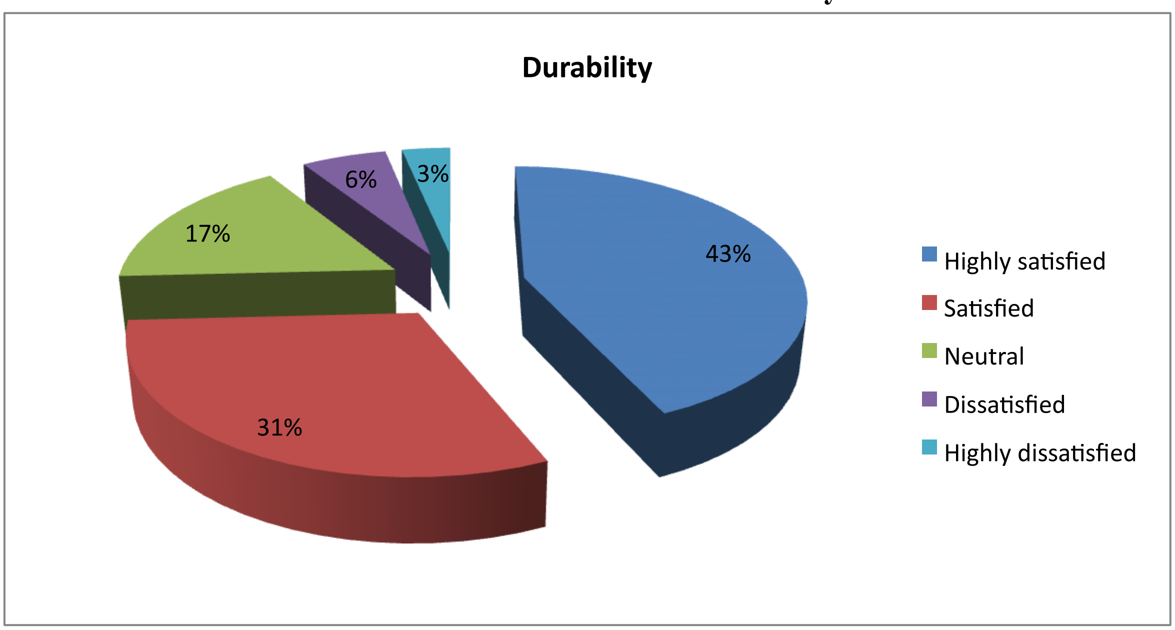
Classification on the basis of Durability

Satisfaction	Frequency	Percentage
Highly satisfied	52	43.4
Satisfied	37	30.8
Neutral	20	16.7
Dissatisfied	7	5.8
Highly dissatisfied	4	3.3
Total	**120**	**100**

Source: Primary Data

Figure: 4.5.2.4

Satisfaction level on Durability



Source: Primary Data

From Table 4.5.2.4 it can be viewed that 43.4 percent of the respondents are highly satisfied, 30.8 percent of respondents are satisfied, 16.7 percent of respondents are in neutral opinion, 5.8 percent of respondents are dissatisfied and the balance 3.3 percent of respondents are highly dissatisfied with the factor durability.

Table: 4.5.2.5

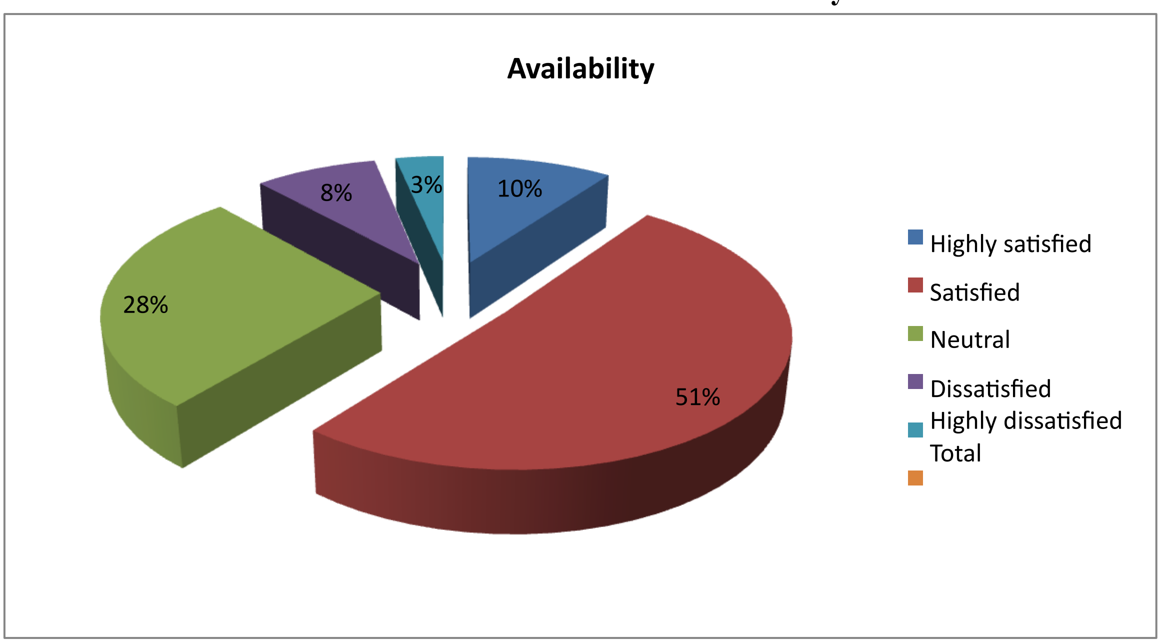
Classification on the basis of Availability

Satisfaction	**Frequency**	**Percentage**
Highly satisfied	12	10
Satisfied	61	50.8
Neutral	33	27.5
Dissatisfied	10	8.4
Highly dissatisfied	4	3.3
Total	**120**	**100**

Source: Primary Data

Figure: 4.5.2.5

Satisfaction level on Availability



Source: Primary Data

From Table 4.5.2.5 it can be viewed that 10 percent of the respondents are highly satisfied, 50.8 percent of respondents are satisfied, 27.5 percent of respondents are in neutral opinion, 8.4 percent of respondents are dissatisfied and the balance 3.3 percent of respondents are highly dissatisfied with the factor availability.

Table: 4.5.2.6

Classification on the basis of Special offers

Satisfaction	**Frequency**	**Percentage**
Highly satisfied	21	17.5
Satisfied	43	35.8
Neutral	39	32.5
Dissatisfied	8	6.7
Highly dissatisfied	9	7.5
Total	**120**	**100**

Source: Primary Data

Figure: 4.5.2.6

Satisfaction level on Special offers

Source: Primary Data

From Table 4.5.2.6 it can be viewed that 17.5 percent of the respondents are highly satisfied, 35.8 percent of respondents are satisfied, 32.5 percent of respondents are in neutral opinion, 6.7 percent of respondents are dissatisfied and the balance 7.5 percent of respondents are highly dissatisfied with the factor special offers.

Table: 4.5.2.7

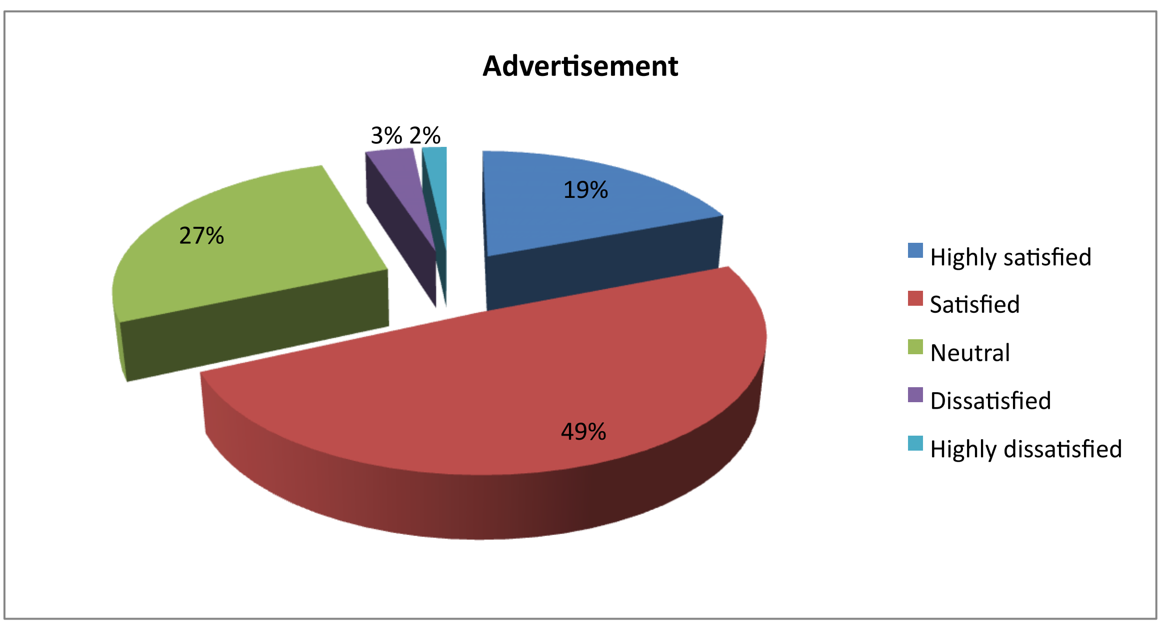
Classification on the basis of Advertisement

Satisfaction	Frequency	Percentage
Highly satisfied	23	19.2
Satisfied	59	49.2
Neutral	32	26.6
Dissatisfied	4	3.3
Highly dissatisfied	2	1.7
Total	**120**	**100**

Source: Primary Data

Figure: 4.5.2.7

Satisfaction level on Advertisement



Source: Primary Data

4.5.2.7 it can be viewed that 19.2 percent of the respondents are highly satisfied, 49.2 percent of respondents are satisfied, 26.6 percent of respondents are in neutral opinion, 3.3 percent of respondents are dissatisfied and the balance 1.7 percent of respondents are highly dissatisfied with the factor advertisement.

Table: 4.5.2.8

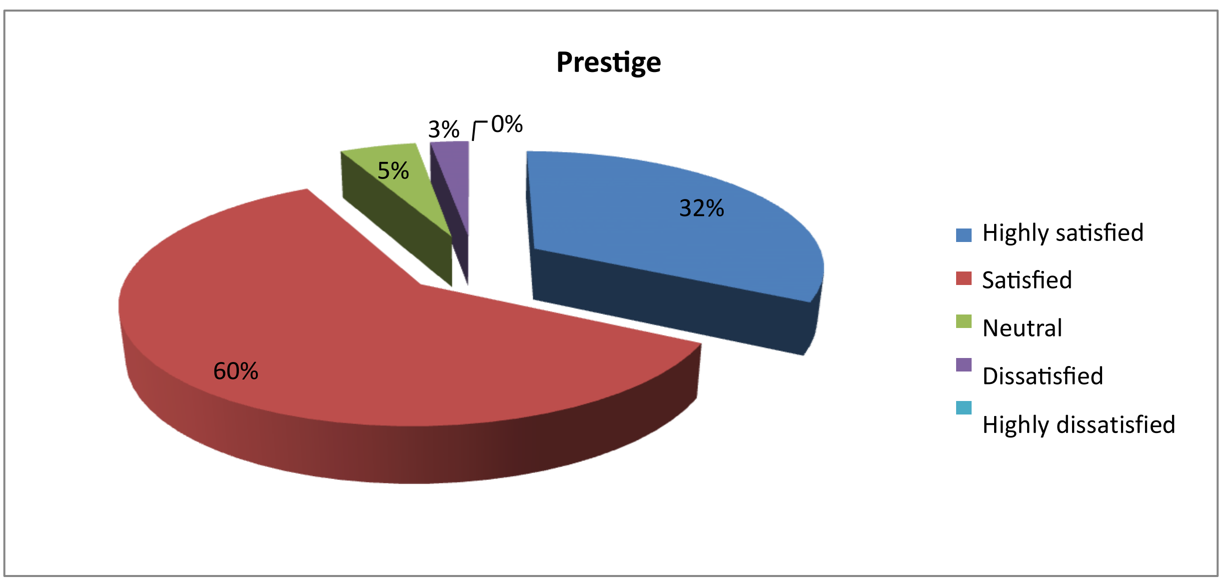
Classification on the basis of Prestige

Satisfaction	**Frequency**	**Percentage**
Highly satisfied	39	32.5
Satisfied	72	60
Neutral	6	5
Dissatisfied	3	2.5
Highly dissatisfied	0	0
Total	**120**	**100**

Source: Primary Data

Figure 4.5.2.8

Satisfaction level on Prestige



Source: Primary Data

From the Table 4.5.2.8 it can be viewed that 32.5 percent of the respondents are highly satisfied, 60 percent of respondents are satisfied, 5 percent of respondents are in neutral opinion,
2.5 percent of respondents are dissatisfied and no respondent is highly dissatisfied with the factor prestige.

Table: 4.5.2.9

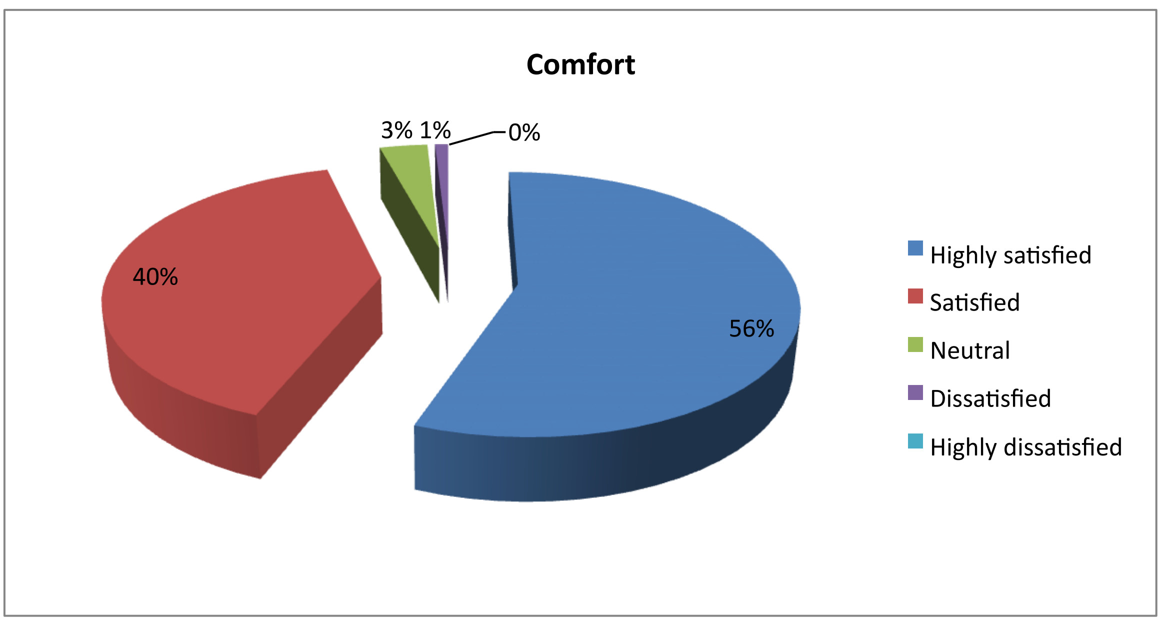
Classification on the basis of Comfort

Satisfaction	**Frequency**	**Percentage**
Highly satisfied	67	55.8
Satisfied	48	40
Neutral	4	3.3
Dissatisfied	1	0.9
Highly dissatisfied	0	0
Total	**120**	**100**

Source: Primary Data

Figure: 4.5.2.9

Satisfaction level on Comfort



Source: Primary Data

From Table 4.5.2.9 it can be viewed that 55.8 percent of the respondents are highly satisfied, 40 percent of respondents are satisfied, 3.3 percent of respondents are in neutral opinion, 0.9 percent of respondents are dissatisfied and no respondent is highly dissatisfied with the factor comfort.

Table: 4.5.2.10

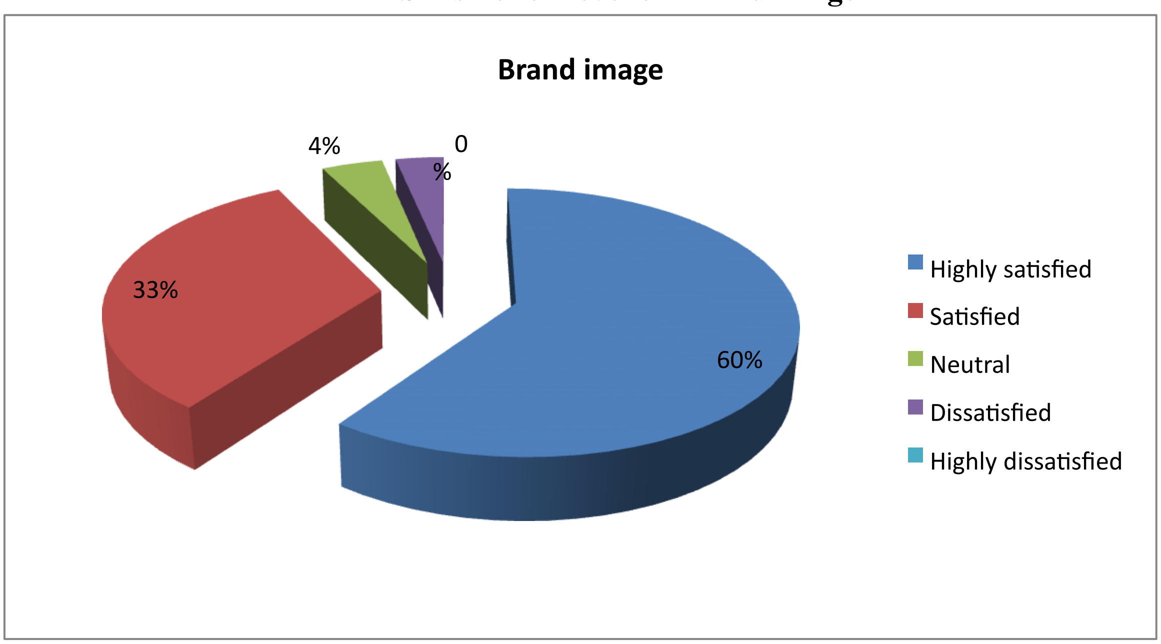
Classification on the basis of Brand image

Satisfaction	Frequency	Percentage
Highly satisfied	72	60
Satisfied	39	32.5
Neutral	5	4.2
Dissatisfied	4	3.3
Highly dissatisfied	0	0
Total	**120**	**100**

Source: Primary Data

Figure: 4.5.2.10

Satisfaction level on Brand image



Source: Primary Data

From Table 4.5.2.10 it can be viewed that 60 percent of the respondents are highly satisfied, 32.5 percent of respondents are satisfied, 4.2 percent of respondents are in neutral opinion, 3.3 percent of respondents are dissatisfied and no respondent is highly dissatisfied with the factor brand image.

4.5.3 Source of awareness

Respondents have various sources of awareness regarding the purchase of International Apparel Brands which include advertisements, sales promotion, word of mouth etc. From the following data, the most effective medium of International Apparel Brands for customer communication and the kind of advertisement which creates a long-lasting impact on consumers ‘mind can be identified.

Table: 4.5.3.1

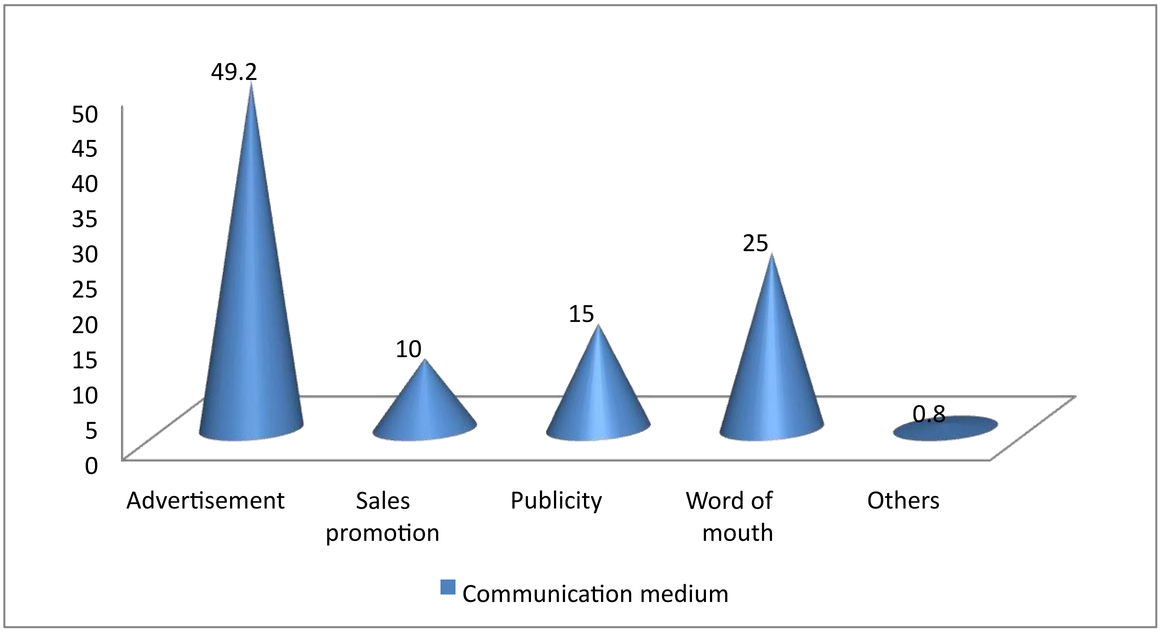
Effective medium for communication

Communication medium	**Frequency**	**Percentage**
Advertisement	59	49.2
Sales promotion	12	10
Publicity	18	15
Word of mouth	30	25
Others	1	0.8
Total	**120**	**100**

Source: Primary Data

Figure: 4.5.3.1

Effective medium for communication



Source: Primary Data

From the Table 4.5.3.1, it is clear that 49.2 percent of the respondents select advertisement, 10 percent of the respondents select sale promotion, 15 percent of the respondent's select publicity, 25 percent of the respondents select word of mouth and the remaining 0.8 percent of the respondents selects others as the effective medium for communication.

Table: 4.5.3.2

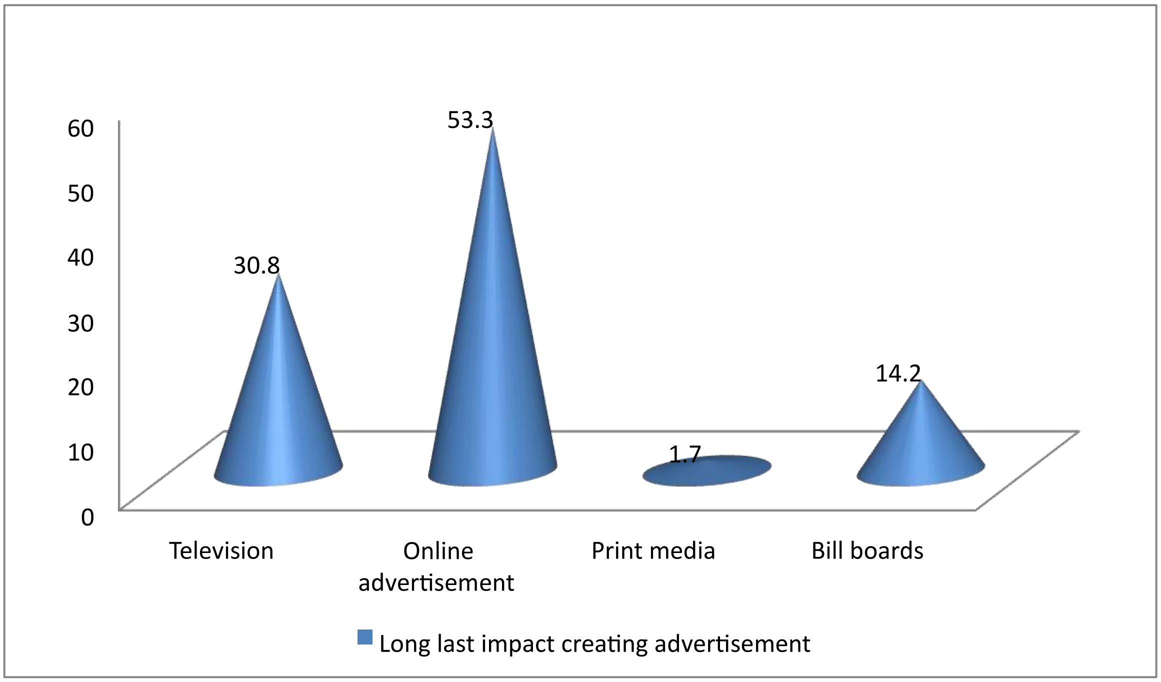
Kind of advertisement that creates long lasting impact in consumers‟ mind

Kind of advertisement	**Frequency**	**Percentage**
Television	37	30.8
Online advertisement	64	53.3
Print media	2	1.7
Billboards	17	14.2
Total	**120**	**100**

Source: Primary Data

Figure: 4.5.3.2

Long last impact creating advertisement



Source: Primary Data

From Table 4.5.3.2, it is clear that 30.8 percent of the respondents select television advertisement, 53.3 percent of the respondents select online advertisement, 1.7 percent of the respondents select print media and 14.2 percent of the respondent's select billboard as the Long last impact creating advertisement.

4.5.4 Preference on International Apparel Brands over local Apparel Brands

Respondents remark their preference on International Apparel Brands over Local Apparel Brands by agreeing with some statements. Table 4.5.4 and figure 4.5.4 presents the agreement on such statements.

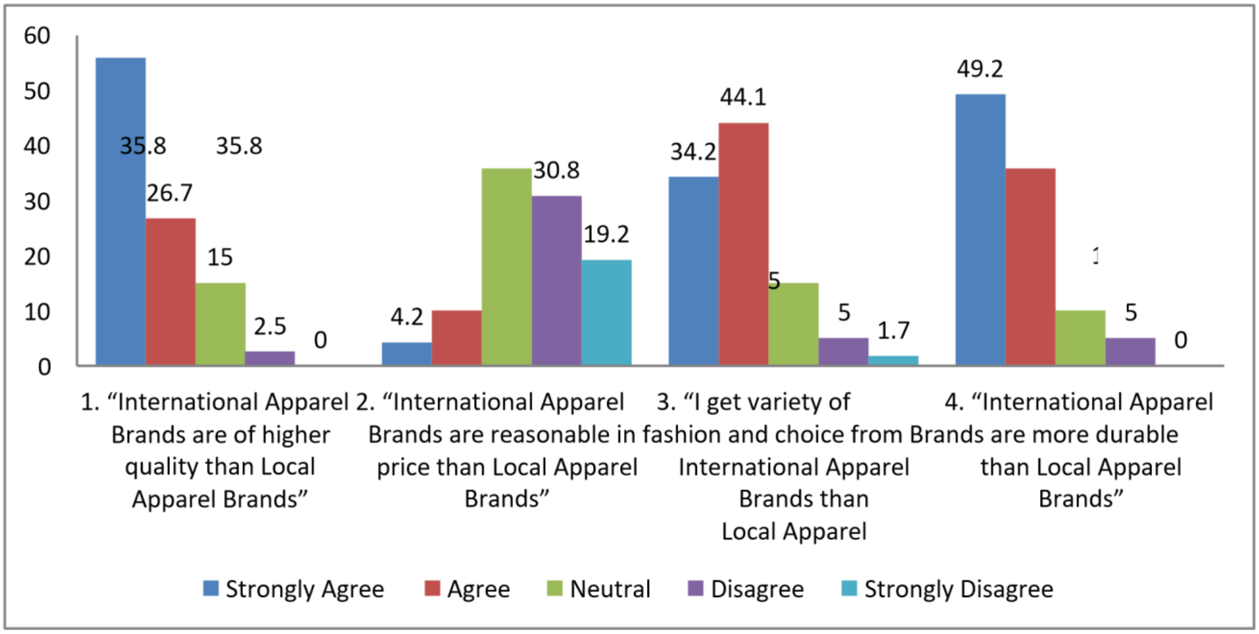
Table: 4.5.4

Preference on International Apparel Brands over local Apparel Brands

Statement	**Strongly Agree (%)**	**Agree (%)**	**Neutral (%)**	**Disagree (%)**	**Strongly Disagree (%)**
1. —International Apparel Brands are of higher quality than Local Apparel Brands	55.8	26.7	15	2.5	0
2. —International Apparel Brands are reasonable in price than Local Apparel Brands	4.2	10	35.8	30.8	19.2
3. —I get variety of fashion and choice from International Apparel Brands than Local Apparel Brands	34.2	44.1	15	5	1.7
4. —International Apparel Brands are more durable than Local Apparel Brands	49.2	35.8	10	5	0
5. —I feel prestigious while wearing International Apparel Brands than Local Apparel Brands	48.3	39.2	10.8	1.7	0

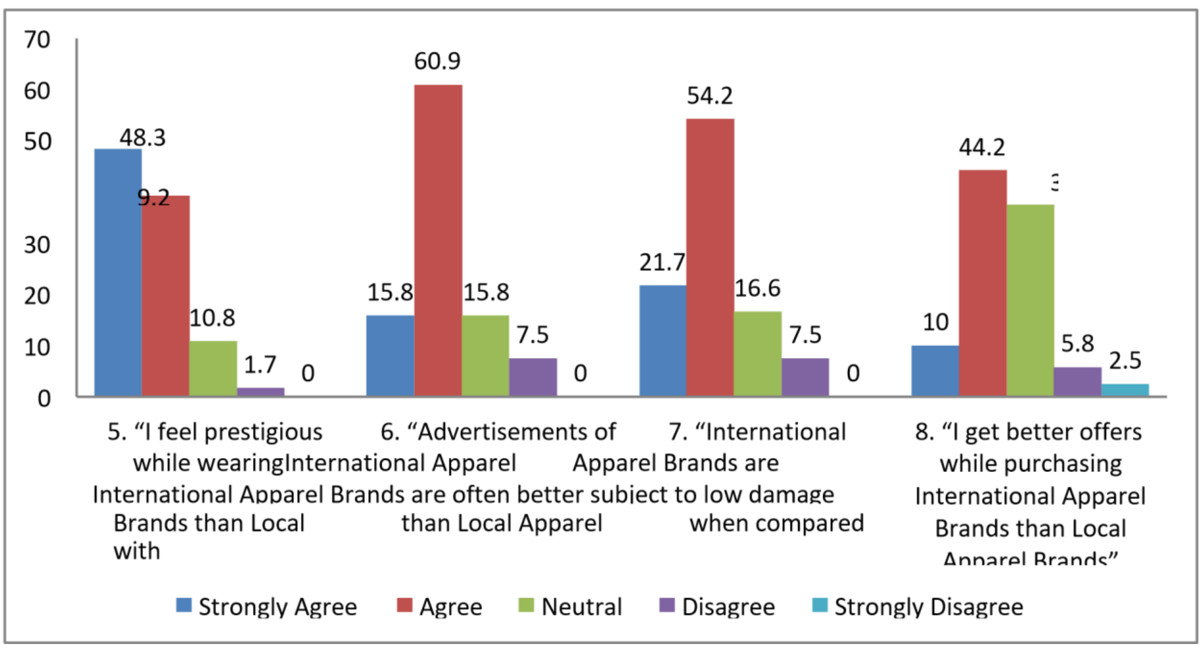
6. —Advertisements of International Apparel Brands are often better than Local Apparel Brands	15.8	60.9	15.8	7.5	0
7. —International Apparel Brands are subject to low damage when compared with Local Apparel Brands	21.7	54.2	16.6	7.5	0
8. —I get better offers while purchasing International Apparel Brands than Local Apparel Brands	10	44.2	37.5	5.8	2.5

Figure: 4.5.4(a)
Preference on International Apparel Brands over local Apparel Brands



Source: Primary Data

Figure: 4.5.4(b)
Preference on International Apparel Brands over local Apparel Brands



Source: Primary Data

1. **Statement 1** (—International Apparel Brands are of higher quality than Local Apparel

Brands): Out of 120 respondents, 55.8 percent are strongly agreeing, 26.7 percent are agreeing, 15 percent are in neutral opinion, 2.5 percent are disagreeing and no one strongly disagrees to this statement.

2. **Statement 2 (—**International Apparel Brands are reasonable in price than Local Apparel Brands): Out of 120 respondents, 4.2 percent are strongly agreeing, 10 percent are agreeing, 35.8 percent are in neutral opinion, 30.8 percent are disagreeing and 19.2 percent are strongly disagreeing to this statement.
3. **Statement 3 (—**We get variety of fashion and choice from International Apparel Brands than Local Apparel Brands): Out of 120 respondents, 34.2 percent are strongly agreeing, 44.1 percent are agreeing, 15 percent are in neutral opinion, 5 percent are disagreeing and 1.7 percent are strongly disagreeing to this statement.
4. **Statement 4 (—**International Apparel Brands are more durable than Local Apparel Brands): Out of 120 respondents, 49.2 percent are strongly agreeing, 35.8 percent are 10 percent are in neutral opinion, 5 percent are disagreeing and no one strongly disagrees with this statement.
5. **Statement 5 (—**We feel prestigious while wearing International Apparel Brands than Local Apparel Brands): Out of 120 respondents, 48.3 percent are strongly agreeing, 39.2 percent are agreeing, 10.8 percent are in neutral opinion, 1.7 percent are disagreeing and no one strongly disagrees to this statement.
6. **Statement 6 (—**Advertisements of International Apparel Brands are often better than Local Apparel Brands): Out of 120 respondents, 15.8 percent are strongly agreeing, 60.9 percent are agreeing, 15.8 percent are in neutral opinion, 7.5 percent are disagreeing and no one strongly disagrees to this statement.
7. **Statement 7 (—**International Apparel Brands are subject to low damage when compared with Local Apparel Brands): Out of 120 respondents, 21.7 percent are strongly agreeing, 54.2 percent are agreeing, 16.6 percent are in neutral opinion, 7.5 percent are disagreeing and no one strongly disagrees with this statement.
8. **Statement 8 (—**We get better offers while purchasing International Apparel Brands than Local Apparel Brands): Out of 120 respondents, 10 percent are strongly agreeing, 44.2 percent are agreeing, 37.5 percent are in neutral opinion, 5.8 percent are disagreeing and 2.5 percent strongly disagree with this statement.

4.5.5 Most preferred International Apparel Brand

For this study, the selected International Apparel Brands are NIKE, adidas, Levi ‘s, PARK AVENUE, VANHEUSEN, Lee Cooper, PUMA, and Allen Solly. Table 4.2.5 and figure 4.2.5 helps to know the most preferred International Apparel Brand.

Table: 4.5.5

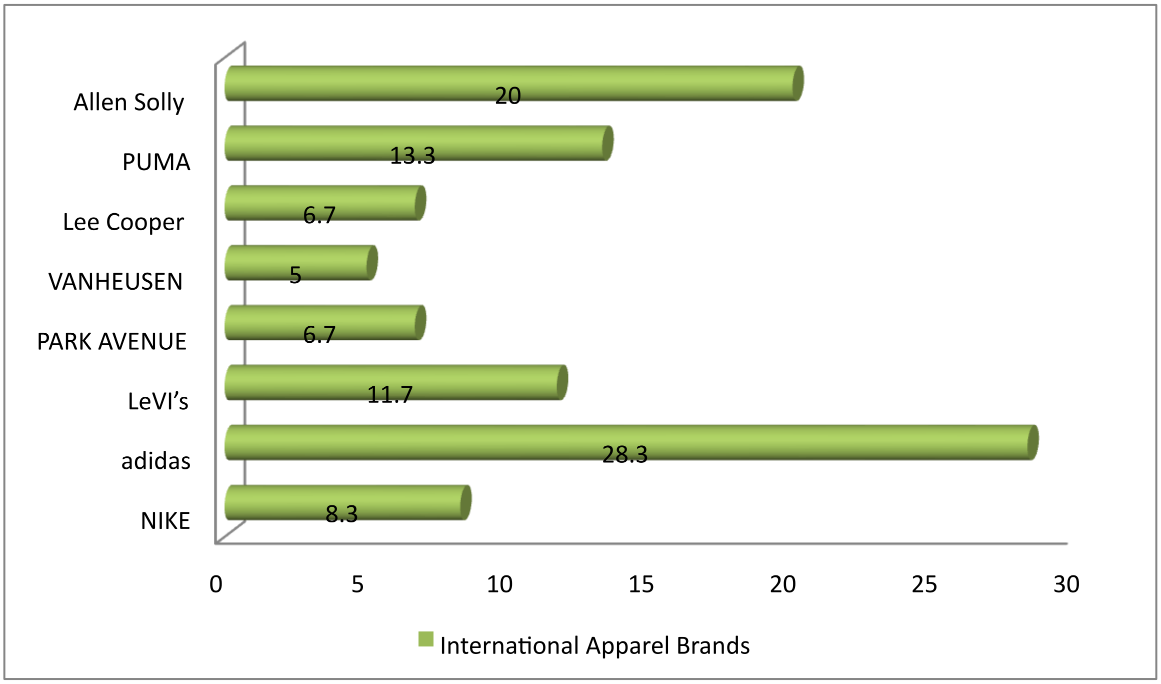
Most preferred International Apparel Brand

International Apparel Brands	Frequency	Percentage	Rank
NIKE	10	8.3	5
Adidas	34	28.3	1
Levi ‘s	14	11.7	4
PARK AVENUE	8	6.7	6.5
VANHEUSEN	6	5	8
Lee Cooper	8	6.7	6.5
PUMA	16	13.3	3
Allen Solly	24	20	2
Total	**120**	**100**	**-**

Source: Primary Data

Figure: 4.5.5

Most preferred International Apparel Brand



Source: Primary Data

The above table and figure clearly specifies that, out of 120 respondents, 10(8.3 percent) respondents prefer to purchase NIKE, 34(28.3 percent) respondents prefer to purchase adidas, 14(11.7 percent) respondents prefer to purchase Levi's, 8(6.7 percent) respondents prefer to purchase PARK AVENUE, 6(5 percent) respondents prefer to purchase VANHEUSEN, 8(6.7 percent) respondents prefer to purchase Lee Cooper, 16(13.3 percent) respondents prefer to purchase PUMA and 24(20 percent) respondents prefer to purchase ALLEN SOLLY. Majority of respondents prefer adidas.

CHAPTER V

FINDINGS, CONCLUSION AND SUGGESTIONS

FINDINGS, CONCLUSION AND SUGGESTIONS

5.1 Statement of the Problem

This study was conducted in order to determine the youngsters 'preferences of global brands over local ones. It is also designed to find out the buying behavior patterns of young Kochi consumers. A number of factors affect the consumer purchase decisions. The results suggest that the most important factors that influence a consumer 's final decision are the price and quality of the product in question. Since the consumers usually associate the price of the brand with its quality, a brand priced too low is generally perceived as a low-quality product. Similarly, a product priced too high may not be affordable by many. Other factors that have an impact on the consumer preferences are: durability, design, social status, special offers, prestige, brand image, price relativity with the competing brands and family and friends. For this study, some selected international apparel brands are Nike, ADIDAS, Levi 's, PARK AVENUE, VANHEUSEN, Lee Cooper, PUMA, and Allen Solly. The research was conducted in Cochin City and the samples selected included 120 people of age 18-50. The data collected for the research was through a questionnaire. Calculations were then analyzed and interpreted using a percentage of respondents and through frequency distribution tables and charts.

5.2 Objectives of the Study

1. To identify the factors affecting preference on International Apparel Brands among youngsters.
2. To identify the source of awareness.
3. To analyze the level of satisfaction from International Apparel Brands over local brands.
4. To identify the most preferable International Apparel Brand among the selected brands.

5.3 Hypothesis of the Study

H1: There is a significant relationship between price and youngsters' preference on international apparel brands.

H2: There is a significant relationship between Quality and youngsters' preference on international apparel brands.

H3: There is a significant relationship between Sense of fashion and variety and youngsters' preference on international apparel brands.

H4: There is a significant relationship between Durability and youngsters' preference on international apparel brands.

H5: There is a significant relationship between Availability and youngsters' preference on international apparel brands.

H6: There is a significant relationship between special offers and youngsters' preference on international apparel brands.

H7: There is a significant relationship between Advertisement and youngsters' preference on international apparel brands.

H8: There is a significant relationship between prestige and variety and youngsters' preference on international apparel brands.

H9: There is a significant relationship between comfort and youngsters' preference on international apparel brands.

H10: There is a significant relationship between brand image and youngsters' preference on international apparel brands.

5.4 Methodology of the Study

The study taken here is based on the preference of youngsters towards international apparel brands with special reference to Kochi and a sample of 120 people from this area has been taken for the above said study. In pursuance of the above objectives and hypothesis, the following methodology was adopted for conducting the present study.

5.4.1 Area of the Study

The present study is taken with special reference to people residing at Kochi.

5.4.2 Sample Design

Data was collected from young customers who responded and samples appropriately were selected by Convenience sampling method. A Google form questionnaire was sent and 120 responses were collected.

5.4.3 Data

Both primary and secondary data sources were used for the study. The secondary data was sourced from official publications, books and journals and websites. The primary data was gathered from young customers in Kochi by using structured Google Form Questionnaire. Responses on the various measures used in the study were obtained on a five-point scale.

5.4.4 Tools and Techniques

The techniques used for the study include simple and cross analysis of tables and figures. Various graphs like bar diagrams, pie charts, etc. are also used to undertake the study of the subject matter.

5.5Findings

Based on the findings, the major findings are:

1. Out of the total respondents, both men and women are taken equally for the study.
2. Majority of respondents belong to the student community.
3. Majority of respondents have monthly income below 10000.
4. It is found that most of the respondents prefer International Apparel Brands.
5. Most of the respondents prefer to purchase International Apparel Brands rarely in a year.
6. Most of the respondents spend less than 5000 on International Apparel Brands on a yearly basis.
7. Majority of respondents purchase International Apparel Brands from malls.
8. High proportion of the respondents prefers casual options from International Apparel Brands.
9. The most important feature that attracted the consumers towards International Apparel Brands is its high quality.
10. It is also revealed through the research that International Apparel Brands are higher priced than Local Apparel Brands.
11. 49 percent of the respondents select advertisement as the effective medium for customer communication.
12. It is also clear from this study that 53 percent of the respondents consider online advertisement as the long last impact creating advertisement.
13. Majority of the respondents select Adidas as the most preferred International Apparel Brands among the selected brands.

5.6 Conclusion

The purpose of the study is to know the culture of youngsters in Kochi to purchase International Apparel Brands over Local Apparel Brands. Some important factors related with purchase decisions are also considered under this study. For this study, some selected international apparel brands are Nike, ADIDAS, Levi ‘s, PARK AVENUE, VANHEUSEN, Lee Cooper, PUMA, and Allen Solly. Data was gathered from 120 respondents consisting of equal proportion of men and women from this area and analyzed. The hypothesis was presented to test the relationship between price, quality, sense of fashion and variety, durability, availability, special offers, advertisement, prestige, comfort, brand image and youngsters' preference on International Apparel Brands. The culture of consumerism among youngsters is mostly influenced by quality, sense of fashion and variety, durability, comfort, and brand image of international brand apparels. The other factors such as price, availability, special offers, advertisement, prestige also influences youngsters but these factors give just satisfaction rather than highly satisfaction. Youngsters get awareness about these international apparel brands mostly from online platforms. Adidas is the most preferred brands among youngsters. Also, the study proves that most of the customers prefer International Apparel Brands over Local Apparel Brands since it gives higher level of satisfaction.

5.7 Suggestions

1. Reasonable prices should be maintained in order to increase the consumption of International Apparel Brands.
2. Increase the availability of International Apparel Brands in the online market.
3. Improve the quality of Local Apparel Brands.
4. Provision of special offers frequently in order to attract more customers.
5. Provide more attractive advertisements with catchy headlines.

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APPENDIX

APPENDIX 1

QUESTIONNAIRE

Name:

Gender:

Male Female

Status:

Student Self-employed

Employed Professional

Monthly income:

Below 10000 20000-30000

10000-20000 Above 30000

1. Do you prefer International apparel brands?

Yes No

2. Regularity of purchasing International apparel brands?

Monthly Rarely in a year

Quarterly Seasonally

3. How much money do you spend on International apparel brands in a year?

Less than 5000	10000-15000
5000-10000	More than 15000

4. From where do you normally purchase International apparel brands?

Mall	Retail shop
Online	Others

5. Which are the options you get from International apparel brands?

Formal	Party wear
Casual	Others

6. What is the main feature pointed out by International apparel brands?

Quality	Durability
Price	Design

7. Mark your satisfaction level according to the following factors related with International apparel brands.

Factors	Highly satisfied	Satisfied	Neutral	Dissatisfied	Highly dissatisfied
Price					
Quality					
Sense of fashion and variety					
Durability					
Availability					
Special offers					
Advertisement					
Prestige					
Comfort					
Brand image					

8. Which is the most efficient medium of International apparel brands for customer communication?

Advertisement Publicity

Others Sales promotion

Word of mouth

9. According to you, what kind of advertisement has a long lasting impact in consumers' minds?

Television Print

Media Online advertisement

Billboards

10. Please rate your agreement or disagreement to the following statements.

Statement	Highly satisfied	Satisfied	Neutral	Dissatisfied	Highly dissatisfied
1. —I prefer International apparel brands over local apparel brands.‖					
2.—International Apparel Brands are of higher quality than Local Apparel Brands‖					
3. —International Apparel Brands are reasonable in price than Local Apparel Brands‖					
4. —I get variety of fashion and choice from International Apparel Brands than Local Apparel Brands‖					

5. —International Apparel Brands are more durable than Local Apparel Brands					
6. —I feel prestigious while wearing International Apparel Brands than Local Apparel Brands					
7.— Advertisements of International Apparel Brands are often better than Local Apparel Brands					
8.—International Apparel Brands are subject to low damage when compared with Local Apparel Brands					

9. ―I get better offers while purchasing International Apparel Brands					
than Local Apparel Brands					

11. Which is the FIRST RANKED International Apparel Brand?

NIKE VANHEUSEN

Adidas Lee Cooper

Levi‘s PUMA

PARK AVENUE Allen Solly