Consumer Perception About Branded Apparel- Issues and Outcomes

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1: Overview and Goals of the Study
Introduction:

In the contemporary fashion landscape, this thesis explores how consumers view and react to branded clothing. It examines how aspects like quality, cost, image, and marketing impact customer behavior in addition to stressing the emotional, psychological, and social effects of fashion branding. Branded apparel is more than simply a product these days; it's a means of self-expression, a status symbol, and frequently a reflection of a person's character and social identity. The study focuses on urban Indian customers, particularly young people, who weigh impact, cost, and image when deciding between branded and unbranded goods.

The study is required since the company is evolving due to influencer marketing, quick fashion, and digitization, and brands need to understand how consumers think and purchase. The poll closes a large knowledge gap regarding Indian consumers' preferences for branded clothing.

Research Objectives:

1. Identify the factors influencing customers' perceptions of branded apparel.

2. Analyze how brand perception affects purchasing decisions.

3. Compare brand-name and brand-less clothing preferences.

4. Look at how fashion choices are influenced by demography.

5. Look into the emotional and psychological aspects that affect brand selection.

6. Evaluate the outcomes of marketing strategies (social media, celebrity influence, etc.).

7. Use consumer data to drive strategic recommendations for fashion brands.

2. Design & Methods of Research

Research Type: Descriptive and exploratory research were used to evaluate attitudes and analyze behavior.

• Using a structured online survey (Google Forms), primary data was collected from urban Indian   consumers aged 18 to 45.

Sample collection: Using a non-probability sampling technique, 37 valid replies were obtained.

• Disseminated through social media platforms and student networks.

• The target audience included students, young professionals, and urban consumers.

Survey structure: 1. Section A's demographics (age, gender, income, and education)

2. Section B: Preferences for brands and buying trends

3. Section C: Perception of quality, trust, and brand identification using a Likert scale

Section D: The influence of peers, the media, and emotions

Data analysis tools:

• Microsoft Excel and SPSS for analysis.

• Used descriptive statistics, cross-tabulation, and chi-square testing.

3: Key Findings

1. Brand Preference: Most individuals preferred domestic or Indian brands over luxury ones from foreign nations due to their lower prices.

• Unbranded clothing was less popular since it was perceived as being of lower quality and style.

2. Varying Perception of Quality: While some consumers were unsure or conflicted, others believed that branded apparel was of higher caliber.

• Product experience and value for money were important considerations.

3. Emotional and Social Impact: Wearing branded apparel boosts confidence, self-expression, and social acceptance. This is especially true for people between the ages of 18 and 24, who view brands as markers of identity.

4. Influence of Digital Media: Social media, influencers, and celebrity endorsements all significantly affect what consumers decide to buy.

• YouTube and Instagram were the platforms that were cited the most.

5. Price Sensitivity: Despite brand awareness, consumers still have price sensitivity.

• Discounts, bundle offers, and student prices are effective.

6. Shopping Preferences:

• Using offline and online platforms in balance.

• Offline for trial and firsthand experience; online for variety and discounts.

• The future of the fashion retail sector appears to be the hybrid model (phygital).

4: Analysis & Discussion

Emotional value and brand perception: • Goals, recognition, and self-worth are all important aspects of branded clothing in addition to quality.

• Consumers link brands with lifestyle, achievement, and prestige.

Symbolism and Brand Identity: Visual elements like packaging, logos, and colors have an impact on perception.

• Consumers choose brands that align with their beliefs, including sustainability or inclusivity.

Demographics Are Important:

• Women's fashion decisions are more emotionally motivated; urban and youthful consumers are more tech-savvy and trend-aware.

• Higher income is linked to greater brand loyalty, while practical value-seeking behavior is linked to lower income.

Brand communication: Emotional storytelling, influencer marketing, loyalty programs, and ethical branding all help to build stronger relationships with customers.

• Flash sales and customized promotions also boost consumer interest in brands.

5: Conclusion, Implications & Future Scope

To sum up, customers see wearing branded apparel as a way to exhibit their individuality and gain acceptance from others.

• Brands are assessed using both tangible (price, quality) and intangible (status, emotion) factors.

• Younger generations want brands that are ethical, technologically advanced, and affordable.

Conceptual Consequences:

• Supports Keller's Brand Equity and Kapferer's Brand Identity Prism.

• Solomon and Sirgy contend that a person's attire is a symbolic manifestation of their identity.

Realistic Repercussions for Fashion Brands: • Focus on emotional branding and value development; • Offer marketing that is divided into age, income, and gender segments.

Invest in e-commerce, influencer marketing, and ethical message.

• Provide hybrid (online + offline) experiences to expand your audience.

A small sample size and a limited geographic area are among the limitations. Self-reported responses may be skewed.

• Data may not be dependable for very long because fashion trends change frequently.

Future Research Suggestions: • Look at long-term consumer patterns in branded clothing; • Use focus groups and interviews to gain a deeper insight.

Analyze how people from different cultural backgrounds perceive fashion companies.

Analyze India's adoption of sustainable fashion.

8. References

• Citations: Keller, K. L., & Kotler, P. (2016). Marketing Administration. Pearson Learning.
• Solomon (2018), M. R. Consumer behavior includes purchasing, possessing, and being. Pearson.
• Emerald Insight, Elsevier, and Google Scholar journals on brand perception and consumer behavior.
• Secondary data from websites belonging to brands such as Levi's, Nike, H&M, and Zara.