

THE INFLUENCE OF CULTURE ON YOUTH APPAREL BUYING BEHAVIOR

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Abstract

Culture is one of the most complex and powerful aspect that influence on consumer behavior. There by marketing managers need to consider all the psychological and behavioral effects that emanate from ethnic identity. The relationship between characteristics of both consumers and brands are becoming increasingly important marketing problems, particularly with characteristics such as materialism being a strong driver of acquiring and consuming specific types of brands. The above research aimed to reveal real behavioral preferences between fashion and clothing consumption, and the Influence of Religiosity and Ethnicity on Youth Apparel Buying Behavior and analyses the similarities and differences between the consumers from North-India, West-India, South-India and East-India. The major purpose of the above paper is to understand the overall connection between the degree of religiosity and the product involvement level in determining the various constructs of consumer behavior. Data for the study were gathered through quantitative structured questionnaire on a sample of 154 youths. The data obtained were then analyzed using descriptive statistics, Anova, test etc.

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INTRODUCTION

This topic is all about how your religion (Hindu/Muslim etc.) and your native place(North, South, East, West) influence your buying behavior of apparel. For example in Hindu religion we have a tradition to purchase cloths on Diwali, if someone belongs to South region on the occasion of Onam (She will wear Kanjivaramsaree with golden border) , this shows how psychology [think, feel, reason, and select between different alternatives (e.g., brands, products)] of consumer varies.

Consumer behaviour is: "The study of individuals, groups, or organizations and the parameters they use to select, secure, use, and dispose of products, services, experiences, or ideas to satisfy needs and the impacts that these parameters have on the consumer and on their perception". This is how perception is affected by the amount of exposure to a stimulus and by their individual interpretation.

The major purpose of the above paper is to understand the overall connection between the degree of religiosity and the ethnicity to determine the apparel buying behaviour of various consumers and how the psychology of the consumer is influenced by his or her environment (e.g., culture, family, signs, media).

LITERATURE REVIEW

Mr. AmitAggrawal studied the factors affecting Indian consumers' purchase intentions towards branded apparel that is available in their national market. In which he has provided the demographic variation of the consumers for making choices for branded apparel. He has conducted the study in five major cities of India, viz. Mumbai, Hyderabad, Lucknow, Patna and Bhopal. He has considered various factors such as Advertising of the brand, Sales Promotion for the brand, he had studied price of the brand and image of the brand with respect to various demographic factors such as Age, Gender, Education, Monthly family income and Place of stay of the respondents.

MarkClevelandWilliamChang's research focused on materialism as manifested among first- and second-generation Korean-Canadians, as a function of both ethnic identity and religiosity. The researchersuncovered generational differences on the interrelationships of these three constructs.

FarhanaTahmidaNawaz conducted her research in Bangladesh and she examined the relationship between religiosity, consumer buying attitude and purchase intention towards Islamic Financial Products (IFPs), to develop and understand how Muslims' religiosity impacts on their buying decisions. She included key religious dimensions: religious belief, practice, knowledge, experience and consequences, to measure the overall religiosity of consumers. Her model also investigated some of the moderating effects of generation cohorts which may affect on the relationship between religiosity, buying attitude and purchase intention.

Lawan A. Lawan¹, Ramat Zanna conducted the research in the area of Maiduguri, Borno State, Nigeria and he assesses cultural factors influencing consumer buying behavior of clothes in Nigeria. He examined consumer buying decision making process and assess cultural, economic as well as personal factors influencing clothes buying behavior. And he concluded that culture, either acting independently or in conjunction with economic and personal factors significantly influences buying behavior of clothes.

Ramya Rajagopalan explained the level of involvement of Asian-Indian consumers residing in the US when purchasing Indian ethnic apparel and contemporary American clothing at different levels of acculturation. His study fulfilled a need for literature on how ethnic groups residing in a foreign land view products indigenous to their original culture across the stages of acculturation. He showed that Consumers who were moderately acculturated to western culture were less involved in Indian ethnic apparel but became increasingly involved as they became more acculturated to the US culture.

Maria Alice V. Rocha aimed to reveal real behavioral preferences in fashion and clothing consumption, and analyses the similarities and differences between British, Brazilian and Chinese consumers. His main aim was to find as how Age, gender and national factors influence in the fashion consumption. She provided different backgrounds, experiences and cultures which includes different categories such as Design, fashion, marketing and consumption skills.

Salman Yousaf tried to relate the connection between the degree of religiosity and the product involvement level in determining the various constructs of consumer behavior. He conducted his research work in the city of Multan, Pakistan. On the basis of a small survey, he selected various clothes as a high involvement product, and snacks were selected as a low involvement product. He collected the data from students of five universities located in different regions of Pakistan. He found that the highly religious group was found to be less recreational, fashion conscious and impulsive in their shopping orientations.

MichellLaroche studied the topics related to the culture and marketing communications, consumer socialization, materialism, identity and religiosity, service quality, language effects, consumer revenge behavior and government actions. And his main focus to know as how the culture impacts on the marketing strategy.

RESEARCH METHODOLOGY

Rationale behind the research:

The type of research used in this study is descriptive. The research is centered around typically structured questions. The present study has aimed to determine the factors affecting Indian consumers' purchase intentions towards branded apparel that is available in market. The study has provided the demographic variation (covering various region north ,south ,east and west) and religion (Hinduism , buddhismetc) of the consumers for making choices for branded apparel.

In our case we have done market online survey by preparing a questionnaire in order to gain reviews and opinions over the above mentioned objective. From that we received some primary data which, with the support of our literature review, helped us to know how the occupation ,age ,gender , colour affect the apparel buying behaviour of consumer.

Primary objectives

- To analyze in depth study of apparel buying behaviour of consumer in India based on the influence of their religion and ethnicity.
- To study the awareness level of various spending pattern on clothing according to their religion and region.

- Investigate whether religiosity has a positive effect on consumers' buying attitude and purchase intention of various types of clothes (ethnic and western wear) and the extent of their impact

Research Hypothesis:

1. There will be a positive relationship between age and religious perception of youth in buying their clothes.
2. Males prefer branded apparels more than females.
3. There is a positive relationship between gender and religious perception.

The study is based on a convenience sample of 154 consumer buying apparel reflecting the influence of religion and ethnicity. 26 self-administered questionnaires were administered on the participants and they were briefed about the purpose of the study, and given enough time to fill out the questionnaire

DATA ANALYSIS AND INTERPRETATION

The data thus collected have been tabulated and analysed. The statistical tools and techniques used included SPSS (Statistical Package for Social Sciences), Excel software application, Pivot tables, percentages, Anova test, Cross tabs and weighted averages to arrive at the meaningful conclusions.

DESCRIPTIVE STATISTICS

Table 1: Age Descriptive Statistics

		Frequency	Percent	Valid Percent	Cumulative Percent
Age	15-24	123	79.9	79.9	79.9
	25-34	27	17.5	17.5	97.4
	35-44	4	2.6	2.6	100.0
	Total	154	100.0	100.0	

Table 2: Gender Descriptive Statistics

		Frequency	Percent	Valid Percent	Cumulative Percent
Gender	Male	92	59.7	59.7	59.7
	Female	62	40.3	40.3	100.0
	Total	154	100.0	100.0	

Table 3: Amount Spent Religion wise

		Frequency	Percent	Valid Percent	Cumulative Percent
Religion	Hinduism	134	87.0	87.0	87.0
	Sikhism	2	1.3	1.3	88.3
	Islam	9	5.8	5.8	94.2
	Christianity	2	1.3	1.3	95.5
	Other religion	7	4.5	4.5	100.0
	Total	154	100.0	100.0	

Table 4: Amount spent on clothing

Amount Spent on Clothing Annually					
		Frequency	Percent	Valid Percent	Cumulative Percent
	0-2000	5	3.2	3.2	3.2
	2000-4000	22	14.3	14.3	17.5
	4000-6000	31	20.1	20.1	37.7
	6000-10000	34	22.1	22.1	59.7
	10000-15000	32	20.8	20.8	80.5
	15000-25000	16	10.4	10.4	90.9
	25000-40000	9	5.8	5.8	96.8
	40000-70000	3	1.9	1.9	98.7
	Above 70000	2	1.3	1.3	100.0
	Total	154	100.0	100.0	

Table 5: State of Residence

Current State of Residence					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	North India	18	11.7	11.7	11.7
	South India	13	8.4	8.4	20.1
	West India	111	72.1	72.1	92.2
	East India	12	7.8	7.8	100.0
	Total	154	100.0	100.0	

Table 6: Ethnicity

Ethnicity					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	North Indian	36	23.4	23.4	23.4
	South Indian	15	9.7	9.7	33.1
	West Indian	88	57.1	57.1	90.3
	East Indian	15	9.7	9.7	100.0
	Total	154	100.0	100.0	

Table 7: Choose to wear

What do you generally choose to wear					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Ethnic Wear	38	24.7	24.7	24.7
	Western Wear	116	75.3	75.3	100.0
	Total	154	100.0	100.0	

Occupation

153 responses

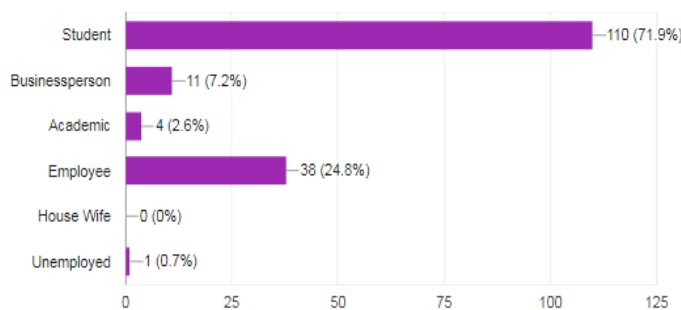


Chart-1: Occupation Percentage wise

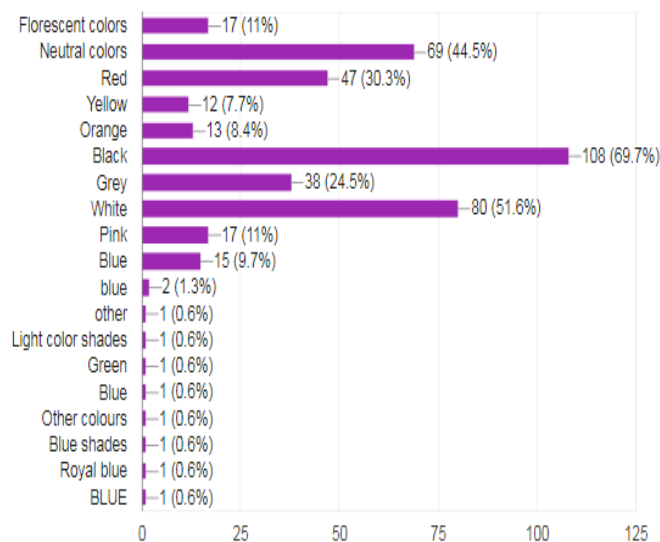


Chart-2: Colors Chosen

Inferential Statistics

H₀(Null Hypothesis): There will be a positive relationship between age and religious perception of youth in buying their clothes.

ANOVA						
		Sum of Squares	df	Mean Square	F	Sig.
[Religious beliefs influence my dealings in life]	Between Groups	2.039	2	1.020	.892	.412*
	Within Groups	171.464	150	1.143		
	Total	173.503	152			
[I buy certain kind of clothes out of compulsion for various social gatherings]	Between Groups	10.669	2	5.335	3.941	.021*
	Within Groups	204.376	151	1.353		
	Total	215.045	153			
[I like new and innovative apparel designs and gain excitement from seeking out new things]	Between Groups	6.574	2	3.287	3.114	.047*
	Within Groups	159.400	151	1.056		
	Total	165.974	153			
[I believe that a higher price means better quality.]	Between Groups	10.279	2	5.139	4.370	.014*
	Within Groups	177.572	151	1.176		
	Total	187.851	153			

Table -8: Anova

Anova test 2

H₀(Null Hypothesis): Males do prefer branded apparel more than female buyers.

ANOVA						
		Sum of Squares	df	Mean Square	F	Sig.
Amount Spent on Clothing Annually	Between Groups	19.305	1	19.305	7.049	.009
	Within Groups	416.260	152	2.739		
	Total	435.565	153			
[I look for quality in a	Between	.278	1	.278	.226	.635

product and is willing to pay extra for it]	Groups					
	Within Groups	185.970	151	1.232		
	Total	186.248	152			
[I have favourite brands and stores and buy from them repetitively]	Between Groups	.886	1	.886	.722	.397
	Within Groups	186.523	152	1.227		
	Total	187.409	153			

Table-9Anova-Result

According to above data as the significant value is less than .05 we need to reject the null hypothesis. i.e. Males do not prefer branded apparel more than female buyers.

And that female spent high amount towards buying of their favorite apparels.

What do you generally choose to wear * Age * Gender Crosstabulation						
Count						
Gender			Age			Total
			15-24	25-34	35-44	
Male	What do you generally choose to wear	Ethnic Wear	18	3		21
		Western Wear	55	16		71
	Total		73	19		92
Female	What do you generally choose to wear	Ethnic Wear	11	4	2	17
		Western Wear	39	4	2	45
	Total		50	8	4	62
Total	What do you generally choose to wear	Ethnic Wear	29	7	2	38
		Western Wear	94	20	2	116
	Total		123	27	4	154

The results shows that there is not much significance in the youths towards wearing ethnic wear and they all are much inclined towards wearing the western wear. i.e 71 out of 92 males wear western and 45 out of 62 Female opts or they like wearing western wear and that out of 54 samples 116 are inclined towards wearing western wears.

FINDINGS AND ANALYSIS

It can be concluded that the religion perception and gender has just slight relation between them. That is marketers should think twice before changing any product by considering either males or females and that they are more inclined towards particular religion and their buying decision depends on the same.

From the results it can also be depicted that there is slight relation between the religion perception and age. Thereby they should not necessarily change their marketing strategy considering the above fact.

Also it can be understood that more of the female buyers prefer purchasing the branded clothes and that they tend to visit the same store repetitively for the purchasing of their apparels. We can say that the females are more loyal compared to the males towards a particular store and also they tend to spend more compared to males and that they won't consider the price while purchasing their favourite apparels. Thereby the marketers may prefer giving an extra attention towards their female customers.

Even the marketers can survey different females age category and their loyal female customers thereby may find as which are the different brands that they all generally prefer or they are inclined to so that more customer base could be obtained.

LIMITATIONS OF RESEARCH

- The research was based on samples and not the entire population of target consumers.
- As an inferential statistical method was chosen the results were susceptible to in accuracy.
- Approximately 72% of respondents are identified from Western region therefore, the result of study may not be entirely representing the entire population of India.
- Approximately 87% of respondents belongs to Hinduism, thus the study do not exactly represent the scenarios of other religions.

FUTURERESEARCH DIRECTIONS

Such studies should be conducted for greater part of India covering all major parts of India equally, including both urban and rural areas. Steps need to be taken to provide more information about the same to the marketers thereby they can concentrate towards specific people reciting in a particular area. Which would be very helpful to Shopkeepers and thereby they can maximize their profit. They can even include other variables and can concentrate on the same.

IMPLICATIONS

Religion has minimal influence on buying behaviour of the youngsters, they purchase clothes according to the trend, which is prevailing in the market. On the other hand, if we consider the viewpoint on the basis of gender we conclude that female buyers spent more amount on clothing as compared to male buyers. Female buyers are more loyal, and they tend to visit the same store repetitively if they are satisfied from the same. They tend to purchase more branded clothes as compared to men. Ethnicity to a certain extent influence the buying behaviour of the apparel.

CONCLUSIONS

Traditionally religion has highly influence in the purchasing behaviour. Now a days, age has become a matter of concern in determining the same. Old age people take all these factors into consideration, but for youngsters what all matters is the clothes which are fashionable and trendy in nature. Marketers gives more preferences to what female buyers want, because they abide to the brand which they purchase, that means they are more loyal and tend to spend more of money as compare to male buyer. To a certain degree, age and ethnicity influence buying behaviour of apparel.

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