

A Comparative study of Apparel Brand Awareness of Male and Female College Going Students of Professional and Non- Professional Colleges of Udaipur City

SHILPA RATHORE¹ AND MONIKA KUMAWAT*²

¹Head & Associate Professor and ²Research Scholar,

¹Department of Home Science, B.N. University, Udaipur (Rajasthan) India

²Department of Home Science, M.L. Sukhadiya University, Udaipur (Rajasthan) India

ABSTRACT

This particular study aimed to examine the Brand Apparel Awareness of College going students of Udaipur city. The students chosen were from both graduate and post-graduate classes. The reason behind choosing this class was that now a day's students are becoming more aware and conscious about style and brand image. The study is designed to provide comprehensive data about the buying behaviors and preferences of college going students regarding apparels studying in both professional and non- professional colleges of Udaipur city.

Key Words : Apparel Brand Awareness, College Going Students, Professional, Non- Professional Colleges.

INTRODUCTION

The Apparel Industry is flourishing rapidly as it reflects people's social and economic status by analysing their lifestyles. Apparel and Textile industry is India's second largest industry. The Indian government has targeted the apparel and textiles industry sections to reach more heights in the upcoming years. Brand awareness is a significant ingredient of decision-making process at the time of making purchase decisions. Brand awareness can be portrayed into brand recollection when any hint is given. It also helps in selecting a particular brand even in case of little connection and can alter decisions directly by associating brand image. Thus the study on apparel brand awareness among college-going students is significant.

Brand awareness, is the ability of potential customers to recognize or to recall a brand when deciding in a specific product category whether to buy the product or service, or not (Aaker, 1991). In other words, brand awareness relates to the ability of a customer to identify the brand, link the brand to the brand name, logo, or symbol.

Muthukumar and Gurumoorthy (2016) examined the factors which influence the selection of branded readymade garments. It is observed that, brands have played a vital role in buying behavior of the consumers in buying of readymade garments. The findings of the study indicate that durability

is an important factor influencing customers to purchase branded readymade garments.

Poongodi and Gokulapriya (2017) revealed that majority of girls prefer latest trendy dress, medium shade dress and private/store brand. Further was identified that family members and friends are the major sources for seeking information while purchasing apparels. Moreover, the college girls agree that proximity of area, quality, price and brand affects their purchasing decision.

Objective of the study :

1. To study the apparel brand awareness of college going students.
2. To study the relationship between gender of college students and buying decisions.

METHODOLOGY

In research, there are numerous methods which can be utilized as a part of collecting and analyzing data. For the purpose of data collection, 240 students from both professional and non-professional college were chosen with 120 students each from professional and non-professional colleges of Udaipur. Out of 120, 60 students were male and 60 were female.

Tools :

Data has been collected through the self-developed questionnaire tool which was standardized.

Two types of statistical methods used for the analysis or calculation of the data.

- Levene test,
- Tests of Between-Subjects Effects

Procedure :

Collected data through the self- developed questionnaire from respondents has been analysed through the Levene's test and test of between subject's effects was employed on the obtained data for analysis to attain the objectives of the present investigation.

Hypothesis :

H_{01} : Buying decisions of female students is better than male students.

H_{11} : Buying decisions of female students is not better than male students.

RESULTS AND DISCUSSION

To find out the relationship between gender of college students and their brand awareness following hypothesis has been formulated and evaluated with the help of Levene's test and test of between subject's effects. Data were tabulated analyzed and results obtained were presented under the following tables.

Table 1 : Levene's Test of Equality of Error Variances of buying decision			
Levene's Test of Equality of Error Variances ^a			
Dependent Variable: Gender(A5)			
F	df1	df2	Sig.
115.976	4	235	.000

Tests the null hypothesis that the error variance of the dependent variable is equal across groups

a. Design: Intercept + Cavg

Levene's Test for Equality of Variance is performed to test condition that the variances of both samples are equal or not. A high-value results normally in a significant difference and a low-value results normally in a non-significant. Table 1 results present that demographic variable Gender has low value as (0.000).

Table 2 : Tests of Between-Subjects Effects of buying decision

Tests of Between-Subjects Effects					
Dependent Variable: Gender(A5)					
Source	Type III Sum of Squares	df	Mean Square	F	Sig.
Corrected Model	.742 ^a	4	.185	.736	.568
Intercept	70.518	1	70.518	279.829	.000
Cavg	.742	4	.185	.736	.568
Error	59.221	235	.252		
Total	591.000	240			
Corrected Total	59.962	239			

a. R Squared = .012 (Adjusted R Squared = -.004)

Table 2, shows that the significant values for variable gender, here the significant value is 0.568 which is greater than p-value (0.05) so we accept the null hypothesis that buying decisions of female students is better than male students. This can also be described as female students make more purchases and hence their buying decisions hold more importance and hence female students needs to be focused more.

Implication for the study :

Finding of the study will be useful in giving fruitful suggestions to the apparel companies and to the college going students.

Conclusion :

Sample size of the collected data has mentioned below.

Gender	Professional	Non Professional
Male	120	120
Female	120	120

Results show that Brand Awareness of female adolescents is better than male adolescents. As found by the analysis table the p value (0.568 > 0.05) is above than 0.05 significant value which also interpret that advertisements of branded clothes influence buying tendency of females more than males and Clothing buying practices of female adolescents is better than male adolescents.

REFERENCES

- Aaker, D. (1991). Brand equity. *La gestione del valoredellamarca*, 347-356.
- Keller, K. L. (2003). Brand synthesis: The multidimensionality of brand knowledge. *J. Consumer Res.*, **29**(4): 595-600.
- De Chernatony, L. and Dall'Olmo Riley, F. (1998). Defining a "brand": Beyond the literature with experts' *Internat. J. Appl. Home Sci.* | May-Sept., 2018 | **5** (5-9)

interpretations. *J. Marketing Management*, **14**(5) : 417-443.

Nelson, M.R. and Mchood, L.E. (2005). Adolescent brand consciousness and clothing product purchasing awareness, liking and perceived effects on self and others. *Internat. J. Consumer Studies*, **29**(2) : 515-528.

Poongodi, S. and Gokulapriya, M. (2017). Apparel choice and buying behavior of college girls. *Internat. J. Marketing Res. Rev.*, **5**(9), ISSN: 2321-0346.

Muthukumar, S. and Gurumoorthy, T.R. (2016). Consumer Attitude towards Online Purchase-A Study With Reference To Branded Readymade Garments. *Global J. Marketing Management & Res.*, **6** (1) : 1-10.
