A REVIEW ON CONSUMER BEHAVIOUR AMONGST YOUTH SHOPPING IN MALLS ON BRANDED CLOTHING IN INDIA

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Abstract
In the competitive business era, it is essential to be aware of the consumer’s requirement, needs or wants or their expectation. The current study explores the nature of consumer behavior with reference to the up surging mall culture and identify the factors which brought these changes in the youth consumer’s buying behavior concerning branded clothing. This study also identifies the Indian apparel market with context to well establishment and growth market size considering the socio-economic factors. The study also examined the factors affecting the youth’s buying behavior which includes the personal, psychological, social, consumer’s willingness to buy in regard to attitude and purchase intent and gender. Moreover, the other factors are purchase frequency, type of fashion product and time and money spent factors. By analyzing these factors, it will become easier for the clothing retailers to identify the needs of the youth customers. With these factors the relationship between choice of their brand and decision-making styles of the consumer can be analyzed. As understanding and analyzing the needs of the youth is the cornerstone for any business success in the present market place. Hence this study attempts to practically understand the buying behavior toward the garments and clothing retailers.

1.0 Introduction
In the present marketing environment, competitions among services and products are becoming tough. Every producer of services and goods tries to attain potential market share by satisfying the consumer needs and desires (Kim et al., 2002). By satisfying the customers’ need and desire, every producer of services and goods attempts to attain a potential market share. Branding was established in order to distinguish the homogeneous products like clothing. Products-related to garment can now be purchased as indicated by the psychological elements since they signify not only for their physical qualities but also need to fulfil their properties. Because of this psychological nature of acquiring, which is progressively turning into a part of consumer behaviour; it is critical that producers in the garments business get to be acquainted with the attitudes and perception of the consumer behaviour (Mittal & Aggarwal, 2012).

The current paper explores the nature of consumer behavior with reference to the up surging mall culture and also to identify the factors which brought the changes in the youth consumer buying behavior with reference to branded clothing. A literature survey inquiry was embraced utilizing reference, databases like Wiley Emerald, Google Scholar and Sage pub and collected some references from libraries. All relevant research studies read in full and reviewed or appraised as an appropriate for this study. Section I of the paper briefly examines the overview of Indian retailing with special focus to mall consumption. This is followed by branded clothing (section II) and subsequently youth buying behavior and various factors that influences branded
Clothing purchase under the umbrella of malls. Finally, the section concludes with the research gap and recommendations for future studies.

1.1. Overview of Indian Apparel Retailing

In India, the market share of retailing is contributed significantly by the shopping centers as there were 600 Malls to be estimated in India in 2010 with the value of INR 38,447 and seven hundred and fifteen malls by 2015 (Prabhudesai, 2008). Around 11 million retailers are primarily in unorganized sector since India is a well-known country of merchants. However, every aspect of the Indian Economy has been transformed by the reformative changes of liberalization, privatization and globalization. This led to progress of the organized retail sector in India with major players being Shoppers’ Stop, Pantaloons, and Lifestyle, inspiring the mall culture throughout the country (Raichaudhuri, 2010).

India has become more diversified like that of Western countries in terms of change in fashion and lifestyle. With concern towards the dressing trend, utilization of branded items, choice of fibres’ and style, and familiarity with most recent patterns has seen considered as significant. In the clothing market the concepts, technology and lifestyle are moving simultaneously and rapidly. Only textile firm has created and offered job to 15 million individuals next to agriculture across urban and rural sectors of India (Sundarraj, 2011). India has seemed to be the third most attractive business goal for dress retailers, as indicated by another study by global management consultant firm Kearney. The fashion apparel plays a vital part in shaping clothing consumerism. The companies have now multiplied their product ranges and new appealing styles from that of monotonous and mundane products to different shapes and forms, which are being launched each season. Therefore the number of consumers has started to rise from that of the previous years. The present study is concerned with studying the behaviour of young consumers related to shopping in malls especially buying apparels. It intends to review the preference in the young consumers in regard to branded clothing.

1.2. Studies related to growth of Shopping Malls in India

Recently, the shopping has been changed as entertainment activity from a purposeful behaviour (Arora & Rahate, 2008) with the advent of malls. In 2002, the Indian retail space was 1 million square feet with only three shopping centers but in 2007 and 2008, it became forty million and sixty million square feet respectively (Pradhan, 2004) with two hundred and twenty malls (Ramakrishnan, 2010). In 2015, it was projected that there would be approximately seven hundred and fifteen malls, with expected space of hundred million square feet of retail space (Ramakrishnan, 2010). The growth and development of the mall are not limited to chief metropolitans of India but also in Tier II and Tier III metropolitans, driven by the organized retail sectors packed with parking lots, crowded anchor stores, noisy gaming arcades, busy food courts, multiplex theatres and restaurants (Mitra, 2006; Kuruvilla & Ganguli, 2008). The major purpose for developing the malls is to keep them shopping through enhanced services and supporting amenities at all under one roof concept and brings them back (Kowinski, 1985). The major metropolitans such as: Mumbai, Bangalore, Hyderabad, Pune, Chennai and New Delhi occupy seventy five percentages of organized retail sales in India.

In addition to their numbers, due to the high penetration of the international players, both their size and quality of malls also changed rapidly. The Indian companies are in a situation to get clear ideas about the changing attitude of the customers towards purchasing as there are many novel retail patterns emerging in this country. Further, rise in income and purchasing...
power, busier lifestyle, engaging children at one place are creating the space for mall not today even in the future. Although the concepts of malls are increasing but there are limited literature available in terms of factors that motivate the consumers to buy branded products in shopping malls (e.g., Sinha & Banerjee, 2004).

Today, numbers of malls have increased and in the future, it’s predicted to double and in order to compete in the market it is necessary to differentiate their offering and built a strong patronage (Majumadar, 2005). Although there are several studies exists with reference to assess the relationship between attributes and values influence on shopping outcome in general retailing sector but not much from Malls perspective and moreover only few from Indian scenario (Kurivilla & Joshi, 2010). Sinha & Banerjee (2004) explained that there is restricted quantity of literature available in terms of the accomplishment of these malls. Further recent study by Kurivilla and Joshi (2010) and Khan and Zafar (2011) also supported this argument on limited literature about mall shoppers. The earlier study conducted by Kurivilla and Joshi also studied the shopper’s behavior in malls of eight cities (Bangalore, Hyderabad, Vijayawada, Delhi, Gurgaon, Mumbai, Vadodhara and Navi Mumbai) except Chennai. This review attempted to fill the gap by reviewing previous studies on youth consumer buying behavior of branded clothing in malls both from developed and developing country’s perspective, especially from India.

1.3. Studies related to changing Youth buying behaviour

A few studies were explored focused around customers in more significance is given to the elements that impact the youth market, their disposition and systems for obtaining items. In the literature, the adolescent business is portrayed as ‘trend setting loyal’ (Bakewell and Mitchell, 2003, pg. 96) ‘agents of change’ (Spero & Stone, 2004, pg.158) and ‘the consumer of the future’ (Goldenberg, 2005, pg. 22). More studies have focused on market businesses in high school showed that the business was high (Tootelian & Gaedeke, 1992; Piacentini & Mailer, 2004). In spite of the fact that, today’s youth are encouraged by the same goals as in past era, because of the section of new correspondence channels and the new promoting substance appropriation, there is a key distinction has been observed in terms of privacy, peer pressure, independence, status and ownership (Spero and Stone, 2004). Further, businesses in Youth shopping are spotted in the computerized environment. Nowadays, Youth are considered as the key influencers and early adopters of novel innovation (Schewe & Meredith, 2004). This adoption of youth makes notable challengers for marketers, so that they target youth as customers, and also they find it challenging to understand the buying behavioural process. In the market place, to acquire significant buying power, they form the behavior, values, and attitudes pattern which are turn in later life influences behaviour as consumers (Holbrook & Schlinder, 1989; Moschis & Moore, 1979; Olshavsky & Granbois, 1979).

Regardless of opportunities accommodated the entrants and creators the business sector does not give much vitality to the satisfying and fulfilling its clients (Taylor and Cosenza, 2002). Unique parts of the media like the Internet, TV, music and style impacts and draws in teenagers and youths about their desires and craving (Walker, 1996; Tootelian & Gaedeke, 1992; Tan, 1999). Such media contended the teen and young people use ton for lavish and marked items or administrations (Taylor & Cosenza, 2002; Tan, 1999; Piacentini & Mailer, 2004). In addition, they likewise roused by the requirement for the having and depicting their potential status brands (O’ Cass and Frost, 2002). It is likewise clear from the investigation of both (Wong & Ahuvia, 1998; Piacentini & Mailer, 2004), that extravagance utilization given more criticalness and is the principle attentiveness toward western adolescents.
The expression of Carpenter & Fairhurst (2005); Parker et al. (2004) and Newman & Patel (2004), the industry of fashion because of their aggressive and also high benefit nature, and subsequently a few scientists were pulled in with this exploration. As right on time in the thousand years, the obtaining American force among the 12 and 19 age groups assessed at $153 billion for every year that is profoundly gainful in nature (Parker et al. 2004). The style retailing businesses nature in UK are focused and institutionalized (Davis, 1997) and at approximately forty-five rate of business are possessed by the seven heading fashion retailers (Corporate Intelligence, 1997). Mintel (2010) recognized the accompanying truths of UK clients of 16 to 24 age groups: The 16-24 age group clients were found to use all through the subsidence period.

2.0. Factors affecting youth buying behaviour

Consumer behaviour is influenced by three varieties of factors such as: Personal Factors, Psychological Factor, and Social factor.

Personal Factors

Personal factors like age, lifestyle, and gender also matter and differ from one consumer to other (Horská, Sparke 2007).

a) **Age:** Age is considered as one of the personal factors responsible for different buying patterns in context to age and various stages of life. The buying pattern from parents’ perspective is to purchase for all the members of the family; however, when it comes to individual; the focus of buying is more personal (Jain & Bhatnagar, 2014).

b) **Lifestyle:** The way to live life differs and it depends on how far his or her involvement in terms of: preferences, activities, and opinion. Lifestyle depicts how individual interacts with his or her environment or surroundings.

Psychological Factor

Psychological factors include attitude, perception and attitude:

a) **Attitude:** Attitude is one of the psychological factors, which reflects both favourable and unfavourable orientation on the consistent basis as far as any object, concepts or situation is concerned (Hawkins et al., 2001 and Brassington & Perrit, 1997). Three components are taken into consideration in this respect are: cognitive, behavioural, and affective. When it comes to object, it could be a product or advertisement or idea or retail store, since this is the part of psychological processes, which couldn’t be realized directly but requires inference as per people’s opinion. Consumer’s belief and the potential come within the preview of the attitude factors which are related to fashion clothing assessment. Consumers who assume importance to a specific brand for their lives could reflect positive attitudes towards that brand.

b) **Motivation:** Motivation as a psychological factor could be assumed as a creation indicating an internal force which can’t be observed, but, this sensitizes and compels a behavioural response and facilitates accurate direction to that specific response (Hawkins et al., 2001, Kotler, 2000). It could occur in different ways through ads, friends or society. This motivation drive could be viewed as either in terms of a need or want (Mowen, 2000; Arens, 1999). There are so many factors, which act as the catalyst for the
motivating consumers. The trendy factors are: product consumption and acquisition, changed circumstances, time, individuals’ differences and marketing influences.

Social factor

Consumer behaviour is influenced by external factors such as social factors resorting to credit liabilities. As far as social factors involving decision making are concerned; it could be the buying behaviour of friends or any family member. There are two types of social factors, which includes culture and cross culture.

a) Culture: There are so many factors responsible for influencing in the consumer’s behaviour, culture is one of those. For instance, as the child grows, the immediate influencing factor will be his family, through which he comes to be aware of wrong and right. Be it religion or culture, he gains insights through his family; accordingly, his opinion towards attitudes and belief is developed. These factors in turn make an impact on purchasing behaviour, though other responsible factors are: friends and the environment in which he comes to be aware of buying a specific product (Jain & Bhatnagar, 2014).

b) Cross culture: When it comes to crossing culture, it comprises of groups involving two or more nations. For instance, consider the case of two nations India and Pakistan; in cross culture perspective, there are differences in religion, customs, outlook, and customers buying preference as well. A product which is preferred by most of the consumers in the country might not be the same in another (Jain & Bhatnagar, 2014).

It is assumed that brand image is not confined to creation; rather formed of its own. The brand image depends on factors like: demand for the product, comfort to use, functionality, popularity, and the holistic importance. Brand image is nothing but brand content. Whenever a consumer buys a product, at the same time he or she is also purchasing its brand image. If a product having the tag of positive image, it surpasses the customers’ expectations and augments the goodwill, including the brand image of that organization.

Consumer willingness to buy: Attitude and purchase intent

Each individual level on performing their activity is examined with the help of her/his interest towards the same (Finlay et al., 2002). As per the reasoned action theory, the intention of behavioural can be assumed easily by the attitude towards the behaviour (Ajzen & Fishbein, 1980, 1975). Pavlou and Fygenson (2006), Fitzmaurice (2005) and Smith et al., (2008) analyzed the shoppers attitudes which impacts directly the shoppers interest and also their involvement with respect to the products. Example for female shoppers, the involvement towards the fashion accessories might impact their interest in purchasing those accessories (Bellman et al., 2009).

Gender

The females tend to buy fashionable goods frequently (Tigert et al., 1980). The study carried out by Mccracken and Roth (1989) have illustrated that in fashion trends, women are used to change more often when compared to men. When compared to men, it is also recognized that opinion leadership, fashion innovativeness and tendency to spend towards the fashionable products are superior in women (Stith & Goldsmith, 1989). Additionally, O’cass (2004) has also suggested that women are more sensitive and give more preference towards fashion clothing when compared to men. Browne and Kaldeberg (1997) have proved
experimentally this view. In this study, the researcher has formulated the research hypothesis by relying on the fashion consciousness of the respondents. According to Bohdanowicz and Clamp (1994), age plays a major role in the customer towards the preference of clothing. In addition, performance and attitudes of customer could be assumed successfully through their gender (Gould and Stern, 1989).

Purchase frequency

As illustrated by Monroe and Lee (2002), the shoppers will get more thoughts on fashion apparel when they buy them frequently and this in turn results in creating the capability of reviewing the data on the items effectively (Punj & Staelin, 1983). The time interval between the successive purchases will analyze the level of internal search (Bettman, 1979). As recognized by Bettman (1979) and Mazumdar and Paptala (2000), there has been a negative association between the trustworthiness on memory-based quality and pattern and inter purchase time. Furthermore, Bettman (1979) determined a positive association between customer involvement and selective retention. Mazumdar and Monroe (1990) examined how successive purchases impact obtaining buying behaviour.

Type of fashion product

Establishment of own brands, strong competitive activity, short life cycles products, market concentration and polarity in the marketplace are the significant characteristics of the UK fashion industry (Siddiqui et al., 2003). As recognized by Birtwhistle and Freathy (1998) and Moore (1995), the fashion products in UK have identified to have less generic differentiation. Moreover it has also observed that own brand goods are identified to be in charge of the separation in this area (Moore, 1995). In UK, fashion industry is determined as significant factor for profit since it has been recognized that market positioning strategies are relied upon the establishment of own-brand goods (Jackson & Shaw, 2000). As illustrated by Keynote (2002), reports of market intelligence distinguish the fashion firms based on the consumers. Commonly this type of categorization is section of fashion industry which is decided by relying upon age and gender. For example, apparel of children’s, men’s and women’s will be accessible in Next and kids and women wears will be observed in Monsoon and Jigsaw. Nonetheless, Moore and Burt (2001) classified fashion industry as general fashion, designer, general merchandise and product specialists.

Time and money spent

Some investigators recommended that it would be compelling if the elements, for example, individual qualities, identity characteristics like data looking and time utilised to shopping which is recognised as the forerunners of participation in fashion (O’cass, 2004). More consumers are interested to spend time and money for shopping especially in style garments than the normal apparel. While obtaining the typical apparel, there is no requirement for the level of aptitude with brands and cognitive exertion. Notwithstanding, this is not material for fashion dress purchase. So it will take more of an opportunity to buy style garments than typical dress (Browne & Kaldengerg, 1997). Mckinney et al. (2004) likewise upheld this perspective.

3.0. Previous Studies

Several studies have been conducted previously consumer buying behaviour in youth of branded clothes in malls, particularly in western scenario. However, there are only limited studies are available from perspective of Indian youth.
Sundarraj (2011) collected data from two subgroups comprising of college going consumers in the age range of 15 – 20 and young group of employed consumers in the range of 21 – 25. The findings revealed that, Indian consumers in the age group of 15-20 buy less as compared to the age group of 21-25. This trend is due to the fact of people getting employed when they are in the age range of 21-25. Moreover, the studyalsoemphasizes on those in the age group of 15-20 resorts to buying apparel at regular interval of every three months, which reflects the increased buying potential. It is again revealed that in the age group of 15-20 years the youths are inclined more towards the casual outfit due to the influence by west.

Son (2007) conducted the study to ascertain the Indian consumers’ tendency of buying towards foreign branded jeans. It is identified from the study results that, two responsible factors like attitude and perceived behavioral control have the potential to influence purchase intention. Thus, perceived behavioural control has the positive influence on purchase intention. Yin and Suan (2012) took 200 students into account for conducting the study to analyze the purchasing tendency, if it is either towards foreign branded apparels or domestic. It is revealed from the study that 58 per cent of the students prefer for foreign branded apparel. This buying attribute is due to influence by the media and tendency for buying foreign/domestic branded apparels as well. Another study on the similar line conducted by Xu (2000) reflects that, the factors of gender, age, and faculty have nothing to do when it comes to buying foreign and domestic branded apparel. However, the family background matters in this respect. Nonetheless, the role of media in influencing consumers for purchasing apparels can’t be ruled out. Hence, it is better if the marketers in collusion with the media both print and electronics for promoting the products in order to attract the consumers.

As per the report generated by Bakewell et al. (2006), Generation Y consumers are prone to exhibit their fashion quotient, for which they are interested in purchasing trendy fashionable goods. The consumers belonging to generation Y better recognize the fashion and display their involvement as well. Let’s go through the following statements by the consumers as a matter of evidence: “Fashion clothing matters a lot to me”, “I have been into fashion clothing for a long time”, “Most of the times, I dress for the purpose of fashion only” and “I market the trendy products”.

Limitations

- The perception of young consumers in India is not confined to sustainable products, which lead to the usage of so many natural resources. The natural resources are very limited; hence, it is better to resort to traditional methods of manufacturing apparels.

- Usage of traditional methods has its share of disadvantage that, production capacity is very less; hence it requires infusing new ways to produce sustainable products.

Recommendations

- Since most of the buyers belong to young age group, the product must be in context to style, comfort, and trends in the market.

- Young Indians resort to social media like Face book and blogs to use the leisure time; rather, these social media sites could be used to promote and generate awareness on various sustainable and trends of fashion.

- Young consumers are in need of sustainable products to exhibit better living.
- It requires developing indigenous technologies to make sure the sustainability is on track. For developing sustainable products, the necessity is to have in-depth analysis and introspection on the part of Indian apparel manufacturers, since those are the major factors to drive the consumers in the age group of 15-20 for buying apparel in the future.

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