

A STUDY ON EFFECT OF BRANDING ON CONSUMER BUYING BEHAVIOUR TOWARDS ALLEN SOLLY USING POWER BI

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Abstract

This study is focussed purely on consumer buying behaviour and its effect on branding and the sample taken for this study is 139 respondents and sampling technique is random sampling technique and the objective for the study is “Effect of Branding on Consumer Buying Behaviour towards Allen Solly”. And the tool which is used for analysis is Power BI.

Keywords: Branding, Consumer buying behaviour, Allen Solly, POWER BI

1. Introduction

According to Kotler(2000) in this it is stated to satisfy the needs and wants of the target customer is the main objective of marketing. Consumer behavior is a subject that deals with the factors that affect the buying behavior of a consumer. It gives an idea that how consumer select, purchase and use product and service to satisfy their needs and desires. Mintel reported in his study that 20-24 and 25-34 age groups are target to the marketers as women are less anxious about quality, they prefer style in their clothing. In order to discuss about female or male shopping behavior some main aspects need to be clarified: The term sex is a genetic aspect referring to whether a person is physiologically a man or a woman. It refers to psychological, sociological and cultural behavior propensities of men and women. Moss stated in order to discuss female or male shopping behavior some main notions need to be clarified: The term sex is a biological concept referring to whether a person is physiologically a man or a woman. Gender is a social concept referring to psychologically, sociologically and culturally rooted behavioral tendencies of men and women.

2. Review of Literature

According to Jenni Romaneiuik (2013) in this article the results showed a positive relationship, where those with a higher buying frequency and a higher share of category requirements are more likely to give brand associations. The findings also showed that share of category requirements was a greater driver of brand association responses than buying frequency. Consumer behavior which was earlier termed as „overt behavior“ is a continuous consumption process related to pre-purchase, purchase and post purchase issues. This refers to the physical action of consumers that can be directly observed and measured by others.

According to Joergens (2006) Niinimaki (2011), there is a demand of fashion clothes, it is not a viable level given the rate at which they are selling. According to Michael R. Solomon, & Nancy J. Rabolt (2004), consumer behavior is the study of the processes involved when individuals or groups, select purchase, use or dispose of products, services, ideas or experiences to satisfy needs and desires.

According to Stefania Tiana (June 2010) aimed to find how creative possibilities enabled by the availability of the fashion-related information online allows active participation by any internet user who wants to contribute to the ongoing dialogue about fashion. The study was Descriptive in nature.

According to Sedeke, K., & Arora, P. (2013), analyzed how fashion bloggers influence the public opinion of fashion and new fashion trends. The study was descriptive in nature. Sedeke Kristina (2012), aimed to analyze what determines an effective blog in contemporary fashion blogosphere. The study employed Qualitative content analysis.

According to Bunina Tatiana (2013), the study examined the methods of consumption experience communication within fashion blogging context. Study is exploratory in nature. According to Hahn and Lee (2013), the main objective of the study was to measure the psychological closeness of individuals to a personal fashion blogger. The study was Exploratory in nature.

3. Research Methodology

3.1 Sample size of the study

Sample size for this study is targeted to 139 people. The sample size is taken from the targeted population.

3.2 Sampling Technique

The technique used in this study is Random Sampling Technique.

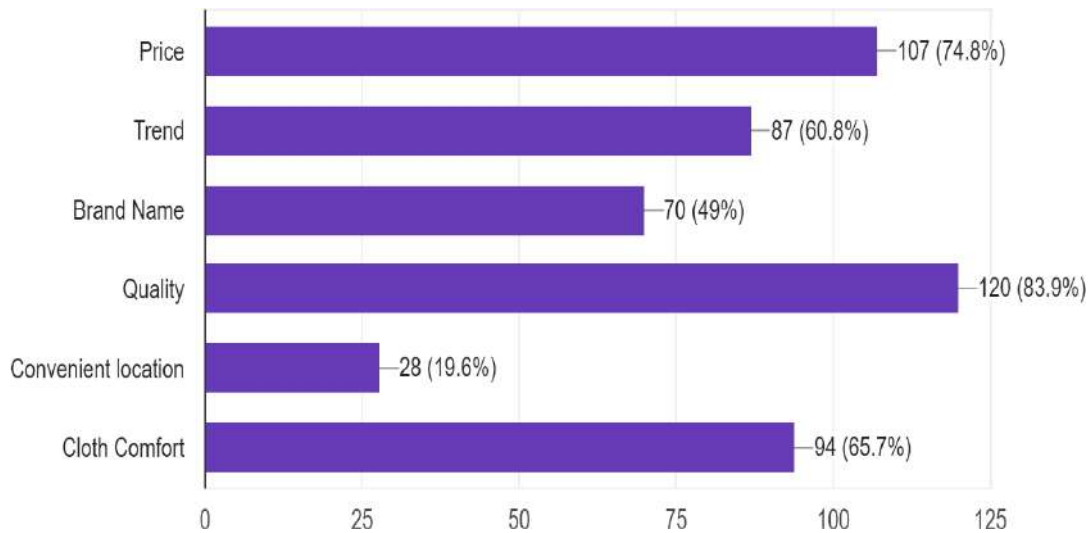
3.3 Objective of the study

The main objective of the study is to find out the „Effect of Branding on Consumer Buying Behaviour towards Allen Solly“.

3.4 Contribution of the study

The main contribution of the study is to enhance the understanding of consumer buying behaviour and to provide insights to aid marketers and managers to make better decisions and make more successful plans in order to attract more customers. Consumer Buying behaviour varies with their age, sex and other characteristics. The study has been carried out to find out the factors people consider while purchasing from Allen Solly. The following factors that are taken into consideration for this study are cloth type, colour, fashion/trend, price and availability.

4. Data Analysis

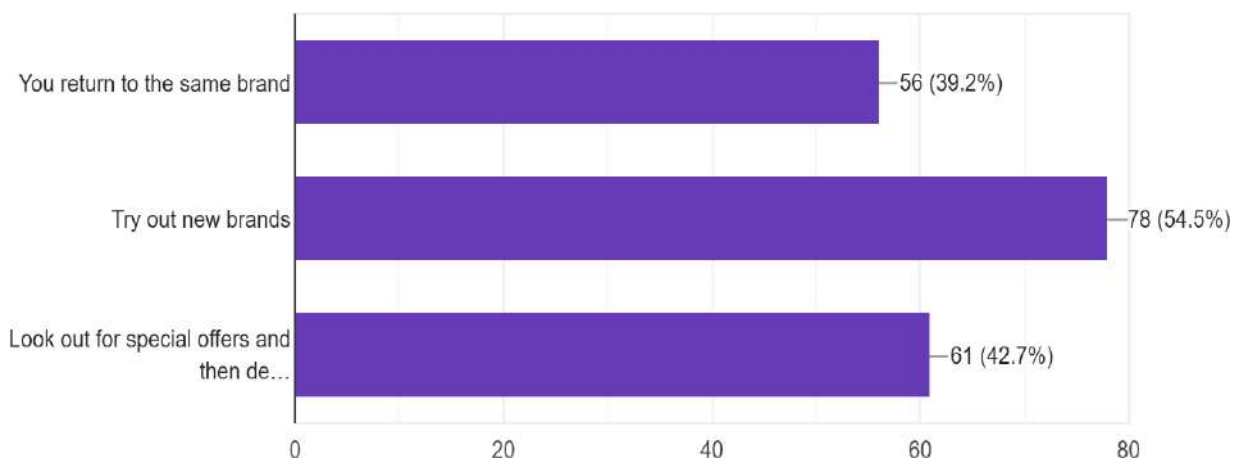


4.1 How important are the following factors of a shopping experience to you?

Figure 4.1: The Figure shows the factors that consumers consider while shopping

Interpretation:

From the above histogram the study identified that the factors that consumers prefer most while buying are quality (83.9 percent), price (74.8 percent), trend(60.8 percent).The least factor that consumers prefer while buying are convenient location(19.6 percent). Thus the study tells us that consumers give more importance to quality, price and trend and give less importance to convenient location while buying.



4.2 While shopping for Fashion Products..

Figure 4.2: The Figure shows the percentages about the customer perception of buying thesame brand

Interpretation

From the above chart the study identified that 54.5 percent of the consumers try out the newbrands, 42.7 percent of the consumers look out for special offers and decide on the brand and 39.2 percent of the consumers return to the brand. Thus the study tells us that most of theconsumers try out new brands while shopping for Fashion products.

4.3 How relevant are the following factors while choosing a clothing brand?

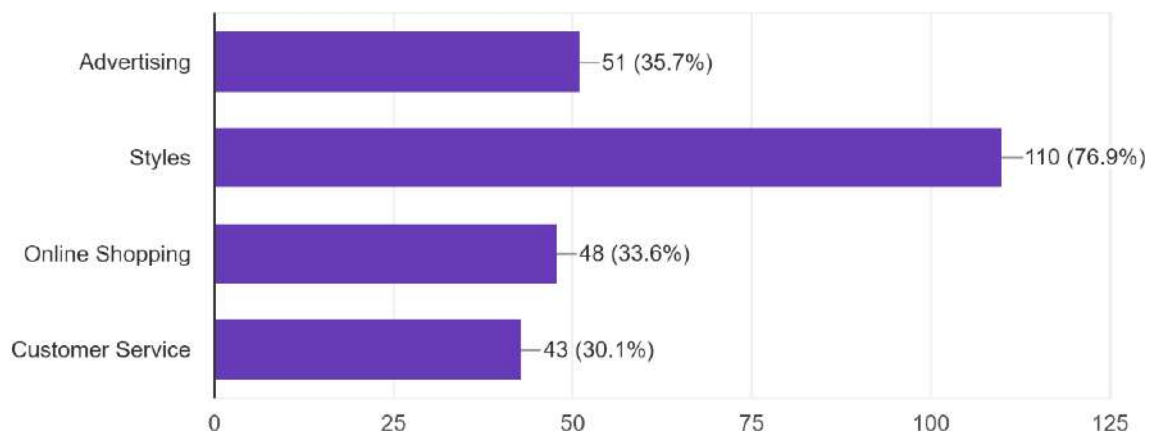


Figure 4.3: The Figure shows the factors that consumers consider while choosing a clothing brand.

Interpretation

The above graph acknowledges us about the factors people prefer the most while choosing a clothing brand. In the above graph it is clearly visualized that 35.7 percent of people take advertisements as a priority, 76.9 percent take styles as a priority, 33.6 percent of people take availability of online shopping possibilities as a priority and 30.1 percent people prefer customer service of the brand as a priority while choosing any clothing brand. We can even see that the most preferred factor is style followed by advertising, online shopping and customer service.

Power BI Analysis and Interpretation

4.4 Count of how much do you agree that social media help in acquiring information about brand by age

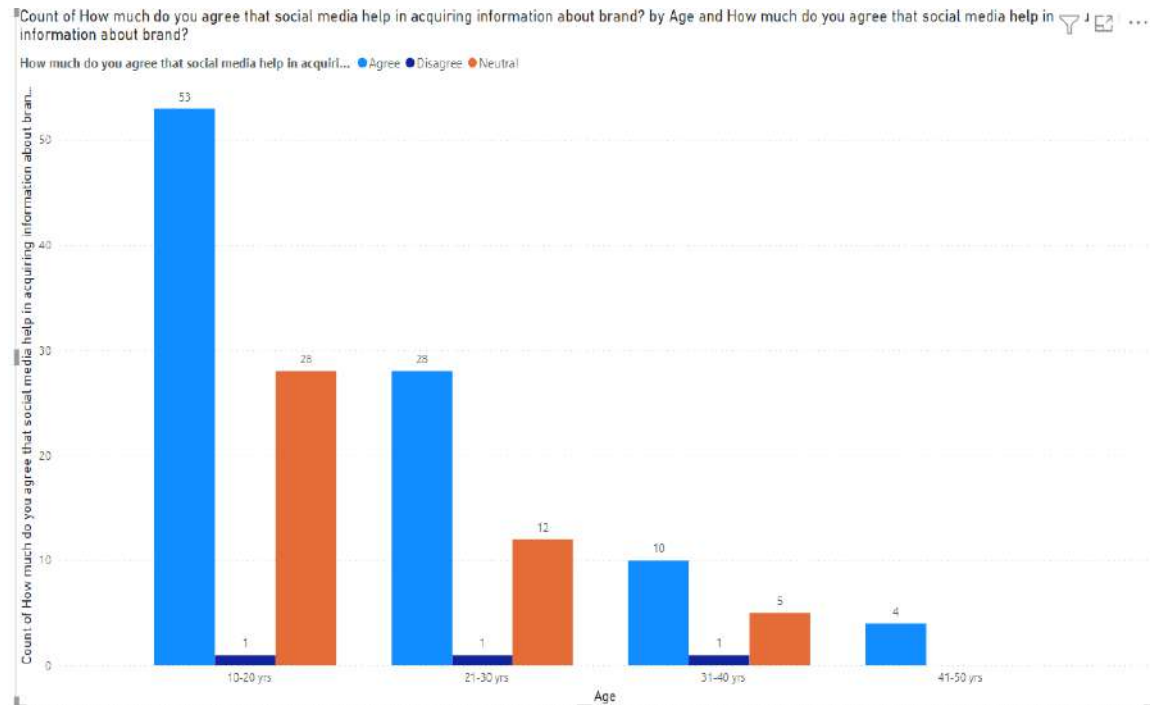


Figure 4.4 -The Figure shows that social media helps in acquiring information about the brand comparing with their relevant age groups

Interpretation

From the above visualization we can analyse that we can say that 2 factors are taken into consideration for visualization. Age and how social media helps in acquiring information about brand. The visualization tells us that from 143 responses, from the age group 10-20, 53 consumers agree that social media helps in acquiring information about the brand, 28 consumers says it is neutral and 1 consumer disagree with the statement that social media helps in acquiring information about the brand. From the age group 21-30 28 consumers says they agree, 12 consumers says it is neutral, 1 consumers disagree that social media helps in acquiring information about the brand. From the age group 31-40 10 consumers agree, 5 consumers says it is neutral and 1 consumers disagree. From the age group 41-50 4 consumers agree. From the visualization we can analyze that most of the consumers from the age group 10-20 agrees that social media helps in acquiring information about the brand.

4.5 Count of awareness of Allen Solly with work status, Age, Monthly income, Marital status and count often do you shop for apparels and other fashion accessories from Allen Solly by Gender Male

BY GENDER-MALE

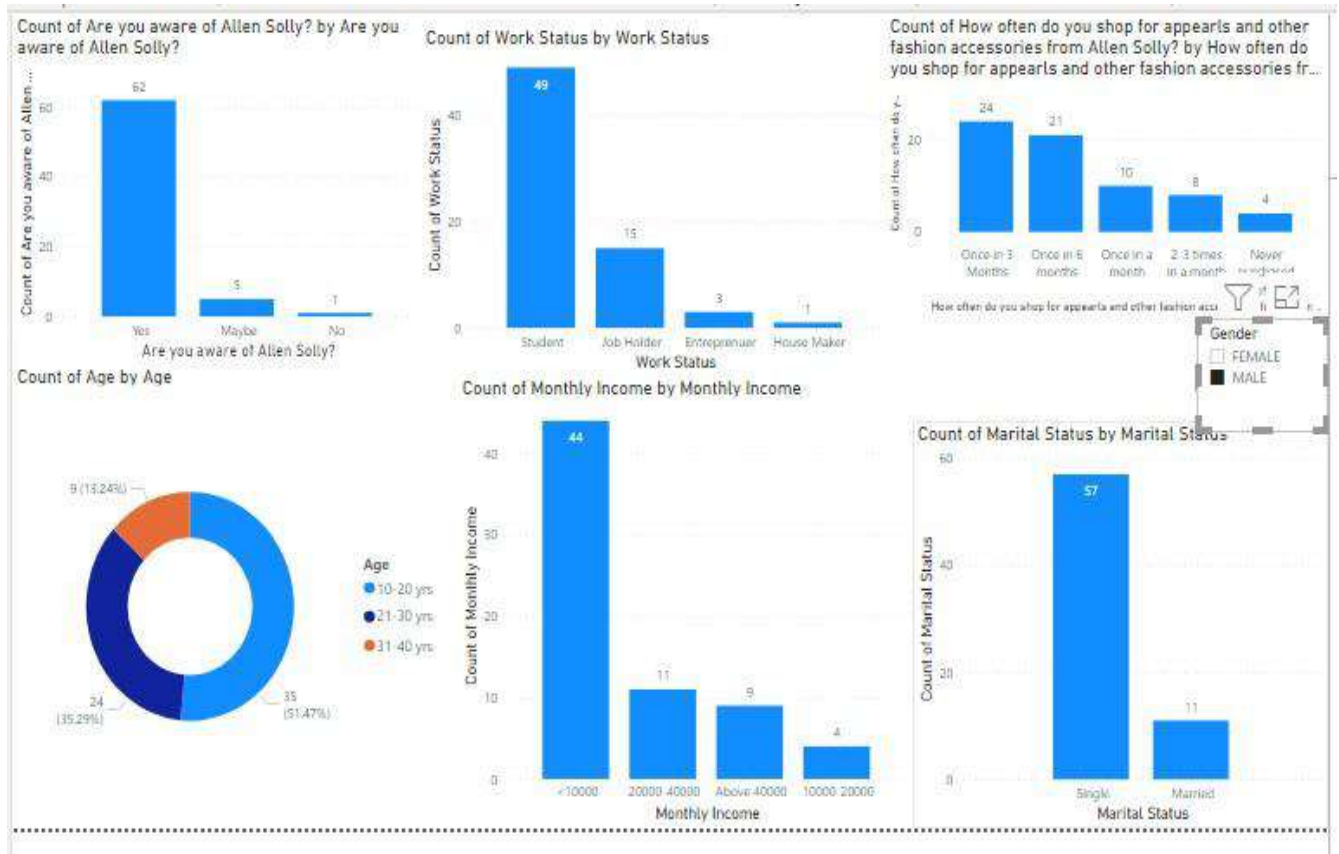


Figure 4.5-The Figure shows the dashboard which includes the combination of age, monthly income, marital status, count of how often consumers purchase the apparels and fashion products, work status and the awareness of the brand by gender male

Interpretation:

The above dashboard shows the visualizations based on gender male, it can be said that around 143 respondents, the highest number of 62 male consumers are aware of the brand Allen Solly, most of the consumers are from the age group 10-20 years, most of the male consumers are students, and the highest number of 44 male consumers income is less than 10000, most of the male consumers are single, the highest number of buying the products from the brand Allen Solly are 24 male consumers who buy the apparels and other fashion accessories once in 3 months, 21 male consumers buy in once in 6 months

4.6 Count of awareness of Allen Solly with work status, Age, Monthly income, Marital status and count often do you shop for apparels and other fashion accessories from Allen Solly by Gender Female

BY GENDER-FEMALE

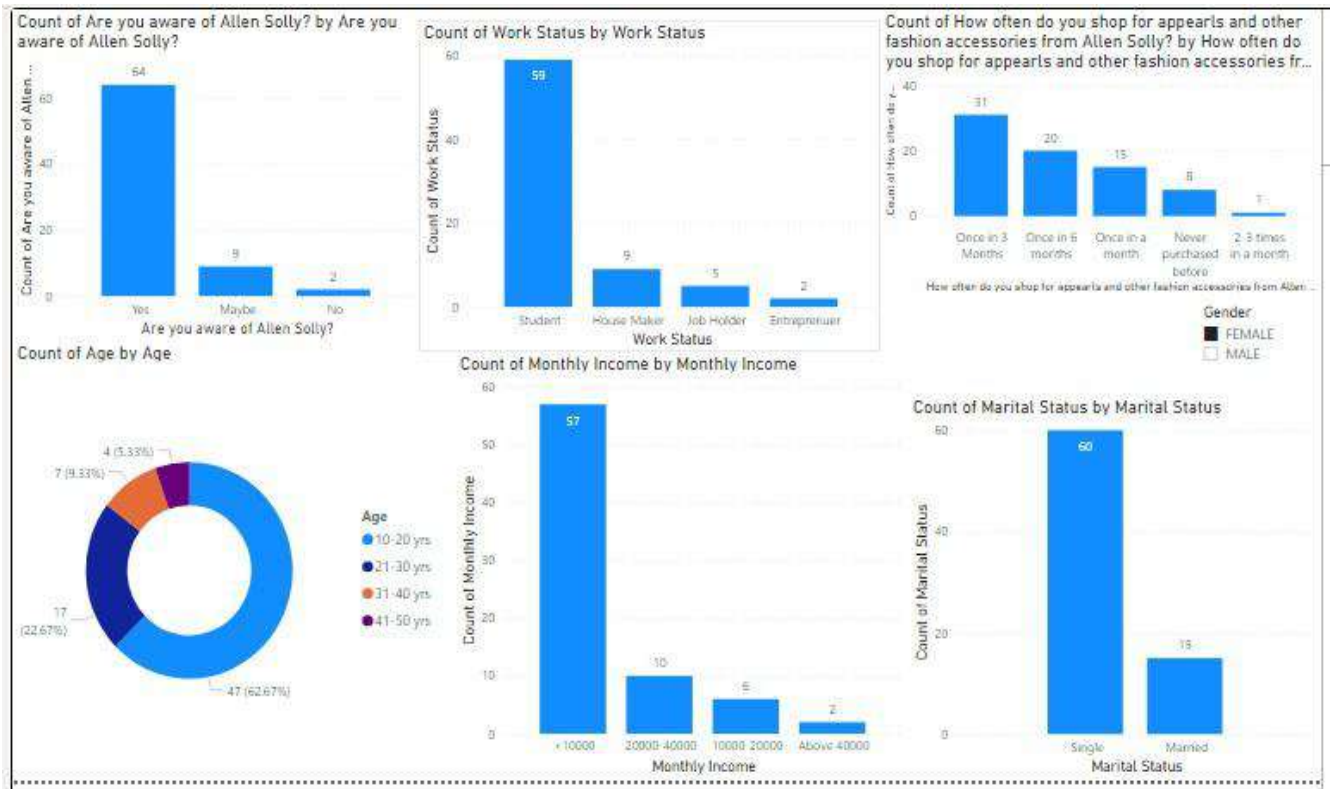


Figure-4.6 -The Figure shows the dashboard which includes the combination of age, monthly income, marital status, count of how often consumers purchase the apparels and fashion products, work status and the awareness of the brand by gender male

Interpretation:

The above dashboard shows the visualizations based on gender female, it can be said that around 143 respondents, the highest number of 64 male consumers are aware of the brand Allen Solly, most of the consumers are from the age group 10-20 years, most of the male consumers are students, and the highest number of 57 female consumers income is less than 10000, most of the female consumers are single, the highest number of buying the products from the brand Allen Solly are 31 male consumers who buy the apparels and other fashion accessories once in 3 months, 20 male consumers buy in once in 6 months

4.7 Count of work status by Brand

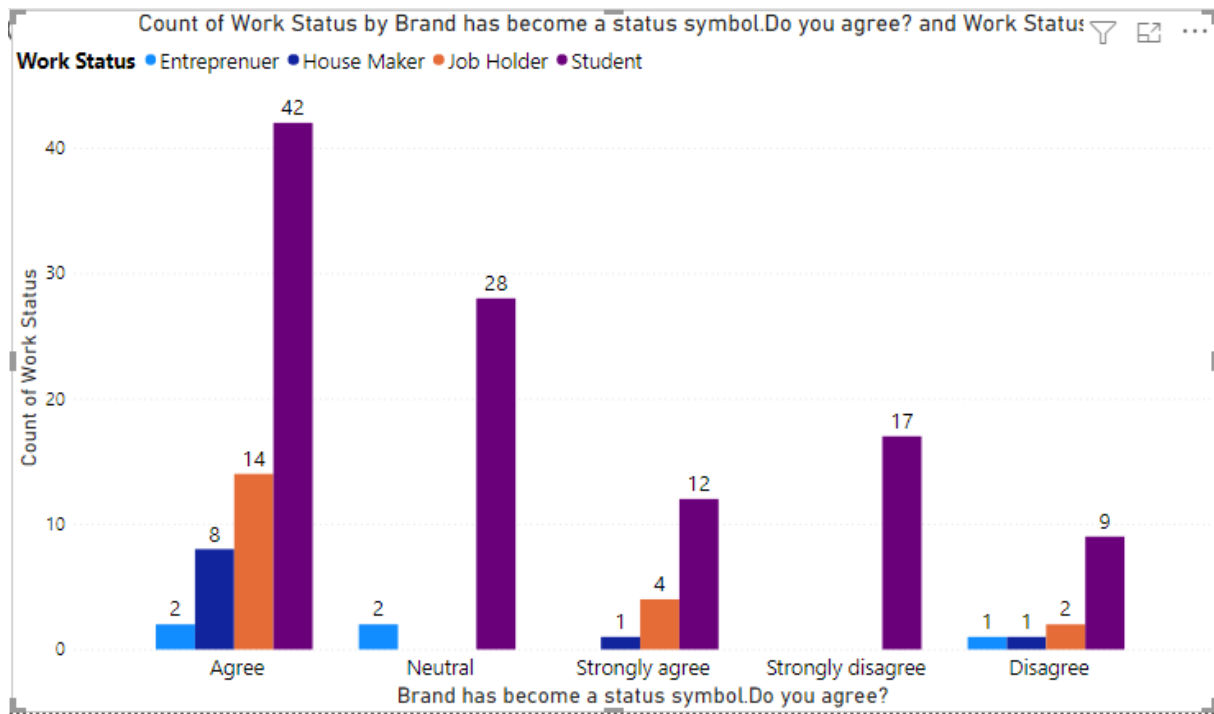


Figure 4.7-The Figure shows count of work status by brand has become a status symbol or not

Interpretation

From the above graph, it is clear that 42% of students agree that branding of clothes is a status symbol. Following with 14% of job holders, 8% of house makers and 2% of house makers agree with the same. 17% of students opposed this statement of branding. There is also a highpoll of 28% of students who were neutral in their decision of branding as status symbols. As a conclusion, Students have a strong perception that branding affects their status symbol in society.

4.8 Count of how often you shop for fashion accessories, factors consumers consider while purchasing from Allen Solly with Gender

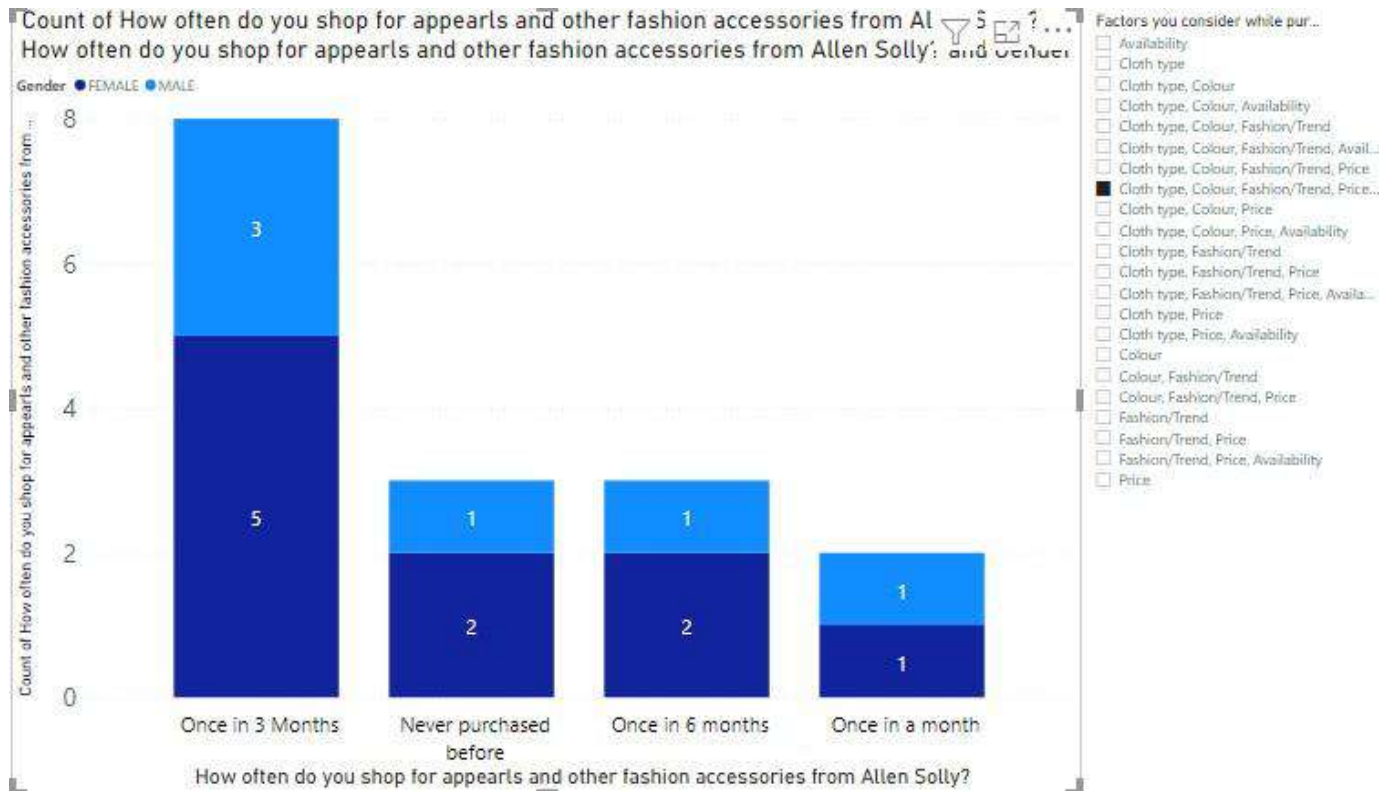


Figure-4.8 –The Figure shows how often they buy fashion accessories and the factors they consider while purchasing from Allen Solly according to their gender

Interpretation

From the above graph the study has identified that most of the females who purchase once in 3 months consider the factors cloth type, colour, fashion/trend, price and most of the consumers who prefer to purchase once in a month consider the factors cloth type, colour, fashion/trend, price. Hence it is proved that most of the females consider these factors while purchasing.

5. Conclusion

Allen Solly has become one of the leading brands in Indian Fashion Industry. The study helps us to understand people’s perception towards the brand and to give a clear view on the impact of people prefer the specified brand. And also to understand the human psychology on impact of branding while purchasing.

The main data used in this study is from the online survey forms, the focus of the study is on constant change in the living standards, trend, and fashion consumer attitude towards purchase of products changes. And this study is undertaken in and around Vijayawada and the results of this study are applicable to other locations remains uncertain.

Brand is a guarantee, an assurance for a defined standard of quality for the first time and for every time. Brand is name or logo that plays the role in the mind of the customer. A brand once established in the mind of the customer becomes indelible when customer identifies itself with that particular Brand. Branding is an

effective marketing strategy tool that has been used with frequent success in the past. Branding can be an effective and powerful tool for all types of business organizations. If brand owners use their product correctly, the payoffs can be substantial. However, if brands are mismanaged, the results can be damaging. From the overall research we came to the conclusion that brands have an effect on the consumer mind in many ways like quality, rates, income, age group's etc. Even in the fashion industries brand have a significant effect on consumer buying behavior.

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