



Research Paper

## Buying Trend of the Branded Dress by the Customers in India and Iraq

Hussein Naser Sharhan<sup>1</sup>, Prof. R. Sivarama Prasad<sup>2</sup>

Department of Commerce and Business Administration, College of arts, Commerce and Law, Acharya Nagarjuna University, 522510, Guntur, India

### ABSTRACT

*In the prevailing circumstances, the new and innovative fashion has turned out to be the major theme, and this trend is growing in the lives of people from all around the world, understanding that brand dress fashion chains are consistently providing more and changing options to their consumers. Hence, it has become a crucial subject develop and research on this specific study.*

*Therefore, this work aspires to investigate and examine the purchasing trends and their mindset while making purchases in the branded dresses from the fashion chains, which means, ideally to acquire their identity, profile, and other factors that influence their purchasing decisions. What are the major factors that drive them to enter the fashion dress supermarket, and our present level of knowledge with respect to the fashion dress brands of renowned designers in Iraq and India that impact the buying trends.*

*To accomplish the projected objectives, this study was performed selecting 100 individuals as evaluation sample. The data were collected by applying the questionnaire method. It was concluded that all those selected people always liked to be neat and cared regarding their appearance. By involving the new dress buying trend, they felt safe, confident and more appealing. Hence, they were prepared to invest and spend more on selected brand of dress they liked, taking into account their income status related to fashion products they selected. These people frequently visited the fashion dress stores to observe the new fashion trends in dresses and purchase if liked. Considering their tendency, factors and mindset, which influenced their purchase decision, the price aspect continued to remain as the most important factor, namely the most expensive, yet affordable prices maintained by the chain of dress fashion brands.*

*This paper has collected enough data, which confirms that all the branded dresses and branded fashion stores are linked to renowned dress designers, and it seems, this factor is not strong enough to motivate consumers to purchase more from these fashion stores, as perceived by taking interview samples. However, to explain this kind of behavior may be due to the samples primarily collected by interviewing people living in smaller cities, where dress fashion designers and branded product chains do not focus extensively. It happens basically in larger cities and several metropolitan regions. Even then, the concluding part is crucial, as it permits to observe the new and creative trends of fashion chains to capture and retain a different level of loyalty segment of branded market.*

**KEYWORDS:** *New Trends, Buying Behavior, Fashion Industry, Marketing, Branded Dress, (420)*

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### I.INTRODUCTION

According to Halim & Hameed, 2005, any purchasing intention is to imply, a promise of one person to buy the product to another person or company to again visit, whenever possible, one makes the subsequent trip to the marketplace. This is a considerable important factor, because the companies expect to make the sales growth of certain product maximize their profits. The intention of purchase portrays the impression of their customer retention. The product brand carries some specific functions, which generate a strong and wide influence on the customer's purchase intention, which means, they bring forth the product knowledge, product quality, brand image, product attributes, product involvement and brand loyalty (Fandos & Flavian, 2006).

### **1.1 Branded Apparel**

Branded products are very important these days and branded product marketing tools are equally crucial for manufacturers to market them (Motameni and Shahrokhi, 1998). The brand value and its perceptions, manage and control all the product and service purchasing patterns (Kotler et al., 2001). In particular, apparels are especially driving the communicating process to enhance the self-image of the company and product to the surroundings. In this case, the garment and apparel industry structure one business, wherein the branding has become a common method for companies and based on that, they differentiate from their competitors and acquire competitive advantage. As per Baskin, (2003), no sooner a customer buys a branded product, the purchasing process is performed with the objective that the brand and the product will reflect the buyer's lifestyle and image. This turns out to be the communication idea of one's personality. It is normally studied in in the clothing and garment industry where individual specific clothes indicates an image of his or her image.



Figure: The changing Trends

Brandwatch survey company data reveal certain largest fashion industry concerning the consumer trends of 2020. This study also discovered several Indian and Iraquian survey responses and social posts. Whereas, the Segment of Men's Apparel is classified as below:

Men's Formal wear, the Casual wear Accessories, the Evening wear of Western Indian. In these cases, mainly the following brands are considered for the study and survey. Indian local brands and Iraqi buying trends are also considered even though, they have shown their lower sales volume. The well known global brands like Allen Solly, Van Heusen, San Frisco, Louis Philippe, Classic Pola, Peter England, Color Plus, Zodiac and Arrow, Park Avenue, Parx and Notting Hill, Arizona, Weekender brands are considered for the study.

The apparel industry and the retail trade are always under pressure to perform as per the new market trends in the fashion industry and the market. They expect to adapt and be inline with the new market behavior, thus they require a constant research on the consumers changing mindset, identification and understanding of the target audience, and that has conserved as a necessity approach for companies in this fashion industry segment. The ever changing tendency of consumers in fashion aspects has been the prime reason and that have largely affected the company strategies to focus on what consumers are expecting and looking for that will entirely satisfy their needs, and identify their desires.

## **II. STUDY PURPOSE**

The purpose is to identify the consumer purchasing behavior and their characteristics to create strategies to meet the target audience changing dress design needs. This requires the necessity to improve in specific areas of the processes, identify and the ability to react to make changes and the reaction time favoring the company to act upon it.

Knowing and Awareness of consumer shopping behavior helps the fashion market stores to define the competitive positioning, and to develop a strategy for the greater satisfaction of the consumers.

The study of the fashion industry as a language and expression phenomenon is not yet explored completely, mainly in India and Iraq territories (Blackwell et al., 2006).

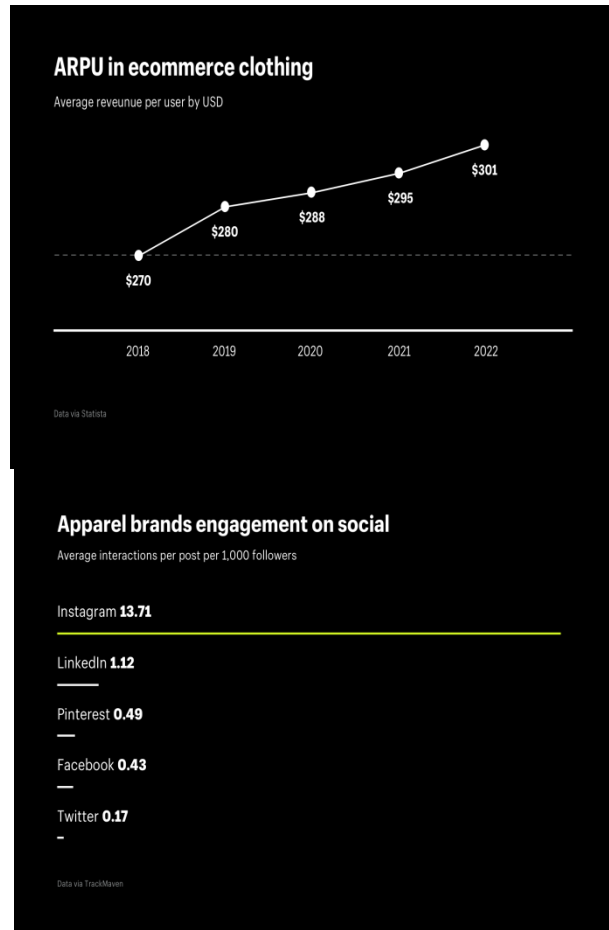


Figure: The global trends

### III. PROBLEM STATEMENT

In this life style changing environment and economic scenario growth, the purchasing power of all Indian consumers has changed drastically. The new trends of fashion industry and the consumer behavior have changed entirely in distinctive dimensions, that includes consuming taste, food intake, buying of clothes, purchase and usage of more durable products, and inclined to buy more luxury products. The GDP level of India is on a growth level and it is likely to touch 8.2 by 2020-2021 end. Moreover, the level of personal income is also improving drastically, that shows better Indian consumer purchase power, entering and selecting luxury products in the market. The growth rate of ready made garments is estimated to increase 48% by the end of 2021 and the ready made apparel growth rate will increase by 34 % in the prevailing year. Further than that, India has the second largest world population and also highly lucrative dress market. As per the latest Indian purchasing trends, attitude and behavior, they prefer branded ready made garments and apparels in the fashion industry market, while the foreign branded apparel products have stimulated Indian customers to obtain various trendy designs with attractive colors and more expensive price range. Hence, as per the research, the important buying trends and behaviors in India, towards the ready made garments, has become a need of the hour in this existing competitive market scenario (Vijay Subramanian, 2021).

Company Name	Annual Revenue (Crores INR)	Company Name	Market Cap (Crores INR)
Gokaldas Export	1136	Page Industries	2931
KPR Mill	1033	Lovable Lingeri	578
Page Industries	511	Zodiac Clothing	413
Zodiac Clothing	281	KPR Mill	351
Kitex Garments	256	Gokaldas Export	269
Maxwell Industries	230	Kitex Garments	213
Celebrity Fash	189	Maxwell Industries	152
SPL Industries	157	House of Pearl	109
Rainbow Denim	155	Indian Terrain	55

Indian Terrain	121	Poddar Developpe	52
Lovable Lingeri	104	Tatia Global	40
Samtex Fashions	59	Frontline Basin	31
House of Pearl	23	Store One	29
Spice Island	19	Samtex Fashions	18
Givo	19	Givo	18
Poddar Developpe	6	Rainbow Denim	12
Haria Exports	6	Celebrity Fash	11
Store One	3	SPL Industries	7
Frontline Busin	2		

Chart: India – Overview report of 23 Feb 2021 on sector of “Textiles – Ready-made Garments” Indian Securities (Vijay Subramanian, 2021).

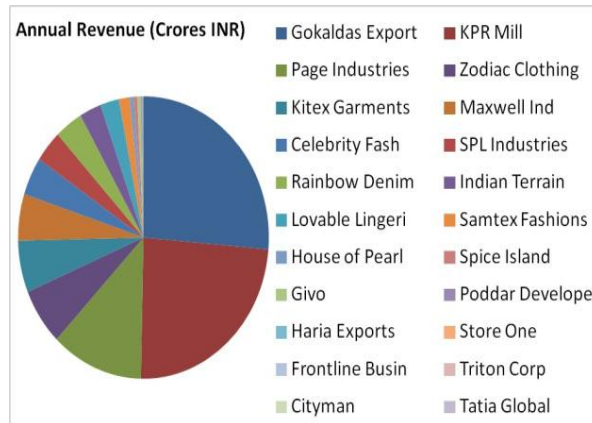


Figure: Indian Garment manufacturing industry scenario (Vijay Subramanian, 2021).

#### IV. REVIEW OF LITERATURE

As stated by Pandian, Varathani & Keerthivasan, (2012), the consumer behavior and attitude is directly connected to several activities we understand to consume, obtain, and get rid of products and services, and that includes the decision-making procedures that derive these actions. Within the same concept, Kotler, et al., (2007), complemented his statement by specifying that the consumer behavior always decides the final views of decision making, prior to and after the process of purchase.

In her research, Ritu Narang, (2006), analyzed the situation of men’s branded wear. The study conducted took place in the city of Lucknow, with an intention to explore and investigate the purchasing trends and of the men’s branded wear and garments and buyer’s behavior towards it. The research study concluded that many times the buyers visited the branded garment showrooms with the intention of shopping. The branded garment purchasing is not always impulsive or spontaneous. However, when their attitude was compared to women, the male buyers mostly visited the showroom for spending their time; several people were observed to have visited the showroom considering certain brand of product in mind and it was identical number of people, who visiting the garment showroom without any brand name in mind; Brand promotion and advertising have the highest impact in generating the brand awareness. (Patel, Sujata, 2010).

As mentioned by Rahman & Mannan, (2018), consumer attitude and behavior depends on consumers' feelings, thoughts and actions that influence the purchasing drive change.

The study of Karthikeyan, Murugan & Devi, (2013), has revealed that the branded garment purchase is not rash or impulsive. Subramaniam, Mohre, & Kawde, (2014), the study investigated the branded apparel, customer perception, to ascertain the apparel brand used by the participants in Tirunelveli Mall. The study conducted was of descriptive character, wherein, they collected the primary data through the properly structured questionnaire method, taking into account with the two hundred and fifteen samples of male participants in the specific city. The study revealed that John player, Peter England, Raymond remained the most popular branded apparels, which were preferred by the participants (Panwar, 2004). It was clear that many branded apparel shoppers were highly influenced and gave priority to various factors like reference groups, durability, wider color choice, attractiveness, price range, design, and celebrity endorser. Many customers expected the reduction in price and considered bigger color and design choice (Bhargava, 2000).

Also, several factors influenced the purchasing trends of every consumer and that determined the final selection between brands and products, such as physiological, emotional, psychological, personal, rational, social cultural and so on (Bennett, Rebekah & Sharyn, 2004).

All together, it turned out to be a complicated task to locate the importance of one factor over the other that influenced the purchasing trends in the decision process (Aghekyan-Simonian et al., 2012). This aspect was to be understood by comfort, physical protection and physiological factors; social-cultural features related to social class, cultural level, belonging to India or Iraq country; personal factors like sex, age, the life cycle stage of the consumer, their economic level, occupation, personality, lifestyle, and so on; the main psychological factors were related to attraction, motivations, interest level, personality of every consumer to make the impression of a specific brand or product; psychological factors further influenced their decision to purchase certain brand, regardless of the price, that means, the higher price ended up as a deciding factor, because it acted as a self-esteem lever for those used them; the rational factors were mainly visible, because they related to their manner of evaluating and deciding in a logical manner, considering design, quality, characteristics, product comfort attributes, utility needs, the novelty factors and the price range as the major variables that fell within the structure of consumer rational factors; eventually, concerning the emotional factors, the feelings and passions of the consumer's decided their views of purchase (Baumgartner & Jolibert, 2008).

## V. METHODOLOGY

### **Main Fashion and Clothing Consumption Variables**

#### **The Kendal & Sproles Model, (1986)**

Considering the decision-making procedure, the consumer attitude and behavior has turned out to be very complicated. The purchasing alternatives and diversity in the company, product promotional activities provide numerous purchase options. This feature makes the decision-taking process too difficult and further hinders the company action to differentiate in their offers (Ninawe, 2011),

As mentioned by Pandian, Varathani & Keerthivasan, (2012), consumers mostly follow specific trends in their purchasing actions and apply their rules and strategies to guide their judgments. This becomes essential to identify their decision making characteristics, to understand the consumer guidelines in buying situations. These characteristic identification helps in the consumer style and profile construction, making it feasible for fragment customers into various groups uniformly. This kind of segmentation permits the branded companies to offer specific products and services suitable to meet the profile of every group (Taneja & Kaushik, 2007).

The decision-making process of consumers is mostly influenced by diverse factors. However, all the consumers are inclined to believe certain decision making styles and the styles are known as "mental orientations to determine the structure with which most consumers make decisions" (Riaz, 2015).

The buying behavior of consumer study highlights various approaches to differentiate consumption styles. That said, to perform this study, we opted cognitive and affective orientations approach by characteristics, specifically regarding the consumer decision making process (Riaz, 2015).

### **5.1 Search for Quality**

The consumers are always oriented and have the tendency to purchase prestigious brands though expensive. They consider that while purchasing at the biggest price of the most famous brands, they are doing so by purchasing the best products (Fennis & Pruyn, 2006).

### **5.2 Searching the New Trends**

The new style is the predisposition tendency of a consumer to buy different new branded products, instead of living with the previous consumption patterns. The exploration of new trends derived consumers to remain high and updated with the fashion (Malinowska-Olszowy, 2005).

The unrestrained search for innovative ideas are linked to exploring the variety, that provide new experiences. Otherwise, the consumer's innovative ideas and tendencies can be explained as the tendency to adopt new products (Swinker & Hines, 2007).

Presently, an access to fresh trends is highly achievable by working on the internet. This indicates that the communication method has become easy and effective, which assists the trends and information dissemination from the fashion industry world. Every day, new fashion emerges from the disseminated streets through the Internet meeting the powerful inspirational power and energy for creators, researchers, and also consumers (Rahman & Mannan, 2018).

### VI. INTERPRETATION OF DATA WITH INTERNAL ANALYSIS

"Know thyself" is a Greek aphorism and that determines the marketing actions. The company or industry internal analysis always intends to uphold the competitive advantage by creating a base strategy. They finalize the characteristics to identify what is important for consumers, and take into consideration the positioning and effective communication strategy. They analyze to detect the advantages and disadvantages from the competitive point of view to establish better mechanics and more selection choices for consumers to decide and solve. This analysis is performed taking the references of major competitors and the market leaders.

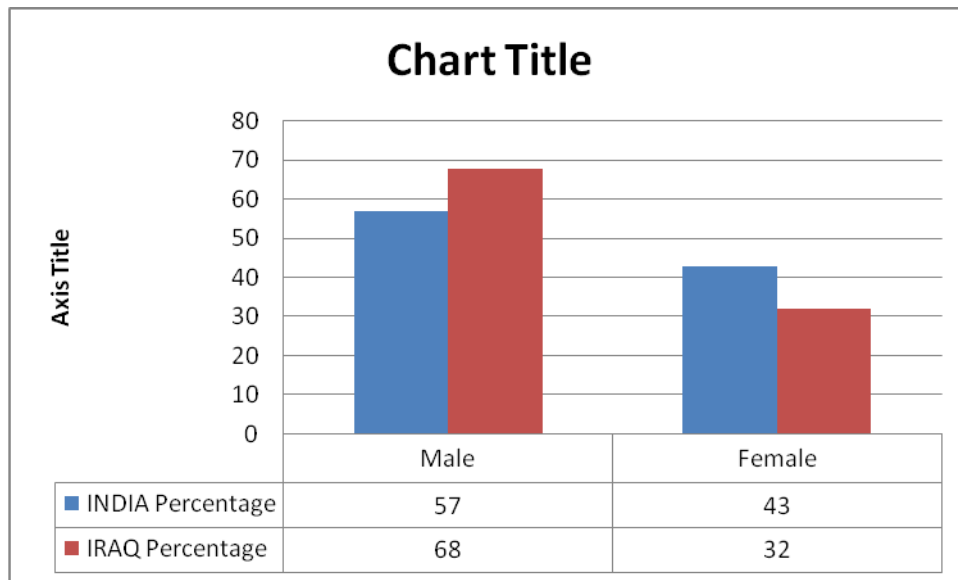
To perform this study, a Quantitative method of Research was selected. This selection is because of the fact that Quantitative Research involves favorable investigative tools for consumer behavior, as they try to measure reactions, opinions, habits, sensations, attitudes within a consumer variable sample. The measure of these results was performed using questionnaires as standardized instruments, within India and Iraq territories (Subramaniam, Mohre & Kawde, 2014).

### VII. FINDINGS & ANALYSIS

#### Demography and Analysis

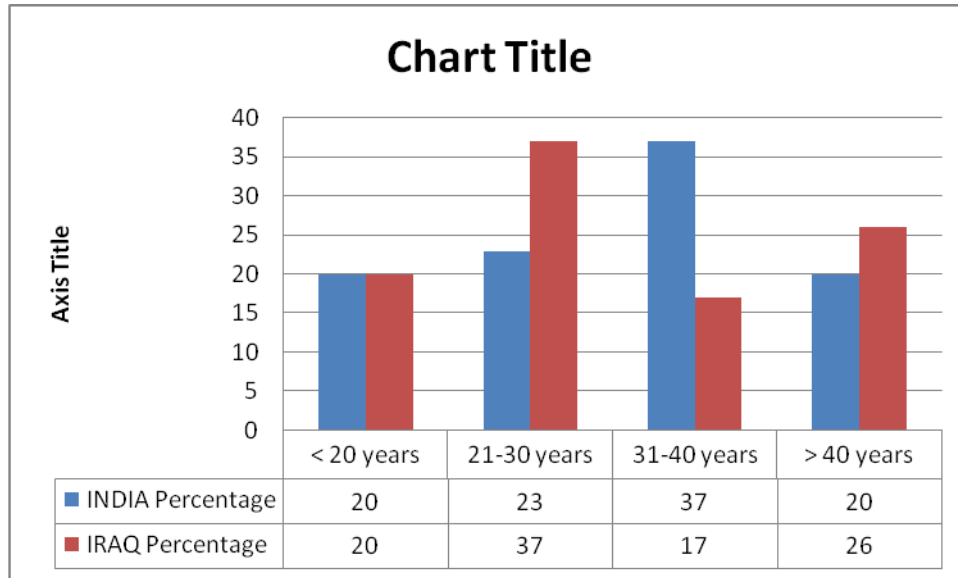
##### (1) Gender

	INDIA		IRAQ	
Response	Frequency	Percentage	Frequency	Percentage
Male	58	58	67	67
Female	44	44	33	33



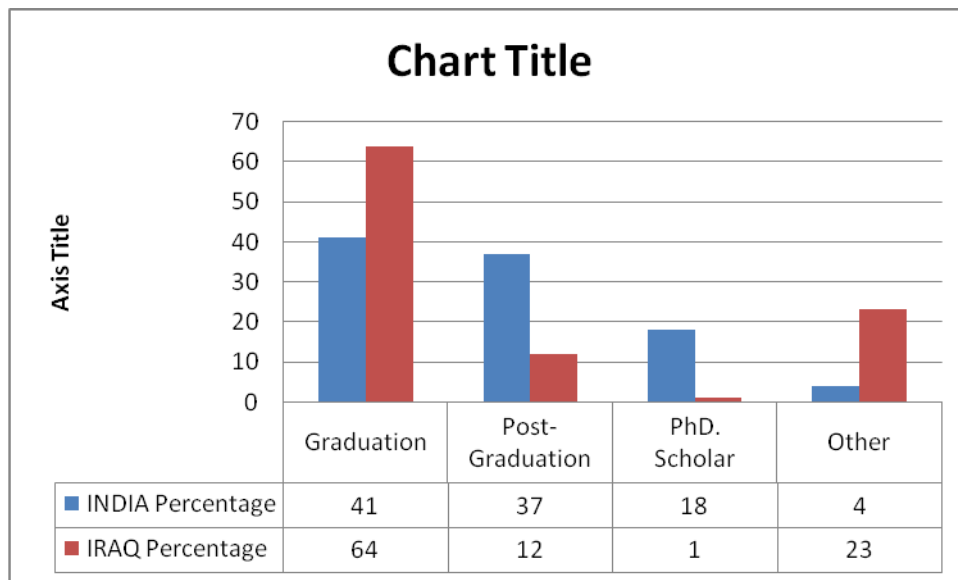
##### (2) Age Groups

	INDIA		IRAQ	
Response	Frequency	Percentage	Frequency	Percentage
< 20 years	20	20	20	20
21-30 years	24	24	38	38
31-40 years	36	36	16	16
> 40 years	20	20	28	28



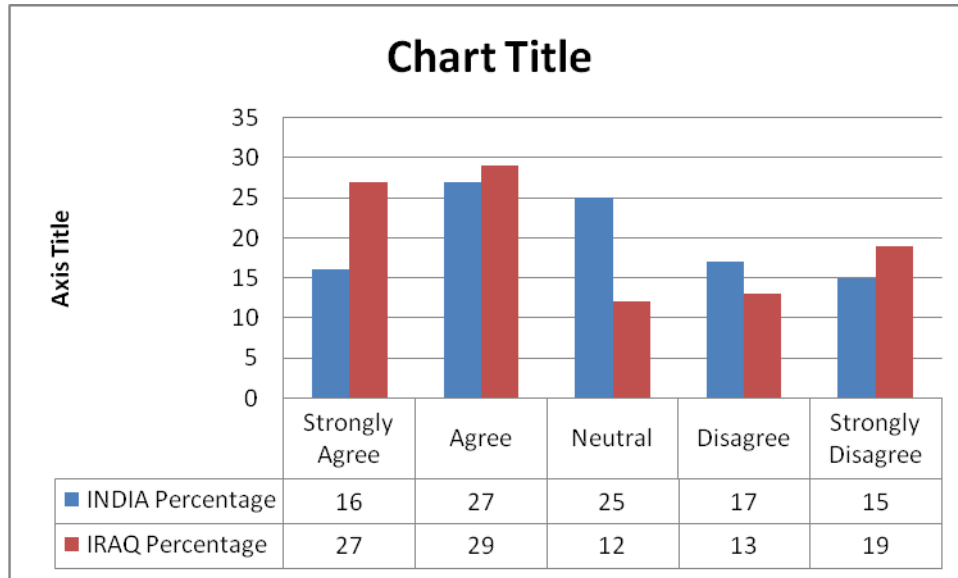
(3) Educational Status

Response	INDIA		IRAQ	
	Frequency	Percentage	Frequency	Percentage
Graduation	42	42	65	65
Post-Graduation	36	36	11	11
PhD. Scholar	16	16	1	1
Other	5	5	22	22



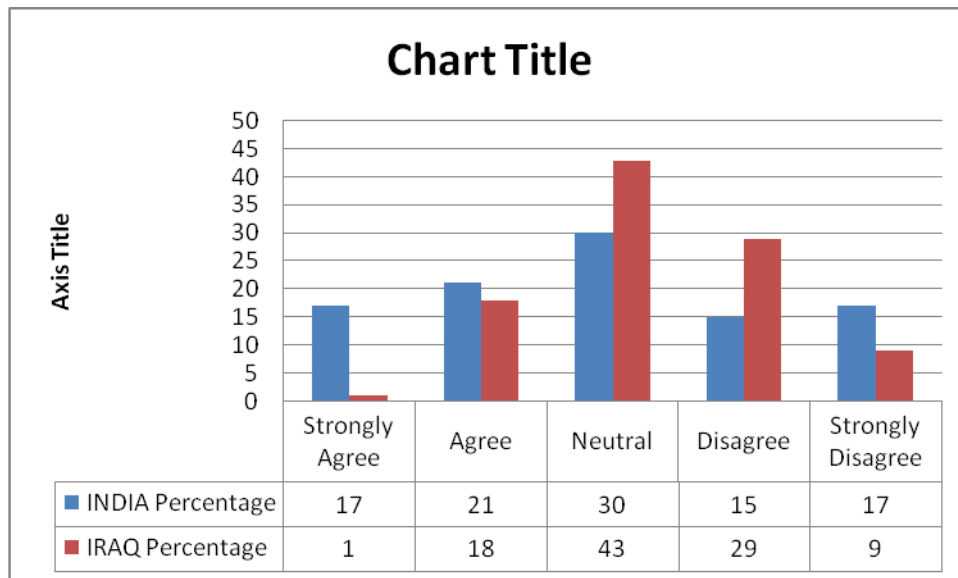
(4) Latest tendency to spend more than the income

Response	INDIA		IRAQ	
	Frequency	Percentage	Frequency	Percentage
Strongly Agree	15	15	26	26
Agree	26	26	30	30
Neutral	26	26	13	13
Disagree	16	16	14	14
Strongly Disagree	14	14	18	18



(5) **Selecting Branded dresses only**

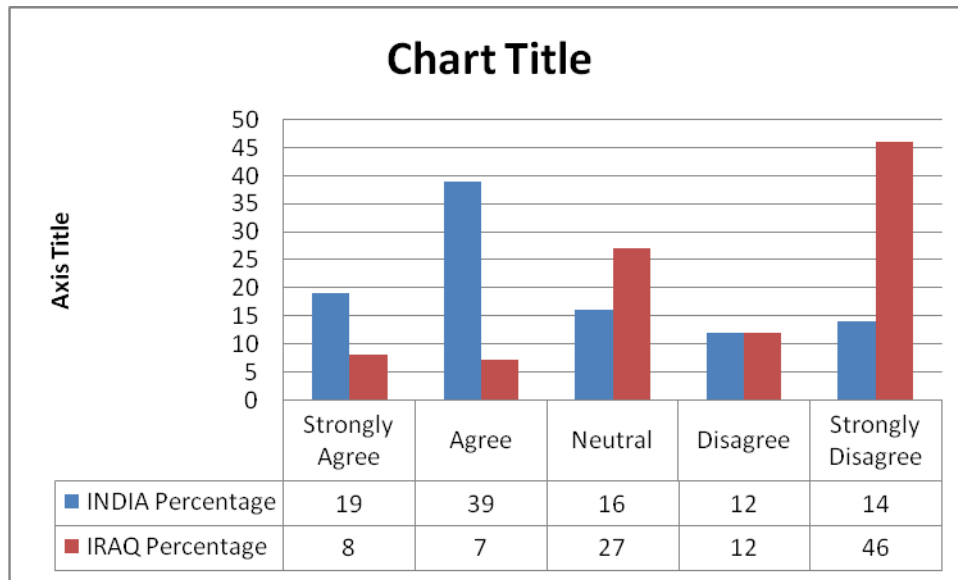
Response	INDIA		IRAQ	
	Frequency	Percentage	Frequency	Percentage
Strongly Agree	18	18	1	1
Agree	22	22	17	17
Neutral	29	29	42	42
Disagree	16	16	28	28
Strongly Disagree	18	18	8	8



(6) **Before making the final decision, I intend to identify & compare the Brand social appeal**

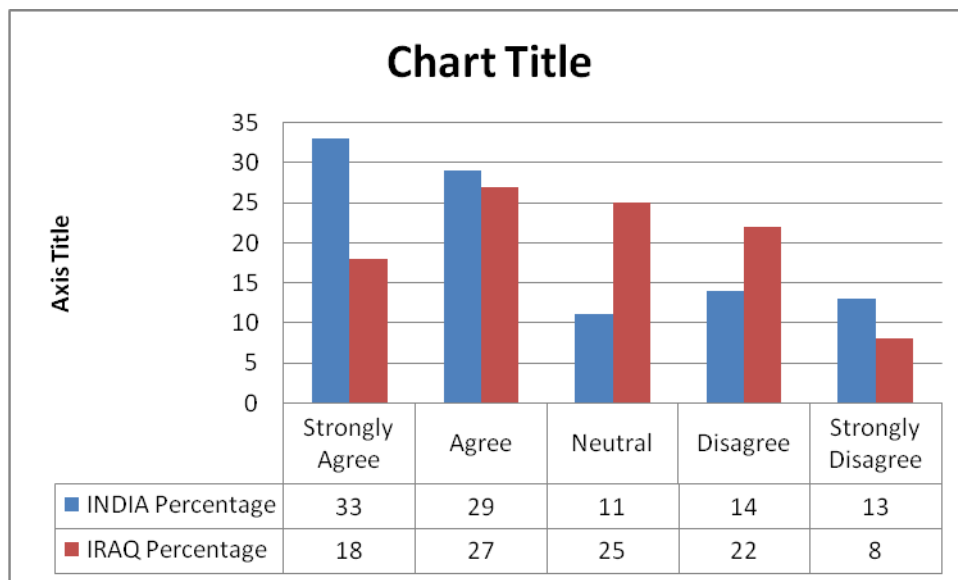
Response	INDIA		IRAQ	
	Frequency	Percentage	Frequency	Percentage
Strongly Agree	18	18	8	8
Agree	38	38	8	8
Neutral	17	17	26	26
Disagree	13	13	13	13
Strongly Disagree	15	15	48	48





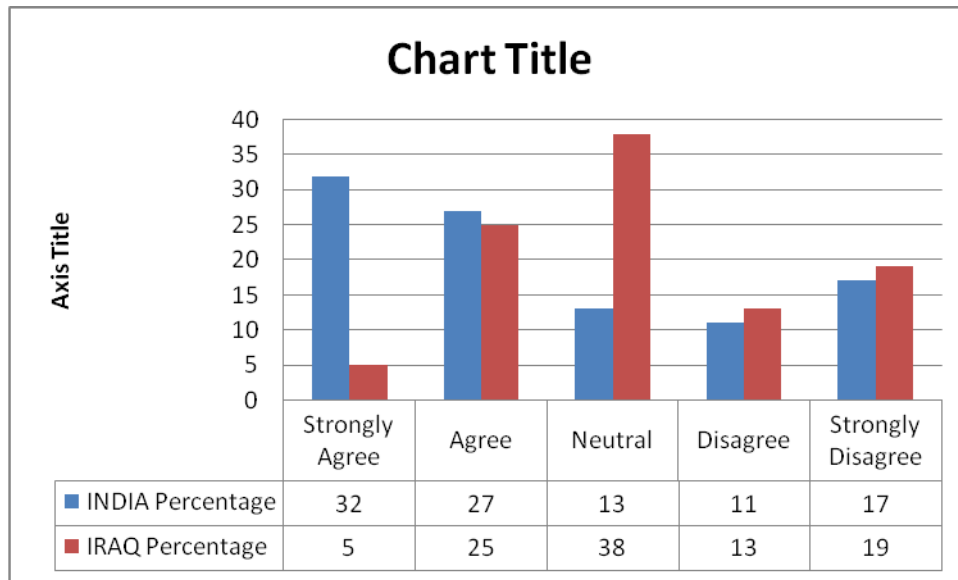
(7) **Selecting the branded dress is influenced by my friend's recommendation**

Response	INDIA		IRAQ	
	Frequency	Percentage	Frequency	Percentage
Strongly Agree	34	34	19	19
Agree	28	28	26	26
Neutral	12	12	26	26
Disagree	15	15	23	23
Strongly Disagree	14	14	9	9



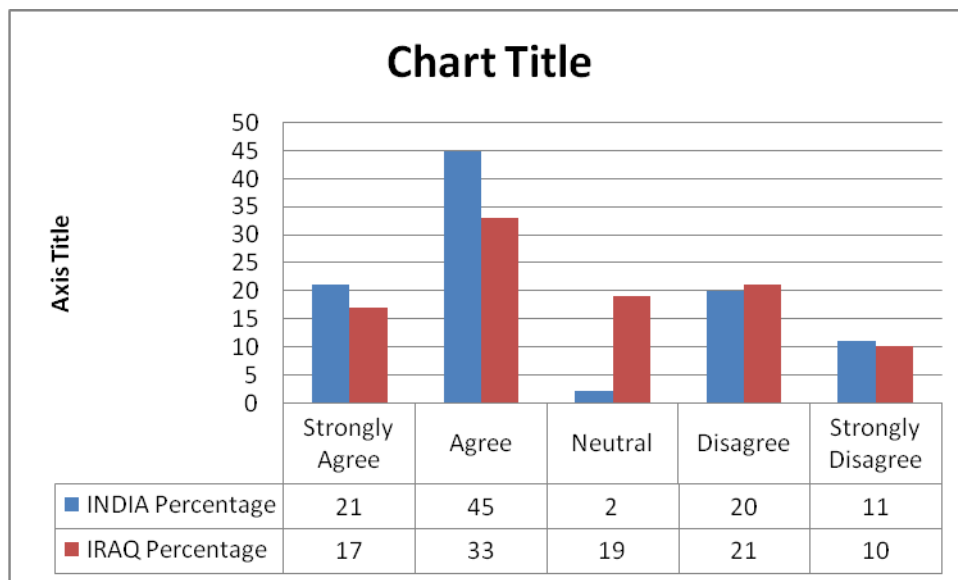
(8) **To save money, bargaining, sales schemes and discounts are preferred**

Response	INDIA		IRAQ	
	Frequency	Percentage	Frequency	Percentage
Strongly Agree	34	34	6	6
Agree	28	28	26	26
Neutral	14	14	37	37
Disagree	12	12	14	14
Strongly Disagree	18	18	18	18



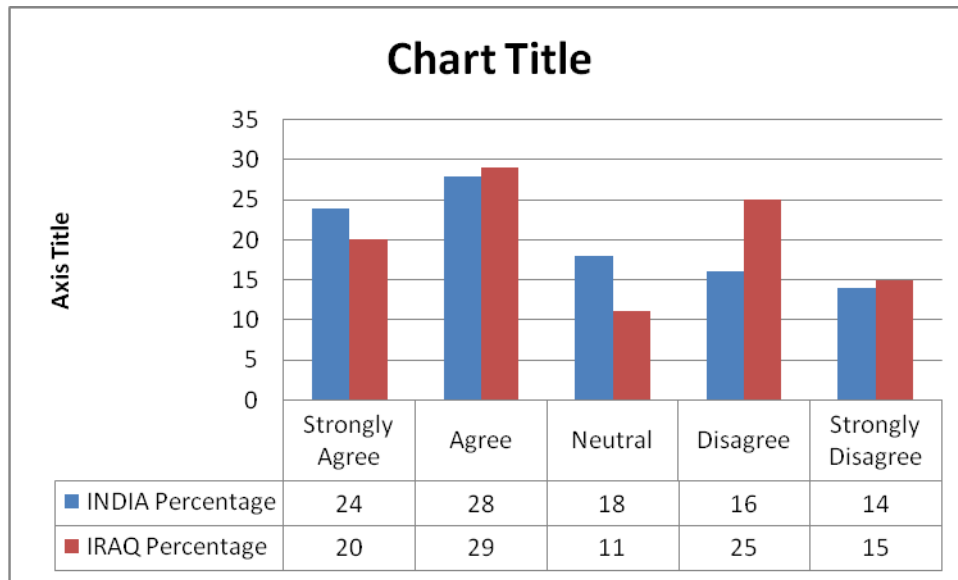
(9) I always try to balance my purchases and my finances

Response	INDIA		IRAQ	
	Frequency	Percentage	Frequency	Percentage
Strongly Agree	21	21	17	17
Agree	45	45	33	33
Neutral	2	2	19	19
Disagree	20	20	21	21
Strongly Disagree	11	11	10	10



(10) I remain careful in attempting freshly arrived trendy dresses

Response	INDIA		IRAQ	
	Frequency	Percentage	Frequency	Percentage
Strongly Agree	25	25	22	22
Agree	29	29	28	28
Neutral	19	19	12	12
Disagree	17	17	26	26
Strongly Disagree	15	15	16	16



### VIII. CONCLUSIONS AND SUGGESTIONS

Consumer behavior is a complicated phenomenon and most often not measured in a rational manner. The additional challenge is regarding the consumer personalities, and they vary across borders, moreover, they change within and between several regions of the country. Any vulnerable consumers, who are not provided an access to several numbers of choices, like an average consumer, also must be taken into this study. From the perspectives of market, Indian people make different consumer segments, based on status, class, and their income. The most recent and important consumerism development aspects of India are the rural market emergence along with initiation of Eco-friendly products specified by several consumers. 75% of India is covered by the rural area population and they contribute 35% of the national income. Hence, they should not be neglected. Finally, creating the consumer value together with delivering complete delight to every customer is more important. Presently, we are operating in a digital age. Therefore, we need to maintain the new social media trends to understand the consumer trends and their changing mindsets.

#### Final Verdict of Indian Garment Industries

It has been stated that the “Ready-made Garments” Textiles sector of India is barely an attractive sector for value investors. Here, the Margins are less for many companies, earnings does not remain consistent for even the best companies. The growth of Book Value is steady for many companies, whereas, dividends remain moderate, however, steadily increasing. If we use a 5% NPM screen average over the past 5 years along with 50% growth rate in BV, EPS of past 4 years, we observe that merely three companies meet the growth criteria, and they are Zodiac, Page and Kitex (Vijay Subramanian, 2021).

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