A Study on Understanding the Satisfaction level of Consumers towards Branded Apparels in Karnataka.

1. Dr.Lakshminarayana.K

Assistant Professor,
Department of MBA,
VTU Centre for Post Graduate Studies-Bangalore Region-Muddenahalli,
Visvesvaraya Technological University
Chickaballapur-562101

Abstract:

This study helps to examine the level of satisfaction among the consumers of Karnataka state towards the branded apparels. The study also helps to investigate the influence of satisfaction level on Quality of Product, Value for Money, Usage Experience, Product Attributes, Design, services like Replacement warranty, Alteration and Overall Quality of Brand Apparels. The Data has collected by distributing the globally accepted structured questionnaire among the respondents who presently living in 4 regions of Karnataka state and regular buyers of branded apparels. Stratified Random Sampling Approach followed by convenience sampling strategy was used collection. Descriptive Analysis with Mean and Standard Deviation, Chi square test, Correlation Analysis, Garrett Ranking Method and Discriminant Analysis. Statistical Packages for Social Science (SPSS 0.22) has been used to analyse the research objectives. The result of this study offers insights and evidence about the relationship between the variables which impact Satisfaction level of Consumers towards Branded Apparels in Karnataka. The research helps to analyse hypothetical relationship between Satisfaction with three other variables namely Advertisement, Promotional Activities and Brand Promotions through variables of Buying Behaviour namely Information gathering, Shopping Behaviour, Brand Behaviour, Quality and Impulsive Buying. SEM Model is developed to study the satisfaction among the consumers. Finally it is concluded in the present study that the manufacturers has to understand the importance of customer's expectations & should provide proper environment to retain customers if not attract new ones. Faced with an increasingly complex competitive environment, it is a fact that today consumers look, think, prefer and buy the products to his lifestyle.

Keywords: Satisfaction, Apparel Brands, Consumers, Impulsive Buying, Promotion, Quality.

1. Introduction:

Purchasing choices are made rather influenced by a great many options such as specific, mental, and community pieces. Business people need to perfect the thought process undergone by customers, to compare it coupled with the marketplace info of theirs, and also use the ensuing info to publicize the factors of theirs. The relation between dressings along with the notion of individual expression is actually difficult.

India's branded textile and apparel industry has an astounding presence inside the financial aspect of country. It's of the industry to enter the existence of the nation. The sector has been a self-reliant Industry from the development of raw materials to the delivery of end products with comprehensive value addition at each phase of processing.

Apart from providing involving a number of small essentials of daily life, the recognized apparel industry plays an integral role in contributing to manufacturing output, employment enhancement, consequently the country's export revenue. Its current contribution is around fourteen % of Industrial production, four % to the GDP, together with seventeen % on the country's export revenue. Supply of labour to this industry is estimated to be slightly higher than thirty five million workforces.

The Branded Apparel business appears to preserve marketing of huge menswear, female's utilize & kid's consumption. The menswear business is composed of male's Active wear, casuals, essential, formals, and formals for occasions & party wear. Whereas females" apparel marketplace contains female's active wear, casuals, essential, formals, formals for occasions & party wear. While the Kids use marketplace is comprises little apparels, boys active wear, companies" essentials, businesses formalwear, boys formalwear, children's outerwear, females active wear, women day use, females essentials, females formalwear event, females party wear & also kids wear.

The branded textile and clothing market place in India is producing efficiently in probably the most recent past and while the expansion rates are forecast to decelerate, will stay unbelievably beneficial. The Indian Branded Apparel marketplace had comprehensive earnings of 1dolar 1, 28,102.5 million in the year 2009, leading to CAGR of 9.9 percent for time period starting from 2011-2012. Revenue of men's clothing proved probably to be very profitable to any branded clothing market place in Indian in 2012, which constituted to an overall revenue of 11,864.5 million dollars precisely the essentially love 42.2 percent of market prevailing worth.

Karnataka is located on the southern part of India. It's with nearly all prosperous states within India. Karnataka can generate Positive Many Meanings - Positive enhancement in the areas of instruction, agriculture, industry, tourism and literature. Bengaluru is experiencing as the capital of Karnataka. Bangalore is actually realized as next silicon city of Asia as a quick result of its blooming information & Technology Corporation.

2. Review of Literature

- **Lakshminarayana.K and Dr.Sreenivas (2016)** this study helps to investigate the relationship between the factors which affects the buying behaviour towards branded apparels in Bangalore city. The Data has collected by distributing the globally accepted structured questionnaire among the respondents who presently living in Bangalore city and regular buyers of branded apparels. Convenience sampling method was used with sample size of 200 for collection. Descriptive statistics was used to analysis the demographics and the Chi-square test were used to analyse the research objectives. The result of this study offers insights and evidence about the relationship between the variables which impact consumer buying behaviour for branded apparels. Finally it is concluded in the present study that there is significant relationship between reference group and purchase intention also promotion, Store attributes, product attributes, Income of the respondent and occupation have positive significant relation between consumer buying behaviour.

- **Lakshminarayana.K and Dr.Sreenivas (2017)** conducted a study mainly to know about the consumer buying behaviour towards branded apparels in Bangalore city. The study reveals that there is a lot of scope for new entrants in this field, the manufacturers and marketers of branded wears should concentrate on making new consumer rather than retaining old one. The number of people visiting the showroom with a brand in mind, in same as the number of people visiting the showroom with no brand in mind. Most of the time buyers visit the showroom of branded wears with the purpose of shopping however compared to women, male consumer visit the showroom for passing time, even though pop, advertisement, promotional schemes and other factors influence the consumer purchase decision and consumer stimulated to buy. Among the various promotional schemes and promotional measures discounts, buy2 get1 free schemes have maximum

influence on purchase decision of a particular brand. With the effective marketing mix and strategies can extend the sustainable growth in this industry.

- **Lakshminarayana.K and Dr.Sreenivas (2018)** conducted a study mainly to know about the consumer buying behaviour towards branded apparels in selected cities of Karnataka. The research paper Consumer Buying Behavior towards Branded Apparels in Karnataka was undertaken with the objectives to study the socio economic characteristics of consumers who prefer branded apparels and to know the factors which influence the consumers for purchasing branded apparels. For meeting the objectives primary data was collected from 200 consumers with the help of questionnaire across the Karnataka in selected cities. From the study it was found that consumers are brand conscious now a days. To look more stylish they prefer branded apparels and branded apparels also depict the status of a person. Due to more durability, variety and quality and people prefer branded apparels.

- **Lakshminarayana.K and Dr.Sreenivas (2018)** conducted a Study mainly to know the level of consumer Awareness and Perception of Branded Apparels in Indian Apparel Industry with reference to Karnataka. A single-cross sectional descriptive research design was undertaken to investigate the issues of enquiry in the present study. The data have been collected using a structured closed ended questionnaire. Researcher has seen that advertisement and shelf presence are the main source of brand awareness. Firms which are investing in other means should introspect their strategies. One can also interpret that majority of the respondents think that brand is more costly and it is not available everywhere. It is also seen that price and experience have an impact on their perception about brand; it may be recommended that improving advertisement leads to better experience in the market.

- **Lakshminarayana.K and Dr.Sreenivas (2018)** this study explains the relationship between elements which affect consumer buying behaviour for apparel products in Mysore city. The Data has collected through structured questionnaire among the respondents who presently living in Mysore city. Convenience sampling method was used with sample size of 100 for collection. Descriptive statistics was used to analysis the demographics and the Chi-square test were used to analyse the research objectives. The result of this study offers insights and evidence about the relationship between the variables which impact consumer buying behaviour for branded apparels. Finally it is

concluded in the present study that there is significant relationship between reference group and purchase intention also promotion, Store attributes, product attributes, Income of the respondent and occupation have positive significant relation between consumer buying behaviour.

3. Methodology

Descriptive research design was adopted for the study considering the nature and scope of the study. Emphasis was given on studying the Understanding the Satisfaction level of Consumers towards Branded Apparels in Karnataka. The Data has collected by distributing the globally accepted structured questionnaire among the respondents who presently living in 4 regions of Karnataka state and regular buyers of branded apparels and Secondary data was elicited from different websites and Records/Documents available with industries and line department for the study. Stratified Random Sampling Approach followed by convenience sampling strategy was used collection. Descriptive Analysis with Mean and Standard Deviation, Chi square test, Correlation Analysis, Garrett Ranking Method and Discriminant Analysis. Statistical Packages for Social Science (SPSS 0.22) has been used to analyse the research objectives. Secondary data was elicited from different websites and Records/Documents available with industries and line department for the study.

4. Data Analysis & Interpretation

Table-1

Chi-Square Tests

Age of the Respondents and Satisfaction with Regard to the Quality of Product

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	34.048[a]	16	.005
Likelihood Ratio	49.900	16	.000
Linear-by-Linear Association	7.014	1	.008
N of Valid Cases	384		

a. 6 cells (24.0%) have expected count less than 5.
The minimum expected count is 1.37.

Chi square test of association have been applied in the above table. It was found that the association value of chi - square test is 34.048 with degrees of freedom at 16 & the 'p' value is 0.000. As the 'p' value is less than 0.050, it shows that the satisfaction with **regard to Quality of Product is** influenced by the age group the respondents belong to.

H$_o$: There is no relationship between the level of satisfaction with respect to Quality of Product and age group of respondents.

H$_1$: There is relationship between the level of satisfaction with respect to Quality of Product and age group of respondents.

Since the p-value (Asymp. Sig = 0.000) is less than our chosen level of significance (α = 0.050), hence we don't accept the null hypothesis. It can be concluded that there is enough evidence to suggest that there is relationship between the level of satisfaction with respect to Quality of Product and age group of respondents belong to.

Table-2

Chi-Square Tests

Age of the Respondents and Satisfaction with Regard to the Value for Money

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	42.847[a]	16	.000
Likelihood Ratio	49.551	16	.000
Linear-by-Linear Association	.596	1	.440
N of Valid Cases	384		

a. 3 cells (12.0%) have expected count less than 5.
The minimum expected count is 3.97.

Chi square test of association have been applied in the above table. It was found that the association value of chi - square test is 42.847 with degree of freedom at 16 & the 'p' value is 0.000. As the 'p' value is less than 0.050, it shows that the level of Satisfaction with regard to the Quality of Product is influenced by the age group the respondents belong to.

H$_o$: There is no relationship between the level of Satisfaction with respect to the Quality of Product and age group of respondents.

H₁: There is relationship between the level of Satisfaction with respect to Quality of Product and age group of respondents.

Since the p-value (Asymp. Sig = 0.000) is less than our chosen level of significance (α = 0.050), hence we don't accept the null hypothesis. It can be concluded that there is enough evidence to suggest that there is relationship between level of Satisfaction with respect to value of money and age group of respondents belong to.

Table-3

Chi-Square Tests:

Age of the Respondents and Satisfaction with regard to Usage Experience

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	34.048ᵃ	16	.005
Likelihood Ratio	49.900	16	.000
Linear-by-Linear Association	7.014	1	.008
N of Valid Cases	384		

a. 6 cells (24.0%) have expected count less than 5.
The minimum expected count is 1.37.

Chi square test of association have been applied in the above table. It was found that the association value of chi - square test is 34.048 with degree of freedom at 16 & the '*p*' value is 0.005. As the 'p' value is less than 0.050, it shows that the level of Satisfaction with regard to the Usage Experience is influenced by the age group the respondents belong to.

H₀: There is no relationship between the Satisfaction level with regard to the Usage Experience is influenced by the age group the respondents.

H₁: There is relationship between the Satisfaction level with regard to the Usage Experience is influenced by the age group the respondents.

Since the p-value (Asymp. Sig = 0.000) is less than our chosen level of significance (α = 0.050), hence we don't accept the null hypothesis. It can be concluded that there is enough evidence to suggest that there is relationship exist between the satisfaction level with regard to the Usage Experience is influenced by the age group the participants belong to.

Table-4

Chi-Square Tests:

Age of the Respondents and Satisfaction with Regard to Product Attributes, Design etc.,

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	31.887[a]	16	.010
Likelihood Ratio	48.246	16	.000
Linear-by-Linear Association	7.238	1	.007
N of Valid Cases	384		

a. 8 cells (32.0%) have expected count less than 5.
The minimum expected count is .85.

Chi square test of association have been applied in the above table. It was found that the association value of chi - square test is 34.048 with degree of freedom at 16 & the 'p' value is 0.005. As the 'p' value is less than 0.050, it shows that the Satisfaction level with regard the Product Attributes, Design etc., is influenced by the age group the respondents belong to.

H$_0$: There is no relationship between the Satisfaction level with regard to the Product Attributes, Design etc., is influenced by the age group the respondents..

H$_1$: There is relationship between the Satisfaction level with regard to the Product Attributes, Design etc., is influenced by the age group the respondents.

Since the p-value (Asymp. Sig = 0.010) is less than our chosen level of significance (α = 0.050), hence we do not accept the null hypothesis. It can be concluded that there is enough evidence to suggest that there is relationship between the Satisfaction levels with respect to the Product Attributes, Design etc., is influenced by the age group the participants belong to.

Table-5

Chi-Square Tests

Age of the Respondents and Satisfaction with regard to Services like Replacement warranty, Alteration etc,.

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	46.182[a]	16	.000
Likelihood Ratio	65.397	16	.000
Linear-by-Linear Association	9.574	1	.002
N of Valid Cases	384		

a. 4 cells (16.0%) have expected count less than 5.
The minimum expected count is 1.37.

Chi square test of association have been applied in the above table. It was found that the association value of chi - square test is 46.182 with degree of freedom at 16 & the 'p' value is 0.000. As the 'p' value is less than 0.050, it indicates that the Satisfaction level with respect to the Services like Replacement warranty, Alteration etc., is influenced by the age group the respondents belong to.

H$_0$: There is no relationship between the Satisfaction level with regard to the Services like Replacement warranty, Alteration etc., is influenced by the age group the respondents.

H$_1$: There is no relationship between the Satisfaction level with regard to the Services like Replacement warranty, Alteration etc., is influenced by the age group the respondents.

Since the p-value (Asymp. Sig = 0.010) is less than our chosen level of significance ($\alpha = 0.050$), hence we don't accept the null hypothesis. It can be concluded that there is enough evidence to suggest that there is relationship between the Satisfaction level with regard to the Services like Replacement warranty, Alteration etc., is influenced by the age group of participants belong to.

Table-6

Chi-Square Tests -

Age of the Respondents and Satisfaction with regard to the Overall Quality of Brand Apparels

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	49.121[a]	16	.000
Likelihood Ratio	68.772	16	.000
Linear-by-Linear Association	10.778	1	.001
N of Valid Cases	384		

a. 4 cells (16.0%) have expected count less than 5.
The minimum expected count is 1.89.

Chi square test of association have been applied in the above table. It was found that the association value of chi - square test is 49.121 with degree of freedom at 16 & the 'p' value is 0.000. As the 'p' value is less than 0.050, it indicates that the level of Satisfaction with regard to Overall Quality of Brand Apparels is influenced by the age group the respondents belong to.

H$_o$: There is no relationship between the satisfaction level with regard to Overall Quality of Brand Apparels is influenced by the age group the respondents.

H$_1$: There is relationship between the satisfaction level with regard to Overall Quality of Brand Apparels is influenced by the age group the respondents.

Since the p-value (Asymp. Sig = 0.010) is less than our chosen level of significance ($\alpha = 0.05$), hence we don't accept the null hypothesis. It can be concluded that there is enough evidence to suggest that there is relationship exist between the Satisfaction level with regard to Overall Quality of Brand Apparels is influenced by the age group the respondents belong to.

BUYING BEHAVIOUR VARIABLES & SATISFACTION LEVEL

Step wise multiple regression analysis of Y-Satisfaction with respect to overall Brand Apparels was performed with explanatory variables namely, X_1- Impulsiveness, X_2- Brand Behaviour, X_3- Shopping Behaviour, X_4- Quality, X_5- Purchase Decision, X_6- Information Gathering, X_7- Monthly Income and X_8- Monthly expenditure, the following regression model is fitted for level of Satisfaction.

   Y   = bo + b_1X_1 + b_2 X_2 +b_3 X_3 + ………. and the results are presented in the following table.

Table -7

Regression Model for 'Y'

Variables	Regression Coefficients	Standard Error	T (d.f =8)	R^2
(Constant)	1.801	.777	2.318	.736
Information Gathering	.072	.194	.372*	
Purchase Decision	1.722	.125	2.764*	
Shopping Behaviour	0.017	.086	.199**	
Brand Behaviour	0.80	.117	.688*	
Quality	0.60	.120	.496**	
Impulsiveness	0.180	.197	.912**	

   *- : Significant at 5 %   **: Significant at 1% level.

Regression Fitted:

Y =1.801 + 0.072X_1 + 1.722X_2 + 0.017X_3 + 0.80X_4 + 0.60X_5 + 0.180X_6 -

The step wise multiple regression model shows that all the 6 variables namely X_1- Information Gathering, , X_2- Purchase Decision, X_3- Shopping Behaviour, X_4- Brand Behaviour, X_5- Quality, X_6- Impulsiveness, are significantly contributing to Y.

The resulted regression co-efficient of independent variables on opinion of the respondents on the Level of Satisfaction are shown in Table 5.100. The significantly

influencing variables on Level of Satisfaction are Information Gathering, Purchase Decision, Shopping Behaviour, Brand Behaviour, Quality and Impulsiveness.

The co-efficient of determination (R2) in the above said case is 0.736. It conveys that the presence of Satisfaction level among the respondents is explained by the considered independent variables to the extent of 73.6 per cent.

A model for measuring the Buying Behaviour, level of Satisfaction and the repurchase intentions of the customers of Branded Apparels in Karnataka.
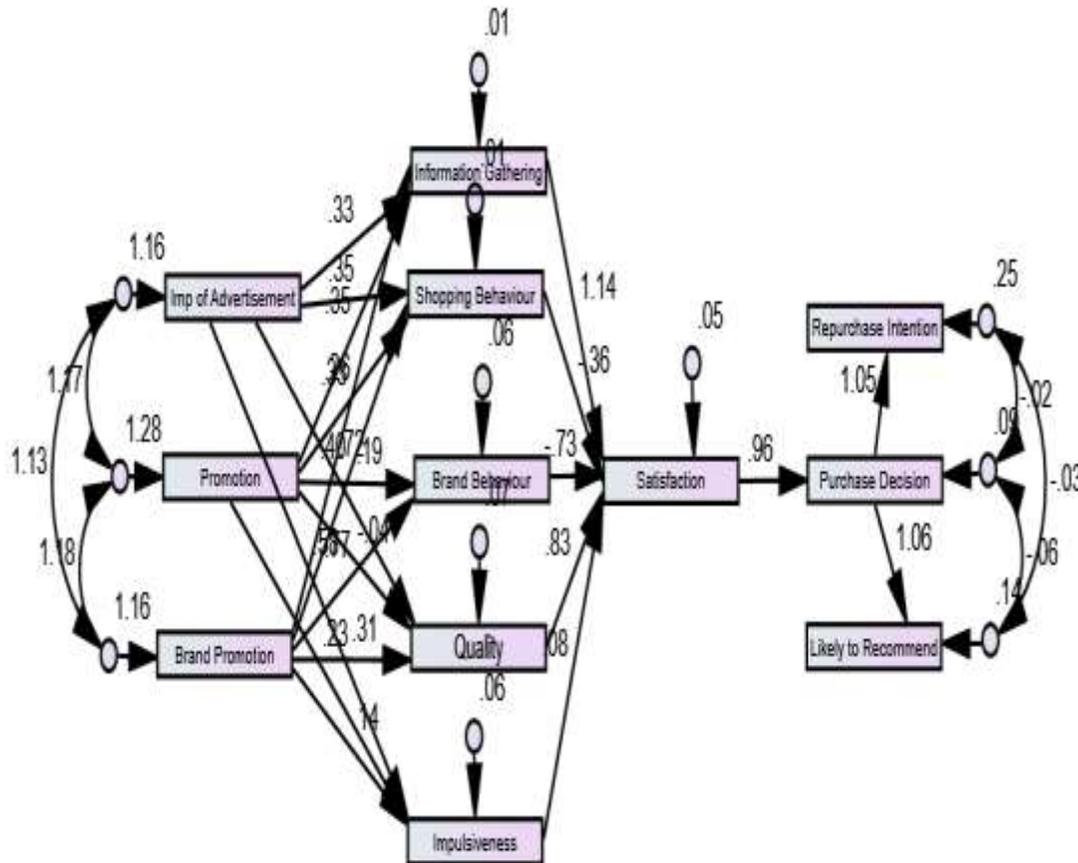
Result (Default model)

Minimum was achieved

Chi-square = 2427.484

Degrees of freedom = 38

Probability level = .000

Analysis of Movement Structure (AMOS) graphically exhibits the relationship of variables of Buying Behaviour with other variables namely Advertisement, Promotional Activities and brand

Promotions, which influences the customers and determine the satisfaction level with reference to purchase of Branded Apparels. The Researcher has combined Buying Behaviour with matrices with other matrices namely Advertisement, Promotional Activities and brand Promotions to determine the Satisfaction Level. The Researcher tested the hypothetical relationship between Satisfaction with three other variables namely Advertisement, Promotional Activities and Brand Promotions through variables of Buying Behaviour namely Information gathering, Shopping Behaviour, Brand Behaviour, Quality and Impulsive Buying. Likewise, the researcher has also made an attempt to study the relationship between Satisfaction to Purchase Decisions, Repurchase Intentions and Likely to Recommend to others which are the attributions of the customers to buy Branded Apparel.

5. Summary of Findings

In order to achieve the above mentioned objective, Descriptive Statistics for arriving at the Mean and Standard Deviation, Cross Tabulation and Chi-Square Tests for Hypothesis testing have been used in this section, the results of which are summarized hereunder:

- **Age of the Respondents and Satisfaction with Regard to the Quality of Product** It has been found that among those who belong to different age groups, majority of the participants are Very Much Satisfied with regard to Quality of Product.

- **Age of the Respondents and Satisfaction with Regard to the Quality of Product:** It has been found that that there is relationship between the level of satisfaction with respect to Quality of Product and age group of respondents.

- **Age of the Respondents and Satisfaction with Regard to the Value for Money:** It has been found that among those who belong to different age groups, majority of the participants are Satisfied with regard to Quality of Product.

- **Age of the Respondents and Satisfaction with Regard to the Value for Money:** It has been found that there is relationship between the There is no relationship between the level of Satisfaction with respect to Quality of Product and age group of respondents.

- **Age of the Respondents and Satisfaction with regard to Usage Experience:** It has been found that among those who belong to different age groups, majority of the participants are Very Much Satisfied with regard to Usage Experience.

- **Age of the Respondents and Satisfaction with regard to Usage Experience:** It has been found that there is relationship exist between the Satisfaction level with regard to the Usage Experience is influenced by the age group the participants.

- **Age of the Respondents and Satisfaction with Regard to Product Attributes, Design etc.,:** It has been found that among those who belong to different age groups, majority of the participants are Very Much Satisfied with regard to the Product Attributes, Design etc.,

- **Age of the Respondents and Satisfaction with Regard to Product Attributes, Design etc.:** It has been found that there is relationship between the Satisfaction levels with respect to the Product Attributes, Design etc., is influenced by the age group the participants.

- **Age of the Respondents and Satisfaction with regard to Services like Replacement warranty, Alteration etc,:** It has been found that among those who belong to different age groups, majority of participants are Very Much Satisfied with regard to the Services like Replacement warranty, Alteration etc.,

- **Age of the Respondents and Satisfaction with regard to Services like Replacement warranty, Alteration etc:** It has been found that there is relationship between the Satisfaction level with regard to the Satisfaction level with regard to the Services like Replacement warranty, Alteration etc., is influenced by the age group of participants.

- **Age of the Respondents and Satisfaction with regard to the Overall Quality of Brand Apparels:** It has been found that among those who belong to different age groups, majority of the respondents are Very Much Satisfied with regard to Overall Quality of Brand Apparels.

- **Age of the Respondents and Satisfaction with regard to the Overall Quality of Brand Apparels:** It has been found that there is relationship exist between the Satisfaction level with regard to the Satisfaction level with respect to Overall Quality of Brand Apparels is influenced by the age group the respondents.

6. Suggestions:

Based on the survey conducted, data collected, analysis and interpretations made, following are the suggestions:

- Much of the customers purchase branded apparels taking the brands promotions into consideration. Hence, the advertising strategies need to be much focused on these customers. And the display in the store should also contain the details of locations and brand available.

- Since the younger generation is much influenced by advertising, more of promotional advertisements including the offers need to be offered to the school and college going students, and hoardings can be placed in nearby places where youngsters hang around often mainly during weekends.

- Impulse buying behavior is more among the middle aged people. Marketers need to find the right blend and taste of those customers to position them accordingly so as to make them purchase the Branded Apparels.

- More number of younger consumers is very specific about the colour and discounts and hence the branded apparel manufacturers need to study the trend of the merchandise movement and should try to customize them based on their needs.

- Branded apparels are much sought after by male consumers than female ones. The brand appeal forms an important aspect and hence the feedback of the consumers on branded apparels need to be given much importance and based on their feedback apparels need to be manufactured.

- The branded apparels retail outlets need to improve their lighting and the store should have a pleasant appeal making the shopping experience for the customers a delightful one.

- Marketers need to price their merchandise according to the pricing of their competitors. Many firms lose their market due to irregular pricing. Once the brand name is established the pricing can be in line with the product.

- Customer who walks into the store with some product in mind may go for impulse purchase. Even if a non-purchaser of Branded Apparels walk into the shop, the display of the Branded Apparels should be at the right side, so that it attracts the attention of the customers and make them probe further about other aspects like price, design, colour etc.,

so that over a period of time even that customer may be made to buy the Branded Apparels. The apparel display should contain all the details of the product, as it influences the overall shopping experience.

- Proper signage's need to be in placed in the branded apparels showrooms since many customers don't prefer the help of the service men helping them with their purchase. They take time to touch, feel and decide their preferred branded apparel.

- It is necessary to focus on the display of the product and to put banners that communicates offer on special days such as holidays, melas, etc.

7. Conclusion

The owners of big brands have to understand the importance of customer's expectations & should provide proper environment to retain customers if not attract new ones. Faced with an increasingly complex competitive environment, it is a fact that today consumers look, think, prefer and buy the products to his lifestyle, especially in the case of Branded Apparels and it becomes an opportunity for the marketers to fine tune their marketing strategies in such a way that they not only retain the existing customers, but also attract more and more new customers. Status symbol and Designs along with variety seem to be the preference of the customers of Branded Apparels; the manufacturers have to concentrate on their promotional activities taking into consideration all the above factors. Companies are using innovative business models to reach the customers effectively. The changing lifestyles of the country's younger population still appears to be untapped to its fullest potential and hence the companies will have to make necessary efforts and concentrate on these markets, since there is always something called first mover advantage. Branded Apparel shopping trend is set to increase in the coming years, not only because of the rising population of India, but also because of changes in the supporting ecosystem, change in customers' lifestyle and increase in their buying power.

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