

“A Study of Customer’s Branded Clothing Priority in Lonikalbhor, Dist. Pune”

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1. Introduction

A study of consumer preference is done to understand the gap between current market demand for a product and its future demand. In the present study, researcher aims to understand the changing customer preference for branded clothing in Lonikalbhor region.

Loni-kalbhor is a medium size village located in Haveli Taluka of Pune district, Maharashtra. As per constitution of India and Panchyati Raaj Act, Loni-kalbhor village is administrated by Sarpanch (Head of Village) who is elected representative of village.

Loni-kalbhor has total 4720 families residing having population of 22518 of which 11727 are males while 10791 are females as per Population Census 2011.

The total market for any product in the area seems more as it is yet to develop a lot. The Lonikalbhor region is developing very fast as many companies have their manufacturing plants in the area and a huge educational institution is started recently. Hence, many educated, well to do families are migrating from different cities to this village. There is huge scope for every business in this area. But, any person willing to start a new business in a new area needs to do the market research based on five important elements like knowing the total market size, market growth, competition, profitability and consumer type etc. Knowing the changing customer preference for branded clothing will help the companies know the business opportunities and growth for the business in given area.

**Table No. 1
Total Population as per census**

Particulars	Total	Male	Female
Total No. of Houses	4,720	-	-
Population	22,518	11,727	10,791
Child (0-6)	2,834	1,592	1,242
Literacy	82.82 %	89.18 %	76.07 %
Total Workers	9,951	6,637	3,314
Main Worker	9,519	-	-

Particulars	Total	Male	Female
Marginal Worker	432	221	211

Website: census2011

Defining customer preference:

Consumer preference is defined as the subjective tastes of individual consumers, measured by their satisfaction with those items after they've purchased them.

The preferences of individual consumers are not contained within the field of economics. These preferences are dominated by personal taste, culture, education and many other factors such as social pressure from friends and neighbors.

It is important to understand the changing customer preference for a particular product in one particular market place it is needed to analyse the factors which have direct impact on the business. Study of customer preference will cover the external as well as internal environmental factors which influence the customer demand for a product.

The external factors include Government policies, taxes, rules of local government bodies etc. whereas internal environment will cover the income level of customers, education, lifestyle, age, gender and their satisfaction about present products in the market etc. In the current study of customer preference for branded clothing in Lonikalbhor, researcher will try to get maximum inputs from the customers in the region as per the objectives of the study.

2. Objectives of the study:

Basically the study is all about knowing the market potential for branded clothing in Lonikalbhore. It is a small village of having 22518 population sizes. Following objectives are formed for the study.

1. To know the present clothing choices of the customers in Lonikalbhor.
2. To know the changing demand for clothing brands in Lonikalbhor.
3. To know the customer income and occupation in Lonikalbhor.
4. To know if the overall market is changing at Lonikalbhor due to increasing number of new residents.
5. To know if the customers are satisfied with present clothing brands available in Lonikalbhor area.

Hypothesis

H1 There is branded clothing market need in Lonikalbhor.

H0 There is very less need of branded clothing market in Lonikalbhor.

H1 There is association between occupation and brand priority.

H0 There is no association between occupation and brand priority.

H1 There is association between income and brand priority.

H0 There is no association between income and brand priority.

3. Research methodology:

The current study basically will require both the Primary data collection and secondary data collection.

- a. **Secondary Data Collection:** Product's potential customer base will be collected analyzing secondary data, or data that already exists, such as demographic data collected by the Census Bureau on household demographics about Lonikalbhor.
- b. **Primary Data Collection:** Which is data to be collected specifically to analyze the market of a product. Typical means of collecting primary data include telephone surveys using a close ended questionnaire. Primary data is collected by meeting the shop keepers around and examining competition.
- c. **Total Population size:** 22, 518 households are in the village.
- d. **Sample Size:** 200 respondents who are the residents of Lonikalbhor will be considered for the survey.
- e. **Sample technique:** A random sampling method of households of the target market will be used.
- f. **Respondents:** The respondents for the study are the resident buyers in Lonikalbhor.
- g. **Sample size determination:** Confidence level 95% and margin of error 10%. Sample size becomes 96, and researcher has taken 100 as sample size. The formula used is

$$\text{Sample size} = \frac{Z^2 P(1-p)}{e^2}$$

$$\frac{1 + (z^2 \times p(1-p))}{e^2 N}$$

- h. **Statistical tool used:** Z test and Chi-Square Tests is used for statistical analysis of the data collected through questionnaire.
 Chi square test is used to check the association between two attributes. And Z test is used to test the proportion of respondent's need of branded clothes.

4. Data Analysis and Interpretation:

The study is conducted to understand the branded clothing priority in Lonikalbhor. For getting the required inputs from the residents of Lonikalbhor questionnaire was designed which included 21 questions. The questionnaire included demographic information about the 100 respondents which is presented in following tables.

A) **Demographic analysis and interpretation:** To understand the changing demand or priority for branded clothes in Lonikalbhor researcher has set few questions related to demographic information about the customers. Which will have relevance with objective and also hypothesis is set.

1) Gender of respondents:**Respondent Gender**

	Frequency	Percent
Male	69	69.0
Female	31	31.0
Total	100	100.0

Interpretation: Out of 100 respondents 69% respondents are male and 31% are female.

2) Occupation of the respondents: The three categories are taken include respondents doing Service/Businessman/Student.

Occupation of Respondent

	Frequency	Percent
Service	30	30.0
Businessman	28	28.0
Students	42	42.0
Total	100	100.0

Interpretation: Out of total 100 respondents, 42% are students, 30% are businessman and remaining 28% are service persons.

3) Age group of respondents: The question was having three different age groups, 15 to 22, 23-35 and 36-50. Accordingly following results have come.

Age of Respondent

	Frequency	Percent
15 to 22	32	32.0
23 to 35	49	49.0
36-50	19	19.0
Total	100	100.0

Interpretation: From the above table it is clear that 49% of the respondents are between the age group of 23 to 35 and 32% respondents are between the age group of 15 to 22.

4) Income of respondents: The question was having three different income groups, accordingly following results have come.

Respondent Income

	Frequency	Percent
Below 5 lacs	49	49.0
5 to 10 lacs	31	31.0
10 lacs and above	20	20.0
Total	100	100.0

Interpretation: From the above table it is clear that 49% of the respondents are between the income group below 5 lacs and 31% respondents are between the income group of 5 to 10 lacs.

5) Respondents buy local clothes: This question is asked to respondents to know if they are buying local brands from Lonikalbhor market.

Buy local brands

	Frequency	Percent
Yes	72	72.0
No	28	28.0
Total	100	100.0

Interpretation: From the above table it is clear that 72% of the respondents are buying local brands.

B) Respondents Brand priority analysis and interpretation: To understand the brand priority of respondents further questions are asked to respondents and following is detail analysis with interpretation of the same.

6) Lonikalbhor market has enough clothing shops: The question was asked to know if the respondent feel they have enough clothing shops in Lonikalbhor shop.

Lonikalbor has enough clothing shops

	Frequency	Percent
Yes	51	51.0
No	49	49.0
Total	100	100.0

Interpretation: The above chart makes it very clear that almost 50% respondents feel there are no enough clothing shops in Lonikalbhor area.

Conclusion: The analysis says there is need of more clothing shops in Lonikabhor area.

7) Respondent get branded clothes in Lonikalbhor market

Respondent gets branded clothes in Lonikalbhor

	Frequency	Percent
Very few brands	53	53.0
More than two brands	25	25.0
Get all needed	22	22.0
Total	100	100.0



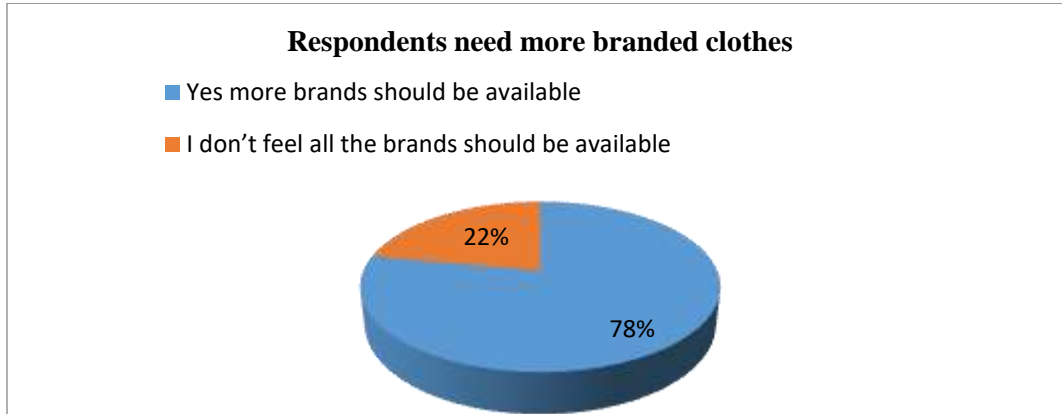
Interpretation: The above analysis makes it very clear that 53% respondents feel they get very few brands in Lonikalbhor clothing market. 25% respondents have mentioned that they get more than two brands.

Conclusion: From the above interpretation it is very clear that most of the respondents feel they get very few brands in clothes in Lonikalbhor market it means more brands are needed.

8) Respondent need more branded clothes in Lonikalbhor

Respondents need more branded clothes

Parameters	Frequency	Percent
Yes more brands should be available	78	78.0
I don't feel all the brands should be available	22	22.0
Total	100	100.0



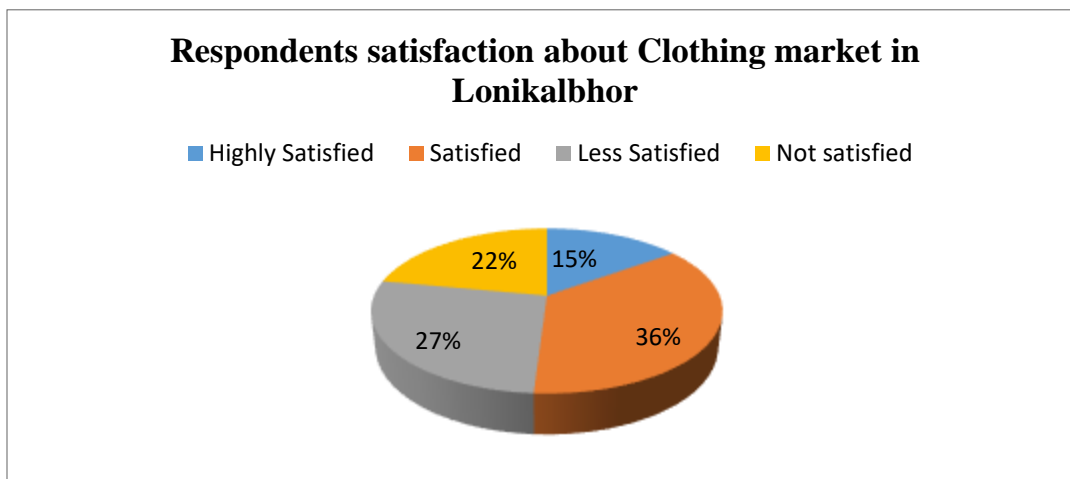
Interpretation: The above analysis and graph makes it very clear that 78% of respondents feel that more brands should be available in Lonikalbhor market.

Conclusion: The analysis of the data gives clear indication that respondents feel there should be more brands of clothes should be available in Lonikalbhor market.

9) Respondents satisfied with clothing market in Lonikalbhor

Respondents satisfied with clothing market in Lonikalbhor

	Frequency	Percent
Highly Satisfied	15	15.0
Satisfied	36	36.0
Less Satisfied	27	27.0
Not satisfied	22	22.0
Total	100	100.0



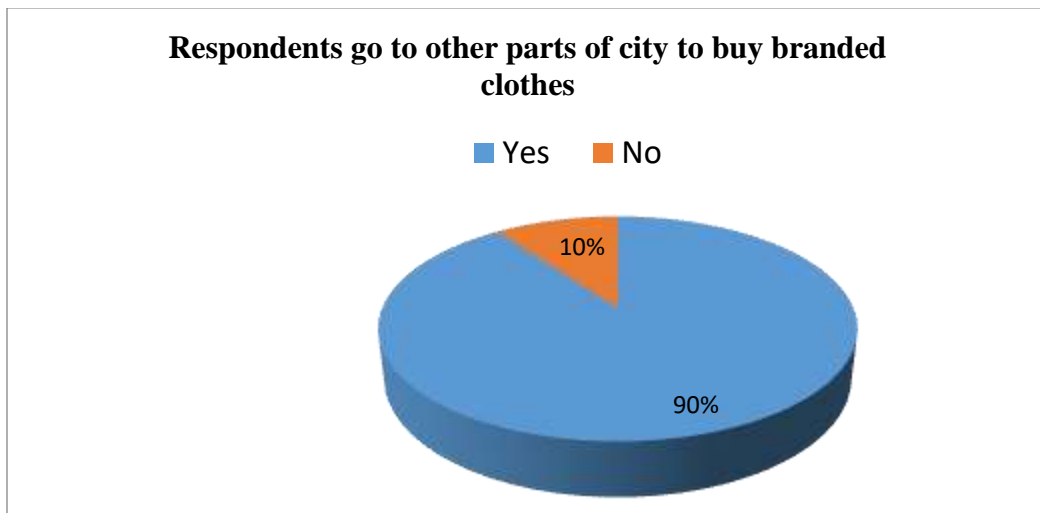
Interpretation: The above data analysis makes it very clear that only 15% respondent feel that they are highly satisfied with clothing market in Lonikalbhor and 27% respondent say they are very less satisfied plus 22% are not at all satisfied with clothing market.

Conclusion: The study says most of the respondents are not satisfied with clothing market in Lonikalbhor.

10) Respondents go to other parts of city for buying branded clothes: This question will give clear output about need of branded clothes in Lonikalbhor area.

Repondents go to other parts of the city for buying branded clothes

	Frequency	Percentage
Yes	90	90.0
No	10	10.0
Total	100	100.0



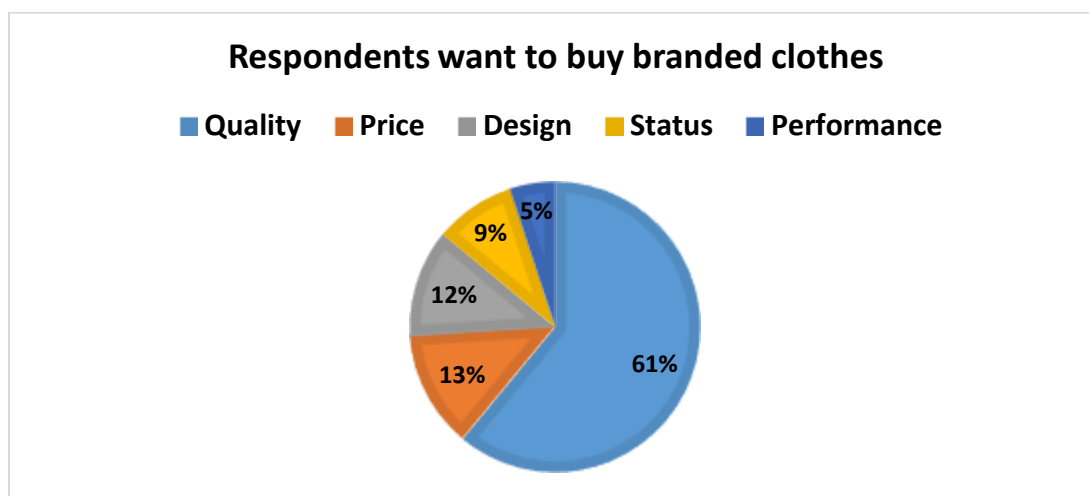
Interpretation: The above data analysis makes it very clear that 90% of respondents have agreed that they go to other parts of the city to buy branded clothes

Conclusion: The study says that there is enough demand for branded clothes in Lonikalbhor.

11) Respondents want to buy branded clothes: The question is asked to understand if the respondents are willing to buy branded clothes. Four different variables were given to respondents namely Quality, Price, Design, Status and Performance.

Respondents want to buy branded clothes

	Frequency	Percent
Quality	61	61.0
Price	13	13.0
Design	12	12.0
Status	9	9.0
Performance	5	5.0
Total	100	100.0



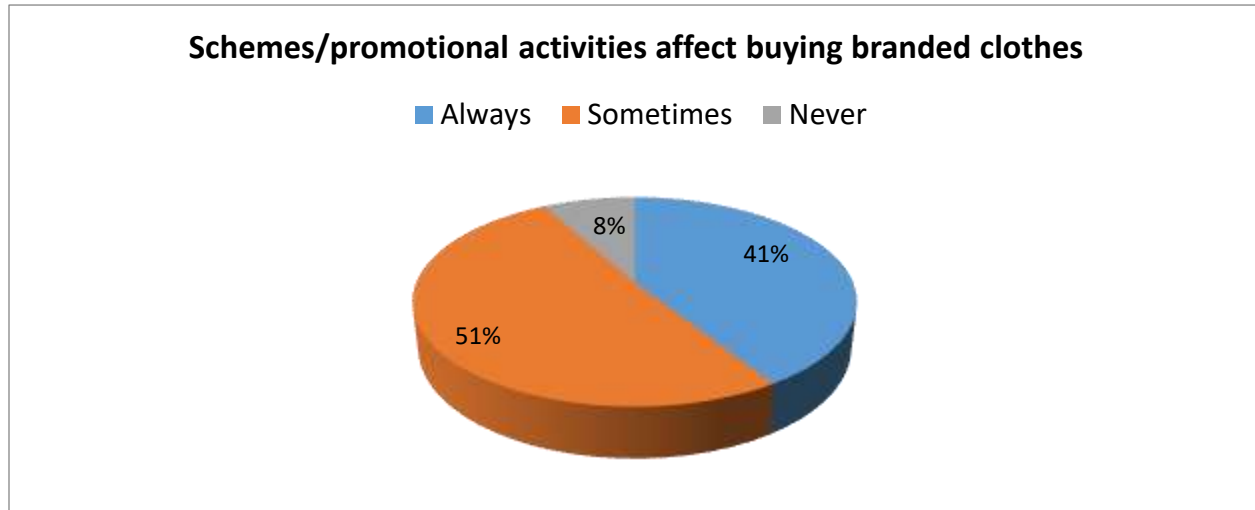
Interpretation: From the above data it is clear that 61% of respondents say that they want to buy branded clothes for Quality, and very very few 5% respondents say they will buy for Performance of the cloth.

Conclusion: The branded clothes are purchased for the good quality of clothes other factors like Price, Performance, and Design affect less on consumer discussion making.

12) Schemes/promotional activities affect buying branded clothes: It is necessary to know if customer buy branded clothes when there is some discount scheme or other schemes which customers may consider important while taking decision of buying branded clothes. Hence, in the question three options are given to respondents if such schemes or promotional activities affect their buying decision always, sometimes or never.

Schemes/promotional activities affect buying branded clothes

	Frequency	Percent
Always	41	41.0
Sometimes	51	51.0
Never	8	8.0



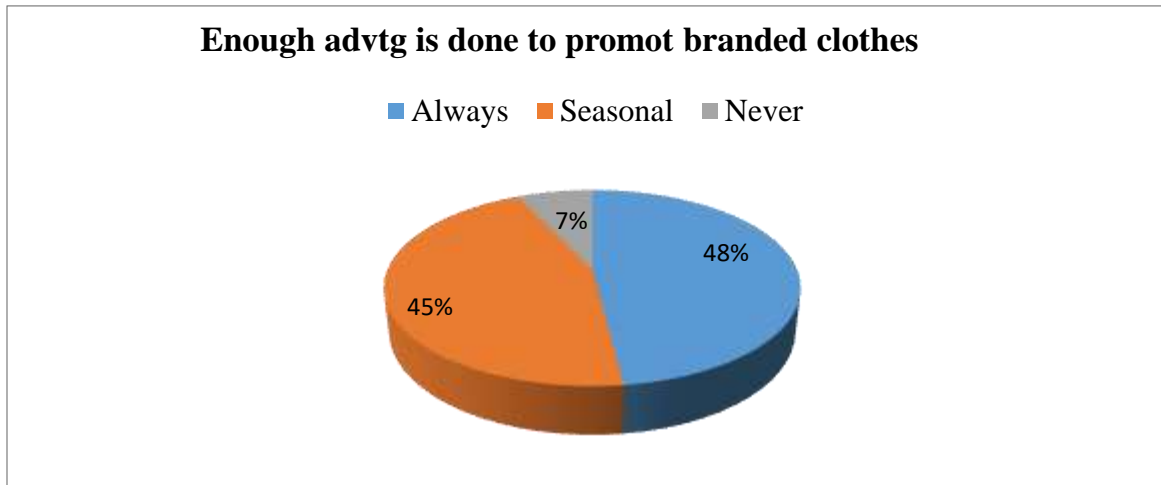
Interpretation: From the above data analysis and its interpretation it shows that 51% respondents have agreed that schemes or promotional activities affect sometimes their buying branded clothes. And 41% respondent clearly agreed that such schemes and promotional activities always affect their buying decision of branded clothes.

Conclusion: Schemes or promotional activities by shopkeeper or companies surely affect buying branded clothes in Lonikalbhor area.

13) Enough advertising is done to promot branded clothes: The question is asked to understand if customers are informed well about the branded clothes in Lonikalbhor, as the decision of buying branded clothes is affected by such promotional activities. It is necessary know whether advertisement is done on regular basis or on some occasion or seasonal. Following is analysis of the data collected.

Enough advertising is done to promot branded clothes

	Frequency	Percent
Always	48	48.0
Seasonal	45	45.0
Never	7	7.0
Total	100	100.0



Interpretation: From the data collected 48% respondents have agreed that enough advertising is done to promote branded clothes but 45% respondents say it is seasonal.

Conclusion: Advertisements are done regularly to promote branded clothes in Lonikalbhor.

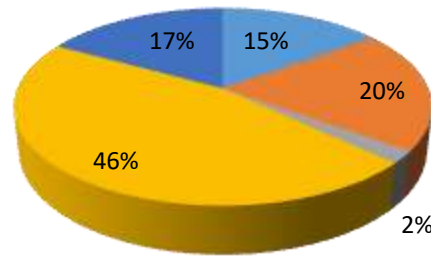
14) Media used for advertising: The various media like TV, Radio, Newspaper, Hoarding or Leaflet, which is referred more by buyers in Lonikalbhor will give information about their buying decision process based on media of advertisement and it will decide the effective media in Lonikalbhor region.

Media used for advertising

	Frequency	Percent
Television	15	15.0
Newspaper	20	20.0
Radio	2	2.0
Hoarding	46	46.0
Leaflet	17	17.0
Total	100	100.0

Media used for advertisement

■ Television ■ Newspaper ■ Radio ■ Hoarding ■ Leaflet



Interpretation: The above data analysis gives clear information that 46% respondents refer Hoarding, 20% refer Newspaper for knowing about various branded clothes available in Lonikalbhor ares.

Conclusion: Advertisement using Hoarding and Newspaper as media is more effective in Lonikalbhor and is referred by customers in Lonikalbhor.

Hypothesis Testing

The data collection and detail analysis made has given few important inputs for the research. On the basis of objectives few Hypothesis are formed which are tested by using proper statistical tools. Following are the results of Hypothesis testing.

- A) **H₀:** There is very less need of branded clothing market in Lonikalbhor.
H₁: There is branded clothing market need in Loni Kalbhor.

Respondents need more branded clothes

	Frequency	Percent
Yes	78	78.0
No	22	22.0
Total	100	100.0

Let X denote number of respondents need more branded clothes.

$$X = 78$$

n=sample size= 100.

Let p denote proportion of respondents need more branded clothes.

$$p = 78/100 = 0.78$$

$$q = 1 - p = 1 - 0.78 = 0.22$$

Test statistics under Ho is

$$Z = \frac{p - P_0}{\sqrt{\frac{P_0 Q_0}{n}}} = \frac{0.78 - 0.5}{\sqrt{\frac{0.5 \times 0.5}{100}}} = 5.6 \text{ -----calculated value}$$

Z table value=1.64 at 5% level of significance.

Decision Rule: If $|Z_{cal}| > Z_{tab}$, we reject H_0 . Otherwise Accept H_0 .

Here observed that, $|Z_{cal}| > Z_{tab}$ hence we reject H_0 .

Conclusion: Here we conclude there is branded clothing market need in Loni Kalbhor.

B) H_0 : There is no association between occupation and brand priority.

H_1 : There is association between occupation and brand priority.

Occupation of Respondent * Respondents Income Cross tabulation					
Count					
		Respondents Income			Total
		Below 5 lacs	5 to 10 lacs	Above 10 lacs	
Occupation of Respondent	Service	10	11	9	30
	Business man	7	10	11	28
	Students	32	10	0	42
Total		49	31	20	100

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	27.450 ^a	4	.000
Likelihood Ratio	34.522	4	.000
Linear-by-Linear Association	17.538	1	.000
N of Valid Cases	100		

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 5.60.

Conclusion: - Here Chi-square calculated value is 27.450 which is larger than Chi square table value 9.4877 at 4 df and 5% level of significance, Hence we reject H_0 and conclude that there is association between occupation and brand priority.

C) **H0 There is no association between income and brand priority.**

H1 There is association between income and brand priority.

Respondents Income * Respondents need more branded clothes Cross tabulation

Count

		Respondents need more branded clothes				Total
		1	2	3	4	
Respondents Income	1	20	15	14	0	49
	2	16	12	3	0	31
	3	12	2	5	1	20
Total		48	29	22	1	100

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	11.936 ^a	6	.063
Likelihood Ratio	12.376	6	.054
Linear-by-Linear Association	.851	1	.356
N of Valid Cases	100		

a. 4 cells (33.3%) have expected count less than 5. The minimum expected count is .20.

Conclusion: - Here Chi-square calculated value is 11.936 which is larger than Chi square table value 12.5916 at 6 df and 5% level of significance, Hence we accept Ho.

We conclude that there is no association between income and brand priority.

Findings:

The study to know the branded clothing priority in Lonikalbhor region is conducted on the basis of need to know the changing need of the region. Basically, Lonikalbhor is a small village having around 22518 residents and is surrounded by some industries and a big educational campus. The village is now have different residents like, students, working professionals which is changing the economic environment of the place. The new residents are coming from various other cities and their demand for clothes is also different. Hence, research found it really necessary to know the changing demand of branded clothes in this region. Following are some findings from the study:

- The respondents for this study includes 69% respondents are male and 31% are female.
- The 42% respondents are students, 30% are businessman and remaining 28% are service persons.
- The 49% of the respondents are between the age group of 23 to 35 and 32% respondents are between the age group of 15 to 22. Major size is of young people.

- The respondents are between the income group below 5 lacs and 31% respondents are between the incomes groups of 5 to 10 lacs. It is the region has middle income group people more.
 - The maximum number i.e. 72% of the respondents are buying local brands.
 - The analysis says there is need of more clothing shops in Lonikabhor area.
 - The respondents agreed that they go to other parts of city to buy branded clothes, as very few brands in clothes are available in Lonikalbhor market, it means more brands in clothes are needed.
 - Respondents are not satisfied with clothing market in Lonikalbhor, hence, there is enough demand for branded clothes in Lonikalbhor.
 - The branded clothes are purchased for the good quality of clothes other factors like Price, Performance, and Design affect less on consumer discussion making.
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- Schemes or promotional activities by shopkeeper or companies surely affect buying branded clothes in Lonikalbhor area and advertisements are done regularly to promot branded clothes in Lonikalbhor.
 - Advertisement using Hoarding and Newspaper as media is more effective in Lonikalbhor and is referred by customers in Lonikalbhor.
 - It is clearly proved that there need of is branded clothing market in Loni Kalbhor
 - Occupation of customers has directly connected with brand priority.
 - There is no association between income and brand priority.

Conclusion:

The purpose of conducting this study was to understand need of branded clothing market in Lonikalbhor region. The respondents are from same region and they have honestly given feedback to all the questions asked. The major number of respondents are Students, it means teenagers and they have shown need of more brands on clothes in the Lonikalbhor market and customers visit other parts of the city. The working professionals have also made it clear that they need more branded clothes to buy. The study has major findings that Lonikalbhor needs more branded clothing brands and customer has brand priority.

References:

1. **Website:** <https://www.census2011.co.in>

2. **Books:** a) Marketing Management (15th Edition) by Philip T. Kotler, Kevin Lane Keller

b) Marketing Management by Ramaswamy V S and Namakumari; Publisher: S Macmillan India

3. Research papers are referred from shodhganga website, Ebsco etc.to develop a questionnaire.