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# Purchase Intention Towards Foreign Brands versus Domestic Apparel Brands in Chennai

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**Dr. M. Suresh<sup>1</sup>, Dr. V. Deepa<sup>2</sup>**

<sup>1</sup>Associate Professor, Department of Commerce  
SRM Institute of Science & Technology, Ramapuram, Chennai.

<sup>2</sup>Associate Professor, Department of Commerce  
SRM Institute of Science & Technology, Ramapuram, Chennai.

## **Abstract**

*This study examines the differences between foreign brands and domestic brands in the Indian apparel market. Purchase Intention towards domestic and foreign apparel brand in the Indian market are examined. The purchase decision process into problem recognition, information search, alternative evaluation, purchase decision, and post-purchase behavior. Consumer decision making process is based on perceiving problems, searching for solutions, evaluating alternatives, and making decisions. Descriptive research design is followed in this research. Under non-probability sampling technique, convenience sampling method was used to select the respondent from population. The data were collected through questionnaire method. Sum of 552 Respondents met at the time of purchase in specified mall (Forum Vijaya mall and Express avenue mall), in Chennai City during their leisure time, with a request to fill in the questionnaire. This study finds that Indian consumers who fall in the age group of 40-49 have purchase intention towards European brands followed by American brand and Indian brand and also found that the respondents who fall in the Income of Rs. 40,000 to 60,000 have Purchase Intention European brand followed by American brand and Indian brand.*

**Keywords:** Purchase Intention, Foreign brands and Domestic apparel brands

## **1. INTRODUCTION**

The purchase decision process into problem recognition, information search, alternative evaluation, purchase decision, and post-purchase behavior, further divide the purchase intention into unplanned buying, is named as impulse buying behavior ie. Partially planned buying and fully planned buying. Unplanned buying means that consumers make all decisions before making a purchase in a store. Partially planned buying means that consumers only decide a product category and the specification before buying a product, and brands and types will decide in the shop later. Fully planned buying means that consumers decide which product and brand to buy before entering the shop. **Engel, Blackwell et al. (1995)**. Consumer decision making process is based on perceiving problems, searching for solutions, evaluating

alternatives, and making decisions. **Mowen and Minor (2001)**. American Brands (Levis, Lee, Tommy Hilfiger and Nike), Indian Brands (Wills Lifestyle, Allen Solly, Vaheusen, Peter England and Louis Philippe) and European Brands (Jack & Jones, Benetton, Hugo Boss, Guess and Next) are used in this research.

## OBJECTIVES OF THE STUDY

1. To Study Age and Purchase Intention towards Indian, American and European apparel Brands.
2. To Study income and Purchase Intention towards Indian, American and European apparel Brands

## 2. REVIEW OF LITERATURE

The factors influencing of involvement, brand attachment and brand loyalty on Face book brand pages. The study contains of 81 respondents by using self-administered surveys. The author found that the information has a significant and positive influence on involvement and the interaction is found to have a significant and positive influence on involvement and brand attachment. The brand attachment is found to have a mediating effect on the relationship between parasocial interaction and repeat purchase intentions. The brand attachment is also having a mediating effect on the relationship between social self-expression and repeat purchase intentions. The researcher suggests that brand attachment and brand loyalty in terms of repeat purchase intentions and positive word of mouth intentions is found to be significant and showing a positive relationship. **Storm (2016)**. The factors affecting brand loyalty on purchase intention to cosmetic products of female consumers in Iran. The objective of the study is to understand about the brand name, product quality, price, design, promotion, service quality and store environment. The sample consists of 408 respondents by using random sampling technique among female consumers. The survey is conducted at Tehran city at three malls. The collected were subjected to data analysis by using structural equation modeling (SEM) with Israel and visual PLS. The finding shows that there is a positive relationship between factors of brand loyalty (brand name, product quality, price, design, promotion, service quality and store environment) with cosmetics purchase intention. **Hanzaee & Andervazh (2012)**. the impact of brand awareness, perceived quality and customer loyalty on brand profitability and purchase intention and also authors focused on finding out the mediating role of purchase intention on the relationship of brand awareness and profitability, perceived quality and profitability and brand loyalty and profitability resellers' point of view. The researcher found that There is a insignificant impact of brand awareness and loyalty whereas the significant impact of perceived quality on profitability and they also found that there is a significant impact of brand awareness, perceived quality and loyalty on purchase intention and also they found that purchase intention mediates the relationship between the perceived quality and profitability only. **Nazia Yaseen (2011)**. the influences of brand awareness, perceived quality, and brand loyalty on purchase intention

effect of cellular phone and the effect of perceived quality on brand loyalty, and whether perceived quality mediates the relations between brand awareness and purchase intention, and whether brand loyalty mediates the relations between brand awareness and purchase intention. They found that the higher the brand awareness, the higher the purchase intention and they found that action loyalty and affective loyalty are positively related to purchase intention. The authors also found that brand awareness is positively and significantly and positively related to brand loyalty and also they found that brand loyalty is positively and significantly related to perceived quality and also found that both perceived quality and brand loyalty act as a mediator between brand awareness and purchase. They also suggested that cell phone manufacturers should pay much attention to the influences of brand awareness, perceived quality and brand loyalty on purchase intention. **Hsin Kuang et al. (2009).**

### 3. RESEARCH METHODOLOGY

Descriptive research design is followed in this research. Convenience sampling method was used to select the respondent from population (Those who have knowledge about apparel brands). The data were collected through questionnaire method. Sum of 560 Respondents met at the time of purchase in specified mall (Forum Vijaya mall and Express avenue mall), in Chennai City during their leisure time at the time of visit, with a request to fill in the questionnaire. The researcher had provided questionnaire to 560 respondents out of which only 552 filled-in questionnaires were considered for analysis. ANOVA is used for analysis.

### 4. DATA ANALYSIS

Table No: 1 Analysis of Variance on Age and Purchase Intention towards American Brands, Europeans Brands & Indian Brands.

Brands	Age in year	Sum squares	of Df	Mean square	F	Sig.
Indian Brand	Between Groups	849.666	2	424.833	47.580	.000
	Within Groups	2642.909	296	8.929		
	Total	3492.575	298			
American brand	Between Groups	602.689	2	301.345	22.829	.000
	Within Groups	3603.644	273	13.200		
	Total	4206.333	275			
European Brand	Between Groups	109.077	2	54.538	4.488	.012
	Within Groups	5262.272	433	12.153		
	Total	5371.349	435			

**INDIAN BRAND**

Age in year	N	SUBSET FOR ALPHA = 0.05		
		1	2	3
30-39	41	11.0488		
18-29	187		14.2727	
40-49	71			16.7324
Sig.		1.000	1.000	1.000

AMERICAN BRAND			
Age in year	N	Subset for alpha = 0.05	
		1	2
18-29	168	14.2976	
30-39	40	14.4250	
40-49	68		17.7500
Sig.		.841	1.000

**EUROPEAN BRAND**

Age in year	N	Subset for alpha = 0.05	
		1	2
18-29	264	16.5682	
30-39	67	16.9851	16.9851
40-49	105		17.7714
Sig.		.384	.101

**Hypothesis: there is a significant difference between the age and purchase intention.**

From the Table No.1, it can be inferred that F value for Indian, American and European brand is market 47.580, 22.829 & 4.488 which are significant. Hence there is a significant difference between the variable purchase intention and the age of the respondent's with their brand. Different age groups have different purchase intention towards Indian, American and European brands in the apparel market. Comparing the mean value for Indian brands, respondents who fall in the age of 40-49 years have more purchase intention (16.7324), than the age group of 18-29 years (14.2727) and 30-39 years (11.0488). In case of American brands, respondents who fall in the age of 40-49 years have high purchase intention towards American brands than their counterparts (18-39 years). Comparing the mean value for European brands, respondents who fall in the age of 40-49 years have high

purchase intention towards European brands than their counter parts (18-39 years). It revealed from the table that the respondents who fall in the age group of 40-49 have purchase intention towards their brand. The respondents have more purchase intention towards European brand (17.7714) followed by American brand (17.7500) and Indian brand (16.7324).

Table No: 2 Analysis of Variance on Income and Purchase Intention towards American Brands, Europeans Brands & Indian Brands.

Brands		Sum Squares	of df	Mean Square	F	Sig.
Indian Brand	Between Groups	274.753	2	137.377	12.637	.000
	Within Groups	3217.822	296	10.871		
	Total	3492.575	298			
American brand	Between Groups	758.384	2	379.192	30.023	.000
	Within Groups	3447.950	273	12.630		
	Total	4206.333	275			
European Brand	Between Groups	9.846	2	4.923	.398	.672
	Within Groups	5361.502	433	12.382		
	Total	5371.349	435			

### INDIAN BRAND

Income per month	N	Subset for alpha = 0.05	
		1	2
Less than Rs .20,000	47	12.4681	
Rs 20,000 to 40,000	147		14.3537
RS 40,000 to 60,000	105		15.3714
Sig.		1.000	.052

### AMERICAN BRAND

Income per month	N	Subset for alpha = 0.05	
		1	2
Rs 20,000 to 40,000	134	13.4627	

Less than Rs .20,000	44		16.5909
RS 40,000 to 60,000	98		16.8571
Sig.		1.000	.648

## EUROPEAN BRAND

Income per month	Subset for alpha = 0.05	
	N	1
Rs 20,000 to 40,000	213	16.7793
Less than Rs .20,000	71	16.9437
RS 40,000 to 60,000	152	17.1118
Sig.		.498

**Hypothesis: there is a significant difference between the Income and Purchase Intention.**

From the Table No.2, it can be inferred that F value for Indian and American brand 12.637 & 30.023 &. Which are significant Hence there is a significant difference between the variable Purchase Intention and the Income of the respondent's with their brand. Different Income groups have different Purchase Intention towards Indian and American brands in the apparel market. Comparing the mean value of Indian brands, those who are in the Income of Rs 20,000 to 40,000 have more Purchase Intention towards Indian brands than their counter parts (Less than Rs .20, 000). Comparing the mean value of American brands, those who are in the Income of Less than Rs .20, 000 and Rs 40,000 to 60,000 have more Purchase Intention towards American brands than their counter parts (Rs 20,000 to 40,000). Comparing the mean value of European brands, those who are in the Income of Less than Rs .20, 000 to Rs 60,000 have same Purchase Intention towards European brands. It revealed from the table that the respondents who fall in the Income of Rs. 40,000 to 60,000 have Purchase Intention their brand. The respondents have more Purchase Intention towards European brand (17.1118) followed by American brand (16.8571) and Indian brand (15.3714).

## 5. FINDINGS OF THE STUDY

The respondents who fall in the age group of 40-49 have purchase intention towards their brand. The respondents have more purchase intention towards European brand followed by American brand and Indian brand. The respondents who fall in the Income of Rs. 40,000 to 60,000 have Purchase Intention their brand. The respondents have more Purchase Intention towards European brand followed by American brand and Indian brand.

## Direction for the Future Study

Consumer attitudes keep changing and these findings may not be applicable in all cases. Surveys should thus be undertaken periodically. The findings of this study are based entirely on the research conducted in the Chennai city and hence may not be applicable to other areas.

## 6. CONCLUSION

Indian consumers do perceive foreign and domestic brands differently based on Purchase Intention. The Indian Apparel companies can create an attractive and visually appealing display that can catch an mind of customers to increase their sales. Indian consumers are price sensitive and therefore, suitable pricing of the product is crucial for market entry and penetration. Majority of the clothing advertising is being targeted mainly on women. Indian consumers prefer global brand because of the status symbols and strong perception of foreign brands which is not seen in the domestic brand. Young buyers are influenced by price offers, design and stylish apparels made them to change the brand.

## 7. REFERENCE

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