

# Customer's Purchasing Behavior towards Spykar Jeans – A Study of Indore City

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## Abstract

*In the Asian subcontinent, maximum share of demand of denim is dominated by most populated countries India and China. Westernization is the key feature of their contemporary civilization and the inclusion of denim in routine is increasing day by day. Hence the demand for denim will automatically increase in near future. We may say that denim market will be on boom in next few decades. Asian consumers are having a tendency to wear designer branded label jeans along with reasonable prize. Hence in last few decades in Indian market acceptance of denim has reached at a very high level. The dominance for denim started from the metros of the India and now it has become a need of every one's life. Durability, affordability, versatility and acceptance by both male and female as a comfortable dressing makes denim most popular.*

**Key Words:** Brand Image, Consumer Purchasing Behaviour, Product Range.

## Introduction:

Jeans are trousers/pants, a sort of piece of clothing, commonly produced using denim or dungaree material. Regularly the expression "jeans" alludes to a specific style of jeans of particular company.

## Overall Market for Jeans

North America represents 39% of worldwide buys for jeans, trailed by Western Europe at 20%, Japan and Korea at 10% and whatever remains of the world at 31%. Joined States buyers spent more than US\$14 billion on jeans in 2004 and US\$15 billion in 2005. US purchasers purchased US\$13.8 billion of men's and ladies' jeans in the year that finished 30 April 2011, as indicated by statistical surveying firm NPD Group.

The requisite of denim jeans from the Asia-Pacific district is commanded by nations like India and China. The western style of dressing has affected the dressing style in these nations and is relied upon to keep impacting bringing about expanded development of denim wear in these nations for the coming years. The most favored brands of

the white-collar class group in the Asian nations are required to be the top of the line creator marks alongside mid-valued settled universal brands. The retail business in India has been seeing solid positive development for as long as couple of years. The Indian retail industry is exceedingly disorderly; in any case, it is moving towards association at a quick pace.

The denim jeans market is a piece of the retail business of India in the array and embellishments portion, and is accordingly picking up development as a consequence of improvements in the retail business. The explanation for the prevalence of jeans is its adaptability worn both by male and female.

The acknowledgment of denim in India has become hugely throughout the years. While metros have been the key driver of development in the underlying stage for most denim wear marks in the nation, the biggest development is presently anticipated that would originate from an all the more profound entrance of denim in India. The denim showcase in India was pegged at USD 1.2 billion in 2011 and anticipated to develop at the CAGR of 15-18% and has the capability of practically multiplying its size by 2015. As far as volumes the denim market is assessed at ~ 300 million of jeans which are anticipated to develop to 550 – 600 Million sets by 2015.

The Denim story in India began as the adolescent story, which observed denim wear to be elegant, agreeable to wear to most events and gave the vital style remainder. 73% of India's populace is youthful with a middle age of 26. Indeed, even following 10 years, the middle age will just get to 29 years. The objective populace of Denim wear has been 14 to 39 years, which will be most of the populace in the following 10 years. This is one of the essential reasons why most brands today, have a sensibly expansive part of Denim in their offering to the customer.

The present denim market is to a great extent skewed towards men's portion which can be taken as around 80% of the aggregate market. While the young ladies have dependent on wearing denim, a huge part of ladies still favor wearing Indian wear like salwar suits at work and at relaxation. Indeed, even with the above limitations, the

ladies' jeans showcase has been developing quickly. The ladies' wear market is anticipated to become speedier here onwards and will possibly represent about progressively that 25% of the aggregate market by 2015. On the city savvy blend, presently the bigger urban communities and the metro's as one contribute about 57% of the aggregate market.

Denim Jeans has seen a developing fame as an easygoing/recreation wear in all huge urban communities in India. The essential explanation behind the underlying development in the metros and extensive urban areas was accessibility. Most brands began retailing from the extensive urban areas and metros.

Brands have possessed the capacity to make the high yearning of denim wear among youth to buy premium brands. Expanding dispensable earnings additionally prompted to development in the jeans business. An extensive part of the development of denim clothing might be driven by more profound infiltration in the littler urban communities with expanding acknowledgment of denim inside India. On looking at the present populace spread and contrast it and the commitment in the denim wear advertise, it turns out to be exceptionally clear on the biggest market estimate amongst Metros and Mini metros. The present market size of denim wear in India is to a great extent skewed towards the Metros and smaller than normal metros. Metros and scaled down metros with around 7% of populace add to around half of the piece of the pie in denim wear. The level 2 and level 3 urban areas - which once more, constitute around 8% of the populace, contribute just a 16% of the piece of the pie in denim wear.

#### **About the Brand Spykar:**

The Spykar is holding a prominent position in top 10 brands of jeans in Indian market. The Spykar story began path in 1992, when Mr. Prasad Pabrekar drove by desire wandered into form attire and assistants to make utilization of his incomprehensible collection of specialized learning in preparing of denim garments. He began the organization with the firm conviction that the best venture for the Co. was Human Capital, beginning with an only a modest bunch, and gradually developed an organization with more than 300 partners. He gave them the most ideal framework to work inside, bringing about a solid and committed team. The organization depends on strict code of morals which is clear in its managing every one of its accomplices; to be specific representatives, exchange partners, merchants and the like. Its highlight on the nature of its items has been faithful ideal from its origin. It has dependably strived to deliver an item, having a worldwide interest. Denims are the center of the company's business. This has been encouraged by the company's in-house handling unit and gives the organization the focused edge in reliably delivering denims of global quality. To persistently

develop, and to bring new styles, slices and texture to the market, the organization has a group of youthful and devoted architects and merchandisers, who are to a great degree mindful of the most recent patterns in the worldwide market. The organization tests an incredible arrangement on new styles and frill, making them stylish and open to the Indian purchaser. Since Spykar outlines particularly for Indian gatherings of people, it has the best fits and plans in its collection.

In India SPYKAR items are accessible at more than 450 MBOs the nation over, aside from the extensive arrangement stores like Shopper's Stop, Globus, Lifestyle, Pantaloons, Pyramids, and so on and at the Exclusive Spykar Jeans outlets at Ahmedabad, Ghazi terrible, Hyderabad, Indore, Kolkata, Lucknow, Mumbai, Nasik, New Delhi and Pune. Spykar Jeans right now has 52 Exclusive Brand Outlets and arrangements to expand that number to 150 before the end of 2008. To stamp its raid in the global field, Spykar Jeans has likewise opened its first select outlets at Glades Mall, London.

The brand has constantly centered around the youth and their desires and developed the item portfolio as needs be. All its advertising endeavors are focused at making the brand important at all circumstances to this perceiving group of onlookers.

#### **Review of Literature:**

Krishna C. V (2011) focused his attention on Private Label Brands in Apparel Retail and examine how can brand image, sales promotion offers, design and store milieu affecting consumer preferences for private level brands. In Indian scenario the result conclude that occupation of the consumer and social class of the consumer has no significant affect effect on the consumer purchasing preference in choosing private label brands.

K. BalanagaGurunathanand M. Krishnakumar (2013) studied the apparel purchasing behaviour. Study was focused on Indian consumers and carried out through five dimensions viz. consumer characteristics, reference groups, store attributes, promotion and product attributes. Result suggest that features of store, promotional campaign and reference groups are the important dimensions of apparel purchasing behaviour.

Syed Irfan Shafi & C. Madhavaiah (2014), by this experimental study suggest that in fast growing apparel industry, understanding of consumer psyche is key to success. Study also tried to express the relationship between demographic variables and consumer purchasing behaviour. Promotional programs can play an important role to attract consumes.

### **Research Objectives:**

- To determine the factors affecting customer's choice during the purchase.
- To determine the impact of demographic variables on consumer's purchasing decisions.
- To determine factors affecting customers' purchasing decisions.

To obtain the results of above objectives considered influential factors which are role model, peer group, self decision, advertising and celebrity endorsement.

### **Hypotheses:**

To know about how the influential factors can affect the customers belonging to different gender, age group, occupation, education and income group a demographic analysis will be performed with following hypotheses:

H<sub>01</sub>: There is no significant difference in the mean rank of influencing factors and gender

H<sub>02</sub>: There is no significant difference in the mean rank of influencing factors and age.

H<sub>03</sub>: There is no significant difference in the mean rank of influencing factors and occupation

H<sub>04</sub>: There is no significant difference in the mean rank of influencing factors and education H<sub>05</sub>: There is no significant difference in the mean rank of influencing factors and income.

### **Research Methodology:**

- **Research design:** The present study is descriptive research based on Survey Method.
- **Research Plan:** Disruptive Analysis, Factor Analysis, Demographic analysis
- **Purpose of the Research:** Research was carried out to gather the opinion of the people to evaluate and investigate the effect of demographic variables on consumer's purchasing decisions and to identify the factors that influence the customers' purchasing decision.
- **Time Frame:** Three Months.
- **Data Type Used:** For the study primary data was used.
- **Data Collection Method:** Data was collected through self designed Close-ended Structured Questionnaire.
- **Sampling Plan:**

- **Population:** The respondents are customers who are wearing Spykar Jeans and residing in Indore city.

- **Sampling Method:** Convenient Judgemental Sampling.

- **Size of Sample:** The sample size was of 200 for the study.

- **Tools Used for Data Analysis:**

- Factor Analysis
- Mann Whitney U Test and
- Kruskal Wallis Test.

### **Rationale of the Study:**

- The study creates a purchasing profile of customers.
- Results can help decision makers to determine the influential factors. Also it can help to access the expectation of the customer.
- It helps the retailers/manufacturer/company to serve better.
- The study will help to identify the factors that influence the customer purchasing decision.

### **Limitations of the study:**

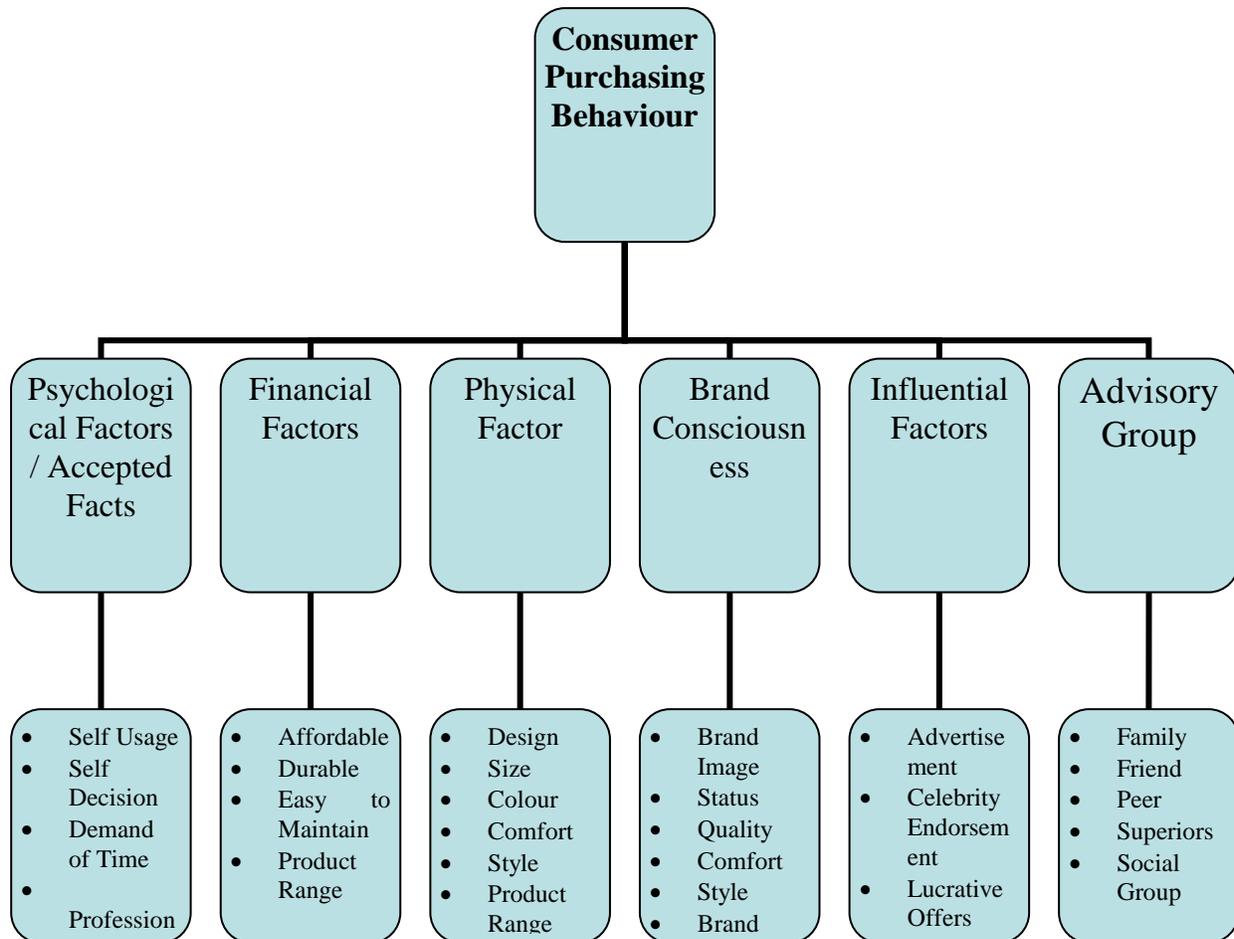
- The people will hesitant to respond to the questionnaire.
- Limited time and resource also affect study
- Study limiting to Indore city only.
- Only the opinions of the users of branded jeans were taken in to consideration.
- There is big market of local jeans which was excluded in this study.

### **Data Analysis:**

#### **1. Descriptive**

- i. The study shows that major rivals in branded Jeans are Spykar', Pepe Jeans London, Lee, Levis , Wrangler. As per the results of present study it is observed that 95% market is captured renowned brands where as only 5% deal with other brand.
- ii. The analysis indicates that the Brand having major influence over the purchasing decision. Then quality, followed by style, design & comfort, prize of the jeans is also considered during final decision, but at last.
- iii. Table 1 and charts 1 & 2 present statistics about the research.

**Variables Affecting Buyer's Purchasing Decision: Chart 1**



**Table 1**

<b>Purchasing Profile</b>		<b>Influential Factors' Profile</b>		
<b>Brand</b>	<b>No. of Buyer</b>	<b>Influential Factors</b>	<b>No. of Respondents</b>	<b>Ranking of the Factor</b>
<i>Spykar' Jeans</i>	<i>50</i>	<i>Brand</i>	<i>70</i>	<i>I</i>
<i>Pepe Jeans London</i>	<i>42</i>	<i>Quality</i>	<i>35</i>	<i>II</i>
<i>Lee Jeans</i>	<i>37</i>	<i>Style</i>	<i>33</i>	<i>III</i>
<i>Spyker</i>	<i>32</i>	<i>Design</i>	<i>28</i>	<i>IV</i>
<i>Wrangler</i>	<i>30</i>	<i>Comfort</i>	<i>14</i>	<i>V</i>
<i>Other Brand</i>	<i>09</i>	<i>Prize</i>	<i>20</i>	<i>VI</i>
<b>Total</b>	<b>200</b>	<b>Total</b>	<b>200</b>	

Chart 2

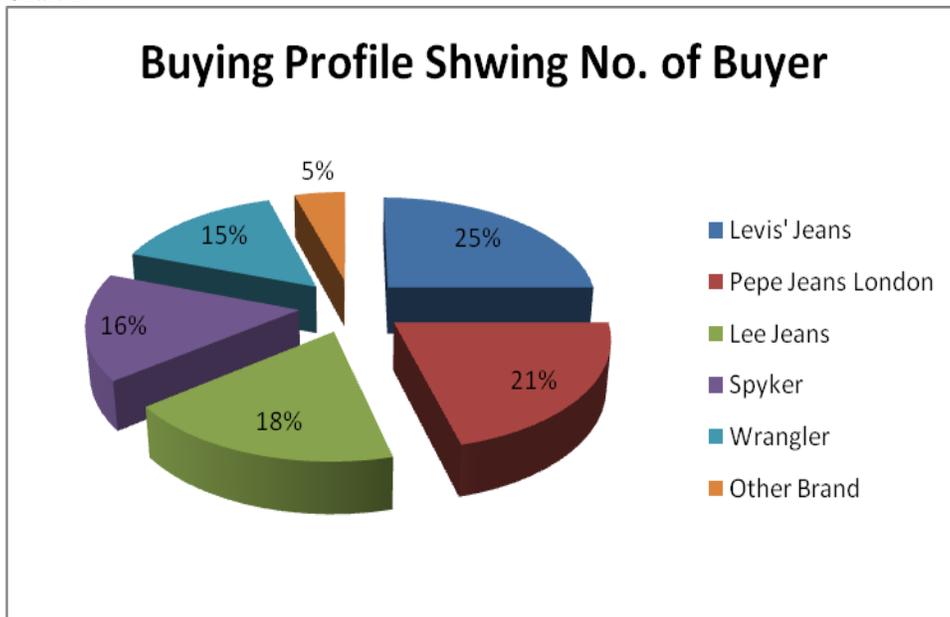
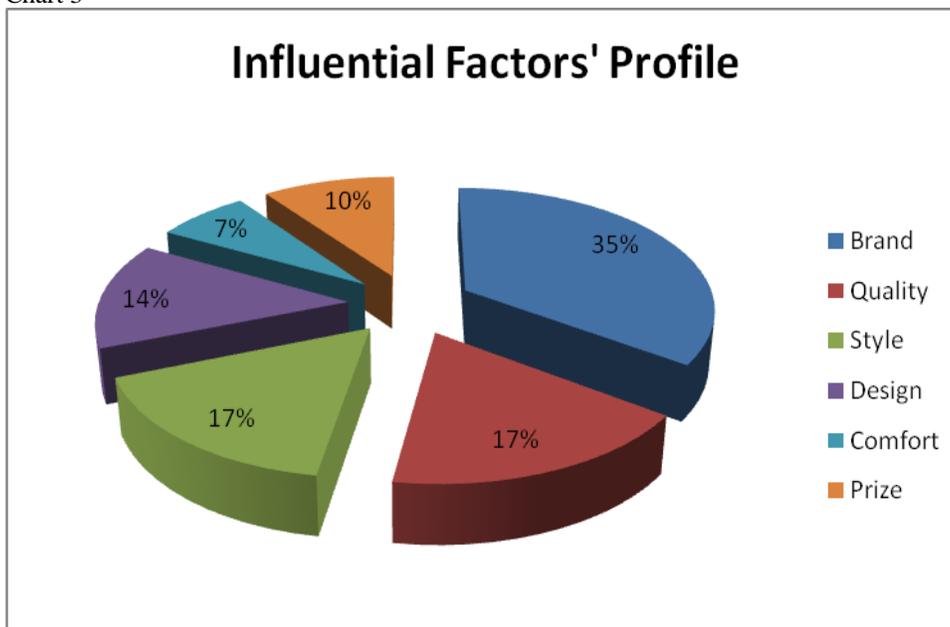


Chart 3



**Factor Analysis:**

Present research were initiated with 17 variables with respect to Spykar jeans which might having direct or indirect impact over the decision makers. The factor analysis was carried to identify the factors (Cluster of attributes) that influence the customers' purchasing decisions. During the data analysis following results was obtained:

The KMO value of 0.821 suggests that we are able to perform the test of factorization with the significant value of Bartlett's Test of Sphericity is 0.000 which is  $<0.001$ . The degree of freedom is 14. During the process of factorization 2 variables were observed approximately neutral. 15 variables were correlated and form factors.

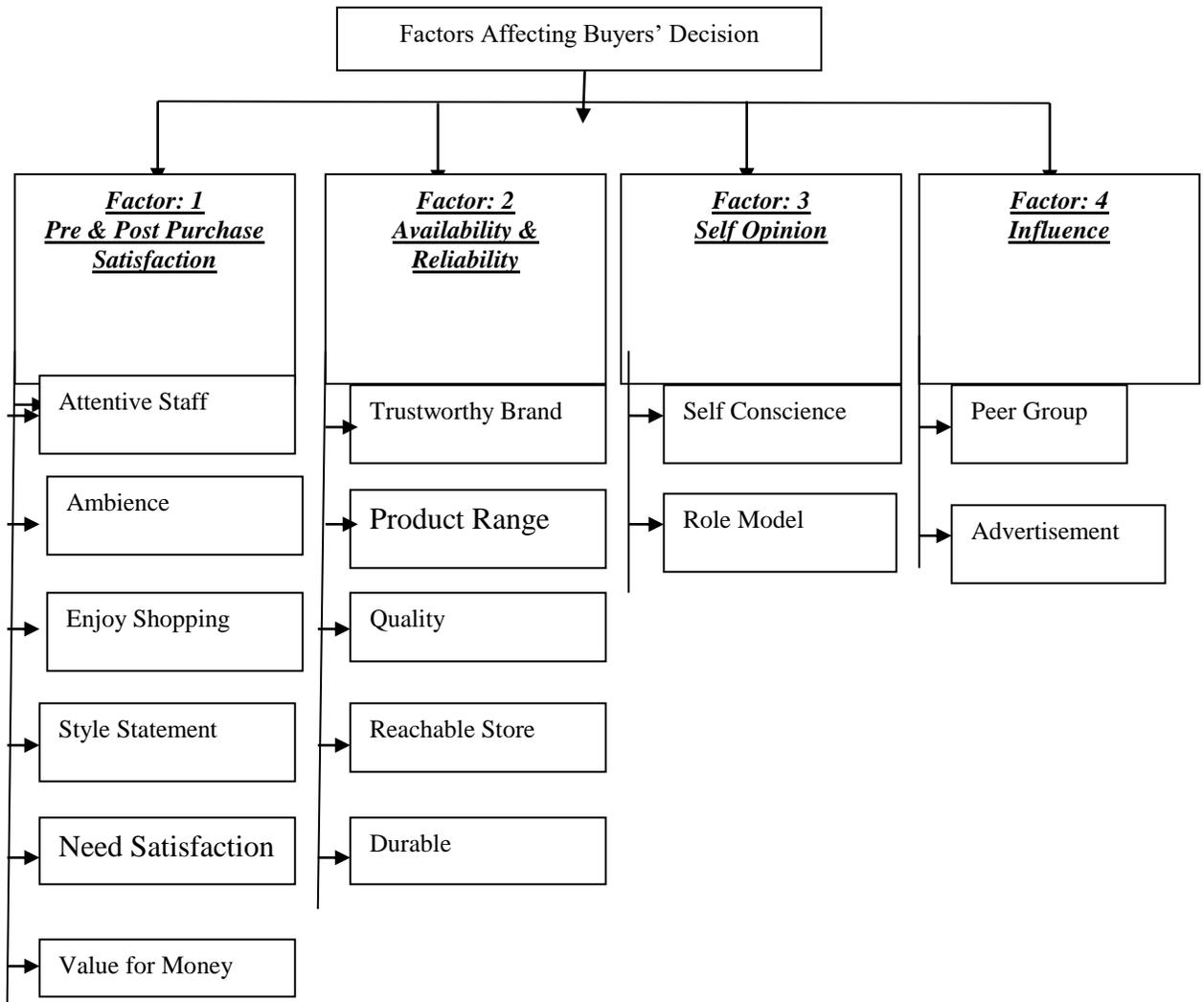
There were four factors extracted by using the method of principle component analysis and rotation method of Varimax with Kaiser Normalization with criteria Eigen value more than one. i.e all the 15 attributes fall under four factors.

Chart 4 gives idea about the extracted factors and attributes considered under these factors.

The factor analysis yielded four interpretable factors shown in chart 4.

The analysis accounted for 82.103 percent of variance. The first factor accounted for 39.123 percent of variance, followed by the second factor accounting for 25.234 percent of variance, the third factor accounted for 11.325 percent of variance and the fourth factor accounted for 6.421 percent of variance.

**Chart 4**



**2. Demographic Analysis**

This analysis was carried out between demographic variables and influential factors using followings two test:

- Mann Whitney U Test
- Kruskal Wallis Test

Chart 5

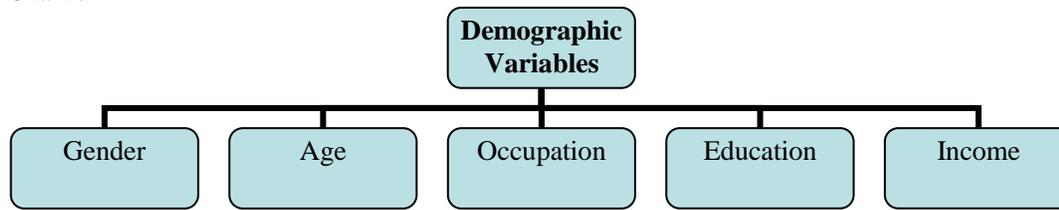
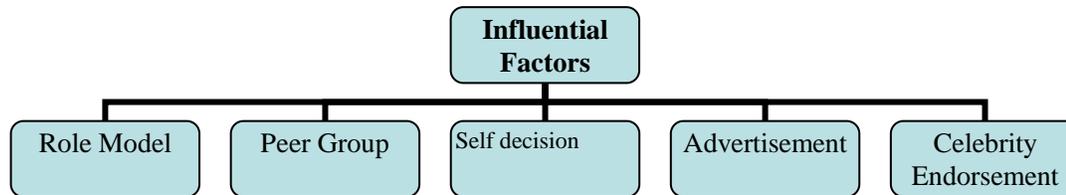


Chart 6



Test Statistics: Table 2

Test Applied	Degree of Freedom	Influencing Factors	Statistical Values	Role Model	Peer group	Self decision	Advertising	Celebrity Endorsement
		Demographic Variable						
Mann-Whitney U	1	Gender	Test Value	4599.3	3839	2487	3624.7	3919
			P Value	0.48	0.245	0	0.196	0.346
			Null Hypothesis	Accepted	Accepted	Not Accepted	Accepted	Accepted
Kruskal Wallis Test	3	Age	Test Value	5.865	1.028	27.167	4.491	9.604
			P Value	0.049	0.795	0	0.213	0.009
			Null Hypothesis	Not Accepted	Accepted	Not Accepted	Accepted	Not Accepted
		Occupation	Test Value	21.769	9.668	12.677	0.857	4.876
			P Value	0	0.022	0.005	0.864	0.112
			Null Hypothesis	Not Accepted	Not Accepted	Not Accepted	Accepted	Accepted
		Education	Test Value	13.285	53.428	8.158	29.677	61.174
			P Value	0.004	0	0.043	0	0
			Null Hypothesis	Not Accepted	Not Accepted	Not Accepted	Not Accepted	Not Accepted
		Income	Test Value	1.987	7.836	1.375	8.839	2.875
			P Value	0.847	0.04	0.778	0.032	0.28
			Null Hypothesis	Accepted	Not Accepted	Accepted	Not Accepted	Accepted

### **Interpretation:**

- i. There is significant difference between the mean rank of self decision and gender. Whereas, there is no significance difference between the mean rank of role model, peer group, advertising and celebrity endorsement and gender.
- ii. There is significant difference in the mean rank of age and role model, self decision and celebrity endorsement. Whereas peer group and advertising has no significant difference in the mean rank of age.
- iii. There is significant difference in the mean rank of occupation and role model, peer group and self decision. Whereas advertising and celebrity endorsement has no significant difference in the mean rank of occupation.
- iv. There is significance difference in the mean rank of education and factors role model, peer group, self decision and advertisement. Whereas, there is no significance difference in the mean rank of education and celebrity endorsement. .
- v. There is significant difference in the mean rank of income and peer group and advertising. Whereas, there is no significance difference in the mean rank of income and role model, self decision and celebrity endorsement.

### **Conclusions:**

The analysis of the data reveals that Spykar Jeans comes very often to mind of customers first. A large percentage of the respondents opt Spykar as their first choice and the most important factor that affects the customer's is brand while making their purchases where as prize is least considered when we are talking about the buyers of branded jeans. It indicates people are ready to pay premium prize for the fulfilment of their dressing desires. For the purpose of factorization, factor analysis was carried out after getting the KMO value of 0.821. There wer four factors extracted that influence the customer's purchasing decisions. The most important factor that influences the customer purchase decision while purchasing Spykar' Jean is pre and post purchase satisfaction. Here the user gains value for their money. The study was not limiting to obtained influential factors only. Factor identification was followed by study of evaluating how does the influential factors affect people belongs to various demography. The findings suggest that there is there is significant difference in the mean rank of age and role model, self decision and celebrity endorsement, it also states that there is significant difference in the mean rank of occupation and role model, peer group and self decision. Whereas, it can be further concluded that there is significant difference in the mean rank of income and peer group and advertising. The analysis indicates that there is

no significant difference in the mean rank of education and role model, peer group, self decision and advertising. The analysis also reveals that there is significant difference between the mean rank of self decision and gender.

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