



**A STUDY ON CONSUMER SENSITIVITY
TO PRICE AND USER RATINGS – IN
MALE APPARELS COMPARATIVE
STUDY ON BANGALORE AND PARIS**

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ABSTRACT

The Apparel industry has emerged into a broad sector with various advancements in technology. The brands have made tremendous efforts to attract their target markets. This research is considering the luxury brands in male apparels. Among various other premium brands in men's fashion, the brands considered for this study are Ralph Lauren, Tommy Hilfiger, Nike, Adidas, Fila, Esprit, Lacoste and H&M. The marketing strategies used to attract consumers and how these customers perceive the particular brand and this affinity towards the brands develops a customer loyalty.

Keywords: Consumer Sensitivity; User Rating; Price; Apparels

1. INTRODUCTION

The apparel industry in general consists of various variants from the initial process of finding out or making of the material needed to make the apparel, manufacturing of the fabric, processing of the particular apparel like garments and accessories, marketing it to the customers, quality checks, distribution models, deliveries and a lot more to consider with the whole apparel and the corporate face on it - providing numerous employment opportunities and bringing it to the end user. This study is basically more relied on men's apparel industry and to find out how the consumer preferences on various brands in these apparels are influenced in different circumstances. The affinity towards the brand that they use on a regular basis and the picture that brand possess in customer's view leads to the reasons influencing them on future purchases.

2. STATEMENT OF THE PROBLEM

The topic focuses on the comparison between the Fashion capital Paris and the emerging fashion hub Bangalore, specific to male apparels as the male fashion industry is showing a rapid growth when compared to women's apparels. As it is required, this comparison will show the difference or similarities driven towards customer's perceptions on various determinants in opting a brand.

3. REVIEW OF LITERATURE

This study on the topic about how Men's fashion industry says don't overdo the casual office look which he states that they also may end up hurting their company's image. Not that a jeans and T-

shirt ensemble is always wrong. But sometimes it's simply not right for the situation (Larson, 1952). Appropriate dressing is a buzz word at the show that has drawn 72 exhibitors and over 300 fashion labels from Canadian and foreign markets (Tata, 1977). His paper reports general equilibrium estimates of national costs of both developed country tariffs and bilateral quo apparel using an applied general equilibrium model. It covers quotas negotiated between three major developed importing countries (the United States, Canada, and the EC) and 34 supplying developing countries under the provisions of the Multi-Fibre Arrangement applying in mid 1980s. India's Apparel Sector in the Global Economy: Catching up or Falling Behind has determined the apparel sector's position as a whole (Delmas & Toffel, 2008). (Hornig et al. 2013) Given the emphasis on export-oriented development it is especially important to understand the nature of the global production system that shapes the insertion of third world countries like India into the international economy (Moe & Trusov, 2011). This paper on the apparel sector focuses on three themes: First, the interlinkages in the organization of international economic activity and the changing competitive conditions in the global apparel market; second, the associated importance of distribution and marketing links in the apparel production chain; and third, the cotton fabric-based nature of India's apparel exports and its competitive advantage.

4. OBJECTIVES

1. To find out the consumer preference within various premium brands in Men's apparel and the situations that contributes affinity for consumers towards that brand.

2. Consumer Sensitivity towards various pricing strategies used by the brands depending on the market in Bangalore and Paris.
3. To ascertain the level of inclination towards user ratings among consumers
4. To find out how user ratings affect the purchase and switching brands.

5. SCOPE OF THE STUDY

This research is conducted in order to explore and figure out a comparative status in purchase behavior for male apparels in Paris and Bangalore. This study is conducted between the age group of 18 to 35 years old men and women who make purchases in male apparels sector, who currently resides either in Bangalore or Paris. This age group is the prime users who are considered to be more inclined on what purchase they make and whether the brand serves true to its expectation.

6. RESEARCH DESIGN

6.1 Hypotheses

H₁ The consumers consider user reviews and price of the apparels

H₂ The consumers does not consider user reviews and price of the apparels

6.2 Population and Sample Technique

A population is the aggregate of all the elements that share some common set of characteristics. The population for the present study is all the consumers, specifically between the age group of 18 to 35 years as they are the prime consumers and trendsetters of fashion and any gender. A sample of 303 respondents were chosen who are

consumers between the age of 18 and 35 in the cities of Bangalore and Paris, area sample of regular customer business students and employees from Bangalore and Paris. Out of these 303 respondents 198 are currently residing in Bangalore and the other 105 is from Paris. In this study qualitative and quantitative methods were used for. These were the two steps used to sample the population for this study. First step is the selection of sample units that is to say collection of data from the population where the surveys or questionnaire were to be circulated and then collect the respondent's answers. The second step was use of qualitative which were taken from literature review and various concepts and definitions with respect to Comparative analysis.

7. DATA AND METHODOLOGY

My data was based on primary data which I have got through circulation of the questionnaire to the specific population in which the responses are needed to pursue the research, as my complete analysis was done on the basis of my primary data which included some demographic questions such as Age, Gender etc. rest of them were related to the topic. So, based on all the questions and responses I was able to evaluate and analyze the data without needing the option of secondary data. The data thus collected was analyzed and interpreted with relevant statistical tools for drawing conclusion. For analyzing the data SPSS (statistical package for social science) was used. A relevant tool such as mean and standard deviation, correlation, Anova, t test and chi square, reliability test analysis was used.

8. LIMITATION OF THE STUDY

1. The sensitivity to price and user ratings are taken only based on the following brands (Ralph Lauren, Tommy Hilfiger, Nike, Adidas, Fila, Esprit, Lacoste and H&M)

Also the demographics considered are limited to the age group of 18 years - 35 years' old which includes only the working and student sample of the population.

9. REFERENCE

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