



A STUDY ON BRANDED CLOTHING PREFERENCES AMONG ADOLESCENTS IN BHUBANESWAR CITY

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Abstract

Adolescents are “hyper consumers “preferring branded clothing items mainly. Adolescent boys prefer Levi's branded shirts and pants where as adolescent girls prefer Chhabra branded kurtis as their first choice. They purchase it due to their superior quality, durability, good fit and latest designs. But they do not have sufficient knowledge to differentiate among the identical varieties of the branded and non-branded products.

Key Words: Adolescent, Hyper Consumer, Brand, Non-Brand.

1. Introduction

Like any other products, the preference for clothing is considerably influenced by brand names. Brands are considered as an important tool to identify the social and economic background of people. Adolescents are seen as “hyper-consumers” in most of the markets. They define their identity by showing their inclination to branded clothing's. For adolescents, brands can have a dual function. They can be a factor of peer acceptance and influence and his own individuality. In other words it can be inferred that adolescents with high peer influence and dominance prefer branded clothing items mainly.

2. Objectives of the Study

1. To know the present trend among adolescent boys and girls for branded clothing preferences.
2. To know the reasons for choosing the same.

3. Methodology

3.1 Sample Size: Primary data is collected through questionnaires distributed to 120 adolescents consisting of 60 boys and 60girls from Bhubaneswar city of Odisha. The entire questionnaire received was screened for errors, incomplete and missing responses.

3.2 Sampling Method: Purposive sampling method is used for collecting information with the help of questionnaires.

4. Analysis and Interpretation

Table 1: Consumer Profile

Item	Categories	No of Respondents	Percentage
Adolescents	Boys	60	50.0
	Girls	60	50.0
	Total	120	100.00
Age	13 to 19 years	120	100.00
Locality	Urban area	120	100.00
City	Bhubaneswar	120	100.00

Source: Primary data

Table 2: Brands (Shirts) Preferred by the Adolescents

S. No	Brand Names	Frequency	Percentage
1	Mufti	11	18.4
2	Levi's	14	23.3
3	Pepe -jeans	10	16.6
4	Wrangler	09	15.0
5	Being human	11	18.4
6	Denim	05	8.3
Total		60	100.00

It can be analyzed from the above table that 23.3 per cent of respondents preferred Levi's branded shirts. An equal percentage of respondents in each brand (18.4%) preferred Mufti and Being human shirts. So it can be concluded that adolescent boys



give equal weight age to both type of branded shirts while purchasing. Preference for Pepe jeans shirts was the third choice by the 16.6 per cent adolescent boys.

Table 3: Brands (Pants) Preferred by the Adolescents

S. No	Brand Names	Frequency	Percentage
1	Mufti	05	8.4
2	Levi's	14	23.4
3	Pepe Jeans	07	11.6
4	Wrangler	09	15.0
5	Being human	13	21.6
6	Crimsoune Club	12	20.0
Total		60	100.00

Out of 60 adolescent boys, only 14 preferred to purchase Levis branded pants, closely followed by 13 and 12 respondents who preferred Being human and Crimsoune Club branded pants. In the adolescents preference ladder Levi's, being human and Crimsoune Club comes one after another.

Table 4: Brands (Kurtis) Preferred by the Adolescents

S. No	Brand Names	Frequency	Percentage
1	Biba	08	13.3
2	Chhabra	16	26.7
3	Rain & Rainbow	04	6.6
4	Shree	10	16.7
5	Anahi	09	15.0
6	Zovi	13	21.7
Total		60	100.00

The first choice of Adolescent girls is Chhabra branded kurtis and the preference percentage is 26.7. Zovi kurtis were preferred by 21.7 per cent of the respondents where as only 16.7 per cent of respondents preferred Shree branded kurtis. Only 4 adolescent girls out of 60 preferred Rain & Rainbow branded kurtis.

Table 5: Reasons behind Choosing Branded Clothes

S. No	Categories	Frequency	Percentage
1	High quality & durable material	52	43.3
2	Satisfactory fitting & latest design	20	16.7
3	Easily available and trusted product	34	28.3
4	All of these	14	11.7
Total		120	100.00

On questioning adolescent boys and girls, approximately 43 per cent opined that they are tempted by the quality and durability of the material, 28.3 per cent said that it is easily available in Bhubaneswar city and that too products are trusted ones. Only 16.7 per cent said that the fitting and design of the items is up to their satisfaction level. Only 14 respondents out 120 said that all the above mentioned reasons combinedly influenced them to purchase branded clothing items.

Conclusion

It is concluded from the analysis that both adolescent boys and girls opined in favour of purchasing branded clothes due to their superior quality and durability mainly, followed by easy availability and trusted products, satisfactory fitting and latest design etc. Though broadly the adolescents are aware about different brands that are available in the market, they do not have the requisite knowledge so as to differentiate among the identical varieties of the branded and non-branded products. The brands which have low awareness in the minds of adolescents have less adolescents pull and sell. Adolescent preference to branded items would be of immense value to the textile industry to design appropriate marketing strategies to cater to the better satisfaction of the adolescents.



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