



CHANGE IN PREFERENCE OF APPAREL BRANDS: THE DIFFERENCE BASED ON GENDER AND PLACE OF RESIDENCE

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Introduction

- by 2020, the penetration of internet in India will be nearly 730 million.
- The innovations that they brought in terms of refining their product search, payment, logistics, analytics etc.
- remoulded the behavioural pattern possessed during the purchase and decision making
- broad selection of brands is made available to choose from.
- perceived value, the review about the products, vendor rating, increased selling of counterfeit brands, Schadenfreude, customer service offered by the vendor etc.
- shift in the interest of customer to prefer one brand over other in terms of gender and their city of residence.

Literature Review

A. Perceived Value

- involved in the process of decision making
- When it comes to online purchase, since the touch and feel sense is through an interface, value becomes perceived value
- (Walker et al., 2006), the tradeoff between perceived quality, stable against the aggregated cost to procure a product or service.
- fundamental basis of all exchange activities and its influence in driving the buying choice were mentioned by (Pieters et al., 1995; Wu et al., 2014).
- task forced customers; experiential customers

B. Electronic Word of Mouth

- from discussion forums, social networking sites, review forums, product reviews in the site etc.
- the reliable source of information as it is provided by the customers and certified buyers
- product reviews posted by the consumers is considered the most crucial electronic WOM communication (Schindler and Bickart, 2005; Sen and Lerman, 2007)
- (Herr et al., 1991) quoted that negative reviews are specifically looked after by the customers among the reviews posted.

C. Counterfeit Products

- The online market place has attenuated the line of security between the seller and buyer
- posed serious risk in case of duplication of brands and also selling second quality products
- the customer can verify the product only when it reaches his hands
- according to the International Anticounterfeiting Coalition (2008), over the last two decades counterfeiting has grown by over 10,000 percent.
- There is a direct proportion between the power of the brand and the likelihood to be counterfeited according to (Lee and Yoo, 2009)
- (Chiu & Leng, 2016) adds to it that when the production technology is low and the demand is high for a particular product category, as in case of luxury fashion brands (Lee and Yoo, 2009) statement is even more true.
- (Hickman & Ward, 2007) define Schadenfreude as the "pleasure felt in response to another's misfortune".

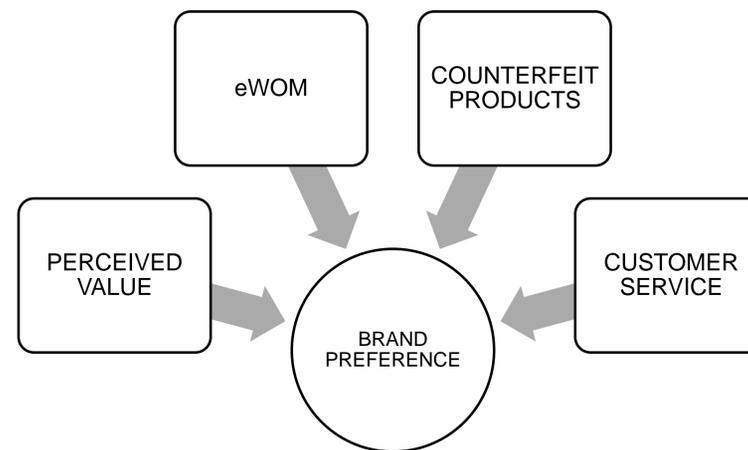
D. Customer Service

- The relationship between the seller and buyer continues based on the support and service given by the seller after the product is brought.
- logistics (delivering the product on or before time), returning the amount paid or the product itself if it doesn't fit or is damaged, review call from the seller etc.
- a friendly gesture by offenders or a timely action does not decline the cost of the products they purchase next time hence the repurchase intentions of customers is not effectively induced.
- (Holloway et al. 2005) suggested that post purchase intentions are enhanced by post recovery satisfaction.

Research Question

- How has the technological advances made difference in preference of brands?
- How different is it based upon gender and place of residence?

Theoretical Framework



Hypothesis

- **H1: Perceived value as a factor of influence have a significant impact on customer's brand preference.**
- **H2: e-WOM as a factor of influence have a significant impact on customer's brand preference.**
- **H3: Counterfeit products as a factor of influence have a significant impact on customer's brand preference.**
- **H4: Service quality provided by vendor as a factor of influence have a significant impact on customer's brand preference.**

Research Methodology

- The primary data were collected through an online questionnaire.
- The data have been collected from a total of 174 respondents.
- Convenience sampling was done to get the target respondents.
- Ordered Logistic Regression was used to estimate the model.

AGE GROUP	MALE	FEMALE
Less than 20	16	23
20 - 30	40	39
30 -40	11	17
40 -50	4	7
50 -60	17	-
Above 60	-	-
TOTAL	88	86

Results

FILTERED RESULTS BASED ON GENDER

Independent Variables	Odds Ratio	Coefficient	p-value
City of Residence	1.43469	0.7946633	0.231
Service Quality	1.178787	1.057074	0.003
Perceived Value	1.105901	1.010775	0.028
Electronic Word of Mouth	1.108731	1.02445	0.011
Counterfeit Products	1.124572	1.023925	0.014

FILTERED RESULTS BASED ON GENDER : Male Respondents

Independent Variables	Odds Ratio	Coefficient	p-value
City of Residence	1.002065	0.3895538	0.996
Service Quality	1.007035	0.8304499	0.943
Perceived Value	1.559964	1.303662	0.000
Electronic Word of Mouth	1.092463	0.9615275	0.175
Counterfeit Products	1.124196	0.9595594	0.147

FILTERED RESULTS BASED ON GENDER : Female Respondents

Independent Variables	Odds Ratio	Coefficient	p-value
City of Residence	1.157395	0.4809353	0.744
Service Quality	1.312765	1.114328	0.001
Perceived Value	0.9798754	0.8747942	0.731
Electronic Word of Mouth	1.163009	1.012846	0.032
Counterfeit Products	1.068596	0.9400669	0.310

FILTERED RESULTS BASED ON PLACE OF RESIDENCE : Metro

Independent Variables	Odds Ratio	Coefficient	p-value
Service Quality	1.250931	1.024428	0.028
Perceived Value	1.048807	0.8895748	0.571
Electronic Word of Mouth	1.116786	0.98001	0.098
Counterfeit Products	1.147855	0.976138	0.095

FILTERED RESULTS BASED ON PLACE OF RESIDENCE : Non-Metro

Independent Variables	Odds Ratio	Coefficient	p-value
Service Quality	1.166858	1.022602	0.022
Perceived Value	1.153456	1.031699	0.012
Electronic Word of Mouth	1.135754	1.02278	0.017
Counterfeit Products	1.122918	0.988986	0.052

Analysis

- Respondents are tend to give importance for service quality, perceived value, electronic word of mouth and counterfeit product before making a preference for brand.
- While the male respondents consider perceived value more the female respondents takes on service quality and electronic word of mouth before preferring a brand or product.
- When it comes to place of residence people residing in metro prefer brands based on service quality, electronic word of mouth and counterfeit products while those residing in non-metro consider perceived value along with above three.

Conclusion

- Technological advancements had made various factors sprout up which did have an impact on the choice and adoption of brand at its infant stage.
- Factors like service quality provided by vendors, perceived value by the customer, electronic word of mouth in the form of reviews, in fact impact the choice of brand preference and adoption in many ways.
- With further development, the scenario will be constantly changing
- administer the decisions of customer before making a purchase