

MARKETING FACTORS INFLUENCING THE DECISION OF CONSUMERS ON PURCHASE LINGERIE IN TIRUPATI

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ABSTRACT

The Indian lingerie market is definitely one of the unique markets amongst the major markets of the world today. Due to the significantly changes of the style allure of the lingerie items, the market is being driven by the appearance of modern advancements and textures that help in planning creative items, for example, laser-cut consistent bras and shaped T-shirt bras. Fashioners are putting more noteworthy rich-looking textures, bands, weavings and more brilliant, all the more challenging tones. The Indian undergarments market has seen an awesome development and has gone through a groundbreaking change. Esteemed at around US \$ 3 billion of every 2017 and expected to develop at a CAGR of around 14 percent to contact US \$ 6.5 billion by 2023, the classification owes this accomplishment to different socio-social elements and innovation. Brand feeling is the foremost trend in the Indian innerwear industry. At present India's lingerie market is valued at \$3 billion and next few years the market value is expected to reach to \$5 billion. The appearance of web-based media and the mindfulness that open conversations around body inspiration involve, a gigantic possibility has opened up for the lingerie market.

Keywords: Brand Equity, Consumer decision, Innerwear brands, Lingerie, Marketing factors

INTRODUCTION

Lingerie refers to inner wear or under garments, the girl children, adolescents and women use lingerie, for various purposes which are mostly readymade. The lingerie are available in different designs and styles. From bras and panties to yoga togs and polished loungewear, corsets keeps growing and expanding as our current wardrobe needs change and develop. Consumers correlate with the product with the brand through these brand elements; this is a psychological response. Acquisition of lingerie is basic for any one

independent of pay classification Recessionary pattern may fairly affect the interest for more costly items and in such a projection, the shoppers are probably going to switch over to bring down quality items without having a lot of unfavorable effect on the general development of the market in amount terms.

In India the adolescent girls and women are in need of knowledge on lingerie available for various purposes on one side educational and career opportunities are increasing for women, on the other hand life style related activities are also

increasing. This necessities use of different lingerie for different activities, working long hours travel to work / study centres, physical exercise for fitness influences the selection of lingerie.

The various brands advertise for their products highlighting the features of their lingerie models. Yet a customer needs support from the sales person in selection of lingerie, especially in small towns where all the models of all brands may not be available and sales person may not be trained in the product sale. Most of the women in small towns have to compromise on the available models, which may not be appropriate to their needs. Increase in women population and rise in customer awareness on the global brands are the key factors driving the lingerie market (Tsarenko, 2017).

METHODOLOGY

The study was a descriptive research conducted on 125 adolescent girls aged between 17 to 19 years, studying pre degree courses in Tirupati town from January to March 2019. Among the sample selected 25 adolescent girls were drawn from each field; Arts, Science, Engineering,

Nursing and polytechnic courses. The knowledge of the sample on lingerie and marketing factors influencing lingerie was assessed using a structured questionnaire developed for the purpose. The questionnaire developed focuses on; the decision making strategies for purchasing lingerie, the characteristics of adolescent girl lingerie purchasing behaviour and marketing factors influencing underwear purchases. The questionnaire consisted of questions on Product attributes , Customer Service , Sales out let location and arrangement, Product sales/ Price , Factors for choosing a lingerie brand. The data collected was pooled, tab ulated, analysed and interpreted and discussed as under.

RESULTS AND DISCUSSION:

The attributes of the product such as quality, fitness, fabric used, suitability to climate of the season, colour, variety, design, fine sewing or workmanship, comfort and durability were assessed on a five point Likert type of scale. The respondents were asked to rate the attributes as per their perception and experience. The results are presented in Table 1 and figure 1.

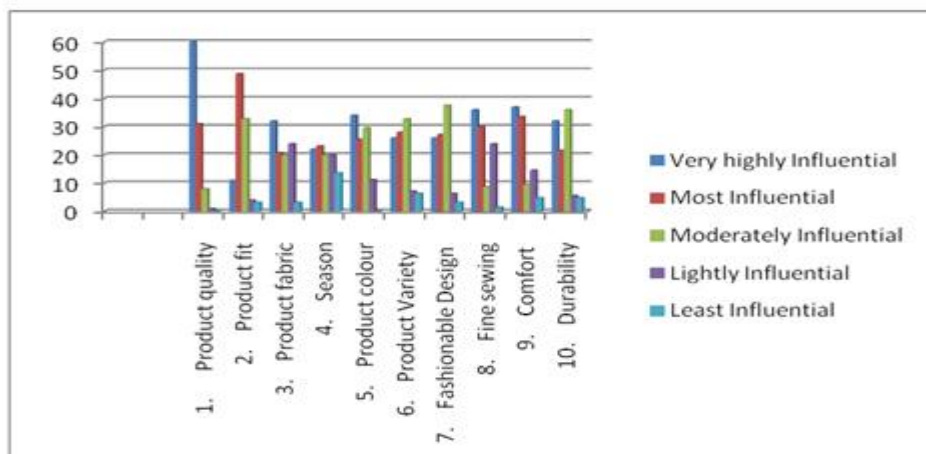


Figure 1: Production attributes perception by the sample

TABLE 1: DISTRIBUTION OF SAMPLE ACCORDING TO THEIR PERCEPTION ON THE PRODUCT ATTRIBUTES.

Product Attributes	Very highly Influential (%)	Most Influential (%)	Moderately Influential (%)	Lightly Influential (%)	Least Influential (%)	Total (%)
1. Product quality	60	31	8	1	0	100
2. Product fit	11	48.8	32.8	4	3.2	100
3. Product fabric	32	20.8	20	24	3.2	100
4. Season	22	23.2	20	20	13.6	100
5. Product colour	34	25.6	29.6	11.2	0	100
6. Product Variety	26	28	32.8	7.2	6.4	100
7. Fashionable Design	26	27.2	37.6	6.4	3.2	100
8. Fine sewing	36	30	8.8	24	1.4	100
9. Comfort	37	33.6	9.6	14.6	4.8	100
10. Durability	32	21.6	36	5.6	4.8	100

The table 1 and the figure 1 indicates that the late adolescent girls as consumers of lingerie gave more value (60%) to product quality over other attributes. It is interesting to note that only a small percentage of the sample (11%) indicated product fit as very highly influential. Which shows that the knowledge on fitness/ correct size of

lingerie may be low among the adolescent girls. Only 22 to 37 percent of sample considered product fabric, season, product colour, product variety, fashion design, fine sewing, comfort and durability as highly influential.

TABLE 2: CUSTOMER SERVICE

Customer Service	Very highly Influential (%)	Most Influential (%)	Moderately Influential (%)	Lightly Influential (%)	Least Influential (%)	Total (%)
1. Knowledge on product on sale	54	24	10.4	7	4.6	100
2. Identifying the customer need	33	39	20	4	4	100
3. Adequate support to customer	24	28	18.6	27.6	1.8	100
4. Polite behaviour with the consumer	35	39.2	16	6.4	3.4	100
5. Number of Fitting Rooms	33	26.4	22.2	15.2	3.2	100

The customer service encompasses information on the lingerie being sold or the product on sale. In India, especially in small forms the mothers or siblings or friends accompany the girls to lingerie shops. In small towns there are very few exclusive

lingerie outlets or lingerie are sold in Apparel shows rooms, where the sales person may or may not be a woman. Hence an effort was made to know the experience of the adolescent girls on customer service with regard to lingerie.

The table 2 shows that customer service as experienced by late adolescent girls under study. A notable (54%) percentage of sample felt the knowledge of the sales person was very highly influential on selection of lingerie. Around 24-35 percent of the sample were influenced by the support given to the customer need, identification, no of fitting rooms and polite behaviour towardsto customer, which indicates that the support to

customer from the sales persons and shop management was low to moderate which may affect the lingerie purchasing behaviour of female customers. The girls and women feel shy and deffident in demanding more information on lingerie in small towns. The lingerie sale outlets should train their sales persons and equip them with adequete knowledge on the product for both marketing the product and helping the customers.

TABLE 3: OPINION OF THE SAMPLE ON SALES OUT LET LOCATION AND ARRANGEMENT

Sales out let location and arrangement	Very highly Influential (%)	Most Influential (%)	Moderately Influential (%)	Lightly Influential (%)	Least Influential (%)	Total (%)
1. Downtown Location	18	34.4	32.8	8.8	6	100
2. Cost of travel to the store	27.2	20.8	39.4	9.6	3	100
3. Display of Products	31	17.6	22.4	23.2	5	100
4. Attractive Interior	18	49.6	22.4	5	4.8	100
5. Hospitality	38	32	23.2	4.8	2	100

The location of sales out let also determines the purchase of lingerie. The travel cost and access to sales depart, the hospitality, display of product also influences the sales of the product to some extent. The opinion of the sample on this aspect was collected on a five point scale and present in table 3.

The results were presented is table 4

The table 3 shows that only small percentage (18% to 38%) of sample were influence by sales outlt location and arrangements while purchasing their lingerie.

TABLE 4: PRODUCT SALES/ PRICE

The cost of Lingerie payment mode and discounts available on the selection o f lingerie was st udied.

Table 4: Influence of product price and sale strategies of purchase of Lingerie

Product sales/ Price	Very highly Influential (%)	Most Influential (%)	Moderately Influential (%)	Lightly Influential (%)	Least Influential (%)	Total (%)
Reasonable Price Compared with the product quality	34	25.6	26.4	6.2	7.8	100
Payment Method	34	31.2	24.8	7.6	2.4	100
Discounts	46	16.8	20.8	4	12.4	100
Premiums	31	24	21.6	9.6	13.8	100
Lingerie Fashion Shows	21	31.2	28.8	9	10	100
TV Advertisements	31	29.6	23.2	3.4	12.8	100

The table 4 indicates that a notable percent (46%) were highly influenced by the discounts given while purchasing lingerie. The payment mode (34%) and price of the product (34%) also influenced selection of lingerie to a small extent. A very small percentage of sample (21% to 31%) were influenced by fashion shows, TV advertisements and premiums, which shows that the cost payment mode, discounts seem to influence selection of lingerie by a small percent of adolescent girls under study.

All Lingerie brands advertise their products through their celebrity/ brand ambassadors. These advertisements show latest styles, models and designs indicating wide choice. The online purchasers and citydwellers have the advantage of purchasing latest models and designs which are not available in towns. An effort was made to examine the factors contributing to selection of a lingerie brand (see table 5 and figure 2).

TABLE 5: FACTORS CONTRIBUTING TO CELECTION OF A LINGERIE BRAND.

Factors for choosing a lingerie brand	Most Influential (%)	Very Influential (%)	Moderately Influential (%)	Lightly Influential (%)	Least Influential (%)	Total (%)
1 Advertisement	33	29.6	18.4	8.6	10.4	100
2. Online shopping options	22	29.6	36	9.6	2.8	100
3. Availability of all models in Tirupati show rooms	25	25.6	20	26.8	2.6	100
4 Brand ambassador	36	22.4	16.8	10.4	14.4	100
5. Styles and make	42	28.8	23.2	2	4	100

6.More choice	30	32	20.8	10.2	7	100
7.Popular among the peer group	48	21.6	20	3.4	7	100
8. Cost of the product	39	18.4	24.8	13.6	4.2	100

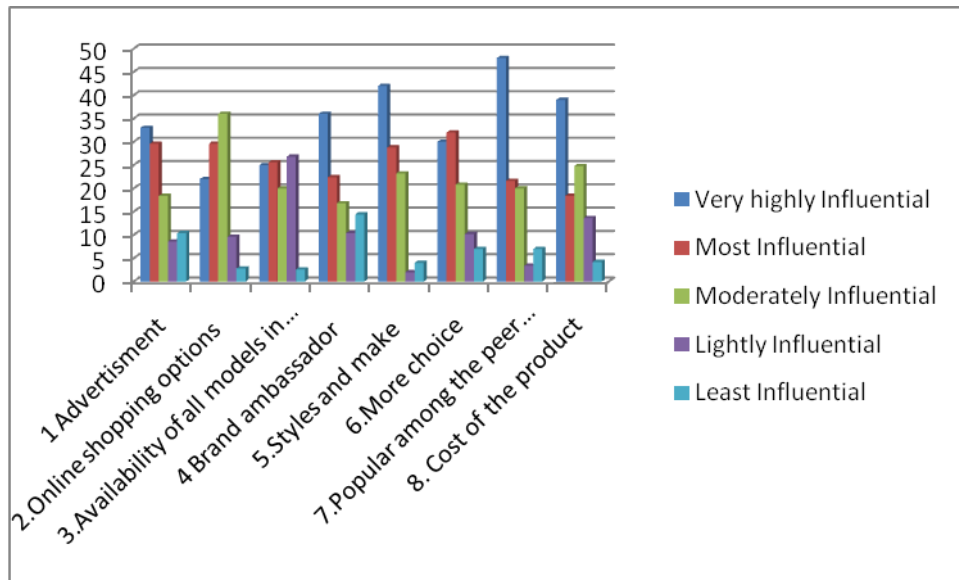


Figure 2: factors contributing to selection of a lingerie brand.

From the table 5 and figure 2 it is evident that peer group influence (48%), styles and make on the lingerie (42%) influenced very highly in choosing particular lingerie brand by a notable percentage of sample. The cost of the product,

brand ambassador and advertisement had influenced only a small percentage of sample. The online shopping options and non availability of all models in small towns also influenced very small percentage of adolescent girls under study.

CONCLUSION:

The results of the study allow to conclude that the late adolescent girls as consumers of lingerie gave more value (60%) to product quality over other attributes. Only 22 to 37 percent of sample considered product fabric, season, product colour, product variety, fashion design, fine sewing, comfort and durability as highly influential. A notable (54%) percentage of sample felt the knowledge of the sales person was very highly influential on selection of lingerie. Small percentage (18% to 38%) of sample were influenced by sales outlet location and arrangements while purchasing their lingerie. The payment mode (34%) and price of the product (34%) also influenced selection of lingerie to a small extent. The study

indicates that the consumer support from the trained sales person (preferably women) is very helpful in selection of right lingerie by the consumer. There is a great need to create awareness among adolescent girls on right methods of arriving at their lingerie size and fitness. The lingerie brands may undertake such awareness programmes as a win-win approach of their marketing strategies.

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