

Volume 6, Issue 9, September 2018

International Journal of Advance Research in Computer Science and Management Studies

Research Article / Survey Paper / Case Study

Available online at: www.ijarcsms.com

Impact of Colours in Consumers Opinion towards Promoting of Apparels

Dr. P. Silambarasan

Assistant Professor,
Department of Management,
Government Arts College For Men,
Krishnagiri-635001,
India.

Abstract: *The objective of the paper is to look at the impact of perceived quality and emotional worth on the acquisition behavior toward branded attire in India. The study is employed to see the factors that influencing Indian shopper getting behavior toward associate degree Indian attire complete. A respondent from Chennai took half during this study. The sample size of the study is 600. The correlation and multivariate analysis tools were applied. The study establish the buyer's behaviors and their perceived worth towards branded prepared created clothes. This study provides valuable strategic implications for Indian retailers World Health Organization attempt to expand their market.*

Keywords: *Apparels, Colour, Marketing.*

I. INTRODUCTION

The consumer behavior is a disputatious and challenging issue and involves the individuals and whatever the buy, why and how they buy, marketing mixed and market. Consumer behavior is a very interesting field to study. Since it is consumers who buy goods and services, they can use their daily experience in order to perceive the concepts and theories of this field. Perceiving consumer behavior and evaluation of the consumer performance is of particular importance considering cultural differences in different societies. Consumer behavior is a subtle phenomenon due to the fact that individuals do not always act overtly. Their performance as consumers is not often predictable and even explainable. Individuals gain practical experience through observing shopping behavior of others and doing their own shopping. (Johan, Michiel; 2010).

Brown said that majority of buyers were mostly influenced by a number of factors, including prestige, advertising, and satisfactory familiarity in use, but in most occasions the authentic liking for a fastidious chief brand seemed pathetic. However, one significant factor is the psychological impact on consumer's mind of a particular product. Sewall said that in market segments a lot of people were observed, having different intentions to purchase similar product. Colour is one of the basic things, which have a psychological impact on consumers mind and in result on his buying behavior.

Human being has continuously been affected by colours either physically or psychologically. How humans are affected by colours has obviously a psychological nature which indirectly influences norms, reactions and individual behavior. Buying behaviors are the decision processes and acts of people involved in buying and using products. For understanding buying behavior, we need to understand why consumers make the purchases that they make, what factors control consumer purchases, and the altering factors in our society. A firm needs to examine buying behavior because buyer's reactions to a firms marketing strategy has a great impact on the firm's accomplishment. It stresses that a firm should generate such strategies, which satisfies

customers and therefore need to evaluate that what, where, when and how consumers buy. Marketers can better forecast how consumers will respond to marketing strategies. Consumer's behavior depends on many factors.

In our daily life, there are plenty of things that we have taken for granted in the sense that we do not notice, acknowledge, enjoy them fully or sometimes even complain about. Among those precious gifts existing in our life there are the ability to see things in colours and the colour itself. (Sewall ,1978)

Colour affects every moment in life. It is an important marketing communication tool, a memorable visual element and carries key symbolic and associative information about products. It strongly influences the clothes we wear, the car we drive, the backpack or hand bag we choose to use, the shoes or sneakers we wear and the furnishings in our homes. The product's colour may play a significant role in the consumer's purchasing decisions for certain products. Many companies in the world hire colour consultants to help identify the best colour for their product, one which would appeal to their potential buyers. 62-90% of a product purchase decision is based on the colour of the product and the decision is made within minutes of seeing it. Colour is a highly noticeable attribute for presenting images. It improves recognition, memory and increases subjects' attention (Wichmann, et al., 2002)

Judgments about colors are frequent in the market place. Consumers often buy products in the colors that they find most pleasing at the time of purchase and, knowing that, firms often rely on colors to appeal emotionally and aesthetically to consumers. The colorful iPhone cases, the dark green Starbuck's stores, or the red Target logo are common examples of how firms use colors to influence consumer preference, recall, search patterns, inferential processes, and ultimately, decision making. Colors are powerful signals, in part, because of their readily accessible emotional tones. Indeed, research has shown that colors are associated with and inducers of specific emotional states. However, in spite of the robust evidence of color's impact on emotion, the literature is surprisingly silent about the inverse relationship—that is, the impact of a viewer's emotion on his/her color preference. The current research, therefore, investigates how colours influence for apparel selection. Because colors are so spontaneously linked to emotional states, studying the impact of color preference can also help us tackle another critical question, yet to be systematically explored in the literature.

II. LITERATURE OF REVIEW

Color is an important tool for shaping customers' feelings and responses. It is a tool which can do more harm than good if used inappropriately. Advertisers who choose color on the basis of brand generalizations or personal bias run the risk of actually alienating customers. Online retailers should pay attention to screen color of the web site that affects perceived download quickness and user evaluation of the web site. The importance of color as an attribute is also a function of the average life and price level of a product. In general, consumers are more likely to be more focused on a color of their choice for high priced, high involvement and long life products. In contrast, for low involvement products consumers are more flexible in their color choice (Grossman & Wisenblit, 1999). Many researches have indicated that there are differences between genders in preferences for color. The women might be more color conscious and their color tastes more flexible and diverse than men. Women are more likely than men to have a favorite color. They prefer soft colors and men prefer bright colors. (Khouw, 2008).Product colour is an important influencing factor in the purchase of certain product categories. For example, Madden et al. (2000) state that colour is one of the top three factors that influence consumers when buying an automobile. Consumers prefer certain products in specific colours. Blue, red, black and white are consumers' most preferred colours when buying motorcars. Situational influences have also been linked to consumer behaviour by authors like Ferrell and Hartline (2008). Specifically, Ferrell and Hartline (2008) explain the nature of situational influences on consumer behaviour in the following manner:

Situational influences	Examples	Potential influences on buying behaviour
<i>Physical and spatial influences</i>	Retail atmospherics Retail crowding Store layout and design	A comfortable atmosphere or ambience promotes lingering, browsing, and buying. Crowded stores may cause customers to leave or buy less than planned
<i>Social and interpersonal influences</i>	Shopping in groups Sales people Other customers	Consumers are more susceptible to the influences of other consumers when shopping in groups Rude salespeople can end the buying process Obnoxious "other" customers may cause the consumer to leave or be dissatisfied
<i>Temporal (time) influences</i>	Lack of time Emergencies Convenience	Consumers will pay more for products when they are in a hurry or face an emergency Lack of time greatly reduces the search for information and the evaluation of alternatives Consumers with ample time can seek information on many different product alternatives
<i>Purchase task or product usage influences</i>	Special occasions Buying for others Buying a gift	Consumers may buy higher quality products for gifts or special occasions The evoked set will differ when consumers are buying for others as opposed to themselves
<i>Consumer dispositional influences</i>	Stress Anxiety Fear Fatigue Emotional involvement Good/bad mood	Consumers suffering form stress or fatigue may not buy at all or they may indulge in certain products to make themselves feel better. Consumers who are in bad mood are exceptionally difficult to please An increase in fear or anxiety over a purchase may cause consumers to seek additional information and take great pains to make the right decision

Source: Ferrell and Hartline, 2008

III. OBJECTIVES OF THE STUDY

For the purpose of obtaining the data relating to various aspects, a well formulated interview schedule was prepared. Using these interview schedules, the relevant data on various aspects have been collected. The data collected in this study were by using the primary method. The data were collected from the respondents who are purchased dress materials from Multi branded Showrooms at Chennai. Researcher planned to collect the data with the help of Moderators. Researcher along with five Moderators introduced and explained about the need and significance of the study. An assurance was given that the collected data would be utilized on the research purpose only and seek favourable co-operation. Data were collected from Chennai Silks, Saravana Stores and Pothys in Chennai city. The survey work was carried out from October 2017 to December 2018. Researcher got permission from the respective showrooms to collect the data from the respondents only between 10 am to 3 pm. Since there will be a huge crowd, they denied permission after 3 pm. Researcher collected data from 600 respondents. Those 600 schedules found to fit and considered for further analysis.

IV. SAMPLE SIZE

For the population of above 1,00,000, Schall (2003) suggested a minimum of 400 samples enough to be surveyed. Since the population for this study is more than a lakh, the researcher plans for more than 400 samples from Multi Branded Showrooms at Chennai. To reduce the error rate and to increase the accuracy, an additional fifty percentages of samples have been included and finally 600 interview schedules have been prepared.

V. SAMPLING METHOD

For an undefined population, the researcher has arrived at 600 sample size. The researcher adopted non proportional Quota sampling method to select the respondents.

VI. DATA ANALYSIS AND INTERPRETATIONS

Statistical tools mentioned in the research methodology. In this chapter, the results of the statistical analysis are presented in order to answer the research objectives. The frequency distribution is employed to analyze the demographic variables and background information towards online shopping of the consumer.

Table 6.1: Frequencies and Percentage Distribution of Profile of the Respondents

Demographic Variables	Frequency	Percent	
Gender	Male	300	50.0
	Female	300	50.0
	Total	600	100.0
Age	Below 25 Year	98	16.3
	25-35 Year	178	29.7
	36-45 Year	163	27.2
	46-55 Year	118	19.7
	Above 55 Year	43	7.2
	Total	600	100.0
Marital Status	Single	150	25.0
	Married	406	67.7
	Separated	14	2.3
	Widow/Widower	30	5.0
	Total	600	100.0
Education	Illiterate	26	4.3
	Primary Education	75	12.5
	Secondary Education	113	18.8
	Graduation	185	30.8
	Post Graduation	113	18.8
	Professional Degree	88	14.7
	Total	600	100.0
Monthly Family Income	Below Rs.25000	64	10.7
	Rs.25001-50000	169	28.2
	Rs. 50001-75000	137	22.8
	Rs.75001-100000	139	23.2
	Above Rs.100000	91	15.2
	Total	600	100.0
Occupation	Student	81	13.5
	Private Employee	206	34.3
	Govt. Employee	75	12.5
	Professional	53	8.8
	Business	52	8.7
	Home Maker	133	22.2
	Total	600	100.0
Family Type	Joint	137	22.8
	Nuclear	463	77.2
	Total	600	100.0
Location of the Residence	Urban	358	59.7
	Semi Urban	140	23.3
	Rural	102	17.0
	Total	600	100.0

The background characteristics of the respondents are reported in Table-6.1. Men constitute 50 percent of the respondents and women 50 percent. Most of the respondents belonging to the age group of 25-35 years (29.7%) followed by the age group of 36-45 years (27.2%), 46-55 years (19.7%), below 25 years (16.3) and 7.2 percent of the respondents are in the age group of above 55 years category. With respect marital status 67.7 percent of the respondents have married and 25 percent of the respondents are single, followed by 5 percent of the respondents are Widow or Widower and 2.3 percent of the respondents are separated. Among the respondents 30.8 percent of the respondents hold a graduate degree, 18.8 percent of them hold a post graduate degree, followed by 18.8 percent of the respondent have secondary education, 14.7 percent of them hold professional degree, 12.5 percent of the respondent have primary education and 4.3 percent of them illiterate.

With regard to monthly income, 28.2 percent of the respondents have the income level of 25,001 – 50,000 followed by 23.2 percent of the respondents earn Rs. 75001 - 100000, while 22.8.8 percent of respondents have an income level of Rs.50001-75000, 15.2 percent of the respondents draw Rs. 100000 and above, only 10.7 percent of the respondent draw 25000 and below. Regarding occupation, 34.3 percent of the respondents are private employee, 22.2 are home maker, 13.5 percent of the respondents are student,12.8 percent of them are government employee, 8.8 percent of them are professionals and 8.7 percent of the respondents are doing business. Regarding family type 77.2 percent of the respondents are in nuclear family, only 22.8 percent of them are in joint family. Regarding location of the respondent, 59.7 percent of them are in urban area, 23.3 percent of the respondents are in semi urban area and 17 percent of them are in rural area.

Table 6.2: Frequencies and Percentage Distribution of Purchasing Habits of the Respondents

Purchasing Habits	Frequency	Percent	
Frequency of Purchase Apparels	Once in a Month	101	16.8
	Once in 2 Months	186	31.0
	Once in 3 Month	39	6.5
	More than once in 3 Month	274	45.7
Monthly Expenditure	Less than Rs.1000	91	15.2
	Rs.1001 to 2000	306	51.0
	Rs. 2001- 3000	146	24.3
	Above Rs.3001	57	9.5
Source of information	Advertisement through Television	64	10.7
	Internet	116	19.3
	Friends and Relatives	382	63.7
	Advertisement in magazines	38	6.3
Occasion of Purchase	Off- Season Sale	110	18.3
	Festival Times	247	41.2
	Function	40	6.7
	Regular Purchase	203	33.8
Place of Purchase	Multi branded showrooms in Malls	22	3.7
	Multi branded Show Room	101	16.8
	Shops	412	68.7
	Online	65	10.8
Mostly Purchased Combination of Colours	Single Colour	63	10.5
	Double Colour	346	57.7
	Multi Colour	191	31.8
Spend more time particularly in choosing the color	Self	191	31.8
	Friends	42	7.0
	Relatives	57	9.5
	Family Member	310	51.7
Total	600		

Purchase habits of the respondents are reported in table 6.2. Regarding frequency of purchasing apparels 45.7 percent of the respondents are purchasing the apparels more than once in three months, 31 percent of the respondents making purchase once in two months, 16.8 of them purchasing once in a month and 6.5 percent of the respondents making purchase once in three months. With regard to monthly expenditure 51 percent of the respondent are spending rupees 1001 to 2000 for purchasing apparels, followed by 24.3 percent of them are spending rupees 2001 to 3000, 15.2 percent of the respondent are spending less than rupees 1000 for purchasing apparels and 9.5 percent of the respondent are spending more than rupees 3000 for the purchase of apparels. Regarding the source of information 63.7 percent of the respondents are getting information about the products through their friends and relatives, 19.3 percent of them are getting information through internet, 10.7 percent of the respondents are getting information through the advertisements from television and 6.3 percent of them are getting information through the advertisements from magazines. With regard to occasion of purchase 41.2 percent of the respondents are purchasing apparels during festival time, 33.8 of them will go for purchase regularly i.e. whenever they need they will go for purchase. 18.3

percent of the respondents will go for the purchase of apparels during off – season sale, where as 6.7 percent of them will purchase during their family functions.

Regarding the place of purchase, 68.7 percent of the respondents are purchasing apparels from shops, 16.8 percent of them making purchase in a multi branded showrooms. Whereas 10.8 percent of the respondents making purchase through online and 3.7 percent of them are purchasing apparels from multi branded showrooms in Malls. With regard to mostly purchased combination of colours, 57.7 percent of the respondents prefer double colour combination apparels while purchasing, 31.8 percent of them prefer multi-colour combination and 10.5 percent of the respondent prefer single colour while purchasing apparels. Regarding spending time while choosing the colour, 51.7 percent of the respondent spends more time in choosing colours while purchasing apparels for their family members, 31.8 percent of them spend more time while purchasing apparels for their self. Whereas 9.5 percent of the respondents spend more time while purchase for their relatives and only 7 percent of them spend more time while purchasing for their friends.

VII. CONCLUSION

The purpose of this research was to develop an instrument to measure color and design clothing preferences and purchase intentions of Asian Indian/Americans and to test the reliability and validity of the developed instrument. The first and second components of the instrument were tested and found to have high reliability. The results of the third and fourth components of the instrument provided evidence of validity of the first and second components. The Clothing Color and Design Symbolism Preferences and Purchase Intention Instrument was then refined based on testing the four components of the instrument and eliminating certain colors and designs, as well as components three and four of the original instrument.

In regard to the influence of acculturation on color and design clothing preferences and purchase intent, the majority of the participants scored in the midrange of the acculturation scale. Asian Indians preferred and showed intent to purchase westernized clothing with colors associated with their native country's traditional dress whether or not they were closer to the high end of the acculturation scale. This supports the idea that their heritage is an important factor in their lives, and they embrace it when adapting to the host culture. This is not to say that the same individuals do not also prefer or purchase clothing with mainstream American features. Many of these women are accustomed to their traditional dress, which is a work of art, and they may not want to part ways with it. So, they purchase westernized clothing that incorporates the colors, attributes, surface patterns, and other details mostly like the ones of their home country. These results were secondary to the primary purpose of the development and testing of the Clothing Color and Design Symbolism Preferences and Purchase Intention Instrument.

References

1. Johan,C .and Michiel,S .(2010). Framework Consumer Behavior. PP10-15. Jansson-Boyd, C. 2010. Consumer psychology. Berkshire, England: McGraw-Hill.
2. Murphy A. Sewall, State University of New York at Albany(1978), Nonmetric Unidimensional Scaling of Consumer Preferences For Proposed Product Designs, Advances in Consumer Research Volume 5, 1978,Pages 22-25.
3. Wichmann, F. A. Sharpe, L. T. Gegenfurtner, K. R. (2002). The contributions of color to recognition memory for natural scenes. Journal of Experimental Psychology: Learning, Memory, and Cognition, 28, 509–520.
4. Grossman, R. P., & Wisenblit, J. Z. (1999). What we know about consumers' color choices. Journal of Marketing Practice: Applied Marketing Science, 5(3), 78-88.
5. Khouw, N. (1995). The meaning of color for gender, [online] Available: <http://www.colormatters.com/khouw.html> (March 20, 2008)
6. Madden, Thomas & Hewett, Kelly & Roth, Martin. (2000). Managing Images in Different Cultures: A Cross-National Study of Color Meanings and Preferences. Journal of International Marketing - J INT MARKETING. 8. 90-107. 10.1509/jimk.8.4.90.19795
7. Hartline, Michael & C. Ferrell, O. (1996). The Management of Customer-Contact Service Employees: An Empirical Investigation. Journal of Marketing. 60. 52. 10.2307/1251901.
8. Schall, R. (1991) Estimation in generalized linear models with random effects. Biometrika, 78, 719-727.