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A REVIEW ON FASHION PRODUCTS UTILIZATION IN RURAL AREAS IN COMPARISON WITH URBAN AREAS OF HYDERABAD

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Abstract

The globalization of world economy has increased competition, at local and as well as internationally. In such focused business milieu associations require a recognizing component that will keep shoppers distinguishing and purchasing their products. With increase in competition every year, **the traditional sources of, ready for action advantage like leadership in price and quality is** insufficient to guarantee the achievement of an item any longer in both provincial and urban markets. As it were, Company administrators are perceiving that the genuine worth of the association is not the unmistakable resources it possesses, but rather the esteem attributed to the brands it is creating to fulfill the requirements of the purchaser. This examination breaks down brand devotion for fashion products in country and urban markets. For this comparative study, one rural and urban place Hyderabad region were chosen. The connection between statistic factors on the brand unwaveringness of the purchasers and buyer's exchanging factors in regarded chose item classification was made. An arbitrarily chose test of 200 each from Kismatpur locale, Neredmet were chosen for this examination. Results demonstrate that among the factors to be specific sexual orientation, age, training and occupation, just age and instruction have the most noteworthy effect on shopper's intension to buy the marked design items in urban regions and in rustic territories.

Keywords: Branding, FMCGs, cosmetics

Introduction

Consumers typically go through seven major stages when making purchase decisions viz. need acknowledgment, scan for data, pre-buy assessment, buy, utilization, post-utilization assessment, and divestment. By understanding these seven phases and how different variables impact each phase of shopper's choices guide, advertisers can find why individuals are or are not purchasing item and what to do to inspire them to purchase progressively or from a particular provider (Blackwell 2005). If a buyer

decides to buy a product in assessment stage he would make five purchase decisions, such as vendor, quantity, timing, brand and payment method. To buy a product they need not necessary to involve all of these decisions. It depends on the cost, life, frequency of the product. In case of high cost and infrequently purchased products like television, all these decisions take place and there is no concept of trial purchase because these products can be purchased for a considerable period. In case of low cost and frequently purchased items like toilet soaps, food products etc. called Fast Moving

Consumer Goods (FMCGs) may not involve all decisions like payment method. Fashion is a popular style or practice, especially in cosmetics, mobiles, clothing, footwear, accessories, make up, body piercing or furniture. Fashion is distinctive and often habitual trend in the style in which a person dresses. As seen fashion is anything in vogue, particularly in clothing and accessories. It is also a style, a trend in dress. Though many more things like the way we live, we do things, our lifestyle can also be included, yet we have to restrict the scope of fashion to apparel and accessories. Today, many electronic products like music players, cell phones and even soaps claim as fashion products. This is true to some extent, but we will restrict the scope of fashion to clothing, textiles and accessories.

Factors influencing the consumers to purchase the Fashion Products

Luxury

“Luxury is a necessity that begins where necessity ends.” Coco Chanel
It is not so easy to define the word “luxury”. What is luxury for someone is just ordinary for others. In terms of economic it is said as, luxury objects can be said to be those products whose price and quality relationship is the valuable in the markets. Quality means their measurable, tangible functions of an object. Jean-Noel Kapferer criticizes this definition by saying that “what accounts, indeed, is not the absolute price, but the price differential between luxury products and products with comparable functions” (Kapferer 1999, 77). Most of the people purchase fashion products for status

in the society and cost of the product doesn't matter for them. The only point they look at is status in the society.

Purchase Intentions

The readiness of a purchaser to purchase a specific item or a specific administration is known as buy expectation. Buy expectation is a needy variable that relies upon a few outside and interior components. A part of the elements are as per the following: Purchase Decision, Purchase Price Adjustment and Purchase with Purchase.

Media

The media plays a significant role when it comes to fashion. For instance, an important part of fashion is fashion journalism. Publication scrutinize, rules, and critique can be found on TV and in magazines, daily papers, mold sites informal organizations, and form web journals. As of late, design blogging and YouTube chronicles have transformed into a critical outlet for spreading examples and form tips, influencing an online culture of sharing one's style on a webpage or Instagram to account. Through these media outlets perusers and watchers everywhere throughout the world can find out about mold, making it exceptionally open.

Technology influences

Technology plays a large role in most aspects of today's society. Technological influences are growing more apparent in the fashion industry. Advances and new developments are shaping and creating present and future trends. Developments such as wearable technology has become an important trend in fashion and will continue with advances such as clothing constructed

with solar panels that charge devices and smart fabrics that enhance wearer comfort by changing color or texture based on environmental changes. The fashion industry is seeing how 3D printing technology has influenced designers such as Iris Van Herpen and Kimberly Ovitz. Technology also provides latest upcoming fashions trends in the market. The most of the buyers frequently change fashion as per the new trends and new fashion available in the market. Especially in the clothing and cosmetics industry use latest inventions and new methods to grab the market of all ages.

Social Media

Form incline goes past the tasteful esteems, it rises as an expressive instrument for originators to convey their message about the general public. With the impact of web-based social networking, superstars and bloggers, their voice are effectively being heard and have affect on form and pattern whenever. Form and music are indistinguishable. Prabal Gurung featured the significance of music to his shows, saying "each season we need to recount a story for 10 minutes... the ideal congruity amongst materials and music permits this". Music is a portrayal of form that communicates the conceptual plan idea into relatable amicability for watchers.

Purpose of the work

This research is designed to investigate the power of Brand name & Advertisements on two different sections of society-the urban & the rural consumer base respectively. Essentially the study aspires to study the

topic through reviewing related articles & also by getting the perceptions of knowledgeable individuals regarding the topic through surveys. Moreover, this research will focus on the following goals:

- To study the significant difference, if any, in the purchasing purpose, preference, taste of the urban & rural buyers.
- To know about the awareness level of consumer regarding 'Brands'.
- To recognize and estimate the difference in the factors which impose on to the satisfaction level of both types of consumers.
- To make suggestions on the basis of findings.

Objectives Of The Study

This study was carried out with the following objectives:

1. The entire examination goes for contrasting the inclination for mark acknowledgment among urban and provincial versatile clients.
2. The complete study examines to compare the role of advertisement in the purchase of mobile phone's among backward areas and urban areas of mobile users.
3. The study aims to compare the preference of brand recognition among different income groups among the respondents.
4. The study aims to compare preference of functionality, quality and price over brand recognition among rural and urban mobile users.
5. The study aims at finding the most preferable mobile brands among rural and urban mobile users.

Research Methodology

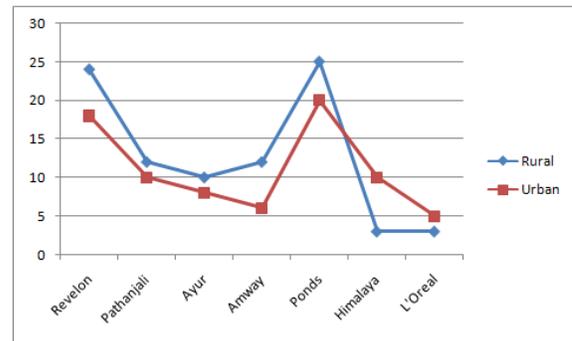
This survey was conducted at two places. For the study of rural and urban areas, we surveyed Kismatpur and Neredmet X Roads. Total 200 people were surveyed, out of which 100 people belonged to each region. The sample space included both men and women of different age groups. Depending upon the age the sample is divided into 3 groups: Age-12-18, Age-19-21 and Age-21 above. By concentrate diverse age gatherings, the examination expects to discover the buyer conduct about brand acknowledgment for various age gatherings. The investigation is improved by the utilization of line diagrams wherever essential and the outcomes are communicated as rates. It is expected that every one of the respondents are not identified with each other in any way and the feelings of one respondent can't influence the conclusions of some other respondent.

Hypothesis

The ownership of different mobile brands among rural and urban users

Kismatpur region

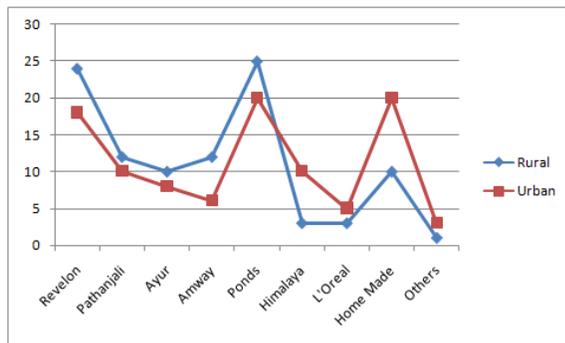
Brand Name	Rural	Urban
Samsung	30	28
Nokia	32	20
Sony	9	15
Apple	2	12
Micromax	20	10
HTC	3	6
KARBON	2	1
Others	1	8



The most important factor to be considered while selecting a mobile phone in rural and urban areas is 51% of people mainly give first priority as mobile functionality and where as in rural area 44% of people concentrate on functionality. Brand is the another factor which plays important role while choosing the handset at urban areas 21% of survey look for the best brand in the market and where as 12% of rural people will only concentrate on brand. Pricing is another major factor where 15% in urban and 24% in rural people will look for the low pricing mobiles. Quality is considered as 13% in urban and 20% in rural.

The ownership of different cosmetics among rural and urban users Neredmet X Roads

Brand Name	Rural	Urban
Revelon	24	18
Pathanjali	12	10
Ayur	10	8
Amway	12	6
Ponds	25	20
Himalaya	3	10
L'Oreal	3	5
Home Made	10	20
Others	1	3



MAJOR FINDINGS

As high as 80% of the total urban respondents say that they would consider a key brand in the market for purchase of a fashion products. Surprisingly, a healthy 51% of the rural population feel the same way. Most of the respondents from urban as well as rural areas admit that the source of information about the product they bought was TV's and advertisement. As expected, as the purchasing power of the buyer increases, the preference's for branded products increase for both rural and urban users increases. This is mainly due to the increase in the quality of lifestyle. For both urban and rural users, functionality is a key trait in a fashion products that they consider before buying a product followed by its price. It can be concluded that people are willing to spend more money to buy a branded product with better specifications. For both urban and rural users, always plan to purchase fashion products only in branded products whether it is electronics, cosmetic, mobiles, services and many other. This may be due to the fact that these branded companies offer products for public for every price range so that each section of society can be targeted, so companies offer high specifications for low prices are also catching up in the market.

Conclusion

The reason for this paper was to ponder the impact of brand name on the shopper basic leadership process and to examine the impact of outer factors on customer conduct by looking at the decisions of two distinctive purchaser bases-provincial and urban. Consumer behavior is a conditioned response to external events, therefore the region and surrounding environment also have some impact on choosing the fashion product. To conduct the research, a questionnaire administered survey has been conducted among 200 respondents of urban and rural regions and the data revealed that brand name has strong influence on purchase decision. In rural areas, pricing is given more consideration than brand name, while in urban areas, brand name overtakes pricing factor. From the study it is also clear that well known mobile phone brands are equally popular among the people of both regions and the consumers trust the brand name. The company which offers a wide range of options to choose from is more likely to successfully gain popularity and capture market share equally well in urban as well as rural areas. The study highlights the key elements which influence the consumer behavior and can prove to be valuable to consumer products companies as well as market analysts.

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