

## Research Article



## Psychological Behaviour Involved in Selection of Branded Shirts: A Study with Reference to Medical Representatives in Chennai

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**Received:** 10-07-2018; **Revised:** 30-07-2018; **Accepted:** 10-08-2018.

### ABSTRACT

**Research Motivation:** The brand research area has many innovative topics but a very few are found with regard to the branded shirts and that too have concentrated only on customer satisfaction and customer loyalty. This research study has focused on brand elements such as value, loyalty, communication, promotion and satisfaction. The focus is on medical representatives and their behavior towards branded shirts because dressing plays an important role in the medical representative's job. **Research aim and objective:** The main objective of the study is to analyze the major components associated with brand enhancement. The model work is framed to portray the major elements associated with the brand. Medical representative provide more importance for their appearance, as it is very important to persuade the consumers. Thus, this study analyses the emotions and psychological aspects of the medical representatives. **Research methods and materials:** The major respondents for this study are those medical representatives who buy branded shirts. The study takes into consideration men who buy for themselves and women who buy branded shirts for their friends, siblings, father and husband. The data has been collected using a convenient sampling method. The reliability of the questionnaire was tested using a Cranach's alpha. The researcher has used a factor analysis to analyze the most promising brand elements. The outcome of the study suggests that the brand managers and brand outlets should enhance the brand value through continuous efforts such as promotions, loyalty programs, satisfaction measurement, consumer service etc. There is a major expectation from the branded shirts, which can be fulfilled by brand value creation.

**Keywords:** Psychological behaviour, Medical representatives, Brand enhancement, Brand value, Branded Shirts etc.

### INTRODUCTION

Pharma Industry in India is doing well, and growing year after year. The success or failure of a business is decided by how well prepared it is to satisfy its customer needs in light of the competitor efforts and prevailing market conditions. In pharmaceutical industry, medical representatives act as an important mediator to attain the success. The standard work activities that a medical representative has to do is to increase sales, increase awareness of the brand, increase market share, meet and exceed targets, build a relationship and convey product information etc. They need to be able to manage their time well and project a highly professional image. The medical representatives decorum pertains not only to their behavior but also to their appearance. A proper selection of dress commands respect for any professional. Medical representatives need to look professional so that doctor shows interest in them and their products. When they promote a product they are the representative for a company so they also need to match that standard and to do that attire is the first thing. This has led to a stiff competition amongst them to convert the doctors to prescribe their products. This poses a challenge not only for the existing medical representative in Pharma Industry but also for the freshers who enters the same field. They play an important role as they have a close connection with the consumers buying medicines from them. A typical day may involve one on one meetings with doctors, pharmacists or nurses in their offices or places of

business to monitor their supply of drugs and to inform them of forthcoming changes.

Hence medical representative's attire and costumes makes them different from others. Their appearance is very important to persuade them and hence a lot of importance is given to the dressing sense. Good colour selection and good brand sense will gain a lot of confidence to them and will enhance their work in a better way. Now a days medical representative have started to work in with many medical companies. (Kothari Parli)<sup>1</sup> aimed to evaluate and analyse the promotional literature on drug distribution and he also mentioned the strategies to overcome the challenge along with the ways and means to do well in their job consistently. Customer satisfaction and loyalty plays an important role for any business firm or service providers to be successful in the market as market leaders. (M.Anand Shankar 2017)<sup>2</sup> examined that, with competition heating up in all the sectors, the feedback on customer experience, perception and expectations are becoming crucial, because the customers expect the best from the sellers and service providers. (Dr. Amaravathi M, 2014)<sup>3</sup>, study revealed that the field of communication is ever changing. Brand managers continually attempt to gain advantage over competitors and endeavour to achieve larger market shares and profits for the brands they manage. Advertising has very much become a part of our lives, with the market glutted with endless brands of products and huge product lines. Innovations and creativity are important to keep the customers happy. First impressions



transmit powerful messages, even though it's commonly understood that we should base our impressions on what we know about someone, not how someone looks. However, most people form an opinion about another person on the first meeting, and this impression is based on the person's appearance. A well dressed representative tends to give the impression of strength, confidence and reliability while a sloppily attired gives the opposite impression.

A product can be a successful one when it meets the desired needs of the consumers, meets the quality standards and has the ability to attract a group of people. Building a brand is difficult task it requires a strong plan. The brand managers of a company must strive hard to build a value to the brand and position the same in the minds of the consumers. Assessing the brand performance is very important in the global market which is considered as a very important task. Hence, various strategies are needed to make a brand strong in the market. If a company, fails to assess its brand it can lead to a huge amount of loss to a company. Understanding the performance of a brand can add more to the revenue of a company. It gives a competitive advantage over other competitors and helps to fight against the competition in the market. Having a good understanding of the brand performance helps to achieve their purposes in the market and results in higher amount of purchase in the market. Creating value to the brand is very important for a company, because the value that is delivered through the brand makes the consumers more loyal to the brand. It is the extra amount of revenue a company can generate compared to other competitors. A company can add value to its products by making it superior in quality and reliability. A company might have to enter new markets with different products and adapt to new strategic brand management in this process. Adding value to a company's brand is a lengthy process it takes several years to build a brand with value. The more a brand holds the value, then it is easy for a brand to stand in the minds of the consumers. Therefore, the image that a consumer has also matters a lot for a company. Brand image is something that is automatically created. It is formed in the minds of the consumers when the product is bought. Brand image is the consumer's perception on a brand, which includes the appeal, usage, recognition and the value of the brand. Positive brand image is created when a consumer expectation on a brand exceeds. This increases the goodwill of a brand and the value of the company. Finally, it is the promotional activities of the company that makes more difference in branding. Here a company must make careful planning when deciding on the promotional areas. A promotion must deliver the message in an effective manner and persuade the consumers to purchase the product. It must be genuine and highlight the uniqueness of the product. If this activity is ignored then it can affect negatively on the product sales.

## Literature review

(ShahimiMohtar, 2014)<sup>5</sup> concentrated on the choice behaviour and the brand behaviour, the target respondents for this research work are the teenagers. The researchers have taken efforts to compare the branded products with the unbranded products. Pakistan has been the major source for the data collection and the target respondents are the school-going teenagers. The sample data has been collected from almost 320 different school students. The data was analysed using SPSS and the results showed that the teenagers who are female have more social influenced, fashion when compared with the male respondents. Media has been one of the most dependable factors for the young respondents. It is always hypothesised that people between the age group of 18-24 are brand conscious. It is because young generation believe that wearing branded clothes creates an identity to themselves. In the process of deciding on the brand the role of friends opinion and advertisement plays major role. As celebrities in endorsements promote qualities like image, quality, status etc and they can make a huge impact on young generation. Creating and maintaining brand loyalty among these people is not an easy task, in order to retain the loyalty celebrity endorsements must be preferred and these advertisements must deliver true facts and messages. The young generation make their brand preference between the age of 15-25 hence advertising to attract this generation is easier and worth (Fernandez, 2009)<sup>6</sup>. The promotional activities that are carried out to promote a brand must communicate with the public. A firm can succeed only when it has the capability to attract the consumers towards its brands. Retaining the existing customers and creating a brand loyalty in them is a big challenge a firm can face in its process of survival. There are few important factors that create brand loyalty they are name of the brand, quality of the product, store atmosphere, promotions of the brand, price of the product, quality of the service finally the style of a product. Based on the findings of the study says that the seven factors of brand loyalty have positive relationship with the brand apparels (Venkateswaran, Ananthi, Geetha and Muthukrishnan 2011)<sup>7</sup>. A Study on teenagers' perception and practices towards branded apparels by (Hussain & Haq)<sup>8</sup> proves that teenagers of this generation are more financially efficient and more liberal in choosing and buying their branded apparels. Clothing is the fundamental path to the status of an individual, hence teenagers are very choosy when it comes to selection of a brand. This is the main reason for marketers to target this generation of young people from past two decades. The authors state that teenagers wanted to look good as well as different. They give importance to social acceptance and want to be recognised as unique individuals among others. The author says that there is a strong relationship between age group and shopping frequency and the study concluded that brand gives a sense of self-confidence, prestige and boosts up the status level of an



individual. The field of communication is ever changing. Brand managers continuously attempt to gain advantage over competitors and endeavour to achieve larger market shares and profits for the brands they manage. Self advertising has very much become a part of our lives, with the market glutted with endless brands of products and huge product lines. Customers are influenced mostly by advertisements in the purchase decision process. The industry leans very largely on advertisements to survive in the ruthlessly competitive market to persuade prospective buyers to buy a product or service (M Amaravathi, 2014)<sup>9</sup>.

(Islam, Islam, Azim, Anwar, & Uddin, 2014)<sup>10</sup> analysed the buying decisions of customers on local and branded clothes in Bangladesh. This author has discussed an important aspect on brand management i.e. the local brands face more challenges and threats from its competitors who are from other country. And it is a difficult task for a firm to identify the needs of its customers and satisfying their needs as and when it is needed. The customers choose brands based on the 1. Offers and discounts provided 2. Attractive colours and designs 3. Reasonable price 4. Frequency of ads etc. apart from these aspects the showroom environment plays a vital role towards this. Due to increase in the awareness on the various clothing brands customers are willing to spend more money on the products they wish to buy. The marketers provide high quality of materials and varieties in the clothing sector in India. The customers in India are more conscious towards their brands. There is also a gender difference in towards branded apparels. The results of the study reveal that there is no significant difference in the awareness, shopping frequency and shopping expenditure of branded clothes. The male customers have increased shopping these days. Finally, it is the prestige and acceptance that plays a vital role in choosing branded clothes (Shafi and Madhavaiah, 2013)<sup>11</sup>.

## MATERIALS AND METHODS

As a subject area, dress codes and appearance at work are becoming more important in the workplace. Job opportunities, relationship possibilities and invitations and other social events are all linked to how individual present themselves to the world. Medical representatives dress-up should be completely professional because it is the first thing that a doctor or a customer will notice. Looking well and professional will help to convince doctors and it will also help to have self confidence. By their psychological behavior towards branded products their role to promote the product to the doctors and dealers is maintained properly. To function and fit in today's society personal grooming is up to standard. Hence medical representative with developed skill of management, and preferences, psychological behaviour and capacity of taking responsibilities grow in next level.

This research is all about the comparative research between men's preference towards the branded shirts

and the unbranded shirts. Chennai is one of the cities, which has a metropolitan population and has a mixture of various demographic factors affecting the influence of the final purchase decision. There has been a cultural mix in the city of Chennai and each man prefer various types of shirts based on their expectation, past experience, new trends and the information which they come across in their day to day life. Thus, the 110 sample respondents for this research are the men who work as a medical representatives. The data has been collected from the medical representatives who come for shopping in various stores and branded retail outlet in the city of Chennai. The researcher conducted an interview schedule to collect the data and the same data has been coded in the SPSS software. The questionnaire was accepted for the further research since the result of the Cronbach Alpha value had a positive outcome of .768, which is more than the expected value, and hence the validity of the research paper is good. The researcher used factor analysis to reduce the dimensions of the statements being used for the study purpose.

## Statement of the problem

Medical representative face a lot of competition in the industry and the best groomed representatives easily attract the consumers and dressing plays an important role. The mental cognition is taken into consideration to check the brand preference. Many recent brands have emerged in the markets and there is a very great demand for various brands by various classes of people. However, it has to be observed that there are local marketers selling their local unrecognized brands in the markets and they have a set of target buyers. The city of Chennai has a mixed population where the customers prefer branded and the unbranded. Various factors such as brand value, designs, brand promotions, communication of the information from the marketers etc. Thus, it is important to analyze which factor has a major influence on the brand value and which factor motivates the medical representatives to choose the branded products or unbranded values. The study is restricted to the city of Chennai. The city of Chennai has a mixed culture with various classes of customers hence the city is chosen for this study.

## Limitations of the study

The study is restricted to the city of Chennai. The collected data is confined only to the male gender and hence there is no clarity to know or determine about the female expectations or brand preference. The data has been analysed using SPSS this is based on the comfort zone of the researcher. The study is confined only to a certain set of variables and hence other variables have not been taken into consideration.



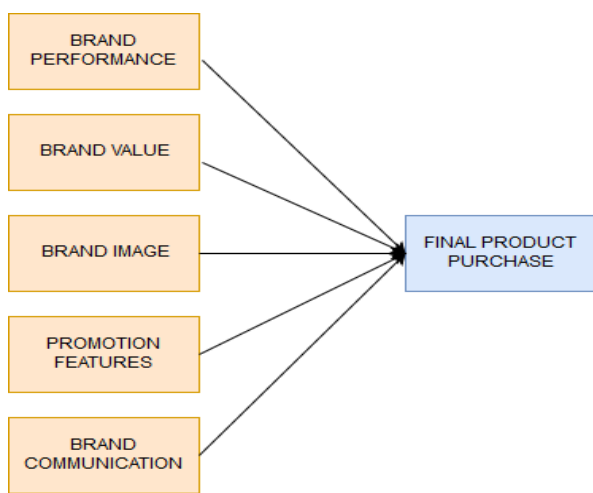
**Reliability test**

**Table No: 1.1** Reliability Statistics

Cronbach's Alpha	No of Items
.521	16

**Model framework and conceptual framework**

Model work is the summary of all the grounded theory of various artists. The theories give a basic knowledge on the term brand and the associated factors. The various variables, which are mentioned in the model, have to be supported with justifications. This support will help the researcher to frame the conceptual model and to analyze the relationship between study variables.



**Brand model explanation**

The above model shows the different factors which creates the desire in the customer to purchase a branded product. These factors Play a vital role in the buying behaviour of a customer. There are 5 important factors they are: A. Brand Performance B. Brand value C. Brand Image D. Promotion Features E. Brand communication

**Brand Performance**

It is a dependent variable in the concept of branding. The performance of a brand shows how successful a brand is in the market. A brand can perform well in the market only when the brand management system is competent. When a brand has its positive image in the minds of the

**RESULTS AND DISCUSSION**

**Table No: 1.2** Demographic profiles of the respondents

**Age**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18-30	27	24.5	24.5	24.5
	31-46	32	29.1	29.1	53.6
	47-62	23	20.9	20.9	74.5
	63 & above	28	25.5	25.5	100.0
	Total	110	100.0	100.0	
<b>Income level</b>					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	5000-17000	84	76.4	76.4	76.4

consumers the market share of a brand increases. The performance of a brand increases when the consumers of the are satisfied with the attribute of product (chirani, Taleghani, & Moghadam, 2012)<sup>12</sup>

**Brand value**

It is the value that a particular product delivers to its stakeholders. Loyalty of the consumer to a brand is one of the important way to gauge value of the brand. It is the ability of a brand to withstand the competition in the market. The Product attributes are the important factors that also creates loyalty to a brand which in turn adds to the brand value (Aaker, 1992)<sup>13</sup>

**Brand Image**

It is the current perception of the consumer on a brand. It is the unique thoughts that exist in the minds of the consumers. It is the various belief about a product in the minds of the consumer. The brand image in the minds of the customer can be enhanced through brand communication that is through advertising and other promotional activities of a brand (Park, Bernard J, Jaworski , & Deborah J. M, 1986)<sup>14</sup>

**Promotion Features**

Promotion is one of the important factors in the area of branding. It is those activities that are carried out communicate to the benefits and features of a product and thereby persuading the consumers to buy the product. Each and every attribute of a product promotion can impact on the final purchase of product (Rossiter, John, Percy, & Larry, 1987)<sup>15</sup>

**Brand communication**

It is a voice that bridges the gap between target audience and the brand. The success of a brand lies in the brand communication. There are 4 important factors that must be considered in this they are Audience, Message, Creative, Media (Lynch & Chernatony, 2004)<sup>16</sup>. As it is explained these 5 factors plays a major role in the purchase of a product. Hence the marketers must give supreme importance in their branding activities.



	17001-30000	7	6.4	6.4	82.7
	30001-43000	19	17.3	17.3	100.0
	Total	110	100.0	100.0	
Locality residence					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Urban	74	67.3	67.3	67.3
	Rural	25	22.7	22.7	90.0
	Semi Urban	11	10.0	10.0	100.0
	Total	110	100.0	100.0	

**Inference for the above demographic constructs**

As per Table No: 1.2 majority of the respondents belong to the urban community (67.3%) and the least is semi-urban population with (10.0%). Majority of the respondents earn between 5000 to 17000 and the least earn between 17001 to 3000 who are just (6.4%). Majority of the respondents belong to the age group of

31 and above. This means the customers who purchase the branded shirts are working class people.

**Table 1.3:** Reliability Statistics

Reliability Statistics	
Cronbach's Alpha	N of Items
.786	16

**Table 1.4:** KMO and Bartlett's Test

KMO and Bartlett's Test		
<b>Kaiser-Meyer-Olkin Measure of Sampling Adequacy.</b>	.765	
<b>Bartlett's Test of Sphericity</b>	Approx. Chi-Square	<b>287.875</b>
	Df	46
	Sig.	.000

**Reliability test**

As this research has used a likert type scale it necessary to test the reliability and internal consistency of the questionnaire for which a Cronbach's alpha test is

employed. For the purpose of reliability, there were 16 scales constructed and put to test. From the above Table 1.4 a clear picture of data reliability was seen.

**Table 1.5:** Communalities for scale items used in Factor Analysis

Scale constructs	Initial	Extraction
Brand becomes popular because of the brand value (F1)	1.000	.835
Brand loyalty retains the customer (F2)	1.000	.774
Attractive window display attracts the consumer (F3)	1.000	.840
Good promotional strategies are needed to attract the customers (F4)	1.000	.954
Pricing plays an important role (F5)	1.000	.835
Store layout and arrangement is a major impact (F6)	1.000	.774
Marketing communication enhances the customer satisfaction (F7)	1.000	.840
branded shirts are more impacted by the designs (F8)	1.000	.954
Branded shirts are more concerned about the colour patterns(F9)	1.000	.616
Branded shirts attracts the youngsters (F10)	1.000	.958
new technology is needed to produce designed shirts (F11)	1.000	.953
Store layout is also an important criteria to increase brand value (F12)	1.000	.717
Mode of purchase should be offline and online (F13)	1.000	.489
Shirts have to have a unique value pattern (F14)	1.000	.958
Products has to be as per the trend (F15)	1.000	.953
Choice of products are needed (F16)	1.000	.845



**Table No: 1.6** Rotated Component Matrix

Scale	1	2	3	4	5	6	7	8
F1	.776							
F4	.787							
F14		.789						
F16		.650						
F3			.823					
F6			.734					
F7				.575				
F2					.569			
F11					.585			
F9						.856		
F10						.577		
F5							.645	
F13							.638	
F8								.624
F12								.764
F15								.345

Varimax procedure is the method for rotation used. This method of rotation is an orthogonal method that minimizes the variables with high loadings on a factor, which helps to make the interpretation of the factors easier. Based on the table, eight components were created for the 16 variables. These factors were respectively labelled as per the item loadings as follows:

1. The factor "Brand value" explains the 1st component.
2. The factor "Brand promotion" explains the 2nd component.
3. The factor "Brand enhancement" explains the 3rd component
4. The factor "Brand commitment" explains the 4<sup>th</sup> component
5. The factor "Brand Loyalty" explains the 5<sup>th</sup> component
6. The factor "Brand category" explains the 6<sup>th</sup> component
7. The factor "Brand communication" explains the 7<sup>th</sup> component
8. The factor "Brand extension" explains the 8<sup>th</sup> component.

#### Suggestion

- The local brands face high level of competition from the well-established brands therefore the local brands must give importance to branding. Most of the local established brands ignore the need and

process of building this makes local brand weak and often fails in the market.

- Having consistency in promotion of products is very important. The promotional activities must be carried out in such a way that customers can easily recognize the brand.
- Local brands can build their brand by creating a strong bond with the local consumers.
- Local brands must create USP to their products.

#### CONCLUSION

This study was done to examine the ability of local branded shirts to compete with the well-established branded shirts. The branded shirts have more competitive advantage over local branded shirts due to various factors like colour, style, comfort, quality, durability, and other unique features. Moreover, medical representatives feel wearing branded clothes adds to their prestige and gives a different look. Hence the local apparels must work more on USP of its products to make it successful in the market. Local brands must create various strategies and manage branding activities effectively to create a brand for their apparels. This enables local brands to withstand the competition in the market. Paramedical sales man and professionals play an important role in having a pleasant conversation with the consumers because it is their duty to impress them. Moreover, the dress colour and design increases positive attitude and makes them happy both ways mentally and physically. Thus, the brand managers have to take into consideration that brand is not just promotional ethics but a combination of emotional



factors which will boost the sales and also promote the reputation of the firm. These efforts will help them to deliver better products as per the needs and expectations of the sales representatives in the paramedical industry.

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**Source of Support: Nil, Conflict of Interest: None.**

