



A STUDY ON CONSUMER PREFERENCE AND SATISFACTION OF BRANDED CLOTHING OF MEN - WITH SPECIAL REFERENCE TO COIMBATORE CITY

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ABSTRACT

The present study is mainly deals with consumer preference towards branded cloths and to ascertain the brands of cloth most preferred by respondents in Coimbatore city. The study also examines consumer's perception on branded cloth showrooms in Coimbatore city. The study is a descriptive study. Primary data was collected with the help of structured questionnaire administered to 30 respondents in Coimbatore city. And the type of sampling was convenient sampling. Branding may communicate several meanings to the consumer, which include the attribute, benefit, value, culture, personality, and usage. In addition, branding will indicate the importance of loyalty, awareness, quality, association and others. From the analysis of this study, it was shown that there are six factors of brand loyalty that were appropriate in the environment which are, the brand name, product quality, price, promotion, service quality and store environment. So marketers should find it useful to understand how loyalty factors influence the consumer-buying behavior in the marketplace, which can help in segmenting consumers and markets for their brands and marketing communication.

KEYWORDS

INTRODUCTION

Brand management holds the key in the modern markets, particularly in Indian markets because Indians are very traditional. India's traditional dress for men is Dhoti but gradually, people transmitted into tailor made dresses. Due to the globalization process, Indians are getting attracted to readymade dresses, particularly Multinational brands. The growth of readymade men's wear business in India was very slow till the early 1980's. The main reason for this was that Indian was used to buying cloth and getting their outfits tailored mainly through local tailoring shops from the unorganized segment. Consequently, there were no national level brands in this category for a long period. By the mid 1980's however customer mind-set seemed to have started changing gradually, along with increasing urbanization, and changes in the social and economic status and life styles. As in many other industries in the nation, the move towards 'branding' soon took momentum in the market. In this study, an attempt was made to study the customer perception towards branded apparel and retail garment showrooms of India. Both listed and unlisted players cater to the branded apparel market. There are a small number of listed players such as VK Fashions, Fashion Planet, Raymond Show Room, Bombay Dyeing, Peter Eng-land Show Room, Gokul Emporium, Santhosh Life Style, John player and Hi-Fashions. Popular unlisted players in-clude Indigo Nation, Basic and Sting.

BUYING BEHAVIOR

Difference in customer's habits, their cognitive structures and their motives cause them to behave differently when buying. Although an individual doesn't act the same way in all situations, people tend to act consistently, we may identify six groups of customers by their buying behavior.

A habit – determined group of brand loyal customers who tend to be satisfied with the Product or brand last purchased. A price – cognitive group of customers who decide principally upon the basis of price or Economy comparison. A cognitive group of customers who are sensitive to rational claims. An impulse group of customers who buy on the basis of physical appeal and are relatively insensitive to brand name. A group of emotional reactors who respond to product symbols and are heavily swayed by images. A group of new customers who haven't yet stabilized the psychological dimensions of their behaviour.

STATEMENT OF THE PROBLEM

The most important statement is to identify the consumer preference and satisfaction of men clothing users. Customers, what kind of branded cloths they like to wear. As we know that market, segmentation has become an important tool used by retailers and marketers for identifying target customers. Segmentation is the process of partitioning markets into segments of potential customers who have similar characteristics and who are likely to exhibit similar purchasing behavior. Segmentation has become a major tool of companies for planning marketing strategies. Segmentation research has several objectives that include analyzing markets, finding a niche, and developing and capitalizing on a superior competitive position

OBJECTIVES OF THE STUDY

- To study the socio economic and demographic profile of the respondents towards branded cloths users in Coimbatore city.
- To study the factor affects the purchase branded cloths in Coimbatore city.
- To study then consumers perception towards branded cloths in Coimbatore city.
- To study the brand loyalty towards branded cloths.

LIMITATION OF THE STUDY

Though the research study has been designed carefully, it is subject to the following limitations.

1. The study is limited to the Coimbatore city only and therefore results cannot be generalized.
2. The study has been restricted to 30 respondents due to the limited span of time.
3. The study being primary one, the accuracy and reliability of data depends upon the information provided by the respondents.
4. The respondent's views and opinions may hold good for the time being and may vary in future.

RESEARCH METHODOLOGY

Descriptive research have been undertaken in this research work to make research effective and find the results of the research work successfully.

Data Collection

Both primary and secondary data have been collected for the research work.

Primary Data

Primary data have been collected by framing questionnaire and interview schedule with the sample respondents. Necessary corrections, additions and deletions have been made in the questionnaire with the help of the experts and supervisor to make the research as an effective and useful to the society.

Secondary Data

These are those which have already been collected by someone else and which have already been passed through the statistical process. We collect the data from the sources like internet, published data etc.

Sampling Method

In this research work respondents will be selected from the total population at random by using convenient sampling method

Sample Size

As the population for the research work in the study area is numerous. Out of total population employees, 30 respondents were selected by using convenience sampling method. The sample constitutes both the female and male consumer..

Period of Study

The research work was carried out for the period of 2 month starting from October 2016 to November 2016

Methods of Data Collection

In this study the researcher has used questionnaire method to data obtained data. In this method the respondent has to fill up the questionnaire which can interpret the question when necessary.

The tools used for analysis were:

- Percentage analysis
- Rank analysis

REVIEW OF LITERATURE

Fernandez, P. (2009), focuses on the impact of branding on youth in choice of clothing as it is Hypothesized that they are brand conscious. He suggests that brand conscious is the right choice of clothing, which helps them create an image and identity for themselves. Peer influence plays a crucial role in their choice of brands as it aids in their socialization process.

Khare, A. (2010), suggested that in developing countries, consumers are becoming conscious of fashion brands. He was directed towards understanding the determinants of fashion clothing involvement of Indian youth.

Verma, A.P. and Tiwari, K(2011) covered the medium to high potential consumers that international and national brands can target in the Indian context. This study measures the segment values of some brands those have achieve success in the Indian market. Study shows that people are becoming mere brand conscious with the increase in income level.

Yin, H.S. and Susan, S. (2012) this study examine the purchase preferences towards foreign and domestic branded apparels. It was found that preferences towards foreign branded apparels are related to the level of purchasing power and is not related to the demographics variables.

Table-1 CLASSIFICATION OF RESPONDENTS ACCORDING TO THEIR DEMOGRAPHIC PROFILE & STUDY FACTORS

S.No	Variables	Categories	Total Respondents	Percentage
1	Age	Up to 20 years	3	10
		20 – 30 years	7	24
		31 – 40 years	12	40
		Above 41 years	08	26
		Total	30	100
2	Gender	Male	23	76
		Female	7	24

		Total	30	100
3	Marital Status	Married	8	26
		Unmarried	22	74
		Total	30	100
4	Qualification	Illiterate	0	0
		School level	2	6
		Under graduate	3	10
		Post graduate	18	60
		Professionals	7	24
		Total	30	100
5	Occupation	Agriculture	6	20
		Business	2	7
		Professional	0	0
		Govt. employee	0	0
		Private employee	19	64
		Retired person	0	0
		House wife	2	6
		student	1	3
		Total	30	100
		6	Monthly Income	Up to Rs. 10000
Rs.10001 to20000	3			10
Rs.20001 to 30000	8			25
Above Rs.30,000	15			50
Total	30			100

Source : Primary Data

The above table shows that the Majority 40 % of the respondents are in the age group of 31 and above. The Majority of the respondents are male(76 % of respondents), The Majority of the respondents are Unmarried(74 % of respondents), The Majority of the respondents are private post graduate (64 % of respondents), The Majority of the respondents are private employee (64 % of respondents), The Majority of the respondents monthly income are Rs.30000 above (50 % of respondents)

Table-2 FACTOR INFLUENCED BY THE RESPONDENTS

S.No	Influenced factor	No of Respondents	Percentage of the Respondents
1	Self decision	21	70
2	Family members	7	23
3	Advertisements	2	7
4	Friends and relatives	0	0
5	Others	0	0

Source : Primary Data

From the above table, it is observed that 70 % of the respondents influenced by self decision , 23 % of the respondents influenced by the family members , 7 % of the respondents respondents influenced by the advertisements.

Table-3 OPINION TOWARDS THE BRANDED COLTHS

S.No	Option	No of Respondents	Percentage of the Respondents
1	Low	2	7
2	High	13	43
3	Moderate	15	50
	Total	30	100

Source : Primary Data

From the above table, it is observed that 7 % of the respondent's opinion towards the price of the health drink is low ,43 % of the respondents said high, 50 % of the respondents said moderate ,

Table-4 BUYING OF CLOTHS BY RESPONDENTS

S.No	Buying of cloths	No of Respondents	Percentage of the Respondents
1	Regular	10	33
2	occasionally	11	37
3	offer and discounts	9	30
	TOTAL	30	100

Source : Primary Data

From the above table, it is observed that 33% of the respondent's usually buying of cloths regularly, 437% of of the respondent's usually buying of cloths occasionally, 30 % of the respondent's usually buying of cloths when the time o offers and discounts,

Table-5 REASON BEHIND USING THE BRANDED CLOTHS

S.No	Need for branded cloths	No of Respondents	Percentage of the Respondents
1.	For recognition	1	3
2.	For satisfaction	21	70
3.	For value of money	3	10
4.	For praise from friends	0	0
5.	For social capability	5	17
	Total	30	100

Source : Primary Data

From the above table, it is observed that 3 % of the respondents said that reason behind choosing the cloths is For recognition, 70 % of the respondents said For satisfaction, 10 % of the respondents said For value of money, 17% of the respondents said For social capability.

Table-6 CLASSIFICATION OF RANKING ON THE FACTOR

Factor	Mean	Rank
Better quality	2.21467	1
Colour preference	3.638419	7
Design	3.625308	6
Price	2.572751	4
Pride/ esteem	3.716117	9
Good looking	2.225395	5
Style	2.081666	3
Comfort	2.058663	2
Look more attractive	5.113009	8

Among the various factors listed above the respondents have their own preferences towards different factors, which they feel as important. The respondents felt Better quality is the important factor, so this factor is most important thus it ranks number 1.

Apart from the respondents people prefer Comfort ranks number 2. Respondents' prefer to style thus it ranks number 3, apart from these the respondents prefer drinking price .and it ranks 4. These four factors are given the most importance among the 6 factors. And also respondents preferred good looking ranks number 5, design ranks number 6, colour preference ranks number 7. look more attractive ranks 8.

FINDINGS

- Majority 40 % of the respondents are in the age group of 31 to 41 yrs.
- Majority 76 % of the respondents are male.
- Majority 74% of the respondents are married.
- Majority 60% of the respondents are post graduate
- Majority 73 % of the respondents are in nuclear family.
- Majority 64 % of the respondents are private employee.
- Majority 57 % of the respondents are having a family size of 4 to 6.
- Majority 50 % of the respondents are having monthly income are Rs, 30000 and above .
- Majority 70 % of the respondents were influenced by self decision.
- Majority 47 % of the respondents opinion towards the branded cloths is moderate.
- Majority 48 % of the respondents are buying cloths at offer and discounts.
- Majority 33 % of the respondents going for shopping once in every 3 months.
- Majority 70 % of the respondents need o branded cloths is for satisfaction.
- Majority 50 % of the respondents are spent amount for buying 2000- 4000.
- Majority 74 % of the respondents were sensitive consumer.

- Majority, 98 % of the respondents trust in their brands
- Majority 83 % of the respondent's feels that the country of origin affects their purchase decision.
- Majority 26 % of the respondents said that reason behind experimenting with different brands.

CONCLUSION

The research showed that it was difficult to maintain consumer loyalty for apparel brands because there were many forces representing consumers away such as competition, advertisement, sales promotional activities of firms, consumers' thirst for variety seeking, Fashion and trends, celebrities influence, etc. From the analysis of this study, it was shown that there are six factors of brand loyalty that were appropriate in the Malaysian environment which are, the brand name, product quality, price, promotion, service quality and store environment. So marketers should find it useful to understand how loyalty factors influence the consumer-buying behavior in the marketplace, which can help in segmenting consumers and markets for their brands and marketing communication. Moreover, by identifying the brand personalities that attract consumers, companies can identify what customers look for in a product, which may help to improve brand image of the product.

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