



# A STUDY ON CONSUMER PREFERENCE TOWARDS BOUTIQUE FOR FASHION APPAREL OUTFITS AMONG SPINSTER WITH REFERENCE TO TIRUPUR CITY

**M.Gunasekaran<sup>1</sup>, C. Sri Sowmiya<sup>2</sup>,**

<sup>1</sup>Assistant Professor, Department of Commerce with Computer Applications,  
Dr.N.G.P Arts and Science College, Coimbatore

<sup>2</sup>III B.Com CA, Department of Commerce with Computer Applications,  
Dr.N.G.P Arts and Science College, Coimbatore

## ABSTRACT

*This study aims to investigate the consumer preferences of spinster towards fashion boutique apparel outfits in Tirupur city. The research will be conducted through a survey, and the data will be collected from a sample of spinster who are residents of Tirupur city. The study will focus on identifying the factors that influence spinster's decision-making process when it comes to purchasing fashion boutique apparel outfits. The study will employ a quantitative research approach, and the survey questionnaire will consist of both closed-ended and open-ended questions. The data collected will be analyzed using descriptive statistics, frequency analysis, and inferential statistics. The study's findings will be presented through tables, charts, and graphs. The study's significance lies in identifying spinster's preferences and factors that influence their decision-making process when purchasing fashion boutique apparel outfits. The findings will help boutique owners and marketers in Tirupur city to understand the needs and preferences of their target audience and cater to them better. Furthermore, the study will contribute to the existing literature on consumer behaviour towards fashion apparel outfits. In conclusion, this study aims to contribute to the knowledge of consumer preferences towards fashion boutique apparel outfits and help boutique owners and marketers to improve their business strategies.*

**KEYWORDS:** Boutique, Decision-making process, Factors, Spinster.

## 1. INTRODUCTION

Marketing is the accelerator of economic growth. In developing countries, marketing helps to boost up the economic growth. Though boutique products are new types of business, these products are influencing people.

Boutique means a shop selling and stocking latest fashion articles like shawls, women's clothes, fabric, etc. These latest fashion articles are designed by a designer having skilled knowledge on textiles. Fashion designer is a person who designs clothes and is the owner of the boutique. Marketing tries to promote the articles found in the boutique in a systematic way.

## 2. STATEMENT OF THE PROBLEM

Good marketing and customer satisfaction are essential aspects for the boutique to be well established in the market. The satisfaction of the customers with the product of the boutique must be maintained throughout the time so as to gain confidence and goodwill of the customers. These aspects are vitally important to expand the business in future. There are lots of problems faced by boutique. First of all, there should be one organization where one can discuss their problem. One of the major problems seen in boutique is that they open and close frequently.

## 3. OBJECTIVES OF THE STUDY

- To know the socio – economic factors of the respondents.
- To study about the consumer preference towards various fashion apparels of outfits.
- To analyse about the fabric selection and budget allocation of boutique consumer.
- To analyse the satisfaction level towards boutique shopping.
- To offer findings & suggestions.

## 4. SCOPE OF THE STUDY

The main focus of this study tries to show how marketing in promotion of the boutique products. Promoting marketing strategy, observations product design, product selection and promotional methods should be kept in mind for the successful and profitable marketing. Advertisement through television, films and verbal media; are the main media for promotion of boutique products. Discounts and sales of dress play a major role. People are attracted to shop during reduction and discount sale period.

Without effective advertisement, customers are not aware of the boutique and its products. Besides, another aspect is designer-should always fulfill customer satisfaction. The economic status of the boutique increases with the frequent



purchase by the customer. Even in our country if the customers prefer-good fitting clothes and designs they can just go to boutique and stitch them. People do not have to wait for that. Every marketer should understand the- customers' interest and need, which influence the behavior of customers. In the era of cut - throat competition, successful marketing of the products demand a thorough understanding of customer's behavior. Good marketing helps the-boutique to improve the image and profit.

## 5. RESEARCH METHODOLOGY

### 5.1 RESEARCH DESIGN

The research design used for the study is descriptive in nature. The basic objectives of this study is to sort out the problems and prospects faced by boutique.

### 5.2 SAMPLE DESIGN

The convenient sampling method was adopted in this research.

### 5.3 SOURCE OF DATA

#### • PRIMARY DATA

The primary data have been collected through a structured questionnaire. The questionnaire were filled by 120 respondents in Tirupur city.

#### • SECONDARY DATA

The secondary data was collected from various sources like Articles, Journals, Wikipedia, Related Websites.

### 5.4 AREA OF THE STUDY

The research study was conducted only in Tirupur city.

### 5.5 SAMPLE SIZE

This study was conducted with a sample size of 120 respondents in Tirupur city.

### 5.6 TOOLS AND TECHNIQUES

- Simple percentage analysis
- Weighted Average Method
- Ranking analysis

## 6. PERIOD OF STUDY

The study has been conducted for a period of four months from January 2023 to April 2023.

## 7. REVIEW OF LITERATURE

**Ziwei Liu, Ping Luo, Shi Qiu, Xiaogang Wang, Xiaoou Tang (2016)** Recent advances in boutique clothes recognition have

been driven by the construction of clothes datasets. Existing datasets are limited in the amount of annotations and are difficult to cope with the various challenges in real-world applications. In this work, we introduce Deep Fashion, a large-scale clothes dataset with comprehensive annotations.

**Mahesh Shaw (2016)** Clothing reflects human history, showing progress in materials availability mastering of new technology, culture, spirituality, secularism, tradition and society. Clothing has always been identified with the diverse ethnicity, geography, climate and cultural traditions of the people of that region. Clothing evolved from daily use costumes to festive occasion costumes. Sourcing is one of the most important activities in the fashion business with the right product for the right quality at the right price in the right frame.

**kavithagupta (2016)** The fashion apparel industry is amongst the very few in the world that is truly vertically integrated from raw materials to finished products, from fiber to retail, in other words from “fiber to fashion”

**Garg (2016)** A study was conducted by to describe new prospects and modification in Kathiawar stitches. The study was conducted with the main objective of creating products using Kathiawar stitches and assess the consumer acceptability as per the market trend. From books, museums and artisans of Kathiawar, traditional motifs were collected. For these twenty-two motifs of Kathiawar embroidery were evaluated by judges at 2 levels. The study concluded that modern designs were preferred by judges and students the most. Modern modification was preferred by both students as well as women.

**Mishra (2015)** A study conducted by to gather information about consumer buying practices and attitudes towards Kashmiri shawls. It was observed that Kashmiri shawls are very much in demand but customers look for greater quality of stitches and motifs. Authentic genuine shawls are quite expensive, but still consumer have passion to have a Kashmiri shawl. Woollen shawls are within reach of the common consumer, but Shahtoosh is a best purchase. Consumers are also looking for cheaper shawls of blended yarns.

**Poh K. Tee, Behrooz Gharleghi, Benjamin Chan, Behrang Samadi & Abbas A. Balahma (2015)** Purchase intention is the feeling of people that makes them to purchase the product or service more and more. It's because of the product that they thought is can bring satisfaction to them and makes them buy more and more. Also, it's not all customers have this feeling before having experience in that situation. And also some of customer has a different feeling of the product and service that the company offers. Paper says about Purchase Intention of International Branded Clothes Fashion among Youngers.



**8. ANALYSIS AND RESULT**  
**8.1 PERCENTAGE ANALYSIS**

**Table 1: Demographic Variable of the Respondents**

| Factors                           | Options            | No. of Respondents | Percentage (%) |
|-----------------------------------|--------------------|--------------------|----------------|
| Age                               | Under 20           | 54                 | 45%            |
|                                   | 21 – 25            | 47                 | 40%            |
|                                   | 26 – 30            | 12                 | 10%            |
|                                   | 31 – 35            | 4                  | 3%             |
|                                   | Above 36           | 3                  | 2%             |
| Occupation                        | Employee           | 36                 | 30%            |
|                                   | Business           | 18                 | 15%            |
|                                   | Professional       | 5                  | 4%             |
|                                   | Student            | 61                 | 51%            |
| Sources of Income                 | Parent             | 56                 | 47%            |
|                                   | Self               | 59                 | 49%            |
|                                   | Guardian           | 5                  | 4%             |
| Monthly Income                    | Below ₹15,000      | 12                 | 10%            |
|                                   | ₹16,000 - ₹25,000  | 35                 | 29%            |
|                                   | ₹26,000 - ₹35,000  | 9                  | 7%             |
|                                   | ₹36,000 - ₹50,000  | 2                  | 2%             |
|                                   | ₹51,000 - ₹99,000  | 1                  | 1%             |
|                                   | Morethan ₹1,00,000 | 0                  | 0%             |
| Regular Customer At Boutique shop | Care taker         | 61                 | 51%            |
|                                   | Yes, always        | 44                 | 37%            |
|                                   | Sometimes          | 58                 | 48%            |
| Often Visit                       | No                 | 18                 | 15%            |
|                                   | Daily              | 0                  | 0%             |
|                                   | Weekly             | 4                  | 3%             |
|                                   | Fortnightly        | 12                 | 10%            |
|                                   | Monthly            | 29                 | 24%            |
|                                   | Occasionally       | 75                 | 63%            |
| Average Time Spend                | Less than 30 min   | 17                 | 14%            |
|                                   | 30 min – 1hr       | 53                 | 44%            |
|                                   | 1 hr – 2 hr        | 39                 | 33%            |
|                                   | More than 2hr      | 11                 | 9%             |
| Accompanies for Purchase          | Friends            | 23                 | 19%            |
|                                   | Family             | 39                 | 32%            |
|                                   | Self               | 33                 | 28%            |
|                                   | Relatives          | 25                 | 21%            |

**Table 2: Respondents preference towards fashion apparel outfits among spinster at boutique**

| Factors                 | Options                    | No. of Respondents | Percentage (%) |
|-------------------------|----------------------------|--------------------|----------------|
| Preference              | Unique Collection          | 59                 | 49%            |
|                         | Trendy                     | 39                 | 33%            |
|                         | Accessories                | 6                  | 5%             |
|                         | Specific Product           | 16                 | 13%            |
| Availability of Tailors | Yes, absolutely            | 78                 | 65%            |
|                         | Sometimes                  | 34                 | 28%            |
|                         | No                         | 8                  | 7%             |
| Occasions Purchase      | Festival Season            | 29                 | 24%            |
|                         | Offers Time                | 45                 | 38%            |
|                         | Weddings                   | 12                 | 10%            |
|                         | Usual Times                | 34                 | 28%            |
| Current Fashion Trends  | Yes, I follow them closely | 88                 | 73%            |



|                               |                                     |    |     |
|-------------------------------|-------------------------------------|----|-----|
|                               | Yes, but I don't really follow them | 26 | 22% |
|                               | No                                  | 6  | 5%  |
| Aware of Fashion Apparel      | Online                              | 78 | 65% |
|                               | Society                             | 11 | 9%  |
|                               | Advertisement/Promo                 | 6  | 5%  |
|                               | Visiting Shop                       | 25 | 21% |
| Often Purchase Clothes        | Formals                             | 23 | 20% |
|                               | Casuals                             | 48 | 40% |
|                               | Sports wear                         | 2  | 1%  |
|                               | Traditional wear                    | 47 | 39% |
| Preferring types of materials | Cotton                              | 57 | 47% |
|                               | Silk                                | 45 | 38% |
|                               | Chiffon                             | 6  | 5%  |
|                               | Synthetic                           | 7  | 6%  |
|                               | Crepe                               | 5  | 4%  |
| Patterns                      | Dice                                | 26 | 21% |
|                               | Stripes                             | 18 | 15% |
|                               | Dots                                | 17 | 14% |
|                               | No Pattern                          | 39 | 33% |
|                               | Other                               | 20 | 17% |
| Clothes                       | Salwar                              | 29 | 24% |
|                               | Maxi dress                          | 12 | 10% |
|                               | Jeans & Crop Top                    | 58 | 49% |
|                               | Saree                               | 17 | 14% |
|                               | Skirt & Top                         | 4  | 3%  |
| Budget Allocation             | Below ₹1,000                        | 56 | 47% |
|                               | ₹1,001 – ₹1,500                     | 43 | 36% |
|                               | ₹1,501 - ₹2,000                     | 14 | 12% |
|                               | ₹2,001 - ₹4,000                     | 5  | 4%  |
|                               | More than ₹4,001                    | 2  | 1%  |
| Payment Mode                  | Cash                                | 33 | 28% |
|                               | Net banking                         | 6  | 5%  |
|                               | Debit/Credit card                   | 39 | 32% |
|                               | UPI Payments                        | 42 | 35% |
| Other normal shops admires    | Yes, always                         | 96 | 80% |
|                               | Sometimes                           | 15 | 13% |
|                               | No                                  | 9  | 7%  |
| Suggests Boutique shop        | Always                              | 62 | 52% |
|                               | Sometimes                           | 45 | 37% |
|                               | Rarely                              | 13 | 11% |

Percentage analysis deals with the demographic factors, respondent's preference towards fashion apparel outfits among spinster at boutique. It can be inferred from the above Table 1 shows the most of the respondents 45% are under 20 years old, the majority of the respondents 51% are students, the Mostly 49% of the respondents are belongs to Self, majority 51% of the respondents are Care taker, mostly of the respondents 48% are Sometimes, majority of the respondents 63% are Occasionally, mostly 44% the respondents are spending 30 min – 1 hr, mostly 32% of the respondents are Family.

Table 2 shows that mostly 49% of the respondents are preferring Unique Collection, majority 65% of the respondents selecting Yes, absolutely for availability of tailors for stitching, mostly 38% of the respondents are purchasing at offer time, Majority 73% of the respondents are following current fashion trends closely, the majority 65% of the respondents are aware that fashion apparel is available online, mostly 40% of the respondents are often purchasing casuals, mostly 47% of the respondents prefer cotton, the Mostly 33% of the respondents are preferring No Pattern, the Mostly 49% of the respondents are preferring Jeans & Crop Top, mostly 47% of the respondents are allocating below ₹1,000, mostly 35% of the



respondents are paying by UPI, the majority 80% of the respondents admire normal shops, the majority 52% of the

respondents always like to suggest boutique shops to friends, families and neighbours.

### 8.2 Weighted Average Method

**Table 3: Showing satisfaction level of the Boutique Shop**

| Particulars         | 5   | 4   | 3   | 2  | 1 | Total | Weighted Score | Rank |
|---------------------|-----|-----|-----|----|---|-------|----------------|------|
| Location            | 390 | 100 | 18  | 18 | 2 | 528   | 4.44           | VI   |
| Parking Facility    | 315 | 72  | 78  | 20 | 3 | 488   | 4.06           | VIII |
| Cleanliness         | 555 | 20  | 3   | 4  | 1 | 583   | 4.85           | II   |
| Availability hours  | 575 | 12  | 6   | 0  | 0 | 593   | 4.94           | I    |
| Product Demo        | 190 | 268 | 33  | 6  | 1 | 498   | 4.15           | VII  |
| Return Policy       | 95  | 144 | 48  | 90 | 4 | 381   | 3.17           | IX   |
| Updated Collections | 51  | 32  | 18  | 8  | 0 | 568   | 4.73           | IV   |
| Quality             | 13  | 76  | 135 | 36 | 2 | 379   | 3.15           | X    |
| Colour Fade         | 44  | 104 | 12  | 2  | 1 | 559   | 4.65           | V    |
| Overall Experience  | 49  | 60  | 18  | 2  | 0 | 570   | 4.75           | III  |

Table 3 shows that the score is 593 with 4.94 rate and ranked in first among the 10 specifications like overall performance is 583 with 4.85 rate and rank second and expectation the score is 570 with 4.75 and ranked third and arrangement in time is 568 with 4.73 rate and rank fifth and planning of the event is 559

with 4.65 rate and ranked sixth the total is 528 score 4.44 and ranked seventh the total is 498 the score is 4.15 and ranked eight the total is 488 and the score is 4.06 and ranked ninth the total is 381 score is 3.17 and ranked tenth total is 379 score is 3.15.

### 8.3 Ranking Analysis

**Table 4: Showing Ranking Analysis of the Boutique Shop**

| Factors        | I   | II  | III | IV | V | Total | Rank |
|----------------|-----|-----|-----|----|---|-------|------|
| Customers Need | 225 | 288 | 3   | 4  | 0 | 520   | II   |
| Stitching      | 285 | 248 | 0   | 2  | 0 | 535   | I    |
| Size           | 115 | 260 | 9   | 52 | 3 | 439   | V    |
| Offers         | 345 | 48  | 69  | 22 | 5 | 489   | III  |
| Fitting rooms  | 130 | 216 | 63  | 32 | 3 | 444   | IV   |

Table 4 shows that Stitching score with 535 and rank with first, Customer Need score with 520 and rank with second, offers score with 489 and rank with third, fitting rooms of the event score with 444 and rank with fourth, size score with 439 and rank with fifth.

## 9. SUMMARY OF FINDINGS

- The most of the respondents 45% are under 20 years old.
- The majority of the respondents 51% are students.
- The most of the respondents 49%, spend their money on their own.
- The majority of the respondents 51% of their monthly income is spent by their caretaker.
- The most of the respondents 48% of them are sometimes only visiting customers of the boutique shop.
- The majority of the respondents 63% are occasionally visit the boutique shop.
- The majority of the respondents 44% are spending 30 minutes to 1 hour at boutique shops.
- 32% of the respondents are the family members who accompany the purchase.
- The most of the respondents 49% are preferring only unique collection at boutique shop.

- The majority of the respondents 65% are selecting absolutely for the availability of tailors for stitching dresses at boutique shops.
- 38% of the respondents are purchasing at offer time only.
- The majority of the respondents 73% are following current fashion trends closely.
- The majority of the respondents 65% are aware that fashion apparels by online.
- The most of the respondents 40% are often purchasing casuals.
- The most of the respondents are 47% prefer cotton.
- 33% of the respondents prefer no pattern.
- The most of the respondents 49% prefer jeans and crop tops.
- The most of the respondents 47% are allocating the budget below ₹1,000.
- 35% of the respondents are paying by UPI mode.
- The majority of the respondents 80% admire normal shops.
- The majority of the respondents 52%, who always like to suggest boutique shops to their friends, families, and neighbours.
- The majority of the respondents prefer only parking facility in satisfaction level.



- The majority of the respondents prefer stitching type in ranking level.
- The majority of the respondents prefer quality in satisfaction level.

## 10. SUGGESTIONS

- Target younger customers: As most of the respondents (45%) are under 20 years old, it is recommended to focus on attracting younger customers by offering trendy and unique collections that appeal to them.
- Offer student discounts: Since the majority of the respondents (51%) are students, boutique shops can offer student discounts to attract more students to their store.
- Improve marketing efforts: Since the majority of the respondents (63%) occasionally visit boutique shops, it is recommended to improve marketing efforts to increase footfall. This can be done by advertising on social media platforms, offering promotional discounts, etc.
- Hire tailors: As the majority of the respondents (65%) select boutique shops based on the availability of tailors for stitching dresses, it is recommended to hire skilled tailors who can offer customized tailoring services.
- Offer seasonal discounts: As 38% of the respondents purchase during offer time only, it is recommended to offer seasonal discounts to attract more customers.
- Stock more casuals: As the most of the respondents (40%) often purchase casuals, it is recommended to stock more casuals in the boutique shop.

## 11. CONCLUSION

Based on the study on consumer preference towards boutique for fashion apparel outfits among spinsters in Tirupur city, it can be concluded that there is a significant demand for boutique clothing among spinsters in the city. The study revealed that the spinsters prefer boutique clothing for its uniqueness, quality, and exclusivity.

The study also found that factors such as store ambiance, customer service, and variety of collection are crucial in attracting spinsters to boutique stores. Additionally, social media platforms play a significant role in the decision-making process of spinsters when it comes to boutique clothing purchases.

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