



A STUDY ON CONSUMER PREFERENCE AND SATISFACTION ABOUT SELECT BRANDED CLOTHING FOR MEN (WITH SPECIAL REGARD TO TIRUPUR CITY)

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ABSTRACT

This study is particularly deals with consumer preference towards branded cloths and to work out the brands of cloth most preferred by respondents in Tirupur city. The study also examines consumer's perception on branded cloth showrooms in Tirupur city. The study could also be a descriptive study. Primary data was collected with the help of structured questionnaire administered to 60 respondents in Coimbatore city and thus the type of sampling was convenient sampling. Branding may communicate several meanings to the customer, which include the attribute, benefit value, culture, personality, and usage. In addition, branding will indicate the importance of loyalty, awareness, quality, association etc, From the analysis of this study, it had been shown that there are six factors of brand name name loyalty that were appropriate within 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 customer buying behaviour within the marketplace, which can help within the segmenting consumer and markets for his or her brand and marketing communication network.

KEYWORD: *Consumer's perception, Consumer preference, Market, Branding.*

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 outs 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 England Show Room, Gokul Emporium, Santhosh Life Style, John player and Hi Fashions. Popular unlisted players include Indigo Nation, Basic and Sting. Brand management is the important aspect in the garment industries which holds



the key in the business analysis of the modern markets, particularly in Indian markets. Indian textile industry is one of the leading textile industries in the world.

Though this industries has number of brands in the current scenario started changing after the economic liberalization of Indian economy in 1991. The opening up of the brand gives the economy a much needed thrust to the Indian Textile industry, which has now successfully become one of the largest in the world. The customer preference of branded shirts are taken from the Show rooms like The Chennai silks, Siva Textiles, Tirupur silks and all the men's Boutique shops in Tirupur city. The branded shirts taken into account are Louis Philippe, Vanheusen, Peter England, Allen solely and Raymond. Many town has spinning industries, textiles and apparel industries which act as factory outlet and retail showrooms for branded and unbranded clothing. They are practicing with traditional looms such as pit looms, representing the culture. The success of textiles and apparel industries and retail forms depend on two elements that is tradition and innovation. Consumer require product worth of money they use for purchase. Consumer approach on clothing purchase based on AIO (activities interest and opinion) is to buy as their needs. Consumer buy clothes based on age, gender, income, occupation and location. Economic situation of consumer decides the clothing allowance of the family.

Clothing preferred by man for the whole family depends on the clothing budget. Decision making of consumer in purchase of clothes differs on the value of clothing, selling points used by sales people and mode of payment. Whether the effectiveness of clothing purchasing decision of consumer has been achieved is a big question, and so far little efforts have been undertaken to study the consumer's preference in clothing selection.

The present study would throw light on the present scenario in perception of purchasing behavior of clothing among consumer in Tirpur district. Customer satisfaction is defined as the behaviour that customers display in searching that they expect will satisfy their needs. It is the systematic gathering, recording and analyzing of data about problems connected with the market place. Marketing research is the function which links the customer, consumer and public to the marketer through information used to identify and define marketing opportunities and problems, generate refine and evaluate actions, monitor marketing performance and improve understanding of marketing as a process.

Marketing research is concerned with all those factors which have a direct impact upon the marketing of products and services. It concentrates on the study of product planning and development, pricing, policies, effectiveness of personal selling, advertisement and sales promotion, competition and the entire area of buyer behaviour and attitudes in the market place. The study of customer satisfaction from various themes is the important once are discussed below.

Indian textile industry is one of the leading textile industries in the world. Though was predominantly unorganized industry even a few years back, but the scenario started changing after the economic liberalization of Indian economy in 1991. The opening up of the economy gave the much needed thrust to the Indian Textile industry, which has now successfully become one of the largest in the world. Indian textile industry largely depends upon the textile manufacturing and export. It plays a major role in the economy of the country. India earns about 27 percent of its total foreign exchange through textile exports. Further, the textile industry of India contributes nearly 14 percent of the total industrial production of the country. It contributes about 3 percent to the GDP of the country. Indian textile industry is the largest in the country in terms of employment generation. It not only generates jobs in its own industry, but opens up scopes for the other ancillary sectors. Indian textile industry currently generates employment to more than 35 million people. This research was made to know the Consumer preference and satisfaction about select branded clothing for men with special regard to Tirpur city.

REVIEW OF LITERATURE

K. Nalini (2020)¹⁴ have revealed that the customer vary according to their likes, dislikes etc., The consumer behaviour is complex and multi-dimensional and based on assumptions on consumer behaviour the social and cultural factor influence in purchase decision and also their spending habits. The quality is associated with the product and also the price, store image etc., are dependent. The interest and situation are foundation for perception of product quality.

Parul Mittal, Sandeep Aggarwal (2020)¹⁵ have said that the competition between products and services is becoming tough and so branding was introduced as it is psychological element helps in consumer buying behaviour and branding is a form of non-verbal communication. The brand differs for products to product. The study regards perception of branded products in the society. And thus conclude that



the brand enhance the people buying habit in Jaipur and brand is related to quality, style design and value for money and find that there is a relationship between income and purchase behaviour.

P.S. Venkateswaran, N. Ananthi, U. Geetha, Binith Muthukrishnan. K (2020)¹⁶ analysis that the brand is a personality of a product or service. It is distinguished into two aspects as experimental and psychological. The study deals with the influence factor of brand loyalty towards branded apparel. The researcher says that it is difficult to maintain the brand loyalty as many forces are present like representing consumers as competition, advertising, sales promotions etc. So marketer should segment consumers and try to attract consumers and make them to identify the brand and remember the image of product.

STATEMENT OF THE PROBLEM

There are various brands available to men for their clothing in the market. In this regard, there may various tastes and preferences among people. The choice of the consumers may vary in different ways like availability, advertisement, awareness, price, quality, etc. In this study, an attempt was made to study the consumer preference and satisfaction about select branded clothing for men Tirpur city.

OBJECTIVES OF THE STUDY

- To study the Economic and Demographic profile of the branded cloths users in Tirpur city.
- To study the factor affects the purchase branded cloths in Tirpur city.
- To study the buying behavior of regular buyers of the branded clothes.
- To understand the reason for consumer preference towards branded clothes.

RESEARCH METHODOLOGY

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

➤ SAMPLING METHOD

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

➤ SAMPLE SIZE

The study is restricted to 120 respondents.

➤ SOURCE OF DATA

➤ Primary Data

This study is based on the primary data collected from 120 respondents using questionnaire.

➤ Secondary Data

The secondary data used in the study is Newspapers, Journals, Magazines, Internet.

TOOLS FOR THE RESEARCH

- a) Simple Percentage Analyse.
- b) Ranking Analyse.

LIMITATIONS OF THE STUDY

- The study has been restricted to 120 respondents due to the limited span of time.
- The study being primary one, the accuracy and reliability of data depends upon the information provided by the respondents.
- The study is limited to the Tirpur city only and therefore result cannot be generalized.
- The responses given by the respondents may not be true or accurate.

FINDINGS

SIMPLE PERCENTAGE ANALYSIS

- Majority 48% of the respondents are belongs to age 35-40 years.
- Majority 100% of the respondents are male.
- Majority 36% of the respondents belong to professional.
- Majority 79% of the respondents are married.
- Majority 40% of the respondents are from upto School level as their educational qualification.
- Majority 22% of the respondents belong to Urban as their residential status.
- Majority 38% of the respondent's monthly income is Rs. 20,000-40,000.
- Majority 34% of the respondents are agreeing about the opinion of branded clothing are available at affordable prices.
- Majority 32% of the respondents said that all of the time as their frequency of buying the branded clothes.
- Majority 36% of the respondents are not very depending on the branded clothing.
- Majority 35% of the respondents feel completely available about the availability of branded clothes.
- Majority 54% of the of the respondents feel completely satisfied about the satisfaction of branded clothing.
- Majority 38% of the respondents feel somewhat easy to use as the branded clothes are easy to use than T-shirt.



- Majority 52% of the respondents felt probably will buy as their purchase interest in buying branded clothes.
- Majority 37% of the respondents feel very much aware about the awareness of branded clothing available in the city.
- Majority 28% of the respondents are known through advertisements in Television.
- Majority 33% of the respondents prefer online.
- Majority 41% of the respondent's spending money Rs. 1,000 -2,000 for buying branded clothes.
- Majority 62% of the respondents prefer formal wears the most.

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RANK ANALYSIS

- From the table it is clear that among the branded clothes according to preference ranks the top Louis Phillipe with an average of 5.40 followed by Wills Lifestyle with an average of 5.29 and Arrow Shirts with weighing an average of 4.86.
- From the table it is clear that ranking based on best quality ranks the top Par X with an average of 5.65 followed by John Players with an average of 5.46 and Arrow Shirts with weighing an average of 5.36.

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