



# Men's Perception in Buying Decision on Branded Shirts in Coimbatore City

*S. Sabareeswaran<sup>1</sup>, Dr. M. Mahesh Kumar<sup>2</sup>*

<sup>1</sup>Student, Department of Commerce with Computer Applications, Sri Krishna Adithya College of Arts and Science, Coimbatore, India.

<sup>2</sup>M.COM., M. PHIL., MBA., PGDCA., PHD, Assistant professor & Head of Commerce with Computer Applications, Sri Krishna Adithya College of Arts and Science, Coimbatore, India.

---

## ABSTRACT:

In Coimbatore City, the study aims to uncover the psychological and sociocultural factors shaping men's attitudes towards branded shirts. It investigates how lifestyle, cultural influences, and personal preferences intersect in the decision-making process. Additionally, the research explores the impact of marketing strategies, advertising, and brand loyalty on the choices made by men when purchasing branded shirts.

---

---

## 1. INTRODUCTION:

Human beings are freedom loving. That is why we fought against the imperialism. The freedom we achieved in 1947 not only brought political freedom but also personal. We struggled for development in all fields of life. This struggle has been going on relentlessly. We brought more people literate. The standard of living of an average Indian has gone up proportionally the purchasing power of an average Indian also increase. Their life styles have been changed More people migrated from rural areas to urban areas. They started experiencing buying and fast life. Naturally this brought the inevitable changes in all fields of e. One of them was the inclination towards ready to wear dresses.

### A. OBJECTIVES:

1. To study the socio economic background of consumer in Coimbatore city.
2. To study the factors that influencing the consumer towards Branded shirts.
3. To examine the consumer preference towards Branded shirts.
4. .To analyzes the impact of Branded shirts on the youth

### B. STATEMENT OF PROBLEM:

The company's biggest strength lies in its people. In the words of Mr Kumar Mancals B1 Chairman, Aditya Birla Group for sustainable success, their (people's) performance orientation and customer focus is imperative. In my view, organizations grow only where people grow, IA rigorous selection process enables to hire the best people available: The Management Trainee scheme helps employees sharpen their latent skills by taking them through a systematic process of learning and development, thus enabling them to deliver their best. A career at is a logical sequence of personal and professional development, leading employees to achieve their career goals.

### C. RESEARCH METHODOLOGY:

This chapter describes the methods applied for the study in details. Research methodology is the process or strategies used to identify, pick, techniques, and examine statistics about a topic. The research adopted random sampling method to conduct the study. The data inclusive of measurable and qualitative data as well together from various sources including like various books, research articles, newspapers, websites is used for the purpose of study.

## RESEARCH TOOL:

- Simple percent analysis method.
- Ranking analysis.

## SAMPLE SIZE:

- Sample size includes minimum 100 Respondents.

**PERIOD OF STUDY:**

- The period of study is within December 2022-January 2023.

**SOURCES OF DATA:**

For this purpose of study, the data has been collected in 2 ways:

- Primary Data
- Secondary Data.

**PRIMARY DATA:**

- Primary Data is gathered through questionnaire respondents.

**SECONDARY DATA:**

- Secondary data is gathered through Journals, Books, E-Sources, and Reports and so on

---

**2. REVIEW OF LITERATURE:**

1. Lalitha et al. (2023) made a study entitled "Brand Preference of Men's wear?": Scope of the study focuses on the brand preference regarding shirts and pants of select consumers living in twin cities of Hyderabad and Secunderabad. It is confined to the customers visiting the select showrooms in Hyderabad and Secunderabad. The objectives of this study were to know the reason why customers prefer branded shirts and pants to unbranded ones to find out the influence of advertisement for branded clothing for the purchase behaviour of the respondent and to know the factors influencing customers while choosing branded shirts of pants.
2. Ritu Narang (2022) in a study entitled "A Study on Branded Men's wear, was taken up in the city of Lucknow with an intention to explore the purchase behavior of the buyers of branded men's wear. The objectives of this research are to study the purchase behaviour of the buyers of branded men's garments, to study the impact of advertising on the purchase decision of buyers.
3. Pathak and Tripathi (2021) made a study entitled "Customer Shopping Behaviour on Modern Retail Formats: A Study of Delhi & NCR. The Study is an exploratory research conducted in Delhi & NCR. It specifically focuses on customer shopping behaviour in Indian scenario among the modern retail formats (Sumathi, 2003).
4. Kotler (2018) Marketing is all around us. Even when people share their shopping experiences, they indirectly market the product or service.

---

**3. COMPANY PROFILE:**

leading fabric supplier and t-shirt manufacture, working for USA, Canada and 80% of goods is shipped to us. Have our own knitting, embroidery and sample dyeing with 100m/e making an output of 3000pc/day. Very good in yarn dyed fabric and t-shirts in the low cost prices, apparel exporting company located in Gangnam, centre of Seoul, exporting high fashion carry-over stocks. These goods introduced and advertised mainly by famous Korean top stars, started business as a remaining stock supplier of apparel products such as T-shirts. Jeans, sportswear, bags shoes, and accessories supply wholesalers and retailers across Asian countries and worldwide.

Based on comfortable and stylish design creative technology and trust. Always do our best. Greetings we are a company that specializes in uniforms; Growing based on our young and energetic mind as well.

Overview "The Biggest Brands and Best People" - this is the philosophy driving Madura Fashion & Lifestyle. A part of the Aditya Birla Group, it has in the past decade made a significant shift to establish itself as a premier fashion and lifestyle company. Nowadays is one of the fastest-growing branded apparel companies in India.

---

**4. FINDINGS, SUGGESTION AND CONCLUSION:****1. FINDINGS:**

1. Majority 92.6% of the respondents are male.
2. Majority 55.6% of the respondents of age group 18-25.
3. Majority 57.8% of the respondents of the qualification in degree.
4. Most of the 30.4% of the respondents occupational status are student
5. Most of the 37.8% of the respondents income level is above Rs.25000.

6. Most of the 40.7% of the respondents are prefer to purchase for friends.
7. Most of the 34.8% of the respondents are prefer the brand Allen Solly. Most of the 28.9% of the respondents are brand preference to comfortness, economical. >
8. Most of the 33.3% of the respondents give first preference to peter England.
9. Most of the 42.2% of the respondents are strongly agree for search for new brand.

## **2. SUGGESTIONS:**

Consumer earning above Rs 25000 are considered to be potential consumer block of gents readymade wear shirts. So new innovations are to be brought in to readymade shirts industry to attract and sustain this group interest.

Brand being the strongest attribute sincere efforts are to be made by the companies owning the brands to safeguard it from pilferage and misuse of the brand name by others. The misuse of the brand name results in low quality of product and lowering the trust of the consumers which invariably decrease the reputation of the companies.

## **3. CONCLUSION:**

The study reveals that Allen Solly, Peter England, and Van Hesune remains the top brands preferred by the respondents. It is clear that most of the shoppers of men's branded shirts were highly influenced by the factors such as durability, reference groups, wider choice of colour and design, attractiveness, price range and celebrity endorser. Most of the customers are expecting reduced price and wider choice of colour and design. The manufacturers of branded shirts must focus on all these factors to formulate branding strategies effectively and to sustain their growth. Convenient shop hours and the offer & discounts are the two factors that contribute more to prefer a particular retail garment showroom.

## **REFERENCE:**

K. Balanagatiounath Anand, M. Krishnakumar (2009) Studied the apparel buying behaviour of Indian consumers through five dimensions viz consumer characteristics, reference groups store attributes, promotion and product attributes

Jafar Iqbal Laskar and Haidar Abbas (2008) this study aims to study the consumer awareness about various brands (sources of awareness as well as the extent of awareness), their perception about these brands and the factors that affect their perception Researcher has seen that advertisement and shelf presence are the main source of brand awareness Firms

## **WEBSITE**

- [www.peterengland.com](http://www.peterengland.com)
- [www.ALLEN SOLLY.com](http://www.ALLEN SOLLY.com)
- [www.LOUIS PHILIPPS.com](http://www.LOUIS PHILIPPS.com)