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Customer Preference towards Branded Casual Apparel with Reference to Coimbatore City

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ABSTRACT:

The association between factors that influence customer purchasing behaviour for clothing goods in Coimbatore city is examined in this study. Respondents who are now residing in Coimbatore and are frequent purchasers of clothing goods were given questionnaires in order to do this. There are 120 responders in the entire sample. The author employed the convenience sampling approach to obtain the data, which were then combined and analysed in SPSS 16.0. Demographics were examined using descriptive statistics. The findings of this study provide understanding and support for the link between the factors influencing consumer purchasing decisions for clothes.

KEYWORDS: Consumer, Descriptive, Apparel, Buying Behaviour

INTRODUCTION:

Westerners typically dress in casual clothes, which is unstructured, occasionally Spontaneous, and appropriate for everyday use. Following the counterculture of the 1960s, casual clothing gained popularity in the West. Casual clothing may also be referred to as loungewear or leisurewear when stressing its comfort. 2013. Casual-dressed parents with their little child. Even though casual is "informal" in the sense of "not formal," formal attire, which is a step beyond semi-formal attire, generally refers to a Western dress code associated with suits and is therefore more formal than casual clothing. In today's society, men's casual clothing often includes jeans, a dress shirt with the collar casually turned down, and a T-shirt or sleeveless shirt.

REVIEW OF LITERATURE:

1. Mittal, P. and Aggarwal, S (2012)

This study is based on consumer perception towards branded garments and develops a relationship between demographic and psychographic profiles. The tool which is used in this research was Survey collected by the so many peoples. According to this study, The Findings is success of marketing can be understood by the behavior of the consumer which includes mental, physical andemotional processes at every purchase of good and service.

2. **Nirbhan Singh, R.(2013)**

Clothing is an important part of women's life and plays a major role in building the female identity and status. Cloths help the women to enhance their confidence and strengthen their self esteem. Clothing is referred to as specialty good since consumers often make an effort for seeking out the garment that they require. Most of the female focus on product attributes, fashion trends and other factorsrelated to social or psycho logical needs of the customer. These characteristics help them to choose their cloths according to their preference and it also suits with tradition and culture.

3. **JM Lavin (2020)**

Relations within the textile and apparel industry have varied considerably in recent years. New modes of relationship management and the emergence of new international actors have altered traditional concepts. In the chapter, the authors study the reflection of these variations in inter-organizational and intra-organizational relations, especially by reviewing 42 articles reportedin journals and conference proceedings from the ISI Web of Knowledge database, finding 28 articles on the subject mentioned. A classification of the 28 articles has been made based on theircontext, their sources of results, the stakeholders that appear, and their final results.

OBJECTIVES OF THE STUDY

➢ To explore the personal profile of the selected customers and their study related details in Coimbatore City.

➢ To find out the Customer buying preference of branded Readymade Garments.

➢ To analyze the consumers satisfaction levels towards branded apparels.

➢ To evaluate the factors exploring the price level spent by the Customer.

➢ To provide the customer with specific guidance regarding branded casual apparel.

SCOPE OF THE STUDY

➢ Branded Fashion Apparels, Fashion Wear of Buyer and Company will benefit from this study by learning the range of uses.

➢ To understand consumer purchasing patterns for fashionable clothing.

➢ The business can learn about a variety of elements influencing clients' purchasing decisions.

RESEARCH METHODOLOGY

Numerous statistical tools are employed when analyzing data. The following tools are employed in data representation and analysis.

In order to rank students' preferences for branded casual clothes and gauge customer satisfaction, descriptive research methods were used in this study. A questionnaire was employed as the method.

Collection of data:

The Source of data includes Primary and Secondary Data Source.

Primary Data:

The Primary Data is a data which is collected for this research to get more information about the People who mostly using the branded casual apparels. In this Study, The Primary Data was collected using questionnaire.

Secondary Data:

Secondary Consist of information that already exist somewhere, that have been collected for some other purpose. In this Study, The Secondary Data was Collected from the Internet, Websites, Newspaper, Research Papers.

Sample Design:

Before any data is actually collected for a sample from a specific population, a sample design must be decided. The research must decide whether to choose samples based on probability or non-probability.

Sampling Size:

The sample Size selected for this study is 120 Responds.

Area of Study:

The Study is conducted within the Coimbatore City.

DATA ANANLYSIS AND INTERPRETATION:

TABLE SHOWING THE MONEY SPENT TO PURCHASE BRANDED CASUAL APPARELS

OPTION	NO OF RESPONDENT	PERCENTAGE
LESS THAN 5000	34	28.3
5001-10000	58	48.3
10001-15000	24	20
ABOVE 15000	4	3.4
TOTAL	120	100

INTERPRETATION:

It is examined from the above table that 28.3% are less than 5000, 48.3% respondent are 5001-10000, 20% respondent are 10001-15000, 3.4% respondent are Above 15000.
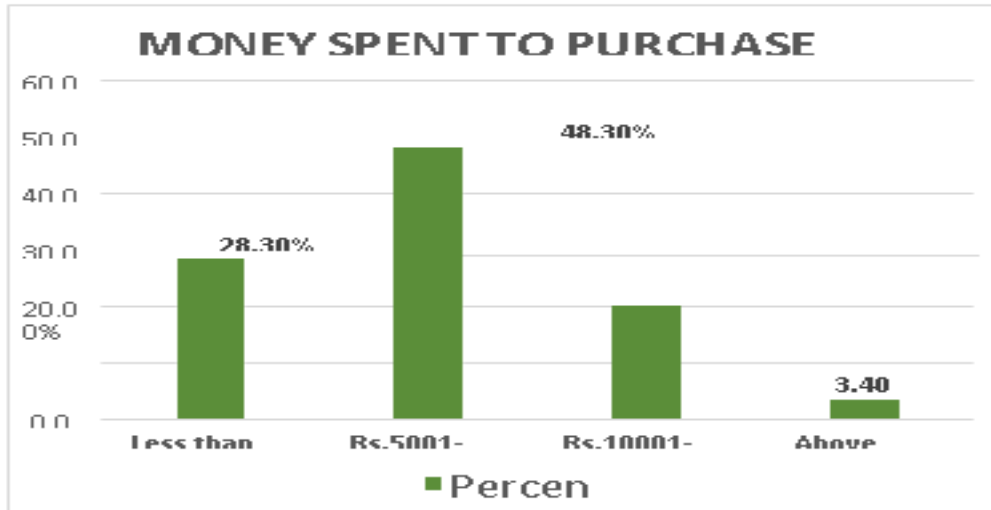
TABLE SHOWING THE TYPE OF BRAND MATERIAL PREFER MOSTLY OF THE RESPONDENTS

OPTION	NO OF RESPONDENTS	PERCENTAGE
COTTON	75	62.5
LINEN	12	10
RAYON	14	11.7
POLYSTER	10	8.3
OTHER	9	7.5
TOTAL	120	100

INTERPRETATION:

It is evaluated from the above table that 62.5% respondents are using Cotton ,10% respondents are using Linen, 11.7% respondents are using Rayon, 8.3% respondents are using Polyster and 7.5% are using Other materials.
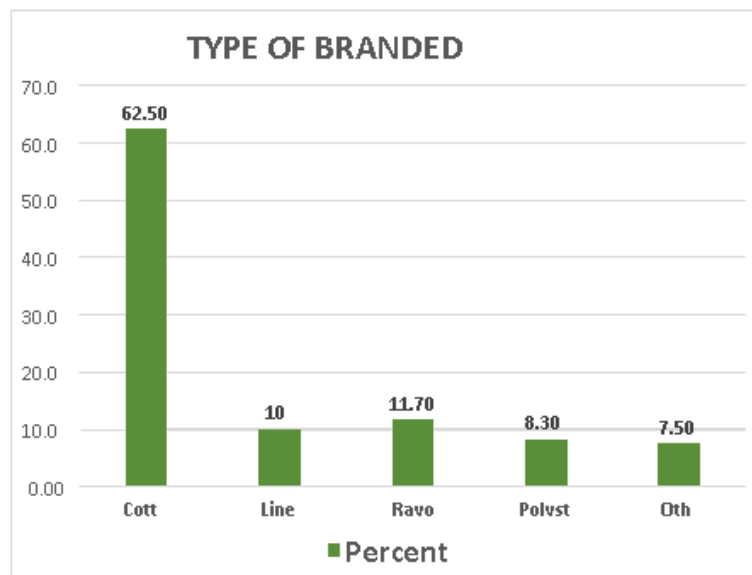
TABLE SHOWING THE BRAND PREFER MOSTLY ON FASHIONABLE CLOTHES OF THE RESPONDENTS

OPTIONS	NO OF RESPONDENTS	PERCEN TAGE
ALLEN SOLLY	24	20
RAYMOND	18	15
TRENDS	61	50.8
ZUDIO	15	12.5
OTHERS	2	1.7
	120	100

INTERPRETATION:

It is examined from the above table that 20% of respondents prefer Allen Solly, 15% of respondents prefer Raymond, 50.8% of respondents prefer Trends, 12.5% of respondents prefer Zudio, 1.7% of respondents prefer Other Brands .
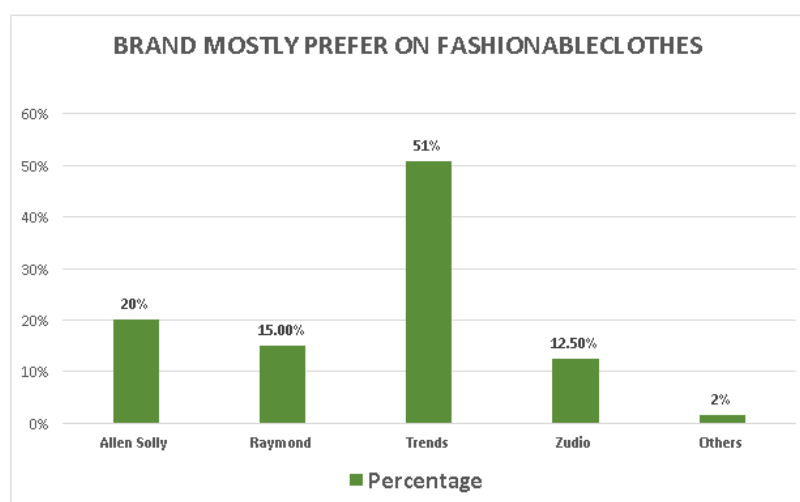
FINDINGS

The majority 48.3% of t h e Respondent's comes under Rs.5001-10000 to purchase the branded Apparels.

The majority 62.5% of the Respondent are using cotton as the Brand Material.

The majority 51% of the Respondents prefer trends.

SUGGESTIONS:

➢ The opinion of the reference group is important in which it improves the goodwill of the product. Respondents like to pay less and buy quality products and they like to prefer the branded attire which has some discounts, coupons etc.,

➢ so, the producers may give these benefits to them. Before the fixation of price, the market survey may be made and price may be fix accordingly as high price may lead to low sales.

➢ The update of latest fashion and trends is considered most by the youngsters so updating of designs must be made quickly.

LIMITATIONS

➢ Since the study was only conducted in the city of Coimbatore, no generalizations can be made about its findings.

➢ Some clients in branded casual apparel stores don't want to provide accurate information about the products.

➢ The study was limited to 120 participants.

CONCLUSION

> ➢ As Stated in the objective, this study is concluded that the various factors like advertisement, brand image, current fashion and trends, comfortable etc., make the Youngsters to switch over to another brand and so the marketer must keep all these factors in his mind and there after production, pricing, sales activities must be made.

> ➢ Brand enhances the personality of a person as the branded product provides satisfaction, Value for money, social class etc., The brand image of product is been maintained from long years and with the help of that brand image most of the youngsters preferring branded attire as they are more conscious about the latest fashion and trends.

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