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A STUDY ON MEN'S INTEREST TOWARDS BRANDED SHIRT WITH REFERENCE TO COIMBATORE CITY.

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ABSTRACT:

This study delves into the factors influencing men's interest towards branded shirts within the reference to Coimbatore city. Through a comprehensive analysis, it investigates the significance of brand perception, quality, pricing, and socio-cultural influences on consumer behavior. Utilizing a mixed-methods approach, including surveys , the research aims to provide valuable insights for marketers, retailers to understand and cater to the preferences of male consumers in the apparel industry.

INTRODUCTION

The brand is a name, term, design, symbol or any other feature that is used to identifies one seller's good or service as distinct from those of the other sellers. Brand is a name given to the product and service such that it takes on an identity by itself. The brand name can create and stand for a loyalty, trust, faith, premium-ness or mass-market appeal, depending on how the brand is marketed, advertised and promoted. Branding is the refined art of actively shaping your brand.

SCOPE OF THE STUDY

The scope of men's interest towards branded shirts is therefore multifaceted and influenced by the combination of personal, social, and economic factors. The scope of study on men's interest towards branded shirts is to explore the factors that influence their buying behaviour, preferences, and perceptions of different brands of the customers. Such a study can help marketers to understand the needs and wants of their target customers, and design effective branding strategies to attract and retain the customers. A study can also examine the impact of various external and internal stimulus, such as an advertisement, peer pressure, income level, lifestyle, personality, etc., on men's decisions making process and satisfaction level.

OBJECTIVES OF THE STUDY

- To study & analyse the brand preference of buying the branded shirt.
- To study the factors which influences buying behaviour of the branded shirts.
- To measure the satisfaction level towards branded shirts.
- To find out the problems faced by the customer towards selected branded shirts.

STATEMENT OF THE PROBLEM

The Customer's taste and preferences are changing and resulting in the radical transformation of life style which causes problems in buying behaviour of the branded shirts. There are different factors which influence men's buying behaviour of branded shirts, such as an income level, family, friends, style, comfort, quality, and self-respect. According to the study, men prefer branded shirts because they want to enhance their style, life to protect their self-respect, and to be with the social-norms. Consumer buying behaviour has been impacted by the financial limitations, limited product availability, and brand choice, posing challenges. As the result of this study, it has been determined that the comprehending consumers' needs, preferences, and budgetary considerations regarding branded shirts is paramount.

REVIEW OF LITERATURE:

Dr. Ritu Narang (2006) 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 behaviour 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, to Study the impact of promotional activities on purchase behaviour of buyers.

Dr. A.Lalitha, Dr.J.Ravikumar & K.Padmavalli (2008) 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. 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 or pants.

Dr.S.V.Pathak and Aditya P.Tripathi (2009) made a study entitled “Customer Shopping Behaviour Among Modern Retail Formats: A Study of Delhi”. The Study is an exploratory research Conducted in Delhi. It specifically focuses on customer shopping behaviour in Indian scenario Among the modern retail formats. Objectives of the study are to find out the factors that affect The buyer’s decisions among the modern retail formats and to evaluate the comparative strength of These factors in buying decision of the buyers.

Hence this study is focused on branded shirts. Let us know some of the brands below:

- **Peter England**

Peter England is one of the largest menswear brands in India known for its standardized fits, fashionable styles and superior quality. Peter England’s shirts are a blend of comfort and style that makes it a top men’s shirt brand.

- **Allen Solly**

Allen Solly is a fashion-forward brand that brings a high-end style and caters to every age group. This shirt brightens up your day with its striking shade. Allen Solly has been praised for mixing the best accomplishment with quality materials to form stylish, refined consumer goods.

- **Van Heusen**

Van Heusen gives you the power to choose with impressive collars, cuffs and everything in between for men shirts. These shirts boast of elegance in their magnificent patterns like solid, printed, self-design, striped, and checked.

- **Indian Terrain**

Indian Terrain Fashions Ltd. Is one of India’s fastest growing branded apparel companies that cater to the needs of the cosmopolitan, mature and upwardly-mobile man. It was founded the aim of providing men in India with premium smart-casual clothing.

- **Raymond**

Raymond Group is an Indian branded fabric and fashion retailer, incorporated in 1925. It produces suiting fabric, with a capacity of producing 31 million meters of wool and wool blended fabrics.

FINDINGS

Finding show the result of 120 respondents.

- 42% of respondents prefer Peter England.
- 51% of respondents mainly buy for its quality/material .
- 44% of respondents influenced through family/friends.
- 54% of respondents buy at the range below 1000rs.
- 37% of respondents are satisfied with Peter England.
- 29% of respondents problem is issue in quality.

SUGGESTIONS

- The price of the shirts can be reduced. More design and multi-colours can be introduced to attract more customers.
- The promotional scheme such as discounts and offers along with purchase is suggested to increase the sale of Branded shirts.
- They should promote their sales through television as advertising as it reaches the people soon.
- The company have to market the branded shirts in all price ranges.

CONCLUSION

The study on men's interest towards branded shirts reveals that factors such as brand reputation, perceived quality, style preferences, and social status significantly influence their purchasing decisions. Further analysis could delve into the impact of cultural influences and advertising strategies on men's buying behavior to optimize marketing efforts in this segment. Therefore the study was conducted to analyse the strategies to improve the buying behaviour of the consumer towards the branded shirts.