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A STUDY ON CONSUMER PERCEPTION ON “WESTSIDE” WITH REFERENCE OF COIMBATORE CITY

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INTRODUCTION:

In the dynamic landscape of retail, understanding consumer perceptions is paramount for businesses aiming to thrive. One such prominent player in the Indian retail industry is WESTSIDE, renowned for its fashion-forward offerings and contemporary shopping experiences. This study delves into the intricate realm of consumer perception surrounding WESTSIDE, aiming to unravel the factors influencing consumer attitudes, preferences, and behaviors towards this retail giant. WESTSIDE, a flagship brand of Trent Limited, has carved a niche for itself in the Indian retail sector with its diverse range of products spanning apparel, accessories, home furnishings, and more. Its commitment to offering quality merchandise coupled with a distinct shopping ambiance has garnered a loyal customer base over the years.

OBJECTIVES OF THE STUDY:

- To know specific reasons for which customers purchase for WESTSIDE.
- To find out the satisfaction level of the customer for making purchase from WESTSIDE.
- To find out the customer's preference for services provided by WESTSIDE.

SCOPE OF THE STUDY:

Through this project it aims to understand consumer behavior and brand image, evaluate the product range, assess marketing effectiveness, analyze store experience, and review the online presence of WESTSIDE. The scope is subject to the study's objectives, methodology, and potential limitations

STATEMENT OF PROBLEM:

The retail industry in India is rapidly evolving, and consumer perceptions play a crucial role in shaping the success of retail brands. WESTSIDE, as a prominent retail brand, has established its presence in various cities across India, including Coimbatore. However, understanding how consumers perceive WESTSIDE in Coimbatore is critical for the brand's local success and expansion strategy. The problem is that there is a lack of comprehensive studies that focus on consumer perception of WESTSIDE in Coimbatore city. This gap in knowledge makes it challenging for the brand to tailor its strategies effectively to meet the expectations and preferences of consumers in Coimbatore. Therefore, this study aims to explore and understand consumer perceptions of WESTSIDE in Coimbatore city, which could provide valuable insights for the brand to enhance its customer experience and satisfaction.

Reviews of Literature:

This part represents the review of those studies that have been carried out in the consumer perception.

- **Chandra (1998)¹** wrote an article on “Challenges ahead of Indian textile and clothing industry” It put special emphasis on production capabilities and efficiencies as most essential elements to fight global competition. It suggests various strategic decisions Indian textile manufacturers have to make to survive the competitiveness in post quota regime.
- According to Venkatesh (2000), the perceived convenience provided by Internet Vendors has a positive impact on consumers' attitudes toward online shopping. They believe that the Internet improves the outcome of their shopping experience in a simple way, and that it has enormous potential for youth marketers
- According to Benedict et al. (2001), there are two factors that influence perceptions of internet customer purchase intention online. There are internal factors such as ease of use, enjoyment, and usefulness, as well as external factors such as situational, product characteristics, consumer traits, and previous omissions. Internet-based e-commerce, and the study included an experiment in which people were required go through the buying process and share their experiences. The study discovered that a positive experience with a website is critical in forming consumers' trust when shopping online, and if consumers trust the website, those who will comprehend ease of use, perceived enjoyment, and perceive the 89 websites to be less risky, which will eventually culminate in an intention to transact with the website.

SIMPLEPERCENTAGE ANALYSIS:

Simple Percentage method refers to the specific kind which is used in making comparison between two or more series of data collected. Percentages are based on descriptive relationship. It compares the relative items. Through the use of percentage, the data are reduced in the form with base equal to 100%, which facilitate relative comparison.

TABLE SHOWING THE GENDER OF THE RESPONDENTS:

Gender	no of responses	percentage
Male	91	56.87%
Female	69	43.12%
	160	100%

Interpretation

The above table indicates that 56.87% of the respondents are male and 43.12% of the respondents are female .

Majority 56.87% of the respondents are male

CONCLUSION:

The project on “Customer Perception towards WESTSIDE” reveals that the majority of the respondents are young adults aged between 18-25, predominantly male, and hold a bachelor’s degree. These respondents tend to purchase products from WESTSIDE occasionally, indicating that the brand appeals to educated consumers who shop infrequently. Interestingly, word-of-mouth seems to play a significant role in brand awareness, with half of the respondents learning about WESTSIDE through friends. Moreover, despite the growing trend of online shopping, a majority of the respondents still prefer the traditional in-store shopping experience. The analysis also highlights the importance of product variety, quality, pricing, and customer service in influencing customer perceptions and satisfaction. However, there are areas where improvements can be made. These include offering more trendy options, better quality products, more variety in sizes, and competitive pricing. In conclusion, while WESTSIDE has a strong brand presence and customer base, there are opportunities for the company to enhance customer satisfaction and loyalty by addressing the identified challenges and continuously improving its product offerings and shopping experience. This will not only help in retaining the existing customers but also attract new ones, thereby contributing to the company’s growth and success in the competitive retail market.

REFERENCE :

1. Chandra (1998), "Challenges ahead of Indian textile and clothing industry in post quota regime", International Journal of Engineering Technology & Management Research, Vol 1, Issue 1.

WEBSITE:

2. www.westside.com
3. www.tata.com
4. www.google.com