A STUDY ON PREFERENCE AND SATISFACTION OF CUSTOMIZED BOUTIQUES FOR BRIDES WITH SPECIAL REFERENCE TO COIMBATORE CITY

Dr. V. VIDHYA[1], MS. THARANI A S[2]

[1] Assistant Professor, Department of Commerce, Professional Accounting, Sri Krishna Adithya College of Arts and Science.

[2] Student of Department of Commerce, Professional Accounting, Sri Krishna Adithya College of Arts and Science.

ABSTRACT:

The bridal fashion industry has witnessed a significant transformation with the rising demand for personalized and customized wedding attire. This study explores the preferences and satisfaction levels of brides opting for customized boutique services in Coimbatore City. The objective is to understand the key factors influencing bridal choices, including fabric quality, design uniqueness, service quality, price, brand reputation, and delivery timelines. Through a structured survey and analysis of responses from brides who have recently availed boutique services, the research examines the alignment between customer expectations and the services provided. The findings reveal the growing inclination toward personalized bridal wear as a reflection of individual style and cultural relevance. The study also identifies gaps in service delivery and suggests improvements to enhance customer satisfaction. This research aims to contribute valuable insights to boutique owners and designers in Coimbatore, helping them tailor their offerings to better meet the evolving needs of modern brides.

INTRODUCTION:

In India, weddings are not just a union of two individuals but a celebration of tradition, culture, and family values. Coimbatore, a rapidly growing city in Tamil Nadu, is known for its rich cultural heritage and deep-rooted traditions, which are vividly reflected in its wedding ceremonies. In recent years, there has been a significant shift in the bridal fashion industry, with an increasing number of brides opting for customized bridal wear. This trend is particularly prominent in Coimbatore, where brides seek unique and personalized attire that reflects their individuality while honoring cultural traditions. Customized boutiques allow brides to actively participate in the creation of their wedding attire, ensuring that every detail aligns with their vision and preferences. This personalized approach not only enhances the bride's experience but also adds sentimental value to the wedding outfit. However, with the increasing demand for customized bridal wear, it becomes essential to understand the preferences and satisfaction levels of brides who choose these services. The satisfaction derived from a customized boutique experience is influenced by various factors, including the quality of service, the craftsmanship, adherence to timelines, and the overall customer experience.

This study aims to explore the preference of brides in Coimbatore regarding customized boutique services and to assess their satisfaction levels. By understanding these aspects, the study will provide valuable insights into the expectations and experiences of brides, enabling boutique owners to better cater to their clientele. Moreover, the findings of this study will contribute to the broader understanding of consumer behavior in the bridal fashion industry, particularly in a culturally rich city like Coimbatore. This study is structured to analyze the key factors that influence the preference for customized bridal wear, measure the satisfaction levels of brides, and identify any gaps between expectations and actual service delivery. The insights gained will help boutique owners refine their offerings, thereby enhancing customer satisfaction and strengthening their position in the competitive bridal market.

OBJECTIVES

1. To study the socio-economic and demographic profile of the respondents.
2. To identify the factors influencing on preference of boutiques in Coimbatore city.

SCOPE:

This study explores the demand for customized bridal boutiques in Coimbatore city. It analyzes brides' preferences for personalized designs, fabrics, and embroidery styles while examining boutique services such as tailoring, fittings, and customization options. Additionally, the research identifies challenges faced by boutique owners in meeting bridal customization demands. By studying market trends and customer expectations, the study aims to provide valuable insights into business opportunities within the bridal fashion industry. This study can be further expanded to other boutiques and in other places.

STATEMENT OF PROBLEM:

The bridal wear industry in Coimbatore has seen a significant rise in demand for customized services, as more brides seek unique, personalized outfits that reflect their individual tastes and cultural heritage. Customized boutiques have become increasingly popular for offering tailored designs, fabrics, and fittings that cater to the specific needs and desires of brides. However, despite the growing trend, there is limited understanding of what drives bridal preferences for customization and how satisfied brides are with the services they receive. This study aims to address the gap in knowledge by investigating the factors influencing the preference for customized bridal boutiques in Coimbatore and assessing the level of satisfaction among brides who opt for these services. Understanding these aspects is crucial for boutique owners to align their offerings with customer expectations, enhance service quality, and improve overall customer satisfaction.

The problem lies in the potential mismatch between the expectations of brides and the actual services delivered by boutiques, which can lead to dissatisfaction and unmet needs. This study seeks to identify these gaps and provide insights that can help boutiques better cater to the bridal market in Coimbatore, ensuring that they meet the evolving demands of their clientele.

RESEARCH METHODOLOGY:

The research design adopted for this study is descriptive in nature, aiming to analyze customer preferences toward customized boutiques. A purposive sampling method was employed, targeting brides with experience in customized boutiques to ensure relevant and focused insights. Both primary and secondary data were used for the study. Primary data was collected using a structured questionnaire distributed to respondents in Coimbatore city, while secondary data was sourced from books, journals, magazines, and the internet. The study focused specifically on the area of Coimbatore, with a total sample size of 154 respondents. For data analysis, statistical tools such as simple percentage analysis, weighted average, and ranking analysis were used to interpret the findings effectively.

LIMITATIONS

1. A small sample size may restrict the generalizability of findings to a larger audience.
2. Rapid changes in bridal fashion trends may impact the study's long-term relevance.

RIVIEW OF LITERATURE:

Nirbhan Singh and Sarvanan. R, (2013), made a comprehensive study on female buying behaviour for apparel segment in Coimbatore categorized women into 3 age groups viz, 16-25 years, 26-35 years and 36 -45 years. It was found that most of Women in all age categories preferred sarees and salwar for formal wears. The was not influencing the preference of silk saree wanted to wore by the women consumers. The age of the women respondents had no impact with the owning of number of silk sarees

Kalaiyarasi S, (2014), in her study identified that women were the lovers of dress materials and were also quality conscious, tradition and heritage lovers who gave importance to traditional silks in general and also preferred Kanchipuram and Arni silks in particular.

Mishra (2015), A study conducted by to gather information about consumer buying practices and attitudes towards Kashmiri shawls. It was observed that Kashmiri shawls are very much in demand but customers look for greater quality of stitches and motifs. Authentic genuine shawls are quite expensive, but still consumer have passion to have a Kashmiri shawl. Woollen shawls are within reach of the common consumer, but Shahtoosh is a best purchase. Consumers are also looking for cheaper shawls of blended yarns.

PROFILE OF THE STUDY:

Coimbatore is home to a vibrant array of bridal and ethnic wear boutiques, each offering unique styles, personalized services, and strong online presences. Shubbam Boutique, now located in R.S. Puram, emphasizes elegance through curated ethnic wear and active social media engagement. Malgudi Designs, also in R.S. Puram, is known for its wide selection of custom bridal wear and intricate embroidery styles. R'Knot Ethnic Store in Gandhipuram offers globally shippable bridal attire with detailed customization. Anya Boutique specializes in handcrafted sarees and bridal blouses, combining traditional designs with modern trends, and operates both offline and online. Vidhya Design Studio focuses on intricately embroidered blouses and blends contemporary aesthetics with heritage craftsmanship. Arvi the Couturier, founded by designers Arun and Vino, provides bespoke bridal wear with a strong emphasis on personalization and artistry. Amika Boutique in Saibaba Colony is recognized for its elaborate aari and embroidery work, offering bridal collections and kids' dresses. D'Raksha Boutique, also in Saibaba Colony, caters to diverse fashion needs from casual to bridal wear, with a focus on individual styling. Nalinika Boutique, located in Town Hall, combines fashion with empowerment, offering bespoke and ready-to-wear garments while supporting women artisans. ARS Ladies Designer & Boutique, established in 2012, is celebrated for its designer stitching and fashionable salwar and saree collections, recently earning recognition at the 2024 Aram Awards. Collectively, these boutiques illustrate Coimbatore's rich and evolving landscape of customized bridal fashion.

ANALYSIS AND INTERPRETATION OF DATA

TABLE 4.1

AWARENESS ABOUT CUSTOMIZED BOUTIQUES

AWARENESS	NO. OF RESPONDENTS	PERCENTAGE
Advertisement	19	12.3%
Friends/Family	66	42.9%
Word of mouth	35	22.7%
Social media	33	21.4%
Others	1	0.6%
Total	154	100.0%

SOURCE: Primary data

INTERPRETATION:

The majority of respondents (42.9%) became aware of customized boutiques through friends and family, highlighting the importance of personal networks. Word of mouth (22.7%) and social media (21.4%) also play significant roles, while advertisements (12.3%) contribute less.

Most of the respondents 42.9% are aware of customized boutiques through friends and family.

CHART 4.1

AWARENESS ABOUT CUSTOMIZED BOUTIQUES
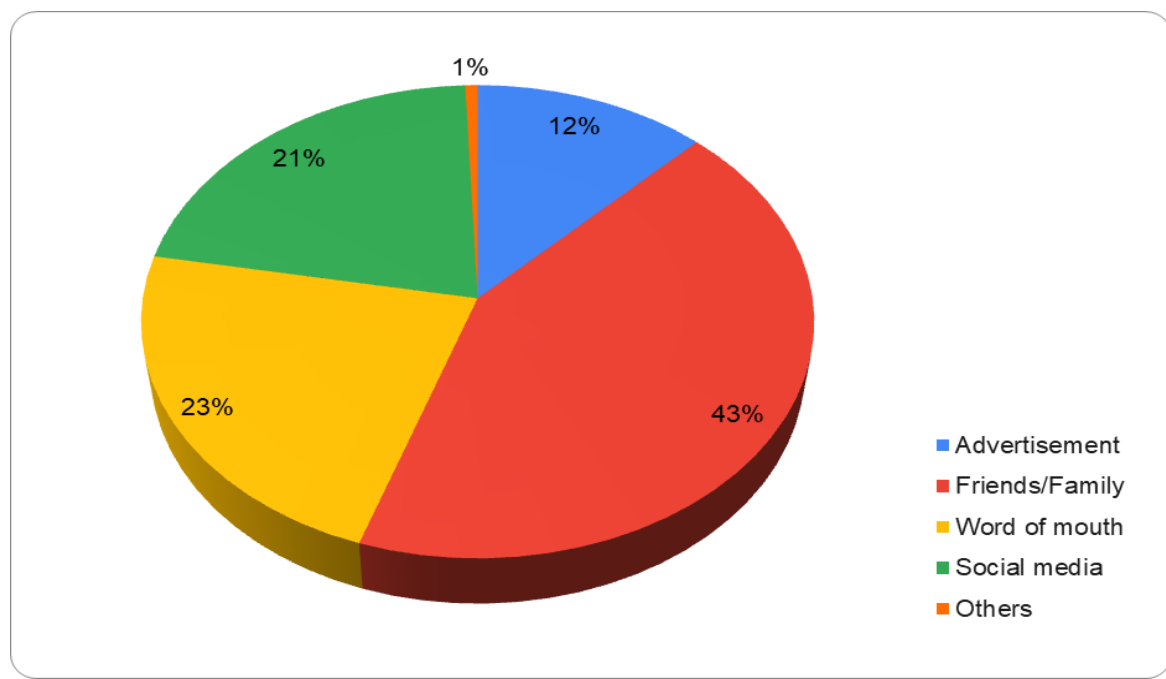
Table 4.2

TYPE OF BRIDAL WEAR

BRIDAL WEAR	NO. OF RESPONDENTS	PERCENTAGE
Saree	48	31.2%
Lehanga	50	32.5%
Gown	31	20.1%
Indo-western	23	14.9%

| Others	2	1.3%
Total	154	100%

SOURCE: Primary data

INTERPRETATION:

The table shows that Lehenga (32.5%) is the most preferred bridal wear, followed closely by Saree (31.2%), indicating a strong preference for traditional attire. Gowns (20.1%) and Indo-western outfits (14.9%) are also chosen by a significant portion, reflecting a mix of modern and cultural influences. The minimal preference for other styles (1.3%) suggests that most brides favor conventional or fusion wear.

Most of the respondents 32.5% preferred Lehanga as the bridal wear.

CHART 4.2

TYPE OF BRIDAL WEAR
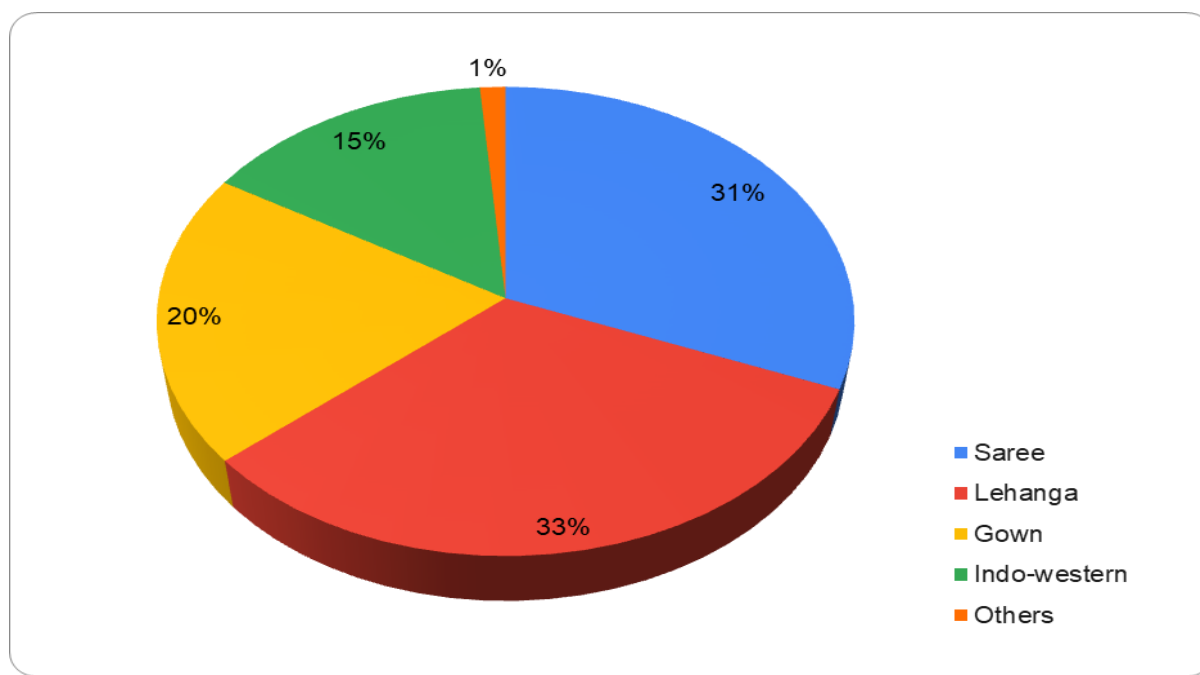
TABLE 4.3

SATISFACTION LEVEL OF BOUTIQUES

Factors	5	4	3	2	1	Total	Weighted average	Rank
Brand value	305	268	72	0	2	647	4.20	1
Price	155	308	111	10	4	588	3.82	7
Customized design/style	280	236	108	2	2	628	4.08	2
Uniqueness	250	240	108	14	1	613	3.98	5
Tailor fit/finishing	255	244	105	6	4	614	3.99	4
Time of delivery	235	256	105	12	1	609	3.95	6
Quality of fabrics	270	260	75	14	3	622	4.04	3

INTERPRETATION:

It is found that the respondents were satisfied with the "Brand value" ranks highest on the (4.20), followed by "Customized design/style" (4.08), while "Uniqueness", "Tailor fit/finishing" and "Time of delivery" ranks similarly as (3.98), (3.99) and (3.95), while "Quality of fabrics" (4.04), indicating their significant impact. "Price" ranks the lowest (3.82), suggesting that cost is a less critical factor compared to quality and brand perception.

FINDINGS:

Most of the respondents 42.9% are aware of customized boutiques through friends and family.

Most of the respondents 32.5% preferred Lehanga as the bridal wear.

SUGGESTIONS

To enhance customer satisfaction in customized bridal boutiques, it is essential to introduce trendy and unique bridal designs that align with modern preferences. Pricing transparency should be improved, offering flexible options to justify costs. Expanding bridal styling consultations and customization services can enhance the shopping experience. Strengthening quality control measures will help eliminate imperfections and ensure better finishing. Lastly, leveraging word-of-mouth marketing, social media, and influencer collaborations can increase brand visibility and attract more customers. Customized bridal boutiques should focus on trendy designs, transparent pricing, enhanced styling services, strict quality control, and strong marketing through social media and influencers to improve customer satisfaction and attract more buyers.

CONCLUSION

The study reveals that customized boutiques are highly preferred by brides in Coimbatore, due to their exclusive designs, personalized fittings, and quality craftsmanship. Key factors influencing preference include design uniqueness, fabric quality, boutique reputation, and customer service. Customer satisfaction is driven by timely delivery, customization flexibility, and designer expertise, though challenges like high costs and long waiting periods exist. Despite this, the demand for customized bridal wear remains strong. Boutique owners can enhance satisfaction by improving service efficiency and expanding design options. Overall, customized boutiques play a crucial role in the bridal shopping experience, and future advancements in technology could further influence customer preferences.

REFERENCE:

1. Nirbhan Singh and Sarvanan. R (2013), "A Comprehensive Study on Female Buying Behaviour for Apparel Segment in Coimbatore", International Journal of Textile and Fashion Technology (IJTFT), Vol.3, Iss.1, pp.67-82.
2. Kalaiyarasi. S, (2014), "An Empirical study of the Preferences and Buying behaviour of silk sarees among women consumers in Vellore town", International Journal of Business and Administration Research Review, Vol. 1, Iss.5, pp.12-20.
3. Mishra, Rashmi and Pant Suman, (June 2015). Preference of consumers for Kashmiri shawls, Asian Journal of Home Science, volume 10, issue 1, 203-207.

WEBSITE:
1. https://shodhganga.inflibnet.ac.in