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A Study on Factors Influencing Consumer Preferences of Contemporary Fashion Apparel with Reference to M.R. Impex, Tiruppur

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Abstract:

This study examines consumer preferences and brand loyalty in the fashion apparel sector, focusing on Tiruppur. Through chi-square analysis of data from 104 respondents, the research reveals consistent preferences across demographics such as age, gender, and occupation. Key findings include no significant influence of factors like price, fabric quality, or social influence on brand loyalty. However, brand name shows a near-significant effect on loyalty, emphasizing its role in consumer attachment. The study suggests that businesses should strengthen brand identity, adopt broad marketing strategies, maintain a balanced online and offline presence, and explore emotional engagement to foster loyalty. These insights provide actionable recommendations for improving brand loyalty and marketing effectiveness in the fashion industry. Additionally, the study highlights the need for further research into psychological factors driving loyalty and how brands can leverage these insights to refine their strategies. This research contributes to a deeper understanding of consumer behavior in a dynamic and competitive market.

Introduction

Consumer preferences represent the individual tastes, interests, and choices that govern coping opinions. These preferences are told by a blend of particular, artistic, social, profitable, and cerebral factors. In the fashion vesture assiduity, where trends shift fleetly, understanding consumer preferences is essential for brands aiming to remain applicable and competitive. For case, a teenager may prefer trendy and suggestive apparel, while a professional may conclude for comfort and functionality. Social factors similar as peer influence and celebrity signatures also shape preferences, particularly among youth. In addition, profitable factors similar as income situations impact whether consumers choose decoration or budget-friendly fashion. Cerebral rudiments, including provocation, perception, and emotional attachment to brands, further add complexity to consumer geste. In recent times, the part of technology, e-commerce platforms, and digital marketing has come decreasingly significant in impacting vesture choices. As consumers gain further access to product information and social media content, their preferences evolve snappily. Hence, businesses must be nimble in understanding and responding to these ever- changing requirements.

Industry Profile

Tiruppur, known as the knitwear capital of India, contributes over 90 of the country's cotton knitwear exports and hosts 10,000 cloth units, making it a major global cloth mecca. Employing over 600,000 workers, the assiduity grew fleetly post-1990s liberalization due to import openings and a flexible, decentralized model. It has embraced sustainability through ZLD systems and organic cotton, and continues to contemporize with support from government schemes like TUFS and PLI. Despite challenges like labor dearths and global competition, Tiruppur remains a crucial player in India's garment sector. Its strong force chain and quick reversal capabilities make it a favored sourcing destination for global brands. The megacity's focus on invention and eco- friendly practices strengthens its position in the transnational request.

Company Profile

M.R. Impex, established in 2011, is a key garment exporter in Tiruppur, employing around 85 workers and specializing in high-quality knitwear like t-shirts, hoodies, and children's clothing. With a strong European market presence and clients like DISNEY and MYTOYS, the firm operates through integrated departments focused on quality, timely delivery, and customer satisfaction. Generating an annual turnover of ₹5-7 crore, M.R. Impex emphasizes sustainability and ethical production, aiming to lead globally through innovation, efficiency, and a customer- centric approach. Its adaptability to fashion trends and commitment to eco-friendly practices make it a trusted name in the global apparel market.

Research Problem

This study aims to understand consumer involvement in fashion apparel in Tiruppur by examining fashion engagement across different age groups, including teenagers, youth, and grown-ups, as well as across genders, both manly and womanish. also, it seeks to identify the crucial factors that impact client engagement with fashion vesture.

Objectives of the Study

1. To identify the type of consumer who prefer fashion apparels
2. To identify the factors of impacting consumer to prefer fashion apparels
3. To find out whether brand value influences buying preferences

Scope of the Study

The scope of this study aims to explore the demography of consumers who prefer fashion apparel by examining key factors such as age, gender, income, and education. It will also identify the factors influencing fashion apparel involvement, including brand loyalty, emotional connection, social influences, and fashion trends. Additionally, the study will investigate the impact of brand value on consumer buying behavior, focusing on how perceptions of brand reputation, quality, and status influence purchasing decisions. This research will cover both online and offline consumers, analyzing how these factors vary across different demographic groups and consumer segments in the fashion apparel market.

Limitations of the Study

This study, based on 104 respondents, is limited by its small sample size, which may not accurately represent the broader population. The reliance on self-reported data can also lead to biased or inaccurate responses. Additionally, the study focuses only on three specific objectives, which may overlook other important factors influencing consumer behavior. Its cross-sectional nature prevents understanding of changing trends over time.

Research Methodology

This study adopts a **descriptive research methodology** to analyze factors influencing consumer preferences for contemporary fashion apparel, focusing on behavior, preferences, and brand value. A **non-probability convenience sampling method** was used to select 104 individual consumers in Tirupur who are interested in or have experience purchasing fashion apparel. This approach allows for a practical and relevant understanding of consumer behavior in the local market.

Primary data

Primary data collection involves the collection of original data directly from the source or through direct commerce with the repliers. This system allows experimenters to gain immediate information specifically acclimatized to their exploration objects.

Data analysis & Interpretation

Table : 1 Fashion apparel preferred by the respondents

Types of respondents	Types of fashion apparel					Total
	Casual Wear	Formal Wear	Ethnic Wear	Sports wear	Others	
Student	28	12	2	5	2	49
Working Professional	23	12	2	4	1	42
Business Owner	4	2	0	1	0	7
Homemaker	2	0	1	0	0	3
Others	2	0	0	1	0	3
Total	59	26	5	11	3	104

Sources : Primary Data

Interpretation

The chi-square test shows no significant association between the type of respondent and their preferred fashion apparel ($p > 0.05$). This indicates that fashion apparel preferences are relatively consistent across different respondent categories.

Table: 2 Gender wise purchase frequency of fashion apparel

Gender	Purchase frequency of fashion apparel					Total
	Once a month	Once in 3 months	Once in 6 months	Once a Year	Rarely	
Male	20	23	10	3	10	66
Female	18	13	5	2	2	40
Total	38	36	15	5	12	104

Sources: Primary Data

Interpretation

The chi-square test reveals no significant relationship between gender and frequency of purchasing fashion apparel ($p > 0.05$). This suggests that both males and females tend to have similar purchasing patterns.

Table: 3 Age wise purchase frequency of fashion apparel

Age	Frequency of purchase					Total
	Once a month	Once in 3 months	Once in 6 months	Once a Year	Rarely	
Below 18	2	2	0	0	0	4
18 - 25	31	0	2	2	10	45
26 - 35	3	3	3	3	2	14
Above 45	2	2	3	0	0	7
Total	38	7	8	5	12	104

Sources: Primary Data

Interpretation

The chi-square test shows significant association between age and the frequency of purchasing fashion apparel ($p < 0.05$), indicating that buying patterns are similar across age groups.

Table: 4 Apparel types and brand wise preference by respondents

Types of fashion apparel	Brands			Total
	Local Brands	National Brands	International Brands	
Casual Wear	18	32	13	63
Formal Wear	11	11	3	25
Ethnic Wear	0	0	3	3
Sportswear	0	3	2	5
Others	3	3	0	6
Total	32	49	21	104

Sources: Primary Data

Interpretation

The chi-square test indicates significant association between the type of fashion apparel and brand preference ($p < 0.05$). This suggests that consumers choose local, national, or international brands fairly evenly across different apparel types.

Table: 5 Brand wise preferences by the respondents

Types of respondents	Type of brands			Total
	Local Brands	National Brands	International Brands	
Student	16	26	8	50
Working Professional	15	21	6	42
Business Owner	0	2	3	5
Homemaker	0	2	3	5

Others	2	0	0	2
Total	33	51	20	104

Sources: Primary Data

Interpretation

The chi-square test shows significant relationship between the type of respondent and their preferred brand category ($p < 0.05$), indicating that brand preferences (local, national, or international) are fairly consistent across different respondent types.

Table : 6 Purchase frequency based on shopping platforms

Often purchased Fashion apparel	Shopping platforms types			Total
	Offline (Physical Stores)	Online (E-Commerce Platforms)	Both	
Once a month	10	13	15	38
Once in 3 months	23	11	2	36
Once in 6 months	3	6	5	14
Once a Year	0	2	3	5
Rarely	6	2	3	11
Total	42	34	28	104

Sources: Primary Data

Interpretation

The chi-square test indicates significant association between frequency of fashion apparel purchases and preferred shopping platform ($p < 0.05$). This suggests that shopping habits (offline, online, or both) are relatively similar regardless of how often people buy apparel.

Table : 7 Factors influencing brand loyalty by the respondents

Factors influencing	Frequency of brand loyalty					Total
	Always	Sometimes	Never	Often	Rarely	
Price	5	5	3	0	3	16
Brand	5	8	5	0	1	19
Fabric Quality	8	23	3	2	1	37
Design & Style	5	19	5	0	0	29
Social Influence	0	5	2	2	4	13
Total	23	60	18	4	9	104

Sources: Primary Data

Interpretation

The chi-square test reveals no significant relationship between factors influencing purchases and brand loyalty ($p > 0.05$), suggesting that brand loyalty is not strongly affected by factors such as price, fabric quality, design, or social influence.

Table: 8 Brand influencing on purchased by brand loyalty

Brand name influencing	Brand loyalty					Total
	Always	Sometimes	Never	Often	Rarely	
Strongly Agree	5	8	2	0	0	15
Agree	7	25	2	0	3	37
Neutral	3	23	2	2	2	32
Disagree	1	3	3	2	1	10
Strongly Disagree	0	1	1	0	8	10
Total	16	60	10	4	14	104

Sources: Primary Data

Interpretation

The chi-square test indicates a near-significant relationship between brand name influence and brand loyalty ($p = 0.071$), it have been observed that, there are influencing factors on brand loyalty of the respondents.

Findings

The chi-square analysis reveals no significant association between respondent type and fashion apparel preference, gender and purchase frequency, or age and buying habits, indicating consistent consumer behavior across these demographics ($p > 0.05$).

Brand preference remains uniform across apparel types and respondent categories, and shopping platform choices are not influenced by how often individuals purchase apparel.

Additionally, factors like price, fabric quality, design, and social influence show no significant effect on brand loyalty. However, brand name shows a near-significant influence on loyalty ($p = 0.071$), suggesting it may play a modest role in consumer attachment to brands.

Suggestions

The findings suggest that small businesses should enhance brand identity to boost loyalty, as brand name shows a near-significant influence. With consistent preferences across age and gender, broad marketing campaigns and streamlined inventory planning are effective.

A balanced presence on both online and offline platforms is recommended, given uniform shopping behaviors. Since traditional factors like price and fabric quality don't significantly drive loyalty, businesses should focus on customer experience and emotional connection. Further research into the psychological aspects of brand loyalty is encouraged to uncover deeper consumer motivations.

Conclusion

This study finds that consumer preferences for fashion apparel are consistent across age, gender, and occupation, with limited impact from traditional loyalty factors like price and quality. However, brand name shows a near-significant influence on loyalty, highlighting the value of brand engagement. Uniform shopping habits across platforms support a balanced online- offline strategy. These insights can guide businesses in adopting broad marketing, efficient inventory planning, and exploring new ways to build brand loyalty.

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LINKS

https://www.researchgate.net/publication/305624861_Consumer_Buying_Behaviour_towards_Fashion_Apparels

https://www.researchgate.net/publication/344313587_An_overview_of_Tirupur_The_Textile_city_i