



A Study On Preferences Of Metro City Customers In Selecting Clothing As A Brand And Facing Problems

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Abstract: A select few cities, including Coimbatore, Bangalore, and Kochi, are the focus of the current study. This empirical study's main focus is on the degree to which consumers in particular cities are satisfied with particular apparel brands. The scope of this study also includes an analysis of customer brand preferences and issues.

Keyword: Metro City, Brand Clothing, Customers, facing problems.

Introduction

Since ancient times, branding has been used to set one producer's products apart from another. The first examples of branding may be found in Europe, where the guilds of the Middle Ages mandated that artisans use trademarks to guard their goods from imitations of lower quality. Additionally, branding in the fine arts started with artists signing their pieces. Today, brands perform a number of crucial functions that boost both the financial worth of businesses and the lives of customers. Brands let consumers—individuals or organizations—assign blame to a specific manufacturer or distributor by identifying the producer or source of the goods. Depending on how it is marketed, consumers may view the same thing differently. Customers get knowledge about the brand through its experiences and marketing initiatives. As customers' lives get more complicated and time-pressed, brands' ability to make decision-making simpler is crucial. Additionally, brands serve important purposes for the business. They start by making handling and tracking of the goods simpler. Inventory and financial information are better organised because to brands. Registered trademarks may provide protection for the brand name. The company may securely invest in the brand and gain from it thanks to the intellectual property rights. By using components like a logo, design, mission statement, and a reoccurring theme throughout all marketing communications, branding aims to give customers a strong, favourable impression of a business, its goods or services. When compared to a generic equivalent, a corporation gets a value premium from a product with a recognised name called brand equity. Brand equity is primarily developed through customer perception, which takes into account both knowledge about and experience with a brand and its goods. On the basis of brand equity, businesses in the same sector or industry compete.

BRANDING HISTORY: The practice of branding has a long history. Over time, this discipline and art form have developed into a crucial component of creating any prosperous company. Although branding dates to the 1500s, significant changes occurred in the 19th and 20th centuries. Through years of trial and error and technological development, businesses have figured out how to stand out from the competition, grab consumers' attention, and convert apathetic customers into brand devotees. 1500s: Branding's first manifestations The term "brand" means "to burn" in the Scandinavian language of Ancient Norse. A brand originally referred to a burning piece of wood before coming to mean a torch. Cattle were commonly branded to indicate ownership by the 1500s. Between 1750 and 1870, the Industrial Revolution reshaped both Europe and the United States. The development of mass manufacturing of items was started by this historical period

as a result of improved workplace efficiency and technology. Companies had to suddenly stand out and assume ownership since there were more rivals than previously. the trademark, please. A trademark is made up of words, phrases, symbols, patterns, forms, and colours that are used to identify a corporation or a product and are either officially registered or acquired through use. In the 1870s, registered trademarks gained popularity, and in 1881, the U.S. Congress established the first Trademark Act. This was the first instance of branding being considered intellectual property, allowing businesses an opportunity to formally assert their ownership of their products and fend off competitors and copycats. The 20th century's innovation era was from the 1870s through the 1920s. The momentous and inspirational flight of the Wright Brothers in 1903 came to represent the imagination, ingenuity, and creativity that came to characterise the time. Brands on the radio between 1920 and 1950 The next obvious step was to discuss them in a setting where potential consumers would listen, as manufacturing was now more effective, and businesses were seeing value in claiming ownership of their goods. 1950s–1960s: The dawn of contemporary branding As more and better rivals entered their sectors at this period, businesses established the discipline of brand management. 1960s–1990s: As businesses developed throughout the years, they needed to freshen up a bit or even adopt a new identity in order to remain current, adapt to shifting tastes, and set themselves apart in a constantly expanding industry. A brand may be reinvented and elevated to a new level by changing its advertising slogans. 2000s–Now: More than just simple branding Branding, marketing, and advertising strategies have changed significantly from traditional methods with the advent of the digital era in the late 1990s and early 2000s.

GLOBAL BRAND: The management of a brand around the globe with the goal of boosting its power and awareness in the markets in which it competes is referred to as global branding. This tactic is sometimes referred to as worldwide branding or global branding. Companies benefit from better competitive advantages thanks to global branding.

LOCAL BRAND: A local brand is one that advertises and specifically targets its goods and services at a small group of customers depending on their location. It employs a variety of marketing strategies to develop a company's presence in a particular region, build trust with the community, engage clients and partners directly, and take a commanding position in the neighbourhood market.

Belch and Michael (2000) conducted research on the management of advertising and promotions. Business marketing management was explored and introduced by Bingham (2008). According to Choi (2013), multi-brand marketing refers to a strategy where businesses produce two or more items concurrently and under various brand names. For combining brands like Pull Bear, Oysho, Massimo Dutti, Bershka, etc., Zara is highly recognised around the world. These brands now have a large annual revenue impact and have a global presence. The business might broaden its target market by adopting parallel brands. Since a sudden issue on one of the distribution branches might have an impact on the centre and all other branches, Gabrielsson (2005) has explored the drawback that the distribution system turns into a gateway to potential dangers.

A few cities, including Coimbatore, Bangalore, and Kochi, are the only focus of this study. The scope of this study also includes an analysis of customer brand preferences and issues.

Goals for the Study

- To examine customer brand preferences.
- Elements that affect preferences.
- To investigate consumer satisfaction with their favourite brands.
- To examine the problems that the customers are having.

Issues with the Study

- The study is restricted to a specific geographic area, and the sample size is time-based.

Area and Availability of Branded Clothing Outlet

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	112.930 ^a	6	.000
Likelihood Ratio	25.035	6	.000
N of Valid Cases	101		

a. 7 cells (58.3%) have expected count less than 5. The minimum expected count is .01.

Ho is rejected because the computed significant value is 0.000 to 0.05. There is a strong correlation between the location and the presence of stores selling branded apparel.

Gender And Branded Cloths Expensive/Not

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	57.246 ^a	4	.000
Likelihood Ratio	16.130	4	.003
N of Valid Cases	101		

a. 5 cells (55.6%) have expected count less than 5. The minimum expected count is .02.

Ho is rejected because the computed significant value is 0.000 0.05. There is a strong correlation between gender and the price of brand-name clothing.

Area and Attire

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	101.286 ^a	6	.000
Likelihood Ratio	11.528	6	.073
N of Valid Cases	101		

a. 8 cells (66.7%) have expected count less than 5. The minimum expected count is .01.

Since the calculated significant value is 0.000 < 0.05, Hence Ho rejected. There is significant association between the area they reside and their attire.

Gender and your preferences - comfort/style

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	101.089 ^a	4	.000
Likelihood Ratio	11.307	4	.023
N of Valid Cases	101		

a. 5 cells (55.6%) have expected count less than 5. The minimum expected count is .01.

Since the calculated significant value is 0.000 < 0.05, Hence Ho rejected. There is significant association between the gender and their preference of comfort/style.

Income and your preference - Global brand/Local brand

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	5.458 ^a	8	.708
Likelihood Ratio	5.404	8	.714
N of Valid Cases	101		

a. 8 cells (53.3%) have expected count less than 5. The minimum expected count is .06.

Since the calculated significant value is $0.708 > 0.05$, Hence H_0 rejected. There is no significant association between income and their preferences of global brand/local brand.

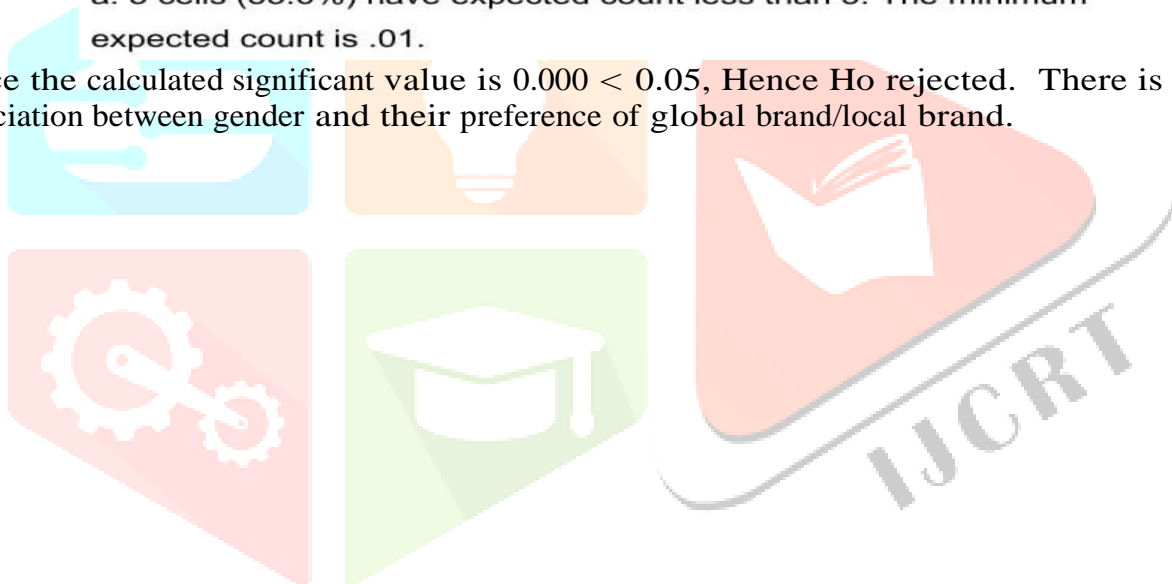
Gender And Your Preference - Global Brand/Local Brand

Chi-Square Tests

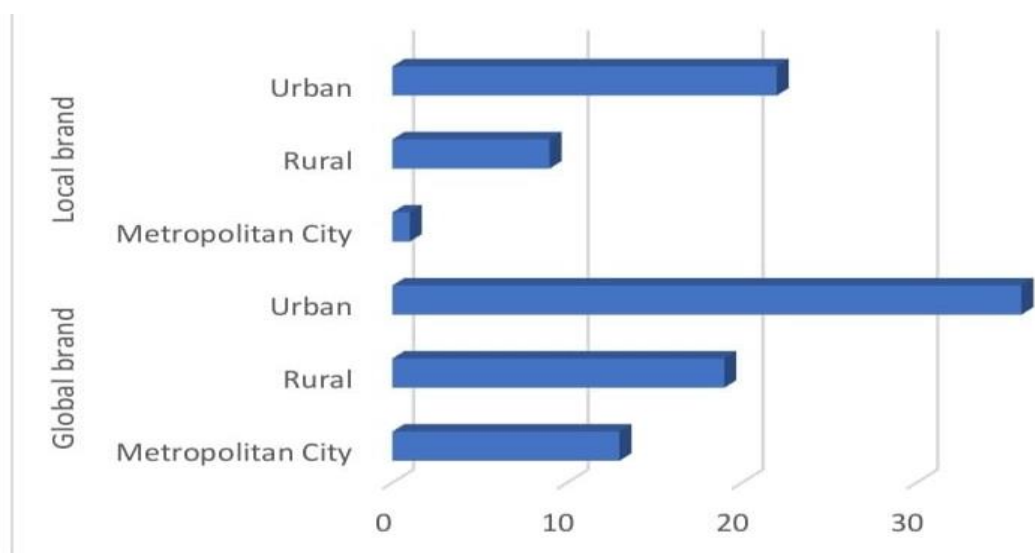
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	102.967 ^a	4	.000
Likelihood Ratio	13.217	4	.010
N of Valid Cases	101		

a. 5 cells (55.6%) have expected count less than 5. The minimum expected count is .01.

Since the calculated significant value is $0.000 < 0.05$, Hence H_0 rejected. There is significant association between gender and their preference of global brand/local brand.



Graphical Representation of Area and Your Preference - Global Brand/Local Brand



From the above graph, we can conclude that people residing in Urban area have mostly chosen to use branded cloths.

Row Labels	Count of Casual Wear
College Student	57
Casual Wear	44
Formal Wear	9
Home Wear	3
Party Wear	1
IT Sector	14
Casual Wear	2
Formal Wear	12
Non-IT Sector	15
Casual Wear	10
Formal Wear	4
Home Wear	1
School Student	13
Casual Wear	9
Formal Wear	1
Home Wear	1
Party Wear	2
Grand Total	99

The above pivot table shows that 85% of IT Sector workers prefer Formal Wear

Average Score

INFLUENCE TO BUY BRANDED CLOTHS	Celebrities	Social Media
	3.36	3.27

From the above table we can conclude that Celebrities and social media does not much influence the consumers to buy branded cloths.

AVERAGE RANK

	OFFERS	STYLE	BUDGET	QUALITY	COMFORT
FEMALE	4.14	4.09	4.28	4.32	4.52
MALE	4.2	4.32	4.22	4.56	4.65
GRAND TOTAL	4.16	4.18	4.19	4.42	4.57

- Customers place deals first, with comfort coming in last.
- Women are more drawn to offers than men are.
- Women favour fashion more than men do.
- Men are more concerned about money than women are.
- Women favour quality over men more often.
- Women value comfort more than men do.

Conclusion:

We may infer from this study that there are more branded clothing outlets in urban areas, and as a result, people there prefer to wear branded apparel even while going out. Therefore, affluent individuals are anxious that their clothing has a uniform appearance. Additionally, it is clear that income has less of an impact on fashion or clothing choices. People frequently pick multinational brands while having ordinary incomes. Despite the fact that 90% of customers think branded clothing is pricey, they still select global brands for their high quality and comfort. As a result, it is clear that women are more drawn to offers than men are. Females favour styles, quality, and comfort above male counterparts. Men are more concerned about money than women are. It is also obvious that top pupils experience peer pressure. We may also draw the conclusion that employees in the IT sector choose formal clothes the most since it is important in the workplace. Additionally, social media and celebrities don't truly influence people to purchase branded clothing.

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