A Statistical Study of People's Costume Preferences in Coimbatore City

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Abstract: This article examines costume preferences among Coimbatore residents. This article analyses customers' attitudes toward various leading textile showrooms in Coimbatore City. Regarding consumer preference for branded clothing and determining the brands of clothing most preferred by respondents in Coimbatore city. The study also investigates consumer perceptions of branded clothing showrooms in Coimbatore. Primary data was gathered using a structured questionnaire distributed to respondents in Coimbatore.

Keywords: customers, costume preference, Coimbatore city, branded cloths.

Introduction

Clothing, costume, and dress all refer to what people wear, as do related terms such as "apparel," "attire," "accessories," "garments," "garb," "outfits," and "ensembles." Many writers have tried to figure out why and when humans began to decorate and cover their bodies; the reasons go beyond the obvious considerations of temperature and climate, because some people dress skimpily in cold weather and others in hot weather. Protection, modesty, decoration, and display are all common reasons given. However, one can only speculate or conjecture about origins because no records exist detailing because early humans chose to dress their bodies.

Distinctions among Clothing, Costume and Dress

Clothing refers to specific garments and other apparel items such as footwear, headwear, and accessories that are used in both costumes and dresses. A costume is an ensemble designed to allow a person to present a performance identity for the theatre, cinema, or masquerade, or to assert an ethnic group identity on special occasions or for special events. Dress is a collection of body alterations and additions that assist an individual in establishing credibility in daily life.

Consumer preferences for clothing elements and fabric composition were investigated by Premalatha, Venkat Ravi, and Sangeetha (2017). Articles of clothing, also known as dresses, garments, or attire, are universally worn on the human body to protect it from adverse climatic conditions. People dress for both functional and

social reasons. Clothing has long been thought to be the most effective means of distinguishing social classes, occupations, status, and religious affiliation. Clothing contributes to the development of a pleasing appearance by providing comfort through design elements and technological advancements. The consumer not only pays for the clothing, but also for the methods used to make it. The clothing is made from fabric that has a long history in human life, allowing for maximum flexibility and adaptability. Their research is centred on consumer awareness of clothing elements and fabric composition. Swarali Keshav Dhawale studied customer preferences and satisfaction levels with a focus on pantaloons in Pune in 2020. Pantaloons is India's leading men's, women's, and children's fashion and lifestyle destination. The friendly and welcoming store staff, combined with the fresh, vibrant, and stylish merchandise, make it a fashion hotspot that shoppers from all over India visit. Pantaloons has it all, from trendy ethnic wear to stylish western wear, cool casuals to smart formals, bubbly kids' wear to cute infant wear. It has a variety of handbags, footwear, and accessories in addition to fashionable and trendy apparel, making pantaloons a one-stop style destination. His research entailed gathering broad information about the company, its products, consumer preferences, and Pantaloons satisfaction levels. Various aspects were identified based on the information gathered, where the company needed to focus on customer preference and pantaloon satisfaction level to increase sales. Primary and secondary data were used in the study. Secondary data was gathered by visiting various websites and other trustworthy sources. Primary data was collected using a well-structured questionnaire, and detailed analysis was performed using various statistical I.T tools, MS Word, and MS Excel. Based on secondary data analysis and extensive primary data analysis, interpretations for the questions were developed, and a conclusion was reached. To assist, certain suggestions are drawn from the analysis. Asian Indian ladies at various levels of acculturation were studied by Ann Beth Presley and Whitney Upchurch Campassi (2013) for their preferences in apparel colour and design symbolism as well as their purchase intents. The study's main goal was to find out whether, at various levels of acculturation, westernised clothing with Asian-Indian ethnic dress elements might be purchased more frequently than westernised clothing with design attributes primarily symbolic of American culture. It also aimed to develop a valid and reliable instrument to measure colour, design, and purchase intentions of Asian-Indian female consumers. The tool includes the created Clothing Preferences and Purchase Intention Instrument, a modified acculturation measure, and restricted demographics. The instrument has four parts: Clothing Preference, Design Symbolism and Purchase Intention, Symbolic Attributes Scale, and Color Symbolism and Purchase Intention. & Comparison of Purchase Intention Between Asian-Indian Inspired and Mainstream American. All the scales were really reliable. Red, magenta, orange, gold, yellow, cobalt blue, and purple were among the instrument's 30 colours, and they were emblematic of Asian and Indian attire; hunter green, navy blue, baby blue, and blue were seen as western hues. Colors that were neutral were dropped. There were 27 tunics in the instrument, and there were nine that were clearly indicative of Asian or Indian clothes and eleven that were. In addition, regardless of acculturation, Asian Indians favoured and shown a desire to purchase westernized apparel with hues and patterns associated with the traditional attire of their home country. Kim Johnson, Sharon J. Lennon, and Nancy Rudd (2014) conducted study on the social psychology of clothing.

A comprehensive evaluation of significant areas of research in the social psychology of dress was to be provided by the study. The study discusses published studies in two main areas: dress as a stimulant and its impact on one's behaviour, links between dress, the body, and the self, as well as attributions made about oneself by others. We describe the theoretical methodologies that were employed in this research, give a brief overview of this research's history, emphasize its most important discoveries, and suggest potential future research fields. For undergraduate students, the material addressed includes developing themes in the social psychology of attire. who seek a summary of the subject. Graduate students who want to learn about the leading researchers in these important fields of inquiry who have advanced the subject or who are looking for concepts for their own thesis or dissertation study can also benefit from it. Finally, this paper's content is helpful for professors who study or teach the social psychology of clothing.

This study was carried out using online surveys, which are carried out using internet-enabled devices such as mobile phones, PCs, tablets, and so on. Respondents can receive them via email, websites, or social media. The data for this study was gathered using an online survey method among people in Coimbatore.

Objective of the Study

To investigate the relationship between demographic variables and people's costume preferences. (For example, demographic variables such as age, gender, occupation, location, education, and income) To identify people who are interested in fashion based on their age, education, and income. To determine which age group was more attracted to brand names.

The survey was distributed and collected from people in the Coimbatore area. It was also gathered from people of various ages living in Coimbatore. Because the population is large and it is difficult to collect complete data, the data was gathered using a convenient sample of 82 people.

Limitation of the Study

- The study includes people in the Coimbatore area.
- The structural questionnaire was used to collect data.
- A total of 82 people participated in the survey.
- The information was gathered from people of various ages in the Coimbatore area.
- (For example, ages 13 to 19; 20 to 35; 36 to 60; and over 61)

Interpretation and analysis

To discover the relationship between demographic variables and people's costume preferences. (For example, demographic variables such as age, gender, occupation, location, education, and income)

1. Where do you usually buy your clothes? (Clothes Store)

2. How frequently do you buy clothes? (Purchasing Clothes)

3. What kind of fabrics do you prefer? (Optional Fabrics)

4. What colour do you prefer the most? (Preferred Colors)

5. Do you have an interest in fashion? (Fashion Interest)

6. Do brand names influence what you buy? (Product Names)

7. What you wear reflects how you feel about yourself. (Your costume reflects your personality.)

8. I'm confident in my own sense of fashion. (Excellent Clothing Taste)

9. I enjoy trying out new fashion trends. (Exploring new fashion trends)

Chi-square test for age group and people's costume preferences

Description	x^2	df	Table Value	Association/ No Association
Age Group & Clothing Shop	0.662	6	14.449	There is no association
Age Group & Buying Clothes	0.336	6	14.449	There is no association
Age Group & Preferable fabrics	0.194	12	23.337	There is no association
Age Group & Preferable Colours	0.194	6	14.449	There is no association
Age Group & Interest in Fashion	0.0116	6	14.449	There is no association
Age Group & Brand names	0.1178	6	14.449	There is no association
Age Group & Dress reflects yourself	0.992	6	14.449	There is no association
Age Group & Good taste of clothing	0.198	12	23.337	There is no association
Age Group & Trying new in Fashion	0.185	12	23.337	There is no association

It may be seen from the preceding table that there is no association between the description.

Chi-Square test for gender and public opinion about preferred costumes

Description	x^2	df	Table Value	Association / No Association
Gender & Clothing Shop	0.1995	2	7.378	There is no association
Gender & Buying Clothes	0.149	2	7.378	There is no association
Gender & Preferable fabrics	0.153	4	11.143	There is no association
Gender & Preferable Colours	0.357	2	7.378	There is no association
Gender & Interest in Fashion	0.038	2	7.378	There is no association
Gender & Brand names	0.853	2	7.378	There is no association
Gender & Dress reflects yourself	0.020	2	7.378	There is no association
Gender & Good taste of clothing	0.8896	4	11.143	There is no association
Gender & Trying new in Fashion	0.753	4	11.143	There is no association

It may be seen from the preceding table that there is no association between the description.

The Chi-Square test for occupation and public opinion for preferred costumes

Description	X^2	df	Table Value	Association/ No Association
Occupation & Clothing Shop	0.970	8	17.535	There is no association
Occupation & Buying Clothes	0.817	8	17.535	There is no association
Occupation & Preferable fabrics	0.598	16	28.845	There is no association
Occupation & Preferable Colours	0.142	8	17.535	There is no association
Occupation & Interest in Fashion	0.166	8	17.535	There is no association
Occupation & Brand names	0.426	8	17.535	There is no association
Occupation & Dress reflects yourself	0.687	8	17.535	There is no association
Occupation & Good taste of clothing	0.043	16	28.845	There is no association
Occupation & Trying new in Fashion	0.179	16	28.845	There is no association

According to the above table, there is no association between all of the descriptions.

Chi-square test for Place of Living and people's preferences in costume

Description	X^2	df	Table Value	Association/ No Association
Place & Clothing Shop	0.455	2	7.378	There is no association
Place & Buying Clothes	0.283	2	7.378	There is no association
Place & Preferable fabrics	0.257	4	11.143	There is no association
Place & Preferable Colours	0.362	2	7.378	There is no association
Place & Interest in Fashion	0.951	2	7.378	There is no association
Place & Brand names	0.048	2	7.378	There is no association
Place & Dress reflects yourself	0.462	2	7.378	There is no association
Place & Good taste of clothing	0.015	4	11.143	There is no association
Place & Trying new in Fashion	0.097	4	11.143	There is no association

According to the above table, there is no association between all of the descriptions.

Chi-Square test for education qualification and public opinion on preferred costumes

Description	X^2	df	Table Value	Association/ No Association
Education & Clothing Shop	0.243	4	11.143	There is no association
Education & Buying Clothes	0.528	4	11.143	There is no association
Education & Preferable fabrics	0.179	8	17.535	There is no association
Education & Preferable Colours	0.577	4	11.143	There is no association
Education & Interest in Fashion	0.005	4	11.143	There is no association
Education & Brand names	0.013	4	11.443	There is no association
Education & Dress reflects yourself	0.073	4	11.443	There is no association
Education & Good taste of clothing	0.292	8	17.535	There is no association
Education & Trying new in Fashion	0.103	8	17.535	There is no association

According to the above table, there is no association between all of the descriptions.

Chi-Square test for income and respondents' preferred costumes

Description	X^2	df	Table Value	Association/ No Association
Income & Clothing Shop	0.480	6	14.449	There is no association
Income & Buying Clothes	0.852	6	14.449	There is no association
Income & Preferable fabrics	0.436	12	23.337	There is no association
Income & Preferable Colours	0.310	6	14.449	There is no association
Income & Interest in Fashion	0.617	6	14.449	There is no association
Income & Brand names	0.669	6	14.449	There is no association
Income & Dress reflects yourself	0.557	6	14.449	There is no association
Income & Good taste of clothing	0.878	12	23.337	There is no association
Income & Trying new in Fashion	0.628	12	23.337	There is no association

According to the above table, there is no association between all of the descriptions.

The average score for age and interest in fashion, brand names, and clothing says something about yourself

Age	Interest in Fashion	Brand names	Dress reflects about yourself
13 - 19	2.27	2.31	2.27
20 - 35	2.27	1.80	2.30
36 - 60	2.22	2.27	2.22
Over 61	2	2	2

1. According to the above data, persons in the 20–35 age bracket are more interested in fashion.

2. When buying clothing, consumers in the 13 to 19 age group consider brand names.

3. People in the 20 to 35 age group claim that what they dress tells something about who they are.

The average score for education and interest in fashion, brand names, and clothing tells something about yourself

Education	Interest in Fashion	Brand names	Dress reflects about yourself
Graduate	2.23	1.96	**2.38**
Schooling	2.07	1.93	2
Others	**2.53**	**2.53**	2.13

1. According to the above table, the majority of individuals from other educational categories are more interested in fashion.

2. In the domain of buying clothes for others, brand names matter.

3. Graduates in the education group claim that what they wear tells something about them.

Average income and interest in fashion, brand names, and clothing reflect on oneself.

Income	Interest in Fashion	Brand names	Dress reflects about yourself
Less than 20000	2.25	2	2.27
20000 - 40000	**2.41**	2	2.24
40000 - 50000	2.17	**2.5**	2
More than 50000	2	2.25	**2.5**

1. According to the above data, persons earning between Rs 20,000 and Rs 40,000 are more interested in fashion.

2. Brand names are important when purchasing clothing for persons earning between Rs 40,000 and Rs 50,000.

3. People earning more than Rs 500000 in the income bracket believe that what they wear reflects on them.

Conclusion:

There is no association between demographic factors and people's attitudes about costumes. (i.e., Demographic variable - Age, Gender, Occupation, Place, Education, Income) The majority of the respondents in this study are in the 20 to 35-year-old age range and are more interested in fashion. Ages 13 to 19 were the group with the highest brand name attraction.

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