



A STUDY ON PERCEPTION OF BRAND CLOTH PREFERENCE AMONG YOUNGSTERS IN COIMBATORE CITY

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Abstract

The readymade garment industries on the competitive world must be aware about customer's needs, taste & preference and what do the customers expects from the manufacturer. We should have this information or a customer analysis whether if we want to stay in the market and to develop a competitive edge in the market. After have this study we must be able to understand what customers has about the wants of the customer from a brand, why they switch over to other brand, and also, should analysis what are the factors which force them to switch to other competitors branded cloths. By analysing these, company can formulate the strategies as per the customer wants & satisfy the consumer to purchase the same company products, which will be profitable for the company. The purpose of this research is to investigate youth of Coimbatore city to examine the perception of brand cloth preference and their buying behaviour.

Keywords: Perception, Brand Preference and Youngsters.

INTRODUCTION:

A brand is a name, term, design, symbol or any other feature that identifies one seller's good or service as distinct from those of other sellers. Brands are used in business, marketing, and advertising for recognition and, importantly, to create and store value as brand equity for the object identified, to the benefit of the brand's customers, its owners and shareholders.

In the modern era, the concept of branding has expanded to include deployment by a manager of the marketing and communication techniques and tools that help to distinguish a company or products from competitors, aiming to create a lasting impression in the minds of customers. The key components that form a brand's toolbox include a brand's identity, personality, product design, brand communication (such as by logos and trademarks), brand awareness, brand loyalty, and various branding (brand management) strategies. Many companies believe that there is often little to differentiate between several types of products in the 21st century, hence branding is among a few remaining forms of product differentiation.

OBJECTIVES OF THE STUDY:

- To know about the level of satisfaction among the youngsters in Coimbatore
- To study the major factors responsible for buying branded attire among the youngsters.
- To identify the difference in shopping frequency between male and female youngsters.
- To analyze the brand preference of youngsters in buying branded attire.

RESEARCH METHODOLOGY:

Data collection: The study is based on both primary and secondary data.

Sample size: In the study a set of 202 respondents were selected to know about their brand preference.

Sampling design: For the study convenient random sampling method is used.

Tools for analysis: The statistical tools used for the study is Simple percentage analysis

LIMITATIONS OF THE STUDY

- The study has been conducted among youngsters in Coimbatore city.
- The top 10 brands only taken for the study otherwise the scope of the study would become extremely large.
- Only 202 youngsters were taken for the study to know about their brand preference.
- Findings may not exactly reflect the opinion of the target population.
- Time is a major constraint for a detailed study.

REVIEW OF LITERATURE:

Syed Ahamed. S, Dr A. Ravi (2016) have concluded that Consumers shop for various reasons. Men prefer brands for various reasons especially for garments. They choose product by collecting information or an overview of the products according to latest trends. Consumers differ according to their shopping frequency and buy the products which satisfy their needs. Brand is a perceived image that resides in the minds of consumers. Thus purchase of products influence by brands, purchase habit, personality, social, marketing. And the study tells that the consumers prefer branded dresses and so the manufacturer should focus on design, style, comfortable etc.

Mohanraj Palanisamy (2017) This study identifies the purchase preference on apparel brands in Chennai malls. Purchase preferences towards apparel industry among the respondents were considered based on the General shopping pattern, Shopping frequency, Amount spent on apparels, Brand awareness, Category of Clothing to be purchased, Satisfaction, Shopping experience and Brand name. Towards identifying the purchase preferences 250 questionnaires were distributed among the respondents in a shopping mall that has been randomly selected, of which 238 (95.2%) were responded. The study indicates that there exist uniform shopping pattern among the respondents. Further the respondents are familiar with brand awareness programs. There exists clear opinion on category of the clothing to be purchased and the brand name since they have shopping experiences. There exists satisfaction over purchase preference.

Md Syduzzaman (2020) Finally, it is concluded that family income triggers consumers in such a way that consumers purchase frequency increase with the increase of family income. Consumers whose ages ranging 26-39 year mostly frequently buy branded clothes as they are mostly job holder, graduate student and their needs are frequent. Another important thing is revealed here that consumers are not so much ethnocentric they stick for only for local branded clothes. Their preference for clothes is changing and are more fashion-conscious do that they also go for a foreign one. This study shows brand preference is necessary to companies because it reflects the consumer's demand besides their loyalty. Moreover, the success and sustain of readymade garments of Bangladesh in future cannot be possible without knowing local consumers' need to compete in the global context. Along with export business, our readymade garments producers should focus on creating own brand and meet the local and global demand in the competitive era. With the help of such research garments producers of Bangladesh may take help to modify their marketing tactics and it can be the strength of the companies with their respective brands.

Mehdi Abbas (2022) The study was conducted to examine that different factors affect influence on consumer perception and the impact of style affect perception for buying Bonanza informal clothing. The statistical findings showed that pricing and quality does not effect on consumer perception for buying Bonanzas informal clothing as both variable has weak relationship with Perception.

ANALYSIS AND INTERPRETATION

TABLE 1 : AGE

S NO	AGE	Respondents	%
1	16-18	24	11.88
2	18-21	151	74.75
3	22-25	20	9.90
4	25-29	7	2.97
TOTAL		202	100

Source of data: Primary Data

INTERPRETATION:

Most of the respondents(75%) are between the age group of 8-21.

TABLE -2 : GENDER

S NO	GENDER	Respondents	%
1	Female	104	51.75
2	Male	98	48.25
TOTAL		202	100

Source of data: Primary Data

INTERPRETATION:

Majority (51.75%) of the respondents are Female.

TABLE 3: OCCUPATION

S NO	OCCUPATION	Respondents	%
1	Student	88	43.78
2	Working	7	3.48
3	Business	2	0.49
4	Others	105	52.23
TOTAL		202	100

Source of data: Primary Data

INTERPRETATION:

Most of the respondents (52.23%) occupation is others.

TABLE 4 : BUDGET FOR SHOPPING

S NO	BUDGET	Respondents	%
1	500-1000	74	36.81
2	1000-1500	62	30.84
3	1500-2000	48	23.88
4	more than 2000	18	8.45
TOTAL		202	100

Source of data: Primary Data

INTERPRETATION:

From the above table majority 36.81% of respondents are spending Rs.500 - Rs.1000 for shopping in a month.

TABLE 5 : ROLE OF BRAND IMAGE IN BUYING DECISION

S NO	ROLE PLAYED	Respondents	%
1	Always	100	49.75
2	Often	33	16.41
3	Sometimes	27	13.43
4	Rarely	36	17.91
TOTAL		202	100

Source of data: Primary Data

INTERPRETATION:

From the above table most of respondents (49.75) are always concerned about brands.

TABLE 6 : SOURCE FOR BRAND TRUST

S NO	SOURCE	Respondents	%
1	Advertisements	57	28.36
2	Peers	74	36.81
3	Tv (Or) Website	53	25.87
4	Family Members	63	31.34
TOTAL		202	100

Source of data: Primary Data

INTERPRETATION:

Most 36.81% of respondents are trust from peers.

TABLE 7 : PREFERENCE OF BRAND (SHIRTS)

S NO	BRAND NAME	Respondents	%
1	Louis Philippe	41	20.29
2	Otto	48	23.76
3	Basics	40	20.29
4	Allen Solly	73	36.63
TOTAL		202	100

Source of data: Primary Data

INTERPRETATION:

Most 36.63% of respondents prefer Allen Solly brand out of the respondents.

TABLE 8 : BRAND PREFERENCE (TROUSERS)

S NO	BRAND	Respondents	%
1	Arrow	43	21.28
2	Louis Philippe	49	24.25
3	Tommy	78	38.61
4	Van Heusen	32	15.34
TOTAL		202	100

Source of data: Primary Data

INTERPRETATION:

Most 38.61% of male respondents prefer Tommy brand trousers.

TABLE 9 : BRAND PREFERENCE (FEMALE KURTIS)

S NO	BRAND	Respondents	%
1	Aurelia	19	8.91
2	Soch	16	7.43
3	Trends	144	69.80
4	Fab India	23	10.89
TOTAL		202	100

Source of data: Primary Data

INTERPRETATION:

Majority 69.8% of female respondents prefer Trends Kurtis.

TABLE 10 : BRAND PREFERENCE (FEMALE LEGGINS)

S NO	BRAND	Respondents	%
1	Go Colours	39	19.30
2	Lifestyle	45	21.78
3	Twin Birds	59	29.21
4	Prisma	59	29.21
TOTAL		202	100

Source of data: Primary Data

INTERPRETATION:

From the above table 29.21% of female respondents prefer Twin Birds and Prisma brand leggings.

TABLE 11 : REASON FOR BRAND PREFERENCE

S NO	REASON	Respondents	%
1	Popularity	11	5.45
2	Quality	164	81.18
3	Pride	16	7.42
4	Ease Of Purchase	11	4.95
TOTAL		202	100

Source of data: Primary Data

INTERPRETATION:

Majority (81.18%) of respondents prefer because of quality.

TABLE 12 : RANKING OF THE BRAND

S NO	RANK	Respondents	%
1	8 – 10	4	1.98
2	6 – 8	41	20.30
3	4 – 6	65	32.18
4	2 – 4	92	45.50
T OTAL		202	100

Source of data: Primary Data

INTERPRETATION:

Most 45.50% of respondents ranked between 2 – 4 for their brand of the respondents.

TABLE 13 : CHANGE OF BRAND

S NO	OPINION	Respondents	%
1	Yes	171	84.65
2	No	32	15.34
TOTAL		202	100

Source of data: Primary Data

INTERPRETATION:

Most of the respondents (84.65%) are ready to shift their brands if there are favourable options.

TABLE 14 : INFLUENCE OF BRAND IN PURCHASE BUDGET

S NO	INFLUENCE	Respondents	%
1	Not Much	66	32.67
2	Rarely	15	7.43
3	Sometimes	89	44.06
4	Very Much	32	15.35
TOTAL		202	100

Source of data: Primary Data

INTERPRETATION:

Mostly 44.06% of respondents influencing of brand in purchase budget.

TABLE 15 : FREQUENCY OF SHOPPING

S NO	DURATION	Respondents	%
1	Every Month	17	8.41
2	Alternative Months	65	32.17
3	3-6 Months	88	43.56
4	More Than 6 Months	32	15.34
TOTAL		202	100

Source of data: Primary Data

INTERPRETATION:

Majority of the respondents 43.56% are shopping once in 3-6 months.

TABLE 16 : WHEN BRAND IS NOT AVAILABLE IN THE REGULAR SHOP

S NO	DECISION	Respondents	%
1	Change Product	44	21.78
2	Change Brand	12	5.94
3	Go To Other Store	112	55.44
4	Wait For Availability	34	16.33
TOTAL		202	100

Source of data: Primary Data

INTERPRETATION:

Majority 55.44% respondents are ready to go to other stores if their preferred brand is not available.

TABLE 17 : RANK ANALYSIS

S NO	PARTICULARS	RANK 1	RANK 2	RANK 3	RANK 4	RANK 5	TOTAL	RANK
1	Price	5	8	99	200	66	378	3
2	Quality	10	8	138	100	102	358	4
3	Pride	10	12	312	128	29	491	1
4	Varieties	5	8	141	206	49	399	2

Source of data: Primary Data

INTERPRETATION:

From the above table it is shown that quality is first ranked for brand preference, price is ranked second for brand preference, varieties of choice is ranked third and pride is ranked fourth for brand preference of the respondents.

SUGGESTIONS:

- The brand image may be maintained properly as the brand image is important in purchase decision if its losses sales will be affected.
- Youngsters like to pay less and buy quality products so they like to prefer the branded attire which has some discounts, coupons etc., so the producers may give these benefits to them.
- Before the fixation of price, the market survey may be made and price may be fix accordingly as high price may lead to low sales.
- The update of latest fashion and trends is considered most by the youngsters so updating of designs must be made quickly.

CONCLUSION

From the study it is concluded that the various factors like advertisement, brand image, current fashion and trends, comfortable etc., make the youngsters to switch over to another brand and so the marketer must keep all these factors in his mind and there after production, pricing, sales activities must be made. Brand enhances the personality of a person as the branded product provides satisfaction, Value for money, social class etc., The brand image of product is been maintained from long years and with the help of that brand image most of the youngsters preferring branded attire. As they are more conscious about the latest fashion and trends.

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