



A STUDY ON BRANDED INTIMATE APPARELS AMONG COLLEGE GIRLS

A.ZAHARA FATHIMA & DR. SHABIYA THASEEN

Student, M.sc Textile Science & Fashion Designing

Associate Professor, M.sc Textile Science & Fashion Designing

Dept. of Post Graduate Studies & Research in Home Science,

J.B.A.S College for Women, (Autonomous) Chennai-600018

Abstract: This research was designed to investigate the preference for Intimate apparels and Assessing the brand on Intimate apparels. The research examines the influence of Several undergarment products(colour and brand) on consumer's choice. Seamless Cotton, and lace fabrics are the most common fabrics for underwear. Our True body undergarment is an example of seamless undergarment that provides Smoother – than smoother coverage. Intimate apparel is depicted as Human's Second skin, so is the most important clothing layer for achieving Comfort.

KEYWORDS : *Intimate apparel, Fabric ,brand element, Underclothing*

INTRODUCTION

Intimate apparel is a kind of garment which is worn next to the skin, and thus Behaves as human's second skin. Conventional bra, underwear, sports bra, Pantyhose, swimwear, mastectomy bra as well as maternity underwear, body Shaper, and corset are described as intimate apparel, and this kind of apparel is an interdisciplinary subject involving body beauty, human anatomy and anthropometrics, pattern design, textile engineering, as well as health science . As intimate apparel contacts with the skin directly, its comfort characteristics are more important than that of outerwear, and from this point of view in this chapter, comfort performances of intimate apparels were discussed. Underwear, underclothing, or undergarments are items of clothing worn beneath outer clothes, usually in direct contact with the skin, although they may comprise more than a single layer.

OBJECTIVES

- 1.To determine the quality, comfort and durability of Intimate apparels
- 2.To analyse the product type – Bottom wear
3. To examine the preference of Intimate apparels among college girls
- 4.To analyse the purpose of wearing Intimate apparel regarding to hygienic performance
- 5.To study the distribution channel – online or offline
- 6.To study the highlighting fact of an Intimate apparel

METHODOLOGY

The present study enables us to know about the factors influencing the choice and selection of branded Intimate apparels among college girls.This study finds out about the quality and preference of Intimate apparels and the important factors while selecting Intimate apparel.

The research method used for the study is a combination of qualitative and quantitative

VARIABLES

The variables in the present study are classified as

1. Independent variables
2. Dependent variables

1.Independent Variable:

- a. Age
- b. Qualification

2.Dependent variable:

- a. What type of Intimate apparel they prefer
- b. Where do they shop
- c. How often do they purchase Intimate apparel
- d. Are they durable and easy to wash
- e. Preferred colour for Intimate apparel
- f. Are they stratified in brands

SAMPLING PROCEDURE

For the present investigation 100 samples/ respondents comprising of College girls from Chennai were selected .The study was undertaken to Get some information regarding the branded Intimate apparel among College girls

Results and discussion

AGE OF THE RESPONDENTS

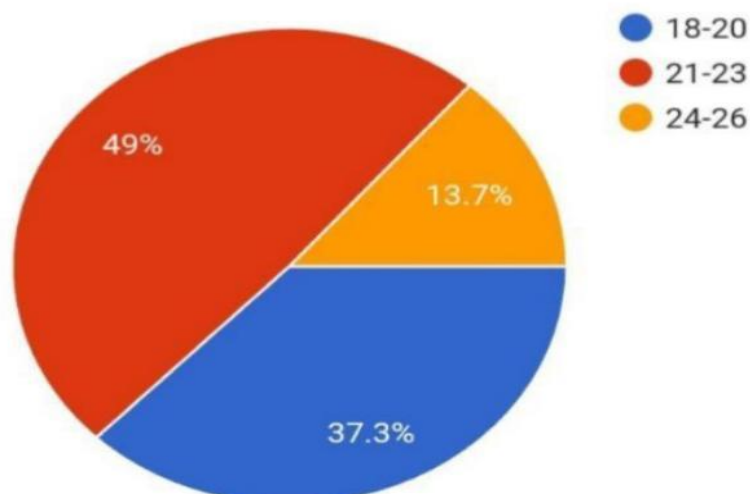
The data which regards to age of the respondents in percentage based on their age group is tabulated in table -4.1 and represented in figure -4.1

From the given table it can be noted that 37.3% are from 18-20 age group , 49% are from 21-23 age group and 13.7% are from 24-26 age group .

Hence, majority of the respondents of these survey study belonged to the age group of 21 to 23 years of age.

TABLE -4.1 AGE OF THE RESPONDENTS

S.NO	AGE	FREQUENCY	PERCENTAGE
1	18-20	37.3	37.3%
2	21-23	49	49%
3	24-26	13.7	13.7%
	TOTAL	100	100%

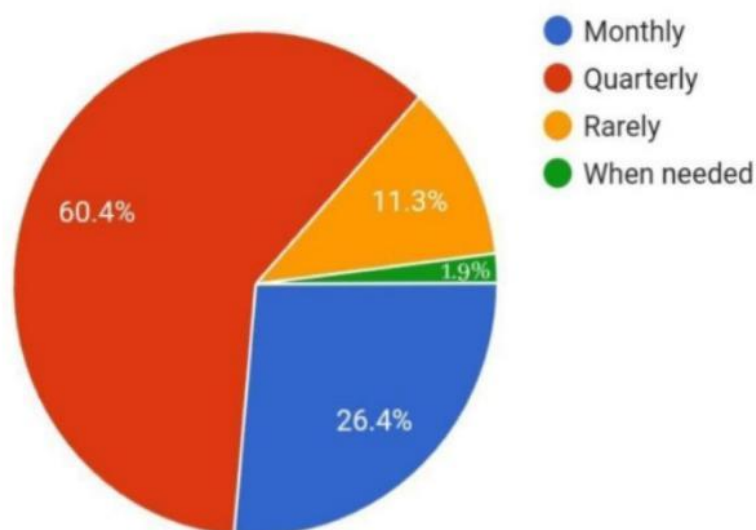


DETAILS REGARDING SHOPPING FREQUENCY

Table -4.3 and figure -4.3 shows about the details regarding shopping

From the below table it can be noted that 26.4% of the respondents shops monthly, 60.4% of the respondents shops quarterly, 11.3% of the respondents shops rarely. From the below table it can be inferred that majority of the respondent purchase quarterly

S.NO	DETAILS	FREQUENCY	PERCENTAGE
1	MONTHLY	26.4	26.4%
2	QUARTERLY	60.4	60.4%
3	RARELY	11.3	11.3%
4	WHEN NEEDED	1.9	1.9%
	TOTAL	100	100%



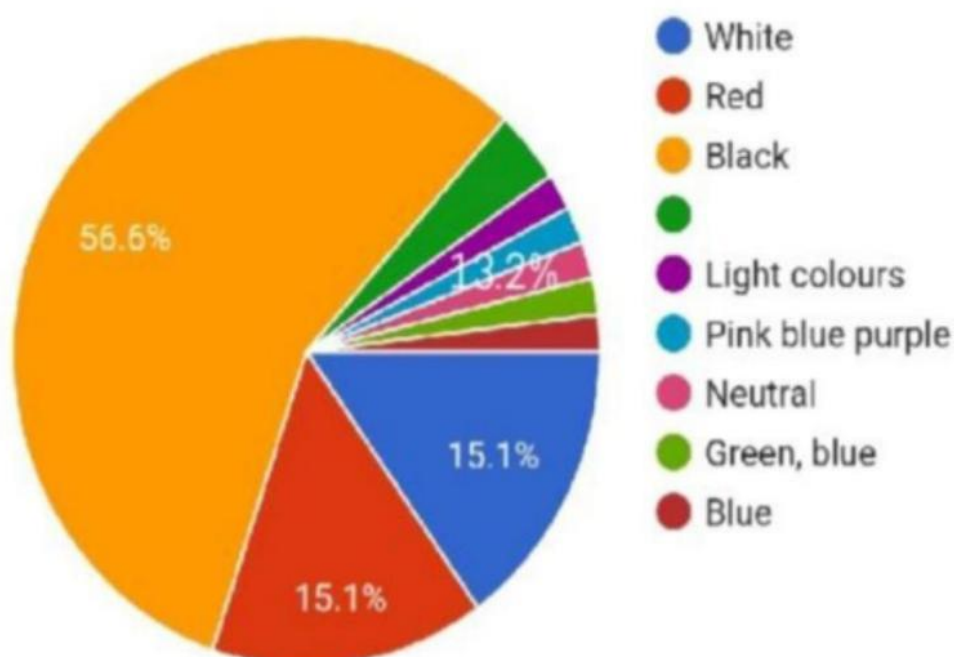
PREFERENCE OF COLOUR

Table -4.8 and figure -4.8 shows about the details regarding the preference of colour

From the below table it can be noted that 56.6 % of the respondents prefers Black colour , 15.1 % of the respondents prefers Red colour , 15.1 % of the respondents prefers White colour and 13.2% of the respondents prefers other colours. From the below table it can be inferred that majority of respondents prefers Black colour .

TABLE -4.8 PREFERENCE OF COLOUR

S.NO	DETAILS	FREQUENCY	PERCENTAGE
1	BLACK	56.6	56.6%
2	RED	15.1	15.1%
3	WHITE	15.1	15.1%
4	OTHER COLOURS	13.2	13.2%
	TOTAL	100	100%

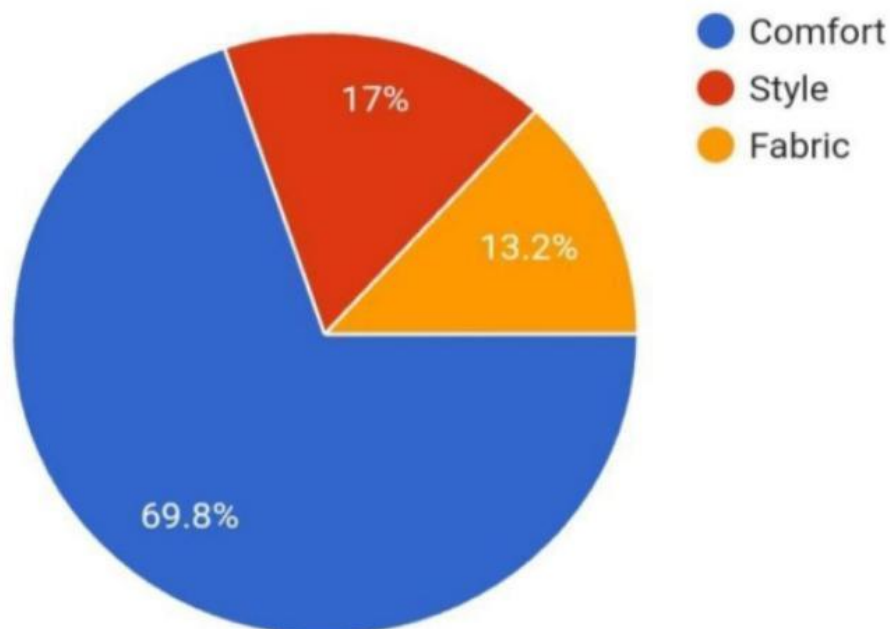


FACTORS THAT INFLUENCE THEIR CHOICE

Table -4.4 and figure -4.4 shows the factors that influence your choice .

From the below table it can be noted that 69.8% of the respondents choice is comfort , 17% of the respondents choice is style and 13.2 % of the respondents choice is Fabric. The majority is Comfort.

S.NO	DETAILS	FREQUENCY	PERCENTAGE
1	COMFORT	69.8	69.8%
2	STYLE	17	17%
3	FABRIC	13.2	13.2%
	TOTAL	100	100%

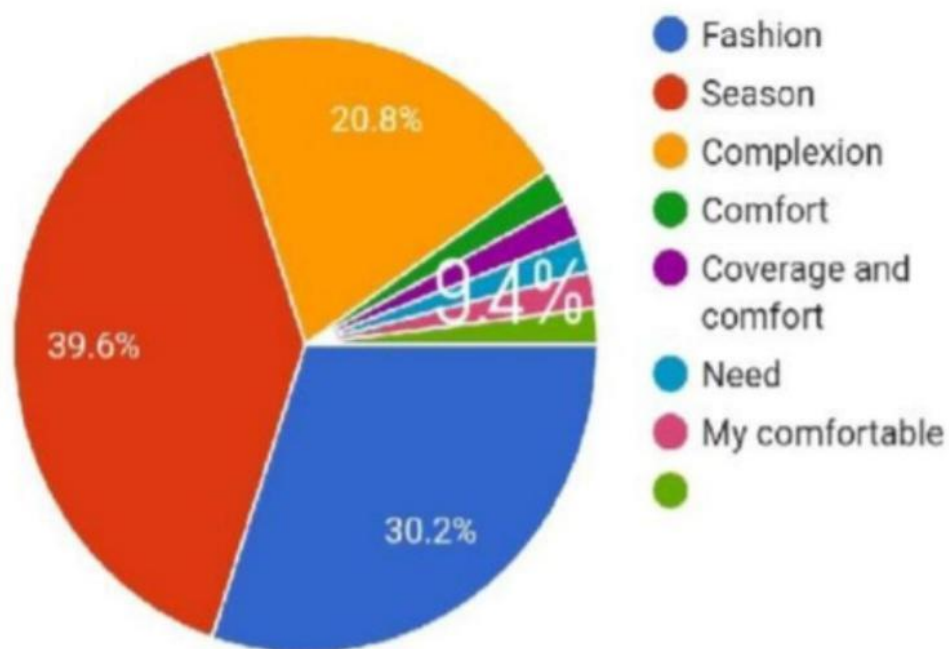


CHOOSING OF INTIMATE APPAREL ACCORDINGLY

Table -4.14 and figure -4.14 shows about the details in choosing of Intimate apparel accordingly

From the below table it can be noted that 30.2% of the respondents choose according to the fashion, 39.6% of the respondents choose according to the season, 20.8% of the respondents choose according to the complexion and 9.4% of the respondents choose according to their choice. From the below table it can be inferred that majority of respondents choose according to the season.

S.NO	DETAILS	FREQUENCY	PERCENTAGE
1	FASHION	30.2	30.2%
2	SEASON	39.6	39.6%
3	COMPLEXION	20.8	20.8%
4	OTHER CHOICE	9.4	9.4%
	TOTAL	100	100%

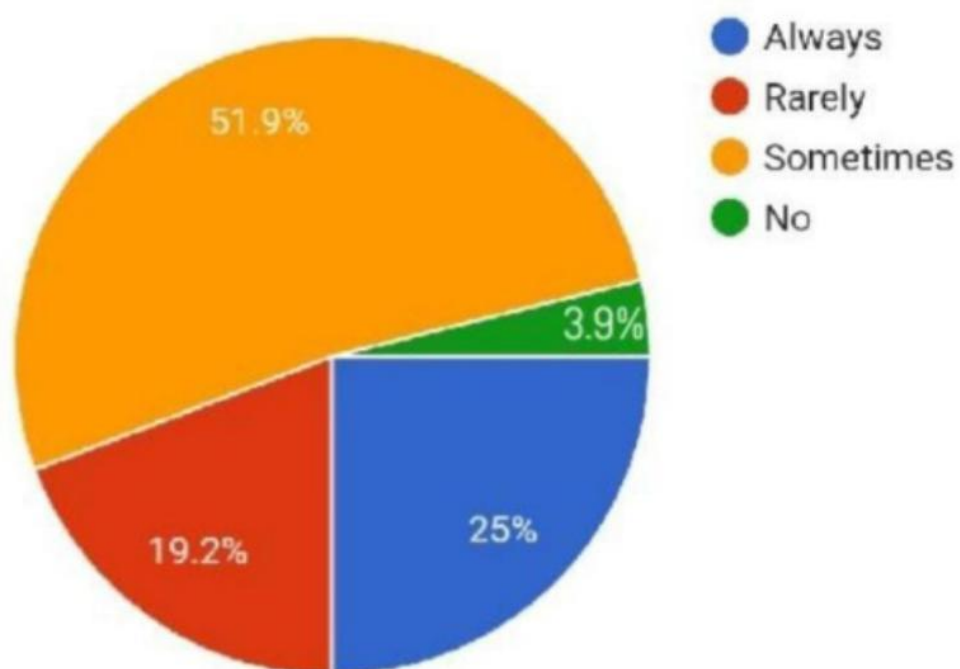


MAKING OF BUDGET FOR BUYING INTIMATE APPAREL

Table -4.19 and figure -4.19 shows the data regards making of budget for buying intimate apparel.

From the below table it can be noted that 25% of the respondents always makes budget for buying intimate apparel, 19.2% of the respondents rarely makes budget for buying intimate apparel, 51.9 % of the respondents sometimes makes budget for buying intimate apparel and 3.9% of the respondents will not make budget for buying intimate apparel. From the below table it can be inferred that majority of respondents sometimes makes budget for buying intimate apparel.

S.NO	DETAILS	FREQUENCY	PERCENTAGE
1	ALWAYS	25	25%
2	RARELY	19.2	19.2%
3	SOMETIMES	51.9	51.9%
4	NO	3.9	3.9%
	TOTAL	100	100%



SUMMARY

- 1) Majority of the respondents belongs to the age group of 18-20 years
Of age.
- 2) Among 100 respondents most of the girls quarterly purchases their
Intimate apparel.
- 3) Majority of the respondents chooses Comfort as their influencing
Factor.
- 4) Majority of the respondents are natural to pay more for sustainable
Or eco – friendly Intimate apparel.
- 5) Among 100 respondents most of the girls prefers Briefs type of
Underclothing.
- 6) Majority of the respondents prefers that the quality of the fabric is
Very important in choosing of Intimate apparel
- 7) Majority of the respondents prefers Black colour Intimate apparel.
- 8) Majority of the respondents checks Three brands while buying
Intimate apparel.
- 9) Majority of the respondents defines that the branded Intimate
Apparels are durable and easy to wash and maintain.
- 10) Among 100 respondents most of the girls chooses their Intimate
Apparels according to the season.
- 11) Majority of the respondents sometimes makes budget in buying
Intimate apparel.
- 12) Majority of the respondents doesn't prefer pockets in Intimate
Apparel.
- 13) Among 100 respondents most of the girls prefers Elastic waistband
On their underclothing.
- 14) Majority of the respondents disposes their old or worn out Intimate

Apparel in the dustbin

CONCLUSION

The result of this study shows that college girls prefer black color and comfortability.

Intimate apparel ensures primarily the comfort of people as it contacts with the skin

Directly and forms an inner layer between the skin and outerwear. The majority of the girls

Chooses their Intimate apparel according to the season. The quality of the fabric is very

Important in selecting an Intimate apparel.

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