CUSTOMER PREFERENCE TOWARDS BRANDED CASUAL APPAREL WITH REFERENCE TO COIMBATORE CITY

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ABSTRACT

This study explores the factors that influence customer purchasing behavior for clothing in Coimbatore city. To conduct this research, questionnaires were distributed to respondents who currently live in Coimbatore and are regular buyers of clothing. The sample size consisted of 151 participants. The data was gathered using the convenience sampling method and analyzed with SPSS 16.0. Descriptive statistics were used to examine the demographic information of the respondents. The findings of the study offer valuable insights into the factors that impact consumer purchasing decisions when it comes to clothing.

INTRODUCTION

Westerners often wear casual clothing, which is relaxed, comfortable, and suitable for everyday use. This style of dressing gained popularity in the West following the counterculture movement of the 1960s. Casual clothing is sometimes referred to as loungewear or leisurewear, emphasizing comfort. In 2013, casual dress was even adopted by parents dressing casually with their young children.

STATEMENT OF THE PROBLEM

Indian consumers' purchasing patterns are evolving in response to changes in lifestyle and economic conditions. Along with the enjoyment of food and its flavors, buying clothing is also an example of a significant shift in consumer preferences, covering both everyday and luxury items. As India's GDP continues to grow and is projected to reach 6.5% in 2024-25, individual incomes are rising steadily, leading to greater purchasing power. In the premium segment, the growth rate of ready-made clothing for Indian consumers is reportedly 48%. Additionally, the growth rate for ready-made clothing this year stands at 30%, indicating a strong and sustained demand for such products across the country.

OBJECTIVES

The main aim of the study is to examine the Customer's preference towards the branded Casual Apparels with reference to Coimbatore City. The Following Objectives are:

- Identifying emerging trends in fashion and customer preference to inform product development.
- To find out the Customer buying preference of branded Readymade Garments.
- To analyze the consumers satisfaction levels towards branded apparels.
- To evaluate the factors exploring the price level spent by the Customer.
- To provide the customer with specific guidance regarding branded casual apparel.

RESEARCH METHODOLOGY

Various statistical tools are employed to analyse data, with the following instruments being used for data representation and analysis.

In order to assess students' preferences for branded casual wear and measure customer satisfaction, descriptive research methods were applied in this study. A survey method was used to collect the necessary data.

- **Collection of Data:**

The data sources for this study include both **Primary** and **Secondary** data sources.

- **Primary Data:**

Primary data refers to the information that is specifically gathered for the research at hand. In this study, the primary data was collected by distributing questionnaires to individuals who frequently use branded casual apparel. This direct data collection method allows for a deeper understanding of customer preferences.

- **Secondary Data:**

Secondary data consists of information that already exists and was collected for purposes other than this particular study. In this research, secondary data was gathered from various sources, including the internet, websites, newspapers, and research papers. This helps to provide context and background information to support the primary data findings.

- **Sample Design:**

Before collecting any data, it is essential to determine the sample design, which outlines how the sample will be selected from the target population. In this research, the sample design is based on non-probability sampling, where participants are selected based on specific criteria and convenience rather than random selection.

- **Sample Size:**

The sample size for this study consisted of 151 respondents, who were chosen to represent the target population in Coimbatore city.

- **Area of Study:**

This study was conducted within **Coimbatore City**, focusing on residents who frequently purchase branded casual apparel.

SCOPE OF THE STUDY

- Branded Fashion Apparels, Fashion Wear of Buyer and Company will benefit from this study by learning the range of uses.
- To understand consumer purchasing patterns for fashionable clothing.
- Learn about the consumer and potential buyer's demographics.

LIMITATIONS OF STUDY

- Since the study was only conducted in the city of Coimbatore, no generalizations can be made about its findings.
- The study was limited to 151 participants.
- Because this is a primary study, the respondent's information is what determines the study's correctness and dependability of data.

REVIEW OF LITERATURE:

1. **Dr. B. Jeeva Rekha and Mrs. N. Menaka (2024):**

Research examined male consumers in Coimbatore District, revealing that brand image, quality, and professionalism significantly influence their purchasing decisions regarding branded apparel.

2. **Dr. E. Muthukumar and Dr. P. Krishnakumar (2024):**

Their study focused on profiling retail customers and measuring their satisfaction levels in selected retail stores in Coimbatore. They found that visiting retail outlets has become a group activity, with word-of-mouth and advertisements influencing the majority of customers. The study

also revealed that customers visit stores not only for shopping but also for socializing and leisure activities.

3. **Dr. K. Praveenkumar, Mohamed lliyas A, and Akash Maji A (2024):**

This research delved into the dynamics of online shopping behavior within Coimbatore, analyzing factors influencing consumer decisions in the city's online shopping ecosystem. The study highlighted the growing trend of online shopping as a popular and convenient alternative to traditional retail.

TABLE 4.1.1

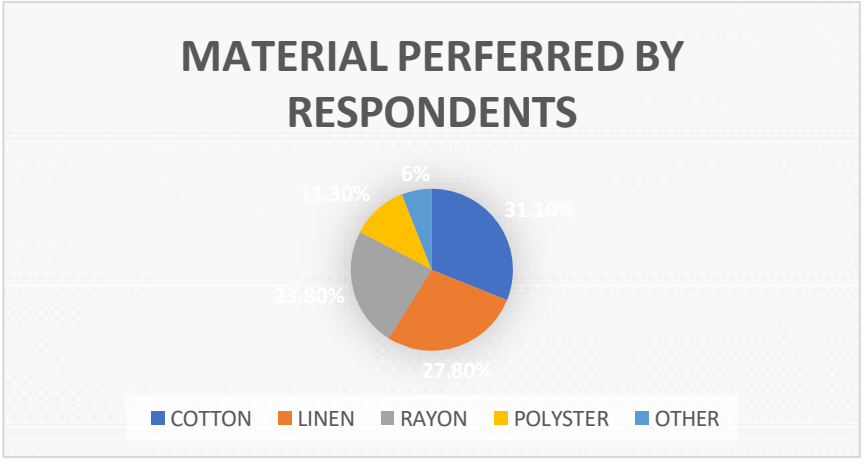
TABLE SHOWING THE TYPE OF MATERIAL PERFERRED BY THE RESPONDENTS

OPTIONS	NO OF RESPONDENTS	PERCENTAGE
COTTON	47	31.1
LINEN	42	27.8
RAYON	36	23.8
POLYSTER	17	11.3
OTHER	9	6
TOTAL	**151**	**100**

SOURCE: Primary data

INTERPRETATION:

It is evaluated from the above table that 31.1% of respondents prefer Cotton , 27.8% of respondents prefer Linen, 23.8% of respondents prefer Rayon, 11.3% of respondents prefer Polyster, 6% respondents prefer others.



INFERENCE:

Hence the majority 31.1% of Respondents are prefer Cotton as the Brand Material.

TABLE 4.1.2

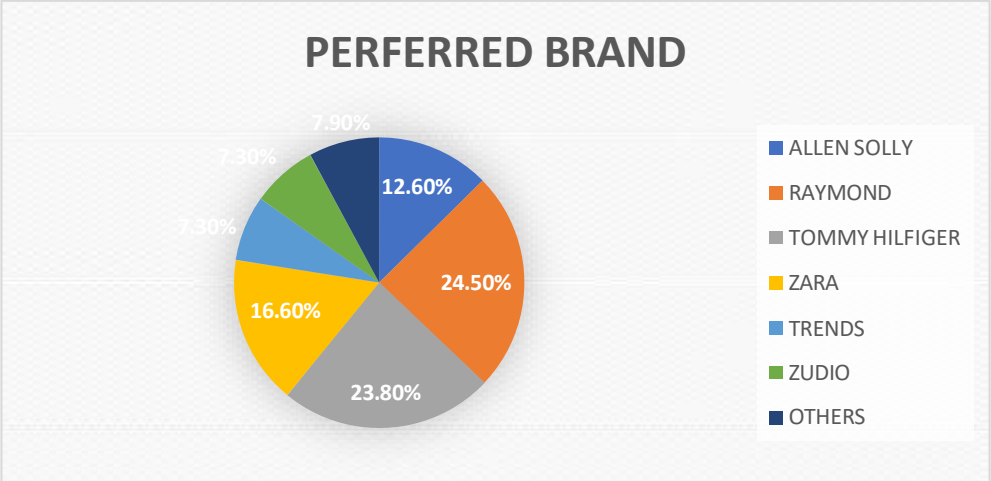
TABLE SHOWING THE BRAND MOSTLY PERFER FOR FASHIONABLE CLOTHES BY THE RESPONDENTS

OPTIONS	NO OF RESPONDENTS	PERCENTAGE
ALLEN SOLLY	19	12.6
RAYMOND	37	24.5
TOMMY HILFIGER	36	23.8
ZARA	25	16.6
TRENDS	12	7.3
ZUDIO	11	7.3
OTHERS	11	7.9
TOTAL	**151**	**100**

SOURCE: Primary data

INTERPRETATION:

It is examined from the above table of 151 respondents, 12.6 % of respondents prefer Allen Solly, 24.5% of respondents prefer Raymond, 23.8% of respondents prefer Tommy Hilfiger, 16.6% of respondents prefer Zara, 7.3% of respondents prefer Trends, 7.3% of respondents prefer Zudio, 7.9% of respondents prefer others.



INFERENCE:

Hence the majority 24.5% of Respondents are Prefer T-Shirts as a Brand Casual Wear.

FINDINGS

1. The majority 31.1% of the Respondent are using cotton as the Brand Material.
2. The majority 24.5% of the Respondents choose Raymond as Brand

Suggestion:

- The opinion of the reference group is important in which it improves the goodwill of the product. Respondents like to pay less and buy quality products and 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:

The study reveals the customer Preference of Coimbatore People on their apparel purchase. The Factors points out the relationship between the respondents attitude on apparel purchase and promotions.
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.

REFERENCE

Dr. B. Jeeva Rekha and Mrs. N. Menaka (2024): Male Consumer Behavior, Research examined male consumers in Coimbatore District, revealing that brand image, quality, and professionalism significantly influence their purchasing decisions regarding branded apparel.

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