CONSUMER PREFERENCE TOWARDS BRANDED APPAREL PURCHASE IN COIMBATORE CITY

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ABSTRACT: **This study explores the relationship between elements which affect consumer buying behaviour for apparel products in Coimbatore city. In order to do so questionnaires were distributed to respondents who presently living in Coimbatore city and are regular buyer of apparel products. The total sample size consists of 100 respondents. Data were collected by author himself, convenience sampling method was used for data collection, after assembled data it is analysed in SPSS 16.0. Descriptive statistics was used to analysis the demographics. The result of this study offers insights and evidence about the relationship between the variables which impact consumer buying behaviour for apparel products.**

KEYWORDS: **Apparel, Buying Behaviour, Consumer, Descriptive**

1. INTRODUCTION

To remain competitive and profitable in present marketplace, the apparel industry must continue to expand its capability to respond to the needs and wants of customers.Since last few years The apparel market has seen substantial change with respect to dressing design, style, usage of branded items and choice of fibres and awareness of modern trends. The Indian textile industry is a sector which has created employment in large scale and it stands next only to agriculture by providing employment to about 15 million people across rural as well as urban areas. Retail in India has emerged the third most attractive market destination for apparel retailers, according to a study by global management consulting firm AT Kearney. India, apparel is the second largest retail category, representing 10 percent of the US$ 37 billion global retail market. It is expected to grow 12-15 percent per year. In 2012, the total size of the Indian apparel market was $ 45 billion. India and China will be the fastestgrowing markets, growing in double digits and would become the leading consumer market with a huge share of 27 per cent. "India would have a vast consumption growth due to population progress. It would be irrespective of export market," According to the report, the global apparel market would grow to $ 2.1 trillion by 2025 from its present size of $ 1.1 trillion. According to report with the changes in global macroeconomic conditions and demographics, it would be very important for Indianmanufacturers to be present at the right location at the right time.On one hand, in textile sector high domestic consumption is going to throw up significant business prospects, while on the other hand a slowdown in Chinese exports will offer an opportunity to exporters to fill the void, provided they are able to measure up and match the expectations of the consumers, With this potential, India will appear as a preferredplace for investment in textile and apparel sectors, both by Indian and global companies, the report added. The apparel and clothing industry being placedat first place and also the spending on apparel and clothing among the customers are getting increased, considering these points it is very necessary to study the changing behaviour of consumers. The main purpose of this study is to increase the awareness of apparel buying behaviour of Indian consumers and in a real sense understanding factors which impact apparel buying behaviour in order to provideactionable information to apparel retailers seeking to standardize or adapt their strategy for the Indian consumers.

2. CONSUMER BUYING BEHAVOIUR

Consumer buying behaviour is the study of individuals and theproceduresthey use to select, secure, use, and dispose of products, services, experiences, orideas to satisfy needs and the impacts that these processes have on the consumer and society (Kuester, Sabine 2012). Consumer behaviour is gradually a part of strategic planning for the upcominginvestment and growth of any industry. Retail industry or specifically to say apparelindustry is no exception, Consumers can either be subjective or objective, testing the persuasion of brand names. Retail stores not only selling the products but also play an important role in convincingthe decisions of customers. The whole platform or graphical appeal of the retail outletcan determine sales, or the service of the sales person or the clerks (Aaker, D. J. & Joachimsthaler, E ,2000). Furthermore, consumers may select specific products/brands not only because these productsdeliver the functional or performance pay backs projected, but also because productscan be used to express consumers' personality, social status or association or to fulfil their internal psychological requirements, such as the need for change or freshness.

Consumer behaviour denotes to the emotional and mental process and the observable behaviour of consumers during search of product, purchasing process and post consumption of a product or service. Consumer behaviour includes study of how people buy, what they buy, when they buy and why they buy. It mergers the elements from Psychology, Sociology, Socio psychology, Anthropology and Economics. (Bhattacharya, C.B. & Sen, S.,2003)

3. OBJECTIVES OF THE STUDY

The following are the objective of the study,
• To study the Indian apparel market in terms of market size and growth, focusing on men‟sapparel market, women‟s apparel market, boys‟ and girls‟ apparel market.
• To study the demographic, psychological and socio-economic factors which have influence the consumer purchase behavior for apparel
• To study how consumer behavior for apparel is influenced by factors like gender and peer influence.
  • To study the impact of promotional activities of selected companies.
  • To study the structure and performance of Apparel Industry.

4. RESEARCH METHODOLOGY

The research involved collection of both primary data and secondary data. A structured questionnaire has been designed to collect the primary data. The secondary data has been obtained from various journals and websites. The data has been collected from different parts of Coimbatore from 100 respondents.
In this study **non-probability sampling procedure** is used, under this convenience sampling method is adopted. The total sample size constitutes of **Consumer Buying Behaviours'** in Coimbatore City.

Data source	Primary data
Research Approach	Survey
Research Instrument	Interview Schedule cum Questionnaire
Method of Conduct	Personal

Tools for analysis:

The primary and secondary data were presented in the form of tables and these tables were systematically analysed with the aid of some statistical techniques like percentage, weighted average and Henry Garrett Ranking Technique.

5. LIMITATION OF STUDY:

  • Even though results of this study are based on the past researches in an area of Purchase intentions of consumers towards brands products, appropriate interpretation of the results are needed in order to avoid misconception. This study focus on Coimbator eregion. Areas covered under Coimbatore are Gandhipuram, Race Course, Singanallur, Peelamed, Saravanampatti, and RS Puram.
  • Since a limited amount of time is a constraint in this study, only a small sampling size of 100 respondents can be obtained. However, a clearer view of purchasing intentions of consumers towards products known as luxury would be more reliable if large numbers of participants are taken into account, which would generate lower risk for external validity.

6. REVIEW OF LITERATURE

  • **JafarIkbalLaskar and Haidar Abbas (2014)** this study aims to study the consumer awareness about various apparel brands (sources of awareness as well as the extent of awareness), their perception about these brands and the factors that affect their perception. Researcher has seen that advertisement and shelf presence are the main source of brand awareness. Firms which are investing in other means should introspect their strategies.
  • **Syed IrfanShafi, Dr. C. Madhavaiah (2014)** this experimental study examined the influence of demographic and Consumer buying attributes which influence the apparel buyer decisions, results of the study revealed that reference group, promotion, Store attributes, product attributes, income and occupation are the main dimension of apparel buying behaviour, this shows that the apparel stores should give more importance to apparel buying attributes to attract and appeal the consumers, and also the promotional programme also should be done aggressively and appropriately.
  • **Md. Mazedul Islam, Muhammad Mufidul Islam, Abu Yousuf Mohammad AnwarulAzim, Md. Russel Anwar (2014)** the study reflects that many demographic factors and others purchase pattern factors have a significant influence on the customer's choice of retail outlet and buying of apparel product. Showroom specific factors also have influence on the buying behaviour of retail outlet. Cat's Eye, Artisti, Aarong, Westecs, Ecstacy, Kay-kraft, Yellow are the leading brands and are the most preferred brands and possesses many better positive attributes. According to the ranking by customers, the quality factor prevails in the first position, colour and design, comfort and style and price are securing successive ranks respectively.

- **NamrataAnand, VandanaKhetarpal (2014)** in spite of the apparel consumer's increasing demand and their active role in the diffusion of innovation, the study highlights the importance of research in the domain of apparel industry to tap this increasing potential. Apparel retailers and suppliers also have a decisive role to play in order to understand the consumer behavior for buying the fashion apparel so that they may cater to this segment more profitably.
- **SheekMeeran, Ranjitham (2016)** the objectives of this research are to ascertain the branded apparel most preferred by respondents and to examine customer's perception towards retail garments showrooms and factor they Considered to choose a particular retail garments showroom for their shopping in Tirunelveli Hub. The study reveals that Raymond, Peter England, and John player remains the top three branded apparels preferred by the respondents. It is clear that most of the shoppers on branded apparel were highly influenced by the factors such as durability, reference groups, wider choice of colour and design, attractiveness, price range and celebrity endorser. Most of the customers are expecting reduced price and wider choice of colour and design. The manufacturers of branded apparel must focus on all these factors to formulate branding strategies effectively and to sustain their growth. Convenient shop hours and the offer & discounts are the two factors that contribute more to prefer a particular retail garment showroom. The retailers need to give more attention to these factors in order to attract and retain their customers.

7. DATA ANALYSIS AND FINDINGS

Table 1: Demographic factors

S.NO	VARIABLES	CLASSES	PERCENTAGE
1.	AGE	15-18	20
		19-25	73
		26-35	17
2.	GENDER	Male	62
		Female	38
3.	EDUCATION	10th	4
		12th	8
		UG	16
		PG	52
4.	QUALIFICATION	Profession	27
		Business	27
		Employee	20
		Home maker	8
		Others	18
5.	MONTHLY INCOME	Below 10,000	27
		10k-20k	27
		20-30k	21
		Above 30,000	25

Source: Primary data

The above table shows that the majority 73 percent of the respondents were in the age group of 19-25, 62 percent of the respondents are male, 38 percent of the respondents are Female ,16 percent of the respondents are under graduate, 27 percent of the respondent's monthly income was between 10,000-20000.

Table 2: Weighted average of perception towards **Branded apparel** given to the   Consumer's in Coimbatore city

FACTORS	TOTAL SCORE
Usually Buying	2.84
Shopping Time	2.21
Purchase Place	2.49
Reason of Purchase	3.02
Needed of Branded	1.97
Expected Price	2.74

No. of Dress Purchase	2.45
Fabric Perference	3.16
Shopping Companion	2.78
Aware about Clothing Brands	3.06
Advertisement is Use full	3.77
Celebrities Impact	1.54
Formal Brands Preference	19.45
Casual Brands Preference	25.67
Purchase Decision	31.21
Purchase Same Brand	1.65
Do You Recommend	1.69
Accept New Brand	1.66
Idea of Brand	3.38
TOTAL	116.74

Source: Primary data
Mean score =6.14

The details of motivation given to the Consumers are presented in the above table the mean score value is 6.14.

From the above table it can be inferred that the mean score is 6.14. Factors such asUsually Buying, Purchase place, Shopping time, reason of purchase, Need of branded, Expected price, no. of dress purchase, Fabric Preference, Shopping accompany, Aware about clothing brands, Ad is useful, Celebrities impact, Formal & Casual brands preference, Purchase decision, Purchase same brand, Do you recommend, Accept new brand, Idea of brand measures are score above 6.14. Such as 2.84, 2.21, 2.49, 3.02, 1.97, 2.74, 2.45, 3.16, 2.78, 3.06, 3.77, 1.54, 19.45, 25.67, 31.21, 1.65, 1.69, 1.66 & 3.38 respectively. Hence the respondents found these attributes to be highly satisfactory.
The factors such as statutory benefits, Non-benefits, Freedom, Personal satisfactions are below 6.14.

8. SUGGESTIONS

- The factors to be considered by apparels manufacturers are quality and price of the apparels. Consumers are found to consider these attributes as important in making their decisions. They should also give special attention to rightly pricing the products after taking in to consideration the price charged by the competitors.
- The marketers should emphasise on convenient location of shops and also in maintaining high quality standards to ensure they gain fame through word – of – mouth advertising. They should sell the apparels from retail shops rather than departmental store on line purchase.

SUGGESTION TO THE RETAILER:

☐ Theretailer should analyze the target market.
☐ They should handle multi– line products of various brands.
☐ They must be flexible on changes that change the style, fashion and trend.
☐ They should create awareness about new brands and their merchandize.
☐ They should plan their promotional strategies on consumer preference.

SUGGESTION TO THE CONSUMER

☐ It gives an opportunity about new merchandize in the market.
☐ The factors influencing their apparel purchase like price, quality etc are known.
☐ The occasion on which consumer purchase of consumer is studied.
☐ The amount spent and average purchase of consumer is studied.
☐ Branded outlet should be given preference.
☐ Quality of the merchandize should be concentrated.
☐ Right quality of right merchandize should be delivered at right time.

9. CONCLUSION

The study reveals the consumer behavior of Coimbatore people on their apparel purchase. The factors considered points out the relationship between respondents attitude on apparel purchase and manufacturers decision on apparel promotions. This study summarize the various factors influencing consumer buying behavior of Coimbatore people and their choice of preference on various dress collections, their spending nature, their choice of location etc. This study reveals the purchase behavior of

Coimbatore people. The factors influencing their purchase, this report provides an opportunity to learn the relationship between culture and its

influence on apparel purchase., it also suggest retailers an idea about the consumer decision process on apparels such a way they will plan their future strategies which will boost up their sales. The criteria that motivate the apparel purchase of consumer are revealed during the study. The overall study reveals the consumer decision offer apparel purchase among their

preference on apparel purchase at different occasion.

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