

# **CONSUMER PREFERENCE TOWARDS BRANDED CLOTHING**

By

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A Project Report On  
Business Research Methods



**MASTER OF BUSINESS ADMINISTRATION**

SSN School of Management Kalavakkam

April 2020

## ACKNOWLEDGEMENT

First of all, we wholeheartedly thank the almighty for giving us the opportunity and the strength to complete this research project successfully.

Our sincere thanks to our Honorable Director **Prof. Srinivasan B**, SSN School of Management and for all the faculty members for providing invaluable suggestions and knowledge that made us to finish the project triumphantly.

We express our heartfelt thanks to **Prof. Kavitha Muthukumaran**, who has provided us her guidance and support throughout the project.

Finally, we thank all the faculty members of the department, our families and our friends for their unprecedented help without which this study would not have been accomplished.

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## EXECUTIVE SUMMARY

**Branded clothing** play a vital role in the global market especially in Indian markets, the country economic growth is rapidly changing and moreover people life style, purchase behavior and purchase power is consistently increasing since globalization. The apparel industry in India is one of the growing segments and its contribution to Indian GDP rate is 4%. This sectors creates second largest employment opportunities which gives direct 51million and indirect 68 millions in Indian employment market. The readymade trade growth is 30% increases in textile market.

For the past two decades many multinational brands influence our Indian consumers to purchase more variety and attracted fashions branded cloths, based on the international competitions **Indian branded clothing** also empowering their design, quality, fashion, pricing, distribution and other aspects to compete at domestic and international level markets. After globalization Indian branded apparels products creates a revolution for rural and urban people with cheap price and varieties of clothing for men and women's.

Mid 80's people believe only the tailors to stitch their dresses including pant, shirts, chudidhar, blows etc., but in the competitive **branded clothing** markets the players promoting readymade brands in different category of people dresses in the need of hour. The major players dominating in Indian readymade market like **Pantaloons, Reliance, Shoppers, Madura, Zodiac, Aravinth, Raymonds** etc., the annual turnover estimate of \$45 billion in the year 2015, the growth rate of readymade garment market estimated to 48% by 2019.

The Research is done to determine the consumer preferences towards buying branded clothing. The Research methodology used is Descriptive study and the source of data is primary. The sampling technique used is convenient sampling of non- probability sampling. The instrument used for data collection is Questionnaire and the data is obtained from the sample in a non-contrived environment.

# CHAPTER 1

## INTRODUCTION

Clothing is one of the essentials and a basic need in the society; the consumers have inclined to purchase branded cloths with the thought of associating the brand for the quality, value and worthiness of the money they pay.

Over the years, several players in clothing industry have been successful in selling their goods by showing their brand power which has also lead to building a strong customer base. Studying the consumer preferences help the organizations to come up with better plans, earn better profits and stay ahead in the business.

In today's modern India more and more people are switching on to Branded clothing than non- branded ones. Increase in the income of consumers, increase in literacy level among consumers, globalization, increase in purchasing power and consumer consciousness towards fashion are the important factors which create demand for **branded clothing** in India.

Many national as well as international brands have established themselves in Indian garment industry. Branded apparels captivated the market of both menswear and women's wear and slowly catching up in children wear segment. Media and promotions have been the sole reasons for the **brand awareness** and consciousness among the Generation Y. This is the new trend that more and more young people are buying clothes which are of a particular reputed brand.

The common concept is that the clothing brands provide high quality and great comfort. And hence more and more people are becoming brand loyalist even though they have to give out quite a huge sum of money when he is making his purchases. Most people tend to go and buy which are highly reputed and have a brand value. By brand value people mean by the quality, the price and the style. Being brand conscious is the new fashion mantra which has caught on like forest fire. The increased income levels help the young people to buy from big clothing brands with much ease and comfort.

Cinema stars, Sportspersons and models are role model for Indian youngsters when it comes to **branded clothing**. No surprises here too as youngsters are influenced by these celebrities and go their way in emulating their screen idols.

## **PURCHASE INTENTIONS**

Purchase intention is the implied promise to one's self to buy the product again whenever one makes next trip to the market. It has a substantial importance because the companies want to increase the sale of specific product for the purpose to maximize their profit. Purchase intention depicts the impression of customer retention. There are certain functions of the brand, which have a strong influence on the purchase intention of the customer's *i.e.* brand image, product quality, product knowledge, product involvement, product attributes and brand loyalty.

## **BRAND**

The American Marketing Association (AMA) definition of a brand is “a name, term, sign, symbol, or design, or a combination of them, intended to identify the goods and services of one seller or group of sellers and to differentiate them from those of competitors”. The brand for readymade garments which is highly perceived by the consumer is focused on cloth quality, design, fashion, color, price, size, comfort, fitness, style, varieties and easy avail of the product in the competitive market.

## **BRANDED CLOTHS**

Branding is today an important marketing tool for manufacturers. The values of a brand and the perceptions of it control purchasing patterns of products and services. Clothing is especially a way of communicating one's self-image to the surroundings. The apparel industry is one business where branding is a common way for companies to differentiate from competition and gain competitive advantage. When a customer purchases a branded product, the purchase is carried out with the intention that the product and the brand shall reflect the buyer's image and lifestyle. This becomes a way to communicate ones personality. It can especially be observed within in the clothing industry where individuals' clothes reflect parts of his/her image.

## **ADVANTAGES:**

1. Assured quality of the product.
2. Guaranteed replacement if anything goes wrong.
3. Many brands have better after services and warranty benefits.



4. Some brands give credits points for shopping that can be redeemed as discounts.
5. Make you stand out in the new trends.

#### **DISADVANTAGES:**

1. Buying cloths from brands is expensive.
2. Some brand names make no match for the individuals and not everyone can afford these expensive brands.
3. One can find a lot of similar designs of the same brand in every showroom due to which it lacks uniqueness when compared to non-branded clothes.

## **CHAPTER 2**

### **NEED FOR THE STUDY**

Consumer preferences relating to apparel fall in to two categories namely those related to apparel attribute and those related to store attribute. Apparel attributes include variety, its durability, price, size available. Store attributes include the location of a store, its size and its service. Apparel is an item of regular consumption, which enables consumers to develop stable preferences.

When consumers form an attitude toward a product, they make evaluative associations between the product and its attributes. Some of that attributes may be utilitarian such as durability or comfort or hedonic such as color, fashion, or styling. Preferences, which influence the selection of products, fall into extrinsic criteria such as brand, label and price and intrinsic attributes such as style, design, uniqueness, appearance, attractiveness fabrication, construction, durability, maintainability, etc.

- To examine the consumer preference towards branded clothing and find the factors influencing the consumers.
- To analyze why consumers associate quality, value and worthiness to brands

## **CHAPTER 3**

### **OBJECTIVES**

#### **PRIMARY OBJECTIVE:**

To determine the consumer preference towards branded clothing for quality and value for money.

#### **SECONDARY OBJECTIVE:**

1. To analyze the consumer perception on associating quality with brands.
2. To determine the factors that influences the consumers to prefer branded clothing.
3. To determine the reasons for such consumer preferences.
4. To determine the satisfaction level of Consumers.

## **CHAPTER 4**

### **SCOPE AND LIMITATION**

#### **SCOPE:**

The main scope of the research is to help the organizations to come up with better plans, earn better profits and stay ahead in the business.

#### **LIMITATION:**

- The Research is confined to Chennai city only.
- The age group of the test sample is 15-45 years only.
- The means of purchases considered are
  - a. Showroom.
  - b. Online purchases only.

## **CHAPTER 5**

### **REVIEW OF LITERATURE**

1. *Consumers' Attitude towards Branded Apparels: Gender Perspective, Namita Rajput, Subodh Kesharwani, Akanksha Khann, International Journal of Marketing Studies, Vol. 4, No. 2; April 2012.*

The relationship between consumers' decision-making styles and their choice between domestic and imported brand clothing is investigated using a sample of Indian consumers. The objective of this paper is to gauge the factors affecting purchase decision taking gender perspective as base. Empirical findings are calculated using survey technique and chi square test with a sample of 320 participants in Delhi and NCR. The objective of this paper is to analyze the significance of demographic profile of consumers affecting the purchase decision of branded garments and to observe from gender perspective the consumer awareness about different apparel brands available in the Indian market and also to find out whether there is a significant difference in total expenditure on branded apparels done by males vs. females. The results exhibit no significant differences in the brand awareness, shopping frequency and shopping expenditure between males and females.

#### **RELEVANCE:**

In this paper, gender is taken as the base to determine the purchasing decision of the consumer. Gender is also an essential factor in our research.

2. *A Study on Branded Apparels Customers Purchase Behavior with Reference to India, K. Maran, J. Badrinarayanan and T. Praveen Kumar, International Journal of Applied Business and Economic Research, ISSN: 0972-7302, Volume 15, Number 21 (Part 2)2017*

The objective of the paper is to examine the impact of perceived quality and emotional value on the purchase behavior toward branded apparel in India. The study is used to determine the factors which influencing Indian consumer purchasing behavior toward an Indian apparel brand. A respondent from Chennai took part in this study. The sample size of the study is 320. The correlation and multiple regression tools were applied. The study identifies the buyer's behaviors and their perceived value towards branded readymade garments. This study provides valuable strategic implications for Indian retailers who plan to expand their market.

**RELEVANCE:**

In this paper, the perception of quality and emotional value of the branded clothes are taken as the base to determine the purchase behavior of the consumer. The same parameters are considered in our project.

3. *Consumer Preference towards branded apparel purchase in Coimbatore city, T. Shreerekha, S. Praveen kumar, March 2018, IJSDR ,Volume 3, Issue 3, ISSN: 2455-2631.*

This study explores the relationship between elements which affect consumer buying behavior 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 analyzed 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 behavior for apparel products.

**RELEVANCE:**

In this paper, factors such as peer influence and promotional activities of selected companies are used to analyze the purchase decision of the consumers. Those factors are considered in our project.

## CHAPTER 6

### RESEARCH METHODOLOGY

The following details show the research methodology that has been carried out in this research work:

- **Research design:**

The research method that is carried out in descriptive research as it gives a descriptive review about the collected data. It tries to describe the phenomenon.

- **Data Source:**

The method of data collection is primary.

- **Primary data collection:**

We have collected the primary source of data from students through questionnaire method. Since it was carried out on small sample size, under primary data collection, the type of data collection is quantitative method.

- **Sample size:**

The sample size is 141.

- **Sampling Technique:**

The sampling technique is non-probability sampling technique under which convenient sampling method is administered.

- **Non-probability:**

Non-probability sampling is one of the sampling techniques where the samples are gathered in a process that does not give all individuals in the population have the equal chances of being selected. In this study we have chosen our sample size to be 142 were only a sample portion of the sample s included in the study but equal chances are not given to all individuals in the population.

**Convenient Sampling** attempts to obtain a sample of convenient elements. Often. Respondents are selected because they happen to be in the right time. The method used here is convenience sampling because the samples are chosen at the convenience of the researcher and the research is carried out.

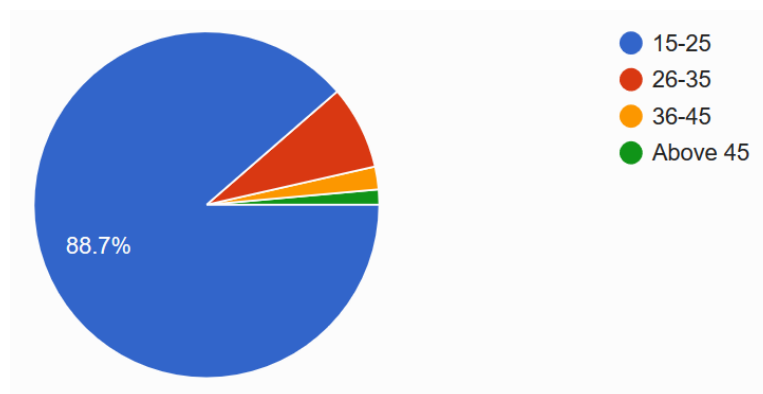
## CHAPTER 7

### ANALYSIS AND INTREPRETATION

**TABLE 7.1: AGE CLASSIFICATION**

S.NO	AGE	NUMBER OF RESPONDENTS	PERCENTAGE
1	15-25	125	88.65%
2	26-35	11	7.80%
3	36-45	3	2.13%
4	ABOVE 45	2	1.42%

AGE CLASSIFICATION



(CHART: 7.1)

**Source of Data:** Primary data

**Inference:**

According to the survey:

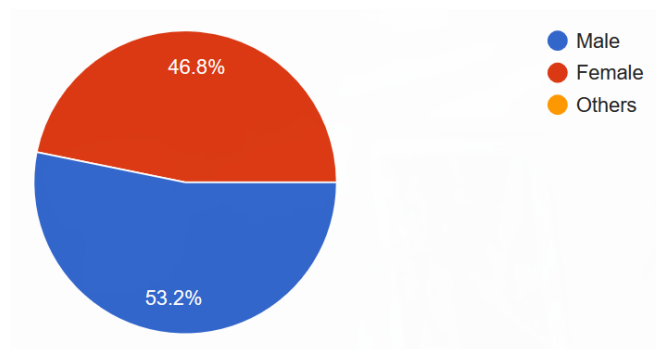
- 89% of the respondents belong to the age category 15-25 years
- 7.8% of the respondents belong to 26-35 years
- 2.1% of the respondents belong to 36-45 years
- 1.4% of the sample belongs to above 45 years category.



**TABLE 7.2: GENDER CLASSIFICATION**

S.NO	GENDER	NUMBER OF RESPONDENTS	PERCENTAGE
1	FEMALE	66	46.81%
2	MALE	75	53.19%

**GENDER CLASSIFICATION**



(CHART: 7.2)

**Source of Data:** Primary data

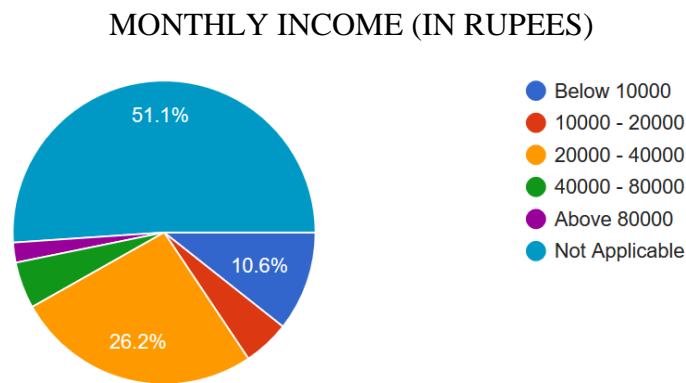
**Inference:**

From the survey, we find that:

- 46.8% of the sample are female
- 52.2% of the sample are male

**TABLE 7.3: MONTHLY INCOME (IN RUPEES)**

S.NO	MONTHLY INCOME (IN RUPEES)	NUMBER OF RESPONDENTS	PERCENTAGE
1	10000 - 20000	7	4.96%
2	20000 - 40000	37	26.24%
3	40000 - 80000	7	4.96%
4	ABOVE 80000	3	2.13%
5	BELOW 10000	15	10.64%
6	NOT APPLICABLE	72	51.06%



(CHART: 7.3)

**Source of Data:** Primary data

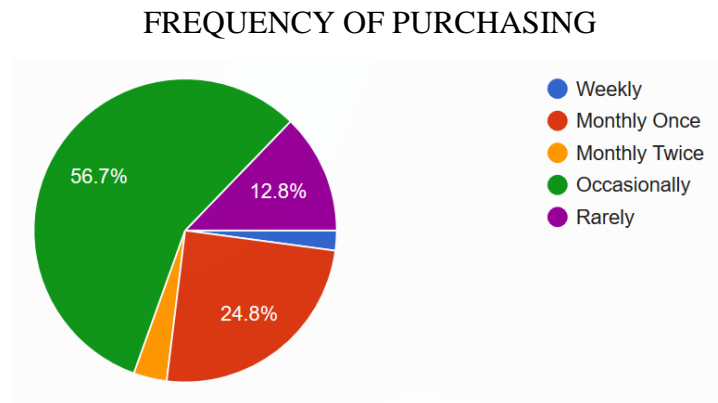
**Inference:**

From the survey we infer that:

- 51% of the respondents belong to student/unemployed category
- 26.3% of them belong to category earning around 20000 – 40000 Rupees per month
- 10.6% of them belong to category earning below 10000 Rupees per month
- 5% of them belong to category earning around 40000 – 80000 Rupees per month
- 5% of them belong to category earning around 10000 – 20000 Rupees per month
- 2.1% of them belong to category earning above 80000 Rupees per month

**TABLE 7.4: FREQUENCY OF PURCHASING**

S.NO	FREQUENCY OF PURCHASING	NUMBER OF RESPONDENTS	PERCENTAGE
1	MONTHLY ONCE	35	24.82%
2	MONTHLY TWICE	5	3.55%
3	OCCASIONALLY	80	56.74%
4	RARELY	18	12.77%
5	WEEKLY	3	2.13%



(CHART: 7.4)

**Source of Data:** Primary data

**Inference:**

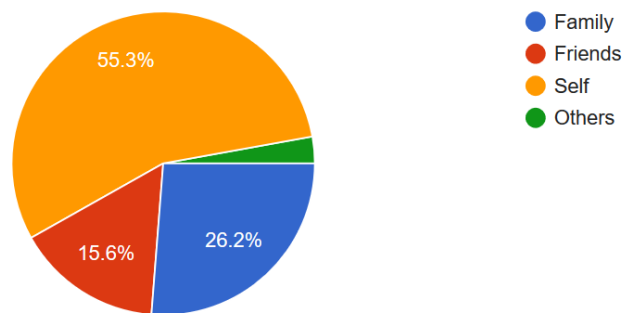
From the survey, we infer that:

- 56.7% of the respondents purchase cloths occasionally.
- 24.8% of the respondents purchase cloths monthly once.
- 12.8% of the respondents purchase cloths rarely
- 3.6% of the respondents purchase cloths monthly twice
- 2.1% of the respondents purchase cloths weekly.

**TABLE 7.5: INFLUENCES ON BUYING DECISION**

S.NO	INFLUENCES ON BUYING DECISION	NUMBER OF RESPONDENTS	PERCENTAGE
1	FAMILY	37	26.24%
2	FRIENDS	22	15.60%
3	OTHERS	4	2.84%
4	SELF	78	55.32%

INFLUENCES ON BUYING DECISION



(CHART: 7.5)

**Source of Data:** Primary data

**Inference:**

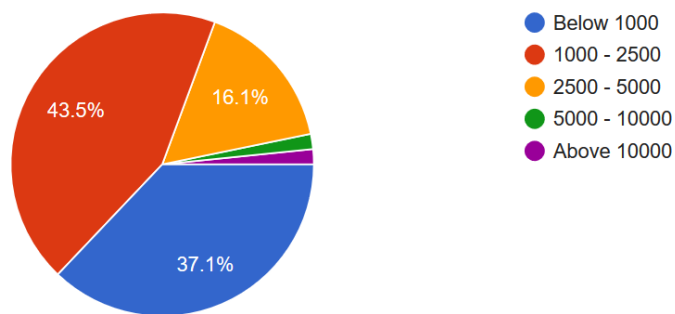
According to the survey,

- 55.2% of the respondents have self-influence on buying decision order food online monthly
- 26.4% of the respondents are influenced by their family
- 15.6% of the respondents are influenced by their friends
- 2.8% of the respondents are influenced by others

**TABLE 7.6: AMOUNT SPENT ON PURCHASE OF CLOTHS**

S.NO	AMOUNT SPENT ON PURCHASE	NUMBER OF RESPONDENTS	PERCENTAGE
1	1000 – 2500	54	43.55%
2	2500 – 5000	20	16.13%
3	5000 – 10000	2	1.61%
4	ABOVE 10000	2	1.61%
5	BELOW 1000	46	37.10%

AMOUNT SPENT ON PURCHASE (IN RUPEES)



(CHART: 7.6)

**Source of Data:** Primary data

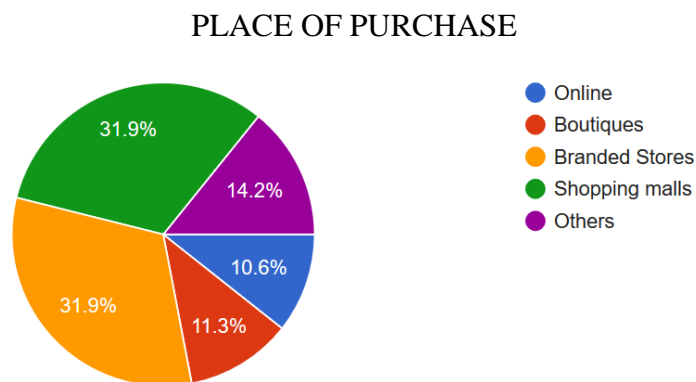
**Inference:**

According to the survey,

- 43.6% of the respondents spent around 1000-2500 Rupees on purchase of clothes.
- 37.1% of the respondents spent below 1000 Rupees on purchase of clothes.
- 16.1% of the respondents spent around 2500-5000 Rupees on purchase of clothes.
- 1.6% of the respondents spent around 5000-10000 Rupees on purchase of clothes.
- 1.6% of the respondents spent above 10000 Rupees on purchase of clothes.

**TABLE 7.7: PLACE OF PURCHASE**

S.NO	PLACE OF PURCHASE	NUMBER OF RESPONDENTS	PERCENTAGE
1	BOUTIQUES	16	11.35%
2	BRANDED STORES	45	31.91%
3	ONLINE	15	10.64%
4	OTHERS	20	14.18%
5	SHOPPING MALLS	45	31.91%



(CHART: 7.7)

**Source of Data:** Primary data

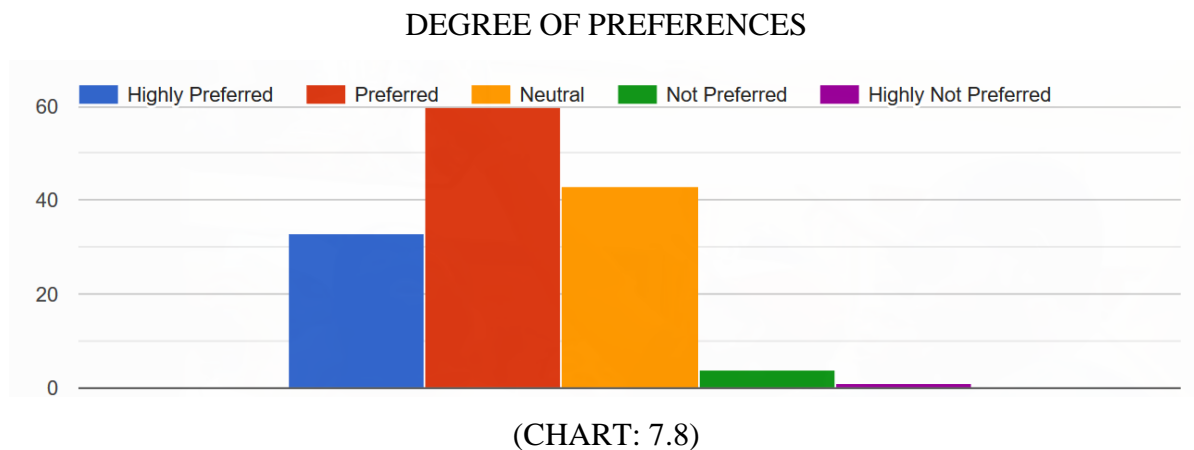
**Inference:**

According to the survey,

- 31.9% of the sample prefers to purchase clothes from branded stores.
- 31.9% of the sample prefers to purchase clothes from shopping malls.
- 14.2% of the sample prefers to purchase clothes from other sources
- 11.4% of the sample prefers to purchase clothes from boutiques.
- 10.6% of the sample prefers to purchase clothes from online stores.

**TABLE 7.9: PREFERENCES ON BRANDED CLOTHS**

S.NO	DEGREE OF PREFERENCES	NUMBER OF RESPONDENTS
1	HIGHLY NOT PREFERRED	1
2	HIGHLY PREFERRED	33
3	NEUTRAL	43
4	NOT PREFERRED	4
5	PREFERRED	60



**Source of Data:** Primary data

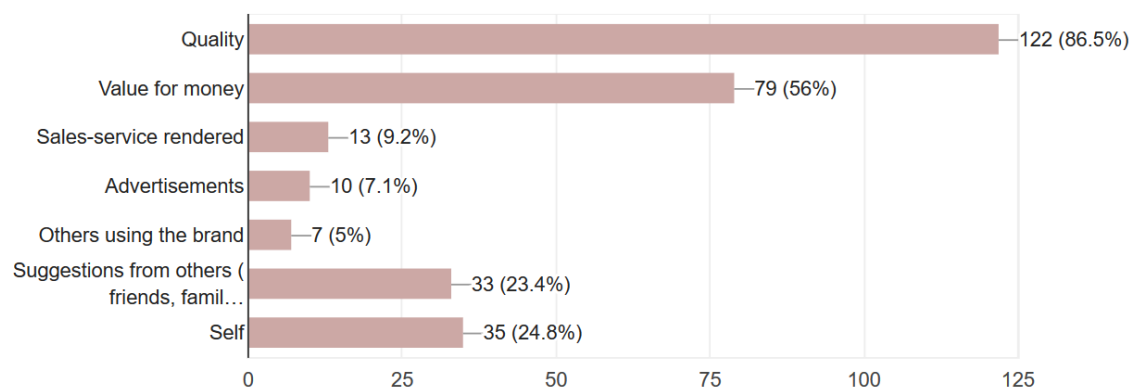
**Inference:**

According to the survey,

- Most of the respondents preferred the purchase of branded clothes
- A decent number of respondents are “Neutral” in purchasing the branded clothes
- A comparatively decent number of respondents “Highly preferred” to purchase branded clothes
- A minimal number of respondents either “Not preferred” or “Highly Not preferred” the purchase of branded clothes.

**TABLE 7.9: FACTORS ENCOURGING TO OPT BRANDED CLOTHING**

S.NO	FACTORS	COUNTS	PERCENTAGE
1	QUALITY	122	86.5%
2	VALUE OF MONEY	79	56.0%
3	SALES SERVICES- RENDERED	13	9.2%
4	ADVERTISEMENT	10	7.1%
5	OTHERS USING THE BRAND	7	5.0%
6	SUGGESTION FROM OTHERS	33	23.4%
7	SELF	35	24.8%

**FACTORS ENCOURGING TO OPT BRANDED CLOTHING****(CHART: 7.9)**

**Source of Data:** Primary data

**Inference:**

According to the survey,

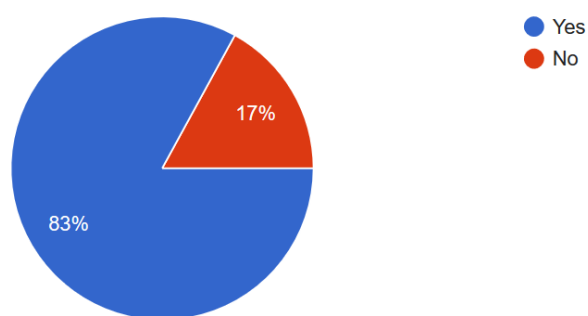
- Most of the respondents considered Quality as the important factor to opt for branded cloths
- Second best option considered by respondents is Value for money
- The third and fourth best options considered by respondents are Self-influence and suggestions from others respectively
- The least factors considered are Sales-service rendered, Advertisements and other factors.



**TABLE 7.10: BRANDED CLOTHS ARE PRICED HIGHER**

S.NO	BRANDED CLOTHS ARE PRICED HIGHER	NUMBER OF RESPONDENTS	PERCENTAGE
1	NO	24	17.02%
2	YES	117	82.98%

BRANDED CLOTHS ARE PRICED HIGHER



(CHART: 7.10)

**Source of Data:** Primary data

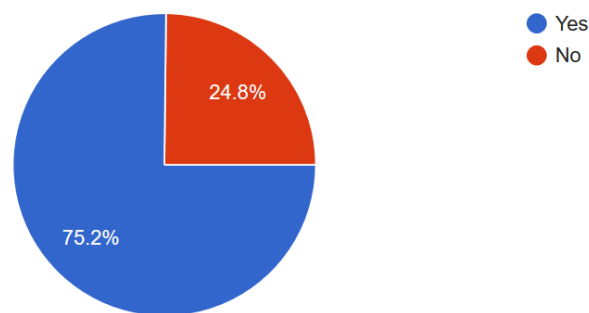
**Inference:**

- 83% of the respondents strongly feel that branded goods are priced higher
- 17% of the respondents feel that branded goods are not priced higher.

**TABLE 7.11: PURCHASE BASED ON OFFERS AND DISCOUNTS**

S.NO	PURCHASE ON OFFERS AND DISCOUNTS	NUMBER OF RESPONDENTS	PERCENTAGE
1	NO	35	24.82%
2	YES	106	75.18%

**PURCHASE ON OFFERS AND DISCOUNTS**



**(CHART: 7.11)**

**Source of Data:** Primary data

**Inference:**

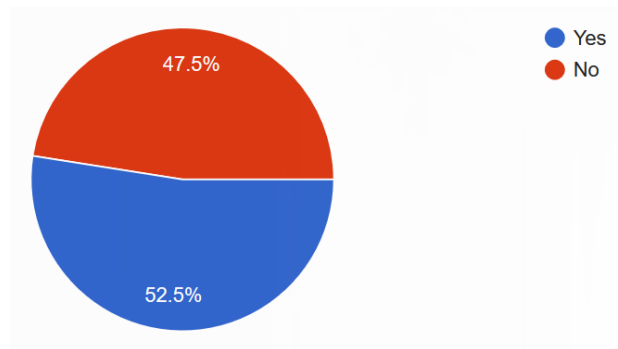
According to the survey,

- 75% of the respondents prefer to purchase branded cloths on offer and discounts
- 25% of the respondents do not prefer to purchase branded cloths on offer and discounts

**TABLE 7.12: BRAND IMAGE AFFECTS BUYING DECISION**

S.NO	BRAND IMAGE AFFECTS BUYING DECISION	NUMBER OF RESPONDENTS	PERCENTAGE
1	NO	67	47.52%
2	YES	74	52.48%

**BRAND IMAGE AFFECTS BUYING DECISION**



(CHART: 7.12)

**Source of Data:** Primary data

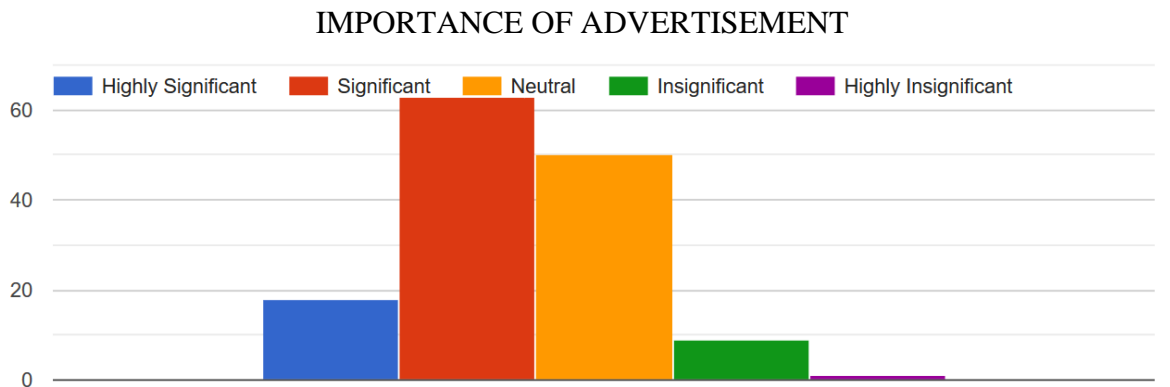
**Inference:**

According to the survey,

- 52.5% of the respondents strongly agree that brand image affects their purchasing decision
- 47.5% of the respondents do not agree that brand image affects their purchasing decision.

**TABLE 7.13: IMPORTANCE OF ADVERTISEMENT**

S.NO	DEGREE OF IMPORTANCE	NUMBER OF RESPONDENTS
1	HIGHLY INSIGNIFICANT	1
2	HIGHLY SIGNIFICANT	18
3	INSIGNIFICANT	9
4	NEUTRAL	50
5	SIGNIFICANT	63



(CHART: 7.13)

**Source of Data:** Primary data

**Inference:**

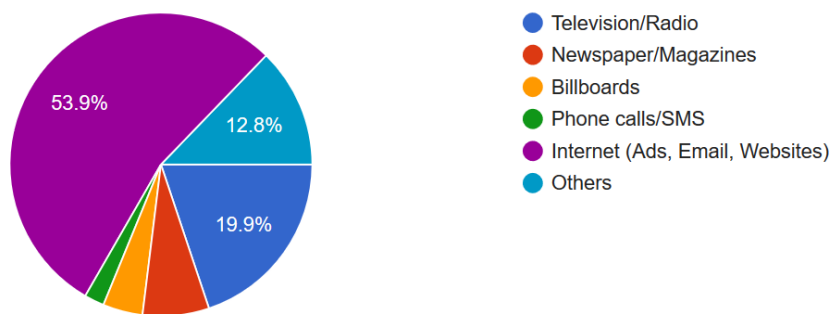
According to the survey,

- Most of the respondents have opinioned that advertisement have Significant importance on their buying decision
- A decent number of the respondents have opinioned that advertisement have “Neutral” effect on their buying decision
- A small number of the respondents have opinioned that advertisement are of “Highly significant” importance on their buying decision
- A few of the respondents also considered that the advertisements are of Insignificant or Highly Insignificant importance on their buying decision

**TABLE 7.14: MODE OF ADVERTISEMENT**

S.NO	MODE OF ADVERTISEMENT	NUMBER OF RESPONDENTS	PERCENTAGE
1	BILLBOARDS	6	4.26%
2	INTERNET (ADS, EMAIL, WEBSITES)	76	53.90%
3	NEWSPAPER/MAGAZINES	10	7.09%
4	OTHERS	18	12.77%
5	PHONE CALLS/SMS	3	2.13%
6	TELEVISION/RADIO	28	19.86%

**MODE OF ADVERTISEMENT**



(CHART: 7.14)

**Source of Data:** Primary data

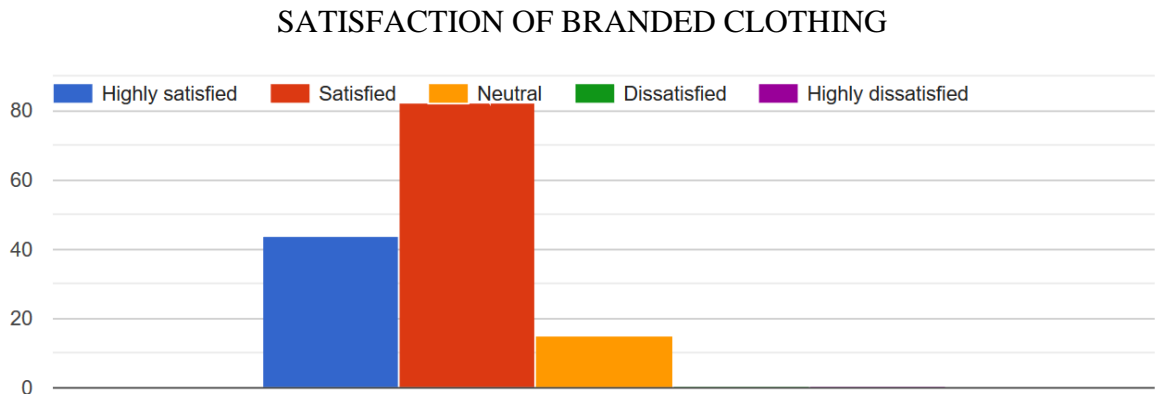
**Inference:**

According to survey,

- 53.9% of the respondents feel that internet is the most influential mode of advertisement.
- 19.9% of the respondents feel that Television/Radio is the most influential mode of advertisement.
- 12.7% of the respondents feel that other modes are the most influential mode of advertisement.
- 7.1% of the respondents feel that Newspaper is the most influential mode of advertisement.
- 4.3% of the respondents feel that Billboards are the most influential mode of advertisement.
- 2.1% of the respondents feel that Phone calls and SMS is the most influential mode of advertisement.

**TABLE 7.15: SATISFACTION OF BRANDED CLOTHING**

S.NO	DEGREE OF SATISFACTION	NUMBER OF RESPONDENTS
1	HIGHLY SATISFIED	44
2	SATISFIED	82
3	NEUTRAL	15
4	DISSATISFIED	0
5	HIGHLY DISSATISFIED	0



(CHART: 7.15)

**Source of Data:** Primary data

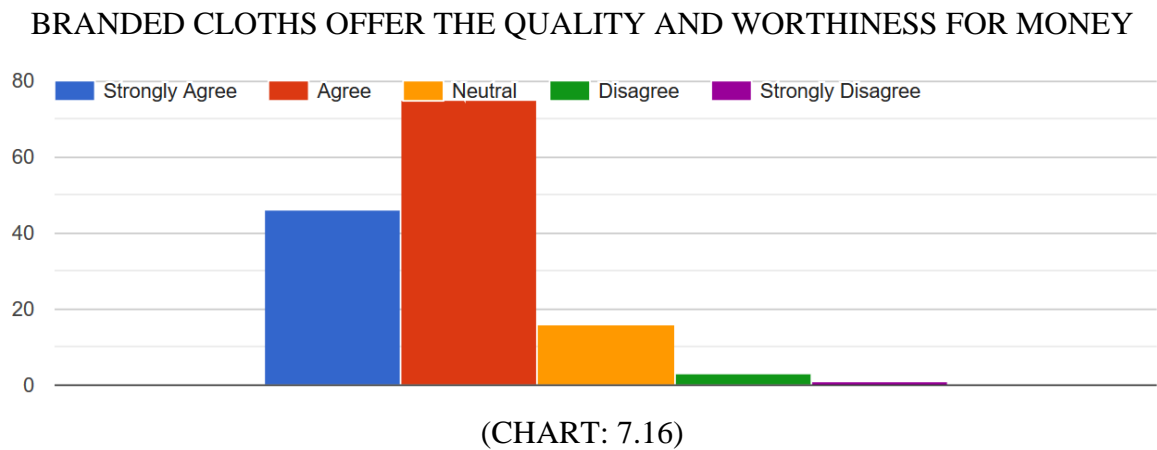
**Inference:**

According to the survey,

- Most of the respondents have opinioned that they are satisfied of their branded cloths purchases.
- A decent number of the respondents have opinioned that they are highly satisfied of their branded cloths purchases.
- A small number of the respondents have opinioned that they are Neutral towards their branded cloths purchases.

**TABLE 7.16: BRANDED CLOTHS OFFER THE QUALITY AND WORTHINESS FOR MONEY.**

S.NO	DEGREE	NUMBER OF RESPONDENTS
1	AGREE	75
2	DISAGREE	3
3	NEUTRAL	16
4	STRONGLY AGREE	46
5	STRONGLY DISAGREE	1



**Source of Data:** Primary data

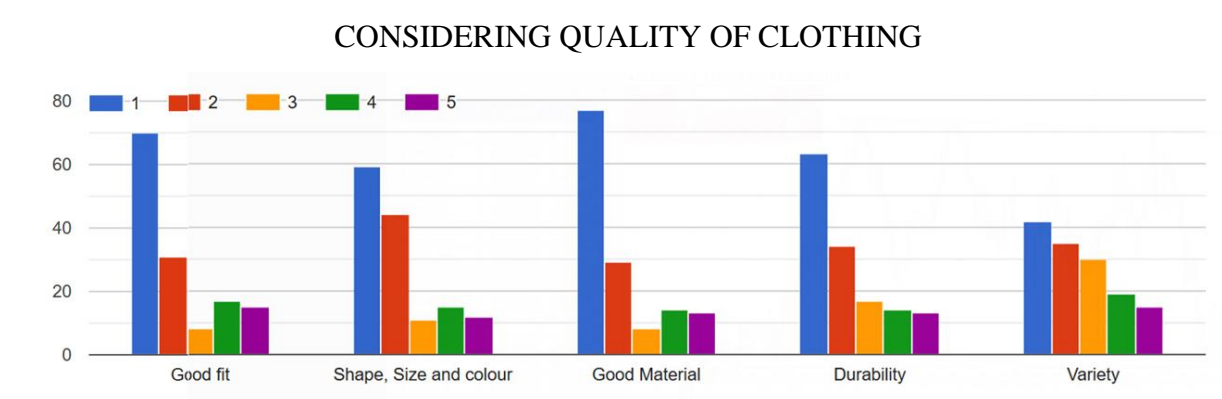
**Inference:**

According to the survey,

- Most of the respondents agree to the fact that branded cloths offer the quality and worthiness for money.
- A decent number of the respondents strongly agree to the fact that branded cloths offer the quality and worthiness for money.
- A small number of the respondents have opinioned that they are Neutral towards the fact that branded cloths offer the quality and worthiness for money.
- A few respondents also have either disagreed or strongly disagreed to the fact that branded cloths offer the quality and worthiness for money.

**TABLE 7.17: CONSIDERING QUALITY OF CLOTHING**

FACTORS RATING	1	2	3	4	5
GOOD FIT	70	31	8	17	15
SHAPE,SIZE,COLOUR	59	44	11	15	12
GOOD MATERIAL	77	28	8	14	13
DURABILITY	63	34	17	14	13
VARIETY	42	35	30	19	15



(CHART: 7.17)

**Source of Data:** Primary data

**Inference:**

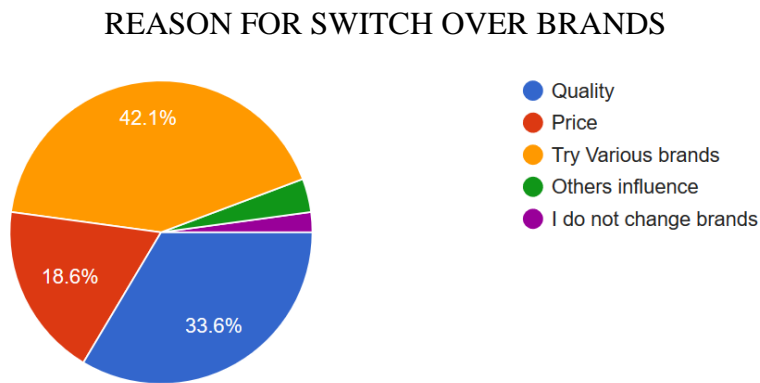
According to the survey,

- Most of the respondents have rated “1” (Highest score) for the 3 factors, namely, good material, good fit, durability which they attribute to the quality of cloths.
- Handful of the respondents feel that these factors does not encourage them to choose these foods delivering servicing and have rated “5” (Lowest score).



**TABLE 7.18: REASON FOR SWITCH OVER BRANDS**

S.NO	REASONS	NUMBER OF RESPONDENTS	PERCENTAGE
1	I DO NOT CHANGE BRANDS	3	2.14%
2	OTHERS INFLUENCE	5	3.57%
3	PRICE	26	18.57%
4	QUALITY	47	33.57%
5	TRY VARIOUS BRANDS	59	42.14%



(CHART: 7.18)

**Source of Data:** Primary data

**Inference:**

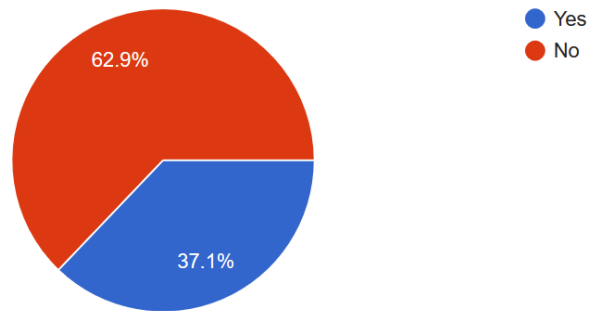
According to survey,

- 42.1% of the respondents switch over brands to try various other brands.
- 33.6% of the respondents switch over brands due to the quality of brands.
- 18.6% of the respondents switch over brands due to the price of the brands.
- 3.6% of the respondents switch over brands due to various other reasons
- 2.1% of the respondents have opinioned that they do not switch between brands.

**TABLE 7.19: LOCAL BRANDS DO NOT OFFER QUALITY AND VALUE FOR  
YOUR MONEY**

S.NO	DO NOT OFFER QUALITY AND VALUE FOR YOUR MONEY	NUMBER OF RESPONDENTS	PERCENTAGE
1	NO	88	62.86%
2	YES	52	37.14%

LOCAL BRANDS DO NOT OFFER QUALITY AND VALUE FOR YOUR MONEY



(CHART: 7.19)

**Source of Data:** Primary data

**Inference:**

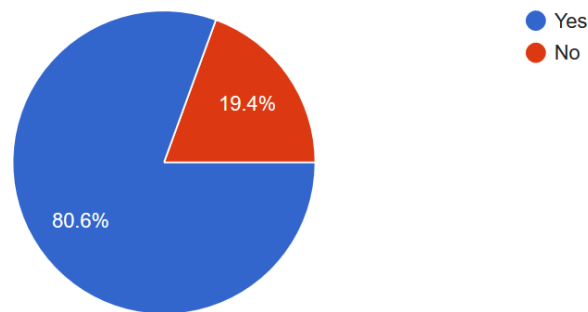
According to the survey,

- 62.9% of the respondents do not agree that local brands do not offer quality and value for money.
- 37.1% of the respondents agree that local brands do not offer quality and value for money.

**TABLE 7.20: OPEN TO BUY UNBRANDED CLOTHS**

S.NO	BUY UNBRANDED CLOTHS	NUMBER OF RESPONDENTS	PERCENTAGE
1	NO	27	19.42%
2	YES	112	80.58%

**OPEN TO BUY UNBRANDED CLOTHS**



**(CHART: 7.20)**

**Source of Data:** Primary data

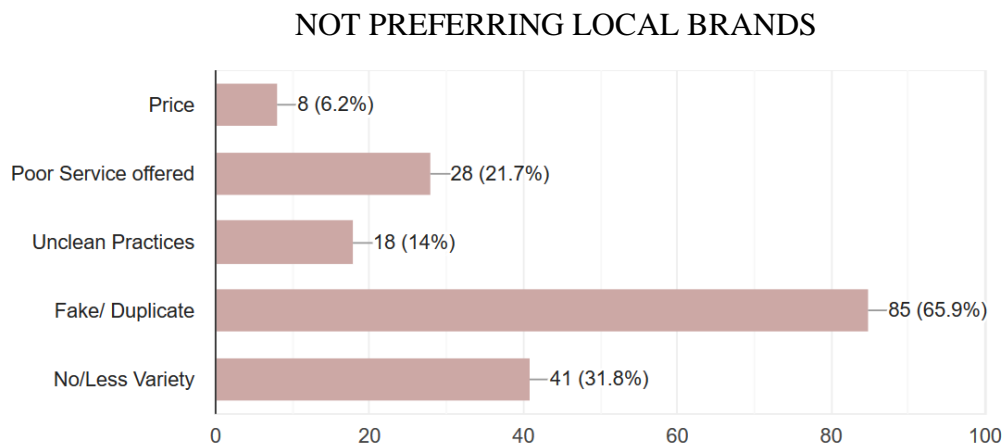
**Inference:**

According to the survey,

- 80.6% of the respondents are open to buy local brands/Unbranded cloths.
- 19.4% of the respondents are not open to buy local brands/Unbranded cloths.

**TABLE 7.21: NOT PREFERRING LOCAL BRANDS**

S.NO	FACTORS	COUNTS
1	PRICE	8
2	POOR SERVICE OFFERED	28
3	UNCLEAN PRACTICES	18
4	FAKE/DUPLICATE	85
5	NO/LESS VARIETY	41



(CHART: 7.21)

**Source of Data:** Primary data

**Inference:**

According to the survey,

- Most of the respondents considered Fake/Duplicate as the important factor for not preferring local brands
- Second best option considered by respondents is No/Less variety as the important factor for not preferring local brands
- The third and fourth best options considered by respondents are Poor service offered and unclean practices respectively as the important factor for not preferring local brands
- The comparatively least factors considered is the price as the important factor for not preferring local brands.

## **CHAPTER 8**

### **FINDINGS OF THE STUDY**

- From the survey, we found that most of the respondents' associate quality of clothes to branded products.
- About 88.7% of the sample belongs to the age group 15-25 years.
- From the survey we infer that, about 56.7% of the consumers occasionally purchase cloths.
- About 43.6% of the sample spend around 1000 – 2500 Rupees on purchase of cloths per month
- According to the survey, 63.8% of them prefer to purchase from branded stores and shopping malls equally.
- On a rating of 1-5, most of the respondents have rated these following factors for considering the quality of cloths as “1” (highest score):
  - ✓ Good material
  - ✓ Good fit
  - ✓ Durability
- On an average, the most influencing factors that makes the consumers choose the branded clothing are:
  - ✓ Self
  - ✓ Family
  - ✓ Friends
- On the account of level of importance of advertisements for purchase of these branded clothing, consumers opinioned that the advertisements are significantly important.
- Branded cloths are most commonly preferred by the consumers according to the survey
- Branded cloths are also considered to offer quality and worthiness for the money spent by consumers according to the study.
- According to the survey, about 53.9% of the consumers responded that internet is their preferred mode of advertisement which influences their purchases.
- According to the survey, about 83% of the consumers responded that branded clothes are priced higher.

- From the survey, the factors majorly influencing the consumers to purchase branded clothes are as follows,
  - ✓ Quality
  - ✓ Value of money
  - ✓ Self-influence
  - ✓ Suggestions from others
- According to the survey, about 75.2% of the consumers preferred purchasing branded cloths with offers and discount.
- Brand image has a considerable influence on the buying decision of consumers according to the study
- On the account of level of satisfaction acquired from these branded clothing, consumers are satisfied with their purchase.
- According to the survey, consumers prefer to switch over brands mainly due to the following factors,
  - ✓ To try various brands
  - ✓ Quality
  - ✓ Price
- About 80.6% of consumers were open to purchase local or unbranded cloths according to the study.
- According to the survey, consumers do not prefer local/unbranded clothing mainly due to following factors,
  - ✓ Fake/Duplicate
  - ✓ Less Variety
  - ✓ Poor services rendered

## **CHAPTER 9**

### **SUGGESTIONS**

A regular consumer expects the following things while choosing branded clothing:

- Choices and variety, Brands are required to provide more choices for overwhelming responses from the consumers. Also the choices of raw materials and processing methods should be made precisely to provide the quality cloths as perceived by consumers(good material, good fit and durability)
- Boost the Online sales, the purchase of cloths is still made through offline modes such as shopping malls and branded stores. To increase sales and visibility of the brand the online sales platform should be developed
- Concentrate on Advertising, the exposure to different brands and the brand image is to be enforced to the consumers using the Internet medium (social sites, digital ads, etc.) more proactively.
- Size the price, the branded cloths are perceived to be of higher prices, to boost sales and for consumer satisfaction workout the most appropriate prices for the offerings
- Reduce the switch over, the consumers are expecting more variety, good quality and affordable pricing to stick on with the particular brand and this needs to be facilitated

## **CHAPTER 10**

### **CONCLUSION**

Therefore, the preference of consumers on for branded clothing and the associated quality, value and worthiness for money have been analyzed. The branded cloths are perceived to be priced higher and mostly preferred due to the quality and services offered for those purchases. The consumers are open to purchase quality goods offered that are durable, good fit and of good materials by famous brands that have strong brand image, offer variety and have dedicated stores. The brands need to work on their advertising and online to boost their presence, consumer retention and consumer satisfaction.



## **CHAPTER 11**

### **REFERENCES**

Consumers' Attitude towards Branded Apparels: Gender Perspective, Namita Rajput, Subodh Kesharwani, Akanksha Khann, International Journal of Marketing Studies, Vol. 4, No. 2; April 2012

A Study on Branded Apparels Customers Purchase Behavior with Reference to India, K. Maran, J. Badrinarayanan and T. Praveen Kumar, International Journal of Applied Business and Economic Research, ISSN: 0972-7302, Volume 15, Number 21 (Part 2) 2017

Consumer Preference towards branded apparel purchase in Coimbatore city, T. Shreerekha, S. Praveen kumar, March 2018, IJSDR , Volume 3, Issue 3, ISSN: 2455-2631.

## CHAPTER 12

### APPENDIX 1

#### QUESTIONNAIRE

1. Name:
2. Age:
  - ☐ 15-25
  - ☐ 26-35
  - ☐ 34-45
  - ☐ Above 45
3. Gender:
  - ☐ Male
  - ☐ Female
4. Monthly Income (INR):
  - ☐ Below 10000
  - ☐ 10000-20000
  - ☐ 20000-40000
  - ☐ 40000-80000
  - ☐ Above 80000
  - ☐ Not Applicable
5. Write 3 Clothing brands that first come to your mind.
  - a.
  - b.
  - c.

6. How often do you purchase clothes?
- ☐ Weekly
  - ☐ Monthly
  - ☐ Monthly twice
  - ☐ Occasionally
  - ☐ Rare
7. Who often influences your buying decision of clothes?
- ☐ Family
  - ☐ Friends
  - ☐ Self
  - ☐ Others
8. What is your approximate budget on purchasing cloths from your monthly income?
- ☐ Less than 5%
  - ☐ 5% to 10%
  - ☐ 10% to 15%
  - ☐ 15% - 25%
  - ☐ Above 25%
  - ☐ Not Applicable
9. If you are Student/Unemployed, Specify the amount (in rupees) you spend on purchasing clothes monthly?
- ☐ Below 1000
  - ☐ 1000 – 2500
  - ☐ 2500 – 5000
  - ☐ 5000 – 10000
  - ☐ Above 10000
10. Where do you make your purchases mostly?
- ☐ Online
  - ☐ Boutiques
  - ☐ Branded Stores
  - ☐ Shopping malls
  - ☐ Others

11. Degree of preference for branded clothes.

- ☐ Highly preferred
- ☐ Preferred
- ☐ Neutral
- ☐ Not preferred
- ☐ Highly Not Preferred

12. What makes you believe branded clothing is good.(Multiple options can be selected)

- ☐ Quality
- ☐ Value for money
- ☐ Sales-service rendered
- ☐ Advertisements
- ☐ Others using the brand
- ☐ Suggestions from others (friends, family, etc.)
- ☐ Self

13. Do you think branded clothes are always priced higher?

- ☐ Yes
- ☐ No

14. Do you purchase branded clothes based on offers and discounts.

- ☐ Yes
- ☐ No

15. Does the “brand Image” affect your buying decision?

- ☐ Yes
- ☐ No

16. Rate the importance of advertisements in building your brand perception.

- ☐ Highly Significant
- ☐ Significant
- ☐ Neutral
- ☐ Insignificant
- ☐ Highly Insignificant

17. Which mode of advertisement influences you the most in choosing branded clothing?

- ☐ Television/Radio
- ☐ Newspaper/Magazines
- ☐ Billboards
- ☐ Phone calls/SMS
- ☐ Internet (Ads, Email, Websites)
- ☐ Others

18. Rate your satisfaction of branded clothing purchases after using them

- ☐ Highly satisfied
- ☐ Satisfied
- ☐ Neutral
- ☐ Dissatisfied
- ☐ Highly dissatisfied

19. Branded cloths offer the quality and worthiness for money

- ☐ Strongly Agree
- ☐ Agree
- ☐ Neutral
- ☐ Disagree
- ☐ Strongly Disagree

20. Rank the below factors in the order of importance while considering quality of clothing? (1 being the highest and 5 being the least)

ctors	1	2	3	4	5
Good fit					
Shape, Size and color					
Good Material					
Durability					
Variety					

21. Why do you switch over brands?

- ☐ Quality
- ☐ Price
- ☐ Try Various brands
- ☐ Others influence
- ☐ I do not change brands

22. Do you think local brands do not offer quality and value for your money?

- ☐ Yes
- ☐ No

23. Are you open to buy unbranded clothes that are locally manufactured?

- ☐ Yes
- ☐ No

24. Why don't you prefer local brands.(Multiple options can be selected)

- ☐ Price
- ☐ Poor Service offered
- ☐ Unclean Practices
- ☐ Fake/ Duplicate
- ☐ No Variety

25. Suggestions if any :

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