

# CONSUMER BUYING BEHAVIOUR ON BRANDED APPARELS WITH REFERENCE TO COIMBATORE CITY

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**Abstract:** This study helps to investigate the relationship between the factors which affects the buying behaviour towards branded apparels in Coimbatore city. The Data has collected by Google forms and distributed the structured questionnaire among the respondents who presently living in Coimbatore city and regular buyers of branded apparels. Convenience sampling method was used with sample size of 325 for collection. Descriptive statistics was used to analysis the demographics and the Chi-square test were used to analyse the research objectives. The result of this study offers insights and evidence about the relationship between the variables which impact consumer buying behaviour for branded apparels. Finally it is concluded in the present study that there is significant relationship between reference group and purchase intention also promotion, Store attributes, product attributes, Income of the respondent and occupation have positive significant relation between consumer buying behaviour.

**Keywords:** Apparel Brands, Consumer Behaviour, Product attributes, Purchase Intentions.

## 1. INTRODUCTION:

Nowadays fashions are altering so people are finding it not easy to keep them modernized. By seeing how people are presenting themselves in front of others helps us imagine how we can present ourselves in front of others. India is shifting with the instant past or current trends in apparels. India is also known for its style as well. Cultural and traditional apparels have been an uniqueness of India since long. But now-a-days fashion apparels have joint the support of Indian market. Indian economy is one of the hypersonic emergent economies in the world and is observing shifts in consumer preferences. Indian apparel industry is the second bulkiest contributor in retail industry. Its overall retail picture has shown long-term growth with the surge of income, upgraded publicity to foreign brands. Today the people of India have develop into brand vigilant and they favour branded products to show off their prominence symbol. The apparel industry is greatly subjective by the ever varying consumer obligation and longing. Due to swift urbanization and higher disposal of incomes, Indian consumers are now welcoming more brand conscious. Modern consumption arrangement have changed and evolved where consumers are well aware of fashion trends and updates are easily available to consumers for all segment through different media channels. This has changed consumers back-up behind their fashion consumption as well, some uses fashion as a means of delivering themselves to the society in massive way. Every year a distract pattern of styles are prepared all over the world and take over from the year after with new ones. Fashion clothing production is completely dependent on stable ideas and new prospect of the teenagers. Today the youngsters are eager to shell out a large sum of money to buy branded cloths. The frequent discernment is that the clothing brands provide high condition and immense pleasure. And hence more and more consumers are becoming brand faithful even though they have to give out quite a large sum of money when he is making his purchases. Most people tend to go and buy which are highly made-up and have a brand value. Being brand awake is the new fashion repeated phrase which has caught on like forest fire. The increased income levels help the young people to buy from big clothing brands with much happy and gratification. The apparel and clothing industry being place that top place and also the spending on apparel and outfits among the customers are getting inflated, considering these points it is very chief to study the changing behaviour of consumers. The main importance of this study is to increase the dread of apparel buying behaviour of Indian customers and in a genuine sense attentive factors which stumble upon apparel buying behaviour in order to provide actionable information to apparel retailers finding to normalize or adjust their arrangement for the Indian consumers.

### 1.1 Consumer Buying Behaviour:

Consumer behaviour includes study of how people buy, what they buy, when they buy and why they buy. Retail industry defines apparel industry is to have no exception; Consumers can either be subjective or objective, trying the

renovation of brand names. Retail stores not only selling the products but also play a vital role in assembly them agree with the decisions of customers. The whole idea or graphical proposal of the retail outlet can determine sales, or the service of the sales person or the person who help us there. Furthermore, consumers may select specific products/ brands not only because these products deliver the functional or performance paybacks estimated, but also because products can be used to tell about the consumers; personality, financial background or association or to fulfil their internal psychological wants, such as the want for different or freshness. Consumer behaviour explains to the emotional and mind process and the unexplained behaviour of consumers during investigate of product, purchasing process and post consumption of a product or service. Consumer buying behaviour is the study of individuals and the process they use to select, secure, use, and dispose of products, services, experiences, or ideas to satisfy needs and the effect that these processes have on the consumer and society. Consumer behaviour is slowly a part of strategic planning for the increasing investment and high on of any industry.

### 1.2. Promotional offers:

Customers are psychologically linked with promotional offers as would prefer to pay less and take boons of more. Promotional offers are one of the most efficient ways to attract consumer attention, as customers are fluctuating with choices in the market. Promotional offers are a part of sales promotion and include discount, gifts and coupons, buy one get one free offers and many more. They trigger off consumers to buy and prevail over resistance to buy.

### 2. OBJECTIVES OF THE STUDY :

To revise and analyze the brand preference customers in branded apparels.

To recognize the factors which manipulate the buying behaviour of the consumers.

To look at the collision of promotional activities of selected companies.

To analyze the consumers fulfilment level on branded apparels

### 3. SCOPE OF THE STUDY:

The current study is confined to Coimbatore city and it is finalised to think about the branded apparels, how the youthful age group and other people are fond of brand conscious and why do they prefer branded apparels like Reliance trends, Grasp, Pantaloons, Great deals, Max, Life style etc., The main objective of this study is to analyze the buying behaviour of the consumers towards branded apparels. The scope of the study extended to the following related aspects viz., the brand preference of the consumers in branded apparels, consumer satisfaction level on branded apparels and the impact of promotional activities.

### 4. RESEARCH METHODOLOGY :

Research methodology is an exceedingly skilled process to sort out the research crisis. It is a science of searching how research is scrupulously done. To know the assorted steps that are generally considered by a associate in studying his/her research crisis along with the logic behind them. The researcher should know not only the explore methods or action but also the methodology.

#### 4.1 Research design

A research design is the circumstances for acquiring and investigation of data in a manner that aims to strengthen the various components of the study in a logical way referring the research problem. The research design is based on the concept configuration within the research is conducted. Research design includes the collection, capacity and analysis of data. The design used in this study is descriptive type of research where the researcher has no organize over the variables.

#### 4.2 Pilot Study

Pilot study was took out before collecting the inventive record. For this intention an planned questionnaire was formed and dispersed to the consumers of branded apparels. From the study made through the pilot study, few alterations were made in the questionnaire and finally a well-structured questionnaire was developed for the study.

#### 4.3 Sources of Data Collection

To bring out the objectives of the study, the researcher can congregate data from two sources namely primary and secondary data.

- Primary data – In this research the primary data was collected by means of a well thought-out questionnaire.
- Secondary Data – Data which have already went through the process of investigated previously is analysed to as secondary data. The secondary data was collected from the books, journals, published and unpublished reports, company records, website, magazines etc.









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