

# Customer Preference Towards Selected Branded Shirts in Tirupur City

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**Abstract:** In this competitive world the brand creates the important role in the mind of the customers. Brand is the type of the product manufactured by the particular company. The customer preference will change according to the brand in the particular industry. In this paper the Researcher analyze the perception of customer towards the selected Brand shirts in Tirupur city. The author selected the top brands like Louis Philippe, Vanheusen, Peter England, Allen solely and Raymond for analyzing the life styles , price, durability of large section of the population. The Buying behaviour of men on branded shirts is changing because of the quality and comfort of that brand is suitable for them. The present study analyze the men's perception towards branded shirts and to investigate the brand of shirt most preferred by customers in Tirupur city. The study also examines consumer's preference of selecting branded shirts in retail garments showrooms of Tirupur city. This study analyze the factors which all influence to selecting the particular branded shirts. This paper suggests the overall improvisation of each brand by using the tools like percentage analysis and suitable strategies given to overcome the problems.

**Keywords:** Brand, Buying behavior, preference, customer, Brand equity.

## 1. Introduction

Brand management is the important aspect in the garment industries which holds the key in the business analysis of the modern markets, particularly in Indian markets. Indian textile industry is one of the leading textile industries in the world. Though this industries has number of brands in the current scenario started changing after the economic liberalization of Indian economy in 1991. The opening up of the brand gives the economy a much needed thrust to the Indian Textile industry, which has now successfully become one of the largest in the world.



Fig. 1. Brand

The reason behind the brand was that Indian men were used to buying cloth and getting their outfits tailored mainly through local tailoring shops from the unorganized segment. In this occasion the brand arises in the textile market industries which became so popular in all the places. In many other industries in the nation, the 'branding' move towards the perception of the customers in different ways. In this study, an attempt was made to study the consumer perception towards branded shirts in Tirupur city.



Fig. 2. Customer preference of branded shirts

The customer preference of branded shirts are taken from the Show rooms like The Chennai silks, Siva Textiles, Tirupur silks and all the men's Boutique shops in tirupur city. The branded shirts taken into account are Louis Philippe, Vanheusen, Peter England, Allen solely and Raymond. The document Starts from here. And the section 2 continues accordingly.

## 2. Review of literature

- Ritu Narang (2006) in a study entitled "A Study on Branded Men's wear", was taken up in the city of Lucknow with an intention to explore the purchase behavior of the buyers of branded men's wear.
- Lalitha et al., (2008) made a study entitled "Brand Preference of Men's wear". Scope of the study focuses on the brand preference regarding shirts and pants of select consumers living in twin cities of Hyderabad and Secunderabad. It is confined to the customers visiting the select showrooms in Hyderabad and Secunderabad.
- Pathak and Tripathi (2009) made a study entitled

“Customer Shopping Behavior among Modern Retail Formats: A Study of Delhi & NCR”. The Study is an exploratory research conducted in Delhi & NCR. It specifically focuses on customer shopping behavior in Indian scenario among the modern retail formats (Sumathi, 2003). Objectives of the study are to find out the factors that affect the buyer's decisions among the modern retail formats and to evaluate the comparative strength of these factors in buying decision of the buyers.

**A. Objectives of the study**

- To study the demographic factors of the customers in Tirupur city.
- To analyze the customers preference of using branded shirts.
- To prefer the factors that are influencing men's towards branded shirts.
- To suggest suitable solutions to improvise the brand in the fashion market.

**B. Scope of the study**

The Researcher had taken this study to analyze the brand preference towards the five brands in Tirupur city. Further the scope may be the research can be done in various places to analyze the customer point of view. This research work is restricted to Business to Customers markets, as purchase behavior is different for institutional buyers. It might be worth to carry out similar study for Business to Business markets.

**C. Limitations of the study**

- The research had the following limitations while conducting the study
- The study is conducted only in selected places of Tirupur city, and the future studies should cover the entire country, with larger sample size, to verify the findings of the present work. The study examined only customers' perception factor and confined to 100 respondents.

**3. Research methodology**

The study is a descriptive study. Primary data was collected with the help of structured questionnaire administered to 100 male respondents in Tirupur city and the type of sampling was convenient sampling.

**A. Research design**

Research design is purely and simply the framework or plan for a study that guides the collection and analysis of the data. The research design indicates the methods of research for gathering information.

**B. Source of data - primary data**

The primary data are those, which are collected a fresh and for the first time, and thus happen to be original in character.

There are several methods of collecting primary data, particularly in survey and descriptive research. Some important ones are observation method, interview method, through questionnaire, through schedules etc. The data were collected through structured questionnaire.

**4. Statistical tools**

**A. Percentage analysis**

The Percentage analysis is an effective tool to study the attributes of the respondents. Each response by the respondent to a particular statement is plotted into frequency table and quantified. The entire response to the statement is considered as 100 percent and each of the choice within the statement is measured as what percentage does it holds to the total response to that particular statement.

$$\text{Percentage of respondents} = \frac{\text{Number of respondents}}{\text{Total respondents}} \times 100$$

Table 1  
Education level of the Respondents- Percentage Analysis

S. No	Experience	Total	Percentage
1	Below 5 years	20	20
2	5-10 years	60	60
3	10-15 years	10	10
4	Above 15 years	10	10
	Total	100	100

**B. Interpretation**

The above table shows that 20 percent are having below 5 years' experience, 60 percent are from 5 to 10 years, 10 percent are from 10 to 15 and 10 percent are above 15 years.

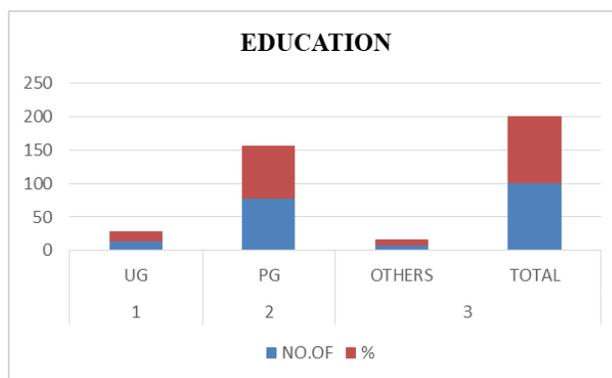


Fig. 3. Chart - Educational level of the respondent

**5. Discussion and Conclusion**

This study reflects that perception factor of consumers and the purchase pattern of branded apparel product. The customers mostly expected to wear branded shirt with good quality factor prevails in the first position, color and design, comfort and style and price are securing successive ranks respectively. The expectation level and satisfaction level towards the types branded apparel were having positive relationship. Finally, it can be concluded that each brand have certain pros and cons so the branded product should take necessary steps to avoid certain

disadvantages and they have to concentrate on developing a good quality product. The brand developer should develop and place the products accordingly to the consumer satisfaction level and that will help in sustainable images of brand in the minds of consumer.

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