

Customer's Perception, Attitude and Satisfaction towards Branded Fashion apparels for Youth with special reference Coimbatore City

*B. Pragathi, M.Phil Research Scholar PG & Research Department of International Business

**Dr. P.Arumugaswamy, Research guide, Head of the Department, PG & Research Department of International Business

Hindusthan College of Arts and Science, Coimbatore - 28.

ABSTRACT:

The apparels industries on the competitive world must be aware about customer's needs & taste & preference and what do the customers expects from the manufacturer. We should have this information or a customer analysis whether if we want to stay in the market and to develop a competitive edge in the market. After have this study we must be able to understand what customers has about the wants of the customer from a brand, why they switch over to other brand, and also we should analysis what are the factors which force them to switch to other competitors branded apparels. By analysing these, company can formulate the strategies as per the customer wants & satisfy the consumer to purchase the same company products, which will be profitable for the company. The relationship between consumers' decision-making styles and their choice between branded clothing competitors and non-branded clothing competitors is investigated using a sample of consumers of Coimbatore City only. The purpose of our research is to investigate youth of Coimbatore city to examine if any factor influences their buying behaviour for apparel. In addition, consumer attributes and personal characteristics were analysed separately and the relation to the purchase behaviour of youth.

Keywords: Fashion, Apparels, Youth Generation, Market Segmentation.

INTRODUCTION:

The Indian customer has undergone a remarkable transformation. Just a decade or few years ago, the Indian customer saved most of his incomes for purchase of their bare necessities and rarely indulged himself. Today, armed with a higher income, credit cards, exposure to the shopping culture are to decide an improvement in his standard of living, the Indian consumer is spending like never before but now it has been incredibly increased. Organized retail with its variety of products of malls and supermarkets is obviously their addiction. Most customers' preferences change according to the change in fashion and the change in the customers taste.

YOUNG SHOPPERS WITH FASHION APPARELS:

India's population is young, very young. Most consumers have grown up with the exposure of advertisement which plays an important role for culture abroad. This generation is also making money at a younger age, it also thanks to call centres and other avenues of employment opening up that cater to students in college and schools. As a result they are ready to spend most, if not all of their income on apparel, accessories, and electronics

The apparel fashion plays a major role in shaping apparel consumerism. As lifestyles change, fashion in India is becoming more varied, as in the Western countries. Technically, ideas and lifestyles are moving concurrently and quickly. Companies and brands that offered lacking in interest and mundane products for years, have now they have wide range of products and new appealing styles, shapes and forms are being launched each season by them.

Identification of the role of apparel as a sign of getting business success and not in a new concept. A review of related literature revealed that self-image/product image appropriateness was related to an individual's behaviour to a particular item and that apparel products had symbolic meaning. Studies have considered the relationships which have taken as self image and ideal between various aspects. If the image of an appeal were a positive match for the self-image, including both, the apparel item would be shabby most of the time.

OBJECTIVES OF THE STUDY:

- To study the perception and brand preference of the respondents in buying of branded apparels in Coimbatore city.
- To verify the factors which influence the buying attitudes of respondents.
- The analyse the impact and satisfaction towards branded apparels on the youth.

STATEMENT OF THE PROBLEM:

The most important statement is to identify the need of customer. As we know that market segmentation has become an important tool used by retailers and marketers for identifying and targeting the customers. Segmentation is the process of dividing markets into segments of possible customers who have similar characteristics and who are likely to have similar purchasing behaviour.

RESEARCH METHODOLOGY:

Data Sources: Date source is relating any real life problem, it is often found that data at hand are inadequate, and hence, it becomes necessary to collect data that are appropriate. We have chosen following methods:

- a) **Primary data:** The data, which are collected for the first time, and thus happen to be original in character. We have used the structured questioners.
- b) **Secondary data:** The data which has been already collected by someone else and which have already been passed through the statistical process. We collect the data from the internet, published data, journal etc.
- c) **Population of the study:** This Study was conducted at the Coimbatore city.
- d) **Sampling Size:** It is the total number of respondents for whom we are collecting the data for the research. We have taken sample size of 25 respondents for our research.
- e) **Sampling Technique:** Random sampling technique is used in this research project.

ANALYSIS:**1. Simple Percentage Analysis****Table - I Demographic Factors of the Respondents**

<i>Factors</i>	<i>Particulars</i>	<i>Frequency</i>	<i>Percentage</i>
Gender	Male	10	2.50%
	Female	15	4%
Education Level	Under Graduate	19	4.75%
	Post Graduate	6	1.50%
Monthly Income	Less than Rs 15000	12	3%
	Rs 15001 - Rs 20000	8	3%
	Rs 20001 - Rs 30000	4	1%
	Rs 30001 - Rs 40000	1	0.25%
No: of Earning Members	1 – 2	17	4.25%
	3 – 4	8	3%

*Source: Primary Data***Chi - Square Analysis****Table - II Gender and Preference of Fashion Apparels**

<i>Gender</i>	<i>Preference for Fashion Apparels Products</i>			
	<i>Weekly</i>	<i>Monthly</i>	<i>Occasionally</i>	<i>Total</i>
Male	4	4	4	12
Female	2	3	8	13
	6	7	12	25

Source: Primary Data

Chi - Square Value - 10.070, DF - 3, Significance - 0.018

Ho - There is no association between Gender & Preference of choosing Fashion Apparels Products

Interpretation:

The Chi - Square statistics value was 10.070 & it was found to be significant at 5% level as the significance value is 0.018; hence we reject the null hypothesis & conclude that there is no association between Gender & Preference of using Fashion Apparels Products, by the respondents.

Table - III Gender & Preference of Fashion Apparels

Gender	Preference towards Fashion Apparels		
	Yes	No	Total
Male	6	4	10
Female	10	5	15
Total	16	9	25

Source: Primary Data

Chi - Square Value - 0.317, DF - 1, Significance - 0.574

Ho - There is no association between Gender & Preference towards Fashion Apparels.

Interpretation

The Chi - Square statistics value was 0.317 and it was found to be significant at 5% level as the significance value is 0.574; hence we reject the null hypothesis & conclude that there is no association between Gender and Preference for choosing Fashion Apparels.

Table - IV Monthly Income and Preferring Fashion Apparels.

Monthly Income	Reason for Preferring Fashion Apparels			
	ADVERTISEMENT	RELATIVES/ FRIENDS	OTHERS	Total
Less than Rs 15000	5	7	3	15
Rs 15001 – Rs 20000	2	1	1	4
Rs 20001 - Rs 30000	1	1	1	3
Rs 30001 - Rs 40000	1	2	0	3
Total	9	11	5	25

Source: Primary Data

Chi - Square Value - 12.572, DF - 6, Significance - 0.050

Ho - There is no association between Monthly Income & Reason for not Fashion Apparels.

Interpretation

The Chi - Square statistics value was 12.572 and it was found to be significant at 5% level as the significance value is 0.050, hence we reject the null hypothesis & conclude that there is no association between Gender and Reason for preferring Fashion Apparels, by the respondents.

CONCLUSION:

From this observed that most of the people purchase occasionally and select the apparels of their own choice for them. As it is a clear cut case that consumers are aware only by the influence of advertisement, its being noticed that people who procure acquisition of products are business owners and professionals. Since the main rationale for selecting the store is for quality of the product, the fashion apparels for durability of apparels, price of apparels, fashion and design of the apparels, with available warranty and being convenient to shop in store found to be neutral.

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