



# A study on Customer Perception towards Branded Shirts: Empirical Investigation in Semi-urban

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## ABSTRACT

This project deals with “A study on Customer Perception towards Branded Shirts in Bagalkot”. As in this competition era, from business point of view, we must be aware about what a consumer expects from a company. We should have the customer database if we want to stay in the market and to develop a competitive edge in the market. After conducting this research study we must be able to understand what customers want from a brand, what are the factors which force them to buy branded apparels. By studying these, company can formulate the strategy as per the customer needs & deliver them the products which customer wants from the brand, The main purpose of the presented study is to find out the awareness of the branded shirts, the most preferred brand among various age groups and factor influencing customer while buying branded shirts in Bagalkot city. Empirical findings are calculated using survey technique with a 100 respondents in Bagalkot city. Primary data was collected through structured questionnaire and Interaction with the employees & manager of the brand outlets, the secondary data was collected from the Brands official websites, literatures reviews & from published data. The study reveals that Peter England and Raymond’s are the top brands preferred by the respondents it is clear that most of the shoppers of branded shirts where highly

influenced by the factors such as color, design, price etc. And the study reveals that majority of the respondents belongs to the age group of 16 to 26 are preferring Peter England brand.

### **Key words**

***Brand, Branding, Customer Perception.*** INTRODUCTION

### **BRANDING**

Branding is a method which entails developing a unique name, logo, and an image of a specific product, service or company. This is carried out to attract customers. It is commonly carried out via advertising and marketing with a dependable theme. Branding goals is to set up a primary and differentiated presence with inside the market that attract and retain loyal customers. A logo is a name, term, symbol, or different function that distinguishes an business enterprise or product from its competitors with inside the eyes of the customer. With the changes in the fashion industry, a set of people are moving toward branded clothes. The main difference in the branded and non branded clothes is here given below:

- Branded clothes give them the surety and the guarantee for the top superiority products.
- Branded clothes have regular quality checks on them which become the most familiar reason for people to choose branded shirts.

### **BRAND PERCEPTION**

Brand perception is the sum of approach a purchaser has towards a brand. These ideals and emotions take place even as a purchaser is aware about the brand, and what follows even as consumer hears, sees, or engage with the emblem and its product.

Brand perception includes a large wide variety of regions that comment on the brand's patron interactions. From product improvement and packaging to public relation and social engagement, brand perception is a top-degree measuring stick of a product's image presence, goodwill, and emotional nature. All of those can play vital role into the product's victory. Even for tiny companies, brand perception is one of the part of a advanced advertising equation. How does your service or products resonate with its target audience, why does it matter, how do customers feel approximately your brand, and how will you measure this?

### **IMPOTANCE OF BRAND PERCEPTION**

Brand perception is extensive as it displays what customers reflect on consideration on a organization's traditions. You would possibly see a branded TV spot, study a review, or capture a pre-roll YouTube advert these short communications can quick extrude a consumer's beliefs of a organization from bad to impartial, or from impartial to positive. That's the supremacy of brand perception, and that is why it matter.

Once customers originate a perception in their minds, whether positive, bad, or impartial, it is difficult to regulate their beliefs. That's why businesses are attempting difficult to assess brand perception on their own.

## Literature Review

**S.P. Karuppasamy Pandian (2012)**, in the article "An empirical study on consumer perception towards branded shirts in trichy city. This study investigates men's perception towards branded shirts and to determine the brand of shirt most preferred by the respondents in Trichy city. The study says that Raymond, Peter England, and John players stay the top 3 brands preferring the respondents. **Namita Rajput (2012)**, in the article " Consumers' Attitude towards Branded Apparels: Gender Perspective. The results affirm that Indian peoples have come to be pretty brand conscious at current. Hence, brand is a now no longer a critical thing in deciding on the product to buy. There is different factor like, quality, comfort, expectancies and demographic strong point additionally impact to the buying selection of adult males and females. **Arul Mittal, Sandeep Aggarwal (2012)**, in the article "Consumer perception toward branded garments: a study of Jaipur. Through this study an attempt has been made to understand the ones emotional or rational appeals. The study says that brand increases the personality of a person. In Jaipur, people link brand with the quality of product, style and its design. In return they expect the branded product to provide them identification, satisfaction and value for the money invested. Survey depicts that there's a relation among the consumer's income and the satisfaction derived from a bought product. **Syed Tabrez Hassan, Bilal H Hurrah (2014)**, in the article "Study of customer perception of youth towards branded fashion apparels in jalandhar city. This study is to analyze the factors dominates in buying branded apparel among youth of Jalandhar city. Study says that Price of branded garments isn't a massive trouble for people. People desire branded garments over non-branded irrespective of excessive price. People buy branded garments because they provide value for money and due to their proper quality. **Neelam singh (2017)**, in the article "A study of buying behavior of youth towards branded fashion apparels in Mawana city. Study contributes to academia by providing the conceptual framework to understand apparel buying behavior of young Indian customers. People wear branded cloths to

look attractive and to amaze people. Price of branded garments isn't a huge problem for people. People select branded garments over non-branded no matter excessive price.

### **Problem Statement**

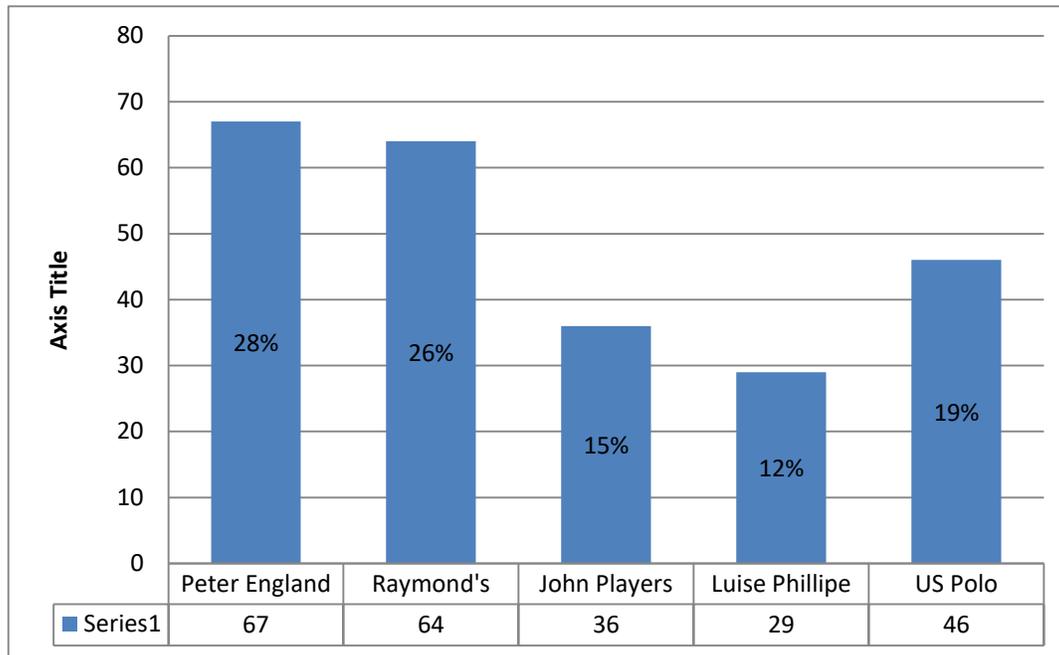
This research is trying to focus mainly on the consumer perception towards branded cloths. The reviewed literatures are about the buying behavior of consumer of branded cloths some of the researcher tells that customers buy the branded cloths to look attractive and to impress people and also suggested to retailer that they should take necessary steps to avoid certain disadvantages and they have to concentrate on developing a good quality product. The consumer perception for buying the branded cloths & their perception of apparel image comforts, fittings would provide personal insights.

### **Objectives**

- To examine the awareness of branded cloths amongst purchasers in Bagalkot city.
- To study the most popular brand among various age groups in branded clothes market in Bagalkot city.
- To observe the important elements responsible for purchasing branded clothes amongst consumers in Bagalkot city.

### **Research Methodology**

Type of Research is exploratory research & descriptive research. Primary Data was collected through an observation and structured questionnaire for 100 respondents to the people of Bagalkot and also through the interaction with the employees & manager of the brand outlets. The secondary data was collected from the Brands official websites, literatures reviews & from published data. The tools used for analyzing the data where SPSS and Excel.

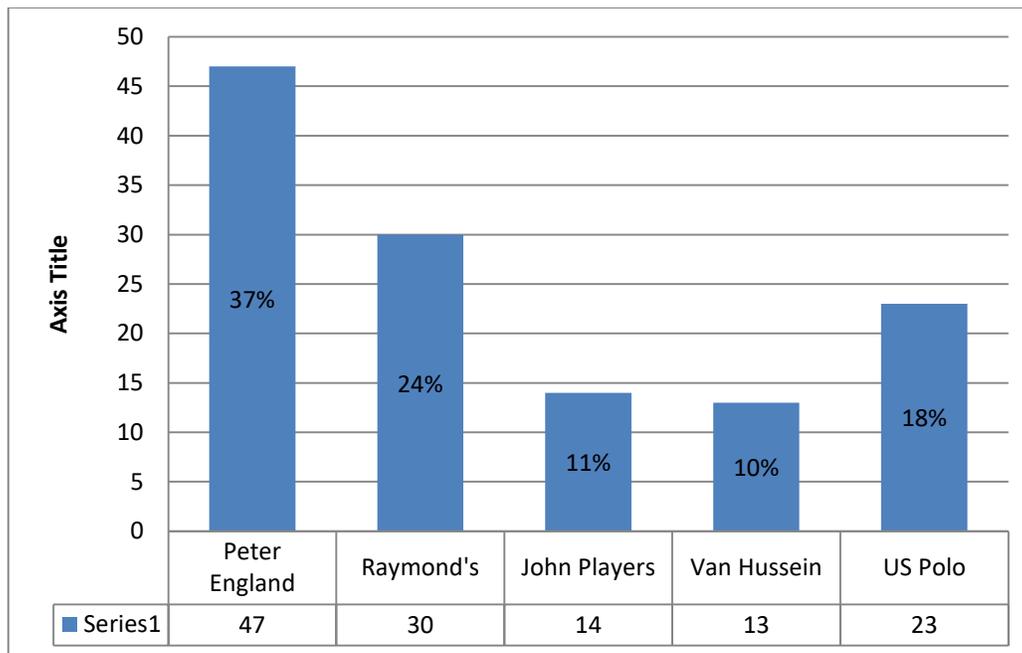
**Graph showing Familiar brands of the respondents****Analysis**

The above graph indicates that 28% of the respondents are familiar with Peter England, 26% of the respondents are familiar with Raymond's, 19% of the respondents are familiar with US Polo, 15% of the respondents are familiar with John Players and 12% of the respondents said that they are familiar with Louise Philippe.

**Interpretation**

Some of the respondents are familiar with all the brands and they have selected all the options and some are familiar with 2 or 3 brands. Respondents have selected the multiple brands which they are familiar with and here we can interpret that most of the respondents are familiar with Peter England & Raymond's. The reason behind to become the most familiar brands might be because they have developed good positioning of their brands and they have come up with unique advertisement, so that the people can easily recognize and become familiar with those brands and some of the respondents have also said that they are familiar with US Polo, John Players, Louise Philippe these brand should create the awareness and should come up with attractive advertisements & they should increase their brand outlets in the cities.

**Graph showing the most preferred brand of the respondents.**



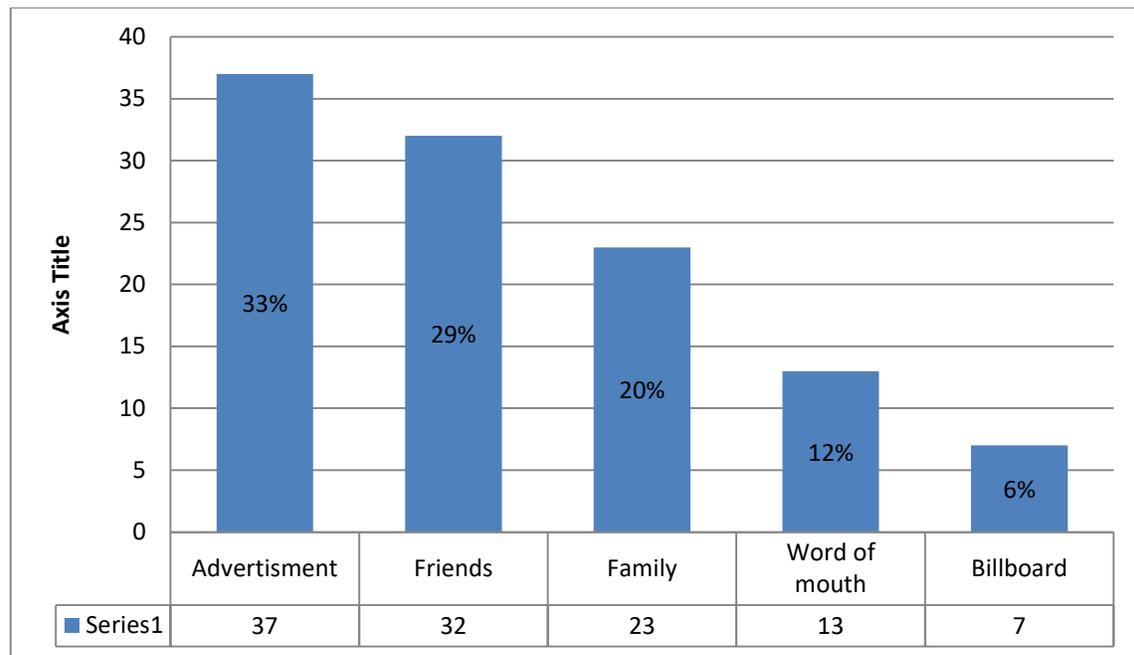
### Analysis

By the above graph it can be determined that among 80 respondents, 37% of the respondents prefer Peter England, 24% of the respondents prefer Raymond's, 18% of the respondents prefer US Polo, 11% of the respondents prefer John Players and 10% of the respondents have said that they prefer Van Hussein. Here the respondents have selected the multiple brands that they prefer while buying branded shirts.

### Interpretation

From the above analysis it can be interpreted that the respondents are preferring branded shirts according to their choice and most of the respondents are preferring Peter England brand, the reason might be the brand's popularity, availability in different designs, colors etc, as compared to other brands its prices are economical and they are easily available. Raymond's is also one of the most preferred brand of the respondents because it's very old brand which has created the trust in the market and also because of their quality, it is rated as second most preferred brand by the respondents. US polo is the third most preferred brand by the respondents and John players is the fourth most preferred brand whereas Van Hussein is the least preferred brand by the respondents.

### Graph showing how the customers got aware of the branded shirts



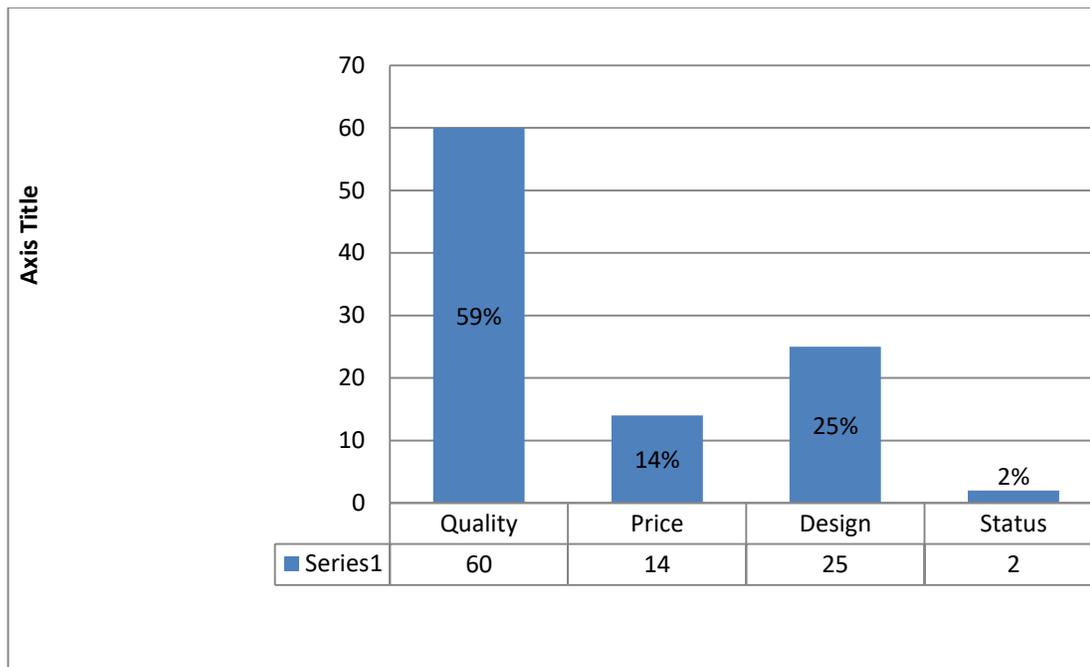
### Analysis

From the graph it can be analyzed that, among 80 respondents, 33% of the respondents came to know about the branded shirt by advertisements, 29% of the respondents came to know from their friends, 20% of the respondents came to know from their family, 12% of the respondents came to know about the branded shirts through word of mouth and 6% of the respondents came to know about the branded shirts through the billboards.

### Interpretation

Here most of the respondents have been told that they came to know about their branded shirts through the advertisement. Advertisement plays a very vital role in creating awareness among the target audience. Some of the respondents have said that they came to know about the branded shirts by their friends and family, these people have influenced them or created awareness about that brand so they came to know about that particular brand. Some of the respondents have told that they came to know about the brand through the word of mouth few of the customers are very satisfied towards the brand and they started spreading positive word of mouth to the other people about their good experience and about their brand. And some of the respondents have seen the billboards of the brands and they came to know about that particular brand.

**Graph showing for which of the factors the customers are giving more preference while purchasing branded shirts**



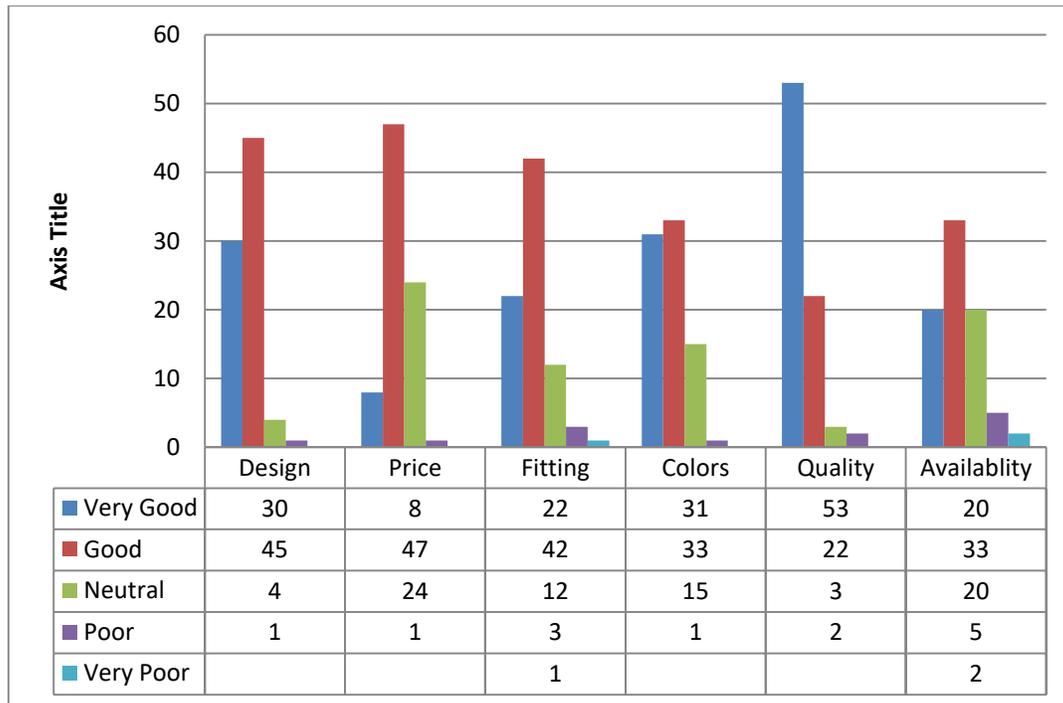
### Analysis

The above graph shows the factors influencing respondents to buy branded shirts. Among 80 respondents, 59% of the respondents gave preference to the quality, 25% of the respondents gives preference for the design, 14% of the respondents gives preference to the price and 2% of the respondents gives preference for the status while buying the branded shirts.

### Interpretation

Majority of the respondents have told that they look at quality factor while buying the branded shirts it might be because when we hear about the branded, customer assumes that it will be of the good quality, this means that because of quality most of the people are preferring the branded shirts. The second most important factor they look is design. In the branded shirts there are plenty of colors and different kind of designs for which the most of the people get attracted toward the branded shirts. The third most important factor they look at the price. The branded shirts are expensive and some of the people can't afford the high price. As per their convenience they are going to buy the branded shirts. And very few respondents consider status while buying the branded shirts, because it may give them the recognition and increase their status, for that reason also people are buying the branded shirts.

**Graph showing rating of the features of the branded shirts.**



**Analysis**

The respondents have given the ratings to the design of the branded shirts. Among 80 respondents, 56% of the respondents are said good for the design, 38% of the respondents have said Very Good for the design, 5% of the respondents have said Average and only 1% of the respondent have said Poor for the design.

Respondents have given ratings for the price of the branded shirts, 59% of the respondents have said good, 30% of the respondents have said Average, 10% of the respondents have said very good and only 1% of the respondent have given poor rating to the price of branded shirts.

The respondents have given ratings for the fitting of the branded shirts, 53% of the respondents have said good, 28% of the respondents have said very good, 15% of the respondents have said average, 4% of the respondents have said poor and only 1% of the respondents have given very poor rating to the fittings of the branded shirts.

Respondents have given ratings for the colors of the branded shirts, 41% of the respondents have rated as good, 39% of the respondents have rated as very good, 19% of the respondents have rated as average and only 1% of the respondents have rated as poor for the colors of branded shirts.

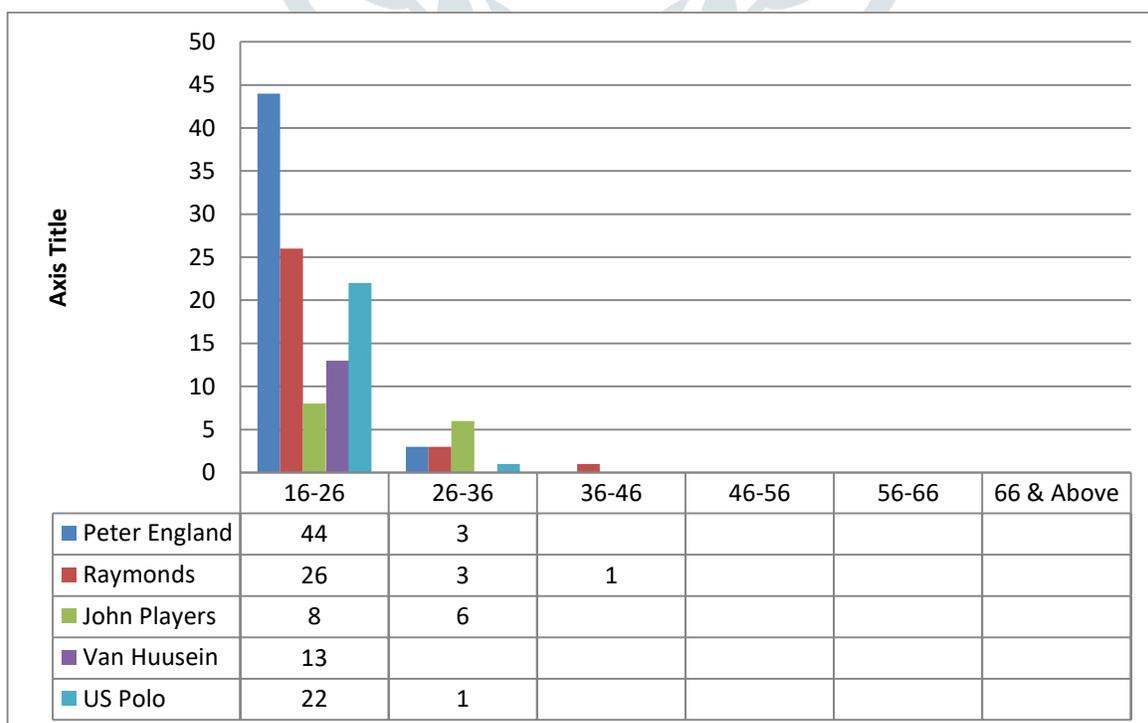
Respondents have given rating to the quality of the branded shirts, 66% of the respondents have rated as very good, 28% of the respondents have rated as good, 4% of the respondents have rated as average and only 2% of the respondents have rated as poor for the quality of branded shirts.

Respondents have given ratings for the availability of branded shirts, 41% of respondents have rated as good, 25% of the respondents have rated very good, 25% of the respondents have rated average, 6% of the respondents have rated poor and only 3% of the respondents have rated very poor for the availability of the branded shirts.

**Interpretation**

By the above analysis it can be inferred that majority of the respondents have rated as Good for the Design of the branded shirts, the reason might be that they have liked varieties of designs in the branded shirts, and also the majority of the respondents have rated Good for the price of the branded shirts, because they might be feeling worthy to pay and also they can afford easily, and the most of the respondents have rated Good for the fitting, it might be because branded shirts have more sizes, and also the majority of the respondents have rated Good for colors, the reason might be they are getting a more number of colors in the branded shirts or they are liking the colors of the branded shirts. The majority of the people have rated Very Good for the quality of branded shirts, because respondents are very satisfied with the quality & durability of the branded shirts, and most of the respondents have rated Good for the availability of branded shirts, the reason might be that they are getting branded shirts in their particular area or they are easily available in all the stores and e-commerce sites.

**Graph showing the most popular brand among various age groups in branded Shirts.**



## Analysis

With the above graph it can be analyzed that the most popular brand among various age group of people. Among 80 respondents, 34.6% of the respondents belongs to the age group of 16 to 26, and 2.4% of the respondents belongs to the age group of 26 to 36 are preferring Peter England brand, 20.4% of the respondents belongs to the age group of 16 to 26, 2.4% of the respondents belongs to the age group of 26 to 36 and 0.8% of the respondents belongs to the age group of 36 to 46 are preferring Raymond's. 6.3% of the respondents belongs to the age group of 16 to 26 and 4.7% of the respondents belongs to the age group of 26 to 36 are preferring John players. 10.2% of the respondents belongs to the age group of 16 to 26 are preferring Van Husain brand. 17.3% of the respondents belongs to the age group of 16 to 26 and 0.8% of the respondents belongs to the age group of 26 to 36 are preferring US Polo brand.

## Interpretation

With the above analysis it can be inferred that, majority of the respondents belongs to the age group of 16 to 26 are preferring Peter England brand, it might be because the brand is coming up with trendy designs which attracts the youngsters and also by their promotion strategy they are attracting the youngsters. Some of the respondents belongs to the age group of 16 to 26 are preferring Raymond's, the reason might be that they have more number of colors in the choice & they also take cloth in meters & give for stitch as per there connivance it might be the reason for preferring Raymond's and very few respondents belongs to the age group of 16 to 26 are preferring US Polo, Van Hussein and John Players, it might be because these brands look costlier for the youngsters as the most of the respondents are students, or else these brands are not focusing on attracting the youngsters they are focusing on middle higher class people.

## Suggestions

- Brands have to come up with new designs, colors and sizes the customers are giving more preference to these factors.
- Brands have to develop their customer relationship management they should keep in touch with their customers, by being empathetic they can increase the loyalty among the customers.
- As more number of customers in Bagalkot are price conscious, hence it is suggested to maintain their price as low as possible that the customers will stick to the same brand and they will not think of shifting to other brands.
- Apart from the company outlets, the brand should start their distribution to the big cloth showrooms so they can capture more number of audiences.

## Conclusion

The motive of this study is to discover the awareness of the branded shirts and to examine the most desired brand amongst different age group and the component influencing consumer while purchasing branded shirts in Bagalkot city. The study reveals that Peter England and Raymond's are the pinnacle brands favored through the respondents, it is clear that maximum of the consumers of branded shirts where in incredibly inspired through the elements which include colors, design, price etc. The producer of branded shirts should focus on most of these elements to formulate branding techniques correctly and to sustain their growth. The customers mostly expected to wear branded shirts only on the special occasions. And the study reveals that majority of the respondents belongs to the age group of 16 to 26 are preferring Peter England brand. Finally it could be concluded that every brands have certain pros and cons, so the branded merchandise need to take important steps to keep away from certain risks and also they should deal with growing an good quality product.

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