A STUDY ON CONSUMER SATISFACTION TOWARDS BRANDED APPARELS WITH SPECIAL REFERENCE TO ERODE DISTRICT

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ABSTRACT

The fastest growing industry in the world is Textile industry especially garment sector. This sector has wide scope of domestic and international business and promoted their marketing in the supportable manner. Branded products are quite important in the worldwide market, particularly in India.Easy accessibility of similar products, competition between brands has risen quickly. Company must vigil in proclaiming their brand story. The company must identify the elements of consumer satisfaction in order to acquire their loyalty and, as a result, improve corporate success. This study deals with consumer satisfaction towards branded cloths and to work out which brands of cloth are most preferred by respondents in Erode District. The data were collected from 225 respondents over a period from March 2025 to June 2025 via structured questionnaire comprising of 21 questions. By raising consumer awareness of branded clothing among both male and female customers, the branded apparels will receive a high level of consumer satisfaction.

Keywords: *Apparels, Brand, Consumer Satisfaction, Clothing.*

INTRODUCTION OF THE STUDY:

Customer satisfaction is the overall extract of the customer impressions of the supplier. This helps customers form firm opinions about the supplier, which ultimately leads to satisfaction or dissatisfaction. Customer satisfaction, a term often used in marketing, is a measure of products and services a company offers that meet or exceed customer expectations Customer satisfaction measured at the individual level, but almost always reported at the aggregate level. Satisfaction levels may also vary based on other choices a customer may have and other products customers may compare to the organization's products.

Brands can convey multiple meanings to their customers, including attributes, attitudes, utility values, culture, personality, monetary value, and uses. In addition, branding demonstrates the importance of loyalty, awareness, quality and relevance. Analysis of this study showed that there are six environmentally friendly elements of brand loyalty: brand names and products. Quality, price, promotion, quality of service, store environment. Therefore, it should be helpful for marketers to understand how loyalty factors affect a customer's buying behaviour in the market. This helps segment consumers and markets in brands and marketing communications networks.

Competition between different brands is rapidly intensifying as many similar products are available. Therefore, companies need to know the best way to tell the story of their brand. In addition, in order to gain consumer loyalty and thus improve performance, we need to know what factors affect consumers.

STATEMENT OF THE PROBLEM

Branded clothing plays an important role in marketing. Product success depends not only on marketing, but also on how satisfied the customer is with the product. The survey is based on customer needs and wants to take into account branded clothing. Customer satisfaction is one of the basic forms of any organization and is used to evaluate products and services. This survey determined the level of customer satisfaction.

OBJECTIVE OF THE STUDY

1.To analyze the impact of brand image on consumer satisfaction towards branded apparels.

REVIEW OF LITERATURE

Thangavel and Arumugaswamy (2017) in their article identified the factors affects the purchase behavior of consumer. The authors found that majority 70% of the respondents need a branded cloths is for satisfaction and trust in their brands. The respondent felt better quality is the important factor in purchase cloths. The authors conclude that by identifying the brand personalities that attract the customers, companies can identify what customers look for in a product, which may help to improve the image of the product.

Sreerekha and Praveen Kumar (2018) focused on men's apparel market, the women's apparel market, the boys and girls apparel market, and the socio-economic factors that influence demographic, psychological and apparel consumers' purchasing behavior. The authors suggested that retailers need to understand the consumer apparel decision-making process so they can plan future strategies for increasing sales. The authors conclude that consumers' overall purchasing decisions are related to their preference to buy clothing on different occasions.

RESEARCH METHODOLOGY

This study is undertaken to examine the A Consumer Satisfaction towardsbranded apparels in Erode district with the following methodology:-

COLLECTION OF DATA

The data has been collected from both Primary and Secondary data.

- Primary data was collected with the help of a structured questionnaire from the consumers using branded apparels in erode district.
- Secondary data was collected from various sources such as books, journals, Magazines, websites, etc.

SAMPLE SIZE AND METHOD

Sampling size for this study is 225selected by using the convenient random sampling method.

DATA ANALYSIS TECHNIQUES

The collected data were grouped into tables and analysed using statistical tools likePercentage analysis, Chi-Square test , Anova and Multiple Regression analysis.

DATA ANALYSIS

I.   PERCENTAGE ANALYSIS

Gender	1	Male	134	60
	2	Female	91	40
		TOTAL	**225**	**100**
Age	1	Upto 30 yrs	74	33
	2	Above 30 to 50 yrs	96	43
	3	Above 50 yrs	55	24

			225	100
		TOTAL	**225**	**100**
Marital Status	1	Married	146	65
	2	Unmarried	79	35
		TOTAL	**225**	**100**
Educational Qualification	1	School level	102	45
	2	Under graduate	96	43
	3	Post graduate	27	12
		TOTAL	**225**	**100**
Level of Income (per year)	1	Upto Rs.2,00,000	79	35
	2	Above Rs.2,00,001-Rs. 5,00,0000	136	60
	3	Above Rs.5,00,000	10	5
		TOTAL	**225**	**100**
Purchase Preferences	1	Once in a Month	54	24
	2	Once in 4 Months	71	32
	3	Once in 6 Months	81	36
	4	If needed	19	8
		TOTAL	**225**	**100**
Type of Apparels	1	Casual	108	48
	2	Formal	35	16
	3	Party Wear	56	25
	4	All	26	11
		TOTAL	**225**	**100**

Out of the total respondents, majority 60 % of the respondents are male, 43% of the respondents are above 30 to 50 years of age category,65% of the respondents are married. In educational qualification, majority 45% of the respondents are School level. Mostly 60% of the respondents are earned their income of Rs.2,00,001 to Rs. 5,00,000 . Majority 36% of the respondents are purchased 6 months once and Most of 48 % of the respondents are preferred Casual dresses.

II.CHI-SQUARE TEST

Table 2

S.No.	Variables	Pearson Chi-Square	Significant Value
1	Age Vs. Frequency of purchasing branded clothing	26.148	0.000**
2	Occupation Vs. Frequency of purchasing branded clothing	98.254	0.000**
3	Annual Income Vs. Frequency of purchasing branded clothing	38.520	0.000**
	** Significant at 1% level		

Table 2 shows that there is significant association between demographic variables (Age, Occupation & Annual Income) and frequency of purchasing branded clothing as null hypothesis is rejected at 1% level of significance. Respondents in the age group of 21-30 supported by their income earned buy branded clothes every month. Student community shows more interest in buying branded clothes.

Table 3

S.No.	Variables	Pearson Chi-Square	Significant Value
1	Age Vs. Your behaviour at the time of shopping	15.087	0.000**
2	Occupation Vs. Your behaviour at the time of shopping	119.811	0.000**
3	Annual Income Vs. Your behaviour at the time of shopping	44.131	0.000**
	** Significant at 1% level		

The buying behaviour of consumers are classified into Complex, Impulsive, Habitual and Variety Seeker. Table 3 shows that there is significant association between demographic variables (Age, Occupation & Annual Income) and consumer buying behaviour of branded clothing as null hypothesis is rejected at 1% level of significance. Respondents of all the age group seek for varieties in branded clothing. Income earned and variety seeking has direct proportion to each other.

Table 4

S.No.	Variables	Significant Value
1	Gender Vs. Reason for shopping luxury brands	0.000**
2	Gender Vs. Influencing elements in buying power of branded apparel.	0.000**
3	Gender Vs. Purchasing branded clothing based on promotional offering	0.000**
	** Significant at 1% level	

Table 4 reveals there is significant difference between reasons and factors contributing for purchase of branded clothes among gender. The perception of promotional activities as a criterion for purchasing branded clothing differs among gender.

Table 5

S.No.	Variables	Pearson Chi-Square	Significant Value
1	Annual Income Vs. Percentage of income spend on branded clothing	135.393	0.000**
	** Significant at 1% level		

Table 5 shows that there is significant association between annual income and percentage of income spend on branded clothing as null hypothesis is rejected at 1% level of significance. More the income earned by the people more is the amount spent by the people in purchasing branded clothes.

III. ANOVA TEST
Table 6

S.No.	Variables	F-Value	Significant Value
1	Level of satisfaction Vs. Compulsion to wear branded clothing	2.865	0.023**
2	Availability of choice Vs.Level of expectation of branded clothing	5.443	0.000**
	** Significant at 1% level		

Table 6 depicts that there is significant relationship between satisfaction level and compulsion to wear branded clothing. Table 6 also proves that consumer's level of expectations in branded showrooms are met if more choices are available.

IV. REGRESSION ANALYSIS
Table 7

Variables	Unstandardized Coefficients	Significant Value
(Constant)	1.103	
Factors that affect your purchasing ability of branded clothing	0.028	0.028**
Would you prefer branded clothing only when they provide	-0.002	0.932
Dependent Variable: Preferring new branded clothing		
** Significant at 1% level		

Equation1: Preferring new branded clothing = 0.028 (Factors that affect your purchasing ability of branded clothing) – 0.002 (Would you prefer branded clothing only when they provide) + 1.103

From Table 7 and Equation 1, we come to know that consumers prefer branded clothing due to factors like Quality, Brand name, Trend setting product and Money value and not for the promotional activities like Voucher, Discount, Offer and Membership.

Table 8

Variables	Unstandardized Coefficients	Significant Value
(Constant)	0.958	
Clothing variety in branded showroom meet your expectation	0.067	0.004**
Quality is one of the important factors I look for when I shop	0.082	0.000**
Dependent Variable: Loyal to the brand that you purchase		
** Significant at 1% level		

Equation 2: Loyal to the brand that you purchase = 0.067 (Clothing variety in branded showroom meet your expectation) + 0.082 (Quality is one of the important factors I look for when I shop) + 0.958 From Table 8 and Equation 2, we come to know that availability of variety available and variety and quality products helps branded clothing companies in developing brand loyalty among consumers.

CONCLUSION

In order to attain customer happiness, brands should concentrate on tactics to improve their reputation among consumers and engage with them frequently for a positive relationship and communication. Companies will be able to get better customer satisfaction if there is excellent customer awareness among both male and female customers about branded clothing. Through the branded clothing they wear, brands enable communication

between members of various social groups. The brand image decides the people's behaviour in purchasing a branded apparel which express their personality and individuality. The society and the customers do prefer different attires and apparels with good quality and a brand image. According to our viewpoint, people should dress to please themselves rather than the society or to flaunt their wealth. Wearing branded apparel should make you feel whole.

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