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CONSUMER ATTITUDE TOWARDS THE BRANDED APPARELS IN MEN IN THANJAVUR DISTRICT

K. NALINI
ASST. PROFESSOR IN COMMERCE
MASS COLLEGE OF ARTS & SCIENCE
KUMBAKONAM

ABSTRACT

In the present world, consumer's purchase behavior is differentiated among consumers and is based on their personal cultural, social and environmental factors. Branding plays an important role in the creation of demand and its retention consumer behavior attitude is a field of study which focuses consumer activities. Nowadays researches and practitioners have focused on consumption analysis why and how people consume in addition to why and how they buy consumer behavior is an emerging field which attempts to understand and predict human actions with regard to purchase decisions. It mainly describes how individuals decide to spend their resources (time, money, effort) on consumption related items, consumer behavior is equivalent to marketing, items marketing involves sizing up consumer behavior and responding to it appropriately through strategy. In this context consumer behavior and brand preference of apparels is undertaken as a study for research keywords consumer behavior, brand preference, apparels, consumption pattern, influencing factor.

KEYWORDS

branded apparels, consumer attitude.

1. INTRODUCTION

Consumers vary in one form or other on the basis of their likes, dislikes, attitude income levels etc. The behavior of consumers is complex, dynamic, multi-dimensional process and all marketing decisions are based on assumptions about consumer behavior the cultural and social factors influence the consumer while they purchase the apparels the area where the consumers belongs to also plays a vital role in deciding the behavior of consumers in choosing the apparels the Indian consumers are subject to various changes on the basis of their spending habits.

2. RESEARCH OBJECTIVE

1. To study overall profile of the consumers
2. To analysis factors influencing the purchase decision
3. To assess the store selection process of the consumer
4. To evaluate brand preference, brand loyalty among the consumer.
5. To identify the major promotional tools attracting the consumer on purchasing to identify the overall individual's attitudes of the consumers towards purchase decisions.

3. IMPORTANCE OF BRANDS

1. It acts as an implement for sales promotion in the market
2. It creates the brand publicity
3. It facilities consumer preference our products.

4. STATEMENT OF THE PROBLEM

The present study deals with the study of consumer preferences toward branded apparels the consumer behavior differs from brand to brand on the basis of quality, quantity, price, taste, advertisement etc. The complication had undergone to identify consumer's perception.

5. RESEARCH METHODOLOGY**1. DATA COLLECTION PRIMARY DATA COLLECTION**

The data collected for the initial study and they have their originality. The data are collected by means of structured questionnaire. The questions was prepared and given to consumers of thanjavur district the result of the information obtained from various customers are analyzed.

2. SECONDARY DATA SECTION

Secondary data are these which are already collected by someone for some purposes and are available for the present study. Secondary data were collected from the websites, company profiles, newspapers, magazines and through general discussion with company persons.

3. QUESTIONNAIRE DESIGN

The relevant information was obtained from 100 college students of the district thanjavur. A questionnaire was prepared and distributed to the consumers.

6. REVIEW OF LITERATURE

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. The objectives of this study were to know the reason why customers prefer branded shirts and pants to unbranded ones, to find out the influence of advertisement for branded clothing for the purchase behavior of the respondent and to know the factors influencing customers while choosing branded shirts or pants. It is concluded that educational qualifications, employment status, age group, convenience of shops, and advertisement are influencing factors for purchasing the branded shirts and pants by the respondents. 94percent of the respondents are highly educated and purchased branded ready wears. Age group of 20-50 years is income earning people and spending on the branded wears. The study reveals that the advertisements play a limited role to choose the brand among ready-made dresses available in the market. 54percent of the customers are buying branded ready wear because of quality and status symbol. 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. The objectives of this research are to study the purchase behavior of the buyers of branded men's garments, to study the impact of advertising on the purchase decision of buyers, to study the impact of promotional activities on purchase behavior of buyers (Kazmi, 2001; Mathur, 2002). The research type was exploratory as it was conducted to develop a concept about the purchasing behavior of buyers of branded men's garments and the impact of advertising on their purchase decision. This study concluded that most of the times buyers visit the showrooms of branded garments with the purpose of shopping (Jaishri and Jethwaney, 1999). The purchasing of branded garments is not impulsive. However, compared to women, male buyers visit the showroom for passing the time; the number of people visiting the showroom with a brand in mind is same as the number of people visiting the showroom with no brand in mind; Advertising has maximum impact in creating brand awareness (Kamalaveni, 2008).

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.

On the basis of primary as well as secondary research the authors note that retailers often overlook the schemes and offerings expected by the customers and tried to impose their own offerings upon customers which ultimately cause the dissatisfaction (Fornell, et al., 2006; 2009). It is also observed that in the changing retailing environment, understanding the psyche of a customer is critical for success in retailing. Aggregate level picture may be misleading, as it averages the beats and the valleys. Hence, Individual understanding is desirable (Mishra, 2009). It is further stated that the Indian customers have become more sensitive to quality, customer service and status. She/he is ready to pay, sometimes, astronomical sums, provided their needs are satisfied. They are basically looking for an experience which is more of cognitive than physical (Biplab (1998)).

7. FACTORS INFLUENCING THE CONSUMER BEHAVIOR

QUALITY: Consumers often judge the quality of a product on the basis of a variety of informational cues that they associate with the product. Some of these cues are specific product characteristics (for example, color) and are therefore, intrinsic cues. Some cues are extrinsic to the product, for example, price, store image, and brand image. Extrinsic cues are attributes which are 'product related' but are not a part of the physical product (Wheatley, Chiu and Goldman, 1981). Either individually or integrated, these intrinsic and extrinsic cues form the foundation for perceptions of product quality.

PRICE: Many researchers found out that once a consumer identifies the price difference between one brand to another, price variations begin to affect their preferences. Thus price is an important factor that affects a consumer behavior while evaluating the brand/ product.

FRIENDS AND FAMILY: Individuals members of families play major role in deciding the model of apparel they seek information about product of relevant the decision makers of the power to determine issues such as whether to buy which product to buy, which brand to buy where to buy, and when to buy.

CONSUMER CHARACTERISTICS: The consumers attribute like involvement fashion and brand consciousness, loyalty, emotion, differs from consumer to consumers and it have as it impact in choosing the apparel. The preference of readymade garments, brand consciousness receiving or giving apparel as a gift loyalty towards store and product brand.

REFERENCE GROUP: The factors like television ads, magazine consumer's favorite celebrities of stars, friends, family members and other persons. The dimension of their influence is indicated by TV shows, magazines, favorite celebrities, influence of friends, friends favor toward apparel buyer behavior of the consumer, parent's preference and other people perception.

STORE ATTRIBUTES: These are the store atmospheric and characteristics like facilities in the store services, provided by the store storage etc.

PROMOTION: The retail stores adopt various promotional techniques there is a significant positive influence of promotional techniques on consumer buying behavior.

PRODUCT ATTRIBUTES: Features of the product like quality, price, brand, fit etc mentions that researches have identified many product attribute and criteria that are critical for fashion consumer in clothing purchases.

8. RESULT & DISCUSSIONS

The study reveals at the above factors influence the buying behavior of consumers. It also contributes to the academic by providing a conceptual framework to understand the apparel buying behavior of Indian consumers. It will provide a clear insight of buying behavior in apparel buying this may even get improved by improving the strategies applied for testing.

LIMITATIONS

Every research has its own limitations. This study was conducted in only one city and with limited number of respondents. Data collections were primary and so it suffers from the limitations of the primary data. May factors like economy, technology and not included in this study.

9. CONCLUSION

Consumers often judge the quality of a product on the basis of a variety of informational cues that they associate with the product. Some of these cues are specific product characteristics (for example, color) and are therefore, intrinsic cues. Some cues are extrinsic to the product, for example, price, store image, and brand image. Extrinsic cues are attributes which are 'product related' but are not a part of the physical product (Wheatley, Chiu and Goldman, 1981). Either individually or integrated, these intrinsic and extrinsic cues form the foundation for perceptions of product quality.

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