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Dr. A Sivakumar
Dr. SNS Rajalakshmi
College of Arts and Science
(Autonomous), Thudiyalur -
Saravanampatti Road,
Chinnavedampatti Post,
Coimbatore, Tamil Nadu,
India

Ms. S.Saranya
Dr. SNS Rajalakshmi
College of Arts and Science
(Autonomous), Thudiyalur -
Saravanampatti Road,
Chinnavedampatti Post,
Coimbatore, Tamil Nadu,
India

The brand preference of selected branded attire among the arts college students in Coimbatore city (North)

Dr. A Sivakumar and Ms. S.Saranya

Abstract

The purpose of this research is to examine the brand preference of selected branded attire among the arts college students in Coimbatore city (North). The preference towards branded attire depends on price, quality, advertisement etc. They also think that by wearing branded attire their status symbol increase and it gives priority to them in front of others. The brand image also plays an important role among the students in which most of the students preferred branded attire as it also increase their social class. The spending on apparel and clothing among the customers are getting increased day by day and their buying behaviour also changes. The study is based on primary data collection. A total of 200 questionnaire was collected and the statistical tools like Percentage analysis, Chi- square, Ranking analysis and ANOVA was used for analysis.

Keywords: Brand, attire, students, spending

1. Introduction of the study

Consumers prefer branded dresses as the brand has become a status symbol and it gives great importance in their life style. The brand also add values to the customer by supplying meaning as well as communicates competence standard and image to the customer as it is an non- verbal form of communication and so the marketers using brands as an competitive advantage on other competitors which plays an important role for the success of the company.

Fashion basically represents a consumer's outlook that has a positive influence on their life style and status. Brand popularity, design, price, range, attractiveness etc, are also the factors that influence consumer preference. There are numerous fashion designers and famous brands are present and they have expanded to world level which has given more improvement to Indian fashion industry. Consumer attitude is also changing with present scenario as the hoisting of tailoring cost is high compared to charges of branded outfits and so they are increasingly being attracted towards readymade dresses. The growing awareness of brands since 1980's and the convenience offered by readymade garments were largely responsible for the development of the branded apparel industry in India.

The branded readymade apparel of specific brands has become not only a status symbol; these have bought latest style in social circles. And so the people visit the showroom with a brand in mind because the quality and comfort of that brand are suitable for them.

1.1 Objectives of the Study

1. To study the awareness of branded attire among Arts College students.
2. To know about the level of satisfaction among the Arts College students.
3. To study the major factors responsible for buying branded attire among the Arts College students.
4. To identify the difference in shopping frequency between male and female students.
5. To study and analyse the brand preference of Arts College students in buying branded attire.

Correspondence

Dr. A Sivakumar
Dr. SNS Rajalakshmi
College of Arts and Science
(Autonomous), Thudiyalur -
Saravanampatti Road,
Chinnavedampatti Post,
Coimbatore, Tamil Nadu,
India

1.2 Scope of the Study

The study is conducted to find out the brand preference of branded attires among the college students as most of the students prefer readymade branded attire in which they choose particular brand as the brand image was not been created it is formed automatically as the specific brand has its own identity and also there is a difference in shopping frequency between the male and female is seen. The study is done among Arts College students in Coimbatore city (North).

1.3 Statement of the problem

The study reveals in modern times youth prefer the branded readymade attires as it is associated with social class and prestige. The preference of people differs from brand on the basis of quality, price, taste, advertisement. The consumer choosing particular brand and there after various factors make them to switch over to another brand and so the researcher is willing to analyse the brand preference among Arts College students in Coimbatore city (North).

1.4 limitations of the study

1. The study has been conducted among Arts College students in Coimbatore city (North).
2. The top 10 brands only taken for the study otherwise the scope of the study would become extremely large.
3. Only 200 students were taken for the study to know about their brand preference.
4. Findings may not exactly reflect the opinion of the target population.
5. Time is a major constraint for a detailed study.

1.5 Research methodology

1.5.1 Data collection

The study is based on both primary and secondary data.

1.5.2 Primary data

The data is collected through the questionnaire between the arts college students in Coimbatore city (North).

1.5.3 Secondary data

The data is collected through the various sources like books, journals, magazines, newspapers etc.

1.5.4 Sample size

In the study a set of 200 students were selected to know about their brand preference.

1.5.5 Sampling design

For the study non random sampling method is used.

1.5.6 Statistical tools for analysis

The statistical tools used for the study is Simple percentage analysis, Chi – square analysis, Ranking analysis, anova

2. Review of literature

Syed Ahamed. S, Dr. A. Ravi (2016) ^[10] have concluded that Consumers shop for various reasons. Men prefer brands for various reasons especially for garments. They choose product by collecting information or an overview of the products according to latest trends. Consumers differ according to their shopping frequency and buy the products which satisfy their needs. Brand is a perceived image that resides in the minds of consumers. Thus purchase of products influence by brands, purchase habit, personality,

social, marketing. And the study tells that the consumers prefer branded dresses and so the manufacturer should focus on design, style, comfortable etc.

Neyati Ahuja (2015) ^[9] written in the research paper that the brand has become a symbol. Customer prefers branded products and quality attracts. The study analyzes the effect of brands on consumer buying and behaviour and helps to have depth knowledge of branding. The brand has direct relationship with consumer and the industry is growing tremendously. The brand define the standard of living helps for the success of product brand has quality age etc., the fashion industry has significant effect on consumer behaviour.

K. Nalini (2014) ^[8] have revealed that the customer vary according to their likes, dislikes etc., The consumer behaviour is complex and multi-dimensional and based on assumptions on consumer behaviour the social and cultural factor influence in purchase decision and also their spending habits. The quality is associated with the product and also the price, store image etc., are dependent. The interest and situation are foundation for perception of product quality.

Malika Rani, Rajeev Gupta (2013) ^[3] defined as the export share has been increased. At liberalization starts the readymade garment production also starts in last two decade the India moves to tenth position in the world export readymade garments. The price and sales promotion is fixed by considering people and it should attract people in which the sales increase thus turn over increases.

Parul Mittal, Sandeep Aggarwal (2012) ^[2] have said that the competition between products and services is becoming tough and so branding was introduced as it is psychological element helps in consumer buying behaviour and branding is a form of non verbal communication. The brand differs for products to product. The study regards perception of branded products in the society. And thus conclude that the brand enhance the people buying habit in Jaipur and brand is related to quality, style design and value for money and find that there is a relationship between income and purchase behaviour.

P.S. Venkateswaran, N. Ananthi, U. Geetha, Binith Muthukrishnan. K (2011) ^[1] defined that the brand is a personality of a product or service. It is distinguished into two aspects as experimental and psychological. The study deals with the influence factor of brand loyalty towards branded apparel. The researcher says that it is difficult to maintain the brand loyalty as many forces are present like representing consumers as competition, advertising, sales promotions etc. So marketer should segment consumers and try to attract consumers and make them to identify the brand and remember the image of product

3. Data Analysis and Interpretation

3.1 Simple Percentage Analysis

3.1.1 Preference towards Branded Attire

Preference towards branded attire	No of respondents	Percentage
Recognition	14	7
Good looking	120	60
Value for money	34	17
Social class	14	7
Others	18	9
Total	200	100

Source: Primary Data

Interpretation

The above table 3.1.1 represents the preference towards branded attire by the respondents. It is clear from the table that the respondents prefer branded attire as it have recognition were 14 having 7 percent, the respondents prefer branded attire as it was good looking were 120 having 60 percent, the respondents prefer branded attire as it gives value for the money were 34 having 17 percent, the respondents prefer branded attire as it increased their social class were 14 having 7 percent and the respondents prefer branded attire for other reasons were 18 having 9 percent.

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	4.039 ^a	8	0.854
Likelihood Ratio	3.862	8	0.869
Linear-by-Linear Association	0.076	1	0.782
N of Valid Cases	200		

a. 6 cells (40.0%) have expected count less than 5. The minimum expected count is 1.89
Level of significance = 5%

Interpretation

The above table 3.2.1 reveals the significant association between family income and annual spending for branded attire applying Pearson Chi-Square method. It is evident from the table that the P value is 0.854 which is higher than 5% (0.05) level of significance. Hence the null hypothesis is rejected and found that there is a association between family income and annual spending for branded attire.

3.3 Ranking Analysis

3.3.1 Rank for the Purchase of Branded Attire

Particulars	Mean rank	Rank
Fashion	4.20	4
Brand	4.27	3
Aesthetics	4.45	1
Comfort	3.55	6
Style	3.58	5
Durability	4.42	2
Advertisement	3.54	7

Source: Primary data

	Sum of Squares	Df	Mean Square	F	Sig.
Between Groups	.618	2	.309	.285	.752
Within Groups	213.362	197	1.083		
Total	213.980	199			

Source: Primary data

Interpretation

The above table 3.4.1 represents the analysis of variance between course classification and brand preference towards branded attire. The table shows that the F value obtained is 0.285 with the P value of 0.752 which is higher than 5% (0.05) level of significance. Hence the null hypothesis is rejected and found that there is a relationship between course classification and brand preference.

4. Findings, Suggestions and Conclusion

4.1 Findings of Percentage Analysis

- The maximum no of the respondents are male at 54%.
- The maximum no of the respondents are unmarried at 90%.
- The respondents belong to the monthly income of 10001-20000 at 43.5%.

3.2 chi- square

3.2.1 Association between family income and annual spending for branded attire

Null hypothesis

H0: There is no significant association between family income and annual spending for branded attire

Alternative hypothesis

H1: There is significant association between family income and annual spending branded attire.

Interpretation

The above table 3.3.1 indicates the ranks for purchase for branded attire. The factor aesthetics was ranked first with the mean rank of 4.45, the factor durability was ranked second with the mean rank of 4.42, the factor brand was ranked third with the mean rank of 4.27, the factor fashion was ranked fourth with the mean rank of 4.20, the factor style was ranked fifth with the mean rank of 3.58, followed by the comfort was ranked sixth with mean value of 3.55 and the seventh rank was given to advertisement at 3.54.

3.4 Anova

3.4.1 Comparison between Classification of Course and Preference towards Branded Attire

Null hypothesis

H0: There is no significant relationship between course classification and brand preference towards branded attire.

Alternative hypothesis

H1: There is significant relationship between course classification and brand preference towards branded attire.

- The maximum no of the respondents belong to nuclear family at 78.5%.
- The maximum no of the respondents belong to the family size of 3-5 members at 67.5%.
- The maximum no of the respondents belong to the classification of post graduate at 52%.
- The maximum no of the respondents belong to arts at 61%.
- The maximum no of the respondents says that the brand image has a status symbol at 87.5%.
- The maximum no of respondents prefer branded attire as it is good looking at 60%.
- The respondents purchase Park Avenue brand at 21%
- The respondents choose that particular brand for comfort at 46.5%.

- The maximum no of respondents purchased that the particular brand for 1-2 years at 60.5%.
- The respondents choose quality as an important characteristics for choosing particular brand at 35%.
- The maximum no of respondents will not purchase the same brand they bought before at 55%.
- The respondents switched over to another brand due to current fashion at 14%
- The maximum no of respondent are influenced by discounts and free gifts at 78%.
- The respondents spend 1000-5000 rs annually for shopping branded attires at 43.5%.
- The maximum no of respondent are aware about latest fashion and trends at 84%.
- The respondents are aware about latest fashion and trends by TV shows at 29%.
- The respondents prefer to shops during the functions days at 37%.
- The respondents prefer traditional shop for purchasing branded attire at 41.5%.
- The respondents mainly goes shopping with their friends at 40%.

4.2 Findings of chi-square

- There is a significant relationship between family income and annual spending for branded attire.
- There is no significant relationship between gender and preference of shops.

4.3 Findings of rank analysis

- The respondents gave first rank to aesthetics at 4.45.
- The respondents gave second rank to durability at 4.22.
- The respondents gave third rank to brand at 4.27.

4.4 Findings of Anova

- There is a significant relationship between course classification and brand preference towards branded attire.
- There is a significant relationship between family size and choosing particular branded attire.

4.5 Suggestions

- The brand image may be maintained properly as the brand image is important in purchase decision if it losses sales will be affected.
- The opinion of the reference group is important in which it improves the goodwill of the product.
- Students like to pay less and buy quality products so they like to prefer the branded attire which has some discounts, coupons etc., so the producers may give these benefits to them.
- Before the fixation of price the market survey may be made and price may be fix accordingly as high price may lead to low sales.
- The update of latest fashion and trends is considered most by the students so updating of designs must be made quickly.

5. Conclusion

From the study it is concluded that the various factors like advertisement, brand image, current fashion and trends, comfortable etc., make the students to switch over to another brand and so the marketer must keep all these

factors in his mind and there after production, pricing, sales activities must be made. Brand enhances the personality of a person as the branded product provides satisfaction, Value for money, social class etc., The brand image of product is been maintained from long years and with the help of that brand image most of the students preferring branded attire. As they are more conscious about the latest fashion and trends.

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