Dr. G Murali Manohari
Associate Professor,
Sri Krishna Adithya College of
Arts and Science, Coimbatore,
Tamil Nadu, India

A study on the acuity of brand preference on apparels among youngsters in Coimbatore

Dr. G Murali Manohari

Abstract
In the recent times youth prefer the branded readymade outfits as it is associated with social class and prestige. Their preference differs from brand on the basis of quality, price, taste, advertisement etc. This study embraces to find out the preference of branded attires among the youngsters as most of the youngsters prefer readymade branded attire. The study is done among youngsters in Coimbatore city.

The objective is of this study is To study the awareness of branded clothing among youngsters in Coimbatore, To find the major factors responsible for buying branded clothing among the youngsters, To identify the difference in shopping frequency between male and female youngsters, To analyze the brand preference of youngsters in buying branded outfits. The study is based on Descriptive research design. Both primary and secondary data is applied. A set of 202 respondents were selected by Snowball sampling to know about their brand preference. Weighted average method, Correlation and Ranking method were applied to study.

Keywords: brand, buying behaviour, quality, branded showrooms

Introduction
In the modern era, the concept of branding has expanded to include deployment by a manager of the marketing and communication techniques and tools that help to distinguish a company or products from competitors, aiming to create a lasting impression in the minds of customers. The key components that form a brand's toolbox include a brand's identity, personality, product design, brand communication (such as by logos and trademarks), brand awareness, brand loyalty, and various branding (brand management) strategies. Many companies believe that there is often little to differentiate between several types of products in the 21st century, hence branding is among a few remaining forms of product differentiation.

Consumers prefer branded dresses as the brand has become a status symbol and it gives great importance in their life style. 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.

Social Media In Branding
This change is finding the right balance between empowering customers to spread the word about the brand through viral platforms, while still controlling the company's own core strategic marketing goals. Word-of-mouth marketing via social media, falls under the category of viral marketing, which broadly describes any strategy that encourages individuals to propagate a message, thus, creating the potential for exponential growth in the message's exposure and influence. Basic forms of this are seen when a customer makes a statement

Corresponding Author:
Dr. G Murali Manohari
Associate Professor,
Sri Krishna Adithya College of
Arts and Science, Coimbatore,
Tamil Nadu, India

about a product or company or endorses a brand. This marketing technique allows users to spread the word on the brand which creates exposure for the company. Because of this, brands have become interested in exploring or using social media for commercial benefit.

Methodology
In the recent times youth prefer the branded readymade outfits as it is associated with social class and prestige. Their preference differs from brand on the basis of quality, price, taste, advertisement etc. This study embraces to find out the preference of branded attires among the youngsters as most of the youngsters prefer readymade branded attire. The study is done among youngsters in Coimbatore city.
The objective is of this study is
To study the awareness of branded clothing among youngsters in Coimbatore
To find the major factors responsible for buying branded clothing among the youngsters
To identify the difference in shopping frequency between male and female youngsters
To analyze the brand preference of youngsters in buying branded outfits.
The study is based on Descriptive research design. Both primary and secondary data is applied. A set of 202 respondents were selected by Snowball sampling to know about their brand preference. Weighted average method, Correlation and Ranking method were applied to study.

Analysis and Interpretation
With respect to the age 9% of the respondents are from 15-17 age group, 66% of respondents are from 18-21 age groups, 22% of them are from 22-25 age group and 3% of them are from 25-29 age groups. 51.75% of the respondents are Female respondents. 31.8% of the respondents are students, 15.48% are in working status and 52.72% are in business status.
About 36.81% of the respondents are spending below Rs.1000 for a normal shopping, 30.84% are spending Rs.1000-1500, 23.88% are spending Rs.1500-2000 and 8.47% are spending above Rs. 2000 for shopping.
About 64.19% of the respondents have moderate level of consciousness on brand, 8.95% are desperate in brand preference, and 23.38% are not much conscious and 3.48% are not at all conscious on the brand.
About 13.93% of the respondents are always concerned about brands, 16.41% are often concerned, 49.75% are sometimes concerned and 19.91% rarely concerned about brands.
About 25.88% of the respondents feel that the brand trust is earned from advertisements, 36.91% trust is earned from peers, 15.57% trust is from TV, 10.30% website and 11.34% trust is from family members' suggestion.
About 16.33% of the respondents change their brand on the influence of their companion, 30.69% does not change and 52.98% changes it sometimes.
About 21.78% are ready to change the product, 5.44% are ready to the brand, 56.44% are ready to go to other store, and 16.34% are ready to wait till availability of the respondents
With respect to shopping, 8.41% are shopping every month, 32.17% are shopping alternative months, 44.08% are shopping 3-6 months once and 15.34% are shopping more than 6 months once of the respondents.

With regard to men's brand around 10.40% prefer Louis Philippe brand, 8.91% prefer Otto, 12.38% prefer Basics, 10.40% prefer Allen Solly brand, 8.42% of the respondents prefer John Players, 7.43% of the respondents prefer Park Avenue, 6.44% prefer Parx brand, 5.45% prefer Tommy, 7.43% of the respondents prefer Arrow, 7.92% prefer Peter England, 9.41% prefer Van Heusen and 5.45% prefer Zodiac Brands.
With regard to women's brand 9.41% of the respondents prefer Aurelia brand, 8.91% prefer Soch brand, 22.28% prefer Trends, 11.39% of the respondents prefer Fab India. 12.38% prefer Go Colours 11.88% prefer Lifestyle brand, 14.36% prefer Twin Birds and 9.41% prefer Prisma brand.
Around 32.67% of the respondents does not influenced much on brand, 7.43% are influenced rarely towards the brand, 44.06% are sometimes influenced towards the brand and 15.35% were very much influenced by the brand.
From the weighted average method it is shown that brand and budget decisions weigh 2.19% and brand image and buying decision weighs 2.56% out of 202 the respondents.
The correlation coefficient value is negative. Hence there is no significant relationship between Income and Reason of purchase of preferred dress.
From the Ranking method, it is seen that quality is the corner stone of a strong brand and a quality product delivers superior performance. Hence Quality has got over whelming response from the respondents. Confidence on wearing has the Second rank as most of the respondents feel comfortable in this aspect. In the branded clothing's market, the products can be easily copied and improved. Almost all brands enhance the smart look and give comfort and this factor Brand Popularity plays the Third rank and Pride and Professional image goes with the Fourth rank. The Ease of Purchase scores the Fifth Rank. The Customer loyalty scores the rank Six and the Fitting ranks Seven. Respondents perceive that branded clothing's offer them a chance to wear clothing's with Variations in Style and hence this factor scores rank Eight, Outlook & Comfortability scores Nine. The products price also has an important impact toward customer as most of the customer has fascination for lesser price and this Price scores the rank Ten, Respondents deeply believe on Status Symbol which Scores rank Eleven. The others factors Official Purpose ranks Twelve, Varieties rank Thirteen, Occasional Purpose rank fourteen and The availability Colors & Designs has a direct bearing on the brand strength which Ranks fifteen.

Suggestions
The opinion of the reference group is important in which it improves the goodwill of the product. Respondents like to pay less and buy quality products and 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 youngsters so updating of designs must be made quickly. Brand preference should be created through effective good advertisement and brand loyalty programmers. Many respondents buy during offseason sale. Therefore, retailer has to provide more offers & discounts during offseason sale. Most of the respondents do not have knowledge about the location of single brand showrooms. It

must be boosted through advertisements. A credit point which is given by the shoppers seems highly motivating.

Conclusion

From the study it is concluded that the various factors like advertisement, brand image, current fashion and trends, comfortable etc., make the youngsters 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 youngsters preferring branded attire as they are more conscious about the latest fashion and trends.

Reference

1. Venkateswaran PS, Ananthi N, Geetha U, Binith Muthukrishnan K. A study on the influence of brand loyalty towards branded apparels for men at Dindigul. Summer Internship Society 2011;3(2):40-51.
2. Parul Mittal, Sandeep Aggarwal. Consumer perception toward branded garments: a study of Jaipur. IJRFM 2012;2(2):566-583. ISSN: 2231-5985.
3. Malika Rani, Rajeev Gupta. Determinants of consumer buying behaviour: A study of readymade garments. International Journal of Research in Commerce & Management 2013;4(04):1-12. ISSN 0976-2183
4. Saima Khan. Predictors of fashion clothing involvement amongst Indian youth. International Journal of Social Sciences 2013;2(3):70-79.
5. Irina Skorobogatykh, Olga Saginova, Zhanna Musatova. Comparison of luxury brand perception: old (UK) vs. modern (Russia) consumers' perception toward the Burberry brand. Journal of Eastern European and Central Asian research 2014;1(1):1-7.
6. Prof Jain PK, Sangeeta Bhatnagar. Purchasing Behaviour of Branded Men's Wear-A Study on youngsters and Professionals" Research journali's Journal of Marketing 2014;2(1):1-13. ISSN 2348-0947
7. Md. Mazedul Islam, Muhammad Mufidul Islam, Abu Yousuf Mohammad, Anwarul Azim, Md. Russel Anwar, Md. Mijan Uddin. Customer perceptions in buying decision towards branded Bangladeshi Local apparel products. European Scientific Journal 2014;10(7):482-496. ISSN: 1857 – 7881 (Print) e - ISSN 1857- 7431.
8. Nalini K. Consumer attitude towards the branded apparels in men in Thanjavur district. International journal of research in Computer Application & Management 2014;4(04):20-30. ISSN 2231-1009
9. Neyati Ahuja. Effect of Branding on Consumer Buying Behaviour: A Study in Relation to Fashion Industry. International Journal of Research in Humanities & Social Sciences 2015;3(2):32-37. ISSN: (P) 2347- 5404 ISSN: (O) 2320 771X.
10. Syed Ahamed S, Dr. Ravi A. A Study on Consumer Behaviour towards Branded Garments among Male Shoppers. International Journal of Business and Management Invention ISSN (Online): 2319-8028, ISSN (Print): 2319-801X 2016;5(5):45-49.