



A Study on Men's Perception in Buying Decision on Branded Shirts in Coimbatore City

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ABSTRACT

Indian men's clothing industry has been growing steadily over the past few years, this has been possible owing to the Indian male becoming more fashion conscious, and hence there is more consumption which has increased global demand of men's garments by the rest of the world. The present study seeks to examine the attitude of men's perception in buying decision on branded shirts in Coimbatore city. The relevant data of the socio economic profile, most preferred branded shirts, factors influencing men's towards a particular brand, their level of satisfaction were analyzed with the help of well structured questionnaire. The survey was conducted on the basis of convenient sampling method. For developing sample design, totally 200 respondents were selected for this study.

KEYWORDS

Men, Brand, shirts, Buying decision.

INTRODUCTION.

India's Textile Industry is one of the leading textile industries in the world. Indian Garment industry has been broadly classified into three segments: Men's wear, Women's wear and Kid's wear. Among the three major segments, men's wear formed the largest block with 40.2% of market share, while women's wear followed with 34.8% and kids wear/uniforms followed with 24.9%. India is known for its high quality garments for men and most of the garment manufacturers are in the Small and Medium scale industry. Indian men's clothing industry has been growing steadily over the past few years, this has been possible owing to the Indian male becoming more fashion conscious, and hence there is more consumption which has increased global demand of men's garments by the rest of the world. The growth of readymade men's wear business in India was very slow till the early 1980's. The main reason for this was that Indian men were used to buying cloth and getting their outfits tailored mainly through local tailoring shops from the unorganized segment. Consequently, there were no national level brands in this category for a long period. By the mid 1980's however customer mindset seemed to have started changing gradually, along with increasing urbanization, and changes in the social and economic status and life styles.

STATEMENT OF THE PROBLEM

Customer taste and preferences are changing, leading to radical transformation in life style and spending patterns, which in turn is giving rise to new business opportunities. The generic growth is likely to be driven by changing life styles and by strong surge in income, which in turn will be supported by favorable demographic patterns. Nowadays the branded shirts are increasingly used by men. They select their branded shirt in the branded showrooms. The buying decisions of the respondents is influenced by different factors. The increases in demand for consumer goods and expendables have boosted the sale of branded men's wear. Keeping this in view research is carried out to know about the buying behaviors of men with regard to branded shirts available in branded showrooms

OBJECTIVES OF THE STUDY

1. To identify the most preferred brand of the respondents.
2. To study the factors influencing men's towards a particular brand.
3. To identify the level of satisfaction towards a particular brand.

METHODOLOGY:

This research work lasted for a period of three months from Oct 2013 to Dec 2013. Using convenient sampling technique a sample of 200 male respondents using branded shirts in coimbatore have been selected and primary data have been collected from the respondents using a structured questionnaire. Statistical tools namely simple percentage, Chi-square and ANOVA have been used to examine the primary data. Secondary data for the study have been collected from various publications in journals, magazines, websites and books.

ANALYSIS AND INTERPRETATION:

PERCENTAGE ANALYSIS

TABLE - 1 DEMOGRAPHIC PROFILE OF THE RESPONDENTS

PARTICULARS	CLASSIFICATION	No.	Percentage
Age group	Below 25	37	18.5
	26-35	86	43
	46-45	62	31
	Above 45	15	7.5
Marital status	Married	133	66.5
	Unmarried	67	33.5
Educational Qualification	No formal education	3	1.5
	School level	9	4.5
	Graduates	99	49.5
	Post Graduates	78	39
	others	11	5.5
Occupation	Employee	87	43.5
	professionalist	46	23
	Businessman	29	14.5
	Student	25	12.5
	others	13	6.5

Family monthly income	Below 15000	21	10.5
	15001 - 30000	72	36
	30001 – 50000	82	41
	Above 50000	25	12.5
Type of Family	Nuclear	121	60.5
	Joint Family	79	39.5

Source : Primary Data

The above table shows that 43% of respondents belongs to the age group of 26 yrs-35 yrs and 67% of them were married. As regards educational qualification 49.5% are graduates and 43.5% were employees. Majority 60.5% are from nuclear family and 41% of respondents recorded a monthly income of Rs 30,001-50,000.

TABLE-2- FREQUENCY OF PURCHASE AND THE TIME OF PURCHASE

Frequency of purchase	Once a week	18	9.0
	Once in 15days	29	14.5
	Once a month	64	32.0
	Once in every 3 months	46	23.0
	Once in every 6 months	38	19.0
	Once a year	5	2.5
Time of Purchase	Festivals	42	21.0
	Discounts	55	27.5
	Regular	70	35.0
	Function	29	14.5
	Others	4	2.0

Source : Primary Data

From the above table it is clear that 32% of the respondents go for shopping once a month, 23.% of the respondents once in every 3 months and as for time considered, 35% of the respondents purchase their shirts regularly, 27.5% of the respondents purchase during discounts offers.

TABLE-3 BRAND PREFERENCE AND THE FACTORS INFLUENCING TO PREFER THE BRANDED SHIRTS

Brand Preference	Peter England	48	24
	Levi’s	13	6.5
	Crocodile	21	10.5
	Van Heusen	14	7
	John Player	24	12
	Louis Philippe	19	9.5
	Raymond	56	28
	Other Brands	5	2.5
Factors influencing to prefer the Branded shirts	Quality	66	33
	Comfort	48	24
	Smartness	32	16
	price	11	5.5
	Availability	12	6
	Fashion and Design	13	6.5
	Self Image /status	18	9.0

Source : Primary Data

The above Exhibits that Out of 200 respondents, 28% prefer Raymond shirts, 24% prefer Peter England. They preferred these shirts due to its quality, comfort and smartness.

TABLE-4- SATISFACTION LEVEL OF THE RESPONDENTS

Sl. No	Particulars	Highly Satisfied	Satisfied	Neutral	Dissatisfied	Highly Dissatisfied	Total
1	Price	30 (15%)	115 (57.5%)	48 (24%)	6 (3%)	1 (0.5%)	200 (100%)
2	Quality	54 (27%)	121 (60.5%)	24 (12%)	1 (0.5%)	Nil	200 (100%)
3	Availability of the product	27 (13.5%)	111 (55.5%)	53 (26.5%)	9 (4.5%)	Nil	200 (100%)
4	Brand name of the company	54 (27%)	102 (51%)	40 (20%)	4 (2%)	Nil	200 (100%)
5	comfort ness	23 (11.5%)	100 (50%)	70 (35%)	6 (3%)	1 (0.5%)	200 (100%)
6	Advertisement	14(7%)	67 (33.5%)	97 (48.5%)	21 (10.5%)	1 (0.5%)	200 (100%)
7	Family/Friends opinion	18(9%)	123 (61.5%)	46 (23%)	11 (5.5%)	2 (1%)	200 (100%)
8	Sales Promotion activities	8(4%)	84 (42%)	97 (48.5%)	11 (5.5%)	Nil	200 (100%)
9	Social status	31(15.5%)	103 (51.5%)	61 (30.5%)	4 (2%)	1 (0.5%)	200 (100%)
10	Fashion	26(13%)	100 (50%)	63 (31.5%)	10 (5%)	1 (0.5%)	200 (100%)

Source : Primary Data

From the above table it is observed that majority of the respondents are satisfied regarding the price (57.5%), quality (60.5%), availability (55.5%), brand name (51%), comfort ness (50%), family/friends opinion (61.5%), social status(51.5%) and fashion (50%). Some of the respondents agrees that the advertisement (48.5%) and sales promotion activities (48.5%) are good.

CHI SQUARE ANALYSIS PERSONAL FACTOR AND THE BRAND PREFERENCE BY THE RESPONDENTS

Hypothesis :There is no significant difference between personal factors with brand preference by the respondents.

TABLE-5

Sl. No	Personal factors	Chi-Square Value	Asymp. Sig	Significant/ Not Significant	Accepted/ Rejected
1	Age	57.390 ^a	.037	Significant	Rejected
2	Marital Status	28.913 ^a	.001	Significant	Rejected
3	Educational Qualification	69.574 ^a	.186	Not Significant	Accepted

4	Occupation Status	59.168 ^a	.026	Significant	Rejected
5	Family Type	11.937 ^a	.289	Not Significant	Accepted
6	Family Monthly income	62.647 ^a	.108	Not Significant	Accepted
7	Location	37.043 ^a	.176	Not Significant	Accepted

Source : Primary Data

The above table clearly indicates that the hypothesis is accepted in the personal factors like Educational qualification, family type, family monthly income and location which has no significance relationship with the brand preference and the hypothesis is rejected in the factors like age, marital status and occupational status which has a significant relationship with the brand preference.

ANOVA

1. LEVEL OF SATISFACTION TOWARDS THE PRICE OF THE PRODUCTS WITH

THE AGE GROUP OF THE RESPONDENTS

Hypothesis : Their is no significant difference between the age group of the respondents and level of satisfaction towards the price of the products.

TABLE-6

	Sum of Squares	Df	Mean Square	F	Sig.
Between Groups	3.252	4	.813	1.550	.189
Within Groups	102.303	195	.525		
Total	105.555	199			

The above table shows that, with the significant value of .189, it is clear that there is no significant difference between the age group of the respondents and level of satisfaction towards the price of the product as calculated value of ANOVA is more than the table value at 5% level of significance. Hence the hypothesis is accepted.

2. LEVEL OF SATISFACTION TOWARDS THE PRICE OF THE PRODUCTS WITH THE EDUCATIONAL QUALIFICATION OF THE RESPONDENTS

Hypothesis : Their is no significant difference between the educational qualification of the respondents and level of satisfaction towards the price of the products.

TABLE 7

	Sum of Squares	Df	Mean Square	F	Sig.
Between Groups	1.242	6	.207	.383	.889
Within Groups	104.313	193	.540		
Total	105.555	199			

The above table With the significant value of .889, it is clear that there is no significant difference between the educational qualification of the respondents and level of satisfaction towards the price of the product as calculated value of ANOVA is more than the table value at 5% level of significance. Hence the hypothesis is accepted.

SUGGESTIONS

- The price of the shirts can be reduced. More design and multi-colours can be introduced to attract more customers.
- The promotional scheme such as discounts and offers along with purchase is suggested to increase the sale of Branded shirts.
- They should promote their sales through television as advertising as it reaches the people soon.
- The company have to market the branded shirts in all price ranges.

CONCLUSION

In the present days, the preference of men consumer for branded shirts is fast changing caused by the creation of personality and status with the quality and comfort provided by the branded companies. All the branded shirts companies are struggling to gain the attention of the men customer in changing the colour, design and model, some of the existing companies introduce new variety with varied prices to satisfy the desire of customers. For branded shirts companies to survive and to compete, they need to provide consumers with a extra value added features like discount and offers, high quality material at competitive price, so that the consumers do not switch over to other brand.

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