

# Customer Perception on Branded Wear in Tirupur City

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**Abstract-** *Consumer preferences are the subjective tastes, as measured by utility of various bundles of goods. They permit the consumer to rank these bundles of goods according to the levels of utility they give the consumer. Consumer expectations though may look realistic is very often build upon very high platform. Then the quality of the product or service may not match the expectations. This again will affect the consumer satisfaction level. A brand is a name, term, design, symbol, or other feature that distinguishes an organization or product from its rivals in the eyes of the customer. Brands are used in business, marketing, and advertising. Name brands are sometimes distinguished from generic or store brands.*

*The practice of branding is thought to have begun with the ancient Egyptians who were known to have engaged in livestock branding as early as 2,700 BC. Branding was used to differentiate one person's cattle from another's by means of a distinctive symbol burned into the animal's skin with a hot branding iron.*

**Keywords-** consumer, perception, expectations, satisfaction level

## I. INTRODUCTION

Consumer preferences are the subjective tastes, as measured by utility of various bundles of goods. They permit the consumer to rank these bundles of goods according to the levels of utility they give the consumer. The individual consumer has their own set of preferences and determination of these is based upon culture, education, and individual tastes, among a plethora of other factors. The theory of reasoned action represents a comprehensive integration of the attitude components that ultimately are the building blocks of preference. Consumers' preference can be defined as the power or ability to choose one thing over another with the anticipation that the choice will result in greater satisfaction, greater capability or improved performance.

The key to understanding consumer preference is to understand how many evaluation experiences exist within a single market, what the mix of emotive and functional attributes are with each experience, and which provide the

greatest return on investment, that is, comprise a preference of the attributes e demand that is a requirement within several of the identified customer segments.

## II. RESEARCHERS VIEWS

**Chen & Chen (2013)** examined the perceptions of Chinese consumers towards global apparel brands. It investigated the preferences of Chinese consumers for foreign brands, their perceptions of intangible attributes of global apparel brands. The findings of the study indicated that there was a slight preference for foreign apparel brands among Chinese consumers. The factors that appear to have the greatest influence over the perception of Chinese consumers towards foreign apparel brands are the belief that foreign brands are more fashionable than domestic brands.

**Interbrand (2006)** contended that fashion credibility with a low pricepoint is the most important factor for global branding in the apparel industry. This was thought to be due to the recognition by consumers of the large number of brands available in the apparel industry that can be easily substituted based on perceptions of quality and fashion.

**P. Kotler, G. Armstrong, V. Wong and J. Saunders (2008)** defines national brand (also called manufacturer's brand) as "a brand created and owned by the producer of a product or service". National brands have been the leaders on the market since the last century, but there is a rapidly growing competition from the private labels.

**Lincoln and Thomason (2008)** define private labels as retailer brands: "brands which are owned and sold by the retailer as well as distributed by the retailer". Retailer brands are also commonly called "store brands" or "own labels".

### Methods and Procedures of the study:

These study both primary and secondary data was used. Primary data for this study is freshly obtained from the 200 respondents through survey the structured questionnaire consists of standard questions relevant to the topic of the study. *Percentage analysis* was used to display the frequency distribution of the respondents of the selected sample. In order

to test the association between variables *Chi square test* was employed and *Regression* was performed to know the impact of factors influencing the switch over on preference of brand wear. Weighted average ranking was used to evaluate the ranking of attribute determining the preference of brand wear.

### III. THE MAIN OBJECTIVE OF THE STUDY

The study tries to understand the key service parameters and reflect upon the dysfunctional areas, thus providing the dealer with an insight into the level of customer satisfaction and changing trends of the customer expectations.

- To study the brand preference in buying branded wears in tirupur city.
- To know the factors influence the buying behaviour of the customer for branded wears.
- To find the impact of branded wears.
- To analyses the brand preference of customer in buying branded wears.
- To provide approximate suggestion regarding customer perception on branded wears.

### IV. DATA ANALYSIS AND RESULTS

#### Demographical Variables:

S.NO	VARIABLES	CLASSES	PERCENTAGE
1	AGE	15-23	9
		24-35	30
		36-44	35
		44-50	20
		Above 50	6
2	GENDER	MALE	60
		FEMALE	40
3	MARTIAL STATUS	MARRIED	55
		UNMARRIED	45
4	MONTHLY INCOME	10000-15000	50
		15000-20000	19
		20000-25000	5
		25000-30000	11
		Above 30000	5

It found that 35% of the respondents have 36-44 of age, 60% of the respondents have male of gender, 55% of the respondents have married of Martial status, and 50% of the respondents have 10000-150000 of monthly income.

#### Buying same cloth product of the respondents

S l - N o	Factors	Ne ver	Not very ofte n	Neu tral	Usu ally	Alw ays
1	Buying Same Cloth	33	29	17	16	5
2	Often Buying Branded products	38	16	22	14	10
3	Buying well brand	38	22	14	16	10
4	Impress	30	26	17	15	5
5	Attractive	25	24	19	18	14
6	Spend money	31	17	22	19	11
7	Comfort	35	21	15	16	13
8	Offers	20	30	18	17	15
9	Influenced to others	30	24	25	12	9

From the above table, 33% have never of same cloth, 38% have never of often buying branded products, 38% have never of buying well brand, 30% have never of impress, 25% have never of attractive, 11% have always of spend money, 35% have never of comfort, 30% have not very often of others, 9% have always of influenced to others.

### V. CHI- SQUARE TEST

To check whether there is any significant relationship between depended variable and independent variable of the product.

Null hypothesis:  $H_0$ : There is no significant relationship between depended variable and independent variable knowing the brand information.

Alternative hypothesis:  $H_a$ : There is a significant relationship between depended variable and independent variable knowing information.

FACT OR	A G E	GEN DER	MAR TIAL STAT US	MONT HLY INCO ME	CHI SQU ARE	RES ULT
AWAR NESS	.00 0	.000	.000	.000	.000	Acce pted
BRAN D CLOTH	.00 0	.000	.000	.000	.000	Acce pted
IMPRE SS OTHER	.00 0	.000	.000	.000	.000	Acce pted
BETIE R OFFER	.00 0	.000	.000	.000	.000	Acce pted
PRICE	.00 0	.000	.000	.000	.000	Acce pted

From the chi-square table it is inferred that the result is significant. Hence the null hypothesis is rejected. It is further concluded that there is a significant association

between depended variable and independent variable of the product

[6] [www.google.com](http://www.google.com)

[7] [www.wikipedia.com](http://www.wikipedia.com)

## VI. SUGGESTIONS

1. Majority of the respondents were about different versions of branded wear cloths. Therefore I suggest the company personals should take initiative to impress them to purchase the cloths.
2. Branded wear want to give more importance in their sales part it include timely sales, and quality of service.
3. Branded wear wants to develop more promotion for there some models like new fashion models.
4. The impress branded wear sales the price is import factor can fix content price for customer will increase sales.
5. Branded wear should try to give more advertisements in newspaper bill boards in that area to enable easy recall of the people for Branded wear cloths in Tirupur.

## VII. CONCLUSION

Customer satisfaction is a marketing tool and a definite value added benefit. It is often perceived by customers as important as the primary product or service your organization offers. For making a better relationship with customer they always use genuine parts in their product. And after selling they have the sales and maintenances.

It has a good reputation among the customers so it can be extended to supply rural also. From various respondents the researcher has gathered lot of information's about branded wear buyingbehaviour. People provide more value for their money and expect good quality, company has to concentrate on their products quality. From the study could understand that promotional schemes also influencing the purchase rather than family, friends. It reveals that no customers are having more loyalty towards their brand, this can be revoked by providing good quality with reasonable price.

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