

# A Study on Consumer Preference For Brick -And - Mortar Fashion Retail Brands In Coimbatore City

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**Abstract-** This study analyzes consumer preferences towards brick-and-mortar fashion retail brands in Coimbatore City. It focuses on factors influencing buying behavior such as quality, price, store ambience, and product variety. A descriptive research design was adopted, with data collected from 97 respondents using structured questionnaires. Statistical tools like percentage analysis, Chi-square, and ANOVA were used for analysis. The findings indicate that quality and in-store experience are the key drivers of consumer choice. Demographic factors such as age, income, and occupation also influence purchasing decisions. The study concludes that physical retail stores remain relevant, and improving customer experience and promotional strategies can enhance satisfaction and loyalty.

**Keywords:** Brick-and-Mortar Retail- Consumer Buying Behaviour - Fashion Retail Industry - Customer Preferences - In-Store Shopping Experience.

## I. INTRODUCTION

The Indian retail sector has seen a lot of growth and change in the few years. This is because more people are moving to cities, and they have money to spend. People's tastes are also changing. The fashion retail industry is very competitive. You can buy clothes online or in a store. Even though online shopping is getting very popular people still like to go to stores. This is especially true in cities like Coimbatore. When you go to a store you can. Feel the clothes. You can see how they fit. If they look good on you. The store itself is also important. People like it when a store looks nice, and the staff is friendly. The brand name is also important to people. The fashion retail industry is a part of the retail sector. We want to know what people in Coimbatore think about fashion stores. We want to find out what makes people buy clothes from these stores. We also want to know if things, like age and gender affect what people buy. We hope that our study will help store owners make their stores better and more competitive. The fashion retail industry will keep growing. We want to know how to make it work for everyone.

## OBJECTIVES

1. To Analyse socio-economic factors on consumer preference.
2. To identify the aspects of respondents really look for buying fashion in offline.
3. To Evaluate the Shopping behaviour and purchase patterns of customers in fashion.

## II. REVIEW OF LITERATURE

### 1.Rajput, Kesharwani, and Khanna (2012)

This study analysed female buying behaviour towards branded apparel in India using a descriptive research design. It found that quality, style, price, brand image, and peer influence strongly affect purchase decisions. Women associate branded clothing with status and confidence. Promotional activities and store environment also influence buying behavior. The study highlights the need for marketers to understand female preferences to improve loyalty.

### 2. Devi (2013)

This research examined consumer perception of branded trousers in Coimbatore with data from 215 male respondents. Key factors influencing purchase decisions include brand image, quality, comfort, and price. Consumers often prefer specific brands due to trust and satisfaction. Statistical tools like factor analysis confirmed these relationships. The study emphasizes strengthening brand positioning to meet consumer expectations.

### 3. Customers' Perception Study (2013)

The study focused on consumer perception of branded retail outlets in Coimbatore. It found that product quality, pricing, brand image, and store ambience influence buying decisions. Demographic factors like age and income also affect preferences. Customers value convenience, personalized service, and product availability. Retailers should improve service quality and marketing strategies to enhance satisfaction.

**4. Mansurali, Swamynathan, and Chandrasekhar (2014)**

This study explored factors influencing consumer preference for shopping malls in Coimbatore. Key factors include product variety, pricing, brand presence, and entertainment facilities. Demographics play an important role in shopping habits. Convenience, accessibility, and customer service impact satisfaction. The study suggests creating engaging shopping environments to attract customers.

**5. Prasad (2014)**

This research examined buying behaviour in an apparel retail store using primary data. It found that quality, price, brand image, and promotions significantly influence purchases. Demographic factors affect buying patterns and loyalty. Customer service and product variety impact satisfaction and repeat purchases. The study recommends improving store environment and marketing strategies.

**STATEMENT OF PROBLEM**

The rapid growth of e-commerce has changed consumer buying behaviour, yet many customers in Coimbatore still prefer brick-and-mortar fashion stores. The main problem is understanding why physical stores remain popular despite online convenience, as factors like product quality evaluation, store experience, customer service, and instant availability are not fully examined. Additionally, limited localized research on offline preferences and the impact of socio-economic factors create a gap. Hence, this study aims to analyse the key factors influencing consumer preference toward physical fashion retail stores in Coimbatore.

**RESEARCH METHODOLOGY**

Research methodology is a systematic and scientific approach used to conduct research studies. It involves the methods, techniques, and procedures adopted for collecting, analysing, and interpreting data to address research objectives. This study focuses on analysing consumer preferences towards brick-and-mortar fashion retail brands in Coimbatore city. The data is collected from a sample of 97 respondents using a structured questionnaire. The collected data is organized, classified, and tabulated for effective analysis. The analysis is carried out using the following statistical tools:

- Simple Percentage
- Chi-square Test
- ANOVA
- Ranking Method

**III. DATA ANALYSIS AND INTERPRETATIONS**

Table showing that which factor mainly influencing you to buy from an offline fashion store

**TABLE 01**

	Frequency	Percent	Valid Percent	Cumulative Percent
Price	20	20.4	20.6	20.6
Quality brand name	52	53.1	53.6	74.2
	6	6.1	6.2	80.4
variety of products	19	19.4	19.6	100.0
Total	97	99.0	100.0	

**Interpretation:**

The majority of respondents (53.6%) identify Quality as the main reason for shopping offline. This highlights the importance of the "touch and feel" experience. Price (20.6%) and Variety of products (19.6%) are significant secondary factors, indicating consumers still look for value and choice. Brand Name is the least influential factor, cited by only 6.2% of respondents.

**RANKING**

**Friedman Test**

**Ranks**

**TABLE 02**

	Mean Rank
rank for price	2.95
rank for quality	2.99
rank for brand	4.01
rank for design	4.05
rank for variety	3.76
how satisfied do you feel about your experience in offline fashion retail stores	3.25

**Interpretation**

Price (Mean = 1.96) has the lowest mean value, indicating it is the most important factor for consumers. Quality (Mean = 2.01) is the next important factor influencing purchase decisions. Variety (Mean = 2.44) ranks third, showing moderate importance. Brand (Mean = 2.64) and Design (Mean = 2.66) are comparatively less important factors.

**Test Statistics**

N	97
Chi-Square	50.996
Df	5
Asymp.	.000
Sig.	

**a. Friedman Test**

**Chi Square**

**One-way**

**Test of Homogeneity of Variances**

how important is the availability of different sizes in a fashion store

**TABLE 03**

Levene Statistic	df1	df2	Sig.
.193	3	93	.901

**Interpretation**

To examine the relationship between the motivating factors for buying fashion products and the importance of availability of different sizes in a fashion store. The significance value of the test was 0.901, which is greater than 0.05. Therefore, the null hypothesis was accepted and the alternative hypothesis was rejected. This indicates that there is no significant relationship between the variables. It shows that respondents, regardless of their buying motivation (brand reputation, variety, discounts, or quality), have similar views on the importance of size availability. Hence, the availability

of different sizes is considered equally important across all groups.

**ANOVA**

how important is the availability of different sizes in a fashion store

**TABLE 04**

	Sum of Squares	Df	Mean Square	F	Sig.
Between Groups	4.722	3	1.574	1.594	.196
Within Groups	91.835	93	.987		
Total	96.557	96			

**Interpretation**

To examine whether the importance of size availability in a fashion store differs based on customer motivation, including variety, discounts, quality, and brand reputation. The results showed no statistically significant difference between the groups,  $F(3, 93) = 1.594, p = 0.196$ , which is greater than 0.05. This indicates that customer motivation does not significantly influence how important size availability is perceived by respondents. Furthermore, the post hoc Tukey HSD test revealed no significant pairwise differences between any of the groups, as all p-values were greater than 0.05. In addition, all groups were placed within a single homogeneous subset, confirming that their mean scores are similar. Overall, the findings suggest that size availability is perceived consistently across all customer motivation categories.

**Findings Based on Statistical Tools**

**Simple Percentage Analysis**

1. Majority of respondents are young (21–30 years), male, and undergraduates with income below ₹20,000.

**Chi-Square Analysis**

1. No significant relationship exists between motivating factors and size availability.
2. Customers across different motivational groups share similar opinions on size availability.

**ANOVA (Analysis of Variance)**

1. No significant difference is found among groups regarding the importance of size availability.
2. Perception of size availability is consistent across all respondent categories.

#### Friedman Test (Ranking Analysis)

1. Price is ranked as the most important factor influencing purchase decisions.
2. Quality is the second most important factor.
3. Variety holds moderate importance among respondents.
4. Brand and design are ranked as less important factors.

#### IV. SUGGESTIONS

1. Retailers should prioritize product quality and competitive pricing, as these are the primary drivers of customer purchase behaviour.
2. Stores must maintain diverse product assortments and frequently update collections to meet customer expectations for variety and new fashion trends.
3. Businesses should enhance in-store experience, especially trial facilities and ambience, to strengthen the advantages of offline retail.
4. Marketing efforts should focus on social media promotions, discounts, and festival/weekend campaigns to effectively attract customers.
5. Retailers, especially local stores, should improve customer satisfaction, service quality, and trust, while ensure consistent size availability and focusing more on quality than branding.

#### V. CONCLUSION

The study concludes that brick-and-mortar fashion retail stores continue to play a significant role in influencing consumer buying behaviour in Coimbatore City. Despite the growth of online shopping, consumers still prefer offline stores due to the ability to physically examine products and ensure quality. The findings highlight that product quality, store ambience, and variety are the key factors driving purchase decisions. Demographic variables such as age, income, and occupation also have a notable impact on consumer preferences. The majority of respondents, particularly young consumers, show a strong inclination towards offline shopping experiences. Discounts and promotional offers further enhance customer engagement and influence buying behaviour. Local fashion stores and branded outlets remain popular choices among consumers. The study also indicates that customer satisfaction levels are high, with

many respondents willing to recommend their preferred stores. Overall, improving in-store experience, service quality, and strategic promotions can help retailers strengthen customer loyalty and remain competitive.

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