



A Study on Factors Influencing Consumer Preference towards Selected International Clothing Brand with Reference to Coimbatore City

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Abstract. This study is undertaken to find the factors influencing consumer preference towards selected international clothing brand in Coimbatore city. The main goals of this research are to find the factors affecting consumer preference towards international brand, to analyse the signification of demographic profile of consumer affecting the preference for international brand of clothing and to investigate the relationship between incomes spending on clothing leads to purchase of international brand with these spending. This study was carried out using descriptive research design. The selection of research was done using convenience sampling method where in 50 percentage of the total population was taken as the sample for the research. Total of 134 sample participants were chosen by using simple percentage analysis and factor analysis method. This research contributes to raising awareness among the retail store managers on the factors that influence customers.

Index Terms: International clothing brands, Brand influencing preferences, Brand reputation, Perceived quality.

I. Introduction

In today's marketplaces, brand management is crucial, especially in the Indian context where people have strong cultural ties. The Dhoti is the traditional Indian garment for males, however custom-made clothing has steadily become more popular.

Indian consumers are becoming more drawn to ready-made clothing as a result of globalization, especially from multinational firms. Up until the early 1980s, the ready-made men's wear industry in India grew extremely slowly.

The primary cause of this was that Indians were accustomed to purchasing clothing and having their outfits altered primarily by small, unorganized tailors.

As a result, this category saw no national-level brands for a considerable amount of time. However, by the middle of the 1980s, there appeared to be a progressive shift in consumer mindset that coincided with rising urbanization, adjustments to social and economic strata, and adjustments to lifestyles.

Similar to numerous other sectors around the country, the trend towards "branding" quickly gained traction in the marketplace. An attempt was made to investigate the



Indian retail garment showrooms and customers' perceptions of branded garments in this study.

The market for branded clothing is served by both listed and unlisted players. A limited number of players are named, including Hi- Fashions, Santhosh Life Style, Gokul Emporium, Raymond Show Room, Bombay Dyeing, Peter Eng-land Show Room, VK Fashions, and Fashion Planet. Among the well-known unlisted players are Sting, Basic, and Indigo Nation.

1.1 Objective

- To identify the factors affecting consumer preference towards international brand
- To analyse the signification of demographic profile of consumer affecting the preference for international brand of clothing.
- To investigate the relationship between incomes spending on clothing leads to purchase of international brand with these spending.

II. Research Methodology

Research is comprehensive strategy for carrying out an official inquiry. The science is concerned with methods and principles for investigation and study.

A research technique is a method for gathering the required data from a variety of primary and secondary sources.

- **Research Design** - Descriptive Research
- **Area of the Study** - Coimbatore
- **Sampling Technique** – Convenience sampling
- **Data Collection** - Primary and secondary data
- **Sample Size** - 134

III. Review of Literature

Elliott and Cameron (2015) Described the country of origin (COO) effect, also referred to as the "Made in" notion, as the influence a product's place of manufacture or production has, either positively or negatively, on a customer's decision-making process or subsequent behavior and have used convenience sample for the study.

Country of origin is viewed as an extrinsic cue that influences a decision as a way to reduce risk or provide customers with a quality signal.

Bilkey and Nes (2015) The international product life-cycle model ignores demand side factors like the impact of country sourcing on product demand and only considers supply side factors like product rivalry, innovation complexity, and relative invention costs and have used judgmental sampling for the study.

Therefore, it is possible to trace the significance of the manufacturing location on demand as a key question. Empirical studies demonstrate that a product's perceived quality is significantly impacted.

Kim and Kumar (2016) Research on the emotions of consumers is an intriguing area of study and have used convenience sample for the study.

By acknowledging the important role that emotions play, organizations can provide services to clients in new and innovative ways, outperform rivals, and boost profita-



bility Customers may have a specific brand in mind to buy because they believe it provides the best features, quality, or psychological advantages.

Yoo and others (2017) "Perceived quality" refers to the customer's subjective assessment of a brand's overall superiority or excellence and have used convenience sample for the study. Customer-driven quality has become a powerful strategic tool for many businesses today, as it is a necessary component of their competitive strategy.

Fernandez. P (2019) Focuses on how branding affects young people's clothing choices because it is assumed that they are brand aware and have used convenience sample for the study. He says that dressing in a way that is brand-conscious is the appropriate decision since it helps them develop their own personality and image. Because it facilitates their socialization process, peer influence is vital in determining the brands they choose.

IV. Data Analysis and Interpretation

Table 1: Business profile of the respondents

S.No	Particulars	No of Respondents	Percentage
Age group			
1	Less than 20 years	18	14.1
2	20-40 years	115	85.2
3	41 years above	1	0.7
Occupation			
1	Business	70	51.9
2	Profession	18	14.1
3	Entrepreneur	22	16.3
4	Student	24	17.8
Size			
1	Less than 3	89	65.9
2	3 to 6 members	37	27.4
3	More than 3	8	6.7
Number of earning members in the family			
1	One	75	55.6
2	Two	33	24.4
3	Three	18	13.3
4	More than three	8	6.7
Family income			
1	Below 30000	14	11.9
2	31000 to 45000	102	86.4
3	46000 to 60000	7	1.7
4	60000 above	11	8.1
Marital status			
1	Married	91	67.4
2	Unmarried	43	32.6
	Total	134	100

Interpretation

From the above table 85.2% of the respondents are in the age group of 20-40 years, 51.9 of exporters are Business men,65.9% of respondents consist of family members less than 3, 55.6% of family earn one member in family,86.4% have family income of 31000 to 45000 and 67.4% members are married.

Table 2: International clothing brand

S.No	Particulars	No Of Respondents	Percentage
Prefer brand			
1	Louis Phillippe	42	31.1
2	Allen Solly	46	34.1
3	H&M	16	11.9
4	Tommy Hilfiger	17	12.6
5	Indian Terrain	13	10.4
Factors influence decision to purchase clothing			
1	Brand reputation	33	23.0
2	Price	46	34.1
3	Brand quality	35	25.9
4	Brand name	20	17.0
How long have you been using clothing brand			
1	Less than 2 years	59	43.7
2	2 to 4 years	26	19.3
3	4 to 6 years	42	31.1
4	More than 6 years	7	5.9
How frequently do you purchase clothing brand			
1	Always	71	52.6
2	Often	42	31.1
3	Occasionally	21	16.3
Environmental impact of clothing brand			
1	Always	43	31.9
2	Often	41	30.4
3	Occasionally	29	21.5
4	rarely	21	16.3
How much did you spend on clothing brand			
1	2000 to 4000	25	21.2
2	4001 to 6000	51	43.2
3	6001 to 8000	42	35.6
4	8001 above	16	13.3
	Total	134	100

Interpretation

From the above table 34.1% of the respondents prefer Allen Solly,34.1% responded to price as the factors influencing to purchase clothing, 43.7% of the respondents using the brand less than 2 years, 52.6% of the respondents purchase frequently, 31.9 % of respondents selected always as the environmental impact and 43.2 % selected 4001 to 6000 rupees to spend on clothing brand.



Table 3: Factors Influencing Consumer Preference Towards Selected International Clothing Brand

	Component					Group name
	1	2	3	4	5	
Before Purchasing Products. I Gather Information about Brands Through Advertisements.(P18)					.758	Brand Assessment Collective (63.697)
I Gather Information About Various Brands From 1 Members/Relatives/3 Etc.(P21)					.665	
How would you rate the following factor Visit The Retail Outlet And Have A Comparison Between Various Brands.(P25)					.679	
If Possible. I Would Like To Have A Trial/Free Sample Of The Brands Before Purchase.(P14)				.650		Brand Experience Evaluation (59.063)
Having Purchased A Brand .I Observe Its Features.(P3)				.637		
Claims Given Are Being Compared Against Actual Performance Of The Brand After Purchases.(P22)				.712		
I Associate Quality Of A Product With Its Brand.(P7)				.570		
advertisements Are Essential For All Products Under A brand name.(P16)				.647		
Are You Ok With This Return And Exchange Policies Of The Brand.(P20)				.507		Brand Assurance (54.232)
Have You Avoid Taking Risk In Buying An Unfamiliar Brand.(P1)			.776			
Before Purchasing Products. I Gather Information About The Brands.(P10)			.696			
advertisement Build Personality Of A Brand.(P11)			.501			
Innovations And New Design Increase The Image Of Brand.(P9)			.556			
I Have Confidence In Brand With Which I Am Familiar.(P2)			.684			Quality Assurance and Loyalty (47.433)
The Seleted Brands Should Not Compromise In Quality.(P5)		.755				
Manufacture's Name And Reputation Are Very Important To Me.(P4)		.697				
The Brand Product Purchased Should Not Limit Its Life Span.(P23)		.731				
Availability Is Important For My Purchase Decision.(P17)		.801				
I Estimate The Quality Of The Products Before The Decision Of Purchase.(P6)		.703				
I Have Deep Attachment For The Brand And The Manufacturer.(P19)		.607				
The Brand always Makes Discount Offers & Gifts.(P24)		.651				Exclusive Brand Enthusiasts (34.404)
Because Of The Special Features. I Like This Brand.(P15)	0.550					
I Don't Miss This Brand At Any Cost.(P12)	.843					
I Buy Frequently Because I Like To Use The Brand often.(P8)	0.820					
I Believe That That International Clothing Brands Offer Better Customer Service Compare To Local Once.(P13)	0.778					
KMO						0.877
Chi-square						1522.536



Interpretation

- The variable P18,P21 and P25constitutes factor I and it accounts for 63.697 percent of the total variance.
- The variable P14,P3,P22,P7,P16 and P20 constitutes factor II and it accounts for 59.063 percent of the total variance.
- The variable P1,P10,P11,P9,P2 constitutes factor III and it accounts for 54.232 percent of the total variance.
- The variable P4,P23,P17,P6,P19 and P24 constitutes factor IV and it accounts for 47.433 percent of the total variance.
- The variable P15,P12,P8 and P13 constitutes factor IV and it accounts for 34.404 percent of the total variance.

Findings of the Study

Findings from Simple Percentage Analysis

- Majority of the respondents are in the age group of 20-40 years (85.2%)
- Most of the respondents are Business men (51.9%).
- More number of the respondents consist of family members less than 3(65.9%).
- More number of the respondents earn one member (55.6%).
- More number of the respondents have family income of 31000 to 45000 (86.4%).
- More number of the respondents are married (67.4%).
- Most of the respondents prefer Allen Solly (34.1%).
- More number of respondents selected price as the factors influencing to purchase clothing(34.1%)
- More number of the respondents using the brand less than 2 years(43.7%)
- Majority of the respondents purchase frequently (52.6%).
- Most of the respondents selected always as the environmental impact (31.9%).
- Majority of the respondents selected 4001 to 6000 rupees to spend on clothing brand (43.2%).

Findings from Factor Analysis

Totally 25 statements has been collected as the factors influencing consumer preference towards selected international clothing brand. And it is grouped into 5 categories such as Brand Assessment collective, Brand Experience evaluation, Brand Assurance, Quality Assurance and loyalty, Exclusive Brand Enthusiasts.

Suggestions

- If sales are negatively impacted by a brand's decline, it may still be appropriately maintained because brand perception plays a significant role in consumer decisions.
- Because most of them prefer to spend less money on high-quality goods, they tend to favor branded clothing that offers coupons, discounts, and other incentives. As a result, manufacturers may choose to provide these advantages to their customers.
- Prior to setting the price, a market survey may be conducted, and the price may then be set appropriately because a high price may result in low sales.
- The update of latest fashion and trends is considered most by the youngsters so updating of designs must be made quickly.



V. Conclusion

In conclusion, this study has general, these results offer insightful information to companies who operate in the global clothing market, especially in the city of Coimbatore. Companies may optimize their product offerings, customize their marketing campaigns, and improve customer satisfaction by knowing the elements that impact consumer preferences and purchasing decisions. In general, these results offer insightful information to companies who operate in the global clothing market, especially in the city of Coimbatore. Businesses may improve customer interaction, personalize their marketing tactics, and maximize product offers to increase sales and foster brand loyalty by knowing the elements that impact consumer preferences and purchase decision.

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