

A STUDY ON CONSUMER PERCEPTION TOWARDS BRANDED RETAIL OUTLETS OF MEN'S SHIRTS AT THANJAVUR CITY

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ABSTRACT

Brand equity and Brand image plays an important role in the buying behaviour of the customer. This brand name come to the fashion accessories was needed one. This paper aims at studying whether the buying behaviour of consumers influenced by this brand name and image, and also aims at finding out role played by the brand in the retail sales.

INTROUCTION

Indian economy is dominated by agriculture sector, but on employment front retail sector enjoys the second place. This is in fact the largest private industry in India and poised to witness a major shift on account of the opening of the retail industry to multi- brand foreign investment. The retail industry is a sector of the economy that is comprised of individuals and companies engaged in selling of finished goods to end user consumers. Distribution and retailing of goods and commodities has assumed the stature of a major economic activity in developed countries with leading companies listed on the stock market. An integral part of the supply chain, it ensures efficient distribution of goods to consumers keeping their requirements and convenience as the cornerstone of the distribution, retailing policy.

Retailers tend to focus on building their own, private brands to differentiate themselves from other retail competitors and to increase their power in relation to manufacture brands. Retailers also need to create a good image in the consumer market place by selling famous manufacturer – branded products. Retailers often sell famous brands even if they would prefer to sell other brands, or their own.

Today's brands are more visible than in the past. They are everywhere in the TV hoardings, posters and print media. Brands while proclaiming their positive qualities pull down those of their rivals. Intangible assets such as brands, patents, know-how have become increasingly dominant elements of company value. Brands are widely recognized as corporate assets, but have been historically evaluated based on nonfinancial attributes like awareness, recognition and perceived value. Brands value is represented by the premium price the company gets at the time of transfer of ownership. However, the value for ongoing business is determined by the important financial term "Goodwill"

STATEMENT OF THE PROBLEM

In this competitive world, we can see many problems in marketing of any product or service. Some problems can be solved, but so many problems may not be solved. India is a developing country and retail marketing is an important one to develop a country's economy. Retailers, who are the connecting link between the producer and consumer, face many problems to market their products from various dimension and many causes behind this. At present the customers are also more dynamic. The customers have certain expectations from the items they purchase such as its quality, price, goods and services etc. Hence, there is a need for a research

work in the field of problems of retail marketing in the point of view of retailers and customers as well.

REVIEW OF LITERATURE

Suresh (2007) Studied in his research about “Buying Behaviors and promotion in Textile Retailing and concluded that increase in turnover should be achieved by reducing the margin in this competitive era to survive in the long run. Keep updates about the price fluctuations and new fashions in the supplier market. Always be in receptive mood to know the preferences and taste of customers.

Tamilarasan.R. (2007) In his study focused to “A study of Retail store service Quality Dimensions in select Retail stores”. This study after an in depth analysis of a variety of store dimensions and services quality dimensions reveals that all these dimensions have to be improved to earn a competitive edge and survive in the Retailers and customers: Problems and Perspectives retail Business in view of the changing and emerging retail scenario, in India with the possible advent of the MNC’s in the retail Indian Market Scenario.

Laxmi Prabha.G.(2007) In her study focused to study the prospects and problem of Indian Retailing one of the major concerns of retail is shoplifting, shoplifters use different shoplifting techniques for the theft. It is done deliberately with the intention of robbing the processor for the particular piece of property that has been stolen from the retail establishment.

OBJECTIVES

- To Find out the awareness level of consumer about branded retail outlets
- To Elicit consumer views regarding branded retail outlets
- To Understand the factors which influence consumers for buying

RESEARCH METHODOLOGY

. In fact methodology decides the usage of various methods available. The scope of research methodology is wider than that of research method. It tries to answer why a research study is undertaken how the research problem is defined, why a particular method is used.

RESEARCH METHOD

Research methods are the techniques the researcher employs in conducting research. Techniques to collect data, statistical tools to analyze the data and the procedure used to evaluate and compare the results are known as research methods.

DATD COLLECTION

Survey method is considered the method for the data collection and tools for data collection and questionnaire, private individuals, private and public organization and even government adopting it. The information about total quality management was collected by every department a questionnaire in personal interview.

- **Primary data:**

Primary data consists of those data, which are collected afresh and for the first time and therefore happen to be original in character. Questionnaire was the instrument being used for collecting primary data.

- **Secondary data:**

Secondary data for the study was collecting from corporate records, books, internet, journals and magazines.

SAMPLING DESIGN

- **Universe of the study:**

The universe for the study is 100 respondents collection through the questionnaire.

- **Sampling method:**

The sample size of the study is taken as 100 which consist of 100 respondents. A stratified method is customer for the data collection from the Customers.

- **Sampling size**

The substantial portions of the target Customers that are sampled to achieve reliable result are 100 respondents.

DATA ANALYSIS AND INTERPRETATION

Table 1: Distribution of respondents' opinion based on brand loyal customer

| S.No | Variables | No.of Respondents | Percentage |
|--------|-----------|-------------------|------------|
| 1 | Yes | 63 | 84 |
| 2 | No | 12 | 16 |
| TOTALS | | 75 | 100 |

SOURCE: PRIMARY DATA

The table shows that majority 84% of the respondents agree that they are brand loyal customer and 16% of the respondents disagree the above statement.

Table 2: Distribution of respondent's opinion based On Influence to buy the Brand

| S.No | Variables | No.of Respondents | Percentage |
|-------|-----------------------------|-------------------|------------|
| 1 | Advertisement | 30 | 40 |
| 2 | Shop display | 18 | 24 |
| 3 | Word of mouth | 11 | 15 |
| 4 | Family / Friend / relatives | 16 | 21 |
| TOTAL | | 75 | 100 |

SOURCE:PRIMARY DATA

The above table shows that 40% of the respondents opined influence to buy the brand is advertisement, 24% of the respondents stated shop display, 21% of the respondents stated family / friend / relatives and 15% of the respondents stated for word of mouth.

TO TEST THE RESPONDENTS MONTHLY INCOME AND PURCHASE DECISION

| Monthly income | Opinion | | | Total |
|--------------------------|-----------------------|-------------------------------------|-----------------------------|-----------|
| | Financial constraints | Waiting for more innovative product | Waiting for market response | |
| Less than Rs. 10,000 | 15 | 5 | 11 | 31 |
| Rs. 11,000 – Rs. 20,000 | 3 | 15 | 6 | 24 |
| Rs. 20,000 – Rs. 30,000 | 2 | 5 | 0 | 7 |
| Rs. 30,000 – Res. 40,000 | 2 | 8 | 1 | 11 |
| More than Rs. 40,000 | 2 | 0 | 0 | 2 |
| Total | 24 | 33 | 18 | 75 |

Null Hypothesis (Ho):

There is no significant difference between monthly income and purchase decision.

Alternative Hypothesis(H1):

There is a significant difference between monthly income and purchase decision.

Since, Calculated value of x^2 (140.43) is more than the tabulated value (22.0) Hence, Alternative hypothesis is accepted. So it concludes that there is no significant difference between monthly income and purchase decision.

FINDINGS

- ❖ Majority 84% of the respondents agree that they are brand loyal customer
- ❖ Majority 41% of the respondents stated that e attributes that attracts them is quality
- ❖ Majority 41% of the respondents stated that they prefer Venfield
- ❖ 40% of the respondents opined influence to buy the brand is advertisement
- ❖ Majority 37% of the respondents disagree that brand name influence purchasing decision
- ❖ Majority 37% of the respondents agree that quality influence purchase decision

SUGGESTIONS

- ❖ Purchase pattern reveals that only of the respondents always use branded shirts and respondents use them most of the times. Brand preference should be created through feel good advertisement and brand loyalty programmes
- ❖ Advertisement has been the major source of information for respondents. This highlights the need for intensive advertisements. There should be a tone of freshness style and energy conveyed through the advertisement.
- ❖ Retailer has to provide more offers and discounts during off season sale.
- ❖ The manufactures have to concentrate on the attributes to attract more consumers towards their brand.

CONCLUSION

The study reveals that Venfield, Peter England and Otto remains the top three brands preferred by the respondents. It is clear that most of the shoppers of men's branded shirts were highly influenced by the factors such as durability, reference groups, wider choice of colour and design, attractiveness, price range. Most of the customers are expecting reduced price and wider choice of colour and design. The manufacturers of branded shirts must focus on all these factors to formulate branding strategies effectively and to sustain their growth. Convenient shop hours and the offer & discounts are the two factors that contribute more to prefer a particular retail garment showroom. The retailers need to give more attention to these factors in order to attract and retain their customers.

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