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A Study on Consumer Perception Towards Branded Shirts in Chennai City

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ABSTRACT

India is witnessing change in life styles of large section of the population. The need to understand the emerging markets and consumers has become a big challenge for the corporate world especially in creating and managing a powerful brand. By developing a powerful brand, corporate can establish 'brand equity' and the equity assists firms in a variety of ways to manage competition and to maintain market share. Due to the globalization process, Indians are getting attracted to readymade dresses, particularly Multinational brands. Buying behavior of men on branded shirts is changing one. Number of people visits the showroom with a brand in mind because the quality and comfort of that brand are suitable for them. It becomes important for the marketers to understand these relationships for successful design and execution of branding strategies.

The present study investigates men's perception towards branded shirts and to ascertain the brand of shirt most preferred by respondents in Chennai city. The study also examines consumer's perception towards retail garments showrooms in Chennai city. The study is a descriptive study. Primary data was collected with the help of structured questionnaire administered to 215 male respondents in Chennai city and the type of sampling was convenient sampling. Using statistical package for social science for the following test was administered 1.Factor Analysis, 2.Multiple Regression, and 3.Descriptive statistics. Pilot study was conducted and the necessary additions and deletions were made in the questionnaire. To check the reliability and validity of the data collected Cronbach's alpha test was administered and the value of Cronbach's alpha is 0.772. Based on the test result some of the relevant finding were derived that will be use full to find the factors that really influences men's towards particular brand of shirts. The manufactures can come out with suitable strategies to overcome the problems.

KEYWORDS: Brand, Brand equity, buying behavior.

INTRODUCTION

Brand management holds the key in the modern markets, particularly in Indian markets because Indians are very traditional. India's traditional dress for men is Dhoti but gradually, people transmitted into tailor made dresses. Due to the globalization process, Indians are getting attracted to readymade dresses, particularly Multinational brands. 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. As in many other industries in the nation, the move towards 'branding' soon took momentum in the men's wear market. In this study, an attempt was made to study the consumer perception towards branded shirts and retail garment showrooms of India.

Both listed and unlisted players cater to the branded apparel market. There are a small number of listed players such as Chennai Silks, Raymond Show Room, Bombay Dyeing, Nokada Show Room, Ahamed Brothers, Peter England, John player and Thaila Silks. Popular unlisted players include Indigo Nation, Basic and Sting.

REASONS FOR BRANDING

- It is an instrument for sales promotion in the market.
- It facilitates easy advertisement and publicity
- It creates special consumer preference over the product.

BRAND VALUE

Film Crimmins, Executive Vice-president of DDB Needham told that the key to ensure brand Loyalty was to increase the value of the brand in the mind of the consumer, a task he said, was easier said than done. Crimmins argued that more than sustained advertising to build value, factors such as product improvements, package design, communicating the competitive positions and promotion that deliver not only purchase incentives but also added value.

BUYING BEHAVIOR

Difference in customer's habits, their cognitive structures and their motives cause them to behave differently when buying. Although an individual doesn't act the same way in all situations, people tend to act consistently, we may identify six groups of consumers by their buying behavior.

- A habit – determined group of brand loyal consumers who tend to be satisfied with theProduct or brand last purchased.
- A price – cognitive group of consumers who decide principally upon the basis of price orEconomy comparison.
- A cognitive group of consumers who are sensitive to rational claims
- An impulse group of consumers who buy on the basis of physical appeal and are relatively insensitive to brand name.
- A group of emotional reactors who respond to product symbols and are heavily swayedby images.
- A group of new consumers who haven't yet stabilized the psychological dimensions of their behavior.

REVIEW OF LITERATURE

Lalitha et al., (2018) made a study entitled "Brand Preference of Men's wear". Scope of the study focuses on the brand preference regarding shirts and pants of select consumers living in twin cities of Hyderabad and Secunderabad. It is confined to the customers visiting the select showrooms in Hyderabad and Secunderabad. The objectives of this study were to know the reason why customers prefer branded shirts and pants to unbranded ones, to find out the influence of advertisement for branded clothing for the purchase behavior of the respondent and to know the factors influencing

customers while choosing branded shirts or pants. It is concluded that educational qualifications, employment status, age group, convenience of shops, and advertisement are influencing factors for purchasing the branded shirts and pants by the respondents. 94percent of the respondents are highly educated and purchased branded ready wears. Age group of 20-50 years is income earning people and spending on the branded wears. The study reveals that the advertisements play a limited role to choose the brand among ready- made dresses available in the market. 54percent of the customers are buying branded ready wear because of quality and status symbol.

Ritu Narang (2016) in a study entitled "A Study on Branded Men's wear", was taken up in the city of Lucknow with an intention to explore the purchase behavior of the buyers of branded men's wear. The objectives of this research are to study the purchase behavior of the buyers of branded men's garments, to study the impact of advertising on the purchase decision ofbuyers, to study the impact of promotional activities on purchase behavior of buyers (Kazmi, 2001;Mathur, 2002). The research type was exploratory as it was conducted to develop a conceptabout the purchasing behavior of buyers of branded men's garments and the impact of advertising on their purchase decision. This study concluded that most of the times buyers visit the showrooms of branded garments with the purpose of shopping (Jaishri and Jethwaney, 2019). The purchasing of branded garments is not impulsive. However, compared to women, male buyers visit the showroom for passing the time; The number of people visiting the showroom with a brand in mind is same as the number of people visiting the showroom with no brand in mind; Advertising has maximum impact in creating brand awareness (Kamalaveni, 2018).

Pathak and Tripathi (2019) made a study entitled "Customer Shopping Behavior among Modem Retail Formats: A Study of Delhi & NCR". The Study is an exploratory research conducted in Delhi & NCR. It specifically focuses on customer shopping behavior in Indian scenario among the modern retail formats (Sumathi, 2013). Objectives of the study are to find out the factors that affect the buyer's decisions among the modern retail formats and to evaluate the comparative strength of these factors in buying decision of the buyers.

On the basis of primary as well as secondary research the authors note that retailers often over look the schemes and offerings expected by the customers and tried to impose their own offerings upon customers which ultimately cause the dissatisfaction (Fornell, et al., 2016; 2019). It is also observed that in the changing retailing environment, understanding the psyche of a customer is critical for success in retailing. Aggregate level picture may be misleading, as it averages the beats and the valleys. Hence, Individual understanding is desirable (Mishra, 2019).It is further stated that the Indian customers have become more sensitive to quality, customer service and status. She/he is ready to pay, sometimes, astronomical sums, provided their needs are satisfied. They are basically looking for an experience which is more of cognitive than physical (Biplab, (2018).

Today's young consumers are inclined more towards leading a comfortable and hassle free life. They have come in possession of money and wish to spend it on trusted goods and services, which are well worth the money that they would pay. 'Brands' cost them dearly and yet, they prefer the same as they are conscious of the fact that branded products give them their money's worth. This generation of consumers may, therefore, be labeled as 'the brand conscious generation' (Sherlaker, 2015). Raymonds, Amul and Bata are trusted brands. The problem is thatwhen they started they were pioneers in their line, whereas today, there are multiple brands that are able to deliver the same quality at a lower price perhaps. Unless they reinvent themselves andremain relevant, they cannot sustain.

The Article entitled "The Recipe for the success of Garment Industry" highlights that

Segmentation – Targeting – Poisoning (STP) is an important strategic tool in business, where in customers are grouped together based on some common traits (segmenting), business analysis is done for these segments to identify viable segment(s) (targeting) and the firm positions its marketing offer to appeal to the targeted segment(s) so that the identified segment resonates tothe offering (positioning). Because of the universalization of common production technologies and quality standards, differences in various products and services are getting blurred. At the same time, customers are quite demanding and would want their specific needs to be addressed. Thus, firms will have to configure what customers want, rather than being product centric. This trend makes the customer segments smaller and smaller and poses a challenge to make each cluster a viable segment.

Simintiras, Anotonis (2017) attempt to distinguish evaluation outcomes of likely future satisfaction from feelings or emotions prior to the act of purchase, and assess the impact of pre purchase satisfaction on the purchase behavior of first time buyers. In their study after conceptualizing pre purchase satisfaction as the emotional outcome of anticipated satisfaction, it was hypothesized that; Pre purchase satisfaction and anticipated satisfaction are related but distinct constructs; And pre purchase satisfaction levels are higher for potential first time buyers who buy than those who do not buy. The results provided support for both propositions, and suggest that anticipated satisfaction and pre purchase satisfaction are distinguishable constructs, and prepurchase satisfaction is a predictor of the purchase behavior of first time buyers. Shainesh(2014) presents that buying behavior in a business market is characterized by long cycle times, group decision making, participants from different functional areas and levels and sometimes divergent objectives, and changing roles of the participants during the buying cycle.

Jayashree (2018) says "In the matter of textiles, the consumer prefers a wide variety of fabrics to choose them, and their preferences changes according to the season and geographical areas. Consumer taste is a controlling factor in determining the character of goods that appears in the market. A rational approach to clothing needs and expenditure makes the consumer more effective participate in entire market economy". Gender has been identified in much literature on consumer shopping behavior as a significant factor in understanding consumer behavior and as a fundamental market segmentation index for companies to meet their customers' needs and wants; Marketers should strive to understand the gender differences in decision-making styles. Research addressing the issue of gender differences in decision-making styles could help marketers to find better ways of communicating with both sexes and to guide marketing mix decisions (Mitchell and Walsh, 2014). Marketing scholars argue that gender based segmentation, especially if it is based on biological sex per se, meets several of the requirements for successful implementation: the segments were easy to identify, easy to access, and large enough for consumer products and services to be marketed profitably3&4. Numerous studies in the pasthave provided considerable evidence that gender relates to consumers' perceptions, attitudes, preferences and purchase decisions (Bakewell and Mitchell 2016; Sproles and Kendall, 2016; Canabal, 2011).

OBJECTIVES OF THE STUDY

- To ascertain the brand of shirt most preferred by respondents.
- To study the factors that are influencing men's towards branded shirts.
- To examine consumer's perception towards retail garments showrooms and factor they considered to choose a particular retail garments showroom for their shopping in Chennai city.

HYPOTHESES

Hypothesis 1: There is a relationship among the factors that influence customer perception toward branded shirts.

Hypothesis 2: Convenient store hours and offers & discounts can predict the overall satisfaction of consumers towards retail garments showroom.

RESEARCH METHODOLOGY

The study is a descriptive study. Primary data was collected with the help of structured questionnaire administered to 215 male respondents in Chennai city and the type of sampling was convenient sampling. Pilot study was conducted and the necessary additions and deletions were made in the questionnaire.

SCALING DESIGN

Likert scale is being adapted to measure a quantity "consumer perception towards branded shirts and retail garments showroom". Five point scales have been used for the study.

STATISTICAL TOOLS USED

- Multiple regressions
- Factor analysis
- Descriptive statistics
- Reliability analysis

RELIABILITY STATISTICS

TABLE - 1

Cronbach's Alpha	N of Items
.772	39

An examination had been made from the reliability of the data to check whether random error causing inconsistency and in turn lower reliability is at a manageable level or not, by running reliability test. From table 1 it is clear that the values of coefficient Alpha (Cronbach's Alpha) have been obtained, the minimum value of coefficient Alpha obtained was .772. This shows data has satisfactory internal consistency reliability.

DESCRIPTIVE STATISTICS

TABLE - 2

Brand	Mean	Rank
Raymond	2.58	1
Peter England	3.61	2
John player	4.51	3
Louis Philippe	4.90	4
Basics	5.60	6
Arrow	5.09	5
Indigo nation	6.67	7

Zero	7.89	9
Sting	8.36	10
Allensolly	6.67	7
Others	10.79	11

An examination had been made to rank the most preferred branded shirts by employing descriptive statistics. From the above table – 2 it is clear that Raymond (Rank 1), peter England (Rank 2), and john player (Rank 3) are the most preferred top three brands of men's shirts in Chennai city. Remaining brands (Louis Philippe, Basics, Arrow, Indigo nation, Zero, and sting)are preferred next to the top three brands.

FACTOR ANALYSIS

Hypothesis 1: there is a relationship among the factors that influence customer perception toward branded shirts.

TABLE 3: KMO AND BARTLETT'S TEST

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.	.607
Bartlett's Test of Sphericity Approx. Chi-Square	793.622
Df	190
Sig.	.000

KMO measure of sampling adequacy is an index to examine the appropriateness of factor analysis. High values 0.5 and 1.0 indicate factor analysis is appropriate. Values below 0.5 imply that factor analysis may not be appropriate. From the above table it is seen that Kaiser-Meyer- olkin measure of sampling adequacy index is 0.607 and hence the factor analysis is appropriate for the given data set. Bartlett's test of Sphericity is used to uncorrelated. It is based on chi- square transformation of the determinant of correlation matrix. A large value hypothesis. In turn this would indicate that factor analysis is appropriate. Bartlett's test of Sphericity Chi-square statistics is 793.622, that shows the 20 statements are correlated and hence as inferred in KMO, factor analysis is appropriate for the given data set.

TABLE – 4: TOTAL VARIANCE EXPLAINED

Component	Initial Eigen values			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	%of Variance	Cumulative %	Total	%of Variance	Cumulative %	Total	%of Variance	Cumulative %
1	3.301	16.507	16.507	3.301	16.507	16.507	2.348	11.741	11.741
2	2.297	11.483	27.989	2.297	11.483	27.989	2.017	10.086	21.827
3	1.685	8.427	36.417	1.685	8.427	36.417	1.988	9.942	31.769

4	1.578	7.888	44.304	1.578	7.888	44.304	1.950	9.749	41.518
5	1.453	7.267	51.572	1.453	7.267	51.572	1.611	8.055	49.573
6	1.205	6.027	57.599	1.205	6.027	57.599	1.605	8.026	57.599
7	.992	4.960	62.558						
8	.951	4.753	67.312						
9	.865	4.323	71.635						
10	.827	4.135	75.770						
11	.735	3.677	79.447						
12	.686	3.431	82.878						
13	.643	3.217	86.095						
14	.551	2.756	88.852						
15	.491	2.457	91.308						
16	.466	2.330	93.639						
17	.355	1.774	95.413						
18	.345	1.723	97.137						
19	.297	1.483	98.620						
20	.276	1.380	100.000						

Extraction Method: Principal Component Analysis.

Eigen value represents the total variance explained by each factor. Percentage of the total variance attributed to each factor. One of the popular method used exploratory factor analysis in principle component analysis, where the total variance in the data is considered to determine the minimum number of factors that will account for maximum variance of data depicted.

TABLE – 5: ROTATED COMPONENT MATRIX (A)

	Component					
	1	2	3	4	5	6
Price range	.005	-.127	-.039	.120	.757	.001
Status symbol	.498	-.206	-.076	.137	-.013	.200

Quality	.656	.045	.082	.438	-.115	-.127
Durability	**.747**	.110	.189	-.128	-.055	-.152
Reliability	.731	.138	-.054	.126	.037	.093
Availability	.149	.666	.102	.190	.229	-.167
Attractiveness	.098	-.081	.153	**.788**	.055	-.008
Uniqueness	.176	-.154	.634	.369	.154	-.109
Different style	.026	.096	.311	.427	.258	-.064
Life style	.190	-.129	.516	.345	-.468	.030
Wider choice of color and design	.131	.342	**.647**	-.001	-.045	-.027
Smart look and comfort	.168	.337	-.103	.668	-.189	.107
Fashion	-.236	.021	-.112	.324	.100	.562
Reference group	.011	**.742**	.015	-.035	-.102	.154
Official purpose	-.117	.600	.447	.096	-.012	-.020
Offers/Discounts	-.104	.254	.307	-.087	.550	.119
Advertisement	-.190	.183	.617	-.059	.153	.317
Celebrity endorser	.175	-.180	.112	-.058	.065	**.773**
Washing machine washable	.103	.390	.056	-.149	-.061	.631
Brand image	.525	-.043	.064	-.009	.513	.101

Extraction Method: Principal Component Analysis. Rotation Method: Varimax with Kaiser Normalization.A Rotation converged in 12 iterations.

Interpretation of factors is facilitated by indentifying the statements that have largeloading in the same factor. The factor can be interpreted in terms of the statement that loads high on it.

The factors of a consumer perception towards branded shirts comprise of 20 individual statements. Out of 20 factors, 6 individual factors contribute more towards consumer perceptionstowards retail hypermarket. The factors are:

- Durability
- Reference groups
- Wider choice of color and design
- Attractive

- Price range
- Celebrity endorser

MULTIPLE REGRESSIONS

HYPOTHESIS 2: Convenient store hours and offers & discounts can predict the overallsatisfaction of consumers towards retail garment showroom.

TABLE – 6: MODEL SUMMARY

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.899(a)	**.808**	.789	.181

a Predictors: (Constant), Convenience store hours, Store ambience, Price range, Valueadded services, Parking facilities, Facility for use of credit card, Product display and demo,

Several brands to choose, Hospitality, Better customer service, Design and material, Close to where you live, Store comfortable to shop in, Security, Wider choice of color, Offers and discount, Salesmanship and courtesy, Fast billing, Location of shops.

The above model summary table shows R-square for this model is 0.808. This means that80.8% of the variation in overall satisfaction of consumers (dependent variable) can be explainedfrom the 19 independent variables. The table also shows the adjusted R-square for the model as 0.789. Anytime another independent variable is added to a multiple regression model, the R- square will increase (even if only slightly). Consequently, it becomes difficult to determine which models do the best job of explaining variation in the same dependent variable. The adjusted R-square does just what its name implies. This adjustment allows the easy comparisonof the explanatory power of models with different numbers of predictor's variable. Its also helps us to decide how many variables to include in our regression model.

TABLE – 7: COEFFICIENTS (A)

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	5.342	.482		11.086	.000
	Location of shops	-.231	.041	-.676	-5.684	.000
	Salesmanship and courtesy	-.332	.056	-.603	-5.910	.000
	Wider choice of color	.176	.041	.473	4.237	.000
	Design and material	-.472	.055	-.739	-8.625	.000
	Price range	-.019	.043	-.042	-.438	.662
	Offers and discount	.310	.050	.569	6.170	.000
	Facility for use of credit card	-.180	.027	-.545	-6.550	.000

Parking facilities	-.139	.055	-.320	-2.501	.013
Store comfortable to shop in	.026	.048	.043	.543	.588
Security	.074	.041	.170	1.833	.068
Close to where you live	-.025	.039	-.055	-.652	.515
Severalbrands tochoose	-.199	.058	-.380	-3.426	.001
Product display anddemo	-.101	.046	-.184	-2.210	.028
Store ambience	.145	.052	.214	2.805	.006
Fast billing	.075	.037	.228	2.024	.044
Value added services	-.002	.040	-.005	-.044	.965
Hospitality	-.196	.042	-.420	-4.707	.000
Better customer service	-.039	.030	-.083	-1.330	.185
Convenience storehours	.348	.042	.735	8.196	.000

A Dependent Variable: satisfaction with showroom

To determine if one or more of the independent variables are significant predictors of overall satisfaction of consumer, we examine the information provided in the coefficient table. From the above 19 independent statements only 8 statements are not statistically significant. The standardized coefficient beta column reveals the Location of Shops has a beta coefficient -.676, which is significant (.000). Salesman ship & Courtesy has a beta coefficient -.603, which is significant (.000). Wider choice in Color has a beta coefficient .569, which is significant (0.000). Design & Material has a beta coefficient -.739, which is significant (0.000). Price range has a beta significant -.042, which is not significant (.662). Offers and discounts have a beta coefficient -.473, which is significant (0.000). Facility for use of credit card has a beta coefficient
-.545, which is significant (0.000). Parking facilities has a beta coefficient -.320, which is not significant (0.013). Store comfortable to shop in has a beta coefficient .043, which is not significant (0.588). Security has a beta coefficient .170, which is not significant (0.068). Close to where you live has a beta coefficient -.055, which is significant (0.515). Several brands to choose have a beta coefficient -.380, which is significant (0.001). Product display and demo has a beta coefficient --.184, which is not significant (0.028). Store ambience has a beta coefficient .214, which is not significant (0.006). Fast billing has a beta coefficient .228, which is not significant (0.044).hospitality has a beta coefficient -.420, which is significant (0.000) Value added services has a beta coefficient -.005, which is not significant (0.965). Better customer service has a beta coefficient -.083, which is not significant (0.185). A convenience store hour has a beta coefficient .735, which is significant (0.000). from the above table we can able to know that offers & discounts and convenient store hours are having major impact in the minds of the consumer and brings them lot of satisfaction when compared with other factors in preferring particular retail garment showroom.

CONCLUSION

The study reveals that Raymond, Peter England, and John player 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 color and design,

attractiveness, price range and celebrity endorser. Most of the customers are expecting reduced price and wider choice of color 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 contributemore 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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