



A STUDY ON CUSTOMER BUYING BEHAVIOUR TOWARDS BRANDED GARMENTS IN MADURAI CITY

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ABSTRACT:

The study explores customer buying behavior towards branded garments in Madurai City, focusing on factors influencing purchasing decisions, brand preferences, and the impact of marketing strategies. With the rapid growth of the branded apparel industry in India, understanding consumer behavior has become crucial for businesses to tailor their offerings and enhance customer satisfaction. Madurai, a culturally rich and economically vibrant city, serves as an ideal location for this study due to its diverse consumer base and increasing penetration of branded retail outlets. The research employs a mixed-method approach, combining quantitative surveys and qualitative interviews with consumers aged 18–45 years. Data was collected from 200 respondents across various demographics, including age, gender, income levels, and occupation. The study examines key factors such as brand loyalty, price sensitivity, quality perception, fashion trends, and the influence of advertising and social media on purchasing decisions. Additionally, it investigates the role of store ambiance, customer service, and promotional offers in shaping consumer preferences. Findings reveal that quality and brand reputation are the primary drivers of purchasing decisions, followed by price and design. Younger consumers are more influenced by social media and celebrity endorsements, while older consumers prioritize comfort and durability. The study also highlights the growing preference for eco-friendly and sustainable brands among environmentally conscious buyers.

KEYWORDS:

CONSUMER BEHAVIOR, BRANDED GARMENTS, PURCHASING DECISIONS, MARKETING STRATEGIES, BRAND LOYALTY.

INTRODUCTION

The branded garment industry in India has witnessed exponential growth over the past decade, driven by rising disposable incomes, urbanization, and changing lifestyle preferences. Consumers are increasingly gravitating towards branded apparel, not only for their quality and durability but also as a reflection of their social status and personal identity. In this context, understanding customer buying behavior has become pivotal for brands to design effective marketing strategies and sustain competitiveness in a rapidly evolving market. Madurai City, a prominent cultural and economic hub in Tamil Nadu, presents a unique setting for studying consumer behavior due to its blend of traditional values and modern influences. The city's diverse population, comprising students, professionals, and business owners, offers a rich ground for analyzing the factors that drive purchasing decisions in the branded garment segment. The branded garment industry in India has witnessed exponential growth over the past decade, driven by rising disposable incomes, urbanization, and changing lifestyle preferences.

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STATEMENT OF THE PROBLEM

The branded garment industry in Madurai city has experienced significant growth in recent years, driven by rising disposable incomes, urbanization, and the influence of global fashion trends. With the proliferation of both local and international brands, consumers now have a wide array of choices when it comes to branded apparel. However, despite this growth, there is a lack of in-depth understanding of the factors that influence customer buying behavior towards branded garments in Madurai city

1.1 OBJECTIVE OF STUDY

- 1.2 To analyze the personal profile of the respondents.
- 1.3 To analyze customers' buying behavior towards branded garments.
- 1.4 To summarized the findings and suitable suggestions.

METHODOLOGY

1.4.1 RESEARCH DESIGN

Research Design for the Study on Customer Buying Behavior Towards Branded Garments in Madurai City

The research design is a comprehensive plan that outlines the methods and procedures for collecting and analyzing data to address the research objectives. For this study, a mixed-method research design will be adopted, combining both quantitative and qualitative approaches to gain a holistic understanding of customer buying behavior towards branded garments in Madurai city.

1.4.2 SAMPLING METHOD

hestudy employs a simple random sampling technique to select respondents. This method ensures that every branded garments in Madurai has an equal chance of being included in the sample, thereby minimizing bias and enhancing the representativeness of the findings. Simple random sampling is chosen for its simplicity and effectiveness in generating unbiased results, which are crucial for drawing reliable conclusions about customer perceptions and trends. By randomly selecting participants, the study aims to capture a diverse range of perspectives, reflecting the varied demographics and preferences of branded garments in madurai city.

1.4.3 PRIMARY AND SECONDARY DATA

The primary data was collected through questionnaire. It was prepared and administered by taking a sample of 100 respondents, which contains different categories of respondents

The secondary data were collected from books, journals; magazines and information from different website were also used for the study..

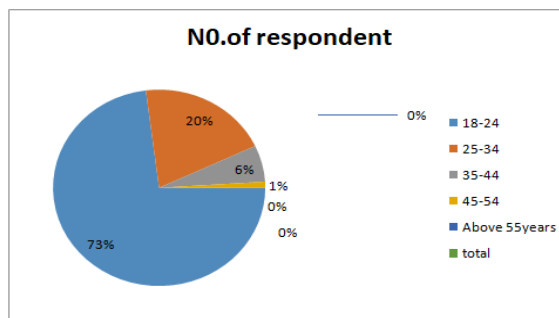
1.4.4 SAMPLE SIZE

A sample size of 50 respondents, who are active branded garments users in Madurai, will be surveyed.

1.4.5 STUDY OF THE AREA

The study focuses on Madurai city as the selected research area to analyze customer satisfaction and trends in branded garments

1.5 DATA ANALYSIS



CLASSIFICATION BASED ON AGE WISE

Age	No.of respondent	Percentage
18-24	73	73
25-34	20	20
35-44	6	6
45-54	1	1
Above 55years	0	0
total	100	100

INFERENCE:

It is inferred that table 3.2 shows that the classification out of 100 respondents, 73% respondents belong to age group 18-24 years and 20% respondents belong storage group 25-34 years and 6% respondents belong to age group 35-44 years and 1% respondent belong to age group 45-54 years.

It is inferred that most of the respondents 73% belongs to age group if 18-24 years.

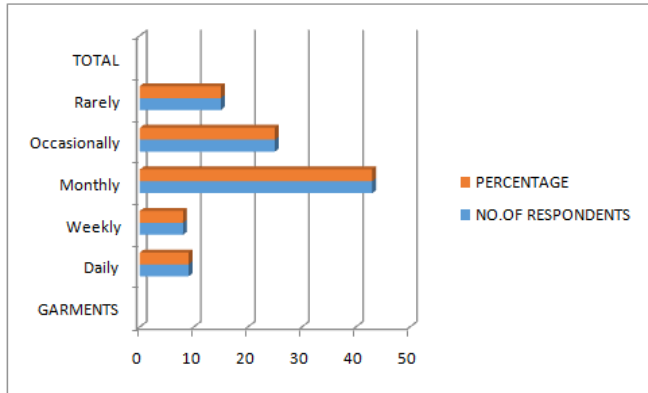
FREQUENCY OF PURCHASING BRANDED GARMENTS

PURCHASING BRANDEND GARMENTS	NO.OF RESPONDENTS	PERCENTAGE
Daily	9	9
Weekly	8	8
Monthly	43	43
Occasionally	25	25
Rarely	15	15
TOTAL	100	100

INFERENCE:

Table 4.1 above indicates that, of the 100 respondents, 9% purchase branded clothing daily, 8% purchase branded clothing weekly, 43% purchase branded clothing monthly, 25% purchase branded clothing infrequently, and 15% purchase branded clothing rarely. It is inferred that most of the respondents purchasing branded garments is monthly if 43%.

FREQUENCY OF PURCHASING BRANDED GARMENTS



1.6 FINDINGS AND SUGGESTIONS

1.6.1 FINDINGS:

1. The majority 62% respondents are female.
2. The majority 73% respondents are age group is 18-24 years.
3. The majority 57% respondent’s occupation is student.
4. The majority 57% respondents’ education qualification is graduate.
5. The majority 61% respondent’s monthly income is below 10,000.
6. The majority 56% respondents have a family size of 4 members.
7. It is observed that majority 43% respondents have the frequency of purchasing branded garments monthly.
8. It is observed that majority 50% respondents choose the occasion of purchasing dress as festival day.
9. It is observed that majority 47% respondents opt for local stores while purchasing branded garments.
10. It is observed that majority 64% respondents have the source of information influencing buying decision as family & friends.

1.6.2 SUGGESTIONS:

Clearly outline the purpose of the study, such as understanding customer preferences, factors influencing purchase decisions, or the impact of branding on buying behavior.

1. Focus on both regular buyers and non-buyers of branded garments to gain a comprehensive understanding.
2. Conduct focus group discussions or in-depth interviews to gain insights into customer attitudes and perceptions.
3. Measure the level of awareness of different branded garments in Madurai City.

4. Identify factors such as quality, design, price, brand reputation, and social influence.

5. Assess the level of loyalty towards specific brands and reasons for switching brands.

Analyze the impact of discounts, offers, and advertising on buying decisions

CONCLUSION

Brands have been prevalent since many centuries in the world especially in the clothing industry. But for many decades and even still now purchasing branded garments are considered a luxury by many. But in the recent years, many brands have made themselves more affordable. Even when they are less affordable, in the recent decades, they have become a symbol of prestige, modernization and price in the Indian society. Brands have made themselves more appealing to the nation’s population despite their pricing.

From the study conducted by the researcher, it is known that people have awareness about branded garments and tend to purchase them on various occasions, especially festival seasons and discount seasons. They also follow the brands on social media. But still, some of them consider branded garments as a luxury due to them being pricey and expensive, skill, branded garments are preferred by many and loyalty is shown by the customers towards the specific brands they prefer.

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