

A STUDY ON CONSUMER BEHAVIOUR AND PREFERENCES FOR BRANDED CLOTHING STORES

Submitted in partial fulfillment of the requirements for the award of

Bachelor of Business Administration

By

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Register No: 38280070



SCHOOL OF BUSINESS ADMINISTRATION

SATHYABAMA

**INSTITUTE OF SCIENCE AND TECHNOLOGY
(DEEMED TO BE UNIVERSITY)**

**Accredited with Grade "A" by NAAC I 12B Status by UGC I Approved by AICTE JEPPIAAR
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SCHOOL OF BUSINESS ADMINISTRATION

BONAFIDE CERTIFICATE

This is to certify that this Project Report is the bonafide work of **PUVIARASU(38280070)** who carried out the project entitled "**A Study on Consumer Behaviour preferences for branded clothing store**" under our supervision from January 2021 to March 2021.

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DECLARATION

I **PUVIARASU T (38280070)** hereby declare that the Project Report entitled "**A STUDY ON CONSUMER BEHAVIOUR PREFERENCES FOR BRANDED CLOTHING STORE**" done by me under the guidance of **Ms. Jayaseely** Internal is submitted in partial fulfilment of the award of Bachelor of Business Administration degree.

DATE: 30-03-2021

PLACE: CHENNAI

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ABSTRACT

The objective of the paper is to examine the impact of perceived quality and emotional value on the purchase behavior toward branded apparel in India. The study is used to determine the factors which influencing Indian consumer purchasing behavior toward an Indian apparel brand. A respondent from Chennai took part in this study. The sample size of the study is 320. The correlation and multiple regression tools were applied. The study identify the buyer's behaviors and their perceived value towards branded readymade garments. This study provides valuable strategic implications for Indian retailers

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CHAPTER 1

INTRODUCTION

1.1 INTRODUCTION OF THE STUDY

Branded product play a vital role in the global market especially in Indian markets, the country economic growth is rapidly changing and moreover people life style, purchase behavior and purchase power is consistently increasing since globalization. The apparels industry in India is one of the growing segments and its contribution to Indian GDP rate is 4%. This sectors creates second largest employment opportunities which gives direct 51million and indirect 68 millions in Indian employment market. The readymade trade growth is 30% increases in textile market. For the past two decades many multinational brands influence our Indian consumers to purchase more variety and attracted fashions branded apparels, based on the international competitions Indian branded apparels also empowering their design, quality, fashion, pricing, distribution and other aspects to compete at domestic and international level markets. After globalization Indian branded apparels products creates a revolution for rural and urban people with cheap price and varieties of apparels for men and women's. Mid 80's people believe only the tailors to stitch their dresses including pant, shirts, chudidhar, blows etc., but in the competitive branded apparels markets the players promoting readymade brands in different category of people dresses in the need of hour. The major players dominating in Indian readymade market like Pantaloons, Reliance, Shoppers, Madura, Zodiac, Aravinth, Raymonds etc., the annual turnover estimate of \$45 billion in the year 2015, the growth rate of readymade garment market estimated to 48% by 2019.

1.1 INDUSTRY PROFILE

Branding is today an important marketing tool for manufacturers . The values of a brand and the perceptions of it control purchasing patterns of products and services . Apparel is especially a way of communicating one's self-image to the surroundings. The apparel industry is one business where branding is a common way for companies to differentiate from competition and gain competitive advantage. when a customer purchases a branded product, the purchase is carried out with the intention that the product and the brand shall reflect the buyer's image and lifestyle. This becomes a way to communicate ones personality.

It can especially be observed within in the clothing industry where individuals' clothes reflect parts of his/her image. The following brands are taken into consideration for the study.

COMPANY PROFILE

The American Marketing Association (AMA) definition of a brand is “a name, term, sign, symbol, or design, or a combination of them, intended to identify the goods and services of one seller or group of sellers and to differentiate them from those of competitors” The other meaning of brand, it is an idea or image of particular product or service that consumers connect with, by identifying the name, logo, slogan, or design of the company who owns the idea or image of the product or services. The brand for readymade garments which is highly perceived by the consumer is focused on cloth quality, design, fashion, color, price, size, comfort, fitness, style, varieties and easy avail of the product in the competitive market.

Branding is today an important marketing tool for manufacturers (Motameni and Shahrokhi, 1998). The values of a brand and the perceptions of it control purchasing patterns of products and services (Kotler et al., 2001). Apparel is especially a way of communicating one's self-image to the surroundings. The apparel industry is one business where branding is a common way for companies to differentiate from competition and gain competitive advantage. According to Baskin, (2003), when a customer purchases a branded product, the purchase is carried out with the intention that the product and the brand shall reflect the buyer's image and lifestyle. This becomes a way to communicate ones personality. It can especially be observed within in the clothing industry where individuals' clothes reflect parts of his/her image. Men's Apparel Segment is classifies as below: Men's wear Formal wear Casual wear Accessories Western Indian Evening wear The following brands are taken into consideration for the study. Local brand are not considered. The brands are Van heusen, Louis Philippe, Allen solly, Peter England, San Frisco, Park Avenue, Color Plus, Parx and Notting Hill, Classic Pola, Weekender, Arizona, Zodiac and Arrow brand

1.3 NEED FOR STUDY

Research methodology is mainly needed for the purpose of framing the research process and the designs and tools that are to be used for the project purpose. Research methodology helps to find the customer experience base for the product. This time research methodology is framed for the purpose of finding the level of customer satisfaction and changing trends of the customer expectations.

1.4 SCOPE OF THE STUDY

- The research measures the experiences of customers.
- Defines and analyses the experiences based on key deliverables.
- Gains insights into Customer expectations.
- Customer experience is how customers engage with company and brand throughout the entire arc of being a customer.

1.2 OBJECTIVE OF THE STUDY

1. To identify buyers behaviors towards branded readymade garments.
2. To analyze buyers preference for branded apparels according to their age and income level.
3. To identify the perceived value of the buyers towards the branded apparels.
4. To analyze the consumers satisfaction levels and expectation level on branded apparels.
5. To study on perception towards the car document and registration procedures
6. To study on perception towards the after sales and services.

CHAPTER 2

REVIEW OF LITERATURE

Introduction

In this Chapter, the researcher has made an attempt to study and understand the complex concepts of Customer experience. This attempt includes, understanding the basic concepts of Customer experience, analyzing research studies made by earlier researchers in respect of Customer experience in clothing Industry, For this, the researcher has used various books, research Journals and websites. The detailed list is further elaborated in the Bibliography. Through this Literature Survey researcher wants to find out which are the important parameters of Customer experience in respect of apparel.

2.1 List of reviews

Ritu Narang (2006) in a research analyzed on branded men's wear, it 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 is to find out the purchase behavior of the buyers of branded men's garments and the study concluded that most of the times buyers visit the showrooms of branded garments with the purpose of shopping. 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 (2008), the study has reveal 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

Sheik Meeran and Ranjitham (2016) the study has investigate customer perception towards branded apparel and to ascertain the brand of apparel using by the respondents in Tirunelveli Hub. The study is a descriptive nature and were used primary data was collected through the structured questionnaire with the sample size of two hundred and fifteen male respondents in the particular city. The study reveals that Raymond, Peter England, and John player remains the top three branded apparels preferred by the respondents. It is clear that most of the shoppers on branded apparel were highly influenced by the factors such as durability, reference groups, wider choice of color and design, attractiveness, price range and celebrity en-dorser. Most of the customers are expecting reduced price and wider choice of color and design

warranty. This is when the car owner begins looking for alternatives besides OEs dealers mainly due to considerations of time.

Pandian, Varathani, Keerthivasan (2012) this 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.

Rajput, N., Kesharwani, S. & Khanna, A. (2012) this article defines that the Modern era provides high quality materials and lot of variety in Indian garment market to satisfy the desire of customers. The customers are utilizing the opportunity too. The results confirm that Indian people have become highly brand conscious presently. Hence, brand image is a not a significant factor in choosing the product or brand to buy. There are other aspects like, quality, comfort, expectations and demographic characteristics are also influence to the purchasing decision that dominate the purchase decision of males and females.

Vikkraman and Sumathi (2012) this study conducted on Indian apparel market revealed that Indian consumers perceived emotional value and clothing interest are the significant positive

antecedents of purchase intentions toward global and local brands. The significant influence of self-concept on need for uniqueness indicates that the Indian consumers with high self-concept neither wish to be different from others nor wish to fit in with others and also that Indian consumers may consider their self-concept and need to be unique to express their 'individuality'. Significant impact of clothing interest on perceived quality and emotional value of global brands revealed Indian consumers' preference for global brands because of the status symbols and strong perception of foreign brands which was not found in local brands.

Nirbhan Singh, R.(2013) Clothing is an important part of women's life and plays a major role in building the female identity and status. Cloths help the women to enhance their confidence and strengthen their self esteem. Clothing is referred to as specialty good since consumers often make an effort for seeking out the garment that they require. Most of the female focus on product attributes, fashion trends and other factors related to social or psychological needs of the customer. These characteristics help them to choose their cloths according to their preference and it also suits with tradition and culture.

Dr. Anand Thakur, Mr. Bhuvan Lamba (2013) Conducted a study aims to know about the customer satisfaction level and factors influencing readymade apparel purchase and also to know about the most popular brands of customers in different variants of clothes which would help the readymade garments manufacturers to plan their future growth. The findings reveal that Tommy Hilfiger and Peter England are the most preferred brands in the city of Jalandhar and most significant considerations in apparel purchase are price and quality.

K. Balanaga Gurunath Anand, M. Krishnakumar (2013) Studied the apparel buying behaviour of Indian consumers through five dimensions viz. consumer characteristics, reference groups, store attributes, promotion and product attributes. The results show that the store attributes promotion and reference groups are the important dimensions of apparel buying

behaviour.

Jafar Ikbal Laskar and Haidar Abbas (2014) this study aims to study the consumer awareness about various apparel brands (sources of awareness as well as the extent of awareness), their perception about these brands and the factors that affect their perception. Researcher has seen that advertisement and shelf presence are the main source of brand awareness. Firms which are investing in other means should introspect their strategies.

Syed Irfan Shafi, Dr. C. Madhavaiah (2014) this experimental study examined the influence of demographic and Consumer buying attributes which influence the apparel buyer decisions, results of the study revealed that reference group, promotion, Store attributes, product attributes, income and occupation are the main dimension of apparel buying behaviour, this shows that the apparel stores should give more importance to apparel buying attributes to attract and appeal the consumers, and also the promotional programme also should be done aggressively and appropriately.

Md. Mazedul Islam, Muhammad Mufidul Islam, Abu Yousuf Mohammad Anwarul Azim, Md. Russel Anwar (2014) the study reflects that many demographic factors and others purchase pattern factors have a significant influence on the customer's choice of retail outlet and buying of apparel product. Showroom specific factors also have influence on the buying behaviour of retail outlet. Cat's Eye, Artisti, Aarong, Westecs, Ecstasy, Kay-kraft, Yellow are the leading brands and are the most preferred brands and possesses many better positive attributes. According to the ranking by customers, the quality factor prevails in the first position, color and design, comfort and style and price are securing successive ranks respectively.

Namrata Anand, Vandana Khetarpal (2014) in spite of the apparel consumer's increasing demand and their active role in the diffusion of innovation, the study highlights the importance of research in the domain of apparel industry to tap this increasing potential. Apparel retailers and

suppliers also have a decisive role to play in order to understand the consumer behavior for buying the fashion apparel so that they may cater to this segment more profitably.

Sheek Meeran, Ranjitham (2016) the objectives of this research are to ascertain the branded apparel most preferred by respondents and to examine customer's perception towards retail garments showrooms and factor they Considered to choose a particular retail garments showroom for their shopping in Tirunelveli Hub. The study reveals that Raymond, Peter England, and John player remains the top three branded apparels preferred by the respondents. It is clear that most of the shoppers on branded apparel were highly influenced by the factors such as durability, reference groups, wider choice of colour and design, attractiveness, price range and celebrity endorser. Most of the customers are expecting reduced price and wider choice of colour and design. The manufacturers of branded apparel 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.

Reham Abdelbaset Sanad (2016) this paper aims to make a comprehensive review of factors affecting purchaser decision towards apparel and textile products. Research studies concerned with factors having impact on marketing of textile products including apparel and fashion products were reviewed. These factors include different cultural, social, personal, psychological and environmental aspects. Features related to market; namely product characteristics, purchase channel, price and promotion were reported. This study reviewed research studies concerned with consumer behaviour towards textile and apparel products. However, it is believed that textile products' visual and physical characteristics has a great impact on consumer buying decision, limited studies were found investigating the relation between textile

product attributes and consumer purchase decision. Most of these studies were concerned with preference of product attributes. Therefore, it is proposed to extend consumer behaviour studies in textile and apparel area with special concern of fit, comfort and performance.

Deepali Saluja (2016) the purpose is also to study how consumer behavior for apparel is influenced by factors like monthly income, gender and peer influence. The survey conducted on Delhites shows that the consumers prefer shopping mostly with their friends and family members. They are influenced by their choices of their friends, family members, celebrities, magazines etc. Quality, comfort, brand are the main criteria's which impact their buying behavior towards fashion apparels. The study shows that the age, gender, education and occupation do not have any impact on buying behaviour of consumers. Finally, the survey shows that Delhi consumers have positive attitude towards fashion apparel brands.

Sandeep Kumar, Prasanna Kumar, Srinivasa Narayana (2016) conducted a study mainly to know about the consumer perception, behavior, life style towards the apparel brands. To assess the importance of different factors in brand retention. From the study, it is suggested that the apparel companies should focus more on customer retention. This can be achieved by keeping the prices reasonable, maintaining quality in clothing, announcing loyal programs in special periods, offering perfect customer services, advertising more on internet, newspapers, social-media and tele-media.

Lakshminarayana.K and Dr.Sreenivas (2017) conducted a study mainly to know about the consumer buying behaviour towards branded apparels in Bangalore city. The study reveals that there is a lot of scope for new entrants in this field, the manufacturers and marketers of branded wears should concentrate on making new consumer rather than retaining old one. The number of people visiting the showroom with a brand in mind, in same as the number of people visiting the showroom with no brand in mind. Most of the time buyers visit the showroom of branded

wears with the purpose of shopping however compared to women, male consumer visit the showroom for passing time, even though pop, advertisement, promotional schemes and other factors influence the consumer purchase decision and consumer stimulated to buy. Among the various promotional schemes and promotional measures discounts, buy2 get1 free schemes have maximum influence on purchase decision of a particular brand. With the effective marketing mix and strategies can extend the sustainable growth in this industry.

CHAPTER 3

RESEARCH METHODOLOGY

The researcher had to decide which methodology or combinations of methodology were going to be most practical and yield the best results from the primary research. There are two types of methodological approach that can be used. These two are qualitative and quantitative. Quantitative research can be utilized as a research strategy if the emphasize of the research is on quantification in the collection and analysis of the data. Quantitative analysis involves using a deductive approach to the relationship between theory and research, where the emphasis is placed on testing the theories. Quantitative analysis also incorporates common practices and norms of the natural science model and of positivism in particular. Quantitative analysis represents a view of social reality as an external objective reality. Qualitative analysis on the other hand is utilized as a research strategy, wher Me the researcher is looking to emphasize words instead of trying to look for quantification in the collection and analysis of data.

3.1 RESEARCH DESIGN

3.1.1 Descriptive Research Design

Descriptive research is a study designed to depict the participants in an accurate way. More simply put, descriptive research is all about describing people who take part in the study.

3.2 SOURCES OF DATA

Data collection is the term used to describe a process of preparing and collecting data. The data collected for this project work was from two sources

1. Primary Source
2. Secondary Source

3.2.1 Primary Data

Primary data is collected from people by using structured questionnaire.

3.2.2 Secondary Data

Secondary data was collected by company website, books, internet and Wikipedia

3.3 STRUCTURE OF QUESTIONNAIRE

Questionnaire was divided into three sections. First part was designed to know the general information about customers and the second part contained the respondent's opinions about clients requirements and third part contained the respondents opinion about the service quality of OMR Rentals

3.4 SAMPLING TECHNIQUE:

3.4.1 Convenience sampling method:

A convenience sample is one of the main types of non-probability sampling methods.

A convenience sample is made up of people who are easy to reach.

3.5 POPULATION:

The overall population size is infinite.

3.6 SAMPLE SIZE:

The sample of 140 responded was taken into consideration for my study and the data was collected.

3.7 ANALYTICAL TOOLS:

Techniques are used to obtain findings and arrange information in logical sequence from the raw data collected. After the tabulation of data the tools provide a scientific and mathematical solutions to complex problems. The present study uses the percentage analysis statistical tools for analyzing the collected data.

3.7.1 PERCENTAGE ANALYSIS:

Percentage analysis shows that entire population on terms of percentage. It reveals the number of belonging in the particular category of the number of people preferring a particular thing in terms of percentage. In this study, the number of people who responded in a particular manner is interpreted in forms of percentage. Each table has been calculated on the basis of percentage

3.8 PERIOD OF STUDY

The duration of study is 3 months which is from January 2021 to March 2021

CHAPTER 4

DATA ANALYSIS AND INTERPRETATION

4.1 PERCENTAGE ANALYSIS

Table 4.1.1: Age of the respondents

S NO	Particulars	No. of Respondents	Percentage
1	18 to 28	55	52.38
2	28 to 40	40	38.09
3	ABOVE 40	10	9.52
TOTAL		105	100.00

Source: Primary data.

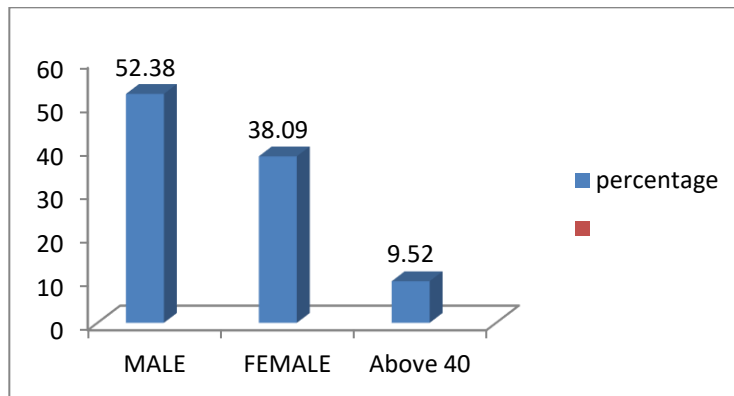


Chart 4.1.1: Age of the respondents

Interpretation

From the above table it is interpreted that the number of respondents between 18 to 28 age of respondents are 52.38%, between 28 to 40 age of respondents are 38.09%, between Above 40 age of respondents are 9.52%,

Inference

Majority (47.33%) of the respondents are age between 38 to 48 years.

Table4.1.2: Gender of the respondents

S NO	Particulars	No. of Respondents	Percentage
1	Male	60	57.14
2	Female	45	43.80
TOTAL		105	100.00

Source: Primary data.

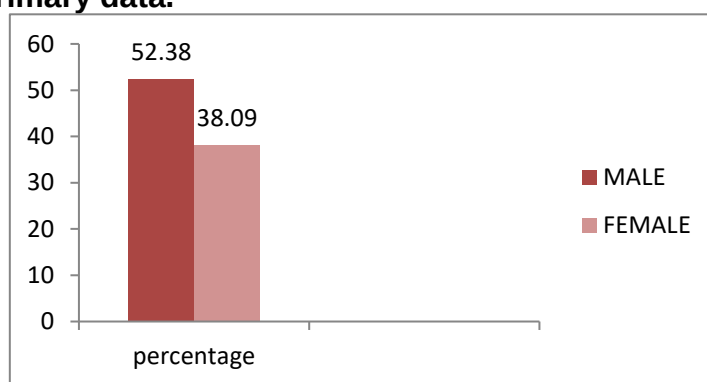


Chart 4.1.2: Gender of the respondents

Interpretation

From the above table it is interpreted that the number of male respondent is 57.14% and female respondent is 43.8%.

Inference

Majority (57.14%) of the respondents are Male.

Table 4.1.3: Marital status of the respondents

S NO	Particulars	No. of Respondents	Percentage
1	Unmarried	57	54.28
2	Married	48	45.71
TOTAL		105	100.00

Source: Primary data.

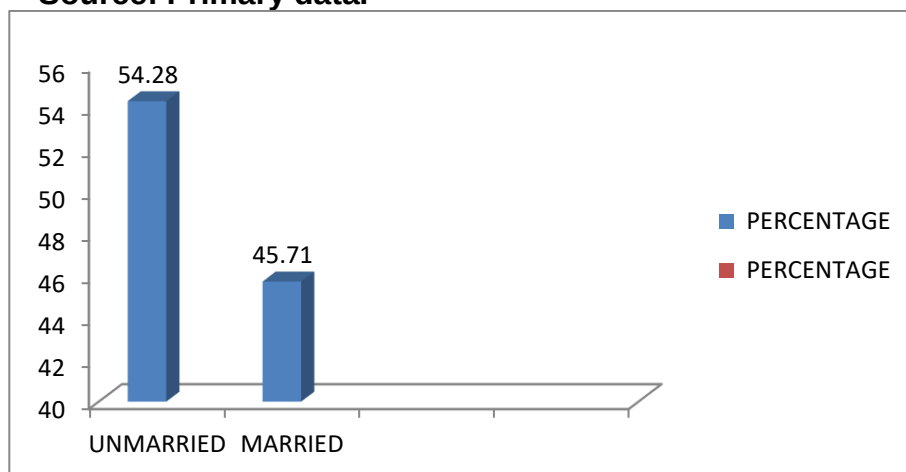


Chart 4.1.3: Marital status of the respondents

Interpretation

From the above table it is interpreted that the number of respondents were 54.28% in unmarried, 45.71% in married

Inference

Majority (54.78%) of the respondents are Unmarried.

Table 4.1.4: Which branded clothes do you choose

S NO	Particulars	No. of Respondents	Percentage
1	Trends	26	27.3
2	Indian Terrain	12	11.42
3	Pantaloons	20	19.04
4	Max	22	20.95
5	Louis phillippe	25	23.80
TOTAL		105	100.00

Source: Primary data.

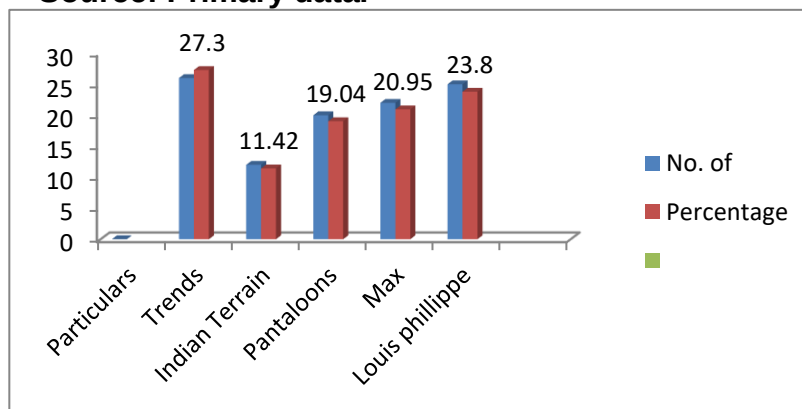


Chart 4.1.4: WHICH BRANDED CLOTHS DO YOU CHOOSE

Interpretation

From the above table it is interpreted that the number of respondents preferred 27% in Pantaloons, 11.42% in Trends, 19.04% in Indian Terrain, 20.95% in Pantools, 20% in Max, 23.33% in Louis phillippe.

Inference

Majority (27.3%) of the respondents are says Trends

Table 4.1.5: Mode of purchase

S NO	Particulars	No. of Respondents	Percentage
1	online	48	45.71
2	Offline	57	54.28
TOTAL		105	100.00

Source: Primary data.

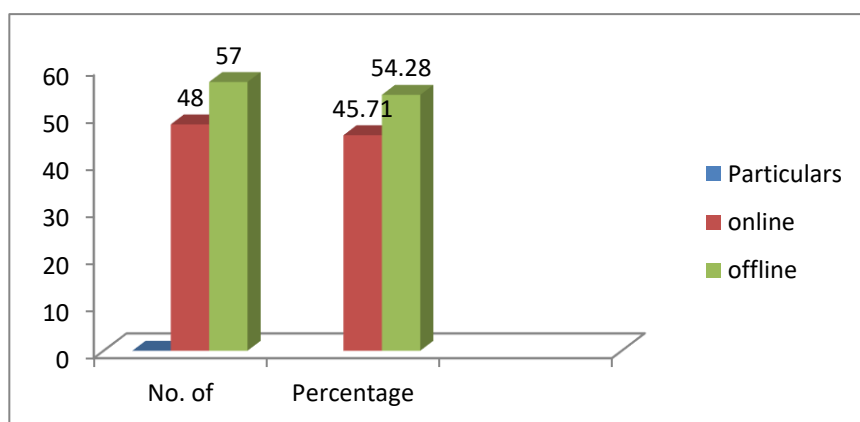


Chart 4.1.5: Mode of purchase

Interpretation

From the above table it is interpreted that the number of respondents were exchange in online is 45.71 and offline is 54.28

Inference

Majority (54.28%) of the respondents says offline.

Table 4.1.6: IN CASE IF YOU BUY IN ONLINE WHICH STORE WILL YOU PREFER

S NO	Particulars	No. of Respondent s	Percentag e
1	Myntra	32	30.47
2	Snapdeal	14	13.33
3	Amazon	46	43.80
4	Flipkart	8	7.61
TOTAL		105	100

SOURCE: PRIMARY DATA

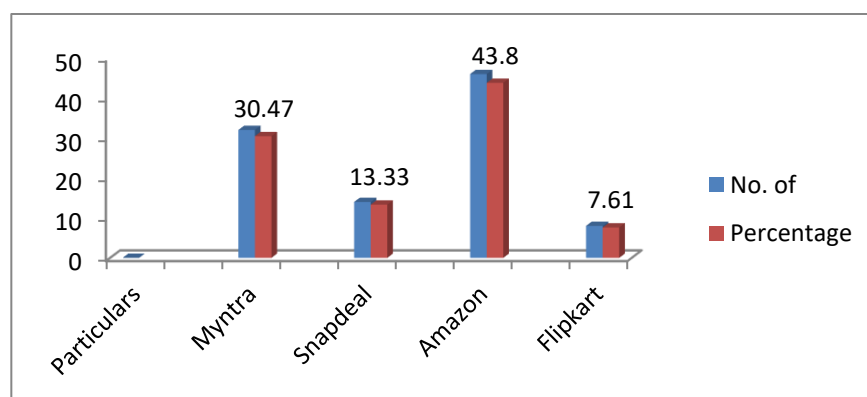


Chart 4.1.6: Preferred the type of buy in online which store will you prefer of the respondents

Interpretation

From the above table it is interpreted that the Myntra 30.47% Snapdeal 13.33% Amazon 43.80 Flipkart 7.61.

Inference

Majority (43.80%) of the respondents are Preferred by Amazon.

Table 4.1.7: IF YOU BUY A CLOTH WHAT WILL YOU LOOK FOR

S NO	Particulars	No. of Respondents	Percentage
1	Design	31	29.52
2	Quality	22	20.95
3	Both design and quality	52	49.52
TOTAL		105	100.00

Source: Primary data.

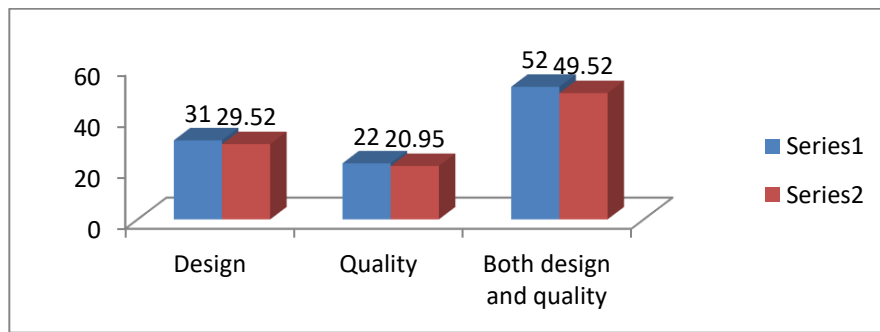


Chart 4.1.7: The respondents come to know about if you buy a cloth what wil you look for Interpretation

From the above table it is interpreted that the Design 29.52 % of respondents through Quality, 20.95% in Both design and quality , 49.52 %.

Inference

Majority 49.52%) of the respondents says Both design and quality.

Table 4.1.8: IF YOU SHIRT WHICH DESIGN WILL YOU PREFER

S NO	PARTICULARS	No. of Respondents	Percentage
1	Checked	32	30.47
2	Flower designed	47	44.76
3	Plain shirts	26	24.76
TOTAL		105	100.00

Source: Primary data.

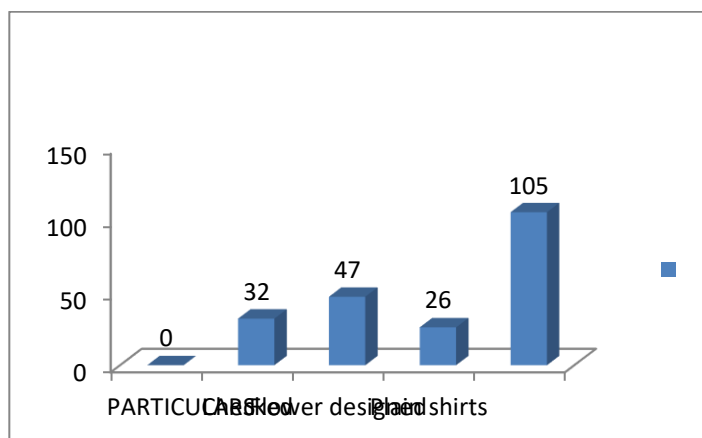


Chart 4.1.8: IF YOU A SHIRT WHICH DESIGN WILL YOU PREFER

Interpretation

From the above table it is interpreted that the number of respondents says Checked 30.47%, Flower design 44.76 %, Plain shirts 24.76%.

Inference

Majority (44.76%) of the respondents says Flower design.

Table 4. 1.9: HOW MUCH IMPORTANCE DO YOU GIVE ON A SCALE BEFORE BUYING CLOTHES

S NO	Particulars	No. of Respondents	Percentage
1	One	5	4.76
2	Two	11	10.47
3	Three	9	8.57
4	Four	30	28.57
5	Five	50	47.61
TOTAL		105	100.00

Source: Primary data.

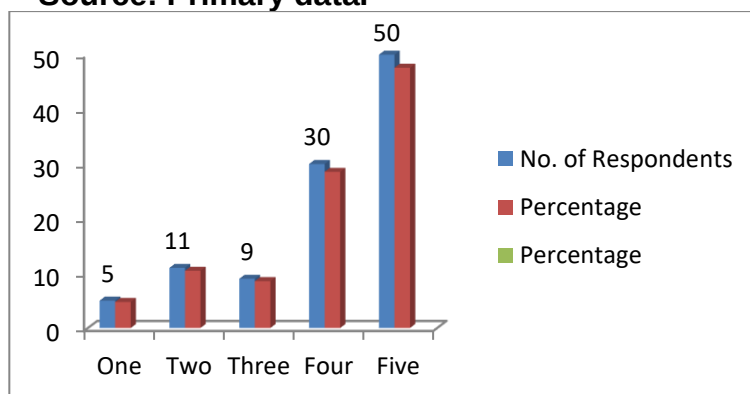


Chart 4.1.9: HOW MUCH IMPORTANCE DO YOU GIVE ON A SCALE BEFORE BUYING CLOTHES

Interpretation

From the above table it is interpreted that the Number of one 4.76 %,Number two 10.47, Number of three8.57%, Number of four 28.57% Number of five 47.61%

Inference

Majority (47.61%) of the respondents says Number 5 is highest.

Table 4.1.10: WHAT SOCIAL MEDIA SITES INFLUENCE YOUR BUYING DECISIONS

S NO	Particulars	No. of Respondents	Percentage
1	Facebook	21	20.0
2	Pinterest	32	30.47
3	Instagram	29	27.61
4	Online stores	12	11.42
5	Bloggers (eg.fashion influencers)	11	10.47
TOTAL		105	100.00

Source: Primary data.

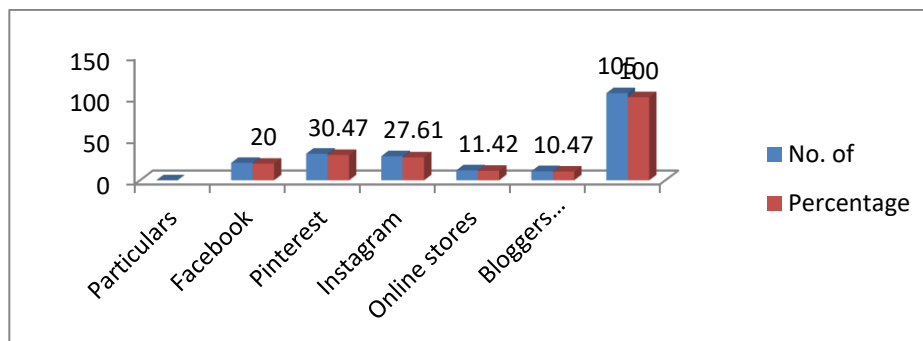


Chart 4.1.10: WHAT SOCIAL MEDIA SITES INFLUENCE YOUR BUYING DECISIONS

Interpretation

From the above table it is interpreted that the Facebook 20.0 %, Pinterest 30.47%,Instagram 22.61%, Online stores 11.42%, Bloggers (eg.fashion influencers)

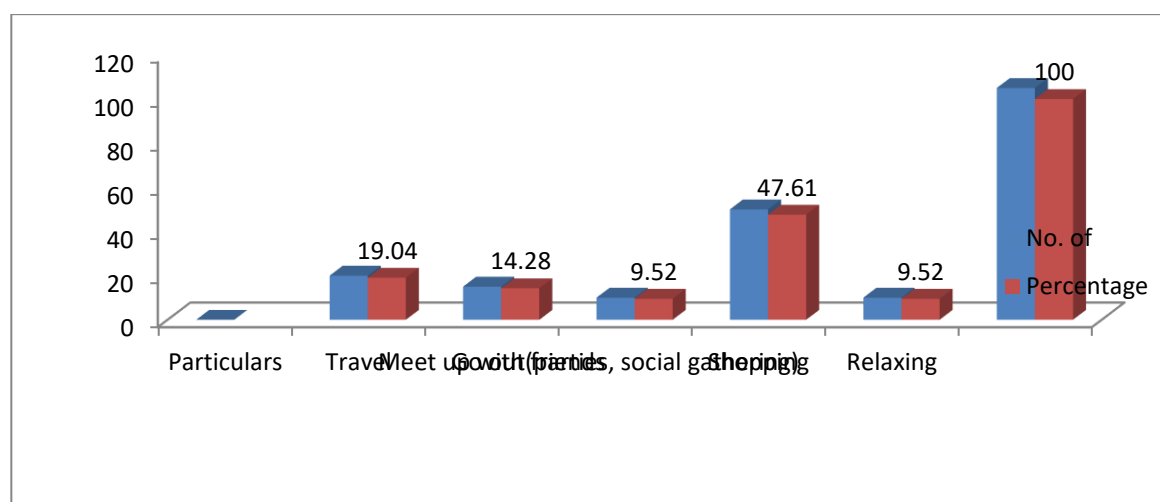
Inference:

Majority (30.47%) of the respondents says about the influence of your buying decision in Instagram.

Table 4.1.11: HOW DO YOU SPEND MOST OF YOUR FREE TIME

S NO	Particulars	No. of Respondents	Percentage
1	Travel	20	19.04
2	Meet up with friends	15	14.28
3	Go out(parties, social gathering)	10	9.52
4	Shopping	50	47.61
5	Relaxing	10	9.52
TOTAL		105	100.00

Source: Primary data.

**Chart 4.1.11: HOW DO YOU SPEND MOST TIME**

Interpretation

From the above table it is interpreted that the travel 19.04%, meet up with friends 14.28%, Go out (parties, social gatherings, etc) 9.52%, Shopping 47.61% and Relaxing 9.52%.

INFERENCE

Majority (47.61%) of the respondents says that shopping was the most of their free time

Table 4.1.12: PREFERENCE OF CLOTHING

S NO	Particulars	No. of Respondents	Percentage
1	Daily Basis	50	47.61
2	Casual	55	52.38
TOTAL		105	100.00

Source: Primary data.

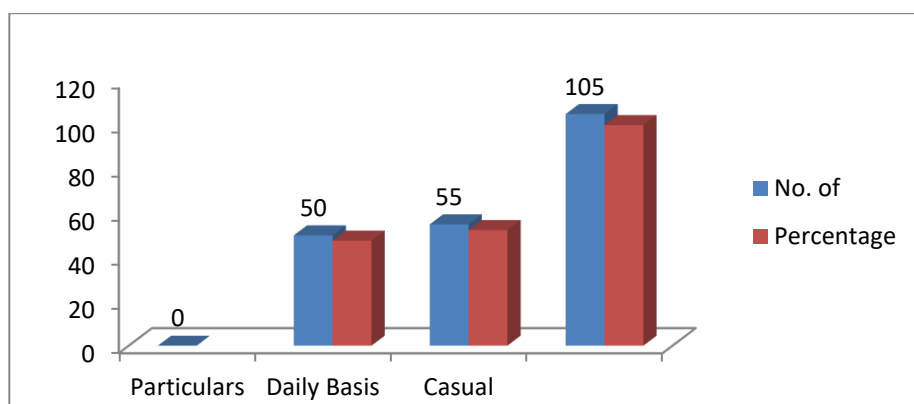


Chart 4.1.12: PREFERENCE OF CLOTHING

Interpretation

From the above table it is interpreted that the Daily basis 50% And Casual 55%.

Inference

Majority (55%) of the respondents says casuals are most preferred.

Table 4.1.13: FREQUENCY OF SHOPPING

S.NO	Particulars	No. of Respondents	Percentage
1	Monthly once	15	14.28
2	Occasional	30	28.57
3	Yearly once	5	4.79
5	6months once	55	52.38
TOTAL		105	100.00

Source: Primary data.

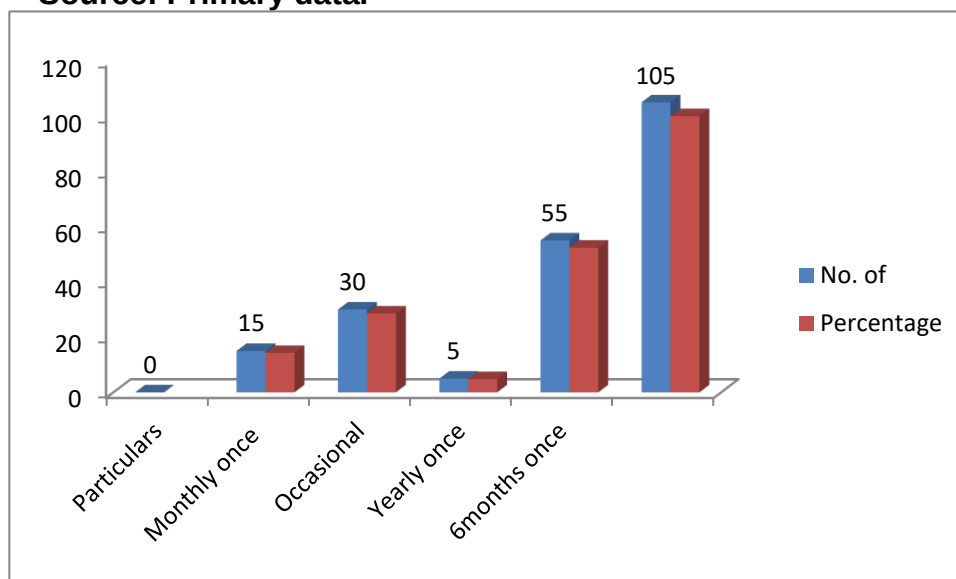


Chart 4.1.13: FREQUENCY OF SHOPPING

Interpretation

From the above table it is interpreted that the Monthly once 15%, Occasional 30%, yearly once 5% and 6months once 55%.

Inference

Majority (55%) of the respondents says 6months once was their choice.

Table 4.1.14: NATURE OF WORK

S.NO	Particulars	No. of Respondents	Percentage
1	Private sector	55	52.38
2	Government sector	30	504.7
3	Business	20	19.04
TOTAL		105	100.00

Source: Primary data.

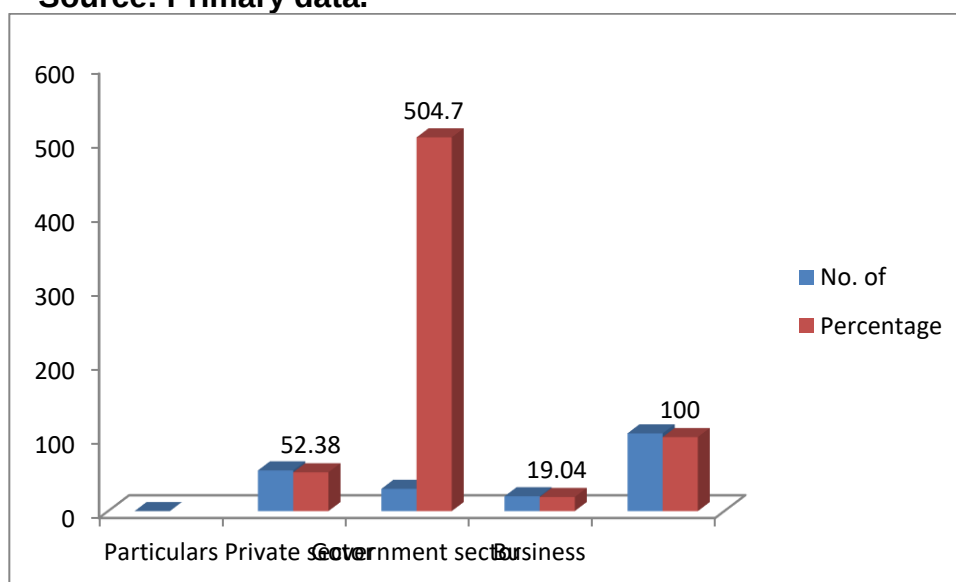


Chart 4.1.14: NATURE OF WORK

Interpretation

From the above table it is interpreted that the Private sector 52.38%, Government sector 504.7%, Business 19.04%

Inference

Majority (504.7%) of the respondents says that Government sector was higher in nature of work.

Table 4.1.15: GEOGRAPHICAL AREA

S NO	Particulars	No. of Respondents	Percentage
1	Urban	20	19.04
2	Rural area	35	33.33
3	Semi urban	50	47.61
TOTAL		105	100.00

Source: Primary data.

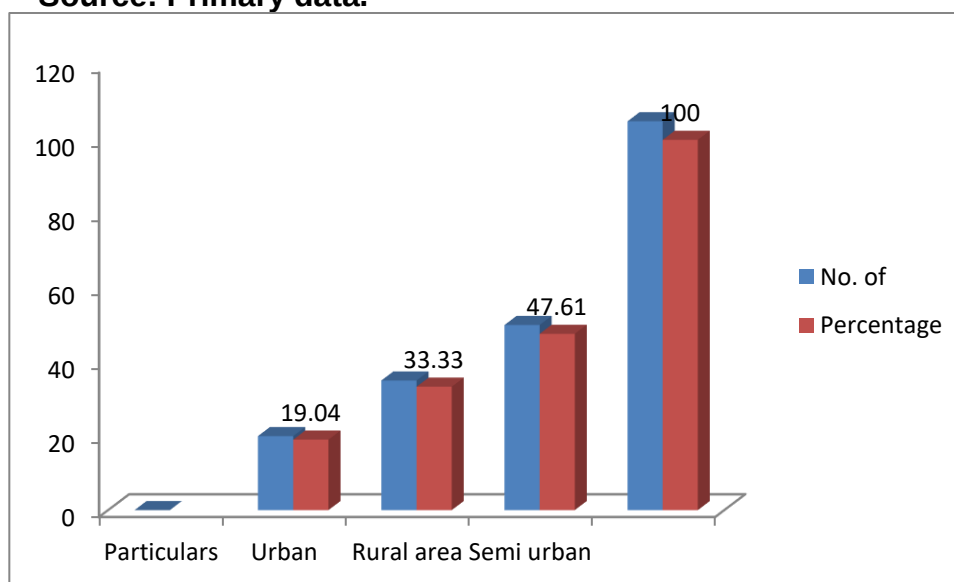


Chart 4.1.15: Respondents Area

Interpretation

From the above table it is interpreted that the Urban 19.04%, Rural area 33.33% and Semi urban 47.61%

Inference

Majority (47.61%) of the respondents says semi urban for the geographical area.

Table 4.1.16: SATISFACTION

S NO	Particulars	No. of Respondents	Percentage
1	Satisfied	20	19.04
2	Highly satisfied	80	76.19
3	Dissatisfied	2	1.90
4	Netural	3	2.85
TOTAL		105	100.00

Source: Primary data.

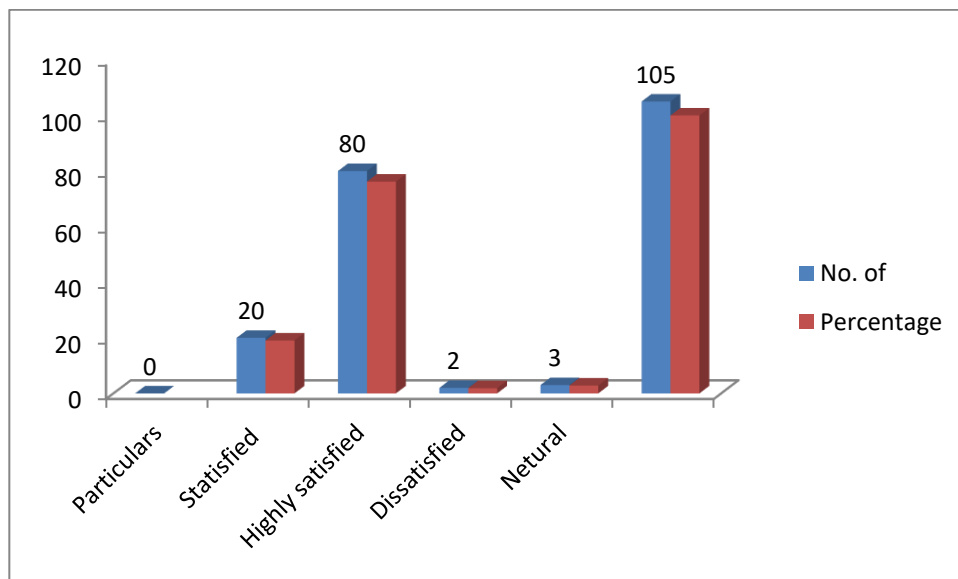


Chart 4.1.16: SATISFACTION

Interpretation

From the above table it is interpreted that the Satisfied 20%, Highly satisfied 80%, Dissatisfied 2% and Netural 3%.

Inference

Majority (80%) of the respondents says Highly statisfied.

Table 4.1.17: WHICH COLOUR DO I CHOOSE MOST

S NO	Particulars	No. of Respondents	Percentage
1	Black	55	52.38
2	Blue	15	14.28
3	White	13	12.38
4	Red	11	10.47
5	Yellow	12	11.42
TOTAL		105	100.00

Source: Primary data.

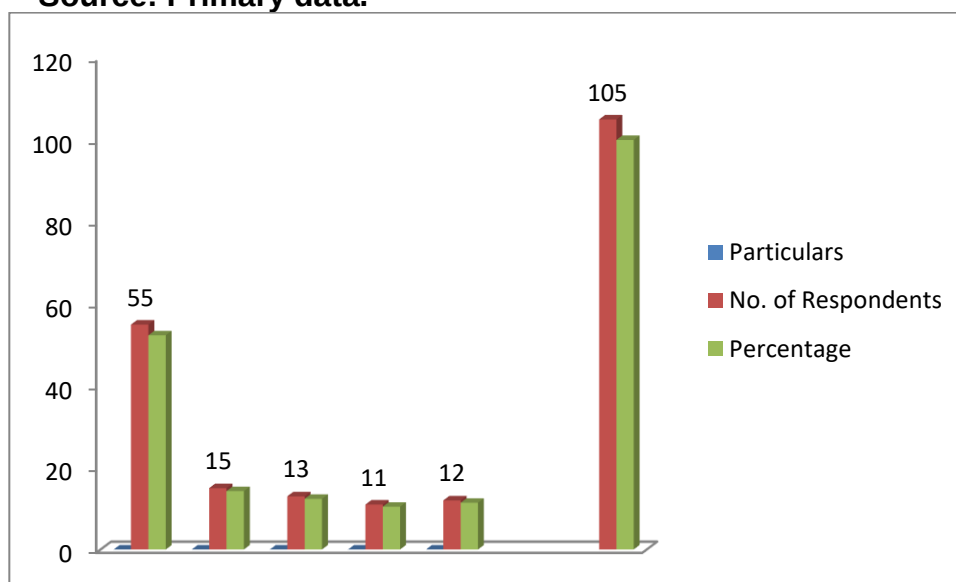


Chart 4.1.17: WHICH COLOUR DO I CHOOSE MOST

Interpretation

From the above table it is interpreted that the colour was choosed by their choice like dark colours, lite colours, combination etc.

Inference

Majority (52.38%) of the respondents says dark colour of Black.

Table 4.1.18: FREQUENCY OF RETURN/ REPLACEMENT

S NO	Particulars	No. of Respondents	Percentage
1	Yes	102	97.14
2	No	3	2.85
TOTAL		105	100.00

Source: Primary data.

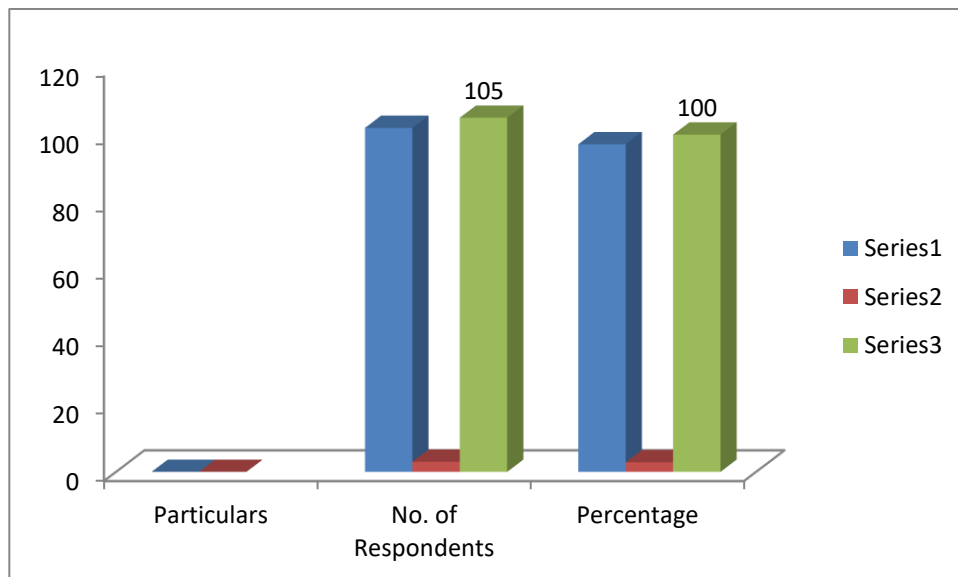


Chart4.1.18:FREQUENCY OF RETURN \REPLACEMENT

Interpretation

From the above table it is interpreted the frequency of return/replacement 97.14% .

Inference

Majority (97.14%) of the respondents says the return/ replacement was comfortable.

Table 4.1.19: HOW DO YOU PERCEIVE YOURSELF

S NO	Particulars	No. of Respondents	Percentage
1	Independent	15	14.28
2	Stylish	20	19.04
3	Fun loving	26	24.76
4	Funny	30	28.57
5	Trendy	14	13.33
TOTAL		105	100.00

Source: Primary data.

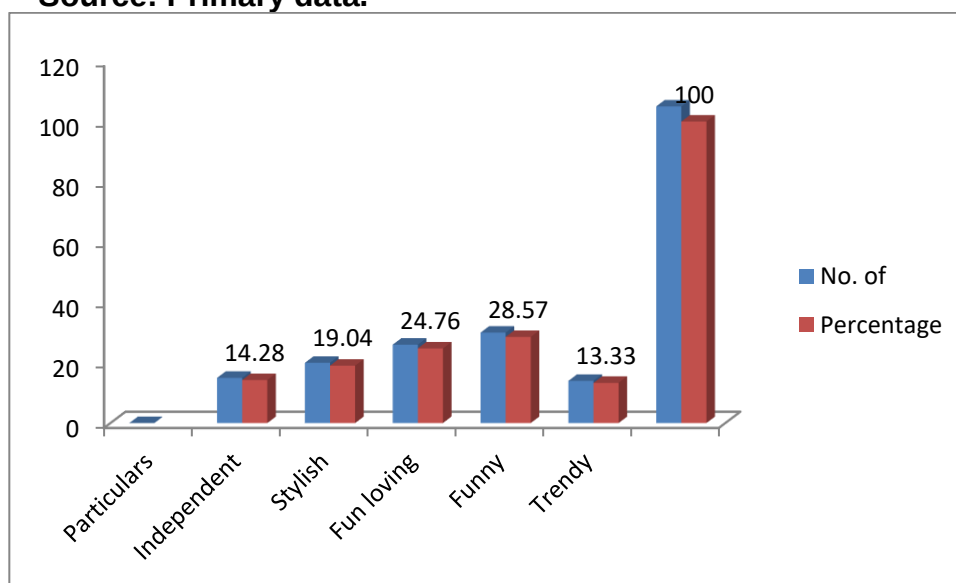


Chart 4.1.19: HOW DO YOU PERCEIVE YOURSELF

Interpretation

From the above table it is interpreted that the percentage of Independent 14.28%, Stylish 19.04%, Fun loving 24.76%, Funny 28.57% and Trendy 13.33% .

Inference

Majority (28.57%) of the respondents says that they prefer Funny clothing.

Table 4.1.20: WHEN DO YOU PREFER BYUING CLOTHS

S NO	Particulars	No. of Respondents	Percentage
1	Offer time	70	66.66
2	Normal time	35	33.33
TOTAL		105	100.00

Source: Primary data.

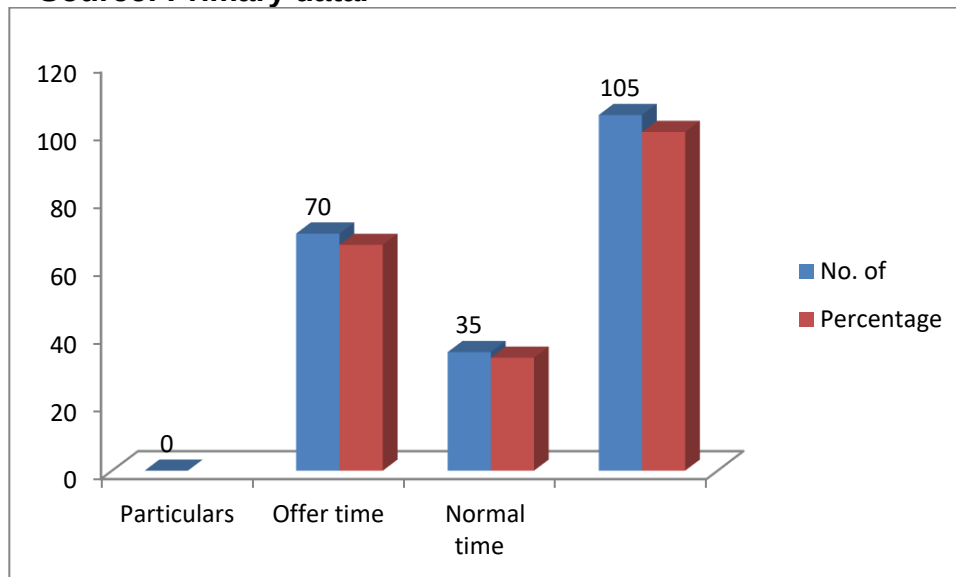


Chart 4.1.20: WHEN DO YOU PREFER BUYING CLOTHS

Interpretation

From the above table it is interpreted that most of the people prefer to buy cloths in offer time 70%.

Inference

Majority (70%) of the respondents says Offer time was their choice to buy cloths.

Table 4.1.21: PREFERENCE OF STYLE

S NO	Particulars	No. of Respondents	Percentage
1	Formal	35	33.33
2	Casual	45	42.85
3	Semi casual	20	19.04
4	Semi formal	5	4.76
TOTAL		105	100.00

Source: Primary data.

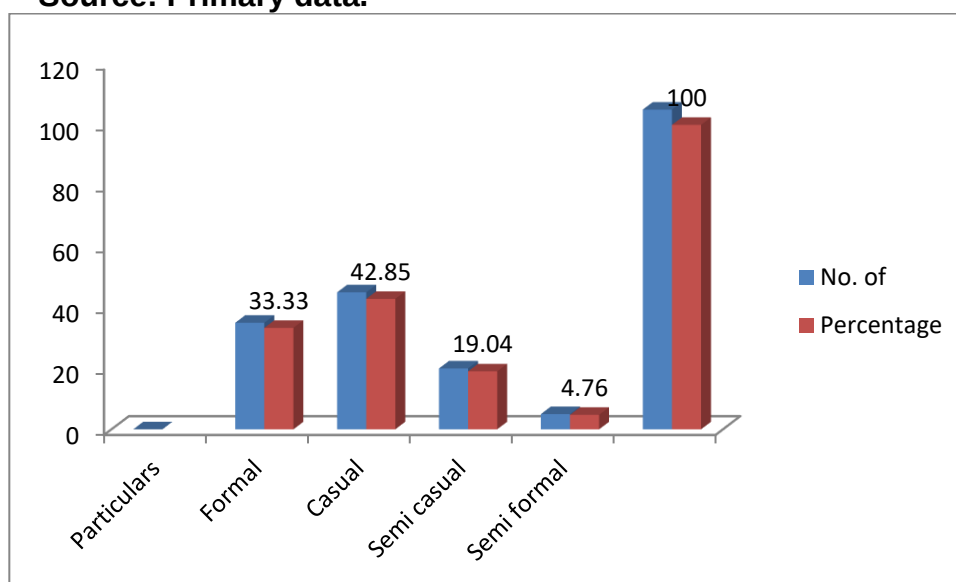


Chart 4.1.21: PREFERENCE OF STYLE

Interpretation

From the above table it is interpreted that the percentage of the Formal 33.33%, casual 42.85%, semi casual 19.04% and semi formal 4.76%.

Inference

Majority (42.85%) of the respondents says casuals was their preference.

Table 4.1.22: PRICE RANGE

S NO	Particulars	No. of Respondents	Percentage
1	Rs 500 to Rs 2500	54	51.42
2	Rs 2500 to Rs 5000	36	34.28
3	Above Rs 5000	8	7.61
TOTAL		105	100.00

Source: Primary data.

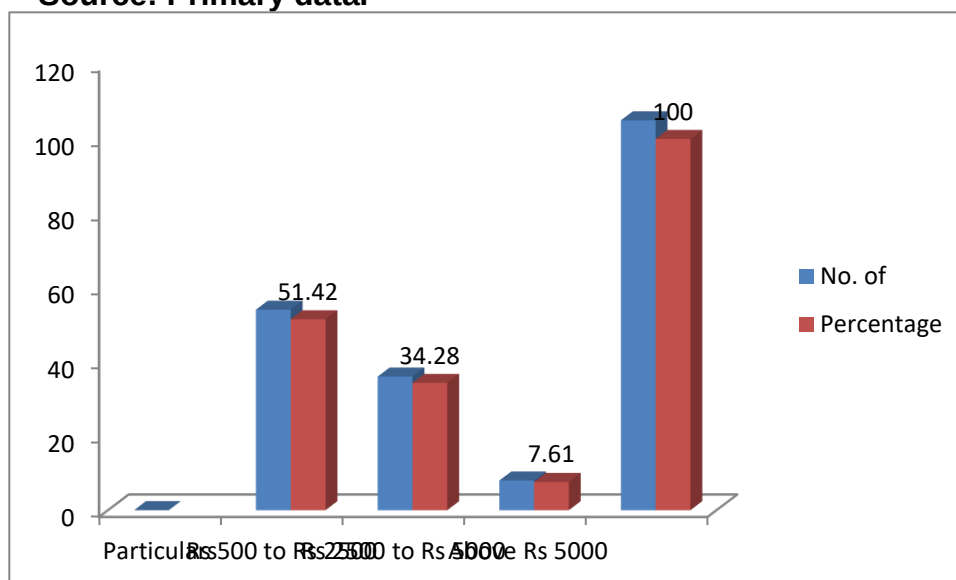


Chart 4.1.22: PRICE RANGE

Interpretation

From the above table it is interpreted that the Range of Rs 500 to Rs 2500 was preferred by most of the people.

Inference

Majority (Ranges Rs 500 to Rs 2500) of the respondents says they prefer the cost of low to high.

Table 4.1.23: WHICH BRAND DO YOU CHOOSE

S NO	Particulars	No. of Respondents	Percentage
1	Is local	38	37.25
2	Indian	58	55.23
3	Foreign	9	8.57
TOTAL		105	100.00

Source: Primary data.

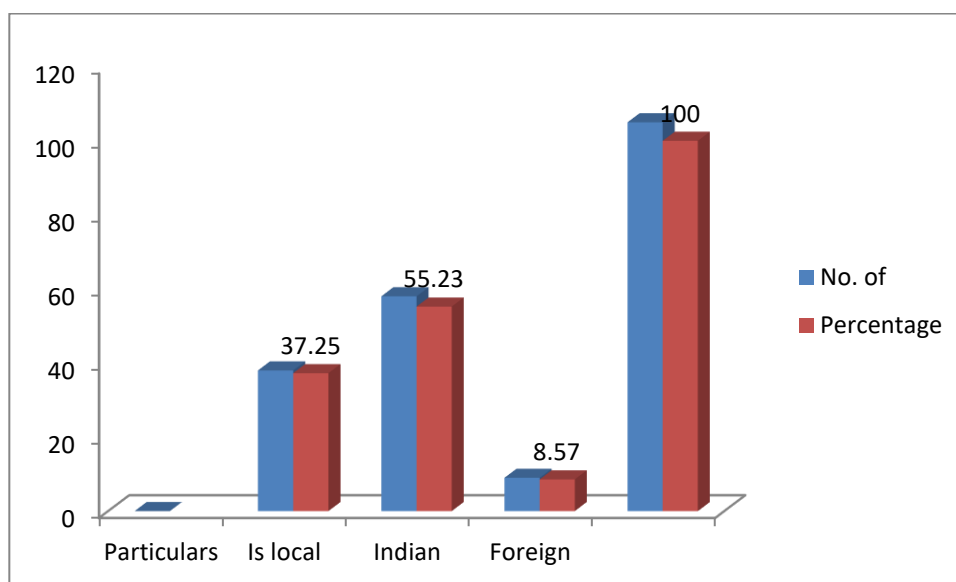


Chart 4.1.23: WHICH BRAND DO YOU CHOOSE

Interpretation

From the above table it is interpreted that the Indian brand was preferred by most of the people 55.23%.

Inference

Majority (55.23%) of the respondents says they give preference to Indian branded cloths.

Table 4.1.24: INCOME(ANNUAL)

S NO	Particulars	No. of Respondents	Percentage
1	Less than 3lakhs	35	33.33
2	3lakhs to 6lakhs	45	42.85
3	6lakhs to 10lakhs	10	9.52
4	10lakhs above	15	14.28
TOTAL		105	100.00

Source: Primary data.

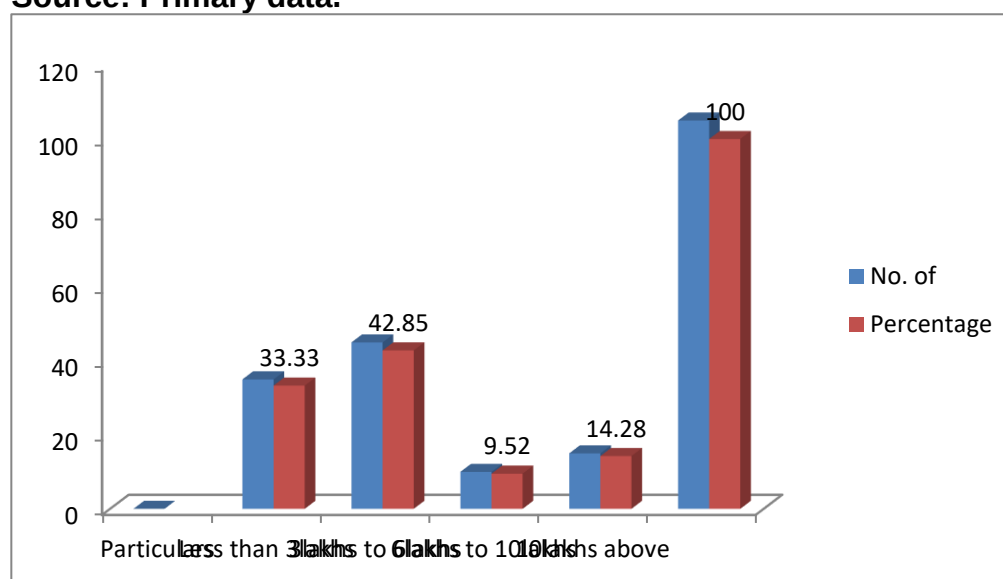


Chart 4.1.24: INCOME(ANNUAL)

Interpretation

From the above table it is interpreted that most of the people are in the category of 3lakhs to 6lakhs 42.85% .

Inference:

Majority (42.85%) of the respondents says that the people are in the category of 3lakhs to 6lakhs.

CHAPTER 5

5.1 FINDINGS

- 1) Majority (47.33%) of the respondents are age between 38 to 48 years.
- 2) Majority (57.14%) of the respondents are Male.
- 3) Majority (54.78%) of the respondents are Unmarried
- 4) Majority (27.3%) of the respondents are says Trends.
- 5) Majority (54.28%) of the respondents says offline.
- 6) Majority (43.80%) of the respondents are Preferred by Amazon.
- 7) Majority 49.52%) of the respondents says Both design and quality
- 8) Majority (44.76%) of the respondents says Flower design.
- 9) Majority (47.61%) of the respondents says Number 5 is highest.
- 10) Majority (30.47%) of the respondents says about the influence of your buying decision in Instagram
- 11) Majority (47.61%) of the respondents says that shopping was the most of their free time.
- 12) Majority (55%) of the respondents says casuals are most preferred.
- 13) Majority (55%) of the respondents says 6months once was their choice.
- 14) Majority (504.7%) of the respondents says that Government sector was higher in nature of work.
- 15) Majority (47.61%) of the respondents says semi urban for the geographical area.
- 16) Majority (80%) of the respondents says Highly statisfied.
- 17) Majority (52.38%) of the respondents says dark colour of Black
- 18) Majority (97.14%) of the respondents says the return/ replacement was comfortable
- 19) Majority (28.57%) of the respondents says that they prefer Funny clothing.
- 20) Majority (70%) of the respondents says Offer time was their choice to buy cloths
- 21) Majority (42.85%) of the respondents says casuals was their preference.
- 22) Majority (Ranges Rs 500 to Rs 2500) of the respondents says they prefer the cost of low to high.
- 23) Majority (55.23%) of the respondents says they give preference to Indian branded cloths.
- 24) Majority (42.85%) of the respondents says that the people are in the category of 3lakhs to 6lakhs.

5.2 SUGGESTION

- The overall experience index from the study reveals that the company is performing very well and customers buying are much expérience with the service given to them.
- Some of the customers have complained about the slack in the delivery process and timings. Therefore, this is the area which I recommend to the showroom to focus a little bit more. It needs to improve its delivery process and time. Need to become little quick and fast.
- Some of the customers have also complained about the after purchase services provided by the showroom. Even though the complaints are minor, the showroom needs to resolve the customer after purchase service issues in order to achieve customer expérience.
- More attractive advertisement has to provide through various advertisement media.

5.3 CONCLUSION

The lanson Toyota cars are the best and fast moving brands. Now a day the demand for the cars by customer shows increasing trend, at the same time they expected easy handling, safety and security, higher performance etc. which makes the advanced technologies and adopt new model.

With respect to the above study and the findings thereby, the company has definitely entrenched into the urban market. With few more concerted efforts, the said organization needs to enter the rural market in order to completely establish itself all over. The above study will help the consumers to get more awareness about lanson Toyota cars

APPENDIX (Questionnaire)

1) Personal Details:

1)Enter Your Name

2)Gender

- a. Male
- b. Female

3)Your Age

- a.18 To 28
- b.28 To 40
- c.Above 40

4)Phone Number

5)Marital Status

- a.Married
- b.Un married

6 Which branded clothing store you will Choose

- a.Trends
- b.Indian Terrain
- c.Pantaloons
- d.Louis Philippe
- e.Max
- f.Other:

2. Mode of purchase online/offline

- a.Online
- b.Offline
- c.Other:

3. In case if you buy in online which store will you prefer

- a.Myntra
- b.Snapdeal
- c.Amazon
- d.Flipkart

4. If you buy a cloth what will u look for
 - a.Design
 - b.Quality
 - c.Both Design And Quality

5. If you a shirt which design will you prefer
 - a.Checked
 - b.Flower Designed
 - c.Plain Shirts

6. How much importance do you give on a scale before buying clothes
 - a.One
 - b.Two
 - c.Three
 - d.Four
 - e.Five

7. What social media sites influence your buying decisions
 - a.Facebook
 - b.Pinterest
 - c.Instagram
 - d.Online stores
 - e.Bloggers (eg.fashion influencers)

8. How do you spend most of your free time
 - a.Travel
 - b.Meet up with friends
 - c.Go out (parties, social gatherings etc)
 - d.Shopping
 - e.Relaxing

9. Preference Or Clothing
 - a.Daily basis
 - b.Casual

10. Frequency of shopping
 - a.Monthly once
 - b.Occasional
 - c.Yearly once
 - d.6months once

11. Nature of work
 - a.Private sector
 - b.Government sector

c.Business

12. Geographical area

a.Urban

b.Rural area

c.Semi urban

13. Satisfaction

a.Satisfied

b.Highly Satisfied

C)Dissatisfied

d)Natural

14. Which colour do i choose most

Your answer

15. Frequency of Return/Replacement

a.Yes

b.No

16. How do you perceive yourself

a.Independent

b.Stylish

c.Fun loving

d.Funny

e.Crazy

f.Trendy

17. When do you prefer buying clothes

a.Offer time

b.Normal time

18. Preference of style

a.Formal

b.Casual

c.Semi casual

d.Semi formal

19. Price range

a.Rs 500 To Rs 2,500

b.Rs 2,500 To 5,000

c.Above Rs 5,000

20. Which brand do you choose

- a.Is local
- b.Indian
- c.Foreign

21.Income (Annual)

- a.Less than 3 lakhs
- b.3 lakhs to 6 lakhs
- c.6 lakhs to 10 lakhs
- d.10 lakhs above

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