

A Study on Consumer Behavior towards Brand Preference with special Reference Tata Clothing Products

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Abstract: A study on the consumer buying behaviour and brand preference with special reference to tata clothing brand of men and women and children with regard the purchase of readymade apparels, to study the major influencing factors in the buying behaviour of men and women regard the purchase of readymade apparels and to find out the various demographic factors that affect the buying behaviour of men and women. The tastes and preferences of consumers regarding clothes are subject to constant change and fashion industry too is changing quickly.

Keywords: Brand, Buying behaviour, Consumer, Marketing, Purchase

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