

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

I. INTRODUCTION

This study aims to examine consumer behaviour towards Tata Clothing brand preference, with a focus on understanding the factors that influence consumers' decisions to choose Tata Clothing. By analysing consumer behaviour towards Tata Clothing the study will explore the impact of factors such as brand awareness, brand loyalty, product quality, price, and marketing on consumers' brand preferences towards Tata Clothing.

Recently, tata clothing brand is increasingly being looked upon as a major supplier of high-quality fashion apparels and Indian apparels have come to be appreciated in major markets internationally. The preference for items of apparel may depend on the joint influence of price and product attributes such as quality, style, and tata brand. Branded apparels have not started to appeal the rural India to a large extent. They are tata clothing Apparel and fashion products are way different from other products. These products are characterized by short life cycles and high product turnover. The consumer buying behaviour of apparel and fashion products is also different.

Tata brand doing the effective way of reaching audience methods they are 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. The tata common concept is that the clothing brands provide high quality and great comfort. And hence more and more people are becoming tata brand loyalist even though they must give out quite a huge sum of money when he is making his purchases. Most people tend to go and buy which are highly reputed and have a brand value.

The apparel tata dress clothing industry consists of the sale of all men's wear, women's wear, and children's wear. The men's and women's wear market includes men's active casual wear, essentials, formal wear, formal wear-occasion, and outer wear. The children's wear market includes baby clothing, boy's active wear, boy's casual wear, boy's essentials, boy's formal wear, boy's formal wear-occasion, boy's outerwear, girl's active wear, girl's casual wear, girl's essentials, girl's formal wear-occasion, girl's outer wear and toddler clothing.

A tata has many criteria they are following label and price and intrinsic attributes such as style, design, uniqueness, appearance, attractiveness fabrication, construction, durability, maintainability, durability, or comfort -or hedonic such as colours, fashion, or styling. this study also focuses on the various factors that influence their purchase decision, reason for their preference for a particular brand, extend of brand loyalty, effect of celebrity endorsement on purchase decision etc during the purchase of readymade apparels. Thus, this study is an attempt to find out the likes and dislikes

of men and women consumers regarding their purchase of apparels and so it is very significant to understand their needs and wants in this aspect.

In recent years, Tata clothing products have gained popularity in the Indian market due to their high-quality products and innovative designs. However, it is essential to understand the consumer behaviour towards brand preference for Tata clothing products to develop effective marketing strategies and meet customer needs. The purpose of this study is to investigate the consumer behaviour towards brand preference with special reference to Tata clothing products.

Tata Clothing Brand, a prominent player in the fashion industry, has garnered significant attention and recognition in recent years. With its commitment to quality, innovation, and sustainability, Tata Clothing Brand has positioned itself as a formidable contender in the market. However, to maintain and enhance its market presence, it is imperative for the brand to comprehend the factors that influence consumers' brand preferences.

The study aims to identify the factors that influence consumer brand preference, including the quality of products, price, design, availability, and brand reputation. The study will also analyse the level of customer satisfaction and loyalty towards Tata clothing products. The findings of this study will be useful for Tata clothing products to develop effective marketing strategies, improve customer satisfaction and loyalty, and gain a competitive advantage in the market.

1.1 Statement of problem:

The problem this study aims to address is to investigate the factors that influence consumer brand preference towards Tata clothing products and their impact on customer satisfaction and loyalty. Specifically, the study will examine the following research questions:

What are the factors that influence consumer brand preference towards Tata clothing products?

What is the level of customer satisfaction and loyalty towards Tata clothing products?

What is the impact of brand preference on customer satisfaction and loyalty towards Tata clothing products?

What improvements can Tata clothing products make to better meet customer needs and preferences?

1.2 Objective

- To analyse the awareness and perception of consumers regarding the tata clothing brand
- To identify the key determinants of brand loyalty towards tata clothing among consumers.
- To provide recommendations for Tata Clothing to enhance consumer brand preference and loyalty.
- To find out the why most popular tata clothing brand among the various brands.

1.3 Type of Research:

Here to meet the research objectives, descriptive research design is used.

Analysis:

Percentage Analysis, chi square analysis, correlation.

Data collection:

Data required for the project were collected from primary and secondary sources.

Primary data:

Primary data is the data collected from the respondent for the first time. For collection of primary data, a well-structured questionnaire was framed based on objectives.

Sampling method:

Sampling methods are used to select a representative subset, or sample, of a larger population for the purpose of conducting research. In the study of " A study on consumer behaviour towards brand preference with special referencetata clothing, products," a suitable sampling method can be selected to ensure that the results of the study are accurate and reliable.

1.4 Limitation of the Study:

- The sample survey is limited to 120. Hence it doesn't represent the entire population.
- The period of study and span of time is too short.

- Some of the respondents are not interested to answer the questions.
- Some respondents hesitate to give clear information. The results are only based on the data given by the respondents.

II. LITERATURE REVIEW

Kaushal Bhatt, Kinjal Bhatt (2012) suggested branded clothes manufacturers should focus on providing more variety to customers both in terms of design and styles as well as colors and also helped them to know and appreciate what customers are looking for in branded apparels as they face tough competition from the unbranded apparels industry which has a strong hold in the Indian clothes market and are not perceived by customers to be much lesser than branded clothes on various attributes.

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.

Sandeep Kumar, Prasanna Kumar, Srinivasa Narayana (2016) conducted a study mainly to know about the consumer perception, behavior, lifestyle 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.

Lakshminarayana.K and Dr.Sreenivas (2017) conducted a study mainly to know about the consumer buying behavior towards branded apparels in Coimbatore 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, is 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 visits the showroom for passing time, even though pop, advertisement, promotional schemes and other factors influence the consumer purchase decision and consumer stimulated to buy.

Sheik Meeran and Ranjitham (2016) the study has investigated customer perception towards branded apparel and to ascertain the brand of apparel. 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 endorsement. Most of the customers are expecting reduced price and wider choice of color and design.

III. FINDINGS

- A majority of 60.8% of the respondents are male.
- A majority of 75.8% of the respondents are 18-24 years age group.
- A majority of 76.7% of the respondent's education level is undergraduate.
- A majority of 76.7% of the respondents are unmarried.
- A majority of 59.2% percent of respondents is a monthly income of less than 20000.
- A majority of 76.7% of the respondents are unmarried.
- A majority of 29.2% percent of respondents reported a Zudio has the highest familiarity.
- A majority of 39.2% of respondents is social media.
- A majority of 45.8% of respondents gave a rating of 1 quality.
- A majority of 45.8% of respondents gave an of occasionally visiting Tata clothing brand stores or websites for new product updates.
- A majority of 24.2% of respondents have purchased casual wear.
- A majority of 47.5% of respondents perceive the design and style of Tata clothing products as classic.
- A majority of 65.0% of respondents regarded Tata clothing products as moderately innovative.
- A majority of 64.2% of the respondents consider celebrity endorsements as influential when making their Tata clothing purchase decisions.

- A majority of 68.3% of the respondents expressed a willingness to pay a premium price for Tata clothing brands.
- A majority of 24.2 % of the respondents consider the quality of the data product.
- A majority of 23.3% of the respondents consider the product quality.
- A majority of 38.3 % of the respondents frequently purchase Tata clothing products.
- A majority of 60.8% of the respondents consider the quality of Tata clothing products as goods.
- A majority of 45.0% of the respondents are likely to recommend Tata clothing.
- A majority of 46.7% of the respondents indicated a preference for purchasing Tata clothing products from physical stores.
- A greater majority 93.3% of the respondents' sample, answered yes to the question indicating that they believe.
- A majority of 49.2% of the respondents reported 1 level of very satisfied with their experience.
- A majority of 50.0% of the respondents strongly agreed that tata clothing offers high-quality products.
- A majority of 51.7% of the respondents agreed that tata clothing provides excellent customer service.
- A majority of 49.2% of the respondents agreed that tata clothing has a strong reputation.
- A majority of respondents 35.8% agreed that tata clothing keeps up with the latest fashion trends.
- A majority of 64.2% of the respondents would recommend the Tata clothing brand to their friends and family.
- There is no significant relationship between age and the frequency you purchase Tata clothing products.
- There is a significant relationship between occupation and perception of the price of Tata clothing products.

IV. SUGGESTIONS

Based on the findings the following suggestions are made:

Tata clothing was a good brand to purchase product with good quality clothes at affordable rates. Then should maintain the current trend to help customer touch.

Tata clothing should improve with customers and gather feedback to understand their preferences, needs, and expectations.

Tata brand sells its **should** products directly to customers through its own retail stores and online channels, without involving middlemen or distributors, which eliminates additional costs.

Tata clothing must want a Continuously monitor and analyze the latest fashion.

Overall, tata clothing brand focus on affordability, in-house production, and cost-saving measures has allowed it to offer budget-friendly fashion options without compromising on quality.

V. CONCLUSION

The research study is done on "A study on consumer behavior towards brand preference with special reference Tata clothing brand ". the research based on the analysis of consumer awareness and perception revealed that Tata Clothing has a decent level of brand awareness and is gaining popularity among customers, especially young customers. This research mainly I am learning of why Tata clothing brand is so popular because of the use of more strong business strategy, they strengthen brand reputation, increasing brand awareness then improving the quality of its products, and giving more offers.

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