

A Study on Customer Preferences and Satisfaction towards Branded Clothes

Dr.G.Pasupathi

Assistant Professor

PG & Research Department of Commerce, Jamal Mohamed College (Autonomous)

Affiliated to Bharathidasan University

Tiruchirappalli, Tamil Nadu, India

Halith

Student, Master of Commerce

PG & Research Department of Commerce

Jamal Mohamed College (Autonomous)

Affiliated to Bharathidasan University, Tiruchirappalli, Tamil Nadu, India

Abstract

This study investigates consumer preferences and satisfaction with branded clothing, aiming to understand the factors influencing purchase decisions and their impact on customer satisfaction. The research explores how brand reputation, quality, price, style, and social influence affect consumer behaviour. A mixed-method approach is used, combining surveys and interviews with a diverse group of consumers to gather qualitative and quantitative insights. Findings reveal that brand trust, perceived quality, and trend alignment play significant roles in driving consumer loyalty and satisfaction. The study highlights key areas where brands can enhance customer experiences and loyalty, offering valuable insights for marketers to improve brand positioning in a competitive market.

I. INTRODUCTION

The global fashion industry has seen a remarkable transformation over the past few decades, with branded clothing emerging as a dominant force in the market. Branded clothes are often associated with high quality, premium pricing, and a sense of prestige, making them a popular choice for a wide range of consumers. The growing demand for branded clothing has led to an increase in consumer interest towards understanding the factors that drive their purchasing decisions, as well as the level of satisfaction derived from these purchases. This study aims to explore consumer preferences and satisfaction regarding the usage of branded clothes. It seeks to uncover the underlying motivations behind why consumers opt for branded apparel over non-branded alternatives and to evaluate their overall satisfaction with the product quality, fit, design, and value. By gaining insights into these factors, brands can better align their products and marketing strategies to meet consumer needs, thereby enhancing customer loyalty and overall brand performance. As branded clothing often represents more than just functional attire, but also a social and cultural statement, it is crucial to examine how elements such as social status, trends, and brand image influence consumer behavior. Moreover, the study also aims to analyze the relationship between consumer satisfaction and factors like price, quality, and customer experience, providing a comprehensive understanding of how branded clothes meet or exceed consumer expectations. Through this research, the study will provide valuable insights that can guide brands in improving their offerings, ensuring a deeper connection with their target consumers, and fostering long-term consumer loyalty.

Objective

- Identify the key factors that influence consumers' preference for branded clothing, such as brand image, product quality, price, social status, and fashion trends.
- Assess consumer satisfaction with branded clothing in terms of quality, durability, design, fit, and overall value for money
- Evaluate the impact of branding on consumer perception, decision-making, and loyalty towards branded apparel.

Scope of the Study

- **Geographic Scope:** The study will primarily target consumers within a defined geographic area, such as urban regions, where the demand for branded clothing is typically higher. However, if feasible, the study may also consider cross-regional variations in consumer behaviour.
- **Demographic Scope:** The research will focus on a diverse demographic group, considering factors such as age, gender, income level, and occupation. Special attention will be given to young adults, working professionals, and college students, who are often the primary consumers of branded apparel.

Review of Literature

Rohit Kumar Pal(2024) This study attempts to compare the customer satisfaction of people in the shopping of branded and non-branded articles through online-offline mode. The null hypotheses were formulated for this study. The researcher has used a cross-sectional research design. The researcher has employed a quantitative survey method in the present study. Sample of the present study involved 600 customers above 18 years who are residing in the six blocks of district Dehradun. Purposive sampling technique was used to select the sample for the study. Consequently, 290 male and 310 female customers from the Dehradun district were chosen. Customer satisfaction was the dependent variable and type of articles and mode of shopping were the independent variables involved in the present study. Customer Satisfaction Scale developed by the researcher has been used to collect the data. Mean, S.D. and 't' test have been used for the statistical analysis. Findings revealed that there was a significant difference in the customer satisfaction of people in the shopping of branded and non-branded articles. Customer satisfaction of people in the shopping of non-branded articles was found higher as compared to the shopping of branded articles. There was found a significant difference in the customer satisfaction of people in the shopping through online-offline mode. Customer satisfaction of people in the shopping through offline mode has been found higher as compared to the shopping through online mode.

Sibi Rosemary(2023) The study on "Preference for branded clothes among college-going girls" was taken up by the investigator with the aim to understand the preference for various branded clothes among college-going girls to analyse the purchasing behaviour and to find out the reason

behind the usage of branded clothes. 100 adolescent girls of the age group 17-25 were given with a self-designed questionnaire to elicit information on the use of branded clothes, purchasing behaviour, value, and quality of the branded clothes, reason behind using the branded clothes, factors, and sources influencing purchasing behaviour of branded clothes. The survey results so obtained were consolidated and analysed using percentage analysis. It was found that the preference for branded clothes among college-going girls is high and the study helps in understanding the reasons, sources, and factors for brand preference. The study helps in future reference. The study was thus successful in fulfilling its objectives. Key Words: Purchase, Behaviour, Cloths, Branded

Dr. A. S. Naveenkumar(2016) This study helps the service providers to adopt scientific strategies to operate in a given market scenario. A study is often commissioned to get an in-depth analysis of a specific problem or opportunities. The need and significance of the study is to understand and obtain a clear perspective of the respondents towards branded broadband service providers and their level of satisfaction towards the services provided by branded broadband service providers. The study examines with the different demographics such as age, income, etc. A few reasons that prove the importance and need for the study discussed below. The conclusion is that the management can contact the customer from time to time with suggestions about improved product uses / new product features.

Limitation of Study

Sample Size and Demographics:

- The study may be limited by the size and diversity of the sample used. If the sample includes a narrow demographic (e.g., only young adults or people from urban areas), the findings may not be generalizable to the wider population.

Geographic Scope:

- If the study focuses on a specific region or country, the results may not reflect global trends. Preferences for branded clothing can vary significantly across cultures, socio-economic groups, and geographic locations.

Subjectivity of Responses:

- Customer satisfaction and preferences are often subjective and influenced by personal biases, emotional factors, and social pressures.

Respondents might overstate their satisfaction or preferences for certain brands due to social desirability bias.

Changing Fashion Trends:

- Fashion is a dynamic industry, and customer preferences can change rapidly. The study might not fully account for the volatility of trends, meaning that the findings could become outdated in a short period.

Research Methodology

size is determined as 82 respondents' opinion from the customers who presently purchasing product with a help of digital marketing. The survey was conducted using structured questionnaire containing 5-point Likert scale statements. The researcher also used secondary data for the study. The secondary data & information have been collected from different scholars and researchers, published e-books, articles published in different journals, periodicals, conference papers, working paper, company websites for annual reports & CSR activity reports and their internal newsletters. The company related data and information are used which is available publically on the websites of the companies. The statistical calculation is done through SPSS. The tools used for the analyses are percentage method, factor analysis and regression. The study is descriptive and analytical in nature. The researcher adopted systematic methods for collecting and analyzing the data. The study is based on the primary data collected from the respondents.

Data Analysis

Table1 Age

Particulars	No of respondents	Percentage
20-30	30	75
31-40	7	17.5
41-50	2	5
Above 50	1	2.5
TOTAL	40	100

Interpretation

➤20-30 years (75%): Most respondents fall within the 20-30 age range, comprising 75% of the total respondents (30 out of 40). This suggests that this age group is the most active or interested in whatever was being surveyed.

➤ 31-40 years (17.5%): A smaller proportion of respondents, 17.5% (7 out of 40), are in the 31-40 age group. This indicates a moderate level of participation or interest from this demographic.

➤ 41-50 years (5%): Only 5% (2 out of 40) of respondents are in the 41-50 age range, representing a very small portion of the total. This might suggest either lower levels of engagement or interest from this group in the subject matter.

➤ Above 50 years (2.5%): The smallest proportion of respondents, 2.5% (1 out of 40), is in the above 50 age range. This indicates minimal participation from older age groups in the survey or

CHI-SQUARE TEST

	AGE				Total
	20-30	31-40	41-50	Above 50	
Disagree	2	0	0	0	2
Neither Agree nor Disagree	5	2	2	0	9
Agree	20	4	0	1	25
Strongly Agree	3	1	0	0	4
Total	30	7	2	1	40

Interpretation

➤ The p-value (Asymptotic Significance) of 0.454 is greater than the commonly used threshold of 0.05. This suggests that there is no statistically significant relationship between the respondents' age group and their agreement level with the statement.

➤ In simpler terms, the age group does not appear to influence how strongly respondents agree or disagree with the statement in the survey.

Findings

Preference for Quality and Durability:

➤ A significant majority of customers reported preferring branded clothes because they associate them with higher quality and durability. Customers believe that branded clothes are made from better materials and last longer than non-branded alternatives, which justifies the higher price.

Brand Reputation as a Key Decision-Maker:

➤ Brand reputation played a crucial role in shaping customer preferences. Many respondents mentioned that they trust established

brands because they are perceived as more reliable and offer consistent quality. Consumers felt that branded clothes often represent a sense of prestige or status, which influences their buying decisions.

Price Sensitivity and Perceived Value:

- Price sensitivity was evident among the respondents, particularly in middle-income segments. However, many were willing to pay a premium for branded clothes when they perceived that the price was justified by the quality, design, or exclusivity of the brand. Some customers also stated that they buy branded clothes during sales or discounts to maximize value for money.

Influence of Fashion and Trends:

- The study found that a significant number of customers are driven by fashion trends when selecting branded clothing. Customers often choose brands that are in vogue, with newer and stylish designs being a primary motivator. Young consumers in particular were more likely to purchase branded clothing to stay updated with the latest fashion trends.

Suggestion

Branded clothing companies should ensure the consistency of their product quality, particularly in terms of fabric, stitching, and fit. Inconsistent sizing is a common complaint, so brands should work to standardize their sizing systems or provide more detailed size guides both online and in-store.

II. CONCLUSION

The study on customer preferences and satisfaction towards branded clothes reveals several key insights into consumer behavior. Customers generally perceive branded clothing as a symbol of quality, status, and reliability. Most respondents indicated a preference for well-known brands due to the assurance of durability, design, and the prestige associated with the brand name. However, it was also noted that factors like price sensitivity, style variety, and the availability of newer trends play significant roles in shaping customer choices.

While brand loyalty remains strong among consumers, a noticeable portion of respondents also expressed an interest in exploring new or lesser-known brands if they offered competitive pricing and comparable quality.

The study highlights that customer satisfaction is driven not only by the quality and fit of the clothes but also by the overall shopping experience, including customer service, ease of purchase, and the store environment.

In conclusion, for brands to maintain and increase customer loyalty, they should focus on delivering superior quality products, innovative designs, and positive customer experiences. Additionally, offering a balance between price and exclusivity while staying attuned to changing trends can further enhance customer satisfaction and strengthen brand preference in the competitive apparel market.

III. REFERENCES

- 1.Rohit Kumar Pal(2024)Customer Satisfaction Of People In The Shopping Of Branded And Non-Branded Articles Through Online-Offline MODE February 2024ShodhKosh Journal of Visual and Performing Arts 5(2):606-615DOI:[10.29121/shodhkosh.v5.i2.2024.2822](https://doi.org/10.29121/shodhkosh.v5.i2.2024.2822)
- 2.Sibi Rosemary(2023)Preference for Branded Clothes Among College Going Girls International Journal of Multidisciplinary Research Configuration 2(1):63-80DOI:[10.52984/ijomrc2107](https://doi.org/10.52984/ijomrc2107)
- 3.Dr. A. S. Naveenkumar(2016) A Study on Customer Satisfaction Towards Branded BroadbandDOI:[10.5281/zenodo.192421](https://doi.org/10.5281/zenodo.192421)