

# Customer Preference towards Indian Brand and Multinational Brand Shirts in Tirupur

Dr. R. Ganapathi\*  
Ms. A. Sakthi Devi\*\*

## ABSTRACT

*In today's scenario, companies are facing tough competition as, the customers have a wide choice of brands to select. In order to face competition, companies have to do a better job of meeting and satisfying customer's needs than their competitions. The garment industry and its market are not exceptions to this. The importance of understanding customer requirements is such that companies have to try innovative ways and means to get to the customer and hear "the voice of customers". It is necessary to find out the requirements and preferences of the customer. Traditionally a necessity, the modern shirt has acquired the elements of fashion and performance for an enhanced look and usage. Though knits is gaining immense popularity from India, specially with value addition and embellishments, the demand for woven shirts will keep getting positive momentum provided the suppliers complements it with the required innovations in designing combined with value additions, specially in post manufacture treatment. The market for branded shirts is fast increasing and there is fierce competition among Indian brand and multinational brand shirts. This study deals with customer preferences towards Indian and multinational branded shirts.*

*There is no questioning for the existence of market for shirts. The shirt market is worthy enough now and is growing at a rapid rate. Multinational company brands like Allen Solly, Louis Philippe, and Van Heusen have a great share and preference among Indians. Indian brands are thought not far from reaching the top. We have quality brands like Park Avenue, Basics, and Zodiac which are striking a good pace with that of the foreign brands. Premium shirts or dress shirts are not India's forte but casual and fashion shirts are winners all the way. On an average, most exporters in India are not manufacturing casual shirts or regular formal shirts with collar, pockets, button down, plackets, cuffs and sleeves. The other varieties in this segment from India are beach shirts and fishing shirts. These days, even shirts without collars or front closed giving the non-formal appearance are also gaining popularity.*

## Objectives Of The Study

The following are the specific objectives of the study.

1. To study the reasons for preferring Indian brand and multinational brand shirts.
2. To compare the growth position of Indian brand and multinational brand shirts.
3. To analyze the consumer attitude and preference towards Indian brand and multinational brand shirts and
4. To offer suitable suggestions for improving the overall performance of Indian brand and multinational brand shirts.

## Research Methodology

Research methodology is a way to systematically solve research problems, why the research has been undertaken, how the research problem has been defined and what data has been adopted, why a particular technique of analysis for the data has been used. The entire methodology of the study has been

focused on the Indian brand and Multinational brand shirts in Tirupur. The present study is empirical and is based on the survey method. A descriptive study was made on the Indian brand and Multinational brand shirts. Convenience sampling technique was adopted for this study. The sample size was 200 respondents in Tirupur. The data collected for the study is primary data and secondary data. The statistical tool used for data analysis in the study is simple percentage weighted average method and rank analysis. The period of the study was July to August 2007.

## Limitations Of The Study

The following are the specific limitations of the study.

1. This study is purely based on the information given by the customers.
2. The study is limited to Tirupur only and therefore the findings of the study cannot be extended to another area.
3. The study was conducted within a limited duration and

\*Dr. R. Ganapathi is Assistant Professor, Department of Management Sciences, S.N.R.Sons College (Autonomous), Coimbatore. (M.com.,MBA., M.phil., Ph.d., PGDCA.,)

\*\*Ms. A. Sakthi Devi,(MBA., M.Phil ,PGDCA) is a Lecturer in business management at P. S. G. R. Krishnammal college for women (autonomous) Coimbatore 641 004

4. Sample size of the study was limited to 200. Hence detailed evaluation of the study is not possible.

#### Analysis And Intepretation Of Data

The results of the analysis of the collected data are presented below. The composition of the sample is given in table 1.

#### Sample Composition

No.	FACTORS	NUMBER OF RESPONDENTS	PERCENTAGE
1.	<b>Gender</b>		
	Male	158	79
	Female	42	21
2.	<b>AGE</b>		
	< 30 years	142	71
	31-50 years	52	26
	> 50 years	06	3
3.	<b>Educational Back Ground</b>		
	Matriculates	62	31
	Graduates	94	47
	Post-graduates	44	22
4.	<b>Occupation</b>		
	Salaried	32	16
	Business	42	21
	Professionals	40	20
	Housewives	18	09
	Students	68	34
5.	<b>Monthly Income (Rs.)</b>		
	< Rs.20,000	74	37
	Rs.20,001 – 30,000	40	20
	> Rs.30,000	86	43

Source: Primary Data

#### Different Indian Brands Preferred

Sr. No.	BRAND	NUMBER OF RESPONDENTS	PERCENTAGE
1.	Basics	55	27.5
2.	Zodiac	46	23
3.	Park Avenue	71	35.5
4.	All the above	23	11.5
5.	Others	5	2.5
	<b>TOTAL</b>	<b>200</b>	<b>100</b>

The above table shows the preference of the respondents in case of Indian branded shirts. 35.5% of the respondents preferred Park Avenue, 27.5% of them preferred Basics, and 23 % of them preferred Zodiac. 11.5% of the respondents preferred all the three brands and 2.5% of them preferred other brands like Color plus, Cool collection.

#### Source Of Awareness Of Indian Brand Shirts

Sr. No.	MEDIA	NUMBER OF RESPONDENTS	PERCENTAGE
1.	Advertisement	59	29.5
2.	Friends	24	12
3.	Relatives	23	11.5
4.	Self-interest	45	22.5
5.	Salesman	49	24.5
	<b>TOTAL</b>	<b>200</b>	<b>100</b>

The above table shows that 29.5% of the respondents were aware of the Indian brand through advertisements. 24.5% of the respondents were aware through the salesman. 22.5% of the respondents were aware of the Indian brand on their own interest. 12% of the respondents were aware through their friends. 11.5% of them were aware through their relatives. Majority of the respondents were aware of the shirts through advertisement.

#### Preference Of Multinational Brand Shirts

Sr. No.	BRAND	NUMBER OF RESPONDENTS	PERCENTAGE
1.	Allen Solley	59	29.5
2.	Louis Phillip	61	30.5
3.	Van Heusen	30	15
4.	All the above	47	23.5
5.	Others	3	1.5
	<b>TOTAL</b>	<b>200</b>	<b>100</b>

The above table shows the preference of respondents for Multinational branded shirts. 30.5% of the respondents preferred Louis Phillip, 29.5% of them preferred Allen Solley, and 15 % of them prefer Van Heusen. 23.5% of the respondents preferred to all the three brands and only 1.5% of them preferred other brands like Sting Peter's.

### Source Of Awareness Of Multi National Brands

Sr. No.	MEDIA	NUMBER OF RESPONDENTS	PERCENTAGE
1.	Advertisement	23	11.5
2.	Friends	27	13.5
3.	Relatives	24	12
4.	Self-interest	26	13
5.	Salesman	93	46.5
6.	Internet	7	3.5
<b>TOTAL</b>		<b>200</b>	<b>100</b>

The above table shows that 46.5% of the respondents were aware of the Multinational brands through salesman. 13.5% of the respondents were aware through their friends, 13% of the respondents were aware on their own interest. 12% of the respondents were aware through their relatives. 11.5% of them were aware through advertisements. 3.5% of them were aware of the product through the Internet.

### Ranking Factor Influencing The Purchase Of Shirts

FACTOR	I	II	III	IV	V	VI	VII	VIII	Total Score	Rank
	1	2	3	4	5	6	7	8		
Price	40	60	22	34	14	4	8	18	656	III
Design	24	50	64	32	22	4	4	-	610	II
Logo	4	4	24	10	22	14	28	94	1294	VIII
Quality	100	40	20	26	4	6	2	2	348	I
Brand Name	16	20	26	34	56	28	6	12	856	IV
Prestige	4	2	16	16	28	78	42	4	1054	V
Convenience	2	18	16	36	20	24	68	16	1078	VI
Brand Loyalty	8	8	12	12	34	46	34	46	1160	VII

The above table shows that the foremost factor which influence the customers for purchasing shirts is quality (rank 1) which is followed by design (rank 2), price (rank 3), brand name (rank 4), prestige (rank 5), convenience (rank 6), brand loyalty (rank 7) and logo (rank 8).

### Weighted Average Age Of The Respondents

Class Interval of Age Group	Middle Value (x)	Number of Respondents (w)	WX
10 - 20 Years	15	68	1020
20 - 30 Years	25	74	1850
30 - 40 Years	35	42	1470
40 - 50 Years	45	10	450
50 - 60 Years	55	6	330
<b>TOTAL</b>	-	<b>200</b>	<b>5120</b>

$$\text{Weighted average (age)} = \frac{5120}{200} = 25.6$$

The above table shows the weighted average age (25.6 years) of the respondents.

### Weighted Average Income Of The Respondents

Class Interval of Income	Middle Value (x)	Number of Respondents (w)	WX
Rs.5,000 - 10,000	7500	20	150000
Rs.10,000 - 15,000	12500	24	300000
Rs.15,000 - 20,000	17500	30	525000
Rs.20,000 - 25,000	22500	40	900000
<b>TOTAL</b>	-	<b>114</b>	<b>1875000</b>

$$\text{Weighted average (Income)} = \frac{1875000}{114} = 16447.368$$

The above table shows the weighted average income (Rs.16447) of the respondents. As the study was not restricted only to the consumers of the shirts it included housewives who comprise 9% of the respondent. Though students were taken for the study their family income was not considered.

### SUGGESTIONS

1. The Indian brand shirts should develop new varieties and adopt new strategies to increase their market share.
2. The brand image of Indian brand shirts should be improved giving emphasis to quality.

3. Price of both the branded shirts can be reduced which will increase sales.
4. Intensive advertisement can be made in both the branded shirts.
5. Indian brand has to improve the quality of shirts which is low when compared with multinational brand and
6. Development of new designs of shirts is necessary for both the branded shirts.

### CONCLUSION

Culture is the most fundamental determinant of a persons wants and behaviour. It refers to a set of learned beliefs, attitudes, values, customs, habits etc. and determines human wants and behaviour. Culture is alive and keeps on changing. Actually much

of human behaviour is determined by culture. With the help of survey and research methodology used the researcher was able to conclude that Indian brand Park Avenue is the leading brand in Tirupur. Louis Philippe in spite of being the leading Multinational brand comes next to Park Avenue. There is definite scope for both the brands to become the market leader.

### REFERENCE

[www.genesisbasics.com](http://www.genesisbasics.com)  
[www.raymondindia.com](http://www.raymondindia.com)  
[www.zodiaconline.com](http://www.zodiaconline.com)  
[www.allensolley.com](http://www.allensolley.com)  
[www.louisphilippe.com](http://www.louisphilippe.com)  
[www.vanheusen.com](http://www.vanheusen.com)