

## **BUYING DECISIONS OF MENS' SHIRTS: SINGLE BRAND SHOW ROOMS Vs MULTI BRAND RETAIL OUTLETS PERSPECTIVE**

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### **ABSTRACT**

India is witnessing change in life styles of large section of the population. The need to understand the emerging markets and consumers has become a big challenge for the corporate world especially in creating and managing a powerful brand. By developing a powerful brand, corporates can establish 'brand equity' and the equity assists firms in a variety of ways to manage competition and to maintain market share. Branding is one of the most effective competitive tools and it is a challenging task for the marketer to nurture a brand into a strong, profitable brand.

Today's brands are more visible than those in the past. They are every where-on the TV hoardings, posters and print media. Brands while proclaiming their positive qualities pull down those of their rivals. Intangible assets such as brands, patents and know-how have become increasingly dominant elements of company value. Brands are widely recognized as corporate assets but have been historically evaluated based on non financial attributes like awareness, recognition and perceived value. Every marketer instinctively knows that his or her brand is valuable. Brand value is represented by the premium price a company gets at the time of transfer of ownership. However, the value for on-going business is determined by the important financial term "Goodwill".

Buying behaviour of men on branded shirts are changing one. A number of people visit the showroom with a brand in mind because the quality and comfort of that brand are suitable for them. Most of the youth are not giving much importance to any specific brand because they go for smart look and different style only. An attempt is made in this study to assess the buying behaviour in respect of mens' shirts in single brand showrooms or in multi brand shops.

**Keywords :** Buying behaviour, single brand, multiple brand

## Introduction

Brand management holds the key in the modern markets, particularly in Indian markets because Indians are very traditional. India's traditional dress for men is Dhoti but gradually, people transmitted into tailor made dresses. Due to the globalization process, Indians are getting attracted to ready made dresses, particularly Multinational brands.

The growth of readymade mens' wear business in India was very slow till the early - 1980's. The main reason for this was that Indian men were used to buying cloth and getting their outfits tailored - mainly through local tailoring shops from the unorganized segment. Consequently, there were no national level brands in this category for a long period. By the mid - 1980's however customer mindset seemed to have started changing gradually, along with increasing urbanization, and changes in the social and economic status and life styles. As in many other industries in the nation, the move towards 'branding' soon took momentum in the mens' wear market.

Both listed and unlisted players cater to the branded apparel market. There is a small number of listed players such as Madura Garments, Raymond Apparel, Bombay Dyeing, TC Wills, Life Style and Arvind Mills. Popular unlisted players include Indigo Nation, Colour Plus Basic and Sting.

## Reasons for Branding

- It is an instrument for sales promotion in the market.
- It facilitates easy advertisement and publicity
- It creates special consumer preference over the product.

## Brand Value

Fim Crimmins, Executive Vice-President of DDB Needham told that the key to ensure brand loyalty was to increase the value of the brand in the mind of the consumer, a task he said, was easier said than done. Crimmins argued that more than sustained advertising to build value, factors such as product improvements, package design, communicating the competitive positions and promotion that deliver not only purchase incentives but also added value.

## Buying Behaviour

Difference in customer's habits, their cognitive structures and their motives cause them to behave differently when buying. Although an individual doesn't act the same way in all situations, people tend to act consistently, we may identify six groups of consumers by their buying behaviour.

- A habit – determined group of brand-loyal consumers who tend to be satisfied with the product or brand last purchased.
- A price – cognitive group of consumers who decide principally upon the basis of price or economy comparison.
- A cognitive group of consumers who are sensitive to rational claims
- An impulse group of consumers who buy on the basis of physical appeal and are relatively insensitive to brand name.
- A group of emotional reactors who respond to product symbols and are heavily swayed by images.
- A group of new consumers who haven't yet stabilized the psychological dimensions of their behaviour.

## Need for the Study

Customers include the present customers consuming the products of an organisation and also the prospective customers who are presently consuming the products of competitors. Customers must

be periodically analysed from several perspectives such as who constitute the customer inventory, level of customer retention, what makes them buy, what their level of satisfaction is, where they are placed in the loyalty ladder, what makes them disloyal, and so on. This analysis is to be performed not only on the existing customers but also on the former customers, so that corrective actions may be instigated to retain current customers. Periodical customer satisfaction audit program would provide a meaningful insight into the customer attitude and their behaviour and also would form the basis for developing appropriate strategies to retain relationship with the customers.

### **Statement of the Problem**

India has witnessed a frantic pace of retail development over the past five years. Goldman Sachs has estimated that the Indian economic growth could actually exceed that of China by 2015. It is believed that the country has potential to deliver the faster growth over the next 50 years.

There is increased sophistication in the shopping pattern of customers, which has resulted in the emergence of big retail chains in most metros; mini metros and towns being the next target. Customer taste and preferences are changing, leading to radical transformation in life style and spending patterns, which in turn is giving rise to new business opportunities. The generic growth is likely to be driven by changing life styles and by strong surge in income, which in turn will be supported by favorable demographic patterns.

Now- a- days the branded shirts are increasingly used by men. They select their branded shirt in the Single brand showrooms (or) Multibrand showrooms. The buying decisions of the respondents are influenced by different factors. The increase in demand for consumer goods and expendables have boosted the sale of branded mens' wear. Keeping this in view research is carried out to know about the buying behaviour of men consumer with regard to branded shirts available in brand specific showrooms (Single brand showroom) and multi-brand showrooms (Multi brand outlets).

### **Excerpts from Previous Studies**

Dr. A.Lalitha, Dr.J.Ravikumar & K.Padmavalli (2008) made a study entitled "Brand Preference of Mens' wear". Scope of the study focuses on the brand preference regarding shirts and pants of select consumers living in twin cities of Hyderabad and Secunderabad. It is confined to the customers visiting the select showrooms in Hyderabad and Secunderabad. The objectives of this study were to know the reason why customers prefer branded shirts and pants to unbranded ones, to find out the influence of advertisement for branded clothing for the purchase behaviour of the respondent and to know the factors influencing customers while choosing branded shirts or pants.

It is concluded that educational qualifications, employment status, age group, convenience of shops, and advertisement are influencing factors for purchasing the branded shirts and pants by the respondents. 94percent of the respondents are highly educated and purchased branded readywears. Age group of 20-50 years are income earning people and spending on the branded wears. The study reveals that the advertisements play a limited role to choose the brand among ready - made dresses available in the market. 54percent of the customers are buying branded ready wear because of quality and status symbol.

Dr.Ritu Narang (2006) in a study entitled "A Study on Branded Mens' wear", was taken up in the city of Lucknow with an intention to explore the purchase behavior of the buyers of branded mens' wear. The objectives of this research are to study the purchase behaviour of the buyers of branded mens' garments, to study the impact of advertising on the purchase decision of buyers, to study the impact of promotional activities on purchase behaviour of buyers. The research type was exploratory as it was conducted to develop a concept about the purchasing behaviour of buyers of branded mens' garments and the impact of advertising on their purchase decision.

This 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.

Dr.S.V.Pathak and Aditya P.Tripathi (2009) made a study entitled “Customer Shopping Behaviour Among Modern Retail Formats: A Study of Delhi & NCR”. The Study is an exploratory research conducted in Delhi & NCR. It specifically focuses on customer shopping behaviour in Indian scenario among the modern retail formats. Objectives of the study are to find out the factors that affect the buyer's decisions among the modern retail formats and to evaluate the comparative strength of these factors in buying decision of the buyers.

On the basis of primary as well as secondary research the authors note that retailers often overlook the schemes and offerings expected by the customers and tried to impose their own offerings upon customers which ultimately cause the dissatisfaction. It is also observed that in the changing retailing environment, understanding the psyche of a customer is critical for success in retailing. Aggregate level picture may be misleading, as it averages the beats and the valleys. Hence, Individual understanding is desirable. It is further stated that the Indian customers have become more sensitive to quality, customer service and status. He/She is ready to pay, some times, astronomical sums, provided their needs are satisfied. They are basically looking for an experience which is more of cognitive than physical.

In the article “Products May Die; Brands Don't!” the author (2009) focuses on the brand conscious generation with increasing disposable incomes. Today's young consumers are inclined more towards leading a comfortable and hassle-free life. They have come in possession of money and wish to spend it on trusted goods and services, which are well worth the money that they would pay. 'Brands' cost them dearly and yet, they prefer the same as they are conscious of the fact that branded products give them their money's worth. This generation of consumers may, therefore, be labeled as 'the brand conscious generation'. Raymonds, Amul and Bata are trusted brands. The problem is that when they started they were pioneers in their line, whereas today, there are multiple brands that are able to deliver the same quality at a lower price perhaps. Unless they reinvent themselves and remain relevant, they cannot sustain.

The Article entitled “The Recipe for the success of Garment Industry” highlights that Segmentation – Targeting – Poisoning (STP) is an important strategic tool in business, where in customers are grouped together based on some common traits (segmenting), business analysis is done for these segments to identify viable segment(s) (targeting) and the firm positions its marketing offer to appeal to the targeted segment(s) so that the identified segment resonates to the offering (positioning)

Because of the universalization of common production technologies and quality standards, differences in various products and services are getting blurred. At the same time, customers are quite demanding and would want their specific needs to be addressed. Thus, firms will have to configure what customers want, rather than being product - centric. This trend makes the customer segments smaller and smaller and poses a challenge to make each cluster a viable segment.

### **Objectives of the Study**

The study has been carried out to fulfill the following objectives.

- To ascertain the brand of shirt most preferred by respondents.
- To assess the various positive attributes of popular brands of shirts.
- To rank the factors inducing the respondents to go for branded shirts
- To identify the demographic and purchase pattern related factors influencing the choice of retail outlet.

- To identify the showroom specific factors influencing the choice of retail outlet.
- To offer suitable suggestions to the single brand showroom franchisees and multi brand shop owners

### **Methodology and Tools of Analysis**

This study has been undertaken with the objective of assessing the buying behavior in respect of mens' shirts in single brand showrooms or in multibrand shops. For the purpose of assessing the level of satisfaction, primary data have been collected from respondents and secondary data have been collected from books, magazines and websites. A sample of 200 respondents were interviewed using structured interview schedule. Only men who used readymade shirts have been chosen as respondents purposively (non-random sampling method), as the main objective of research is to study the buyer behaviour in respect of mens' ready made shirts. Due care has been taken to include people of various age groups hailing from different socio-economic background. Percentages, ranks, means scores and weighted scores have been computed to fulfil the objectives of the study. Further chi-square test has been applied to test the hypotheses in respect of demographic factors, purchase pattern factors and showroom specific factors. Rank analysis has also been carried out to rank six important reasons behind the purchase of branded shirts. They are quality, status symbol, official purpose, good colours & designs, smart look & comfortable and different style. Overall mean scores have been calculated for six showroom specific factors with five point scale viz, best, good, neutral, poor, very poor for both single brand showrooms and multibrand showrooms. The factors are: location of shops, salesmanship & courtesy, wider choice in colour, design & material, price range, offers & discounts and facility for use of credit card.

### **Limitations of the Study**

The study is subject to the following limitations:

- The study covers respondents in Erode town only. The consumers attitude may not be same in other towns and cities because of difference in preference, life style and buying patterns.
- As the sample size being limited (i-e) 200, the conclusion may not be wholly applicable to the total market

### **Results and Discussion**

As per Table 1.1, 29.5 percent of the respondents are 20 years old or less. 53.5 percent of the respondents belong to the category of 21-30 years and the rest 17percent of the respondents are above 30 years. 4.5 percent of the respondents are educated upto School level; 58 percent of the respondents belong to the category of Arts & Science graduates / Post graduates and the rest 37.5 percent of the respondents are pursuing Professional course or have completed such a course. 50 percent of the respondents are students, 34.5 percent of the respondents are employed and the rest 15.5 percent of the respondents are either professional or self employed.

Further the table shows that 22 percent of the respondents are married and the rest 78percent are unmarried. 40.5 percent of the respondents families have monthly income below Rs.10000. 29.5 percent of the respondents belong to the category of Rs.10000-Rs.20000 and the rest 30 percent of the respondents belong to the families with monthly income more than Rs.20000. 44 percent of the respondents belong to urban area, 29.5 percent of the respondents hail from the semi-urban area and the rest 26.5 percent of the respondents are from rural area.

It is evinced further from table 1.1 that 16 percent of the respondents always use branded shirts; 35.5 percent of the respondents buy branded shirts most of the times and the rest 48.5 percent of the respondents buy it occasionally. 38.5 percent of the respondents get information from friends

& relatives; 37 percent of the respondents through advertisements and the rest 24.5 percent of the respondents get it from showrooms / shops. 20 percent of the respondents buy during off-season sale. 51 percent of the respondents are mainly buying during festival time and the rest 29 percent of the respondents buy mainly for functions.

Selection factor reveals that 53 percent of the respondents go for self- selection; 22.5 percent of the respondents get the help of friends for selection and the rest 24.5 percent select shirts through family members. 'Showroom preferred' factors reveals that 44.5 percent of the respondents buy most of their shirts in single brand showrooms and the rest 55.5 percent of the respondents buy shirts in any multibrand shop. City factor reveals that 43 percent of the respondents buy shirts in Erode city and rest 57 percent buy in other towns such as Chennai, Tirupur and Coimbatore.

### **Brand Choice of Consumers**

Table 1.2 portrays the brand choice of the consumers.

It is evinced from the table 1.2 that, Raymond, a leading brand is preferred by the highest number of respondents and secured a high score of 52. 'No Preference for any specific brand' secures the second place with 35 scores. This shows that many consumers are purchasing shirts according to their financial positions and perception about smart look, style and comfort. Peter England which successfully captured the Indian middle class mind has bagged 29 scores and stands third. Following Peter England, John Player and Louis Philippe occupy fourth and fifth places with scores of 16 and 14 respectively.

### **Process of Brand Choice**

The process of brand choice is a purposeful action plan of selecting a specific brand from among the wide range of brands available. The criterion that guide is matching the expectations of customer with what the brand could offer.

Four important factors relating to the brand have been considered in this study as factors ultimately attracting the consumer towards a brand of shirts and they are

- Offers & discounts provided.
- Attractive range of colours and designs.
- Frequency of advertisement in print and electronic media and
- The attractiveness of advertisements.

The responses obtained in respect of these factors with reference to various brands of their choice have been tabulated and presented in Table 1.3. The favourable responses for each brand have been summed up and shown in the last column.

Raymond brand emerged as the toper with total score of 261 and this brand has secured the maximum score in respect of each of the four factors namely Offers & discounts, Range of colours & designs, Frequency of advertisement and Attractiveness of advertisement. Peter England stands second, bagging 111 scores; Van Huesen follows Peter England with the score of 84; John Player & Zero occupy fourth and fifth places respectively. The other brands have secured low scores.

### **Ranking by Customers**

The branded shirts market is exploding with wide choice and all possible price ranges to suit consumers of different age groups and social status. In order to know what motivates them to buy branded shirts, the respondents were asked to rank the six important reasons behind the purchase of branded shirts. They are; 1.Quality 2. Status Symbol 3.Official Purpose 4. Good Colours & Designs 5. Smart Look & Comfortable 6. Different Style.

Based on their ranking from one to six, weights have been assigned (such as rank I - 6 score; rank 2 - 5 score; rank 3 - 4 score; rank 4 - 3 score; rank 5 - 2 score; rank 6 - 1 score) and the total

weighted score obtained by each of the six factors have been presented in table 1.4. Final ranking has been determined according to the weighted score. The ranks and also the mean scores have been depicted in the same table.

Quality is the corner stone of a strong brand and a quality product delivers superior performance. Hence the quality factor has got over whelming response from the consumers and has obtained the top rank with the highest weighted score of 969. The availability of good colours and designs under a specific brand label has a direct bearing on the brand strength. This factor has secured the second position with the total weighted score of 782. In the branded shirt market, the products can be easily copied and improved. Almost all brands market shirts which enhance the smart look and give comfort. This factor occupies third position by obtaining weighted score of 748. The positive attitude of consumer towards branded products results in effective response in terms of increased sales. Consumers perceive that branded shirts offer them a chance to wear shirts with 'Different Style' and hence this factor stands fourth with a weighted score total of 618. The factors 'Official Purpose' and 'Status Symbol' registered weighted scores of 543 and 540 respectively and the difference in the scores is very narrow.

### **Factors Influencing Choice of Single Brand and Multibrand Outlets**

In any buying situation for consumer product or services, there can be four elements, which can effect buying process. They are:

- Buyer Characteristics
- Product Characteristics
- Seller Characteristics
- Situational Characteristics

The significance of relationship between certain demographic factors / purchase pattern factors and the retail outlet chosen for buying branded shirts has been tested using chi-square test. The factors selected for analysis have been listed below (Table 1.1)

#### **Demographic Factors**

Age  
Education  
Occupation  
Marital Status  
Family Income  
Location of residence.

#### **Purchase Pattern Factors**

Frequency of Purchase  
Source of Information  
Occasion of Purchase  
Person Influencing Selection  
City of Purchase

- Age is an important factor while purchasing the branded shirts. According to age respondents are classified into three categories-upto 20 years, 21-30 years and above 30 years.
- Buying behaviour is changed according to buyer education. So respondents are classified as per their education into three categories (i.e) School Level, Arts & Science (Both UG & PG) Graduation and Professional course.
- On the basis of occupation, the respondents are classified as students, employed and professional / self-employed. Respondent's behaviour may vary based on his occupational status.
- Based on Marital Status the buying behaviour may change because for married respondents the spouse is likely to play a major role in selection of retail outlet. Hence the respondents are classified into categories namely married and unmarried.

- Based on family income the buying power changes as high income people may go for premium brands than middle class people. Entertainment expenses and purchase of dresses which assumes fashion value depends on the surplus income available. Life style which is based on the economic status influences buying decisions. Family income per month is classified into three categories (i.e) upto Rs.10000, Rs.10000-Rs.20000 and above Rs.20000.
- Business communities believe that sizable disposable income in India is concentrated in the urban areas with well off and affluent classes. Hence location of residence is classified into three categories (i-e) urban, semi-urban and rural area.
- Frequency of purchase of branded shirts varies from person to person. Depending on the frequency of purchase, the respondents are grouped into three categories (i-e) always, most of the times and occasionally.
- Information about branded shirts are collected from three sources-Friends & Relatives, Advertisement and Showroom / Shop.
- Occasion of purchase differs from person to person according to the availability of disposal income at a given point of time and the importance given by them for off season discounts and celebrations of festivals and functions.
- Family is an important external factor that plays a key role in buying decisions. Indian consumers are still family driven entities. Shopping, entertainment and eating out are family events since these decisions are normally group decisions. Hence a marketer has to address family sensibilities more rigorously to woo Indian customers. Based on who finalized selection, the respondents are categorized into three types – Self, Friends and Family members.
- Place of purchase may change according to the income level, mobility etc. People like to do shopping in other cities and towns rather than their place of residence. Therefore the respondents are grouped into those who buy locally and those who buy in other cities such as Chennai, Coimbatore, Tirupur etc.
- The result of chi-square analysis as per Table 1.5 reveals that none of the six demographic factors of the respondents selected for the study (Age, Education, Occupation, Marital Status, Family Income, Location of Residence) has significant influence on the choice of the retail outlet preferred for buying branded shirts. Similarly it is found that none of the five-purchase pattern related factors (frequency of purchase, source of information, occasion of purchase, person influencing selection, city of purchase) has significant relationship with the retail outlet chosen for buying branded shirts.

#### **Showroom Specific Factors – An Assessment by Respondents (TABLE 1.6)**

The researcher has chosen six specific factors which are though common for both single brand showrooms and multibrand shops but will have definite influence on consumer behaviour. They are:

- Location of Shops
- Salesman ship & Courtesy
- Wider choice in Colour
- Design & Material
- Price range
- Offers and discounts
- Facility for use of credit card.

The respondents were asked to indicate their opinion on these factors in respect of single brand showrooms and multibrand showrooms separately on a Likert's five points scale viz, best,

good, neutral, poor, very poor and tables have been prepared on the basis of mean scores of the options for every factor and also for application of Chi-Square test.

### Showroom Specific Factors

- Location of the shop will attract more number of consumers and it helps to increase the sales of goods. Brand specific showrooms should be located in such a way that customers can find the location of the shop very convenient for access.
- The salesman should cover the customer attention through their effective service. The buying behaviour is highly influenced through good salesmanship and courtesy. The customer's concentration is not only on the brand, but also on the accompanying services offered at three different stages viz., presales, during sales and after sales. Any dissatisfaction as regards these services would cause him to move away.
- The customers needs and wants are satisfied only through wider choice in colour, design and material and therefore his buying behaviour is based on this factor also. Customers always make comparison of competitors products and decide the purchase pattern.
- Price-value factor has emerged as the most important determinant of customers shopping behaviour. Most of the retailers reported that customers were very much conscious of the value, and they usually compared the value sacrificed and received. It played a very key role in their buying decision process.
- Offers and discounts may increase the purchasing power of customer. Offers and discounts are provided by the retailer at festival and stock clearance time.
- Credit card is known as "Plastic Money". The idea is to use it in the place of money. The main purpose is to promote the facility of convenience to customers in purchase. Facility for use of credit card may change the buying behaviour.

### Overall Scores and Mean Scores

The respondents were asked to indicate their opinion on showroom specific factors in respect of single brand showroom and multibrand showroom separately on a Likerts five point scale viz, best, good, neutral, poor, very poor. The score have been assigned (such as Best-5 score; Good-4 Score; Neutral-3 Score; Poor-2 Score and Very Poor-1 Score) and the overall scores and mean scores obtained by both single brand show room and multibrand showroom have been presented in Table 1.8.

Table 1.8 reveals that mean scores of best and good options in the five point scale in respect of single brand showroom are high compared to multibrand showroom. In other options it is vice versa.

The results of chi-square analysis (Table 1.7) revealed that there is a significant relationship between location of shops and the choice of retail outlet. But there is no significant relationship between retail outlet and other showroom specific factors, viz. salesman ship & courtesy, wider choice in colour, design and materials, price range, offers & discounts and facility for use of credit card. The total scores and mean scores of single brand showrooms have a slight edge over the multibrand showrooms.

### Suggestions

#### **"Words without ideas are like sails without winds"**

Based on the findings of the study, following suggestions have been offered.

- ❖ Purchase pattern reveals that only 16percent of the respondents always use branded shirts and 35.5percent respondents use them most of the times. Brand preference should be created

through feel good advertisement and brand loyalty programmes.

- ❖ Advertisement has been the major source of information for 37 percent of respondents only. This highlights the need for intensive advertisements. There should be a tone of freshness, style and energy conveyed through the advertisement.
- ❖ Only 20 percent of the respondents buy during off-season sale. Therefore retailer has to provide more offers & discounts during off-season sale.
- ❖ Allensolly, Indigo nation, Louis Philippe secured low scores in positive attributes of brands. The manufacturers have to concentrate on this attributes to attract more consumers towards their brand.
- ❖ Most of the respondents do not have knowledge about the location of single brand showrooms. It must be boosted through advertisements, mainly through hoardings in important places.
- ❖ Only 44.5 percent of the respondents preferred to buy from single brand showroom. Hence, offers and discounts provided to customers must be improved in single brand showroom compared to multibrand shops.
- ❖ 43 percent of the respondents purchased their shirts in Erode and the rest preferred other towns. Therefore it is suggested that there should be more brand specific showrooms in Erode to cater to the needs of Erode people residents.

## Conclusion

It is concluded in the study, that all the demographic factors and purchase pattern factors do not have significant influence on the buyer's choice of retail outlet. Showroom specific factors also do not have influence on the buying behaviour of retail outlet except location of shops. Raymond, a leading brand is the most preferred brand and possesses a high degree of positive attributes. In ranking by customers, the quality factor occupies the first position: Colour and design, Comfort and style are securing successive ranks respectively. The total scores and mean scores lead to the conclusion that single brand showrooms have a slight edge over the multi brand showrooms.

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**TABLE 1.1**

**PROFILE OF RESPONDENTS – DEMOGRAPHIC AND PURCHASE PATTERN**

Factors		Single Brand Showrooms	Multi Brand Shops	Total	Percentage to Total
Age (Years)	Upto 20 Years	23	59	36	29.5
	21 – 30 Years	52	107	55	53.5
	Above 30	14	34	20	17
Education Qualification	School	4	9	5	4.5
	Arts & School (UG & PG)	48	116	68	58
	Professional Course	37	75	38	37.5
Occupation	Student	49	100	51	50
	Employed	30	69	39	34.5
	Professional / Self Employed	10	31	21	15.5
Marital Status	Married	16	44	28	22
	Unmarried	73	156	83	78
Family Income per Month	Upto Rs.10000	35	81	46	40.5
	Rs.10000 – Rs.20000	23	59	36	29.5
	Above Rs.20000	31	60	29	30
Location of Residence	Urban	40	88	48	44
	Semi-Urban	28	59	31	29.5
	Rural	21	53	32	6.5
Frequency of Purchase	Always	17	32	15	16
	Most of the Times	35	71	36	35.5
	Occasionally	37	97	60	48.5
Source of Information about Brand	Friends & Relatives	36	77	41	38.5
	Advertisement	35	74	39	37
	Showroom / Shop	18	49	31	24.5
Occasion of Purchase	Off-Season Sale	19	40	21	20
	Festival Times	48	102	54	51
	Functions	22	58	36	29
Persons Finalizing Selection of Shirts	Self	50	106	56	53
	Friends	17	45	28	22.5
	Family Members	22	49	27	24.5
Place of Purchase	Erode	32	86	54	43
	Other Towns	57	114	57	57

**TABLE 1.2**  
**BRAND MOST PREFERRED**

<b>Brand</b>	<b>No. of Respondents</b>
Raymond	52
Peter England	29
John Player	16
Louis Philippe	14
Basics	12
Indigo Nation	11
Allensolly	10
Zero	9
Sting	7
Other Brands	5
No preference for any specific brand	35
<b>Total</b>	<b>200</b>

**TABLE 1.3**  
**POSITIVE ATTRIBUTES OF BRANDS – FREQUENCY TABLE**

<b>Brand</b>	<b>Offers &amp; Discounts</b>	<b>Range of Colours &amp; Design</b>	<b>Frequent Advertisement</b>	<b>Attractiveness of Advertisement</b>	<b>Total</b>
Allensolly	2	6	4	5	17
Basics	16	13	14	9	52
Raymond	57	39	88	77	261
Indigo Nation	5	5	5	5	20
Louis Philippe	6	20	10	8	14
Sting	15	9	4	8	36
Peter England	33	30	27	21	111
Zero	17	17	6	13	53
John Player	18	20	19	19	76
Van Huesen	17	25	15	27	84
Others	14	16	8	8	46

**TABLE 1.4**  
**RANK TABLE**

Factors	Weighted Score	Rank	Mean Score
Quality	969	1	4.85
Status Symbol	540	6	2.70
Official Purpose	543	5	2.72
Good Colours & Designs	782	2	3.91
Smart Look & Comfortable	748	3	3.74
Different Style	618	4	3.09

**TABLE 1.5**  
**RESULTS OF CHI-SQUARE ANALYSIS –FACTORS AND CHOICE OF RETAIL OUTLET**

Factors	Level of Significance	Degrees of Freedom	Table Value	Calculated Value	H <sub>0</sub> : Rejected / Accepted
Age	5 percent	2	5.991	1.6238	Accepted
Education	5 percent	2	5.991	1.1519	Accepted
Occupation	5 percent	2	5.991	2.7347	Accepted
Marital Status	5 percent	1	3.841	1.5287	Accepted
Family Income	5 percent	2	5.991	2.4949	Accepted
Location	5 percent	2	5.991	0.744	Accepted
Frequency of Purchase	5 percent	2	5.991	3.256	Accepted
Source of Information	5 percent	2	5.991	1.5866	Accepted
Occasion of Purchase	5 percent	2	5.991	1.4222	Accepted
Persons Finalizing Selection	5 percent	2	5.991	1.1127	Accepted
Place of Purchase	5 percent	1	3.841	3.2781	Accepted

**TABLE 1.6**  
**SHOWROOM SPECIFIC FACTORS – AN ASSESSMENT BY RESPONDENTS**

Factors		No. of Responses		Total
		Single Brand Showrooms	Multi Brand Shops	
Location of Shops	Best	79	58	137
	Good	96	90	186
	Neutral	15	35	50
	Poor	10	12	22
	Very Poor	-	5	5
Salesmanship and Courtesy	Best	61	45	106
	Good	86	94	180
	Neutral	36	41	77
	Poor	12	18	30
	Very Poor	5	2	7
Wider Choice in Colour, Design and Materials	Best	59	75	134
	Good	102	78	180
	Neutral	25	34	59
	Poor	10	7	17
	Very Poor	4	6	10
Price Range	Best	39	50	89
	Good	100	85	185
	Neutral	27	39	66
	Poor	25	21	46
	Very Poor	9	5	14
Offers and Discounts	Best	48	53	101
	Good	90	81	171
	Neutral	27	36	63
	Poor	25	18	43
	Very Poor	10	12	22
Facility for use of Credit Card	Best	81	57	138
	Good	69	75	144
	Neutral	37	42	79
	Poor	7	14	21
	Very Poor	6	12	18

**TABLE 1.7**

**CHI-SQUARE ANALYSIS – SHOWROOM SPECIFIC FACTORS AND RETAIL OUTLET**

<b>Factors</b>	<b>Level of Significance</b>	<b>Degrees of Freedom</b>	<b>Table Value</b>	<b>Calculated Value</b>	<b>H<sub>0</sub>: Rejected / Accepted</b>
Location of Shops	5percent	3	7.815	13.2274	Rejected
Salesmanship and Courtesy	5percent	4	9.488	5.581	Accepted
Wider Choice	5percent	4	9.488	7.426	Accepted
Price Range	5percent	4	9.488	6.2482	Accepted
Offers and Discounts	5percent	4	9.488	3.33284	Accepted
Facility for use of Credit Card	5percent	4	9.488	9.0738	Accepted

**TABLE 1.8**

**OVERALL SCORES AND MEAN SCORES – A COMPARISON**

<b>Options</b>	<b>Total Score for Single brand showroom</b>	<b>Mean Score (Total / 200)</b>	<b>Total Score for Multi brand showroom</b>	<b>Mean Score (Total / 200)</b>
Best	1835	9.175	1690	8.45
Good	2172	10.86	2012	10.06
Neutral	501	2.505	681	3.405
Poor	172	0.89	180	0.9
Very Poor	28	0.14	42	0.21