

## Brand Loyalty Among the Customers towards Branded Shirts

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### ABSTRACT

THE RESEARCH IS ABOUT BRAND LOYALTY AMONG THE CUSTOMERS TOWARDS BRANDED SHIRTS. THE OBJECTIVE OF THE STUDY IS TO FIND OUT THE MOST PREFERRED BRAND IN SHIRTS BY CUSTOMERS, AND THE FACTORS THAT INFLUENCE THE CUSTOMERS TO PURCHASE BRANDED SHIRTS. THE DATA HAS BEEN COLLECTED FROM 385 CUSTOMERS BY USING A STRUCTURED QUESTIONNAIRE. AND THE DATA WAS COLLECTED FROM COIMBATORE AND MADURAI. WE USED THE STATISTICAL PACKAGE FOR SOCIAL SCIENCES (SPSS) ASSISTED FOR DATA ANALYSIS. THE DATA COLLECTED WERE ANALYSED BY USING STATISTICAL TOOL SUCH AS AVERAGE, CHI SQUARE, AND REGRESSION. THE FINDINGS SHOW THAT OTTO IS THE MOST PREFERRED BRAND IN SHIRTS. AND THE FACTORS LIKE BRAND LOYALTY, BRAND AWARENESS, AND BRAND ASSOCIATION ARE INDEPENDENT VARIABLES THAT ARE STATISTICALLY SIGNIFICANT.

**Keywords:** Customers, Brand Loyalty, Branded Shirts, Shirts.

### INTRODUCTION

In today's fashion landscape, men have a plethora of options to curate an elegant look, with branded shirts standing out as a key element of personal style. These shirts come in various designs, materials, and fits, catering to both classic and trendy preferences. High-quality materials, meticulous attention to details like stitching and buttons, and a touch of sophistication set branded shirts apart from their regular counter parts. The range of men's wear, from casual t-shirts to formal suits, offers something for every occasion and style. Experimenting with colours, patterns, and fits allows individuals to express their unique fashion sense confidently.

Brand loyalty, as defined by the BNET Business Dictionary, reflects a customer's consistent preference for a particular brand. This loyalty, which evolved significantly since the 1980s, has shifted from product quality to a customer-centric focus due to increasing market competition. Today, branded shirts are sought not only for their quality but also for the prestige and sense of belonging they provide. Each branded shirt, whether a luxury label or a sports emblem, conveys a lifestyle and aspirations.

Branded shirts also serve as tools for self-expression and social signalling. Wearing a recognizable logo communicates affiliations and interests, fostering a sense of community. Through strategic marketing, collaborations, and endorsements, brands ensure their shirts remain desirable in the competitive fashion market.

Ultimately, branded shirts are more than just clothing; they embody brand identity, craftsmanship, and cultural significance, influencing trends and consumer behaviour across fashion landscapes.

## REVIEW OF LITERATURE

**Wong Foong Yee and Yahyah Sidek (2008)** examined factors influencing brand loyalty towards sportswear brands in Malaysia, highlighting the significance of marketing strategies and customer satisfaction. **P.Svenkateswaran, N. Ananthi, U. Geetha, and Binith Muthukrishnan.K (2011)** explored the impact of brand loyalty on consumer buying behavior in Dindigul, emphasizing the correlation between brand name and brand image. **Shirin Jamal and Dr.Khurrm Sultan (2012)** focused on Pakistani clothing brands, linking customer satisfaction with brand loyalty. **Pankaj Kumar Singh and J K Pattanayak (2014)** stressed the role of trust and quality in driving brand loyalty in the Indian sportswear market. **Sunday C. Eze and Bello Adenike O. Bello (2016)** identified sociological factors influencing consumer purchasing behavior in the clothing industry. **Jin Su and Xiao Tong (2016)** examined the influence of brand personality on consumer satisfaction and loyalty in denim jeans brands. **Dr. L. R. Paliwal and Aishvarya Bansal (2017)** studied young consumers' behavior towards branded apparel in India, considering purchase frequency and influences from family and social media. **K. Maran, J. Badrinarayanan, and T. Praveen Kumar (2017)** analyzed the impact of perceived quality and emotional value on consumer purchasing behaviour towards branded apparel in India, suggesting implications for retailers to understand consumer behaviours and perceived value. **IffatTehseenAmjad and Ayesha Saeed (2017)** explored the relationship between brand consciousness, loyalty, buying behavior, and consumer satisfaction among teenagers in Lahore and Sahiwal. **Mr. S. Thangavel and P.Arumugaswamy (2017)** investigated consumer preferences and perceptions towards branded clothes in Coimbatore city, emphasizing the importance of brand loyalty factors like product quality, price, promotion, and store environment. **Dr.Sushilkumar and M. Parmar (2018)** studied young consumers' preference for foreign-branded men's apparel in Vadodara city, highlighting factors such as comfort, fitting, and social influences on buying decisions. **Prof. Lakshminarayana.K (2018)** examined consumer buying behavior towards branded apparel in Karnataka, revealing increasing brand consciousness and preferences for branded apparel due to perceived status and quality. **Dr. S. Palani (2019)** investigated consumer decision-making styles and factors influencing the choice between branded items in Madurai city, emphasizing the importance of understanding consumer behaviors and preferences. **Dhama Aditi and Dr. Joshi Uma (2019)** highlighted the significance of appearance and clothing in building a positive impression in the business world, emphasizing the importance of wearing appropriate clothes for success. **M I. Anees Fathima, Dr.Sridharan, and Mohamed Bilal (2021)** studied brand loyalty towards Big Bazaar apparels in Chennai, emphasizing the importance of loyal customers in brand development and suggesting strategies to understand and enhance brand loyalty. **Dr. K. Nalini (2022)** examined consumer purchasing behavior for branded apparel in Chennai, revealing increasing brand awareness and preferences for branded apparel due to perceived status and quality. **Dr.Rashmi R. Hunnur and Mr.AkshayRagrej (2022)** investigated customer preferences for branded apparel in Bagalkot city, emphasizing factors like brand reputation, design, and price influencing buying decisions. **Dr.Krishan Gopal (2023)** studied customer satisfaction with Raymond's clothing in Lovely Professional University and Jalandhar city, highlighting factors like quality, pricing, and brand image contributing to increased customer satisfaction and loyalty.

## OBJECTIVES OF THE STUDY

1. To find the most preferred brand in shirts by customers
2. To examine the factors influencing brand loyalty among the customers towards branded shirts.

## RESEARCH METHODOLOGY

The research design in this study is Descriptive in nature, utilizing both primary and secondary data. Primary data was collected through a structured questionnaire containing 5-point scale and demographic questions. Secondary data was sourced from journals, literature, and various websites. The primary data collection method involved direct surveying using a questionnaire from customers. The sample size was 385. It is obtained through convenience sampling, with the population size remaining unknown. The data collection instrument utilized was a structured questionnaire. For analysis, various tools/methods were employed, including Weighted average and Regression, aimed at examining responses towards different factors.

## ANALYSIS

### DEMOGRAPHIC REPRESENTATION:

Consumers' demographic details such as Age, Educational Qualification, family annual income, and location are collected through the questionnaire and they are represented below.

**Table 1 Demographic information of the respondents**

DEMOGRAPHIC FACTORS	FREQUENCY
<b>Age (in years)</b>	
18-25	176
26-40	171
41-55	32
55 Above	6
<b>Educational qualification</b>	
Diploma	8
UG	309
PG	44
HSC	20
SSLC	4
<b>Family annual income (in Rs.)</b>	
Below 1.5 Lakhs	26
1.5 – 3.4 Lakhs	94
3.4 – 17 Lakhs	257
Above 17 Lakhs	8
<b>Location</b>	
Coimbatore	280
Madurai	105

From the table 1, it is inferred that out of 385 respondents 176 respondents are within the age group of 18 - 25 ,171 respondents are from age group 26 - 40 years, 32 respondents are from age group of 41 – 55, and 6 respondents are coming under age group of above 55.In education qualification it is inferred that out of 385 respondents 309 respondents are Under graduate, 44 respondents are post graduate,20 respondents are HSC, 4 respondents are SSLC and 8 respondents are diploma. From the family annual income, it is inferred that the majority of the respondent had an annual income 3.4 -17 Lakhs (257) followed by those who earned between 1.5 – 3.4 Lakhs (94), Below 1.5 Lakhs (26), and above 17 Lakhs (8). In location most of the respondents are from Coimbatore 280, and 105 from Madurai.

## ANALYSING THE PREFERRED SHIRTS BRANDS BY THE CUSTOMERS

**Table 2- Preferred shirt brands by the customers**

The most preferred brand in shirts	No. of respondents
Basis	35
Classic Polo	62
Indian Terrain	22
Levi's	3
Otto	168
Peter England	10
Ramraj	6
Raymonds	6
Shelton	66
Van Heusen	7

From table 2, it is inferred that majority of the customers are preferring Otto, then followed by Shelton and then Classic Polo when compared to the other brands like Levi's, Van Huesen, Ramraj and Raymond.

## ANALYSING THE REASONS FOR PREFERRING PARTICULAR BRAND SHIRTS

**Table 3, Reasons to prefer particular brand Shirts**

Factors	Mean	Rank
Material quality	4.04	1
Price	3.91	2
Appearance	2.47	3
Size and Fit	2.33	4
Availability	2.22	5

From the table 3, it is inferred that majority of the customers choose material quality as the main reason for purchasing of the shirts and then followed by Price and then appearance.

## ANALYZING THE RELATIONSHIP BY USING REGRESSION

- **Null Hypothesis:** There is no significant relationship between independent and dependent variables.
- **Alternate Hypothesis:** There is a significant relationship between independent and dependent variables.

### Brand Loyalty & Overall Satisfaction

Model	Un standardized Coefficients		Standardized Coefficients	T	Sig.	Null Hypothesis
	B	Std. Error	Beta			
(Constant)	2.788	.290		9.624	.000	Rejected
Best service	.275	.059	.251	4.698	.000	

Purchase regularly	-.023	.029	-.039	-.737	.462	Accepted
Future purchase	.033	.044	.051	.756	.450	Accepted
Recommendations	-.053	.047	-.078	-1.144	.253	Accepted
Price discounts	.019	.038	.033	.509	.611	Accepted

#### INFERENCE:

$$Y = 2.788 + 0.275$$

From the table, it is evident that one of the brand loyalty value of the hypothesis is 0.000 which is lesser than 0.05. So, the null hypothesis is rejected for this factor and the alternate hypothesis is accepted. It is found that there is a significant relationship between the independent variable (Best service) and the dependent variable (Overall satisfaction towards branded shirts). Therefore, service of the brand influences the overall satisfaction towards branded shirts.

#### Brand Awareness / Overall Satisfaction

Model	Un standardized Coefficients		Standardized Coefficients	T	Sig.	Null Hypothesis
	B	Std. Error	Beta			
(Constant)	3.142	.327		9.606	.000	
Aware of branded shirts	.088	.055	.082	1.600	.004	Rejected
Distribution & easily availability	.148	.049	.167	3.001	.003	Rejected
Brand remembrance	-.135	.044	-.168	-3.100	.002	Rejected
Brand identification.	.095	.038	.138	2.515	.012	Rejected

#### INFERENCE:

$$Y = 0.088 + 0.148 - 0.135 + 0.095$$

From this tables, it is evident that one of the brand awareness factors value of the hypothesis are 0.004, 0.003, 0.002 and 0.12 which is lesser than 0.05. So, the null hypothesis is rejected for this factor and the alternate hypothesis is accepted. It is found that there is a significant relationship between the independent variable (Aware of the branded shirts, Distribution & easily availability, brand remembrance and brand identification) and the dependent variable (Overall satisfaction towards branded shirts). Therefore, Brand awareness influences the Overall satisfaction towards branded shirts.

#### Brand Trust And Overall Satisfaction

Model	Un standardized Coefficients		Standardized Coefficients	T	Sig.	Null Hypothesis
	B	Std. Error	Beta			
(Constant)	3.490	.255		13.702	.000	

Expectations	.012	.050	.014	.246	.806	Accepted
Brand guarantees satisfaction	.007	.010	.040	.777	.438	Accepted
Worthiness	.109	.046	.139	2.363	.019	Rejected
Brand confident	-.008	.052	-.009	-.162	.872	Accepted

### INFERENCE:

$$Y = 0.109 X_3 + 3.490$$

From the above tables, it is evident that one of the product factors value of the hypothesis is 0.019 which is lesser than 0.05. So the null hypothesis is rejected for this factor and the alternate hypothesis is accepted. It is found that there is a significant relationship between the independent variable (Worthiness) and the dependent (Overall satisfaction towards branded shirts). Therefore, Brand trust influences the Overall satisfaction towards branded shirts

### Brand Association & Overall Satisfaction

Model	Un standardized Coefficients		Standardized Coefficients	T	Sig.	Null Hypothesis
	B	Std. Error	Beta			
(Constant)	3.175	.267		11.904	.000	
Value for money	-.105	.053	-.100	-1.977	.049	Rejected
Product Variety	.210	.040	.272	5.212	.000	Rejected
Brand personality	.095	.037	.133	2.533	.012	Rejected

### INFERENCE:

$$Y = 0.105 + 0.210 X_2 + 0.09 X_3 + 3.175$$

Observing the above tables 2.4.1.2, it is evident that one of the product factors value of the hypothesis is 0.049, 0.00, and 0.012 which is lesser than 0.05. So, the null hypothesis is rejected for this factor and the alternate hypothesis is accepted. It is found that there is a significant relationship between the independent variable (value for money, product variety and brand personality) and the dependent variable (Overall satisfaction towards branded shirts). Therefore, Brand Association influences the Overall satisfaction towards branded shirts.

### FINDINGS

#### To find the most preferred brand in shirts by customers.

- The OTTO brand shirt is the most preferred brand among the customers
- And the main reason for preferring a branded shirt is material quality.

#### To examine the factors influencing brand loyalty among the customers towards branded shirts

- Best service is the main factor that influences customers on brand loyalty to branded shirts.
- The products availability and easy remembrance the brand name are the main factor that influences customers on brand awareness to branded shirts.
- Branded shirts never disappoint me and that brand makes me feel confident is the main factor that influences customers on brand trust to branded shirts.



- The branded shirts are value for money and they have brand personality which are the main factor that influences customers on brand association to branded shirts.

## CONCLUSION

This study identifies that OTTO is the most preferred brand in shirts. The material quality is the main reason for preferring branded shirts. The main factor that are influencing the customer to prefer branded shirts are brand loyalty, brand awareness and brand association.

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