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## A study of buyers' behaviour towards Koutons as a family brand (A study conducted at Delhi and adjoining areas)

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Received : November 2011  
Accepted : March 2012  
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**Abstract :** *This study is an attempt to understand and appreciate the nuances of the behaviour of the customers relating to the purchase of apparel. As apparels are perceived as a reflection of one's personality, the customer attaches more importance in selecting the same. Moreover, the purchase of apparel is also marked by a greater degree of impulse to buy arising out of an exposure to the display and offers related to the product. It is indeed interesting to figure out how a customer actually ends up buying a branded apparel. Apparel market is a happening field with the*

*competition heating up at both domestic and international levels. This study focusses on the development and sustenance of preference for branded apparels in face of heightened competition that prevails in the apparel market.*

**Key words:** *Buyer's behavior, Family brand.*

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### Introduction :

There has been an upsurge in the apparel market particularly with the multinational companies making a foray into the Indian market. Moreover, the apparel companies have also become all the more aggressive to safeguard their position against this onslaught. It is imperative that the marketer attempts to understand the current trends of buyers' behaviour as it would help them in consolidating their position by keeping up to buyers' satisfaction by developing the appropriate marketing strategy. This study involves an analysis of the buyers' behaviour to appreciate what are the considerations and expectations of the target market towards an apparel brand.

### Objectives of the study :

The major objectives of the study are as follows:-

- To analyze the parameter of consideration of the buyers regarding the purchase of apparel.
- To assess the buyers' perception and attitude towards KOUTONS.
- To analyze the overall behavioural tendencies of the buyers towards KOUTONS as a brand.

### Hypotheses of the study:

The assumptions on which the study was based are as follows:-

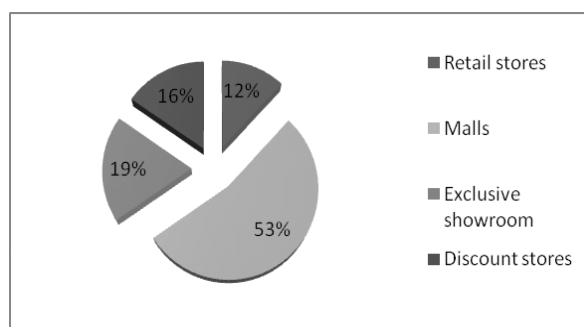
- Buyers visit KOUTONS during special events.
- The buyers of KOUTONS are satisfied with the products they purchase.
- Apparel buying is impulsive in nature.
- Affordability is the most important factor which attracts buyers towards KOUTONS.

### Methodology of the study:

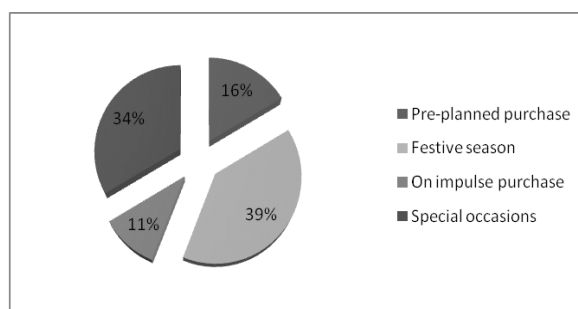
The study was descriptive in nature as the idea was to state a condition that existed during that point of time. The study was based upon a two tier system. In the first place we collected primary data by using questionnaire directed towards 200 prospects/buyers drawn from different exclusive showrooms located in Delhi. The respondents were selected on a stratified random basis from among those who visited stores and belonged to the middle and upper middle income group. The secondary data were collected by referring to documentary sources and the brand website.

### Major findings of the research:

- 1. Places preferred for shopping :** The first major finding relates to the places preferred for shopping and it established that 53% of the respondents preferred to shop from malls for buying the KOUTONS apparel, 19% to the exclusive showrooms, 16% to the discount stores and 12% to the retail stores for shopping.

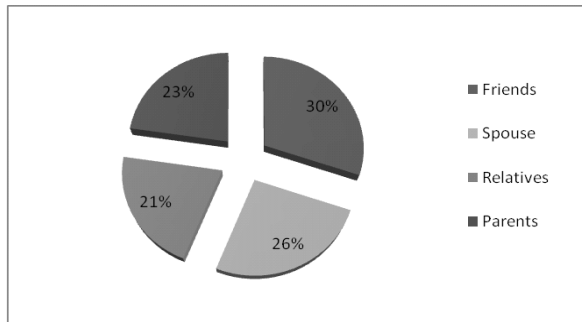


- 2. Factors influencing the buying behaviour:** The second information established the finding that festive seasons and special occasions had the major influence over the purchase decision. 16% of the respondents were influenced by pre-planned purchase and 11% by impulse purchase.

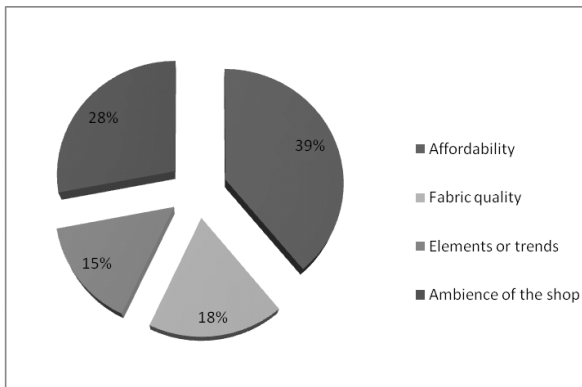


- 3. Accompanying Preferences:** The third observation which has come forth relates to accompanying preferences, out of which 30% of them preferred to shop with their friends, 26% with spouse, 23% with their relatives and 21% with their parents.

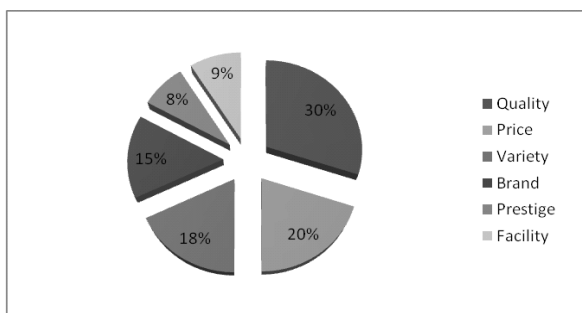
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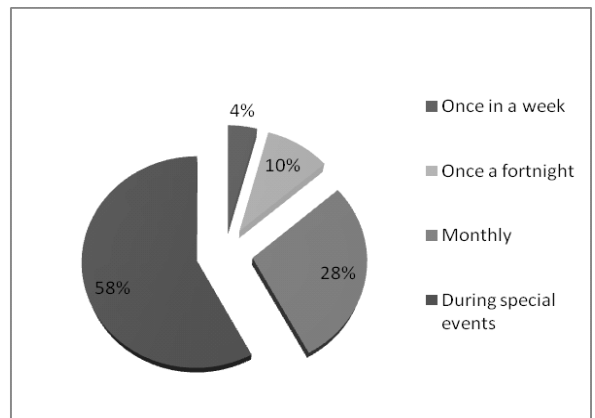
**4. Brand perception :** The fourth finding which we came across from this research concerns with the factors that attracts respondents towards KOUTONS and we observed that 39%of respondents were attracted towards KOUTONS because of its affordability , 28% of the respondents get attracted by the ambience of the shop, 18% by fabric quality and the rest15% by elements or trends.



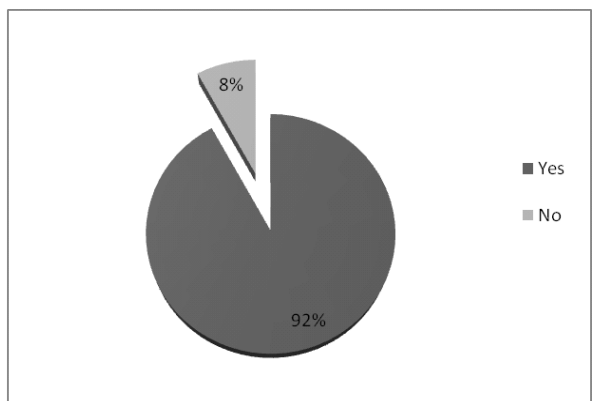
**5. Choice of outlet :** The fifth observation which we came across relates to the choice of outlets during the purchase. Through this study, it was observed that respondents like to shop from malls because of the facilities, ambience, convenience and it leads to their esteem.



**6. Frequency of visits :** The sixth finding which we came across from the research concerns with the frequency of visits to KOUTONS stores. The analysis established that 58% of the respondents visit KOUTONS stores during special events, 28% preferred shopping on monthly basis, and 28% buy apparels once in a fortnight and 4% once in a week.



**7. Satisfaction from purchase :** The analysis established that an overwhelming number of respondents i.e., out of 200 respondents 92% were satisfied with the purchase made by them.



**Impressions:**

The research study therefore, assesses that buying behavior is intricate in nature and required a concerted effort to comprehend the underlying motives. The conclusion which we found out was

that festive season and special events were the most opportune time for the purchase of apparels, and affordability was the overriding concern as against the quality of the apparel, as the target customers of KOUTONS were very price sensitive. Majority of the respondents were happy with the overall performance of KOUTONS and would like to prefer its product in future. It was found that the hypotheses have been proved through the study.

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