



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

• Tejaswita Raj • Sweta • Rupal
• Shazia Rahman

Received : November 2011
Accepted : March 2012
Corresponding Author : Shazia Rahman

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.*

Tejaswita Raj

B.A. III year, ASPASM, Session: 2009-2012,
Patna Women's College, Patna University, Patna,
Bihar, India

Sweta

B.A. III year, ASPASM, Session: 2009-2012,
Patna Women's College, Patna University, Patna,
Bihar, India

Rupal

B.A. III year, ASPASM, Session: 2009-2012,
Patna Women's College, Patna University, Patna,
Bihar, India

Shazia Rahman

Head, Department of ASPASM,
Patna Women's College, Bailey Road,
Patna – 800 001, Bihar, India
E-mail : shazia1233@rediffmail.com

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.