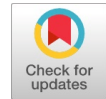


Customer Preference of Western Outlooks in Chennai

Pooja.V, Sreeya B



Abstract— *New generation people have the habit of judging the book by its cover so why this generation people shows most of their interest towards dressing . Especially youngsters love to dress quiet modern. This research paper explains deeply about the impact of western outlooks towards the teenagers in Chennai. Hypothesis was done by questioning various peoples of various sectors . From this it was found that factors like age, gender, occupation and area where people live also plays an important role in giving preference to western outlooks. In this paper statistical tools like correlation, chi square and independent sample T test are used. The paper concluded that today's youngsters believe in fashion, and feels that their confidence improved with their outlook.*

Keywords: *Customer preference, western outlooks, apparel, clothing interest, purchase behaviour*

I.INTRODUCTION

This research is about the lifestyle of youngsters of the upcoming generation . The researcher has chosen this topic mainly because style is the most common fever which spread out through the nooks and corners of the world. Usually When we hear the name India the thing that comes in our minds is culture but now it is quite disguised to see the abolishment of the traditional culture. This tradition has now become an extinct one. All these back place of the tradition is due to the preference or concentration of youngs towards western culture . This research was done by analysing the teenagers in a mall in Chennai. On observing young preference towards shoes than slippers, girls interest towards modern wears than kurtas triggered me to hold is as my research topic. As a result of this research it was found that people prefer western outlooks not only for their own comfort but also to maintain a high status among the society. And also modern dresses are more cheap and affordable than traditional dresses. The research was concluded that each and every development of any thing is on youngsters hand . They can uplift a thing or even dump it down like our tradition.

II. OBJECTIVES

- To find out the customer preference of western outlooks in Chennai
- To find the significant association between the necessity of western outlook and age of the respondents
- To find the interest of youngsters towards modern outlooks
- To find the difference between the confidence gained on usage of western outlook and the gender
- To analyse the relationship between the affordability and income of the respondents

III. LITERATURE REVIEW

T. Shree Rekha and S.praveen Kumar (2018), The author explains the relationship between elements which affect consumer buying behaviour for apparel products in Coimbatore city. This research is done analysing 100 respondents. The result of this research offers insights and evidence about relationship between the variable which impact consumer buying behaviour for apparel products. **Dr.Ramandeep Kaur and Prof and Dr.Rajni Dhingra (2017)**, The author dealt with the interest of teens in Jammu city. This research is done by analysing eight hundred students from classes 3 to 9 in a school in Jammu . By this research it was found that girls show more interest in clothing than boys and old peoples. **Manisha Singh (2017)**, This research had been done to analyse the perceptual changes in the retail sector with reference to the organised retailers. This study aims to investigate and identify the determinants to customer satisfaction and o shed light on the mindset of the customers which would help them to realign their present selling strategies to retain the consumers for their business. **Sarina Asif and Tanuja Kaushik (2017)**, The researcher analysed the influence of various factors affecting buying decision and the impact of promotional activities of consumers. This research was done by questioning 144 respondents. As a result it is found that significant relationship between age of the consumer and place of buying various influencing factors and purchase plan and satisfaction level and branded purchase. **Syed Ahamed and Dr. A. Ravi (2016)**, This research deals with consumer buying behaviour, preference creating awareness and a positive attitude towards their brands in order to grab larger portion of the market. This was done by analysing 150 respondents from the engineering college, Bangalore.

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As a result, it is found that the respondents are buying branded garments to enhance their style and to protect their self-respect. Niti Sirohi (2016) This research explains about the interest of college going youngsters towards dressing. It was found that fashion element is prominent pointer.

As a result of this the author concluded that mostly boys and girls were favourable in acceptances of fashion dress. Sanjay Pandey (2016)

This research helps to redacted effects of the buying behaviour towards branded apparels in Bangalore city . This research is done by analysing nearly 299 respondents. This results the significant relationship between reference group and purchase intention and promotion, store attributes product attributes income of the responds. Amritpal Kaur (2015), The author expresses his interest towards Indian culture and feels bad for the change in Indian culture into western culture. This change not only affects the dressing and outlook of the people but also the character and lifestyle of the people. The main Motto of Indian culture is unity which slowly changes to western one E.g. he gave separation of join facilities now a days. M.S.Jyotsna Parekh and Dr.Nihari Kumahara (2015), This research analysed the development by shops of visual merchandising strategy. It was done by questioning around 226 respondents in a shop in Jaipur . The results of this is female are more interested in fashion than men. MD.Mazedul Islam, Mohammed Mufidul Islam, Abu Yousuf Mohammad Anwarul Azim, MD. Russel Anwar and MD Milan Uddin (2014), This research identified customer preference in buying branded products in Bangalore. This research was done by analysing 299 respondents including 10 local apparel brands among which cat's eye, yellow, westies, artist, arrong achieved better brand. Syed Tabres Nassau, Bilal H. Hurrah and Amit Lanja (2014) This research had been done to know the youth's interest in branded items in Jalandhar city. This research helps the companies to design dresses based on customers interest in the year of 2014. Finally the author concluded by certain finding like people wear branded clothes to look attractive and to impress people price of branded clothes is not a big issue for people. People prefer branded clothes on non branded regardless of high price. Nirbhan Singh and R.Sarvanan(2013), This research focused on females buying behaviour during the purchase of their apparel. It is important for marketing people to know about their preference according to the age group and occasion. Other factors like culture,tradition and occasions are also playing the major role in female buying behaviour.

IV. METHODOLOGY

For the purpose of the study, descriptive research is used. Descriptive research helps to portray the characteristics of an individual,situation or a group. Convenient sampling method is used in this study to collect the sample . Convenient sampling method means selection of elements based on the ease of axis . Sample size used in this research are 1450 samples. The independent variables are gender, occupation, monthly income, area and age . Dependent variables are necessity of western outlook and reason for preferring western outlooks. Statistical tools are chi square, independent sample t-test and correlation

V. ANALYSIS AND DISCUSSION RESULTS

- Null Hypothesis : There is no significant difference between the confidence gained on the usage of western outlook and the gender
- Alternate hypothesis :There is significant difference between the confidence gained on the usage of western outlook and the gender

Table 1: Confidence and Gender

	Gender	N	Mean	Std. Deviation	Std. Error Mean
Confidence	Male	721	4.20	1.082	.040
	Female	729	4.10	1.165	.043

Source: Primary data

Table 2: Independent Sample t test: Confidence and Gender

	Value	df	p-value
Independent Sample t test	1.686	1448	0.092

Source: Primary data

Interpretation

Using Independent sample t test, it was found that p value is greater than 0.05, which shows that null hypothesis is accepted. Therefore, there is no significant difference between confidence and gender of the respondents .

- Null Hypothesis: There is no significant association between the necessity of western outlook and age of the respondents
- Alternate hypothesis : There is significant association between the necessity of western outlook and age of the respondents

Table 3: Cross tabulation - Necessity of western outlook and Age

		Necessity of western outlook		Total
		Yes	No	
Age	Less than 30 years	582 67.7%	278 32.3%	860 100.0%
	31-40 years	210 69.3%	93 30.7%	303 100.0%
	41-50 years	117 60.9%	75 39.1%	192 100.0%
	Above 50 years	61 64.2%	34 35.8%	95 100.0%
	Total	970 66.9%	480 33.1%	1450 100.0%

Source: Primary data



Table 4: Chi Square test: Necessity of western outlook and Age

	Value	df	p-value
Pearson Chi-Square	4.418	3	0.220

Source: Primary data

Interpretation

Using Chi square test, it was found that p value is greater than 0.05, which shows that null hypothesis is accepted. Therefore, there is significant association between the necessity of western outlook and age of the respondents.

- Null Hypothesis: There is no significant relationship between the affordability and development income of the respondents
- Alternate hypothesis: There is significant relationship between the affordability and development income of the respondents

Table 5: Correlation – Income and Affordability

Variable 1	Variable 2	p-value	Correlation coefficient
Income	Affordability	0.033	0.210*

* → Correlation is significant at the 0.05 level

Source: Primary data

Interpretation

Correlation analysis is used to test the relationship between income of the respondent and comparison regarding their affordability . Since $p < 0.05$, null hypothesis is rejected at 5% level of significance. There is significant correlation between the affordability and income of the respondents.

- Null Hypothesis : There is no significant association between comfortability of the respondents and occupation
- Alternate hypothesis: There is significant association between comfortability of the respondents and occupation

Table 6: Chi Square test: Comfortability and occupation

	Value	df	p-value
Pearson Chi-Square	5.288	8	0.726

Source: Primary data

Interpretation

Using Chi square test, it was found that p value is greater than 0.05, which shows that null hypothesis is accepted. Therefore, there is no significant association between comfortability and occupation of the respondents.

- Null Hypothesis: There is no significant association between the modern outlook and the area of the respondents.
- Alternate hypothesis: There is significant association between the modern outlook and the area of the respondents.

Table 7: Chi Square test: Area and outlook

	Value	df	p-value
Pearson chi square	15.929	12	0.194

Source: Primary data

Interpretation

Using Chi square test, it was found that p value is greater than 0.05, which shows that null hypothesis is accepted. Therefore, there is no significant association between the modern outlook and area of the respondents

VI. CONCLUSION

This research was done with research instrument: questionnaire by conducting survey in Chennai. Finally it was found that youngsters nowadays think that dressing good is a basic need for them to have a big status in the society. These have a mindset that dressing modern takes them a step forward. It's is clear from the research that teenagers play a important role in the development of the nation.

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Customer Preference of Western Outlooks in Chennai

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