

## **A STUDY ON ASSESSMENT OF LIFESTYLE FEATURES OF CUSTOMERS TOWARDS RAYMOND'S HOME TEXTILE IN BANGALORE CITY**

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**Abstract**—The home textile Raymond's is one of the industries that is competitive with both domestic and foreign companies contributing to a more sophisticated rise and demand this research paper study from customers. The sector includes a vast variety of economic activities. Starting from raw materials to finished products and coping with the growth of the textile industry with a specific emphasis on the home textile industry. The area of fashion needs to evolve and adapt to the new rules laid down by consumers in today's climate. Assess customers' lifestyle characteristics against home textile Raymond's in Bangalore city.

**Keywords**—Brand, Customer Lifestyle, Demand, Fashion, Home Textile.

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### **INTRODUCTION**

Indian textile industry, dating back several years, is one of the oldest industries in India's economy. India's textile and apparel exports stood at \$38.70 billion in FY19 and are projected to grow from \$22.95 billion in FY20 to \$82.00 billion by 2021 (until November 2019). The Indian textile industry is highly competitive, with the hand-spun and hand-woven textile sectors at one end of the continuum, and the capital-intensive, advanced-mills sector at the other end. The decentralized power looms / hosiery and tricking industry is the largest component of the textile sector.

The textile industry's close ties to agriculture (for raw materials such as cotton) and the country's ancient textile culture and traditions make the Indian textile industry unique as compared to other countries' industries. The Indian textile industry can manufacture a wide range of products suitable for various market segments, both within India. To cope with the ever-changing technology, markets and customers are moving from traditional, static, demographic parameters to more dynamic, with people's updated lifestyles and psychographic factors increasingly.

### **REVIEW OF LITERATURE**

Amed, 2013: Indian government's policy of allowing foreign direct investment (FDI) in multi-brand retailing has presented huge opportunities for global luxury brands. The economic and social trends are implying that global classy apparel brands have lucrative growth opportunities. Several big retail companies around the world are getting ready to open their stores in metropolitan cities where buyers are searching for luxury or branded clothes. About 81 million households in India fall into the high-income and upper middle classes. Data shows India is one of the fastest growing and largest luxury markets in the world.

Shiware, 2013: Luxury brand sales are projected to hit \$15bn by 2015. Indian consumers are receptive to buying conventional, comfortable high-priced luxury clothing. With respect to the western luxury market, Indian bridal wear priced at \$3,690-\$22,141 is readily accepted in high-end Indian shops. The Indian bridal wear market makes up 90 per cent of the ultra-luxury clothing segment.

Older demand for luxury brands came primarily from tv celebrities, young politicians, old moneyed families, and entrepreneurs. Recent trends indicate however that people with new money purchase luxury clothing as a sign of wealth and prestige. This shows huge buying power for high-income Indians

Garg, 2011: Another fascinating development towards the growth of the luxury apparel industry in every city in India. From every town Benetton posted revenue growth of 20 per cent. BRIC countries make up about 22 per cent of the world's luxury market, which is forecast to reach 36 per cent in 2015. In comparison to other BRIC countries Indian consumers spend 5 per cent on clothing. Chinese consumers are spending 10 per cent of their income on clothes for bigger cities.

Corbu, 2009: Since clothing reflects one's own personality, gender, taste and tastes, status, and self-esteem, it should adhere to social norms. Collectivist groups have their identities derived from a social identity. In one's personal life tolerance of the views of other people is accepted and valued. Social identity is group-based and derives from social class affiliations. Shifts in lifestyle and cultural values must be in line with social standards. The effect of globalisation does not diminish the desire to smash cultural values

Handa and Khare, 2013: Indian consumers are likely to have more options and be more open to global brands. Knowing the attitude of Indian customers toward fashion apparel will help global and Indian fashion producers make segmentation and targeting decisions. Previous research into Indian consumers' engagement in fashion clothing has examined the influence of collective self-esteem and interpersonal control

### **STATEMENT OF THE PROBLEM.**

Customer behavior analysis is the empirical study of processes used by the select protected users, the disposal and usage of goods and services that meet their needs. Consumer knowledge of the way a brand types and features are calculated influences marketing strategies. That is because of the marketing theory, i.e. the assumption that corporations exist to meet the desires of customers. Therefore, when shopping at formal retail outlets for clothes, there is a strong need to consider the factors that influence consumer buying behaviour. This research is an attempt to that end.

### **NEED FOR THE STUDY**

Brands such as Benetton, Zara, Tommy Hilfiger, Calvin Klein, Zodiac and Moda Vero. Although branding like Armani, Zara, Forever21 target Indian customers, they experienced more sales growth in the region, earning higher sales per square foot compared to departmental or hypermarket stores. At the other hand, Indian companies including Raymond Apparel, Arvind Group, Trent Retail, Madura Fashion and Lifestyle, Reliance Retail and Future Group launched their own apparel labels.

The Raymond Apparel company had to consider the Indian audience's ever-changing fashion sense, as well as refresh the company's lifestyle features. Therefore, the need for research arise

### **OBJECTIVES OF THE STUDY**

1. To study and check the lifestyle properties of Raymond Apparel
2. Researching and recognizing customers' behaviors and their purchase preferences
3. To help the business understand the attitudes of customers and thus allow the company to market its goods properly
4. Know the industry prospects and push into new markets and enterprise

### **SCOPE OF THE STUDY**

Only consumer lifestyle preferences towards Raymonds on the Bangalore market are discussed in the present report. This is done based on data from selected consumers

### **DATA AND RESEARCH METHODOLOGY**

It is a representative part of human lifestyle. A sample of 120 respondents total will be randomly selected through survey and also it is a establishment of new relationships. to understand the various issue and method for solving under this analysis. it helps to concentrate to improve the customer relationship according to the customer's needs and their lifestyle so that all the level of management may perform well in research.

**EMPIRICAL RESULTS****TABLE 1: PEOPLE DO BUY BRANDED CLOTHES**

<i>Opinion</i>	<i>No. of respondents</i>	<i>% of respondents</i>
Strongly agree	24	20%
Agree	43	35.8%
Neutral	42	35%
Disagree	9	7.5%
Strongly disagree	2	1.7%

From the graph above taken from the data collected for the report, we can see that a significant number of respondents said they usually purchase branded clothing as opposed to going to a generic clothing shop. Yet a significant number of respondents said they always choose between branded and unbranded depending on the situation rather than selecting a branded clothing shop

**TABLE 2: RAYMOND IS A STYLISH BRAND**

<i>Opinion</i>	<i>No. of respondents</i>	<i>% of respondents</i>
Strongly agree	37	30.8%
Agree	59	49.2%
Neutral	18	15%
Disagree	6	5%
Strongly disagree	0	0%

From the graph above drawn from the data gathered for the report, we can see that the Raymond brand is a very trendy clothing brand to wear as opined by more than half of the total respondents we spoke to for our survey research. Just a few survey respondents said they do not agree that Raymond is really fashionable and consider certain brands of clothing better than Raymond.

**TABLE 3: DO YOU AGREE THAT RAYMOND PROVIDES PRODUCT AND SERVICE THAT CONSISTENTLY MEET OR EXCEED CUSTOMER EXPECTATIONS?**

<i>Opinion</i>	<i>No. of respondents</i>	<i>% of respondents</i>
Strongly agree	25	20.8%
Agree	61	50.8%
Neutral	29	24.2%
Disagree	4	3%
Strongly disagree	1	1.2%

From the graph above taken from the data collected for the report, we can see that the Raymond company has very good clothing quality and offers goods and services that regularly meet or exceed the needs of the customers. It has been accepted quite widely in our review of survey studies. Yet a small number of respondents did not agree that Raymond meets their customers' expectations.

**TABLE 4: RAYMOND IS DESIGNING THE IDEAL FABRICS THAT SUITS CUSTOMER NEEDS**

<i>Opinion</i>	<i>No. of respondents</i>	<i>% of respondents</i>
Strongly agree	28	23.3%
Agree	61	50.8%
Neutral	27	22.5%
Disagree	4	3%
Strongly disagree	0	0.4%

From the graph drawn from the data collected for the study, we can see that when we asked about the Raymond fabric brand being the ideal fabric that suits their needs, most of our survey respondents agreed that the fabric of the Raymond company is indeed ideal for their needs. A good number of respondents did however choose to remain neutral about it.

**TABLE 5: THE PRICE OF RAYMOND BRANDS IS REASONABLE**

<i>Opinion</i>	<i>No. of respondents</i>	<i>% of respondents</i>
Strongly agree	16	13.3%
Agree	51	42.5%
Neutral	37	30.8%
Disagree	14	11.7%
Strongly disagree	2	1.7%

From the graph drawn, taken from the data collected for the report, we can see that when we asked if the Raymond brand clothing pricing aspect is fair, most of the respondents thought it was very rational. Nonetheless, a very significant number that is almost equal in number with the respondents who approved were respondents who thought the price may not be very fair for the brand.

**TABLE 6: THE DESIGN OF RAYMOND'S REFLECTS AN INHERENT SENSE OF STYLE WITHIN THE CONTEXT OF INDIAN CULTURAL ENVIRONMENT**

<i>Opinion</i>	<i>No. of respondents</i>	<i>% of respondents</i>
Strongly agree	23	19.2%
Agree	61	50.8%
Neutral	31	25.8%
Disagree	5	4%
Strongly disagree	0	0.2%

From the graph above drawn from the data collected for the report, we can see that, for the question of whether Raymond's design represents an intrinsic sense of style within the context of the Indian cultural climate, the respondents in a large number said they would certainly agree with this particular statement. A fair number of respondents, however, denied that Raymond is intrinsic in the Indian cultural context.

## **FINDINGS**

Most of the respondents were female respondents who may be more interested in the sense of style than men because of the women. Yet even the male respondents were in a significant amount. Many of our survey data respondents were in the age group from about 18 years to about 25 years, as younger people are more interested in trendy clothes than elderly people. The respondents, who were in an age range of about 25 years to about 35 years old, followed them remotely.

For the research we spoke mostly to students as they are more aware of the current styles and fashion industry.

It was accompanied by staff of the private sector who tend to wear formal clothes to their workplace and who will therefore be in a stronger mood to consider emerging trends. Our survey research respondents said they have a salary of

up to 10,000 a month. The respondents proceeded with a monthly wage of about 10000 to about 20000. Even we talked to respondents with a marginally higher wage. A greater number of respondents said they usually purchase branded clothes than they would go to an unbranded clothing store. Yet there were a number of respondents who said they choose between branded and unbranded depending on the case, rather than having a branded clothing shop at all times. Many of our survey research study respondents think that brand apparel from Raymond is really a value for the money they spend on clothes. They believe the quality and design of the clothing is perfect for the Raymond company. A significant number of respondents acknowledged that the Raymond company is still studying the trends in fashion and designing their look according to the latest home industry trend.

## **SUGGESTIONS**

The following recommendations were made, after a thorough analysis.

1. While the apparel brand marketing opts for a subject that appeals to the demographic that you want to draw.
2. Track all marketing campaigns. Check-in after the campaign to assess results, so that you can use that knowledge to shape your next campaign
3. Follow up with the customers after transactions have been made. Providing loyalty to consumers is a perfect way to establish relationships and gain more sales
4. Never miss this opportunity to greet and engage your customers with an open-ended question on how you can help them. You. ask who they are shopping for and what that person likes, so that you can make personalized suggestions
5. The secret to your success is to teach the staff how to sell well. You will help keep the customers happy and loyal while professional and successful employees are at work.

## **CONCLUSION**

The main purpose of this project is to know how the home textiles of Raymond are finances for the home textile industries, and what helps them achieve selling objectives. I discovered the strong market position of several consumers. While there are many problems that occur when new policies are adopted, they mostly do their job. High quality of products and services are essential factors for the company's successful operation. Habits of the people have undergone evolutionary change in recent years. This is because the consumer wants to be assured of ease in his everyday life. Based on the suggestion, I would like to think that Raymond home textile can be well promoted as it is used by many consumers to reach rural areas to increase advertisement. Home clothing from a Raymond is more consumer friendly. That is the key reason why it attracts huge numbers of customers. On the other hand, it also focuses on other factors such as efficiency, promotional strategy, competitive price with high quality, appealing outlook, hygiene, and prompt service delivery to its customers.

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