A STUDY ON REASONS TO CHOOSE MBOS FOR SHOPPING WITH SPECIAL REFERENCE TO READY TO WEAR INDUSTRY IN COIMBATORE CITY

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ABSTRACT

This study mainly aims to know the influencer decision in choosing a Multi-Brand Outlet for shopping. The study aims to detect the reasons that attract the customers to choose MBOs for shopping. This study was conducted for about 50 respondents in Coimbatore city. This study forms a part of the pilot study. The data were analyzed by using percentages, ranking, mean and standard deviation. It was concluded that 36 percent of the respondents are influenced by their friends & relatives to choose a particular retail outlet for shopping and majority of the customers are influenced towards the brand image of the store to choose MBOs for shopping.

KEYWORDS: MBOs - Multi-Brand Outlets, Ready to Wear, Reasons, Retail Outlet & Shopping.

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