



Women's Preference Towards Sustainable Fashion: A Marketing Study On Prada Products With Reference To Coimbatore City

¹Ms. L. Shobika and Hushaa Fizza A²

¹Department of commerce, Sri Krishna Adithya College of Arts and Science, Coimbatore, Tamil Nadu, India

²Sri Krishna Adithya College of Arts and Science, Coimbatore, Tamil Nadu, India

Abstract:

This study explores the awareness, preferences, and purchasing behavior of women in Coimbatore City toward the luxury fashion brand Prada, with a focus on sustainable fashion. The Indian luxury apparel sector is witnessing significant transformation due to evolving consumer tastes and growing affluence. This research, conducted through descriptive methodology and convenience sampling of 120 women, investigates the level of brand familiarity, perception of pricing, key influencing factors in luxury purchases, and the likelihood of product recommendation. Findings reveal that a majority of respondents are unfamiliar with the Prada brand, perceive its pricing as unrealistic, and are hesitant to purchase or recommend its products. However, brand reputation remains a major influencing factor in luxury product consideration. The study underscores the need for increased brand visibility, strategic pricing, and localized marketing efforts to enhance consumer engagement and market penetration in emerging urban regions like Coimbatore. The insights can aid Prada and similar luxury brands in tailoring their strategies to better resonate with the Indian middle-class and working professionals.

Keywords: Consumer Preference, Prada, Coimbatore, Luxury Fashion, Brand Awareness, Working women, House wife.

1. INTRODUCTION:

India, being one of the fastest-growing economies in the world, is witnessing significant shifts in consumer preferences, especially in the retail and apparel sectors. The Indian apparel industry stands as the second-largest contributor to the retail market and has demonstrated long-term growth driven by rising income levels and increased exposure to international brands. According to the Economic Times, the branded apparel market in India was projected to reach Rs. 270,000crore by 2023. As brand consciousness grows, consumers increasingly associate branded goods with social status, leading to a preference for well-known luxury labels. Consumer behavior plays a crucial role in marketing success, encompassing the study of what, when, why, and how individuals purchase products. It draws insights from disciplines like psychology, sociology, anthropology, and economics.

In today's highly competitive market, understanding the consumer is more important than ever, especially as preferences become more dynamic and influenced by trends, income, and societal factors. Promotional strategies such as discounts, gifts, and buy-one-get-one offers have become essential tools for capturing attention and encouraging purchases, as consumers are drawn to perceived value and savings. With the growing affordability of luxury items for the middle class, particularly women professionals and homemakers, luxury fashion brands are exploring opportunities in emerging urban markets like Coimbatore. Understanding the behavior and preferences of these consumers is essential for brands like Prada, which seek to expand their footprint and build deeper connections with Indian shoppers.

OBJECTIVES:

- To know the demographic factors of women.
- To know the awareness of consumers about "Prada" products.
- Understanding customer preferences in Coimbatore City.
- To know the satisfaction level of the product among professional working women.

2. REVIEW OF LITERATURE:

Haruto Tanaka (2024) – Technological Innovations in Luxury Fashion Retail: This study highlights the role of technologies like augmented reality and AI-driven personalization in enhancing customer engagement for luxury fashion brands. These innovations create immersive shopping experiences and foster brand loyalty. **Liam O'Connor (2023) – The Impact of Economic Downturns on Luxury Fashion Consumption:** The study examines how financial uncertainty influences consumer preferences, revealing a shift toward timeless and investment-worthy pieces during economic downturns. **Mei Ling (2023) – The Role of Brand Heritage in Luxury Fashion Marketing:** This research discusses how brand legacy enhances consumer trust and loyalty, suggesting that luxury brands should highlight their craftsmanship and history. **Arjun Patel (2023) – E-commerce Adoption Among Luxury Fashion Consumers in India:** The paper explores the growing trend of online luxury purchases, advising brands to incorporate virtual try-ons and personalized recommendations to cater to Indian consumers.

Emily Zhang (2023) – Digital Marketing Strategies for Luxury Fashion Brands Targeting Professional Women: This study emphasizes the importance of social media and influencer marketing in engaging professional women. **Fatima Hassan (2022)** – The Influence of Cultural Values on Luxury Fashion Consumption in the Middle East: The study reveals how cultural norms such as modesty and quality preferences shape luxury consumption in the Middle East. **Daniel Kim (2022)** – Omni-channel Strategies for Enhancing Customer Experience in Luxury Fashion: The paper underscores the importance of integrating online and offline experiences for a seamless customer journey.

3. Research Methodology:

The present study was conducted to examine consumer awareness, preference, and satisfaction towards Prada products among women in Coimbatore City. Data were collected using a structured questionnaire, and a convenience sampling method was employed to select participants. A total of 120 valid responses were collected and analyzed. The demographic profile of the respondents showed that 51.7% were housewives and 48.3% were working professionals. In terms of income, 30.8% reported no income, while others fell within the income brackets of ₹20,000–50,000 (30%), ₹50,000–1,00,000 (27.5%), and above ₹1,00,000 (11.7%).

The collected data were analyzed using simple percentage analysis and visually represented through charts such as bar graphs and pie charts. This method effectively highlighted consumer awareness levels, purchasing behavior, brand perceptions, and satisfaction with Prada products. The questionnaire was designed to ensure clarity, relevance, and alignment with the research objectives, enabling insights into key factors influencing luxury brand preference, including brand reputation, pricing, product quality, and accessibility.

4. DATA ANALYSIS:

(Simple Percentage Method)

Table 4.1

Occupation-wise Distribution

Occupation	Number. Respondents	Of percentage (%)
Working professional	58	48.3%
Housewife	62	51.7%
Total	120	100

Majority of the respondents are housewives (51.7%), indicating significant engagement from non-working women in the luxury fashion interest segment.

Table 4.2**Monthly Income Distribution**

Income range	Number. Respondents	Of. Percentage (%)
₹20,000 - ₹50,000	36	30%
₹50,000 - ₹100,000	33	27.5%
More than ₹100,000	14	11.7%
None	37	30.8%
Total	120	100

A notable portion of respondents reported no income (30.8%), largely due to being housewives, while 30% earned between ₹20,000–₹50,000.

Table 4.3 Familiarity with Prada Brand

Respondents	Number. Respondents	Of. Percentage (%)
Not aware	59	42.2%
Generally aware	43	35.8%
Have purchased	18	15%
Total	120	100

Almost half of the respondents (49.2%) were not aware of Prada, showing limited brand visibility in Coimbatore.

Table 4.4**Medium of Brand Exposure**

platform	Number. Respondents	Of Percentage (%)
Internet	28	23.3%
Magazine	26	21.7%
Store	18	15%
Newspaper	10	8.3%
Tv	6	5%
Talking to someone else	14	11.7%
Not seen it	18	15%
Total	120	100

The internet (23.3%) and magazines (21.7%) are the most common platforms through which respondents came across Prada.

Table 4.5**Willingness to Recommend Prada**

Response	Number. Respondents	Of Percentage (%)
Definitely yes	37	30.8%
Not sure	58	48.3%
Definitely no	25	20.8%
Total	120	100

48.3% of respondents were unsure about recommending Prada, suggesting mixed or limited brand satisfaction and awareness.

5. RESULTS AND DISCUSSION:

The study reveals key insights into the awareness, preferences, and purchasing behavior of women toward Prada products in Coimbatore City. A majority of the respondents (51.7%) were housewives, while 48.3% were working professionals. Income levels varied, with 30.8% of respondents reporting no income and 30% falling within the ₹20,000–₹50,000 range, highlighting limited spending capacity among many participants. Brand awareness for Prada was

found to be low, with 49.2% of respondents not aware of the brand and only 15% having purchased Prada products. The internet emerged as the most common medium for brand exposure (23.3%), followed by magazines (21.7%). Notably, 51.7% of respondents had never visited a Prada store, and 50% confirmed they had never used any Prada product, indicating limited market penetration. When asked to rank luxury brands, respondents placed Louis Vuitton at the top, followed by Gucci, Dior, and finally Prada, which ranked fourth.

The most important factor influencing luxury purchases was brand name (40.8%), followed by high quality (29.2%). However, 32.5% of respondents felt Prada's pricing was somewhat unrealistic, and 47.5% said they were not inclined to buy Prada products at all. Regarding product satisfaction, 28.3% rated Prada with 4 stars, while a significant number gave lower ratings.

Furthermore, 48.3% of respondents were uncertain about recommending Prada to others, suggesting that the brand has yet to establish strong loyalty and recognition in the region. These findings underscore the need for Prada to enhance local brand visibility, adopt competitive pricing strategies, and tailor marketing efforts to resonate with middle-income consumers and working professionals in Coimbatore.

Reference:

- **Haruto Tanaka (2024):** emphasized the impact of AR and AI technologies in enhancing customer engagement in luxury retail.
- **Liam O'Connor (2023):** highlighted a shift in consumer preference toward timeless pieces during economic downturns.
- **Mei Ling (2023):** noted the importance of brand heritage in building trust and loyalty.
- **Arjun Patel (2023):** observed rising e-commerce adoption among Indian luxury consumers, encouraging digital features like virtual try-ons.
- **Emily Zhang (2023):** stressed the role of social media and influencer marketing in targeting professional women.
- **Fatima Hassan (2022):** discussed the influence of cultural values on luxury fashion in the Middle East.
- **Daniel Kim (2022)** highlighted the need for seamless omni-channel strategies to improve customer experience.