

## “A STUDY OF CUSTOMER PERCEPTION TOWARDS LINGERIE BUYING IN NAVI MUMBAI”

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### ABSTRACT:

This study explores consumer perception and buying behavior towards lingerie in Navi Mumbai. The findings indicate that the largest segment of lingerie shoppers falls within the 25-34 age group, followed by younger consumers below 18. Students and homemakers dominate the market, with affordability, comfort, and fashion trends being key purchase drivers. Clovia and Zivame emerge as the most preferred brands due to strong marketing strategies and brand trust. Digital platforms and social media play a crucial role in influencing purchase decisions, while traditional retail stores and advertising have a lower impact. Consumers exhibit regular shopping habits, with quarterly purchases being the most common. Affordability, material quality, and brand reputation are the most significant factors influencing lingerie purchases. While overall customer satisfaction is high, opportunities exist for improvement in size, inclusivity, product variety, and enhanced retail experiences. The study highlights the need for brands to adopt targeted marketing strategies, invest in product innovation, and leverage personalized

engagement to sustain growth in the competitive lingerie market.

**KEYWORDS:** Lingerie market, consumer perception, purchasing behavior, brand preference, social media influence, affordability, digital marketing, material quality, customer satisfaction, Navi Mumbai.

### INTRODUCTION:

Customer perception plays a crucial role in lingerie purchasing decisions, especially in Navi Mumbai, where changing lifestyles, digital influence, and growing brand options have transformed consumer behavior. This study explores factors like brand awareness, buying habits, satisfaction, and willingness to invest in premium lingerie. Modern consumers prioritize comfort, style, and quality, influenced by social shifts like body positivity and female empowerment. The rise of e-commerce, personalized services, and ethical practices also shapes trust and loyalty. With growing demand for inclusive, sustainable, and tech-driven options, brands must align their strategies to meet evolving expectations. This research aims to bridge the gap between consumer needs and market offerings, helping businesses enhance satisfaction and build lasting relationships.

### OBJECTIVES OF STUDY:

1. To understand customer awareness of lingerie brands in Navi Mumbai.
2. To assess the role of marketing and advertising in shaping customer perception towards lingerie.
3. To study the buying behavior and frequency of lingerie purchases among different customer demographics.
4. To evaluate customer satisfaction with available lingerie options in Navi Mumbai.
5. To explore customer willingness to pay for premium lingerie brands.

### LITERATURE REVIEW:

(Gupta, 2024) The research titled “Consumer Behavior of Young Adult Women Towards Lingerie Brands in Kolkata” was

conducted to identify consumer needs related to lingerie and to perform an in-depth brand analysis. The objective was to understand the gaps in the market and explore ways to bridge them through extensive consumer research focused on young adult women in Kolkata.

The first phase of the survey aimed to analyze lingerie purchasing behavior, factors influencing purchase decisions, and consumer experiences with various lingerie brands. A purposive sample of 150 young adult women from different socio-economic backgrounds participated in the survey. Buying patterns were examined based on income levels and employment status. The collected data was analyzed using ANOVA and regression tests, which provided insights into the lingerie purchasing habits of consumers in Kolkata. The study identified key factors influencing brand preference and the most favored purchasing formats.

The second phase focused on the market presence of lingerie brands in Kolkata. Data was gathered from various retail stores to assess the popularity and market positioning of different brands. This phase aimed to identify brands that successfully met consumer expectations and delivered a positive brand experience. The findings highlighted that the brands aligning with consumer preferences were also the market leaders in their respective segments.

**(Santhi, 2022)** In recent years, India's lingerie market has experienced significant transformation, driven by the rapid growth of e-commerce, the influence of social media, increasing female workforce participation, and evolving societal attitudes. The primary consumer segment comprises women aged 18 to 35, representing the broader Gen Z and Millennial demographic in the country. Within this group, individuals aged 18 to 25 are mostly students, while those between 26 and 35 include young professionals and mothers. The study utilized an online survey along with group discussions for a more comprehensive analysis.

Data was gathered and examined concerning consumer lifestyles, affordability, purchasing frequency, product preferences, challenges faced, aspirational appeal, and prevailing trends. The objective was to assess the impact of the COVID-19 pandemic on lingerie purchasing behavior among Gen Z & Millennials.

**(Rathwa, 2021)** The study on consumer purchasing behavior towards branded apparel in Vadodara aimed to examine the socio-economic characteristics of consumers who prefer branded clothing and to identify the factors influencing their purchasing decisions. To achieve these objectives, primary data was gathered from 100 consumers across Vadodara through a structured questionnaire. The findings revealed that consumers today exhibit a strong preference for brands, associating them with style and social status. Additionally, factors such as durability, variety, and quality contribute to the growing inclination toward branded apparel.

**(Singh, 2020)** Women's lingerie is a nuanced category of apparel that involves a high level of consumer engagement. The decision to purchase is influenced not only by its functional benefits but also by the multi-sensory experience it offers. As an experiential product, lingerie encourages brand loyalty through the overall experience it provides. Therefore, both manufacturers and retailers must thoroughly analyze the key experience-driven factors that motivate consumers to choose and remain committed to specific lingerie brands.

This study aims to explore the primary dimensions contributing to a strong brand experience for lingerie buyers in India. With the recent retail transformation, Indian consumers are now exposed to a wide variety of lingerie brands, offering diverse experiences but also leading to significant confusion in their purchasing decisions. The study utilizes the brand experience scale developed by Brakus, Schmitt, and Zarantonello in 2009, which categorizes brand experience into four

dimensions: sensory, affective, intellectual, and behavioral.

To understand the lingerie-buying motivations of Indian women, the study segments them based on their education level (graduate/non-graduate), employment status (working/non-working), and city type (metro/non-metro). The findings reveal that these demographic factors do not significantly influence the overall brand experience of consumers. Further analysis using independent sample means confirms that Indian women prioritize sensory experience the most, followed by affective, intellectual, and finally behavioral aspects when purchasing lingerie.

**(MEERAN, 2016)** India is experiencing a shift in lifestyles across a significant portion of its population. Understanding evolving markets and consumer preferences has become a major challenge for businesses, particularly in building and maintaining strong brands. Establishing a powerful brand helps companies develop 'brand equity,' which plays a crucial role in managing competition and sustaining market share. With globalization, Indian consumers are increasingly drawn to ready-made garments, especially international brands. Purchasing behavior regarding branded apparel is changing, with many individuals visiting showrooms with a specific brand in mind due to its perceived quality and comfort. For marketers, comprehending these consumer-brand relationships is essential for effectively designing & implementing branding strategies.

This study examines consumer perceptions of branded apparel and identifies the most preferred brand among respondents in the Tirunelveli region. It adopts a descriptive research approach, collecting primary data through a structured questionnaire administered to 215 male respondents in Tirunelveli Town using a convenient sampling method. Statistical analyses were performed using the Statistical Package for the Social Sciences (SPSS), including

1) Factor Analysis, 2) Multiple Regression, and 3) Descriptive Statistics. A pilot study was conducted, leading to necessary modifications in the questionnaire. To ensure data reliability and validity, Cronbach's alpha test was applied, yielding a value of 0.772. The findings derived from the analysis offer insights into key factors influencing consumer preferences for specific apparel brands. Based on these insights, manufacturers can develop appropriate strategies to address challenges and better meet consumer expectations.

#### **RESEARCH METHODOLOGY:**

This study systematically gathers and examines data to understand customer perceptions regarding lingerie purchases in the Navi Mumbai region. It utilizes both descriptive and exploratory research approaches to investigate the key factors influencing consumer behavior, preferences, and purchasing patterns. Descriptive research offers valuable insights into how cultural, social, and psychological aspects shape shopping habits, brand preferences, and overall buying experiences. It is particularly effective for assessing real-world case studies, analyzing consumer decision-making processes, and identifying emerging trends in lingerie shopping. However, a significant limitation is its inability to establish causation, often requiring additional research methods to gain a more comprehensive understanding of the direct effects of various factors on consumer perception and purchase decisions.

#### **Primary Data**

Original data was collected directly from participants through an online survey. The responses formed the core dataset for analysis, helping to assess consumer awareness, buying behavior, and satisfaction levels with lingerie brands.

#### **Secondary Data**

This research also utilized secondary data sources, including previously published

studies, industry reports, and academic literature on consumer behavior in the lingerie market. Insights from these sources provided a foundational understanding of the broader context and helped validate the findings from primary data. Various sources such as journal articles, market analysis reports, and consumer trend studies were consulted to ensure a comprehensive perspective on the subject.

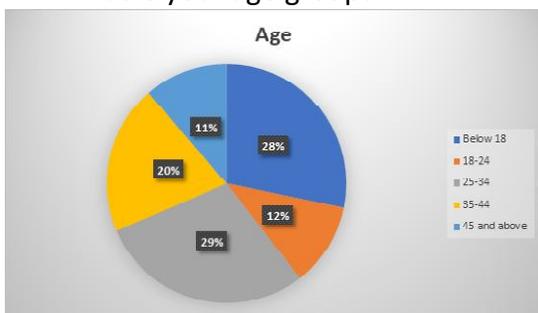
**Type of population:** This research investigates customer perceptions of lingerie shopping in the Navi Mumbai region. It focuses on individuals with direct purchasing experience, encompassing a diverse group with varying degrees of brand awareness, shopping patterns, and buying behaviors. By examining their experiences, preferences, and challenges, the study aims to determine the key factors shaping consumer decisions, such as brand image, pricing, comfort, and the influence of societal and cultural aspects on purchasing choices.

**Sample Formula and Size:** Due to constraints in time and resources, a non-probability sampling method was adopted, specifically purposive and convenience sampling. A total of 124 respondents participated voluntarily. While the sample size was relatively limited, the objective was to gain varied insights into consumer attitudes and preferences regarding lingerie shopping.

**Sample Area:** The target population for this study consisted of consumers in Navi Mumbai who actively purchase lingerie.

**DATA ANALYSIS AND INTERPRETATION:**

1. What is your age group?

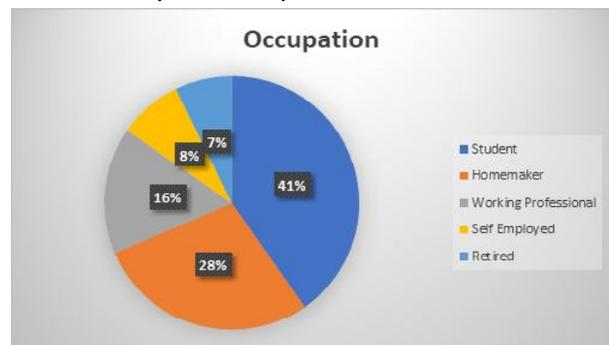


Source: Primary Data

**Interpretation:**

- ♦ The **25-34 age group** is the largest segment, accounting for **29%** of the total respondents.
- ♦ The **below 18 age group** follows closely, making up **28%** of the population.
- ♦ The **35-44 age group** represents **20%** of the total respondents.
- ♦ The **18-24 and 45+ age groups** are the smallest, each contributing **12%** and **11%** to the total.

2. What is your occupation?



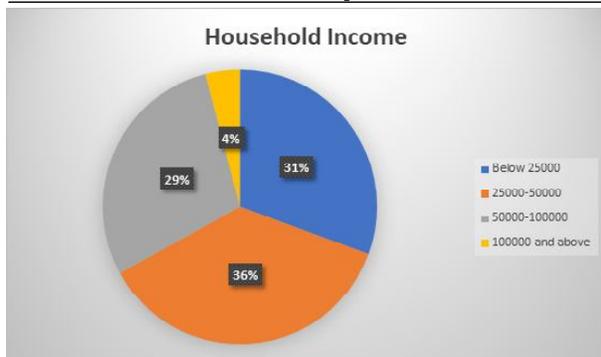
Source: Primary Source

**Interpretation:**

- ♦ **Students** form the largest segment, accounting for **41%** of the total respondents, indicating strong engagement in lingerie shopping, likely driven by fashion trends and social media influence.
- ♦ **Homemakers** represent **28%** of the population, suggesting a focus on comfort and practicality in lingerie choices.
- ♦ **Working professionals** make up **16%**, prioritizing quality, brand reputation, and functionality.
- ♦ **Self-employed individuals** account for **8%**, reflecting selective purchasing behavior based on lifestyle needs.
- ♦ **Retired individuals** form the smallest segment, making up **7%** of the total, with lingerie shopping being a low priority.

3. What is your monthly household income?





Source: Primary Source

**Interpretation:**

- ◆ The 25,000-50,000 group (36%) is the largest segment, balancing affordability and quality.
- ◆ The Below 25,000 group (31%) prefers budget-friendly lingerie options.
- ◆ The 50,000-1,00,000 group (29%) leans towards premium brands and comfort.
- ◆ The 1,00,000+ group (4%) has minimal engagement, possibly preferring luxury brands.

4. Which lingerie brands are you familiar with?

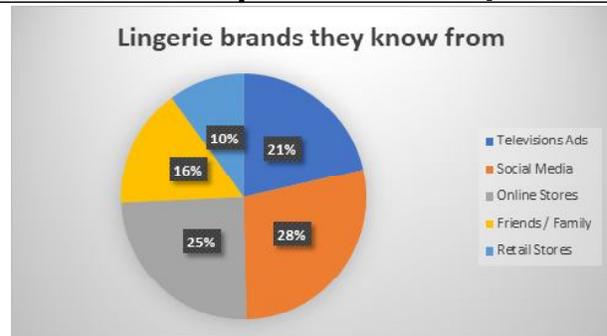


Source: Primary Source

**Interpretation:**

- ◆ Clovia (27%) and Zivame (26%) are the most preferred brands, reflecting strong consumer trust and effective marketing.
- ◆ Amante (15%) and Jockey (12%) have moderate preference, likely due to comfort-focused offerings.
- ◆ Triumph (10%) and Enamor (10%) have the lowest preference, possibly due to pricing or niche appeal.

5. How did you first learn about these brands?



Source: Primary Source

**Interpretation:**

- ◆ Social Media (28%) and Online Stores (25%) are the top influences, highlighting the dominance of digital platforms.
- ◆ Television Ads (21%) still play a key role in brand awareness.
- ◆ Friends/Family (16%) impact decisions through personal recommendations.
- ◆ Retail Stores (10%) have the least influence, showing a preference shift toward online shopping.

6. Which form of marketing influences your perception of lingerie brands the most?

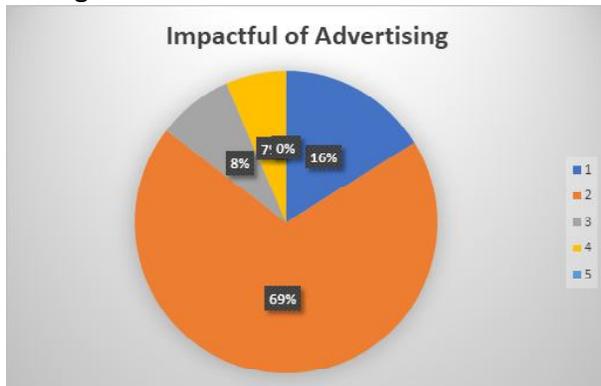


Source: Primary Source

**Interpretation:**

- ◆ Celebrity Endorsements (28%) and Social Media Campaigns (24%) are the most influential marketing strategies.
- ◆ Television/Print Ads (22%) still hold significant impact.
- ◆ Influencer Reviews (14%) play a moderate role in consumer trust.
- ◆ Discount Offers (12%) have the least influence, indicating that brand image matters more than price cuts.

7. On a scale of 1 to 5, how impactful do you find advertising in influencing your choice of lingerie?



Source: Primary Source

**Interpretation:**

- ◆ The influence of advertising on lingerie purchases appears to be **moderately high**, as the majority of responses (69%) rated it at 2 on a scale of 1 to 5.
- ◆ **18%** of responses rated it at 1.
- ◆ **9%** of responses rated it at 3 (neutral).
- ◆ Only **7%** of responses rated it at 4, while no responses were given for the highest rating of 5.

8. How often do you purchase lingerie?



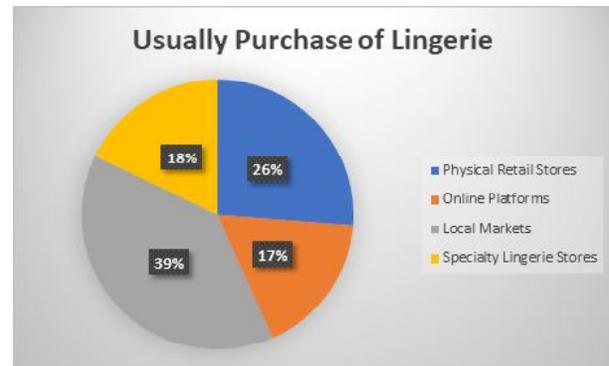
Source: Primary Data

**Interpretation:**

- ◆ **Most consumers (44%) buy lingerie every 3 months**, indicating regular purchases for comfort and style.
- ◆ **27% buy every 6 months**, showing a moderate shopping frequency.
- ◆ **17% shop monthly**, possibly fashion-conscious buyers.
- ◆ **Sales-driven (7%) and yearly (5%)**

**shoppers** are the least frequent buyers, focusing on discounts or necessity.

9. Where do you usually purchase lingerie?

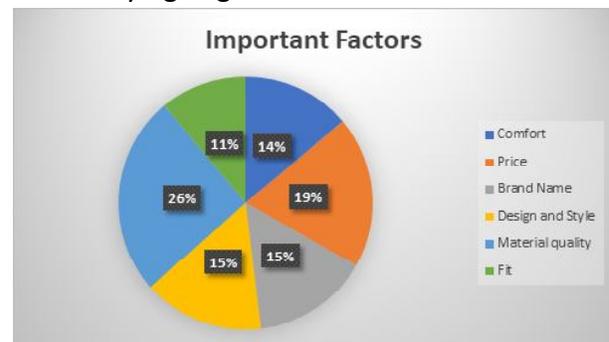


Source: Primary Data

**Interpretation:**

- ◆ **Local Markets (39%)** are the most preferred, likely due to affordability and accessibility.
- ◆ **Retail Stores (26%)** attract buyers valuing in-person selection and fitting.
- ◆ **Specialty Stores (18%)** cater to premium and brand-conscious shoppers.
- ◆ **Online Shopping (17%)** is growing but still less preferred than physical shopping options.

10. What factors are most important to you when buying lingerie?



Source: Primary Data

**Interpretation:**

- ◆ **Material quality (26%)** is the top priority, indicating demand for comfort and durability.
- ◆ **Price (20%)** significantly impacts purchasing decisions.
- ◆ **Design & Style (15%) and Brand Name**

(15%) influence fashion-conscious buyers.

- ◆ **Comfort (14%)** and **Fit (11%)** are essential but rank lower than material and price.
11. How satisfied are you with the current lingerie options available in Navi Mumbai?



Source: Primary Data

#### Interpretation:

- ◆ **53% of customers are very satisfied**, indicating high product and service quality.
- ◆ **23% are satisfied**, showing positive but improvable experiences.
- ◆ **24% remain neutral**, suggesting scope for better engagement.
- ◆ **No dissatisfaction**, reflecting strong customer approval.

12. What improvements would you like to see in available lingerie options?



Source: Primary Data

#### Interpretation:

- ◆ **Affordability (29%)** is the top concern, suggesting demand for budget-friendly options.
- ◆ **Quality (23%)** and **design/style (21%)** are key improvement areas.
- ◆ **Size variety (15%)** highlights the need

for inclusive sizing.

- ◆ **Retail experience (12%)** is the least prioritized but still relevant.

#### FINDINGS:

The findings show that lingerie shopping is most common among the 25–34 age group, followed by those under 18 and 35–44. Students lead in participation, influenced by fashion and social media, while homemakers and working professionals value comfort and quality. Most shoppers fall into moderate income brackets, balancing price and quality, with premium brands appealing to higher earners. Clovia and Zivame are top brand choices, driven by strong marketing, while digital platforms and social media dominate purchase influence. Advertising has a moderate impact, with product quality and word-of-mouth playing a stronger role. Most consumers shop quarterly, preferring local markets and valuing material quality and price. Customer satisfaction is generally high, though affordability, design, and size inclusivity are key improvement areas.

#### CONCLUSION:

The lingerie market in Navi Mumbai is primarily driven by young adults and middle-aged consumers, with students and homemakers forming a significant portion of buyers. Fashion trends, social media influence, and a growing emphasis on comfort and practicality shape consumer preferences. While affordability remains a key concern, there is also a demand for quality and premium lingerie among higher-income groups.

Brand preferences indicate strong consumer trust in Clovia and Zivame, while digital platforms and social media play a dominant role in influencing purchasing decisions. Traditional retail stores and advertising have a lesser impact, highlighting a shift towards online engagement and word-of-mouth recommendations. Marketing strategies that focus on celebrity endorsements and

influencer reviews are more effective than discount-driven campaigns.

Consumers exhibit regular shopping habits, with quarterly purchases being the most common. Local markets remain the preferred shopping destination due to affordability, while online shopping is gaining traction. Material quality, price, design, and brand reputation are the primary factors driving purchase decisions.

Overall, customer satisfaction levels are high, though opportunities exist for brands to improve product quality, design variety, and size inclusivity. With advertising having only a moderate impact on purchase decisions, brands must focus on personalized marketing, product innovation, and enhanced customer engagement to sustain growth in this competitive market.

#### RECOMMENDATIONS:

To boost engagement and sales in Navi Mumbai, lingerie brands should target key shopper segments—especially the 25–34 age group and students—through influencer-driven social media campaigns and trend-focused marketing. Comfort, affordability, and practicality should be emphasized to appeal to homemakers and professionals. Leading brands like Clovia and Zivame can strengthen loyalty through personalized promotions, while lower-preferred brands should revisit pricing and highlight unique features. Improving both online and in-store experiences with virtual fittings, expert assistance, and budget-friendly collections in local markets is essential. Brands should prioritize quality, size inclusivity, and innovative, eco-friendly designs. Offering flexible payments and gathering consumer feedback will help tailor offerings. Enhanced customer service, loyalty programs, and educational events can further boost satisfaction and build lasting brand relationships.

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## A STUDY OF GENDER NEUTRALIZATION WITH REFERENCE TO ATUL SUBHASH CASE

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### ABSTRACT

Gender neutrality aims to eliminate gender-based distinctions in language, policies, and societal structures to foster equality and inclusivity. This research explores the concept of gender neutralization, its historical and theoretical foundations, and its significance in legal and social frameworks. The study examines the Atul Subhash case as a key example of how gender-specific laws can be misused, resulting in unfair legal outcomes. Public perception and survey data highlight growing support for gender-neutral reforms, revealing dissatisfaction with existing gender-biased legal provisions and concerns about their potential for misuse. Key findings indicate strong advocacy for legal neutrality, emphasizing fairness and impartiality over gendered protections. The study underscores the necessity of revising gender-specific laws, implementing gender-neutral legal language, and ensuring balanced judicial practices. By addressing societal and legal biases, this research contributes to ongoing discussions on establishing an equitable legal system that