ABSTRACT
This study was undertaken to investigate the Perception of Consumers towards Apparel Brands and to ascertain the Factors Influencing the Preference for Apparel Brands. The sample comprised of 100 respondents, who were college going students and who preferred branded clothes. The study utilized qualitative and quantitative research methods. In-depth Interviews were used to elicit information; data was also gathered by administering questionnaire to the respondents. It also included wardrobe audit which involved communicating with women respondents and analyzing their wardrobes, based on predefined parameters viz., Color, Western or Indian clothes, Brand, Price range, Quality and Fit. Exploratory factor analysis was conducted to get an insight on those factors which led to the preference of Branded clothes. It was observed that five factors namely Product attributes, Facilities offered, Store attributes, Brand loyalty, Policy were the major factors.

KEY WORDS: Apparel, Perception, Factors, Influence.