

## UTILIZATION OF MULTI-BRAND OUTLETS BY APPAREL SHOPPERS

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### ABSTRACT

This study mainly aims to uncover the usage of Multi-Brand Outlets by the shoppers. The study was conducted for 400 respondents in Coimbatore city. The study is a descriptive one. The data was analyzed using chi-square test. The study was conducted to identify the effect of demographic variables on the utilization of MBOs by the shoppers. The results are as follows, the maximum number of people visited 2 to 5 MBOs per day. The respondents belonging to the age group 21 and 25 years visit 2 to 5 MBOs. 76 percent of women respondents visit 2 to 5 MBOs whereas only 70 percent of the men counterparts visit 2 to 5 MBOs. 77 percent of the respondents with monthly family income ranging from Rs. 30,001 to 50,000 visit 2 to 5 MBOs.

**KEYWORDS:** Behaviour, Frequency, Multi-Brand Outlets (MBOs), Shoppers, Usage & Utilization.

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