

## **A Study on Consumer purchasing power towards American Tourister bags in Coimbatore city**

**Dr.Musilek, Assistant Professor, Department of Commerce IT,**

**Dr.Henry, Department of Commerce with Banking & Insurance**

**Sri Krishna Adithya College of Arts and Science, Coimbatore**

### **Abstract**

Consumer purchasing power plays a crucial role in determining brand preferences and buying decisions in the luggage industry. This study examines the factors influencing consumer purchasing power towards American Tourister bags in Coimbatore City. The research focuses on key determinants such as price sensitivity, brand perception, product quality, promotional offers, and consumer demographics. A structured questionnaire was used to collect primary data from consumers in Coimbatore, and statistical tools were applied to analyze purchasing patterns. The findings provide insights into consumer preferences, the competitive positioning of American Tourister, and strategies to enhance brand engagement. The study also suggests improvements in pricing, marketing, and promotional strategies to increase consumer adoption and satisfaction.

### **Keywords**

Consumer Purchasing Power, American Tourister, Brand Preference, Consumer Behavior, Luggage Industry, Price Sensitivity, Promotional Strategies, Coimbatore Market, Marketing Strategy, Consumer Satisfaction.

## **1.1 INTRODUCTION**

For centuries now, the bag has functioned as the woman's essential little home for storing her private attributes. The bag as an indispensable accessory is not only a phenomenon of recent years, but has been a useful implement for both men and women from the early days of their existence. Featured in paintings, prints and carpets and as realia in various museums throughout Europe, a variety of bags & purses came into existence in the late Middle Ages. Made from wonderfully embroidered leather, linen, silk and velvet, they contained compartments for carrying money and other personal necessities. There was a wide range from tough-looking buckle bags with no less than eighteen hidden pockets, leather purses with metal adornments to pouch-like purses on long drawstrings. The buckle bags typically featured ingenious clasps so that no one other than the owner could access them. With the exception of several early examples of bags that were intended to be hung from the shoulder, such as some hunting bags, bags and purses of that period were generally worn on the belt or girdle. This method of carrying them was fashionable for both men and women. With the advent of inside pockets in men's clothing at the end of the 16th century and in the 17th century, the bag for men gradually fell into disuse. With the exception of the briefcase in the centuries to follow the bag became the exclusive domain of the woman. In addition to bags and purses for daily use, there were also smaller bags and purses designed for special purposes. As a marriage bag, toy bag, alms bag, perfumed bag or New Year's gift, they all fulfilled their own special role.

The elegance of the bag is still of great importance, but women's emancipation, her increasing participation in the labour market, and the rise in mobility result in a greater demand for practicality. The woman now has a bag for every occasion. The reticule or the buckle bag has the elegance for going to the theatre, for the afternoon she has a bag for walking and one for visits and for work there is the briefcase. Under the influence of film stars on the silver screen, the use of cosmetics and cigarettes increases tremendously. With their various compartments for cigarettes and make-up, the 'vanity-case' in the 1920s and the 'minaudiere' in the 1930s cleverly meet the need for a special bag in an elegant manner. Made of metal, including silver or gold, or in synthetic materials decorated with stress, it is a key accessory for the fashion-conscious woman of that era. Never before has there been a greater variety of choice in both use and materials. Bags made from textiles, tiny petit point, chain mail and beads of glass or polished steel are extremely popular in the early decades. Leather and synthetics vie with each other for the bag's favours. Leather is popular due to its distinctive structure, its durability and choice of colours in the 1920s, the synthetic materials celluloid, casein and cellulose acetate are used in the first place as cheap imitations of the exclusive buckles in tortoiseshell and ivory. In the 1930s, they were especially valued for their rigid structure, which was deemed appropriate for that period. All kinds of new synthetic materials such as PVC, nylon is invented in this period, but it is only after the Second World War that they are noticeably incorporated into bags. Box-shaped bags made of hard synthetics, transparent in so-called leucite or in brilliantly shining colours, and bags made of synthetic telephone cables and tiles are all the rage. In this era, the United States plays a dominant role in these fashion hypotheses. As imitation leather, the soft synthetic materials become the biggest rivals for genuine leather.

## **1.2 STATEMENT OF PROBLEM:**

- A Study on consumer purchasing power towards American tourist bag in Coimbatore city that covers consumer preference and interest towards American tourist bags.
- There are determining by the purchasing power of consumer.
- The researcher intends to study the consumer attitude and the level of preference for purchasing American tourist bags.
- The outcome of the study is to find out the purchasing power of the consumer.

## **1.3 OBJECTIVES:**

- To know the consumer preference regarding American Tourist bags.
- To examine the buying behaviour of consumers related to American Tourist bags.
- To identify Pricing Strategy Followed by American Tourist bags.
- To Find out the factors which influencing the people at the time of purchasing bags.

## **1.4 RESEARCH METHODOLOGY:**

Research methodology is a way to systematically solve the research problem. The research methodology includes the various methods and techniques for conducting research.

### **RESEARCH DESIGN:**

The researcher prepared design that states the conceptual structure within which the study should be conducted and the studies descriptive in nature. The researcher used descriptive study to describe the preference level of consumer towards American tourist bags, its demand, efficiency, brand image and its features.

### **DESCRIPTIVE RESEARCH DESIGN:**

Descriptive research design includes surveys and fact-findings, enquiries of different kinds. The descriptive research is description of the state of affairs already existing in the field and no variable were manipulated. This study therefore enables to generate the findings to large population. The main characteristics of this method are that the researcher has no control over the variable, he can only report what has happened what is happening.

### **SAMPLING DESIGN:**

A sample plan is a definite plan for obtaining a sample from a given population. It refers to the technique the researcher would adopt in selecting items for the sample. The selected respondents from the total population constitute which is technically called a “sample” and the selection process is called “Sampling techniques”.

### **SAMPLE FRAME:**

The sources of information are retailers, friends, and relatives. The sampling frame includes the following which are as follows:

### **SAMPLING TECHNIQUE:**

In this study the population is infinite; the simple random sampling technique was used for collecting the data.

### **SAMPLING UNIT:**

Those who are the respondents of this study are called sampling unit.

### **SAMPLING SIZE:**

The sample size for this research is 110 respondents, they were analyzed individually which includes all category of customer and concluded for the results.

## **SOURCES OF DATA:**

The task of collecting data begins after a research problem has been defined and plan is chalked out for this study data is collected from primary and secondary sources.

## **PRIMARY DATA:**

Primary data were collected through survey from the consumers using the questionnaire. Questionnaire helps to understand the preference of the consumer. Only limited number of data is collected from the consumers through primary data.

## **SECONDARY DATA:**

Secondary Data were collected from various journals, magazine and websites.

## **DATA COLLECTION:**

The questionnaire was used to collect the data from the respondents.

## **DATA ANALYSIS:**

The data collected from the primary sources were arranged sequentially and tabulated in the systematic order in the master table.

## **TOOLS FOR ANALYSIS:**

Data collected through questionnaire were presented in a master table. From the table, sub tables were prepared. For analysis and interpretation of the data simple statistical tools like Percentage analysis.

## **PERCENTAGE ANALYSIS:**

The statically tool used in this study is percentage analyses. This is the simplest way to analyses different types of data. In this method we found out the percentage rate of each data with respect to total. Using this percentage rate, we analyze data.

$$\text{Percentage of Respondents} = \frac{\text{No. of Respondents}}{\text{Total no. of respondents}} * 100$$

## **1.5 SCOPE OF THE STUDY:**

- This research helps to explore the preference level of consumers towards American Tourister bags in Coimbatore city.

- This study also makes an attempt to trace out the awareness and satisfaction level of the consumers towards American Tourister bags.
- This research helps to find out the purchasing consumer power of consumer.

### **LIMITATIONS OF THE STUDY:**

- This study is based on data collection. So, all the limitation associated with sampling concept will affect the study.
- The main limitation of the study is time limit.
- The study was conducted on a limited sample of 110 respondents.
- This study was confined only to the Coimbatore city.
- Many respondents were reluctant to answer due to their busy schedule.

### **REVIEW OF LITERATURE:**

**According to sumarwan (2018)**, price is one element of the marketing that can be controlled by the company. The price will determine product sales as well as after company revenue

**Results of research by Djerv et al (2012)**, regarding brand preferences in the smart phone market in Sweden draw a conclusion that proves the opinion of Kotler (2003), namely that the difference between a brand and another brand is due to the strength of the brand and a lower preference for a brand due to differences in awareness and knowledge from consumers in Sweden.

**According to Simpson & munro & steele (2011)**, the effect of load carriage for these recreational backpackers can vary on different terrain, in different seasons, and for different duration.

**According to Bian (2011)**, Although branded goods are characterized by premium quality, legacy of craftsmanship, recognizable style, premium price, uniqueness and prominence

**According to osprey & siber (2010)**, the backpacks brand that was the focus of the study, travel packs continue to be popular because they target a specific user just as women's packs and children's packs target specific users.

**According to kotter & keller (2009)**, product quality is the customer's perception of the general quality or superiority of a product or service with attention to the objectives of the product or service compared to other alternatives.

**According to Wilcox et al (2009)**, Consumers buy branded goods primarily for reasons symbolic to reflect their status and social goals Branded goods are generally seen as wants and not needs, usually associated as a way to show luxury, regardless of price.

**According to Soekanto (2007)**, social status is a place for a person in general to relate to other people, relationships with other people in the social environment, prestige and rights and obligations.

**According to knapik & Reynolds & harman (2004)**, load carriage a focus of study for quite some time. Many different methods of load carriage have been investigated including, but no limited to, trunk vests, hip belts, shoulder, satchels, head basket, hand bags and backpacks.

**According to lobb (2004)**, recreational backpacks are designed for outdoor recreational activities like hiking, camping or mountaineering. Recreational backpacking involves carrying a load on the back for an extended period of time over miles of distance sometimes for multiple days at a time.

**According to Nueno et al (1998)**, consumer try to buy bag braded bags to promote individuality and individual social standing.

## INDUSTRY OVERVIEW

### AMERICAN TOURISTER BAGS:

American Tourister, Inc., is one of the oldest and best-known luggage brands in the United States. Its commitment to selling durable and affordable luggage, which began with the company's founding in the 1930s, continued into the 1990s.

Despite several changes in parent companies in the 1970s, 1980s, and 1990s, American Tourister retained its brand recognition with the public, particularly through its association with luggage-abusing gorillas featured in its famous advertising campaign

Sol Koffler, founder of American Tourister, was introduced to the luggage industry in the 1920s. A recent immigrant to the United States, Koffler worked in a plant that manufactured steamer trunks and in a pocketbook factory. The methods of luggage construction that Koffler learned were typical of the industry; thin strips of wood and plywood were glued together and then covered with either paper or cloth for inexpensive luggage or with leather for expensive luggage. Koffler set out on his own, determined to produce a more durable product.

### Early History:

In 1933 Koffler founded American Luggage Works by opening a shop in a vacant grocery store in Providence, Rhode Island. Although his first luggage did not revolutionize luggage design, Koffler was sure he had created a significantly more durable product than any competitors in the same price range.

The suitcase sold for one dollar, and, in the first year of operation, American Luggage Works sold 5,000 suitcases. As the company's only employee, Koffler handled all aspects of the business himself that year. Within two years, Koffler had hired several employees, although he himself continued to handle the luggage design and the company's sales.

The company's product line had expanded to include two sizes, which sold for two and three dollars. Each size was produced in two colors, black or brown. Retailers throughout the Providence-Boston area carried the line.

The company's major breakthrough came soon after its founding. Koffler adapted machinery used to make plywood radio cases so that it would bend materials to make his luggage. The new equipment enabled him to simplify suitcase design significantly and still increase its durability.

Typical luggage of the time was constructed of numerous pieces, making a squat and unwieldy suitcase that tended to split and crack. Koffler's new design was slim and round-cornered but still provided more room than other suitcases did.

Other new features, such as linings and zippered pockets, enhanced the product's appeal. To distinguish this line from the previous ones, Koffler named it American Tourister.

The new line was a resounding success and set a new standard for the industry. American Luggage Works grew rapidly as a result; by the beginning of World War II the company enjoyed revenues of more than \$100,000.

The company's product line had expanded as well, with four colors, four styles, and eight sizes being offered by the early 1940s. The war diverted the company's attention from luggage, however, as it helped with the war effort. At the war's conclusion, American Luggage Works reentered the luggage industry poised to become a national concern.

In 1945, despite its rapid growth in the previous decade, American Luggage Works remained a regional firm. Aiming for sales across the United States, Koffler decided to spread awareness of the American Tourister brand.

He apportioned \$12,000 for a national advertising campaign, the first ever undertaken on behalf of the company. An amount unusually large for the time, that first national advertising budget set the stage for the company's continued commitment to large-scale advertising in future years.

### **Testimonials and Gorilla Advertisements:**

These true-life accounts inspired the company's famous gorilla advertisements. Doyle Dane Bernbach agency created an award-winning print and television campaign that combined customer testimonials with photos or film of a ferocious-looking gorilla hurling and stomping on an American Tourister case in a zoo cage. Other advertisements demonstrated the luggage's durability even in unlikely luggage mishaps, such as a case being dropped from an airplane or a speeding train.

American Tourister continued to grow. By the 1970s, the company was one of the most popular manufacturers of mid-priced luggage in the United States. A general industry upswing in the 1970s helped the firm rise to a new peak in sales. Luggage owners replaced cases at a more rapid rate and leisure travel in general was on the rise.

These trends and the company's entrance into the growing market for business cases helped the company achieve record sales. In 1978 Koffler, who had remained involved in the operation of the business, sold his company to Hillenbrand Industries. A furniture manufacturer based in Indiana, Hillenbrand was attempting to expand and diversify by purchasing healthy market leaders.

American Tourister's first year as a Hillenbrand subsidiary marked a peak for the company.

Sales in 1978 reached a record \$83.8 million and operating profits amounted to a substantial \$16.2 million. These figures may have simply reflected the market in general, however; Industry Week reported that the luggage industry was "enjoying a banner year." When the economy turned sour in 1980, American Tourister sales declined 7 percent and operating profits more than followed suit, dropping 60 percent in that year alone.

The company tried to rally for its 50th anniversary in 1983, investing in prime-time television commercials and print ads in such mainstream magazines as Reader's Digest, Better Homes and Gardens, and People. But the company was unable to regain the steady growth it had experienced throughout its history.

Luggage sales did not revive, and in 1992 Hillenbrand announced a \$5 million operating loss for its durables segment, which comprised a security-lock manufacturer and American Tourister. The next year Hillenbrand sold American Tourister to Astrum International Corp., a sales and manufacturing holding company, for a reported \$68 million. Astrum, formerly known as E-II Holdings Inc., had recently emerged from bankruptcy reorganization, which led to some speculation about the future of American Tourister.

Another factor influencing American Tourister's direction was Astrum's ownership of Samsonite Corp., a major competitor of American Tourister. Although at the time of the purchase Astrum said it would run American Tourister as a unit separate from Samsonite, it clearly planned some connection between the two. In 1994, Astrum named as president of American Tourister the former Samsonite vice-president of sales and marketing, Frank Steed. In a press release announcing this appointment, Astrum said, "With Steed at the helm ... the two companies can establish product plans, marketing and advertising programs that will enhance both the American Tourister and Samsonite brand names. The combination of Samsonite's vast global resources and American Tourister's quality products will ensure success as American Tourister enters the international marketplace, while enhancing the value of its name here in the United States."

In an attempt to distinguish American Tourister from Samsonite, Astrum initiated a major advertising campaign in early 1994. Capitalizing on the well-known gorilla ads from a decade before, the campaign featured a gorilla, a family of chimpanzees, and an orangutan. The ads targeted family vacationers; a market clearly different from the business-oriented one pursued by Samsonite.



The story of American Tourister began in 1932, when immigrant Sol Koffler founded **American Luggage Works** and opened the first shop in a vacant grocery store, spending all his life savings on this new company. The country was going through the Great Depression, so Koffler's dream was to design an affordable but durable luggage that would sell for \$1. Although design-wise the suitcase wasn't a revolutionary product, in the first year of operation the entrepreneur managed to sell 5,000 travel bags.

Koffler learned how to produce these bags while working in a plant that was manufacturing steamer trunks, and then in a pocketbook factory.

In those times, travel bags were made of thin strips of wood covered in paper, cloth or leather, but Koffler wanted to produce more durable luggage so he adapted the machinery used to make plywood radio cases and managed to come up with a new method that allowed him to create travel bags with a simpler design and higher durability.

Working alone at first and handling all aspects of the new company himself, Koffler soon hired more employees for the production process and decided to focus only on design and sales. This was a winning move, as the product line expanded to include new sizes, colors and models. Unlike most travel bags of those times, Koffler's suitcases were slim and round-cornered, with linings and zippered pockets. The new bags, which were not only more beautiful but also more expensive, selling for \$2-\$3, quickly became a success, and set a new standard for the industry.

American Luggage Works continued to expand, in the early 1940s the company's offer including eight luggage sizes. During the war, Koffler introduced a revolutionary material, being the first manufacturer to produce an all-vinyl case. The sleekest and smoothest luggage case made of molded plywood veneer generated record sales, the entire year's production of vinyl cases and leather goods being sold within two hours.

The company was already known for its innovative travel bags, but Koffler wanted to raise the bar even higher by producing the first molded plastic suitcases. The shells of these bags were light but strong, as the material was more versatile and more resistant than the previous ones. The plastic's chemical composition was improved in 1954 and enabled Koffler to produce virtually indestructible travel bags.

The amazing durability of the American Tourister bags inspired the company's first advertising campaign, with ads featuring a gorilla stomping on a suitcase, or an American Tourister bag being dropped from an airplane and remaining undamaged. The brand was one of the first to flight test their bags with flight attendants from major airlines in the 1960s. By the end of 1970s, the company was already one of the most popular in the United States, so in 1978 Koffler sold it to Hillenbrand Industries, a furniture manufacturer from Indiana.

In the early 1990s, American Tourister was again sold to Astrum International Corporation, a sales and manufacturing holding company which also owned Samsonite Corporation, one of Koffler's competitors. The new owner wanted to distinguish the two brands, so he started advertising

American Tourister as the first choice for family vacationers, while Samsonite was promoted as a business line.

In 1995, Astrum split into two companies, Samsonite Corporation maintaining both luggage brands. Today, American Tourister is one of the best-known and most trusted producers of luggage in the United States and Europe.

## **AMERICAN TOURISTER'S MARKETING STRATEGY AND INTERESTING REASONS BEHIND ITS SUCCESS PRODUCT STRATEGY**

The brand is selling a variety of luggage and travel products such as backpacks, duffels, suitcases, wallets and travel accessories. It is the official sponsor of Disney luggage. They provide a smart, fun, friendly and practical kind of a product, which value consumer's consciousness. In 2008, the brand has gained a worldwide retail sale, which was more than 170 million USD.

It became the second largest global luggage brand in the world. It has impacted by many factors like the confidence of consumer, make itself likelihood to spend, and well trend which makes suitable for the consumer for a long time.

### **PRICING STRATEGY**

The brand provides personalized services to the customers, which created a great effect on people's mind. The parent company with an association of American Tourister generated the brand trust and loyalty among the customers. The most purchases product is its suitcases.

The suitcases are designed in a way that makes it convenient for users and gives a trendy look to their travel. The style and durability with an affordable price make it the most popular brand in the luggage industry. The backpacks industry in India, organized 600 crore pie (approx.) in which 20 percent of it shared by American Tourister.

### **POSITIONING STRATEGY**

The brand decided to distribute firstly in India and China because of the population of the countries and so he began to move towards new products. In 1996, the founder announced about the closing of the brand in Rhode Island and Jacksonville, Warren and Florida because of moving in another city for extra manufacturing.

The distribution and warehouse of the brand remained in Jacksonville because of the mass quantity of product is manufacturing in the Dominican Republic. Its accounting, finance and information systems moved to Denver and the department of marketing, sales, and product design remain in Warren.

### **Promotional Strategy**

American Tourister did not need very promotional ads or campaigns as it established a very strong base from the first time. There are very less promotional strategy has adopted by the brand.

The "Gorilla" advertisement is one of the famous and interactive campaigns. It inspired true-life accounts, it is an award-winning ad that showed the ferocious gorilla is stomping and hurling in an American Tourister case while living in a zoo cage.

## TYPE OF BAG

There are different types of bags for different travel needs. While duffle bags are perfect for short trips, rolling bags are perfect for long travel. On the other hand, backpacks are a great pick for trekking or adventurous trips. To satisfy the needs of different customers, we have listed brands for different kinds of bags. Hence, this list has something to offer to everyone.

## QUALITY

When choosing a travel bag, quality is a huge deciding factor. Since luggage bags are a long-term investment and require to be durable to stay intact, you must pick a good quality bag. All the brands mentioned on the list are reliable and offer high-quality products that you can choose for your travel.

## American Tourister Campaign

Except “GORILLA” campaign, American Tourister has rolled many other campaigns, those are as follows:

### #Touristeryoueveryday

This campaign urges young consumers to travel in style. This campaign was conceptualized by Taproot India; in this, the brand always spread a global message and showcases the range of latest trendy backpacks. The executive director of American Tourister, Anushree Tainwala spoke about the backpacks and said that today the backpacks are used by most of the people like young professionals, students, and college youth. Also, it is convenient for those who drive bikes or operate a smartphone while traveling; the backpacks allow them a hands-free experience. American Tourister is not for traveling companion but also for everyday companion and it is the basic idea of this campaign. #Live Fashionable

This campaign seeks to capture the fashion and value of today's young adults. The campaign enhances the global position of this brand. This campaign showcased four various situations about the attitude of young adults traveling life, they are- Fashionably Friendly, Fashionably Lost, Fashionably Late and Fashionably Independent.

The thought of this campaign is being fashionable is not only living with the latest trends, it includes fun, quirky and young from the heart always and it reflects on everything done by you. The American Tourister products are the ideal companion for those who always want to live fashionable.

## Brand Ambassadors

The latest TVC campaign is featuring by Cristiano Ronaldo, the champion Footballer, and Virat Kohli, the master blaster cricketer. The campaign featured 360-degree rotational luggage, the marketing campaign includes print, television, outdoor and digital activation. Lavie is the sister brand of American Tourister and its campaign includes a celebrity- Kareena Kapoor.

Working alone at first and handling all aspects of the new company himself, Koffler soon hired more employees for the production process and decided to focus only on design and sales. This was a

winning move, as the product line expanded to include new sizes, colors and models. Unlike most travel bags of those times, Koffler's suitcases were slim and round-cornered, with linings and zippered pockets. The new bags, which were not only more beautiful but also more expensive, selling for \$2-\$3, quickly became a success, and set a new standard for the industry.

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In the early 1990s, American Tourister was again sold to Astrum International Corporation, a sales and manufacturing holding company which also owned Samsonite Corporation, one of Koffler's competitors. The new owner wanted to distinguish the two brands, so he started advertising American Tourister as the first choice for family vacationers, while Samsonite was promoted as a business line.

In 1995, Astrum split into two companies, Samsonite Corporation maintaining both luggage brands. Today, American Tourister is one of the best-known and most trusted producers of luggage in the United States and Europe.

#### **Prominent Features of American Tourister Bags:**

The bags are designed to keep in mind the safety of belongings.

- They withstand a good amount of force in transit and are durable.
- All the bags are tested in real-world conditions for strength and dependability.

- There are different types of bags depending on the duration and kind of travel.

## ANALYSIS AND INTERPRETATION

This chapter deals with the analysis and interpretation of data regarding the awareness about consumer purchasing power towards American tourist. From the primary data with regards to data have been collected from various respondents who have preferred American tourist. The information obtained through questionnaire is given in the form of tables, figures and interpretation is drawn so as to enable the reader to understand the concept in a lucid manner.

### 4.1 PERCENTAGE ANALYSIS:

**Table 4.1.1**

**The preference of American tourist of the respondents**

S.NO	PARTICULARS	FREQUENCY	PERCENTAGE
1	TRAVELLING	34	30.91
2	SCHOOL/COLLEGE	42	38.18
3	OFFICE	22	20
4	OTHERS	12	10.91
	TOTAL	110	100

\*Source: primary data

### INTERPRETATION:

The above table shows that 30.91% of the respondents are travelling, 38.18% of the respondents are school/college, 20% of the respondents are office, 10.91% of the respondents are others.

**Table 4.1.2**

**The type of bags liked by the respondents**

S.NO	PARTICULARS	FREQUENCY	PERCENTAGE
1	FORMAL	22	20
2	SPORTS	32	29.09
3	CASUAL	49	44.55
4	OTHERS	7	6.36
	TOTAL	110	100

\*Source: Primary data

**INTERPRETATION:**

The above table shows that 20% of the respondents are formal, 29.09% of the respondents are sports, 44.55% of the respondents are casual, 6.36% of the respondents are others.

**Table 4.1.3****The payment method of the respondents**

S.NO	PARTICULARS	FREQUENCY	PERCENTAGE
1	DEBIT CARD	26	23.64
2	CREDIT CARD	17	15.45
3	CASH	60	54.55
4	OTHERS	7	6.36
	TOTAL	110	100

\*Source: Primary data

**INTERPRETATION:**

The above table shows that 23.64% of the respondents are debit card, 15.45% of respondents the are credit card, 54.55% of the respondents are cash, 6.36% of respondents are others.

**Table 4.1.4****The comfortness of the respondents**

S.NO	PARTICULARS	FREQUENCY	PERCENTAGE
1	YES	91	82.73
2	NO	19	17.27
	TOTAL	110	100

\* Source: Primary data

**INTERPRETATION:**

The above table shows that 82.73% of the respondents are yes, 17.27% of respondents are no.

**Table 4.1.5****The awareness of the respondents**

S.NO	PARTICULARS	FREQUENCY	PERCENTAGE
1	SALES MAN	12	10.91
2	FRIENDS	50	45.45

3	INTERNET	22	20
4	ADVERTISEMENT	26	23.64
	TOTAL	110	100

\*Source: Primary data

#### INTERPRETATION:

The above table shows that 10.91% of the respondents are selected the option sales man, 45.45% of the respondents are selected the option friends, 20% of the respondents are selected the option internet, 23.64% of the respondents are selected the option advertisement.

**Table 4.1.6**

#### The purchasing attitude of the respondents

S.NO	PARTICULARS	FREQUENCY	PERCENTAGE
1	DEPARTMENT STORES	14	12.73
2	ORDINARY SHOW ROOMS	41	37.27
3	EXCLUSIVE SHOW ROOM	32	29.09
4	ONLINE SHOPPING	23	20.91
	TOTAL	110	100

\*Source: Primary data

#### INTERPRETATION:

The above table shows that 12.73% of the respondents are department stores, 37.27% of the respondents are ordinary show rooms, 29.09% of the respondents are exclusive show room, 20.91% of the respondents are online shopping.

**Table 4.1.7**

#### The time of purchase of the respondents

S.NO	PARTICULARS	FREQUENCY	PERCENTAGE
1	ONCE IN EVERY 6 MONTHS	10	9.08
2	ONCE IN A YEAR	37	33.64
3	TWICE IN A YEAR	27	24.55
4	SEASONALLY	36	32.73
	TOTAL	110	100

\*Source: Primary data

**INTERPRETATION:**

The above table shows that 9.08% of the respondents are once in every 6month, 33.64% of the respondents are once in a year, 24.55% of the respondents are twice in a year, 32.73% of the respondents are seasonally.

**Table 4.1.8      The opinion of the respondents**

S.NO	PARTICULARS	PERCENTAGE	FREQUENCY
1	VERY GOOD	35.45	39
2	GOOD	59.09	66
3	BAD	5.46	5
	TOTAL	100	110

\*Source: Primary data

**INTERPRETATION:**

The above table shows that 35.45% of the respondents are very good, 59.09% of the respondents are good, 5.46% of the respondents are bad.

**Table 4.1.9****The consumer satisfaction of the respondents**

S.NO	PARTICULARS	FREQUENCY	PERCENTAGE
1	YES	93	84.55
2	NO	17	15.45
	TOTAL	110	100

\*Source: Primary data

**INTERPRETATION:**

The above table shows that 84.55% of the respondents are yes, 15.45% of the respondents are no.

**Table 4.1.10    The recommendation of the respondent**

S.NO	PARTICULARS	FREQUENCY	PERCENTAGE
1	YES	81	73.64
2	NO	29	26.36
	TOTAL	110	100



\*Source: Primary data

### INTERPRETATION:

The above table shows that 73.64% of the respondents are yes, 26.36% of the respondents are no.

TABLE 4.1.1 FACTORS INFLUENCING WHILE PURCHASING AMERICAN TOURISTER BAGS

S.NO	PARTICULARS	FREQUENCY	PERCENTAGE
1	QUALITY	40	36.4
2	PRICE	15	13.6
3	SIZE	15	13.6
4	DESIGN	17	15.5
5	COLOUR	8	7.3
6	OFFERS	15	13.6
	TOTAL	110	100

\*Source: Primary data

### INTERPRETATION:

The above table shows that 36.4 of the respondents are influenced by quality, 13.6 of the respondents are influenced by price, 13.6 of the respondents are influenced by size, 15.5 of the respondents are influenced by design, 7.3 of the respondents are influenced by colour, 13.6 of the respondents are influenced by offers.

## 5.1 FINDINGS:

### A. Percentage analysis:

- Majority 44.55% of the respondents are casual bags.
- Majority 54.55% of the respondents are cash payment.
- Majority 82.73% of the respondents are comfortness.
- Majority 45.45% of the respondents are friends.
- Majority 37.27% of the respondents are purchased in ordinary show rooms.
- Majority 33.64% of the respondents are buying once in a year.
- Majority 59.09% of the respondents opinion are good.
- Majority 84.55% of the respondents are satisfied with quality.

- Majority 73.64% of the respondents are recommendation.

## 5.2 SUGGESTIONS:

- Quality brand at economic price is the major policy should be pursued by companies in bag industry for expanding their share in the market.
- Most of the people other than students are not having awareness about American Tourister bags.
- The seller has to take maximum effort to offer the products with competitive price because the price of the product plays a big role in purchase decision.
- American Tourister bags should be made known to consumer through different methods of advertisement.
- The consumer prefers the cash on delivery to make payment for their American Tourister bags but now-a-days payments are made through Online method.
- Considerable number of respondents facing some problems while purchasing. This problem should be carefully observed analysed and settled.

## 5.3 CONCLUSION:

The age of optical communication is new era. In several ways American Tourister bags is an important for all the consumer who are in need of bags for their personal use. Reveals the conclusion that, the demand and the market of branded bags are increasing day by day. Quality is the most influencing factors towards buying of these bags; and most of them are aware of these products through friends. Maximum cash on delivery option is more important for the consumer. But there should not be any damage in the process of delivering American Tourister bags to the consumers. Due to the modern world American Tourister bags can able to provide a greater number of bags to the consumers.

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