



**URBAN/SEMI-URBAN AND RURAL TAILORS PERCEPTION TOWARDS SEWING
THREADS' BRAND LOYALTY IN CUDDALORE DISTRICT**

Dr.N.Kesavan

*Assistant Professor and Research Supervisor,
Commerce Wing, DDE, Annamalai University, Annamalai Nagar - 608 002*

Mr. M.Rajasekar

*P.h.D., Research Scholar, Department of Commerce,
Annamalai University, Annamalai Nagar - 608 002*

ABSTRACT

This article is analyzed the perception of the tailors pertaining to the brand loyalty of the sewing threads brands available in the Cuddalore district. The researcher has found more than 26 brands of sewing threads are available in the Cuddalore district. The brand preferences are made out of the brand loyalty is inevitable concepts. But the researcher has made an attempt to study the brand loyalty of sewing threads with rural and urban tailors. The hypothesis is: there is a difference between the rural and urban/semi-urban tailors perception towards brands loyalty of sewing threads. All the variables primary data of each factor averages are calculated on the percentage analysis, the factors mean values are analyzed with the help of t test to arrive the differences between the rural and urban tailors perception towards the brand loyalty prevailed in the respective location of the study area. The findings of the research can suggest both the manufacturers and the tailors generally.

Key Words: Brand loyalty, Sewing threads marketing, Thread application knowledge, Purchase decision, brand switchovers