

# **STUDY ON IMPORTANCE ON BRAND PREFERENCE WITH REGARDS TO PETER ENGLAND**

Submitted in partial fulfilment of the requirements for the award of

**Master of Business Administration**

By

**HARIPRASAD RG.**

**Register No: 39410063**



**SCHOOL OF BUSINESS ADMINISTRATION**

## **SATHYABAMA**

**INSTITUTE OF SCIENCE AND TECHNOLOGY**

**(DEEMED TO BE UNIVERSITY)**

**Accredited with Grade "A" by NAAC | 12B Status by UGC | Approved by AICTE  
JEPPIAAR NAGAR, RAJIV GANDHI SALAI, CHENNAI - 600 119**

**April - 2021**



# **SATHYABAMA**

**INSTITUTE OF SCIENCE AND TECHNOLOGY  
(DEEMED TO BE UNIVERSITY)**

**Accredited with Grade "A" by NAAC | 12B Status by UGC | Approved by AICTE  
JEPPIAAR NAGAR, RAJIV GANDHI SALAI, CHENNAI - 600 119  
www.sathyabama.ac.in**

**SCHOOL OF BUSINESS ADMINISTRATION**

## **BONAFIDE CERTIFICATE**

This is to certify that this Project Report is the Bonafede work of **HARIPRASAD RG. Register No: 39410063** who have done the Project work entitled "**Study on Importance of Brand Preference with Regards to Peter England**" under my supervision from January 2021 to April 2021.

**Dr. M. JOHN BRITTO**

**Internal guide**

**Dr. BHUVANESWARI G.**

**Dean – School of Management Administration**

---

**Submitted for Viva voice Examination held on \_\_\_\_\_**

**Internal Examiner**

**External Examiner**

## **DECLARATION**

I **HARIPRASAD RG.** Register No: **39410063** hereby declare that the Project Report entitled “**Study on Importance of Brand Preference with Regards to Peter England**” done by me under the guidance of **Dr. M. JOHN BRITTO** is submitted in partial fulfilment of the requirements for the award of Master of Business Administration degree.

**DATE:**

**PLACE:**

**HARIPRASAD RG.**

## **ACKNOWLEDGEMENT**

I am pleased to acknowledge my sincere thanks to Board of Management of **SATHYABAMA** for their kind encouragement in doing this project and for completing it successfully. I am grateful to them.

I convey my thanks to **Dr. BHUVANESWARI G., Dean** - School of Management Studies and **Dr. PALANI A.,** Head, School of Business Administration for providing me necessary support and details at the right time during the progressive reviews.

I would like to express my sincere and deep sense of gratitude to my Project Guide **Dr. M. JOHN BRITTO** for his valuable guidance, suggestions and constant encouragement paved way for the successful completion of my project work.

I wish to express my thanks to all Teaching and Non-teaching staff members of the Department of Business Administration who were helpful in many ways for the completion of the project.

**(HARIPRASAD RG.)**

## **ABSTRACT**

This project entitles on “STUDY ON IMPORTANCE OF BRAND PREFERENCE WITH REGARDS TO PETER ENGLAND” identifies Customer preference is the state of mind that customer have about a company when their expectations are met or exceeded over the lifetime of the merchandise or service. The achievement of customer satisfaction results in company loyalty and merchandise repurchases. Customer preference levels are often measured using survey techniques and questionnaires. Gaining high levels of customer satisfaction is extremely important to a business because satisfied customers are presumably to be loyal and to form repeat orders and to use a wide range of service offered by a business.

With the increase market study there is cut through competition among the businessmen is the industry some of the other major competitors in this are like Raymond Limited, Arrow, Belmonte, Van Heusen. Hence there is a need for the study. The need or customer satisfaction and preference is necessary for all business, large or small. The satisfaction and preference of the customer is an important task.

We all know customer satisfaction and preference is essential to the survival of our business. How can we determine whether our customers are satisfied? The best way to find out whether your customers are satisfied is to ask them to study the customer satisfaction with the usage of clothes of PETER ENGLAND. To study the option of the owner’s cloths regarding after sales services provided by the dealers and study the response of the company and dealers on complaints given by the dissatisfied customers.

## TABLE OF CONTENTS

CHAPTER NO.	TITLE	PAGE NO
	<b>ABST2RACT</b>	<b>I</b>
	<b>LIST OF TABLES</b>	<b>li</b>
	<b>LIST OF CHARTS</b>	<b>lii</b>
1	<b>INTRODUCTION</b>	
	1.1 Introduction about the study	1
	1.2 Industry profile	4
	1.3 Company profile	10
	1.4 Product profile	15
	1.5 Need for the study	16
	1.6 Scope and Significance of Study	17
	1.7 Objectives of the study	17
	1.8 Limitations of the study	17
2	<b>REVIEW OF LITERATURE</b>	
	2.1 Review of Literature	18
3	<b>RESEARCH METHDOLOGY</b>	
	3.1 Research Design	23
	3.2 Sampling Technique	23
	3.3 Sources of Data	24
	3.4 Structure of Questionnaire	24
	3.5 Sample size	24
	3.6 Period of study	25
	3.7 Hypothesis / Analytical Tools	25
4	<b>DATA ANALYSIS AND INTERPRETATION</b>	
	4.1 Percentage analysis	26
	4.2 ANOVA	49
	4.3 Chi-Square	52
5	5.1 Findings	55
	5.2 Suggestions	56
	5.3 Conclusion	57
	<b>REFERENCES</b>	58
	<b>APPENDIX – I (Questionnaire)</b>	60
	<b>APPENDIX – II (Article)</b>	63

## LIST OF TABLES

<b>TABLE NO</b>	<b>PARTICULARS</b>	<b>PAGE NO</b>
4.1.1	Gender of the respondents	25
4.1.2	Age of the respondents	26
4.1.3	Marital status of the respondents	26
4.1.4	Qualification of the respondents	27
4.1.5	Occupation of the respondents	28
4.1.6	Monthly income of the respondents	29
4.1.7	Preferring branded shirts of the respondents	30
4.1.8	Respondents like to buy	31
4.1.9	What helped you to know	31
4.1.10	Are they motivated	32
4.1.11	Rating of advertisement	33
4.1.12	Range of buying	34
4.1.13	How often do you buy	35
4.1.14	How often do you go for shopping	36
4.1.15	Where do you go for shopping	37
4.1.16	Buying No of shirts	38
4.1.17	Who else buy in your family	39
4.1.18	Reason for wearing	40
4.1.19	Rating for availability	41
4.1.20	Price satisfaction	42
4.1.21	Crucial factor in satisfying customer	43
4.1.22	Why it become desirable brand	44
4.1.23	Overall satisfaction	45
4.1.24	Can you recommend others.	46

## LIST OF CHARTS

<b>TABLE NO</b>	<b>PARTICULARS</b>	<b>PAGE NO</b>
4.1.1	Gender of the respondents	25
4.1.2	Age of the respondents	26
4.1.3	Marital status of the respondents	27
4.1.4	Qualification of the respondents	28
4.1.5	Occupation of the respondents	29
4.1.6	Monthly income of the respondents	30
4.1.7	Preferring branded shirts of the respondents	30
4.1.8	Respondents like to buy	31
4.1.9	What helped you to know	32
4.1.10	Are they motivated	33
4.1.11	Rating of advertisement	34
4.1.12	Range of buying	35
4.1.13	How often do you buy	36
4.1.14	How often do you go for shopping	37
4.1.15	Where do you go for shopping	38
4.1.16	Buying No of shirts	39
4.1.17	Who else buy in your family	40
4.1.18	Reason for wearing	41
4.1.19	Rating for availability	42
4.1.20	Price satisfaction	43
4.1.21	Crucial factor in satisfying customer	44
4.1.22	Why it become desirable brand	45
4.1.23	Overall satisfaction	46
4.1.24	Can you recommend others.	47

# CHAPTER 1

## 1.1 INTRODUCTION

Brand preference is important for businesses looking to make repeat customers out of their audience because it creates awareness and helps businesses to develop a robust reputation. As a longstanding strategy, establishing brand preference helps to extend revenue, profit, and market share. It also plays a role in framework brand equity which determines a brand's popularity and strength in the market against competitors. Market research helps expose buyers' purchasing motive, and their wants and needs, helping businesses to drive the brand preference of their products.

### **The power of brand**

Brand compass all aspects of a business' image, including packaging, advertising claims, customer touch points, and marketing communications. It is important for businesses to authorize branding because whether consciously or not, buyers directly relate a brand to the product itself.

### **Well-established brands reap several benefits, such as:**

Higher customer choice: Customers are more assuring to choose a product from a brand they know and will often become loyal to a particular brand if they trust its products and feel its aspects match their needs, e.g., value, quality, reliability. Increased market share: A powerful brand will belief out in the market against its competitors, using its differentiation to gain (and maintain) market share by presenting buyers with a unique vision that other brands do not offer.

Easier product fire: Introducing a new product to the market is much easier for established brands, as the business does not need to use as many resources to build awareness and hope, relying instead on existing customers for support. We see the facility of brand name at run through large companies with products in highly competitive contexts.

For example, Apple holds the bulk of market share for smartphones with the iPhone, with its branding playing a serious role during this. Buyers realize iPhones as innovative, reliable, and at the forefront of technology. Apple drives this image through its sleek packaging, premium pricing, perspective customer service, and inspirational messaging. Even though the relatively higher price of the iPhone related to some of its competitors, Apple customers are loyal to the brand because it represents values that align with theirs, such as style of living and beliefs — not just the amount.

### **Brand equity vs brand preference**

Buyers' perception of a brand's image is mentioned as brand equity, as an example, a highly recognised brand that's known for producing quality amount is claimed to possess "positive brand equity". To achieve positive brand equity, businesses must first provide brand preference by using strategic promotional, marketing, and advertising techniques that appeal to their target audience. Brand equity is developed extra as a consumer's relationship with the brand developments and is consists of three elements:

- **Brand awareness:** Do buyers know about the brand? Businesses must draw attention to their brand and ensure buyers know what it is and what it stands for. Higher visibility will increase familiarity and successively, increase intent to shop for. **Brand associations:** How do buyers feel about the brand? Brands elicit certain feelings and attitudes and these got to be communicated accurately to differentiate a product for its competitors and resonate with the target audience's wants and wishes.

**Brand loyalty:** Will buyers continue to purchase the brand? Buyers tend to find brands they like and stick to them, meaning brand loyalty is an important aspect to get right. Ensuring all elements of branding are consistent and align with the audience is vital to gaining brand loyalty. Brand preference announce the degree to which a consumer is inclined to use a particular brand's product instead of a competitor's and contributes significantly to brand equity. It is important for businesses to regularly measure and assess their brand preference because it reflects their marketing.

## **How to use brand preference in market research**

As with all product elements, branding requires effective marketing research to make sure it aligns with the requirements and wishes of its intended audience. Businesses must first research the market to know their competitors' branding and use this information to differentiate their brand. Survey research helps uncover consumer preferences like desired brand values, brand perception, and psychographic data, which is beneficial for building consumer profiles and segments. This information is then used to create brand ideas which may be further adjusted through concept testing to measure consumer perception. It is important to regularly conduct surveys to live brand preference as consumer trends change quite frequently and businesses must continue or risk falling behind competitors

## 1.2 INDUSTRY PROFILE

The word "cotton" has Arabic origins, derived from the Arabic word (qutn or qutun). This was the usual word for cotton in medieval Arabic. The word entered the Romance languages in the mid-12th century, and English a century later. Cotton fabric was known to the ancient Romans as an import but cotton was rare in the Romance-speaking lands until imports from the Arabic-speaking lands in the later medieval era at transformatively lower prices. **Cotton** is a soft, fluffy staple fibre that grows in a boll, or protective case, around the seeds of the cotton plants of the genus *Gossypium* in the mallow family Malvaceae. The fibre is almost pure cellulose. Under natural conditions, the cotton bolls will increase the dispersal of the seeds.

The plant is a shrub native to tropical and subtropical regions around the world, including the Americas, Africa, Egypt and India. The greatest diversity of wild cotton species is found in Mexico, followed by Australia and Africa. Cotton was independently domesticated in the Old and New Worlds. The fibre is most often spun into yarn or thread and used to make a soft, breathable textile. The use of cotton for fabric is known to date to prehistoric times; fragments of cotton fabric dated to the fifth millennium BC have been found in the Indus Valley Civilization, as well as fabric remnants dated back to 6000 BC in Peru. Although cultivated since antiquity, it was the invention of the cotton gin that lowered the cost of production that led to its widespread use, and it is the most widely used natural fibre cloth in clothing today.

Current estimates for world production are about 25 million tonnes or 110 million bales annually, accounting for 2.5% of the world's arable land. India is the world's largest producer of cotton. The United States has been the largest exporter for many years. In the United States, cotton is usually measured in bales, which measure approximately 0.48 cubic meters (17 cubic feet) and weigh 226.8 kilograms (500 pounds).

**There are four commercially grown species of cotton, all domesticated in antiquity:**

- *Gossypium hirsutum* – upland cotton, native to Central America, Mexico, the Caribbean and southern Florida (90% of world production)
- *Gossypium barbadense* – known as extra-long staple cotton, native to tropical South America (8% of world production)

- *Gossypium arboreum* – tree cotton, native to India and Pakistan (less than 2%)
- *Gossypium herbaceum* – Levant cotton, native to southern Africa and the Arabian Peninsula (less than 2%)

Hybrid varieties are also cultivated. The two New World cotton species account for the vast majority of modern cotton production, but the two Old World species were widely used before the 1900s. While cotton fibres occur naturally in colours of white, brown, pink and green, fears of contaminating the genetics of white cotton have led many cotton-growing locations to ban the growing of coloured cotton varieties.

### **How are cotton shirts made?**

Bales of **cotton** fibres are spun at a facility where they are carded, combed and blended. Before the carding stage, which involves separating the fibres into loose strands, the **cotton** is taken off a picking machine. The spun **cotton** is then knit on a loom (the weaving process) into a rough greyish fabric.

### **Textile industry:**

The textile industry is primarily concerned with the design, production and distribution of yarn, cloth and clothing. The raw material may be natural, or synthetic using products of the chemical industry

### **Cotton Manufacturing:**

Cotton is the world's most important natural fibre. In the year 2007, the global yield was 25 million tons from 35 million hectares cultivated in more than 50 countries. There are five stages:

- Cultivating and Harvesting
- Preparatory Processes
- Spinning — giving yarn
- Weaving — giving fabrics
- Finishing — giving textiles

## **Synthetic fibres**

Artificial fibres can be made by extruding a polymer, through a spinneret into a medium where it hardens. Wet spinning (rayon) uses a coagulating medium. In dry spinning (acetate and triacetate), the polymer is contained in a solvent that evaporates in the heated exit chamber. In melt spinning (nylons and polyesters) the extruded polymer is cooled in gas or air and then sets. All these fibres will be of great length, often kilometres long. Artificial fibres can be processed as long fibres or batched and cut so they can be processed like a natural fibre.

## **Natural fibres**

Natural fibres are either from animals (sheep, goat, rabbit, silk-worm) mineral (asbestos) or from plants (cotton, flax, sisal). These vegetable fibres can come from the seed (cotton), the stem (known as bast fibres: flax, hemp, jute) or the leaf (sisal). Without exception, many processes are needed before a clean even staple is obtained- each with a specific name. With the exception of silk, each of these fibres is short, being only centimetres in length, and each has a rough surface that enables it to bond with similar staples.

## **Growth of Textile Industry in India**

Textile workers in Tirupur Tamandu, India. The textile industry in India traditionally, after agriculture, is the only industry that has generated huge employment for both skilled and unskilled labour in textiles. The textile industry continues to be the second-largest employment generating sector in India. It offers direct employment to over 35 million in the country. According to the Ministry of Textiles, the share of textiles in total exports during April–July 2010 was 11.04%. During 2009–2010, the Indian textile industry was pegged at US\$55 billion, 64% of which services domestic demand. In 2010, there were 2,500 textile weaving factories and 4,135 textile finishing factories in all of India. According to AT Kearney's 'Retail Apparel Index', India was ranked as the fourth most promising market for apparel retailers in 2009.

India is first in global jute production and shares 63% of the global textile and garment market. India is second in global textile manufacturing and also second in silk and cotton production. 100% FDI is allowed via automatic route in textile sector. Reiter, Tritschler, Sourer, Oktas, Zamiatin, Balsa, Monti, CMT, E-land, Nisshinbo, Marks &

Spencer, Zara, Pramod, Benetton, and Levi's are some of the foreign textile companies invested or working in India.

## **Introduction**

India's textiles sector is one of the oldest industries in the Indian economy, dating back to several centuries. The industry is extremely varied, with hand-spun and hand-woven textiles sectors at one end of the spectrum, while the capital-intensive sophisticated mills sector on the other end. The decentralised power looms/ hosiery and knitting sector forms the largest component in the textiles sector. The close linkage of textiles industry to agriculture (for raw materials such as cotton) and the ancient culture and traditions of the country in terms of textiles makes it unique in comparison to other industries in the country. India's textiles industry has a capacity to produce wide variety of products suitable for different market segments, both within India and across the world.

## **Market Size**

India's textiles industry contributed 13% of the industry production in FY20. It contributed 2.3% to the GDP of India and employed more than 45 million people in FY20. The sector contributed 12% to India's export earnings in FY20. Textiles industry has around 4.5 crore employed workers including 35.22 lakh handloom workers across the country. Cotton production in India is estimated to have reached 35.7 million bales in FY20. The domestic textiles and apparel market stood at an estimated US\$ 100 billion in FY19. The production of raw cotton in India is estimated to have reached 36.04 million bales in FY20<sup>^</sup>. During FY19, production of fibre in India stood at 1.44 million tonnes (MT) and reached 1.60 MT in FY20 (till January 2020), while that for yarn, the production stood at 4,762 million kgs during same period.

## **Investment**

The textiles sector has witnessed a spurt in investment during the last five years. The industry (including dyed and printed) attracted Foreign Direct Investment (FDI) worth US\$ 3.45 billion from April 2000 to June 2020.

## **Government Initiatives**

Indian government has come up with several export promotion policies for the textiles sector. It has also allowed 100% FDI in the sector under the automatic route.

Initiatives taken by Government of India are:

- Government launched production linked incentive scheme to provide incentives for manufacture and export of specific textile products made of man-made fibre.
- On September 2, 2020, the Union Cabinet approved signing an MOU between textile committee, India and M/s Nissen ken Quality Evaluation Centre, Japan, for improving quality and testing Indian textiles and clothing for the Japanese market. This India-Japan pact on cooperation in textiles will facilitate Indian exporters to meet the requirements of Japanese importers as per the latter's technical regulations.
- Under Union Budget 2020-21, a National Technical Textiles Mission is proposed for a period from 2020-21 to 2023-24 at an estimated outlay of Rs. 1,480 crores (US\$ 211.76 million).
- In 2020, New Textiles Policy 2020 is expected to be released by the Ministry of Textiles.
- CCEA approved mandatory packaging of food grains and sugar in jute material for the Jute Year 2019-20.
- In September 2019, textiles export witnessed a 6.2% increase post GST as compared to the period pre-GST.
- The Directorate General of Foreign Trade (DGFT) has revised rates for incentives under the Merchandise Exports from India Scheme (MEIS) for two subsectors of Textiles Industry - readymade garments and made-ups - from 2% to 4%.
- The Government announced a special package of US\$ 31 billion to boost export, create one crore job opportunity and attract investment worth Rs. 80,000 crores (US\$ 11.93 billion) during 2018-2020. As of August 2018, it generated additional investments worth Rs. 25,345 crore (US\$ 3.78 billion) and exports worth Rs. 57.28 billion (US\$ 854.42 million).
- The Government of India has taken several measures including Amended Technology Up-gradation Fund Scheme (A-TUFS), estimated to create employment for 35 lakh people and enable investment worth Rs. 95,000 crores (US\$ 14.17 billion) by 2022.
- Integrated Wool Development Programme (IWDP) was approved by Government of India to provide support to the wool sector, starting from wool reader to end consumer, with an aim to enhance quality and increase production during 2017-18 and 2019-20.

- The Cabinet Committee on Economic Affairs (CCEA), Government of India approved a new skill development scheme named 'Scheme for Capacity Building in Textile Sector (SCBTS)' with an outlay of Rs. 1,300 crores (US\$ 202.9 million) from 2017-18 to 2019-20. As of August 2019, 16 states signed pacts with the Ministry of Textiles to partner with it for skilling about four lakh workers under the scheme.

### **Achievements**

Following are the achievements of the Government in the past four years:

- As of 2019, 348 technical textiles products were developed according to Bureau of Indian Standards (BIS).
- I-ATUFS, a web-based claims monitoring and tracking mechanism was launched on April 21, 2016. 381 new block level clusters were sanctioned.
- Under the Scheme for Integrated Textile Parks (SITP), 59 textile parks were sanctioned, out of which, 22 have been completed.
- Employment increased to 45 million in FY19 from 8.03 in FY15.

### **Road Ahead**

The future for the Indian textiles industry looks promising, buoyed by strong domestic consumption as well as export demand. With consumerism and disposable income on the rise, the retail sector has experienced a rapid growth in the past decade with the entry of several international players like Marks & Spencer, Guess and Next into the Indian market. High economic growth has resulted in higher disposable income. This has led to rise in demand for products creating a huge domestic market.

### **1.3 Peter England – A bird’s eye view**

Peter England was founded in 1889, Londonderry, Ireland to provide British soldiers with fine Khaki trousers during the Boer War. More than a century later, Peter England made its foray into the Indian market in 1997. The brand was acquired by Aditya Birla Group in 2000 and quickly went on to become India’s Leading Menswear Brand. The brand was listed in top 5 most trusted brands in apparel category for 7 consecutive years. And keeping in sync with the youth, Peter England offers apparel that cater to every fashion occasion of a young professional’s life.

Peter England is the most loved and largest menswear brand in India. It sells more than 10 million garments every year in its 600+ exclusive stores and 2000+ multi-brand outlets across more than 350 towns. It is also available online through Trendin.com, the e-commerce shopping portal of Aditya Birla Fashion and Retail Limited. Since 2008, Peter England has been voted as India's most trusted apparel brand for 8 consecutive years by The Economic Times Brand Equity Survey. A brand with quintessential English origins and heritage, Peter England was first launched in India by Madura Fashion and Lifestyle (then known as Madura Garments) in the mid-price segment in 1997.

The company acquired the world rights for the brand in 2000. What began as an honest shirt brand in 1997 in India, today is a complete lifestyle brand with merchandise available for everyday and special occasions. The brand has diversified into the non-apparel category with the launch of PE Bags, and more recently it launched a unique retailing store that targets the life cycle of an entire generation called Peter England Generation.

#### **About ABFRL**

Aditya Birla Fashion and Retail Ltd. (ABFRL) is India’s No. 1 pure-play Fashion and Lifestyle entity with a strong bouquet of leading fashion brands and retail formats. It emerged after the consolidation of the branded apparel businesses of Aditya Birla Group comprising ABNL'S Madura Fashion division and ABNL's subsidiaries Pantaloons Fashion and Retail (PFRL) and Madura Fashion & Lifestyle (MFL) in May 2015. With a strong presence spanning luxury and super premium segments, premium formal and casual wear to fast fashion and value fashion for men, women and kids, ABFRL hosts India's largest fashion network. It has over 6,000 points of sale across over 200 cities and towns, which include more than 2,000

exclusive ABFRL brand outlets. ABFRL's e-commerce business, Trendin.com reaches out to multiple destinations across India.

### **History & Marketing Strategies of Peter England**

After debuting in India, Peter England did not take much time to establish itself as one of the most trusted brands. Because of its quality product and affordable price range, the brand has gained many awards. With this progress, it will soon become one of the best brands in the global apparel market.

Brand name: Peter England

Founder: Aditya Birla Group

Peter England is one of the best clothing brands in India. It is currently owned by the Aditya Birla Group. Madura Garments, which is also owned by the Aditya group, currently are manufacturing all the clothes of this brand. At first Peter England was known for only making formal wears for the male population. But now, the brand sells other items such as types of denim, kurtas, and various festive wears, etc.

### **How it All Started**

Peter England was found over a hundred years ago in the year of 1889 named as 'Old England Brand'. The company started making war outfits for British Soldiers. In 1957, the brand changed its name to its present name. Peter England debuted in the Indian clothing market in 1997. The brand was bought by the Aditya Birla Group in the year 2000.

### **Launching**

The very first product made by the brand was Khaki trousers. These products were used by the British Army in the Boer War. After debuting in Indian clothing market, the brand did not get enough success. So, after a few years, Aditya group bought the company. After this, the brand did not take long to become one of the top five clothing brands in India. Peter England was the first brand in India which introduced trousers that featured adjustable waistbands.

### **Marketing Strategy and the Reasons behind Its Success**

**Product Quality:** Product quality is a very important thing for any new product. So, producing more products that are made with high-quality ingredients can help any company or brand to sell its products more. Keeping this in mind, Peter England has always kept a

close look towards the quality of the clothing products. Because of the prime-quality products, the brand has gained more trust and popularity than its rival companies and brands. Wide Range of Variety: Unique designing of the products as well as being innovative has helped Peter England so much. The brand has always tried to bring something new to the clothing market since its inception. Now it offers a large variety of products for its customers. This variety includes T-shirts, tie, denim, socks, shirts, trousers, and, trousers, etc.

The customers usually get bored if a brand keeps releasing the same kind of products. Different kind of products with innovative designing always attracts the consumers more. Peter England has always tried to come up with new clothing items for its customers. The trousers' range of the brand was released to offer a complete clothing solution for the male population.

**Price:** The target group of Peters England has always been the middle-class young men. This is why the brand has always maintained a mid-price segment. Peter England also keeps a close look on the pricing strategy of its rival brands and companies. This has helped the brand with pricing its products which have attracted many customers.

**Updated:** Peter England is always updated when it comes to the latest fashion trend. It follows the market and customers closely to understand their demands. It helps the brand to bring new content in the market much before then its rival brands.

**Awards:** Since its inception in the Indian market, Peter England has won many rewards. It has won the award of Most Trusted Brand several times. Other than that, the brand has also won the Best Technology initiative in 2015 and Best Performing Brand in Men Formals in 2017. Winning these awards has made Peter England gain more recognition and reputation.

**Strong Parent Company:** Having a strong parent company can help a brand in various ways. This is evident with Peter England, as after debuting the brand did not get much success. But after the Aditya Birla Group bought it, it became one of the best brands of India in no time. Also, having a renowned company as its parent, Peter England gained a lot of recognition in a very small time which had helped it gain more customers.

**Web Presence:** Peter England has its website from where the customers can buy the clothing items. The customer care service of the brand is also extremely responsive. They help every customer with all their queries as well as any problem with the products.

Physical Presence: More than 700 Peter England stores are spread all over the country. Also, over 3000 multi-brand outlets sell the clothing items of the brand. Because of this amazing presence in the market, the brand has reached to more customers than any other company or brands in India. Peter England sells more than 6 million products every year thanks to the brand's strong distribution service.

**Discounts:** Peter England offers various discounts in the festive season in India. This helps the brand to attract more customers in those times. The brand also provides a unique rewards program. This permits the customers to gain some points on every purchase. With these points, the shoppers can get various kinds of discounts on Peter England products.

### **Campaigns**

In 2017, Peter England released a new campaign with the tagline 'Be Everything You Love'. With this campaign, the brand tried to encourage the youth generation to try new things and make new life experiences. This campaign gained a lot of recognition with over 7 lakh views on YouTube and Facebook combined. In the Diwali season of 2018, Peter England released a new range of shirts with the exotic colour combination. To promote this new range, the brand released a new ad campaign with the Chennai Super Kings players. This ad portrays a light-hearted chat between Mahendra Singh Dhoni and his teammates where the Captain Cool shows them the Peter England products to impress them. Other than these, Peter England keeps releasing new advertisements and campaigns to promote its new products.

### **Customer satisfaction**

Customer satisfaction, a term frequently used in marketing, is a measure of how products and services supplied by a company meet or surpass customer expectation. Customer satisfaction is defined as "the number of customers, or percentage of total customers, whose reported experience with a firm, its products, or its services (ratings) exceeds specified satisfaction goals." It is seen as a key performance indicator within business and is often part of a balanced scorecard. IN a competitive marketplace where businesses compete for customers, customer satisfaction is seen as a key differentiator and increasing has become a key element of business strategy.

Within organizations, customer satisfaction rating can have powerful effects. They focus employees on the importance of fulfilling customers' expectations. Furthermore, when

these rating dip, they warn of problems that can affect sales and profitability. These metrics quantify an important dynamic. When a brand has loyal customers, it gains positive word-of-mouth marketing, which is both free and highly effective.

Therefore, it is essential for businesses to effectively manage customer satisfaction. To be able do this, firms need reliable and comprehensive measures of satisfaction. In researching satisfaction, firm generally ask customers whether their product or service has met or exceeded expectations. Thus, expectations are a key factor behind satisfaction. When customers have high expectations and the reality falls short, they will be disappointed and will likely rate their experience as less than satisfying. For this reason, a luxury resort, for example, might receive a lower satisfaction rating than a budget motel even though its facilities and service would be deemed superior in “absolute” terms.

After debuting in India, Peter England did not take much time to establish itself as one of the most trusted brands. Because of its quality product and affordable price range, the brand has gained many awards. With this progress, it will soon become one of the best brands in the global apparel market.

## **1.4 PRODUCT PROFILE**

### **Peter England- India's Largest Menswear Brand**

Peter England has made a mark as the largest menswear brand in India. Known for its standardized fits, superior quality, wide range and fashionable styles, the trusted mid-segment brand comes with apparel offerings for young men entering the corporate world. The brand boots confidence with their clothing that marks the "Beginning of Good Things". The range includes shirts, trousers, suits, blazers and accessories for everyday wear and special occasions. The trendy and contemporary work wear formals are perfect for young professionals who want to express their sartorial tastes. You can buy Peter England blazers and suits from Peterengland.com to add a sharp statement to your 9 to 5 style.

### **Peter England Elements- Relaxed Office Wear**

The brand also offers relaxed office wear and casual wear through its sub brand Peter England Elements. The casual wear line is slightly more eclectic with a stylish range of washed cotton shirts, denims, cargoes, jackets, sweaters and accessories that you can shop for online on Peterengland.com. Refresh your wardrobe and choose from smart yet casual Peter England trousers that come with promise of style and comfort. Peter England also recently launched the sub brand Peter England Party, which offers trendy club wear that is easy on the pocket yet high on style.

### **Peter England Elite- Premium Formal Wear**

Perfect for young managers who are making their mark, sub brand Peter England Elite comes with a complete array of dapper formal shirts and trousers, sharp suits and blazers, and accessories. Progressive and international, the clothing evokes understated elegance without trying hard. Choose a timeless Peter England shirt for your big client meeting and pin it under a classic suit for a smart look that always makes a sharp impression.

### **Peter England- Premium t-shirts**

Shop our top selling custom t-shirts available in styles for men and women, these are favourites in pop culture and can help your business stay connected with its audience. At Discount Mugs we realize the biggest obstacle in between you and your personalized t-shirts

is coming up with a design idea that catches the attention of your crowd. Making T-shirts is a fairly simple and largely automated process. Specially designed machines integrate cutting, assembling, and stitching for the most efficient operations. contrasting cuffs, appliqués, and heat transfer or screen print designs.

### **Peter England - Attaching the neckband**

9 For crew neck shirts, the neck edge should be slightly shorter in circumference than the outer edge where it is attached to the garment. Thus, the neckband must be stretched just the right amount to prevent bulging. Tubular neckbands are applied manually. The bands are folded, wrong sides together, stretched slightly, and aligned with the neckline. The superimposed seam is stitched with an overedge stitch.

Bound seams are finished with a cover stitch and are easy to achieve. Bound seams may be used on a variety of neckline styles. The process entails feeding ribbed fabric through machines which fold the fabric and apply tension to it. A V-neck has a slightly less formal feel than the crew collar, and adds a little more visual interest and style to the standard tee. It's well-suited for the shorter man, as it makes one appear less boxy and adds a bit of height to the appearance. It complements men with rounder and/or wider faces as well.

## **1.5 NEED OF THE STUDY**

Brand preference is crucial for businesses looking to create repeat customers out of their target audience as it creates awareness and helps businesses to develop a strong reputation. In the modern times the business organizations are adopting new techniques and methods for the growth of business. The organization are giving better services to their customers to face challenge posed by the competitor for every business, it is not only important to retain the present customers but also attract the new customers.

So, there is need to ascertain the customers use regarding the services providing by reputed organization like PETER ENGLAND. “So, in choosing the brand all the people are giving importance to PETER ENGLAND”.

With the increase market study there is a cut through competition among the businessmen in the industry some of the other major competitors in this area like Raymond Limited, Arrow, Belmonte, Van Heusen there is a need for the study.

“Knowing those expectations is the first step to meeting your customers’ expectations”

As a long-term strategy, establishing brand preference helps to increase revenue, profit, and market share. The quality of your customer service at any point can affect the overall relationship a customer has with your company. So, in choosing the brand all the people are giving importance to PETER ENGLAND.

## **1.6 SCOPE OF THE STUDY**

The data analysis and evaluation of the fourth step in the research process. The data are first edited, coded and tabulated for the purpose of analysing them the editing, coding and tabulating is a must when the interviewer has amassed a huge amount of data consuming the research project at hand. The analysis can be conducted by using simple statistical tools like percentages, average and measures dispersion, the collected data may be analysed by using diagrams, graphs, charts, picture etc. Finally measuring data may be extracted from the analysis thus conducted.

## **1.7 OBJECTIVES OF THE STUDY**

### **Primary objective**

- To study the importance of brand preference with regards to Peter England.

### **Secondary objective**

- To review the customer satisfaction with the usage of cloths.
- To identify how often they prefer Peter England shirts.
- To analyse customer satisfaction about branded shirts.
- To determine overall customer satisfaction with products and services.

## **1.8 LIMITATIONS OF THE STUDY**

- Sample size does not represent the total Population.
- Due to time constraint only 120 number of respondents were considered.
- The data's given by the respondents limited to their own perceptions, knowledge and awareness
- The lack of interest of the respondents is partially biased responses which cannot be overruled.
- Time limitation is the major deterrent factor for the study.

## **CHAPTER 2**

### **REVIEW OF LITERATURE**

**Rico Piehler, Ceridwyn King, Christoph Burmann, Lina Xiong** (12 September 2016) "The importance of employee brand understanding, brand identification, and brand commitment in realizing brand citizenship behaviour" "This study aims to develop comprehensive definitions, conceptualizations and measures of four internal brand management (IBM) outcomes, namely, brand understanding, brand identification, brand commitment and brand citizenship behaviour (BCB). In doing so, it also aims to propose a model, which considers the relationships across these outcomes.

**Dhananjay Bapat, Jayanthi Thanigan** (September 1, 2016) "Exploring Relationship among Brand Experience Dimensions, Brand Evaluation and Brand Loyalty" The purpose of this article is to explore the impact of brand experience dimensions on brand evaluation and brand loyalty. The study used convenience-sampling technique and measured the relationship between brand experience dimensions, overall brand evaluation and brand loyalty.

**Prof. Dr. Muhammad Ehsan Malik, Hafiz Kashif Iqbal** (May 2013) "Importance of Brand Awareness and Brand Loyalty in assessing Purchase Intentions of Consumer" The aim of this endeavour is to identify the effect of brand awareness and brand loyalty on purchase intention. Questionnaires were distributed to collect the responses from the employees in services sectors and conveniently available general public while descriptive statistics and regression analysis were used to analyse the data and draw the conclusions.

**Karolina Janiszewska, Andrea Insch** (may 2012) "The strategic importance of brand positioning in the place brand concept: elements, structure and application capabilities" The concept of place brand building and managing is largely discussed in literature on the subject and more and more frequently put into practice. The key element which determines effective implementation thereof is to define brand positioning. This is because brand positioning determines the framework of visual and communication-related execution.

**Monika Lisjak, Angela Y. Lee, Wendi L. Gardner** (May 18, 2012) "When a Threat to the Brand Is a Threat to the Self: The Importance of Brand Identification and Implicit Self-Esteem in Predicting Defensiveness" This research examines how people respond when a

commercial brand they identify with is threatened. Across four studies, the authors found that among participants who identified with a brand, a threat to the brand elicited the same responses as a threat to the self. Specifically, participants with low implicit self-esteem defended the brand when the self was activated, unlike their high implicit self-esteem counterparts.

**Sanjeev Kumar Panchal, Bilal Mustafa Khan, S Ramesh** (March 2, 2012) "Importance of 'brand loyalty, brand awareness and perceived quality parameters' in building brand equity in the Indian pharmaceutical industry" The Indian Pharmaceutical sector is highly fragmented with more than 20,000 registered units. It has expanded drastically in the last two decades. At least as many as 250 pharmaceutical companies share lead of this market and are constantly challenged by severe price competition and government price control. In order to sustain competitive advantage, pharmaceutical companies have to develop and build brands that meet real needs and are differentiated in the minds of our customers.

**Rafael Bravo, Jesús Cambra,** (2012) "The Importance of Brand Values in Family Business" Only a small body of literature exists on linking key marketing concepts in family business contexts and those studies that do exist show a significant bias towards brand management. Both the relevance of the subject and the lack of research assuming this challenge to date justify the interest and timeliness of this literature review.

**Lucia Malär, Harley Krohmer, Wayne D. Hoyer** ( July 1, 2011) "Emotional Brand Attachment and Brand Personality: The Relative Importance of the Actual and the Ideal Self" Creating emotional brand attachment is a key branding issue in today's marketing world. One way to accomplish this is to match the brand's personality with the consumer's self. A key question, however, is whether the brand's personality should match the consumer's actual self or the consumer's ideal self.

**James E. Haefner Zsuzsa Deli-Gray Al Rosenbloom** (2011) "The Importance of Brand Liking and Brand Trust in Consumer Decision Making: Insights from Bulgarian and Hungarian Consumers During the Global Economic Crisis" This paper presents the research findings of a global brand study conducted during the recent global economic crisis. The study sought to understand how four brand constructs (country-of-origin, brand familiarity, brand

liking and brand trust) would influence global brand purchase intent in a sample of consumers living in Bulgaria and Hungary.

**Reshma Farhat, Dr. Bilal Mustafa Khan (2011)** “Importance of Brand Personality to Customer Loyalty: A Conceptual Study” Customer loyalty is viewed as the strengths of the relationship between an individual’s relative attitude and repeat patronage. Here an attempt has been made to probe into the behaviour of a customers’ willingness to buy a brand/product, of what are the related factors which influences his buying behaviour and attitude towards the brand.

**José Luis Méndez, Javier Oubiña, Natalia Rubio ( 27 September 2011)** “The relative importance of brand-packaging, price and taste in affecting brand preferences” This paper aims to analyse the relative importance of brand-packaging, price and taste in the formation of brand preference for manufacturer and store brands in food product categories.

**Klaus-Peter Wiedmann, Nadine Hennigs, Steffen Schmidt & Thomas Wuestefeld (20 May 2011)**“The importance of brand heritage as a key performance driver in marketing management” Corporate branding plays a crucial role in building a sustainable bond between the branded company and its customers. Because consumers’ corporate brand image develops over time, previous experience with a company and its products/services are of particular importance.

**Victoria Seitz, Nabil Razzouk, David Michael Wells (4 May 2010 )**“The importance of brand equity on purchasing consumer durables: an analysis of home air-conditioning systems “The purpose of this study is to show manufacturers and dealers of residential air-conditioning systems how to raise the equity of their brands, enabling them to sell more premium systems and increase their revenues and profit margins.

**Ovidiu Ioan Moiescu (2009)** “The importance of brand awareness in consumers buying decision and perceived risk assessment” Brand awareness, as one of the fundamental dimensions of brand equity, is often considered to be a prerequisite of consumers’ buying decision, as it represents the main factor for including a brand in the consideration set. Brand awareness can also influence consumers’ perceived risk assessment and their confidence in the purchase decision, due to familiarity with the brand and its characteristics.

**Susan M. Broniarczyk, Joseph W. Alba** (May 1, 1994) "The Importance of the Brand in Brand Extension" Recent research has identified two factors that influence consumer perceptions of a brand extension: brand affect and the similarity between the original and extension product categories. However, surprisingly little attention has been paid to other associations specific to the brand itself.

**Selena Aureli, Fabio Forlani** (11 April 2006) "The importance of brand architecture in business networks: The case of tourist network contracts in Italy" This study aims to understand if network brand management is a key activity in tourism business networks and how the network brand relates to the place brand and the brands of individual network members.

**Bornmark, Hanna, Kristianstad, Göransson, Åsa** (2006) "A study to indicate the importance of brand awareness in brand choice - A cultural perspective" According to theory, consumers choose a brand they recognise, before an unfamiliar brand in an unknown environment. If the consumers do not choose according to theories, what are the factors that have a greater effect on the buying behaviour? There is not so much research about the effect of brand awareness on brand choice, which is why this subject was investigated.

**C.D. Simms, P. Trott** ( 1 June 2006) "The perceptions of the BMW Mini brand: the importance of historical associations and the development of a model" The paper aims to investigate the main aspects of perceptions of the Mini brand in the UK. Given that consumers' perceptions of a brand are represented by brand awareness and brand image, this research undertakes an in-depth investigation of the image of the BMW Mini brand in its most established market.

**Michael K. Brady, Brian L. Bourdeau, Julia Heskell** (1 October 2005) "The importance of brand cues in intangible service industries: an application to investment services" The purpose of this study is to empirically test the suggestion that branding is more important for services than for physical goods and that there is a direct relationship between the level of intangibility and the importance of branding.

**Aron O’Cass, Debra Grace** (1 September 2003) “An exploratory perspective of service brand associations” Over the past 20 years the commercial importance of services has been realised, highlighting the importance of research to understand service brands and their meaning for consumers. However, to date, the branding models developed lack empirical testing, are derived from the perspective of brand practitioners rather than consumers, and pay little attention to the branding of services.

**David Shipley, Paul Howard.**(12 April 2002) “Brand-naming industrial products” Previous studies of branding either focused exclusively on consumer products or understated the incidence and importance of branding industrial products. This study indicates that branding provides powerful benefits for, and is practical extensively by, industrial companies.

**Balaji C. Krishnan, Michael D. Hartline** (1 September 2001) “Brand equity: is it more important in services?” While the brand equity associated with tangible goods has received a great deal of attention in the literature, a basic understanding of the nature of brand equity for services has yet to emerge. Most of what is known about brand equity for services is based on theoretical or anecdotal evidence. In addition, the presumed differences in brand equity associated with search-dominant, experience-dominant, and credence-dominant services has yet to be empirically examined.

**Mark S. Glynn, Roderick J. Brodie** (1 December 1998) “The importance of brand-specific associations in brand extension: further empirical results” This paper reports a replication of Bromoacyl and Alba’s study of the influence of brand-specific associations on brand extensions.

**Susan M. Broniarczyk, Joseph W. Alba** (May 1, 1994) “The Importance of the Brand in Brand Extension” Recent research has identified two factors that influence consumer perceptions of a brand extension: brand affect and the similarity between the original and extension product categories. However, surprisingly little attention has been paid to other associations specific to the brand itself.

**Durairaj Maheswaran , Diane M. Mackie, Shelly Chaiken** (1992) “Brand name as a heuristic cue: The effects of task importance and expectancy confirmation on consumer judgments” Previous research on brand name utilization in consumer judgments has yielded mixed results. In this study, we attempted to understand brand name effects within the framework of the heuristic-systematic model.

## **CHAPTER 3 RESEARCH METHODOLOGY**

### **3.1. RESEARCH DESIGN**

Research design is the plan that guides the data collection and analysis phase of the project. In order to successfully conduct research, it is very important to check out the methodology of the research design. It is the Framework, which specifies the type of information to be collected. The required information is collected through primary and secondary data.

#### **Type of the Research design:**

Descriptive research design will be used in the study.

#### **Descriptive research design**

Descriptive research studies which are concerned with describing the characteristics of a particular concerned with the prediction with narration of facts and characteristics concerning individual group of situations are all examples of descriptive research studies.

### **3.2 Sampling Technique:**

Simple random sampling.

### **3.3 SOURCE OF DATA**

For the purpose of this study, data from two sources will be gathered namely: -

- (1) Primary Source
- (2) Secondary Source

**Primary Source:** - are original source, which are collected directly from the respondents.

This information will be collected through

- Questionnaire,
- Interaction with consumers.

**Secondary Source:** - are those data which have been collected and compiled for another purpose. The secondary sources include

- Journals,
- Manuals,
- Company website,
- Others, Wikipedia.

**3.4 Structure of Questionnaire:** The questionnaire in written format.

**3.5 Sample size:**

Sample size taken for the study is 120 respondents.

**3.6 Period of study:**

This study of analysis duration January 2021 to March 2021

**3.6 ANALYTICAL TOOLS:**

Techniques are used to obtain findings and arrange information in logical sequence from the raw data collected. After the tabulation of data, the tools provide a scientific and mathematical solutions to complex problems. The present study uses the following statistical tools for analysing the collected data.

1. percentage
2. anova
3. Chi-square.

**Area of analysis:**

The study was conducted in Chennai.

Tools used for analysis:

- Percentage analysis
- Chi-Square.

**Sample Design:**

The sample design which is used in the study is convenience sampling. Respondents from Chennai were selected on the basis of convenience.

## CHAPTER 4 DATA ANALYSIS

### 4.1 PERCENTAGE ANALYSIS

**Table 4.1.1: GENDER OF THE RESPONDENTS**

PARTICULARS	NO. OF RESPONDENTS	PERCENTAGE
MALE	102	85
FEMALE	18	15
TOTAL	120	100

Source: Primary Data

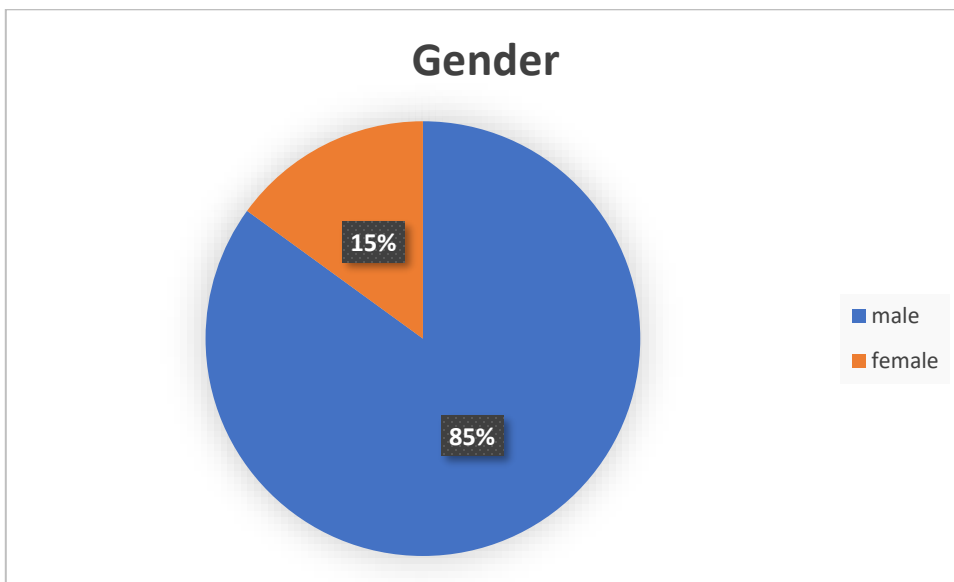


Chart4.1.1: Gender of respondents

#### **INTERPRETATION:**

From the above table it is interpreted that the number of male respondents is 85% and female respondents are 15%.

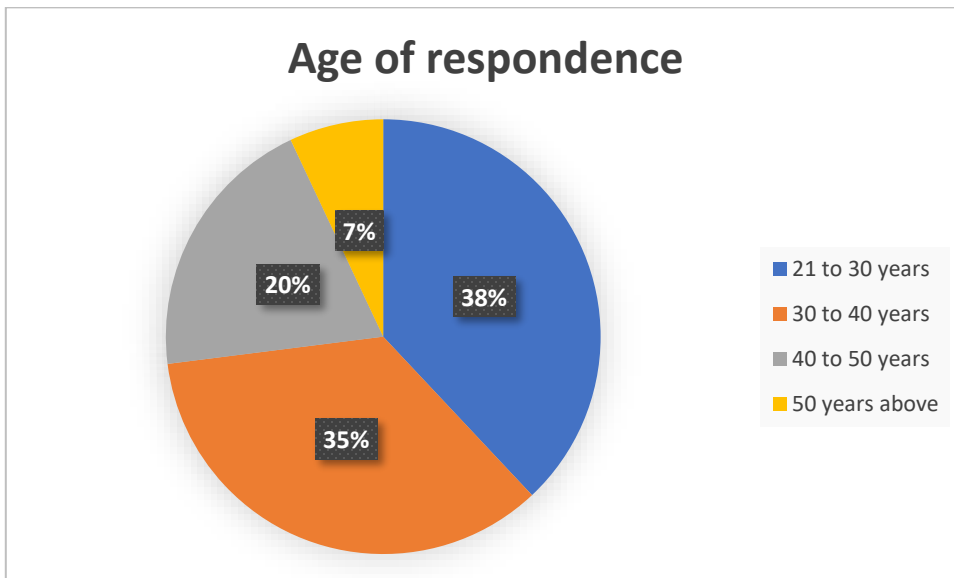
#### **Inference:**

Majority of 85% respondents are male.

**Table 4.1.2: Age of the respondents**

<b>PARTICULARS</b>	<b>NO. OF RESPONDENTS</b>	<b>PERCENTAGE</b>
<b>21 to 30 years</b>	45	38
<b>31 to 40 years</b>	42	35
<b>41 to 50 years</b>	25	20
<b>50 years above</b>	8	7
<b>TOTAL</b>	120	100

**Source: Primary Data**



**Chart4.1.2: Age of the respondents**

**INTERPRETATION:**

From the above table it is interpreted that the number of 21 to 30 years respondents is 38%, 31 to 40 years respondents is 35%, 41 to 50 years respondents is 20%, 50 years above respondents is 7%.

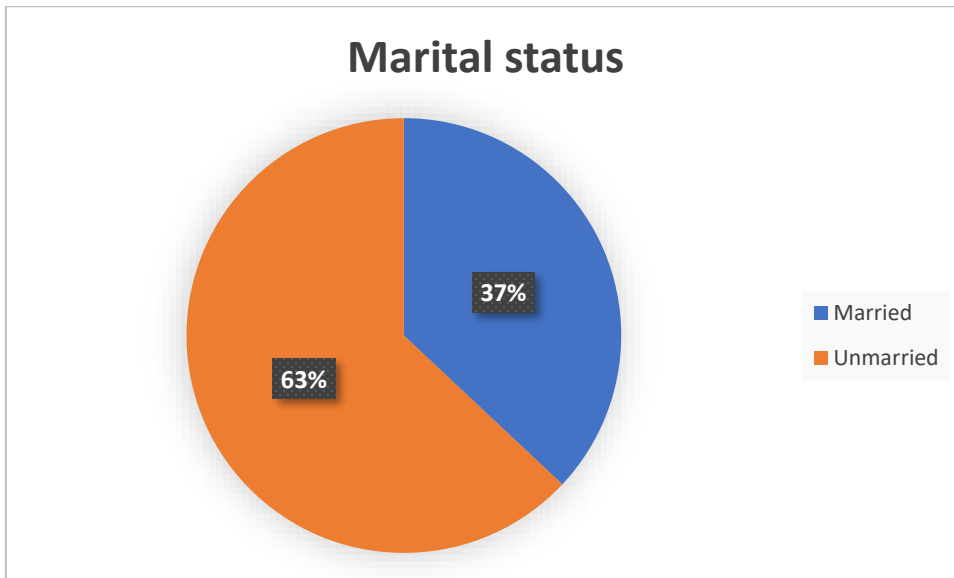
**Inference:**

Majority of 38% respondents is 21 to 30 years.

**Table 4.1.3: Marital status of the respondents**

**Source: Primary Data**

<b>PARTICULARS</b>	<b>NO. OF RESPONDENTS</b>	<b>PERCENTAGE</b>
<b>Married</b>	44	37
<b>Unmarried</b>	76	63
<b>Total</b>	120	100



**Chart4.1.3: Marital status of the respondents**

**INTERPRETATION:**

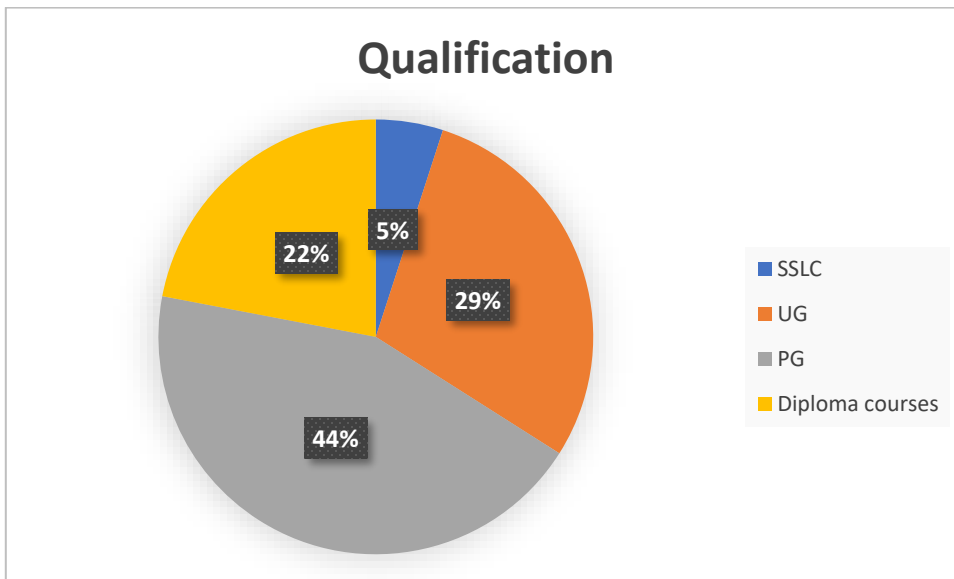
From the above table it is interpreted that the number Married respondents is 37% and Unmarried respondents is 63%.

**Inference:**

Majority of 63% respondents is Unmarried.

**Table 4.1.4: Qualification of the respondents**

<b>PARTICULARS</b>	<b>NO. OF RESPONDENTS</b>	<b>PERCENTAGE</b>
<b>SSLC</b>	6	5
<b>UG</b>	35	29
<b>PG</b>	53	44
<b>Diploma courses</b>	26	22
<b>TOTAL</b>	120	100



**Source: Primary Data**

Chart4.1.4: Qualification of the respondents

**INTERPRETATION:**

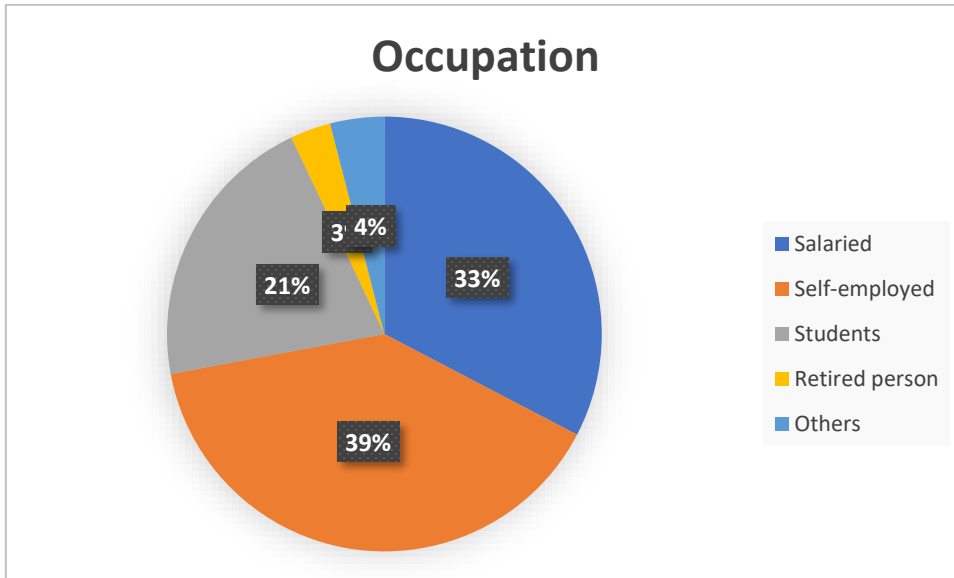
From the above table it is interpreted that the number of SSLC respondents is 5%, UG respondents is 29%, PG respondents is 44%, Diploma courses respondents is 22%.

**Inference:**

Majority of 44% respondents is PG.

**Table 4.1.5: Occupation of the respondents**

<b>PARTICULARS</b>	<b>NO. OF RESPONDANCE</b>	<b>PERCENTAGE</b>
<b>Salaried</b>	40	33
<b>Self-employed</b>	47	39
<b>Students</b>	25	21
<b>Retired person</b>	3	3
<b>Others</b>	5	4
<b>TOTAL</b>	120	100



**Source: Primary Data**

Chart4.1.5: Occupation of the respondents

**INTERPRETATION:**

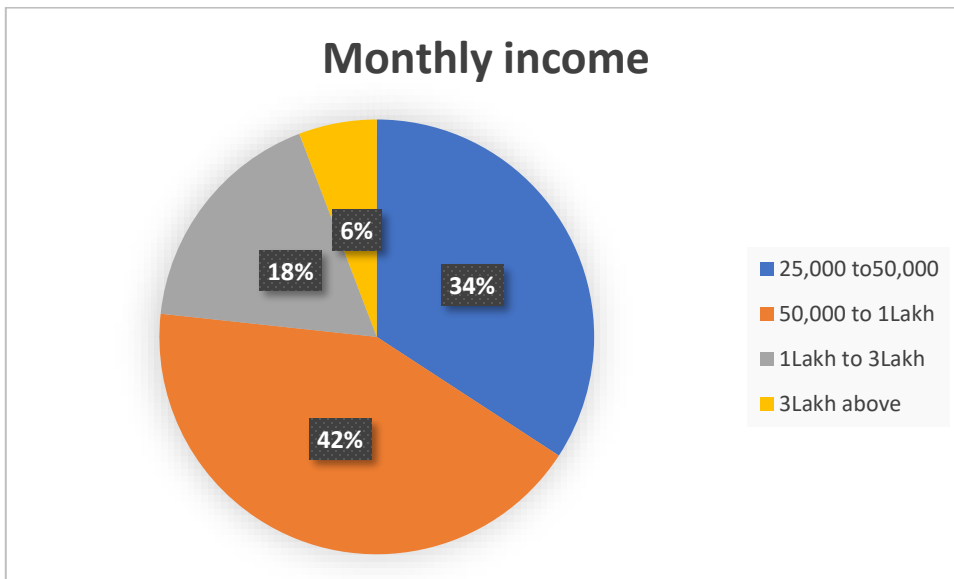
From the above table it is interpreted that the number of Salaried respondents is 33%, Self-employed respondents is 39%, Student's respondents is 21%, Retired person respondents is 3% and Other respondents is 4%

**Inference:**

Majority of 39% respondents is Self-employed.

**Table 4.1.6: Monthly income of the respondents**

<b>PARTICULARS</b>	<b>NO. OF RESPONDANCE</b>	<b>PERCENTAGE</b>
<b>25,000 to 50,000</b>	41	34
<b>50,000 to 1Lakh</b>	51	42
<b>1Lakh to 3Lakh</b>	22	18
<b>3Lakh above</b>	6	6
<b>TOTAL</b>	120	100



**Source: Primary Data**

Chart4.1.6: Monthly income of the respondents

**INTERPRETATION:**

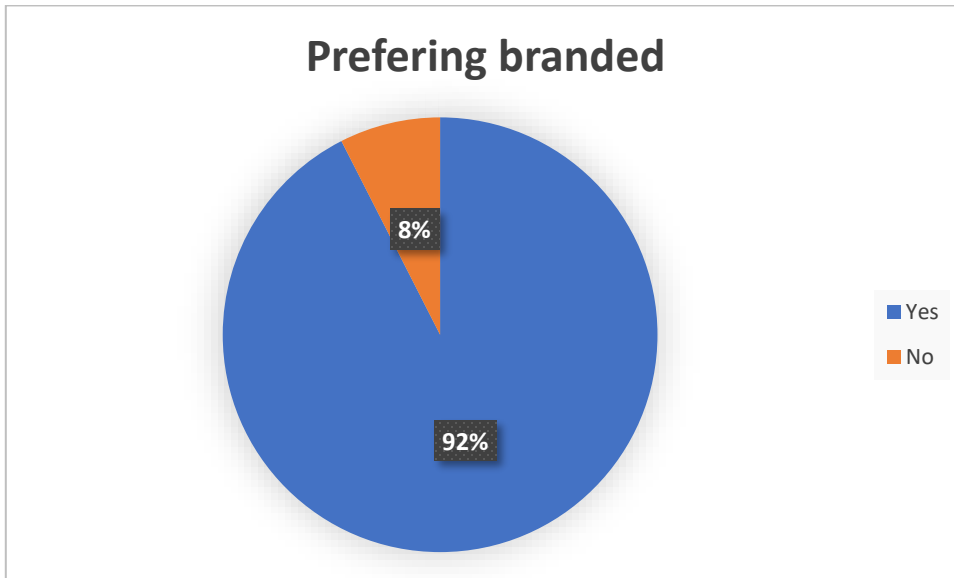
From the above table it is interpreted that the number of 25,000 to 50,000 respondents is 34%, 50,000 to 1Lakh respondents is 42% ,1Lakh to 3Lakh respondents is 18%, and 3Lakh above respondents is 6%.

**Inference:**

Majority of 42% respondents is 50,000 to 1Lakh.

**Table 4.1.7: Preferring branded shirts**

<b>PARTICULARS</b>	<b>NO. OF RESPONDANCE</b>	<b>PERCENTAGE</b>
<b>Yes</b>	111	92
<b>No</b>	9	8
<b>TOTAL</b>	120	100



**Source: Primary Data**

Chart4.1.7: Preferring branded shirts

**INTERPRETATION:**

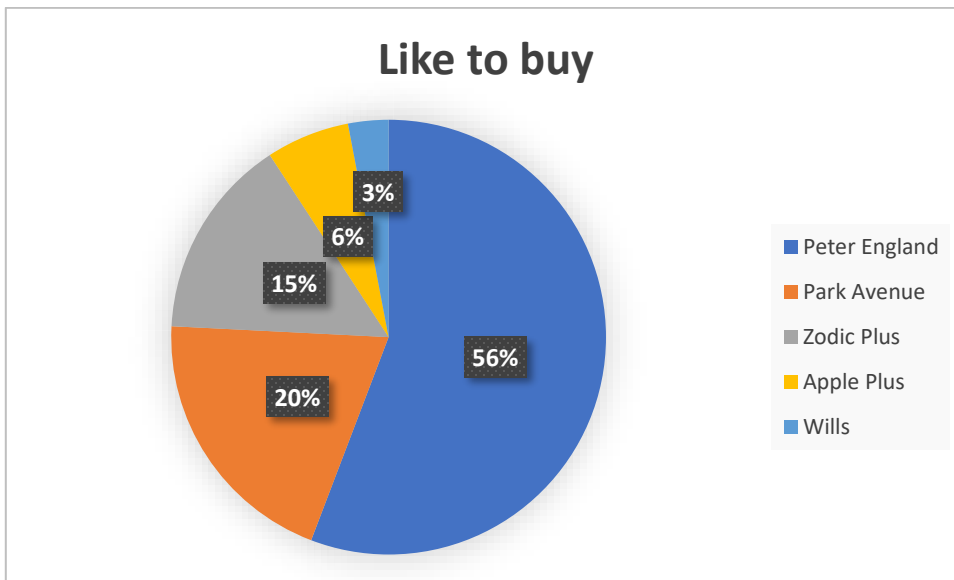
From the above table it is interpreted that the number of Yes respondents is 92% and No respondents is 8%.

**Inference:**

Majority of 92% respondents is Yes.

**Table 4.1.8: Like to buy**

<b>PARTICULARS</b>	<b>NO. OF RESPONDENCE</b>	<b>PERCENTAGE</b>
<b>Peter England</b>	67	56
<b>Park Avenue</b>	24	20
<b>Zodiac</b>	18	15
<b>Apple Plus</b>	9	6
<b>Wills</b>	2	3
<b>TOTAL</b>	120	100



**Source: Primary Data**

Chart4.1.8: respondents like to buy

**INTERPRETATION:**

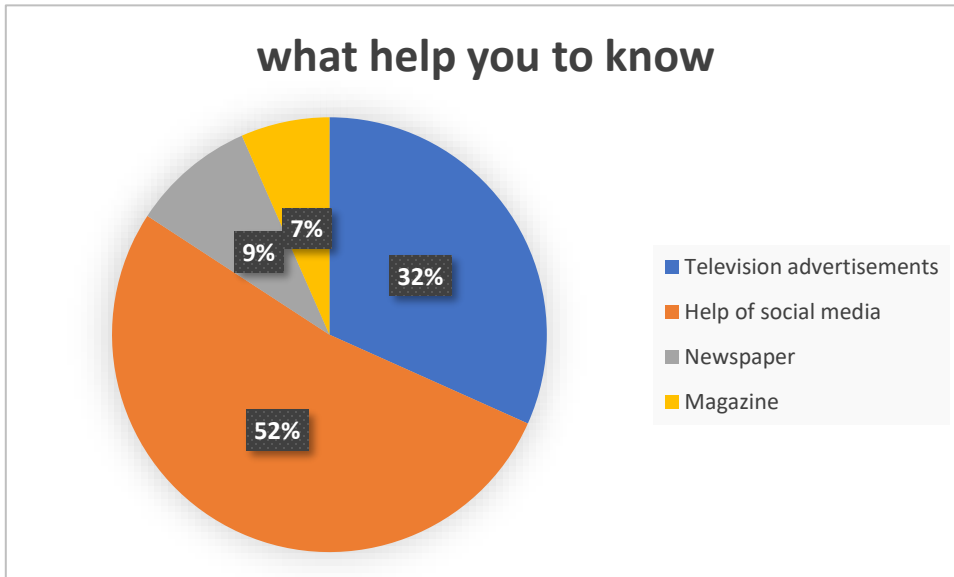
From the above table it is interpreted that the number of Peter England's respondents is 56%, Park Avenue respondents is 20%, Zodiac respondents is 15%, Apple plus respondents is 6% and Will's respondents is 3%.

**Inference:**

Majority of 56% respondents is Peter England.

**Table 4.1.9: What helped you to know**

<b>PARTICULARS</b>	<b>NO. OF RESPONDENTS</b>	<b>PERCENTAGE</b>
<b>Television advertisements</b>	38	32
<b>Help of social media</b>	63	52
<b>Newspaper</b>	11	9
<b>Magazine</b>	8	7
<b>TOTAL</b>	120	100



**Source: Primary Data**

Chart4.1.9: what helped you to know.

**INTERPRETATION:**

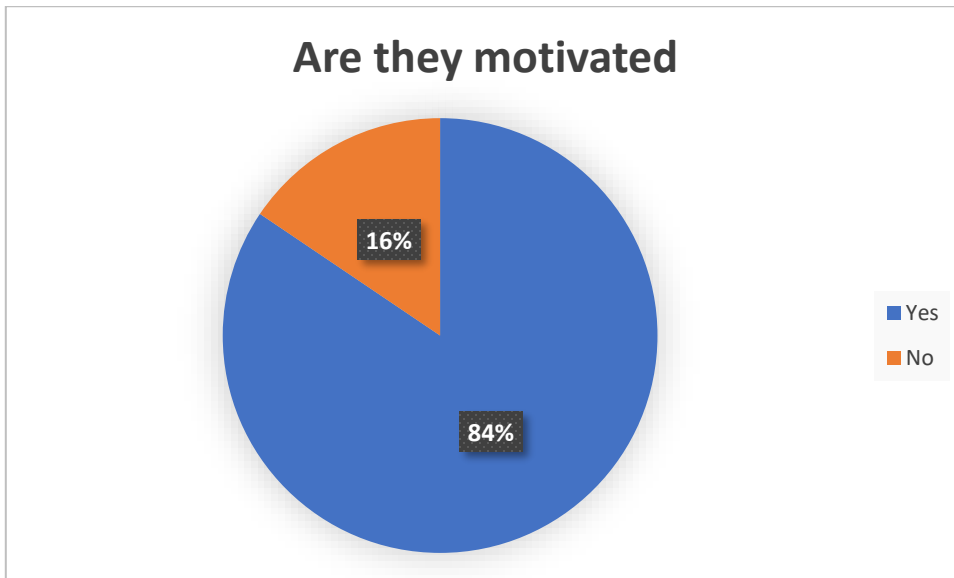
From the above table it is interpreted that the number of Television advertisements respondents is 32%, Help of social media respondents is 52%, Newspaper respondents is 9%, and Magazine respondents is 7%.

**Inference:**

Majority of 52% respondents is Help of social media.

**Table 4.1.10: Are they motivated**

<b>PARTICULARS</b>	<b>NO. OF RESPONDENTS</b>	<b>PERCENTAGE</b>
<b>Yes</b>	101	84
<b>No</b>	19	16
<b>TOTAL</b>	120	100



**Source: Primary Data**

Chart4.1.10: Is ads motivated you to purchase

**INTERPRETATION:**

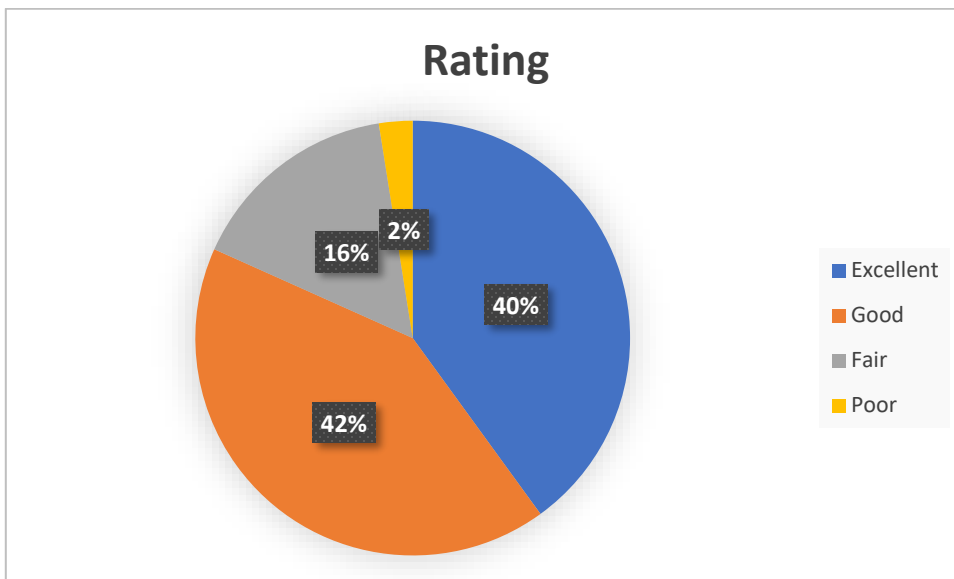
From the above table it is interpreted that the number of Yes respondents is 84%, No respondents is 16%.

**Inference:**

Majority of 84% respondents is Yes.

**Table 4.1.11: Rating of advertisements**

<b>PARTICULARS</b>	<b>NO. OF RESPONDENTS</b>	<b>PERCENTAGE</b>
<b>Excellent</b>	48	40
<b>Good</b>	50	42
<b>Fair</b>	19	16
<b>Poor</b>	3	2
<b>TOTAL</b>	120	100



**Source: Primary Data**

Chart4.1.11: Rating of advertisement.

**INTERPRETATION:**

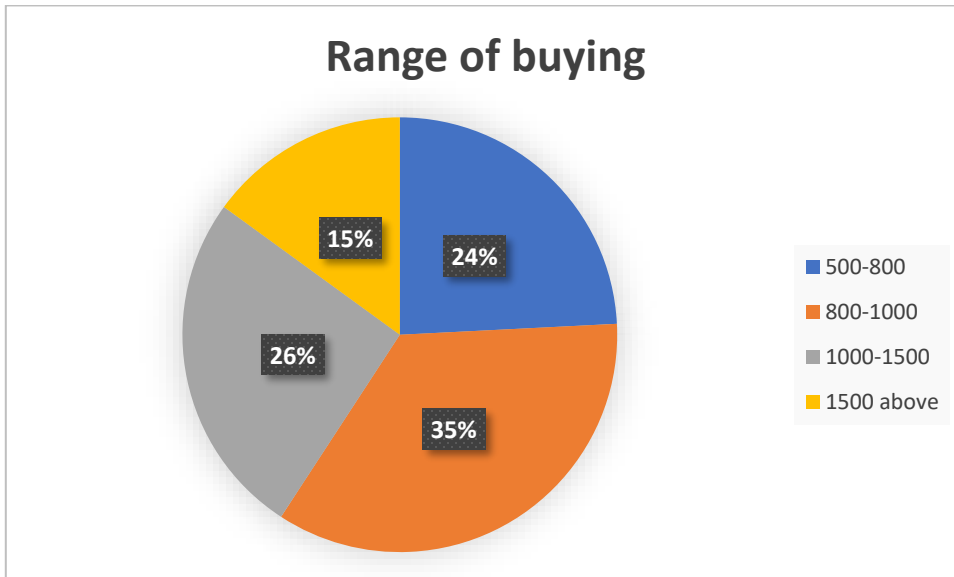
From the above table it is interpreted that the number of Excellent respondents is 40%, Good respondents is 42%, Fair respondents is 16%, and Poor respondents is 2%.

**Inference:**

Majority of 41.7% respondents is Good.

**Table 4.1.12: Range of buying**

<b>PARTICULARS</b>	<b>NO. OF RESPONDENTS</b>	<b>PERCENTAGE</b>
<b>500-800</b>	29	24
<b>800-1000</b>	42	35
<b>1000-1500</b>	31	26
<b>1500 above</b>	18	15
<b>TOTAL</b>	120	100



**Source: Primary Data**

Chart4.1.12: Range of buying

**INTERPRETATION:**

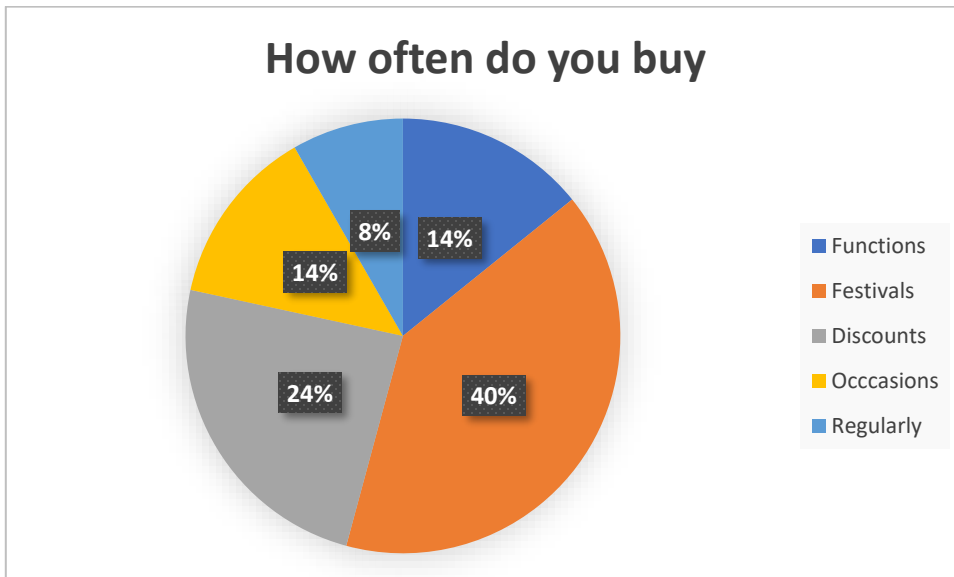
From the above table it is interpreted that the number of 500-800 respondents is 24%, 800-1000 respondents is 35%, 1000-1500 respondents is 26%, and 1500 above respondents is 15%.

**Inference:**

Majority of 35% respondents is 800-1000.

**Table 4.1.13: How often do you buy**

<b>PARTICULARS</b>	<b>NO. OF RESPONDENTS</b>	<b>PERCENTAGE</b>
<b>Functions</b>	17	14
<b>Festivals</b>	48	40
<b>Discounts</b>	29	24
<b>Occasions</b>	16	14
<b>Regularly</b>	10	8
<b>TOTAL</b>	120	100



**Source: Primary Data**

Chart4.1.3: How often do you buy.

**INTERPRETATION:**

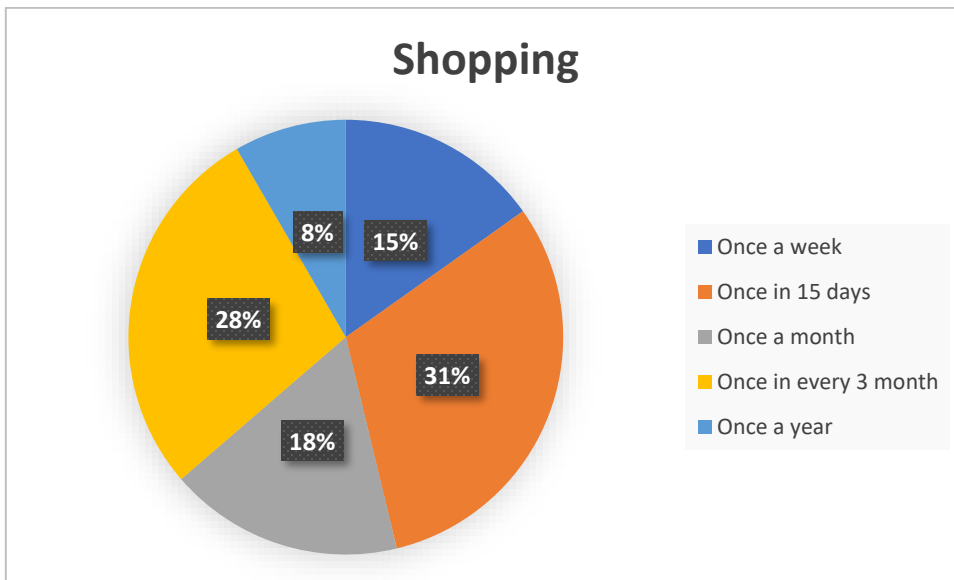
From the above table it is interpreted that the number of Functions respondents is 14%, Festival's respondents is 40%, Discount's respondents is 24%, Occasion's respondents is 14% and Regularly respondents is 8%.

**Inference:**

Majority of 40% respondents is Festivals.

**Table 4.1.14: Go for shopping**

<b>PARTICULARS</b>	<b>NO. OF RESPONDENTS</b>	<b>PERCENTAGE</b>
Once a week	20	15
Once in 15 days	41	31
Once a month	23	18
Once in every 3 months	27	28
Once a year	9	8
<b>TOTAL</b>	<b>120</b>	<b>100</b>



**Source: Primary Data**

Chart4.1.14: How often do you go for shopping

**INTERPRETATION:**

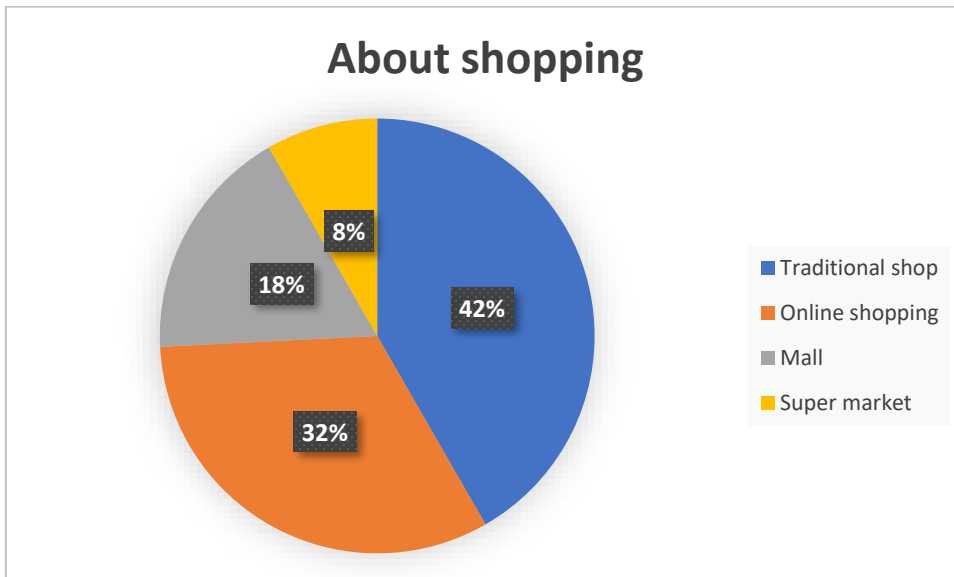
From the above table it is interpreted that the number of Once-a-week respondents is 15%, Once in 15 days respondents is 31%, Once a month respondent is 18%, Once in every 3 months respondents is 28% and Once a year respondent is 8%.

**Inference:**

Majority of 34.2% respondents is once in 15 days.

**Table 4.1.15: Where do you like to go for shopping**

<b>PARTICULARS</b>	<b>NO. OF RESPONDENTS</b>	<b>PERCENTAGE</b>
<b>Traditional shop</b>	50	42
<b>Online shopping</b>	39	32
<b>Mall</b>	21	18
<b>Super market</b>	10	8
<b>TOTAL</b>	120	100



**Source: Primary Data**

Chart4.1.15: About shopping

**INTERPRETATION:**

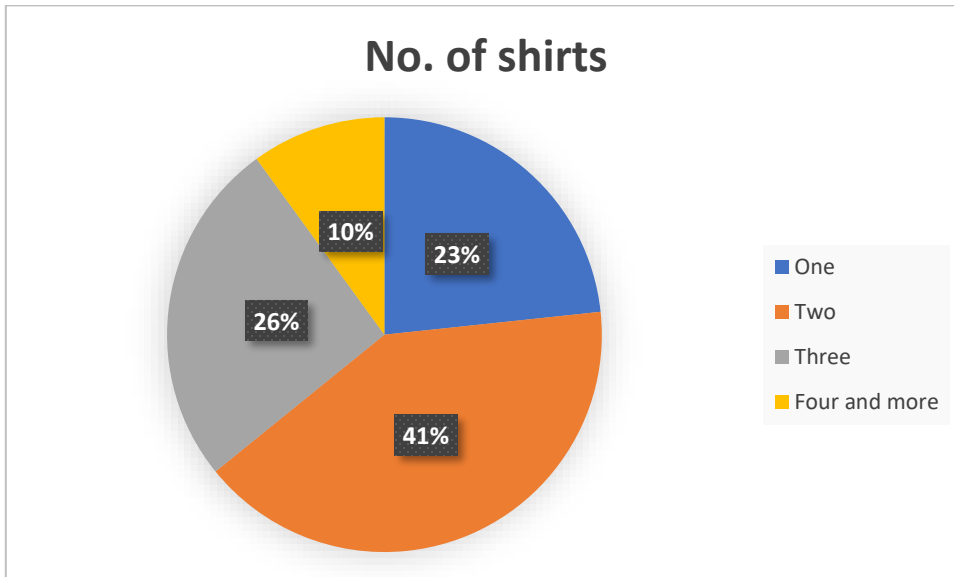
From the above table it is interpreted that the number of Traditional shop respondents is 42%, Online shopping respondents is 32%, Mall respondents is 18%, and Super market respondents is 8%.

**Inference:**

Majority of 42% respondents is Traditional shop.

**Table 4.1.16: Once how many shirts do you buy**

<b>PARTICULARS</b>	<b>NO. OF RESPONDENTS</b>	<b>PERCENTAGE</b>
<b>One</b>	28	23
<b>Two</b>	49	41
<b>Three</b>	31	26
<b>Four and more</b>	12	10
<b>TOTAL</b>	120	100



**Source: Primary Data**

Chart4.1.16: No. of shirts.

**INTERPRETATION:**

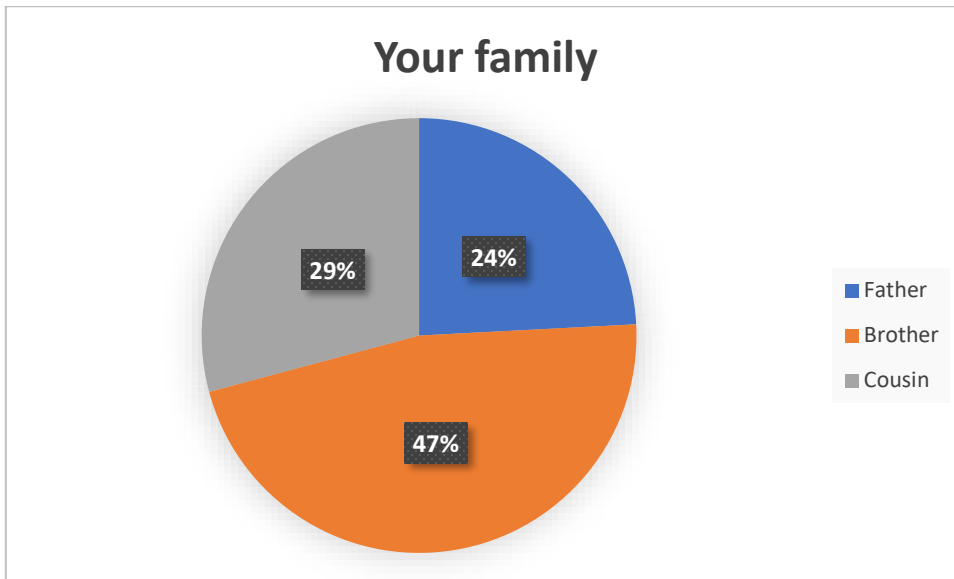
From the above table it is interpreted that the number of One respondent is 23%, Two respondents is 41%, Three respondents is 26%, and Four and more respondents is 10%.

**Inference:**

Majority of 41% respondents is Two.

**Table 4.1.17: Who else buy in your family.**

<b>PARTICULARS</b>	<b>NO. OF RESPONDENTS</b>	<b>PERCENTAGE</b>
<b>Father</b>	35	24
<b>Brother</b>	56	47
<b>Cousin</b>	29	29
<b>TOTAL</b>	120	100



**Source: Primary Data**

Chart4.1.17: who else buy these shirts in your family

**INTERPRETATION:**

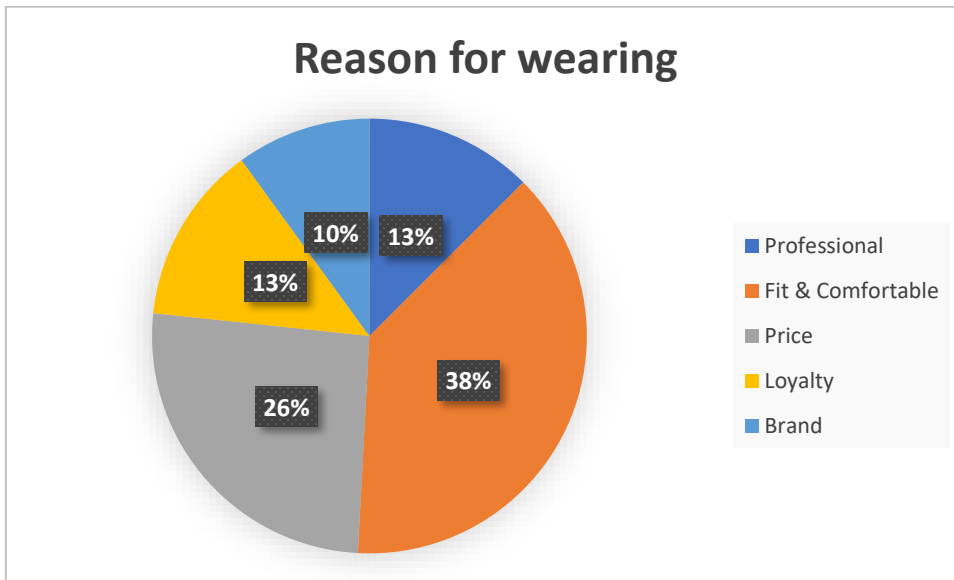
From the above table it is interpreted that the number of Father respondents is 24%, Brother respondents is 47% and cousin respondents is 29%.

**Inference:**

Majority of 47% respondents is Brother.

**Table 4.1.18: Reason of wearing**

<b>PARTICULARS</b>	<b>NO. OF RESPONDENTS</b>	<b>PERCENTAGE</b>
<b>Professional</b>	15	13
<b>Fit &amp; Comfortable</b>	46	38
<b>Price</b>	31	26
<b>Loyalty</b>	16	13
<b>Brand</b>	12	10
<b>TOTAL</b>	120	100



**Source: Primary Data**

Chart4.1.18: Reason for wearing Peter England

**INTERPRETATION:**

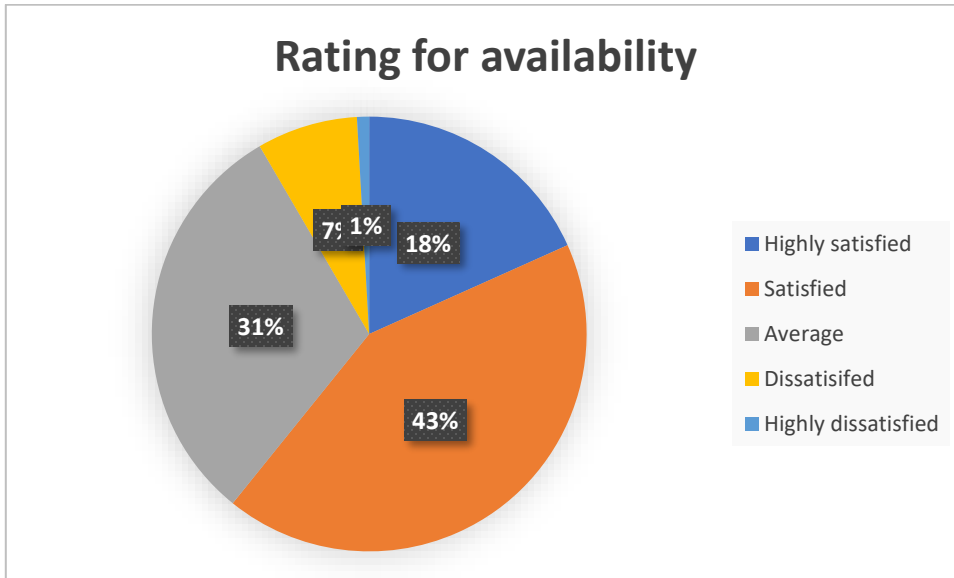
From the above table it is interpreted that the number of Professional respondents is 13%, Fit & comfortable respondents is 38%, Price respondents is 26%, Loyalty respondents is 13% and Brand respondents is 10%

**Inference:**

Majority of 38% respondents is Fit & comfortable.

**Table 4.1.19: Rate for shirts available in stores**

<b>PARTICULARS</b>	<b>NO. OF RESPONDENTS</b>	<b>PERCENTAGE</b>
<b>Highly satisfied</b>	22	18
<b>Satisfied</b>	51	43
<b>Average</b>	37	31
<b>Dissatisfied</b>	9	7
<b>Highly dissatisfied</b>	1	1
<b>TOTAL</b>	120	100



**Source: Primary Data**

Chart4.1.19: Rating for availability.

**INTERPRETATION:**

From the above table it is interpreted that the number of Highly satisfied respondents is 18%, Satisfied respondents is 43%, Average respondents is 31%, Dissatisfied respondents is 7% and Highly dissatisfied respondents is 1%.

**Inference:**

Majority of 43% respondents is satisfied.

**Table 4.1.20: Price satisfaction**

<b>PARTICULARS</b>	<b>NO. OF RESPONDENTS</b>	<b>PERCENTAGE</b>
<b>Yes</b>	101	84
<b>No</b>	19	16
<b>TOTAL</b>	120	100



**Source: Primary Data**

Chart4.1.20: Price satisfaction

**INTERPRETATION:**

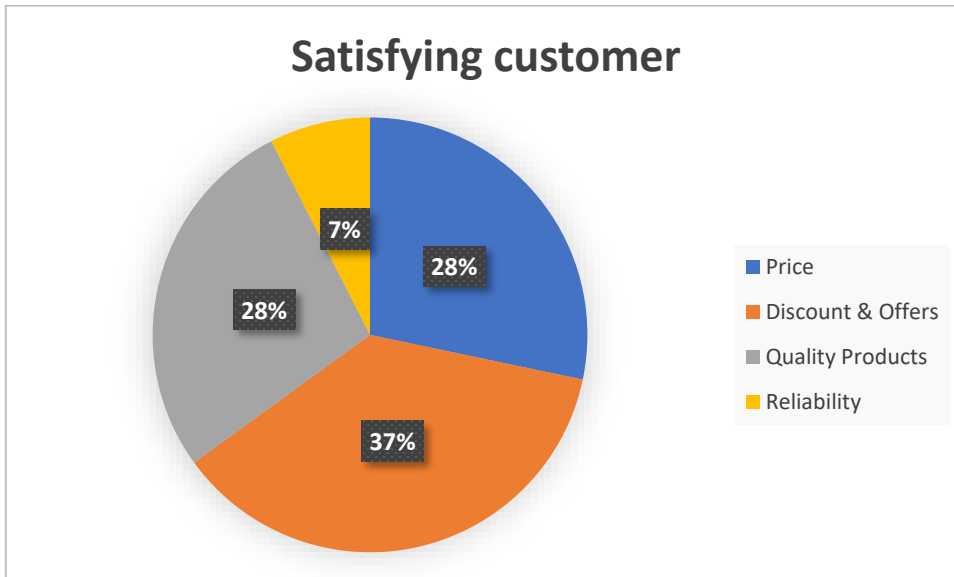
From the above table it is interpreted that the number of Yes respondents is 84%, No respondents is 16%.

**Inference:**

Majority of 84% respondents is Yes.

**Table 4.1.21: Crucial factor in satisfying the customer**

<b>PARTICULARS</b>	<b>NO. OF RESPONDENTS</b>	<b>PERCENTAGE</b>
<b>Price</b>	34	28
<b>Discount &amp; Offers</b>	44	37
<b>Quality products</b>	33	28
<b>Reliability</b>	9	7
<b>TOTAL</b>	120	100



**Source: Primary Data**

Chart4.1.21: Crucial factor in satisfying the customer

**INTERPRETATION:**

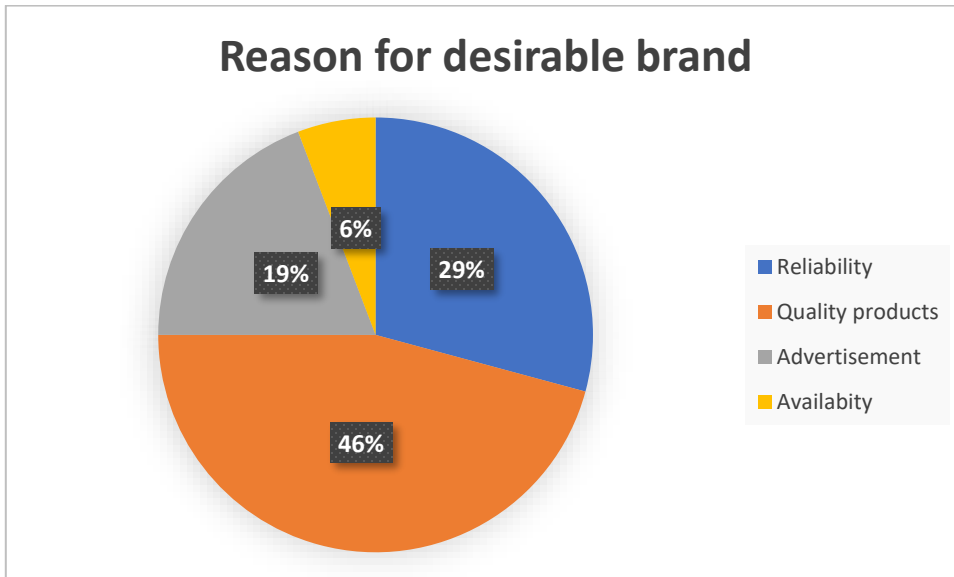
From the above table it is interpreted that the number of price respondents is 28%, Discount & offers respondents is 37%, Quality products respondents is 28%, and Reliability respondents is 7%.

**Inference:**

Majority of 37% respondents is Discount & offers.

**Table 4.1.22: Why it become desirable brand**

<b>PARTICUALRS</b>	<b>NO. OF RESPONDENTS</b>	<b>PERCENTAGE</b>
<b>Reliability</b>	35	29
<b>Quality products</b>	55	46
<b>Advertisement</b>	23	19
<b>Availability</b>	7	6
<b>TOTAL</b>	120	100



**Source: Primary Data**

Chart4.1.22: Reason for desirable brand

**INTERPRETATION:**

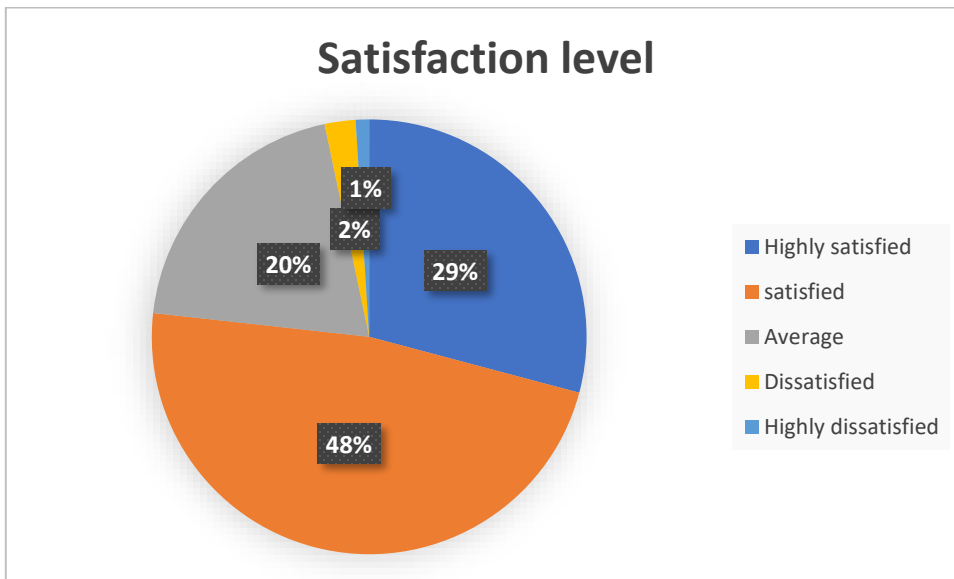
From the above table it is interpreted that the number of Reliability respondents is 29%, Quality products respondents is 46%, Advertisement respondents is 19%, and Availability respondents is 6%.

**Inference:**

Majority of 46% respondents is Quality products.

**Table 4.1.23: Overall satisfaction level in purchasing**

<b>PARTICULARS</b>	<b>NO. OF RESPONDENTS</b>	<b>PERCENTAGE</b>
<b>Highly satisfied</b>	35	29
<b>Satisfied</b>	57	48
<b>Average</b>	24	20
<b>Dissatisfied</b>	3	2
<b>Highly dissatisfied</b>	1	1
<b>TOTAL</b>	120	100



**Source: Primary Data**

Chart4.1.23: Overall satisfaction level in purchasing

**INTERPRETATION:**

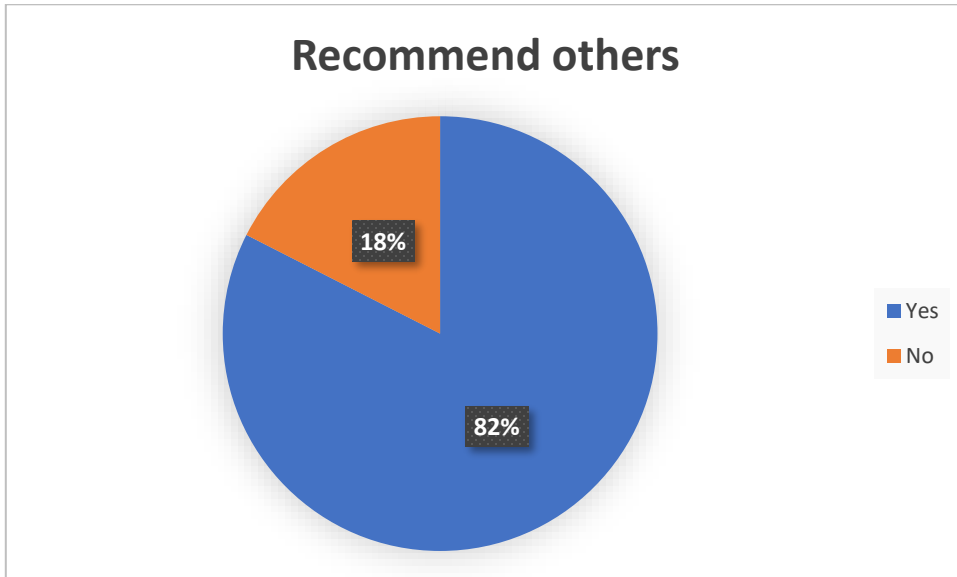
From the above table it is interpreted that the number of Highly satisfied respondents is 29%, Satisfied respondents is 48%, Average respondents is 20%, Dissatisfied respondents is 2% and Highly dissatisfied respondents is 1%.

**Inference:**

Majority of 48% respondents is satisfied.

**Table 4.1.24: Can you recommend others**

<b>PARTICUALRS</b>	<b>NO. OF RESPONDENTS</b>	<b>PERCENTAGE</b>
<b>Yes</b>	99	82
<b>No</b>	21	18
<b>TOTAL</b>	120	100



**Source: Primary Data**

Chart4.1.24: Recommend others to buy

**INTERPRETATION:**

From the above table it is interpreted that the number of Yes respondents is 82% and No respondents is 18%,

**Inference:**

Majority of 82.5% respondents is Yes.

## 4.2 ONE WAY ANNOVA

Age of respondents and their opinion about present organisational environment

**H0 (Null Hypothesis)** = There is no significant relationship between age of respondents and their opinion about present organisational environment.

**H1 (Alternate Hypothesis)** = There is a significance relationship between age of respondents and their opinion about present organisational environment

### REASON FOR WEARING

SUMMARY				
<i>Groups</i>	<i>Count</i>	<i>Sum</i>	<i>Average</i>	<i>Variance</i>
21 to 30 years	45	129	2.866667	1.618182
31 to 40 years	42	114	2.714286	1.184669
41 to 50 years	25	58	2.32	0.893333
50 years above	8	23	2.875	1.839286

**HO > H1: H0 is accepted.**

ANOVA						
<i>Source of Variation</i>	<i>SS</i>	<i>Df</i>	<i>MS</i>	<i>F</i>	<i>P-value</i>	<i>F crit</i>
Between Groups	5.113571	3	1.704524	1.283207	0.283498	2.682809
Within Groups	154.0864	116	1.328331			
Total	159.2	119				

### Interpretation

From the above analysed data, it is interpreted that the anova .119 which is above the significance level 5, therefore reject the null hypothesis and accept the alternative hypothesis. Thus, there is significance influence between the age of the employees and their relationship with feel about the monitor and non-monitor compensation of the work in the company

## THIS IS WHAT THEY BUY FOR

SUMMARY				
<i>Groups</i>	<i>Count</i>	<i>Sum</i>	<i>Average</i>	<i>Variance</i>
21 to 30 years	45	140	3.111111	1.419192
31 to 40 years	42	88	2.095238	1.11266
41 to 50 years	25	63	2.52	0.676667
50 years above	8	23	2.875	0.982143

**HO > H1: H0 is accepted.**

ANOVA						
<i>Source of Variation</i>	<i>SS</i>	<i>Df</i>	<i>MS</i>	<i>F</i>	<i>P-value</i>	<i>F crit</i>
Between Groups	23.18817	3	7.729392	6.835034	0.000278	2.682809
Within Groups	131.1785	116	1.130849			
Total	154.3667	119				

## Interpretation

From the above analysed data, it is interpreted that the anova .119 which is above the preferentially level 5, therefore reject the null hypothesis and accept the alternative hypothesis. Thus, there is significance influence between the age of the employees and their relationship with feel about the monitor and non-monitor compensation of the work in the company.

## CRUCIAL FACTOR IN SATISFYING CUSTOMER

SUMMARY				
<i>Groups</i>	<i>Count</i>	<i>Sum</i>	<i>Average</i>	<i>Variance</i>
21 to 30 years	45	99	2.2	1.027273
31 to 40 years	42	80	1.904762	0.722416
41 to 50 years	25	58	2.32	0.643333
50 years above	8	20	2.5	0.857143

**HO > H1: H0 is accepted.**

ANOVA						
<i>Source of Variation</i>	<i>SS</i>	<i>Df</i>	<i>MS</i>	<i>F</i>	<i>P-value</i>	<i>F crit</i>
Between Groups	4.332619	3	1.444206	1.740386	0.162597	2.682809
Within Groups	96.25905	116	0.829819			
Total	100.5917	119				

## Interpretation

From the above analysed data, it is interpreted that the anova .119 which is above the satisfaction level 5, therefore reject the null hypothesis and accept the alternative hypothesis. Thus, there is significance influence between the age of the employees and their relationship with feel about the monitor and non-monitor compensation of the work in the company.

## OVERALL SATISFACTION LEVEL IN PURCHASING

SUMMARY				
<i>Groups</i>	<i>Count</i>	<i>Sum</i>	<i>Average</i>	<i>Variance</i>
21 to 30 years	45	89	1.977778	0.749495
31 to 40 years	42	79	1.880952	0.595238
41 to 50 years	25	53	2.12	0.776667
50 years above	8	17	2.125	0.410714

**HO > H1: H0 is accepted.**

ANOVA						
<i>Source of Variation</i>	<i>SS</i>	<i>Df</i>	<i>MS</i>	<i>F</i>	<i>P-value</i>	<i>F crit</i>
Between Groups	1.069127	3	0.356376	0.523965	0.666658	2.682809
Within Groups	78.89754	116	0.680151			
Total	79.96667	119				

## Interpretation

From the above analysed data, it is interpreted that the anova .119 which is above the satisfaction level 5, therefore reject the null hypothesis and accept the alternative hypothesis. Thus, there is significance influence between the age of the employees and their relationship with feel about the monitor and non-monitor compensation of the work in the company.

### 4.3 CHI-SQURE ANALYSIS TABLE - 1

#### HYPOTHESIS

- **Null hypothesis (H0):** There is no significant difference between the age of the respondents and the method of crucial factor in customer satisfaction.
- **Alternative hypothesis (H1):** There is a significant difference between the age of the respondents and the method of crucial factor in customer satisfaction.

Case Processing Summary						
	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Age of the respondents * Crucial factor in satisfying customer	120	99.2%	1	.8%	121	100.0%

Age of the respondents * Crucial factor in satisfying customer Crosstabulation						
Count						
		Crucial factor in satisfying customer				
		Price	Discount & Offers	Quality products	Reliability	Total
Age of the respondents	21 to 30 years	14	14	13	4	45
	31 to 40 years	14	16	10	2	42
	41 to 50 years	4	11	7	3	25
	50 years above	2	3	3	0	8
Total		34	44	33	9	120

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	4.980 <sup>a</sup>	9	.836
Likelihood Ratio	5.740	9	.766
Linear-by-Linear Association	.242	1	.623
N of Valid Cases	120		

A 7 cell (43.8%) have expected count less than 5. The minimum expected count is .60

**Interpretation:**

According to the Chi-square table the  $X^2 = 4.908$ , degree of freedom is 9 and 'p' value is 0.836. Here, the 'p' value is greater than 0.05 ( $0.836 > 0.05$ ). So, the H0 is rejected and the H1 is accepted. Hence there is a significant difference between the age of the respondents and the method of managing the customer satisfaction

**TABLE - 2**

**HYPOTHESIS**

**Null hypothesis (H0):** There is no significant difference between having a clear logistics strategic plan and overall satisfaction of customer.

**Alternative hypothesis (H1):** There is a significant difference between having a clear logistics strategic plan and overall satisfaction of customer.

Case Processing Summary						
	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Age of the respondents *	120	99.2%	1	.8%	121	100.0%
Overall satisfaction						

Age of the respondents * Overall satisfaction Crosstabulation							
Count							
		Overall satisfaction					
		Highly satisfied	Satisfied	Average	Dissatisfied	Highly dissatisfied	Total
Age of the respondents	21 to 30 years	17	19	8	1	0	45
	31 to 40 years	7	26	8	1	0	42
	41 to 50 years	6	11	6	1	1	25
	50 years above	5	1	2	0	0	8
Total		35	57	24	3	1	120

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	15.568 <sup>a</sup>	12	.212
Likelihood Ratio	15.346	12	.223
Linear-by-Linear Association	.514	1	.473
N of Valid Cases	120		

a. 11 cells (55.0%) have expected count less than 5. The minimum expected count is .07.

### Interpretation:

According to the Chi-square table the  $X^2 = 15.568$ , degree of freedom is 12 and 'p' value is 0.212. Here, the 'p' value is greater than 0.05 ( $0.212 > 0.05$ ). So, the  $H_0$  is rejected and the  $H_1$  is accepted. Hence there is a significant difference between the age of the respondents and the method of managing the overall satisfaction of the customer in purchasing.

## CHAPTER-5

### 5.1 FINDINGS:

- 85% respondents are male.
- 38% respondents are from age group 21-30 years.
- 63% respondents are unmarried.
- 44% respondent's qualification are PG.
- 39% respondents are self-employed.
- 42% respondent's salary level is 50,000 to 1Lakh.
- 92% respondents give yes for preferring branded shirts.
- 56% respondents are like to buy Peter England shirts.
- 52% respondents to know about Peter England by the help of Social media.
- 84% respondents give yes for these adds are motivating to buy.
- 42% respondents give Good for rating for Peter England advertisements.
- 35% respondents buying range is 800-1000.
- 40% respondents are often buying for Festivals.
- 34% respondents are going for shopping is once in 15 days.
- 42% respondents are preferring traditional shopping.
- 41% respondents buying No of shirts are two.
- 47% respondents give their brother also buying these shirts in their family.
- 38% respondents give reason for wearing Peter England is Fit & comfortable.
- 43% respondents give satisfied rating for shirts available in shops.
- 84% respondents give yes for price satisfaction.
- 37% respondents give discount & offers for crucial level in satisfying the customer.
- 46% respondents give quality products is a reason for Peter England becomes a desirable brand.
- 48% respondents give satisfied rating for overall satisfaction level in purchasing.
- 83% respondents give yes for recommending Peter England shirts to another.

## 5.2 SUGGESTIONS

- Since younger generation is being attached more towards PETER ENGLAND products, it is suggested that the company gives more importance to this sector in designing the product and in advertising the product.
- It is suggested to maintain the same type of Customer Relationship Management since the customers are satisfied with this it has been found out that price is the key factor in the study.
- When coming to the overall satisfaction level of the customers in the buying a product it has been found that more percentage of the customer are satisfied with the Peter England product.
- Majority of the customer are suggested the peter England to their friends, relation etc.

### **5.3 CONCLUSION**

customer preference and satisfaction are addressed as an important business development too. Customer satisfaction does have a positive effect on an organization's advantage. fulfilled customers form the enthusiasm of any successful business as customer satisfaction results in repeat purchase, brand loyalty, and positive word of mouth. fulfilled customers are presumably to share their experiences with people to the order of perhaps five or six people. Equally well, dissatisfied customers are more likely to inform another ten people of their unfortunate experience. Research has demonstrated that even a difference between a completely satisfied customer and a somewhat satisfied customer could lead on to an increased revenue contribution.

## Reference

- Aron O’Cass, Debra Grace (1 September 2003) An exploratory perspective of service brand associations.
- Balaji C. Krishnan, Michael D. Hartline (1 September 2001) Brand equity: is it more important in services?
- Bornmark, Hanna, Kristianstad, Göransson, Åsa (2006) A study to indicate the importance of brand awareness in brand choice - A cultural perspective
- C.D. Simms, P. Trott ( 1 June 2006) The perceptions of the BMW Mini brand: the importance of historical associations and the development of a model
- David Shipley, Paul Howard.(12 April 2002) Brand-naming industrial products
- Dhananjay Bapat, Jayanthi Thanigan (September 1, 2016) Exploring Relationship among Brand Experience Dimensions, Brand Evaluation and Brand Loyalty
- Durairaj Maheswaran , Diane M. Mackie, Shelly Chaiken (1992) Brand name as a heuristic cue: The effects of task importance and expectancy confirmation on consumer judgments.
- James E. Haefner Zsuzsa Deli-Gray Al Rosenbloom (2011) The Importance of Brand Liking and Brand Trust in Consumer Decision Making: Insights from Bulgarian and Hungarian Consumers During the Global Economic Crisis
- José Luis Méndez, Javier Oubiña, Natalia Rubio ( 27 September 2011) The relative importance of brand-packaging, price and taste in affecting brand preferences
- Karolina Janiszewska, Andrea Insch (may 2012) The strategic importance of brand positioning in the place brand concept: elements, structure and application capabilities
- Klaus-Peter Wiedmann, Nadine Hennigs, Steffen Schmidt & Thomas Wuestefeld (20 May 2011) The importance of brand heritage as a key performance driver in marketing management.
- Lucia Malär, Harley Krohmer, Wayne D. Hoyer ( July 1, 2011) Emotional Brand Attachment and Brand Personality: The Relative Importance of the Actual and the Ideal Self

- Mark S. Glynn, Roderick J. Brodie (1 December 1998) The importance of brand-specific associations in brand extension: further empirical results
- Michael K. Brady, Brian L. Bourdeau, Julia Heskel (1 October 2005) The importance of brand cues in intangible service industries: an application to investment services.
- Monika Lisjak, Angela Y. Lee, Wendi L. Gardner (May 18, 2012) When a Threat to the Brand Is a Threat to the Self: The Importance of Brand Identification and Implicit Self-Esteem in Predicting Defensiveness
- Ovidiu Ioan Moisescu (2009) The importance of brand awareness in consumers buying decision and perceived risk assessment
- Prof. Dr. Muhammad Ehsan Malik, Hafiz Kashif Iqbal (May 2013) Importance of Brand Awareness and Brand Loyalty in assessing Purchase Intentions of Consumer
- Rafael Bravo, Jesús Cambra, (2012) The Importance of Brand Values in Family Business
- Reshma Farhat, Dr. Bilal Mustafa Khan (2011) Importance of Brand Personality to Customer Loyalty: A Conceptual Study
- Rico Piehler, Ceridwyn King, Christoph Burmann, Lina Xiong(12 September 2016 ) The importance of employee brand understanding, brand identification, and brand commitment in realizing brand citizenship behaviour
- Sanjeev Kumar Panchal, Bilal Mustafa Khan, S Ramesh (March 2, 2012 ) Importance of 'brand loyalty, brand awareness and perceived quality parameters' in building brand equity in the Indian pharmaceutical industry
- Selena Aureli, Fabio Forlani (11 April 2006) The importance of brand architecture in business networks: The case of tourist network contracts in Italy
- Susan M. Broniarczyk, Joseph W. Alba (May 1, 1994) The Importance of the Brand in Brand Extension
- Susan M. Broniarczyk, Joseph W. Alba (May 1, 1994) The Importance of the Brand in Brand Extension

- Victoria Seitz, Nabil Razzouk, David Michael Wells (4 May 2010 ) The importance of brand equity on purchasing consumer durables: an analysis of home air-conditioning systems

Web sites: [www.wikipedia.com](http://www.wikipedia.com) [www.google.com](http://www.google.com)

## APPENDIX – I

### QUESTIONNAIRE:

1. Name: \_\_\_\_\_

2. Gender:

- Male
- Female

3. Age:

- 21 to 30 years
- 31 to 40 years
- 41 to 50 years
- 50 years above

4. Marital status:

- Married
- Unmarried

5. Qualification:

- SSLC
- UG
- PG
- Diploma Courses

6. Occupation:

- Student
- Salaried
- Self-employed
- Retired person
- Others

7. Monthly income

- 25,000 to 50,000
- 50,000 to 1Lakh
- 1 Lakh to 3 Lakh
- 3 Lakh above

8. Do you think your brand shirts attract you more?

- Yes
- No

9. Which brand of shirt would you like to buy?

- Peter England
- Park Avenue
- Zodiac
- Apple plus
- Wills

10. What helped you to know about PETER ENGLAND?

- Television advertisements
- Help of social media
- Newspaper
- Magazine

11. Have these ads motivated you to purchase these shirts?

- Yes
- No

12. How would you rate PETER ENGLAND advertisements?

- Excellent
- Good
- Fair
- Poor

13. In which range would you like to buy?

- 500-800
- 800-1000
- 1000-1500

- 1500 above

14. How often do you buy?

- Functions
- Festivals
- Discounts
- Occasions
- Regularly

15. How often do you go for shopping?

- Once a week
- Once in 15 days
- Once a month
- Once every in 3 months
- Once a year

16. Where do you like to go for shopping?

- Traditional shop
- Online shopping
- Mall
- Super market

17. How many shirts do you buy while shopping at one time?

- One
- Two
- Three
- Four and more

18. Who else buy these shirts in your family?

- Father
- Brother
- Cousin

19. Reason of wearing PETER ENGLAND Shirts?

- Professional
- Fit & Comfortable
- Price

- Loyalty
- Brand

20. How do you rate that the shirts are available in the stores?

- Highly satisfied
- Satisfied
- Average
- Dissatisfied
- Highly dissatisfied

21. Are you satisfied with the price of the shirts?

- Yes
- No

22. In your perception what is the crucial factor in satisfying the customer?

- Price
- Discount & Offers
- Quality products
- Reliability

23. Why PETER ENGLAND has become most desirable brand?

- Reliability
- Quality products
- Advertisements
- Availability

24. What is your overall satisfaction level in purchasing the PETER ENGLAND product?

- Highly satisfied
- Satisfied
- Average
- Dissatisfied
- Highly dissatisfied

25. Can you recommend others to buy PETER ENGLAND shirts?

- Yes
- No

# Importance of Brand Preference With Regards To Shirts

*Hariprasad RG<sup>1</sup>, John Britto M<sup>2</sup>,*

*<sup>1</sup>Student, Sathyabama Institute of Science and Technology, Tamil Nadu, India.*

*<sup>2</sup>Assistant Professor, Sathyabama Institute of Science and Technology, Tamil Nadu, India.*

*Corresponding Author: harirajagopal274@gmail.com*

**Abstract:** - Consumer preference are measured using survey techniques and questionnaires. Gaining huge levels of consumer satisfaction is highly important because satisfied customers are assuming to be trustworthy and to make repeated orders and to use a long range of services provided by a business. With the enlarged market study there is cut-through competition among the businessmen within the industry a number of major companies are Raymond Limited, Arrow, Belmonte, Van Heusen, Peter England. Hence there's a requirement for the study. The necessity or customer satisfaction and preference are necessary for all businesses even large or small. The satisfaction and preference of the consumer is a vital task. We all know consumer satisfaction and preference is importance to the continuity of our business. How can we determine our consumer are satisfied? The simplest thanks to be told whether your consumers are satisfied is to ask them to check the consumer satisfaction and preference with the usage of garments. To review the choice of the owner's clothes regarding after-sales services provided by the dealers and study the response of the corporate and dealers on accusation given by the disappointed consumer.

**Key Words:** — *Consumer, Market study, Business, Consumer satisfaction.*

## I. INTRODUCTION

Brand preference is significant for businesses study to make repeated consumer out of the public because it creates alertness and helps businesses to become a powerful reputation. As a stable strategy, establishing brand preference helps to boost revenue, profit, and market share. It also plays a task in framework brand equity which determines a brand's popularity and strength within the market against competitors market research helps expose consumers purchasing motives and their wants and needs, helps business to drive the brand preference of their products.

Brand compass all aspects of a business's image, including packaging, advertising claims, customers touchpoints, and marketing connection. Businesses must authorize branding because whether consciously or not, consumers directly relate a brand to the merchandise itself. Higher consumer choice: Consumers are more assuring to choose a product from a brand they know and may often become trust-worthy to a selected brand if they loyal its products and feel its aspects match their needs.

Manuscript revised March 30, 2021; accepted March 31, 2021. Date of publication April 01, 2021.  
This paper available online at [www.ijprse.com](http://www.ijprse.com)  
ISSN (Online): 2582-7898

E.g., value, quality, reliability. As with all product elements, branding requires effective research to make sure it aligns with the requirements and desires of its intended followers.

## II. OBJECTIVES OF THE STUDY

- To review the importance of name preference with regards to Shirts.
- To identify how often they like shirts.
- To analyse customer satisfaction with branded shirts.
- To figure out overall customer satisfaction with products and services.

## III. REVIEW OF LITERATURE

*Selena Aureli, Fabio Forlani (11 April 2006)*, the importance of name construction in business networks: The case of tourist network contracts in Italy. This study desire to grasp if network brand management could be a key activity in tourism business networks and the way the network brand relates to the place brand and also the brands of self-absorbed network members.

*Bornmark, Hanna, Kristianstad, Göransson, Åsa (2006)*, A study to announce the importance of name awareness in brand choice - A cultural perspective. Per theory, buyers choose a

brand they recognize, before an unfamiliar brand in an unknown situation.

*C.D. Simms, P. Trott (1 June 2006)* “The approach of the BMW Mini brand: the importance of historical associations and therefore the evolution of a model” The paper aims to look at the most condition of perceptions of the Mini brand within the United Kingdom.

*Michael K. Brady, Brian L. Bourdeau, Julia Hesel (1 October 2005)* the usefulness of brand name cues in ethereal service industries: an application to investment services.

*Aron O’cass, Debra Grace (1 September 2003)*, An exploratory perspective of service brand combination. Over the past 20 years, the commercial attention of services has been realized, highlighting the eye of research to grasp service brands and their meaning for consumers.

*Davidshipley, Paulhoward. (12 April 2002)* Brand-naming industrial products. Previous studies of branding either concentrate exclusively on consumer products or understated the prevalence and importance of branding industrial products.

**IV. RESEARCH METHODOLOGY**

**A. Research Design**

Research design is that the design that guides the info collection and analysis phase of the project. To successfully conduct research, it's important to test out the methodology of the research design. It's the Framework, which specifies the kind of knowledge to be collected. The acceptable information is collected through primary and secondary data.

*Research design:* Descriptive research design goes to be utilized within the study.

*Descriptive research design:* Descriptive research studies which are concerned with describing the character of specific concern with the prediction with a narration of facts and characteristics concerning a personal group of situations are all samples of descriptive research studies.

**B. Source of Knowledge**

For this study, data from two sources are gathered namely

- Primary Source
- Secondary Source

*Primary Source:* are the source, which is collected precisely from the respondents. This information is collected through

- Questionnaire,

- Interaction with consumers

*Secondary Source:* are those data that are collected and compiled for one more purpose. The secondary sources include

- Journals,
- Manuals,
- Company website,
- Others, Wikipedia.

**C. Analytical Tools**

Techniques are accustomed obtain findings and arrange information in logical sequence from the data collected. After the tabulation of knowledge, the tools provide a scientific and mathematical solution to complex problems. The current study uses the subsequent statistical tools for analyzing the collected data.

**D. Anova**

*One Way Anova:* Age of respondents and their opinion about present organizational environment

H0 (Null Hypothesis) = There is no significant relationship between the age of respondents and their opinion about the present organizational environment.

H1 (Alternate Hypothesis) = There is a significant relationship between the age of respondents and their opinion about the present organizational environment

Table1. Reason for Wearing

SUMMARY				
Groups	Count	Sum	Average	Variance
21 to 30 years	45	129	2.866667	1.618182
31 to 40 years	42	114	2.714286	1.184669
41 to 50 years	25	58	2.32	0.893333
50 years above	8	23	2.875	1.839286

H0>H1:H0 is accepted

ANOVA						
source of Variation	SS	df	MS	F	P-value	F crit
Between Groups	5.113571	3	1.704524	1.283207	0.283498	2.682809
Within Groups	154.0864	116	1.328331			
Total	159.2	119				

**Interpretation:**

From the above-analysed data, it is interpreted that the ANOVA .119 which is above the significance level 5, therefore rejects the null hypothesis and accepts the alternative hypothesis. Thus, there is a significant influence between the age of the employees and their relationship with feel about the monitor and non-monitor compensation of the work in the company.

Table.2. This Is What They Buy For

SUMMARY				
Groups	Count	Sum	Average	Variance
21 to 30 years	45	140	3.111111	1.419192
31 to 40 years	42	88	2.095238	1.11266
41 to 50 years	25	63	2.52	0.676667
50 years above	8	23	2.875	0.982143

HO > H1: H0 is accepted

ANOVA						
source of Variation	SS	Df	MS	F	P-value	F crit
Between Groups	23.18817	3	7.729392	6.835034	0.000278	2.682809
Within Groups	131.1785	116	1.130849			
Total	154.3667	119				

**Interpretation:**

From the above-analysed data, it is interpreted that the ANOVA .119 which is above the preferentially level 5, therefore rejects the null hypothesis and accepts the alternative hypothesis. Thus, there is a significant influence between the age of the employees and their relationship with feel about the monitor and non-monitor compensation of the work in the company.

Table.3. Crucial Factor in Satisfying Customer

SUMMARY				
Groups	Count	Sum	Average	Variance
21 to 30 years	45	99	2.2	1.027273
31 to 40 years	42	80	1.904762	0.722416
41 to 50 years	25	58	2.32	0.643333
50 years above	8	20	2.5	0.857143

HO > H1: H0 is accepted.

ANOVA						
source of Variation	SS	Df	MS	F	P-value	F crit
Between Groups	4.332619	3	1.444206	1.740386	0.162597	2.682809
Within Groups	96.25905	116	0.829819			
Total	100.5917	119				

**Interpretation:**

From the above-analysed data, it is interpreted that the ANOVA .119 which is above the satisfaction level 5, therefore rejects the null hypothesis and accepts the alternative hypothesis. Thus, there is a significant influence between the age of the employees and their relationship with feel about the monitor and non-monitor compensation of the work in the company.

Table.4. Overall Satisfaction Level in Purchasing

SUMMARY				
Groups	Count	Sum	Average	Variance
21 to 30 years	45	89	1.977778	0.749495
31 to 40 years	42	79	1.880952	0.595238
41 to 50 years	25	53	2.12	0.776667
50 years above	8	17	2.125	0.410714

HO > H1: H0 is accepted

ANOVA						
source of Variation	SS	Df	MS	F	P-value	F crit
Between Groups	1.069127	3	0.356376	0.523965	0.666658	2.682809
Within Groups	78.89754	116	0.680151			
Total	79.96667	119				

**Interpretation:**

From the above-analysed data, it is interpreted that the ANOVA .119 which is above the satisfaction level 5, therefore rejects the null hypothesis and accepts the alternative hypothesis. Thus, there is a significant influence between the age of the employees and their relationship with feel about the monitor and non-monitor compensation of the work in the company.

## V. CONCLUSION

Customer preference and satisfaction are addressed as an important business improvement tool. Consumer satisfaction and preference does have a positive consequence on an organization's asset. Fulfilled consumer form the energy of any successful business as consumer satisfaction lands up in repeated purchase, brand loyalty, and positive word of mouth. Fulfilled consumer are presumably to share their experiences with audience to the order of perhaps five or six people. Equally well, dissatisfied customers are more likely to inform another ten audience of their unfortunate experience.

## REFERENCES

- [1]. Aron O' Cass, Debra Grace (1 September 2003) a preparatory perspective of service brand combination.
- [2]. Bornmark, Hanna, Kristianstad, Goransson, Asa (2006) A study on announce the importance of name awareness in brand choice – A cultural Perspective.
- [3]. C.D. Simms, P. Trott (1 June 2006) the approach of the BMW Mini brand the attention of historical associations and thus the evolution of a model.
- [4]. Davidshiple, PaulHoward (12 April 2002) Brand-nameing industrial products.
- [5]. Michael K. Brady, Brain L. Bourdeau, Julia Heskell (1 October 2005) the usefulness of brand name cues in ethereal service industries: an application investment services.
- [6]. Selena Aureli, Fabio Folani (11 April 2006) the importance of name construction in business networks: The case of tourist network contracts in Italy.