

**A COMPARATIVE ANALYSIS OF CONSUMER PREFERENCES BETWEEN ONLINE
AND OFFLINE SHOPPING AT LEVI'S FOR GEN Z CONSUMERS**

Submitting in partial fulfilment of the requirements
for the Award of the Degree of
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CHAPTER 1: INTRODUCTION

The retail industry has witnessed a significant shift in recent years with the advent of online shopping platforms. Consumers today have the luxury of browsing and purchasing products from the comfort of their homes, without having to visit physical stores. This change has had a profound impact on traditional brick-and-mortar stores, which now face the challenge of providing a unique and satisfying shopping experience to their customers.

This study aims to examine the consumer preferences of Gen Z, a group that is known for its affinity towards digital platforms, in regards to shopping for Levi's products. Specifically, the study will investigate the differences in consumer preferences between online and offline shopping channels.

To conduct this research, a comparative analysis will be performed on data collected from a survey of Gen Z consumers who have purchased Levi's products both online and offline. The study will focus on factors such as convenience, price, quality, variety, and overall shopping experience, to gain insights into the factors that influence consumer decision-making in this segment.

The findings of this study will be valuable to traditional brick-and-mortar retailers like Levi's, who are facing intense competition from online shopping platforms. By understanding the preferences of Gen Z consumers, retailers can tailor their offerings and improve their in-store experience to attract and retain customers. Additionally, this research will contribute to the growing body of knowledge on consumer behaviour in the digital age.

Background: The rise of e-commerce has been a game-changer for the retail industry, allowing customers to shop for products from their homes, offices or on-the-go. This shift has had a profound impact on traditional brick-and-mortar stores, which now face the challenge of

providing a unique and satisfying shopping experience to their customers. However, while online shopping offers convenience, lower prices, and a wider range of options, it does not offer the same tactile experience and in-person interaction that physical stores provide.

Research Question: In light of these developments, the research question for this project is: What are the consumer preferences of Gen Z in regards to shopping for Levi's products, and how do these preferences differ between online and offline channels?

Expected Outcomes: The study is expected to reveal valuable insights into the consumer behaviour of Gen Z in regards to shopping for Levi's products. By comparing the preferences of consumers across different channels, the study will provide an understanding of the factors that influence consumer decision-making. The findings of this study will be useful to traditional brick-and-mortar retailers like Levi's who are facing intense competition from online shopping platforms. The recommendations provided will help retailers to tailor their offerings to better meet the preferences of Gen Z consumers, thereby improving customer retention and loyalty.

CHAPTER 2: SUBJECT

Marketing refers to activities a company undertakes to promote the buying or selling of a product or service. Marketing includes advertising, selling, and delivering products to consumers or other businesses. Some marketing is done by affiliates on behalf of a company.

Professionals who work in a corporation's marketing and promotion departments seek to get the attention of key potential audiences through advertising. Promotions are targeted to certain audiences and may involve celebrity endorsements, catchy phrases or slogans, memorable packaging or graphic designs and overall media exposure.

Consumer preference is the subjective taste of individual consumers that is measured by the satisfaction they derive from an item after they buy it. It is often expressed through utility.

The value of the item's consumers buy can be compared by measuring the utility of the items.

- Consumer preference is an important topic in economics. The use of consumer preference is applicable in other schools of thought too. **For example**, marketing departments keep an eye on consumer preference to check which product has higher demand in the market. They can also use it to check the trends in the markets and design a product according to consumer preferences in the market.
- Consumer preference is also a handy tool for measuring the satisfaction levels of consumers for products available in the market. This gives economists an idea of the standard to which an economy has reached. In other words, by checking consumer preferences, economists can predict the conditions of the economy.
- Consumer preferences also reveal the true purchasing power of consumers in a market. So, by checking consumer preferences, one can see whether the lifestyles and living standards of a society or community have changed. Usually, this is more relevant to luxury items or costly foreign products. When consumers prefer luxury items it shows that their purchasing power or income has increased. So, consumer preferences can also give a snapshot of the increase in income of consumers.

Gen Z is the name given to the current generation of young people by many demographic researchers. Generation Z consists of people born between 1995 and 2010. It is a short name for Generation Z.

Comparative Analysis refers to comparison of two or more processes, documents, data sets or other objects. Here it is the comparison between online and offline shopping.

Brick-and-mortar is a traditional street-side business that offers products and services to its customers face-to-face in an office or store that the business owns or rents.

Shopping Experience refers to all the encounters and feelings that a customer has during his purchase journey with a company. It begins well before the actual transaction and continues beyond.

Consumer Retention refers to the ability of a company or product to retain its consumers over some specified period. High customer retention means customers of the product or business tend to return to, continue to buy or in some other way not defect to another product or business, or non-use entirely.

Consumer Loyalty describes an ongoing emotional relationship between the company and its customers.

Consumer Behavior is the study of individuals groups, or organizations and all the activities associated with the purchase, use and disposal of goods and services. Consumer behavior consists of how the consumer's emotions, attitudes, and preferences affect buying behavior.

Brand Awareness is the extent to which customers are able to recall or recognize a brand under different conditions.

Microtrend is the tendency in the direction of some phenomenon that is fairly pervasive within a given sphere of influence and may only last for a few years, or even months.

Staple company/industry is a company or industry that manufactures and sells important products and services that people use regularly. So-called safe areas in the stock market to continue to be consumer staples.

CHAPTER 3: INDUSTRY PROFILE

The fashion industry encompasses many different smaller and more niche industries. Often people think of it as just retail/online stores, design houses and brands, and fashion magazines. However, there are other craftspeople and industries in the manufacturing of clothes. Most obviously, there are those that make and sell fabric and notions, but there are also flower makers, embroiders, seamstresses/tailors, and many others. When it comes to fashion shows and fashion marketing there are models, stylists, hair stylists, make-up artists, model agents, photographers, and a host of other non-fashion business that all make up a larger fashion eco-system.

Like a lot of industries particularly those that are consumer focused, change happens fast and constantly and increasingly, the change is happening faster. The industry and the consumer are constantly evolving. Fashion retailing is no longer just large fashion houses, fashion magazines, and retail stores/catalogues but evolved first with TV channels that sold many goods including fashion, and then with the Internet and online retailing.

The rise of the Internet has impacted all parts of the fashion industry, not just the selling end of the industry. It has a role in supply chains, advertising, communications, brand awareness, etc. and blurred the line between business and consumer. Social media channels have not just become important to the selling of fashion but also as part of forecasting and determining future trends. Social media sites like Instagram and TikTok are playing an increasing role in fashion particularly when it comes to identifying and spreading trends and hot items of the moment. Social media also speeds up the hot v not cycle and gave life to the *microtrend*. Bloggers and other influencers may help sell products, but can also be used by "Fashion Forecasters" looking for what's next by looking at Instagram, other social media channels, and street-style blogs. Social media companies like Pinterest through their Pinterest Predicts report, are also using their internal access to understand the trends as they are manifesting within the platform.

Below are just a few of the discussion to be aware of. Searching for articles in full-text databases and on the Internet for reports as well as articles is a good way to understanding the new trends in the industry.

Also known as Levi's, **Levi Strauss & Co.** is the world's largest maker of jeans, especially known for its blue denim and **sustainable jeans**. Levi's other products involve skirts, belts, hats, jackets, and hats, and it also licenses the manufacturing of novelty items. Levi's is headquartered in San Francisco.

The company traces its origin to Levi Strauss (1829-1902), a Bavarian immigrant who arrived in San Francisco in the year 1850 amid the Gold Rush, bringing dry goods for sale to the miners. When Strauss heard of miners' need for durable pants, he hired a tailor for making the garments out of the tent canvas. After some time, denim was substituted and copper rivets were added to the pocket seams of the pants. A merchandising partnership of Strauss with his two brothers Louis and Jonas was established in the year 1853.

Levi's is now one of the leading fashion companies around the world. Despite its huge competitors, it reached a net worth of 12 million dollars.

Levi's runs a program in five major markets- Germany, the United Kingdom, Canada, the United States, and Japan that gives a 15% discount to customers if they donate any of their old clothes in order to be recycled. This program encourages people to donate their clothes which in turn leads to less wastage of clothes. The clothes have been recycled in Levi's supply chain that ensuring less wastage and a healthy and safe environment.

Levi's was the first apparel company and also the first multinationals that introduced a labour code of conduct in the year 1991 that ensures the business practices and workplace standards of its suppliers to live up on its own.

Through all these efforts and approaches towards sustainable fashion, and making durable clothes, are creating a huge change in the fashion industry. The standards laid out by the Levi's are being adopted by many companies around the world. The sustainable approach is adopted by companies to make the fashion industry more sustainable than ever.

Paul said, "We're choosing not to participate in the fashion cycle. Instead, we're choosing to cultivate long-term relationships with the consumer and deliver against their needs."

Levi's has been making a huge change in the fashion industry by making fashion more sustainable, changing people's thinking towards clothes, and encouraging people to have a long-term relationship with **Levi's sustainable jeans**.

CHAPTER 4: COMPANY PROFILE

Levi Strauss & Co. is a leading global apparel company that designs, markets, and sells apparel and accessories under the Levi's, Dockers, Signature by Levi Strauss & Co., and Denizen brands. The company was founded in 1853 by Levi Strauss, a German immigrant, and has since become a household name in the fashion industry.

History: Levi Strauss & Co. was founded in San Francisco during the Gold Rush era in 1853. The company initially sold dry goods such as clothing, blankets, and tents to miners. In 1873, the company introduced the first pair of blue jeans, which were made from sturdy denim fabric and featured copper rivets to reinforce the pockets. The jeans were an instant hit among miners and workers, and the Levi's brand was born.

Levi Strauss & Co. is an American clothing company that was founded in 1853. The company is best known for its Levi's brand of denim jeans, which have become a staple in the fashion industry. The history of Levi's is a fascinating story that spans over 150 years and involves innovation, cultural shifts, and global expansion. In this essay, we will take a detailed look at the history of Levi's and how it has evolved over time.

Origins of Levi's:

The story of Levi's begins with Levi Strauss, a German immigrant who arrived in San Francisco during the California Gold Rush in 1853. Strauss was a dry goods merchant who sold clothes, blankets, and other goods to miners. One day, a tailor named Jacob Davis approached Strauss with an idea for a new type of work pants that would be more durable and comfortable than the existing options. Davis had been using copper rivets to reinforce the seams of pants, and he believed that this method could be used to make pants that would withstand the rigors of mining.

Strauss was intrigued by the idea and agreed to partner with Davis. Together, they obtained a patent for the design of the pants, which featured copper rivets at stress points such as the pockets and the fly. The pants were made from a sturdy fabric called denim, which was

originally used for sailcloth. The first batch of these pants was produced in 1873 and they were initially called "waist overalls."

The early years:

The original waist overalls were designed to be functional work pants that could withstand the demands of mining and other physical labour. However, they soon became popular among other groups, such as farmers and cowboys, who appreciated their durability and comfort. The pants were also adopted by women, who found them to be practical for outdoor work and equestrian activities.

In 1890, the name "waist overalls" was changed to "501," which would become one of the most iconic product names in fashion history. The 501 referred to the lot number assigned to the pants in the Levi's factory. The number 501 was eventually used to refer to all Levi's jeans, regardless of the specific style or cut.

During the early years of Levi's, the company faced some challenges. In the 1920s, a wave of anti-immigrant sentiment swept the United States, and many people boycotted products made by immigrant-owned businesses. Levi's responded by launching a marketing campaign that emphasized the American origins of the brand, and the strategy proved successful. The company also faced competition from other denim manufacturers, but it was able to maintain its position as the leading brand through a combination of quality and marketing.

Expansion and diversification:

In the mid-20th century, Levi's began to expand beyond its core product of denim jeans. The company launched a line of casual sportswear in the 1950s, which included jackets, shirts, and other items. The sportswear line was marketed to a younger audience and helped to cement Levi's reputation as a symbol of youth culture.

In the 1960s and 1970s, Levi's continued to expand its product offerings. The company launched a line of women's clothing, which included dresses, skirts, and blouses. Levi's also introduced a line of corduroy pants, which became popular among college students and other young people.

During this time, Levi's also began to diversify its business operations. The company acquired a number of other clothing brands, including Dockers and Denizen. Levi's also expanded internationally, opening stores and factories in Europe, Asia, and South America.

Growth: Over the years, Levi Strauss & Co. has grown into a global apparel company with operations in more than 110 countries. The company has expanded its product line to include a wide range of apparel and accessories, including tops, bottoms, jackets, and accessories. In addition to its Levi's brand, the company also owns the Dockers, Signature by Levi Strauss & Co., and Denizen brands.

Prospects: Levi Strauss & Co. has a strong brand reputation and a loyal customer base. The company has also made significant investments in technology and e-commerce in recent years, which has helped it to stay competitive in the rapidly evolving retail landscape. The company is well-positioned to take advantage of the growing demand for sustainable fashion, as it has made sustainability a key part of its business strategy.

In terms of financial performance, Levi Strauss & Co. has shown consistent growth in recent years. In its most recent fiscal year, the company reported net revenues of \$4.5 billion, which represents a 2% increase from the previous year. The company's net income also increased by 4% to \$395 million.

Competitive Analysis: Levi Strauss & Co. faces competition from a wide range of retailers, both online and offline. Some of its key competitors in the apparel industry include Gap, Inc., H&M, Zara, and Uniqlo. In recent years, the company has faced increased competition from online retailers such as Amazon and Zappos. However, the company has been able to stay competitive by investing in e-commerce and omnichannel capabilities.

Mission: Levi Strauss & Co.'s mission is to be the world's best clothing company, providing authentic, high-quality and innovative products and services that inspire and delight our customers around the world.

Vision: Levi Strauss & Co.'s vision is to continue to lead the apparel industry by providing high-quality products, developing innovative marketing strategies and maintaining a strong commitment to sustainability and social responsibility.

Marketing Strategy: Levi's marketing strategy includes several key elements, such as:

- 1.Branding: Levi's has a strong brand identity and uses branding strategies to create a unique image and connection with its target audience.
- 2.Customer focus: The company focuses on understanding its customers' needs and preferences, and uses this information to design and market products that appeal to them.
- 3.Innovation: Levi's continues to innovate with new products, marketing campaigns, and sustainable practices.
4. Sustainability: The company has a strong commitment to sustainability and uses sustainable practices in its operations and marketing efforts.

Conclusion: Levi Strauss & Co. is a leading global apparel company with a strong brand reputation and a loyal customer base. The company has a rich history and has been able to stay relevant by evolving with the times. Levi's has invested heavily in technology and e-commerce, which has helped it to stay competitive in the rapidly changing retail landscape. The company is well-positioned to take advantage of the growing demand for sustainable fashion, and its prospects for future growth look promising.

CHAPTER 5: RESEARCH DESIGN

Title of the Study;

A Comparative Analysis of Consumer Preferences between online and offline shopping at Levi's for Gen Z consumers

Statement of the Problem;

Gen Z is a prospective budding segment for Levi's. Thus, studying their consumer behavior and preferences that can affect their purchasing decisions in both online and offline shopping is important for Levi's as a brand to stay competitive and relevant in the market.

Objectives;

The objectives of this project are to:

1. To analyse consumer preferences between online and offline shopping for Levi's products among gen z consumers
2. To understand gen z consumer expectations from online and offline shopping from Levi's
3. To study gen z consumer motivations to engage in online shopping versus offline shopping at Levi's

Scope of Study;

The scope of the study is to compare the preferences of Gen Z consumers for online and offline shopping at Levi's, a popular clothing brand. The study could investigate the factors that influence consumers' decision-making when choosing between online and offline shopping, such as convenience, product availability, price, and customer service. The study could also analyse the differences in the shopping experience between online and offline shopping and the impact of these differences on consumer behaviour.

Methodology;

The research methodology was descriptive research. **Descriptive research** is used to describe characteristics of a population or phenomenon being studied. It does not answer questions about how/when/why the characteristics occurred. Rather it addresses the "what" question (what are the characteristics of the population or situation being studied?). The characteristics used to describe the situation or population are usually some kinds of categorical scheme also known as descriptive categories.

Hence, descriptive research cannot describe what caused a situation. Thus, descriptive research cannot be used as the basis of a *causal relationship*, where one variable affects another. In other words, descriptive research can be said to have a low requirement for internal validity.

Sampling;

To conduct a comparative analysis of consumer preferences between online and offline shopping at Levi's for Gen Z consumers, a sample of Gen Z consumers who have purchased from Levi's was selected. The sample was selected using a Convenient Sampling technique.

A sample of consumers who have purchased from Levi's online and offline was selected using a convenience sampling by circulating a questionnaire. The sample was collected based on demographic factors such as age and location to ensure that the sample is representative of the target population.

The convenience sample could provide insights into consumer preferences and behaviour.

Overall, a sample size of at least 102 participants who were Gen Z Levi's consumers belonging to Bangalore was taken for the study with participants who have shopped online and offline at Levi's. The sample size was large enough to provide a representative sample of the population and allow for data analysis.

Type of Data;

Primary Data- The type of Data collected is mostly primary data. The primary data was generated through surveys. Primary data is basically data that is generated for the first time through surveys, questionnaires etc.

Secondary Data- Secondary data refers to data that is collected by someone other than primary user. Common sources of secondary data include, census, information collected by government departments, organizational records and data that was originally collected for other research purposes like literatures. Some literatures which were related were taken for reference. However, there was no existing literature on the topic.

Method of data collection;

The research was conducted through **Questionnaire method** The research was conducted through a questionnaire of Gen Z consumers who have purchased Levi's products both online and offline. The survey was be distributed through social media platforms. The survey consists of questions related to consumer preferences, including price, quality, variety, and overall shopping experience. The data collected was administered and analysed using charts, tables and pivot tables in excel, and the results will be presented in tables and graphs.

Limitations;

1. Time Constraint: Due to time constraints, it was not possible to conduct an in-depth analysis of the topic. This means that the research may not be able to capture all the nuances of the topic and may not be as comprehensive as desired.
2. Sample restricted to Bangalore: The sample for the research was restricted to Bangalore, which means that the findings may not be generalizable to other cities or regions in India. This limited the external validity of the study.
3. Limited to Gen Z consumers: The research was focused only on Gen Z consumers, which may not represent the preferences of other age groups. This could limit the scope of the study and may not provide a complete picture of the consumer preferences.

CHAPTER 6: DATA ANALYSIS AND INTERPRETATION

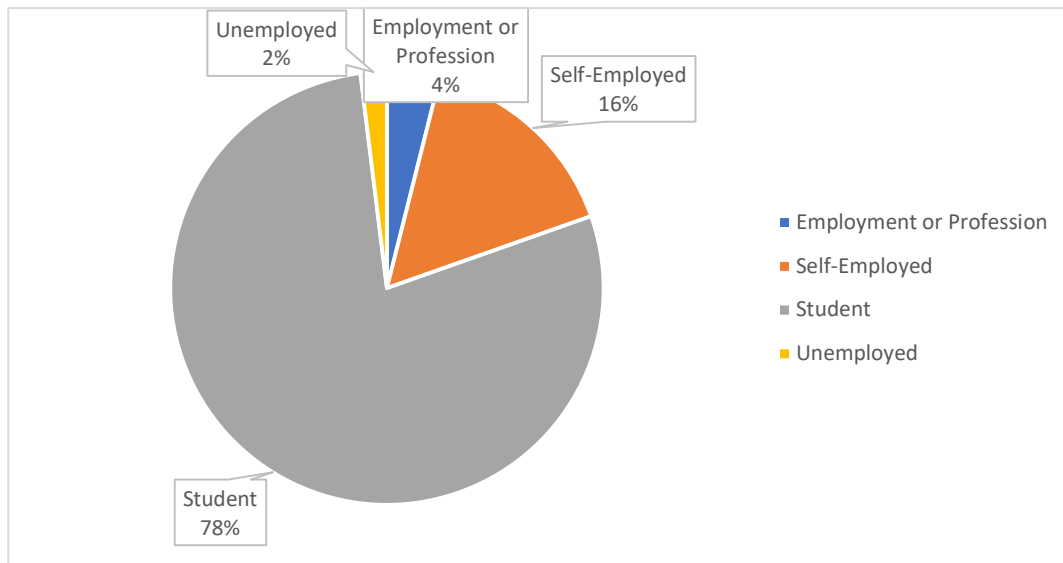
Table 6.1; Occupation of respondents

Occupation of the Respondents (Only Gen Z Levi's Consumers)	Count of Respondents	Percentage
Employment or Profession	4	4%
Self-Employed	16	16%
Student	80	78%
Unemployed	2	2%
Grand Total	102	100%

Analysis:

The table shows the occupation of respondents that consists of Gen Z Levi's customers alone. Students contribute the highest of it up to 78.43%. Other occupations include Self-Employed contributing to 15.69%, Employment or Profession 3.92% and Unemployed contributing to 1.96%

Graph 6.1; Occupation of respondents



Inference:

80 respondents were students followed by self-employed who were around 16 respondents. Thus, most of the Gen Z consumers of Levi's are students.

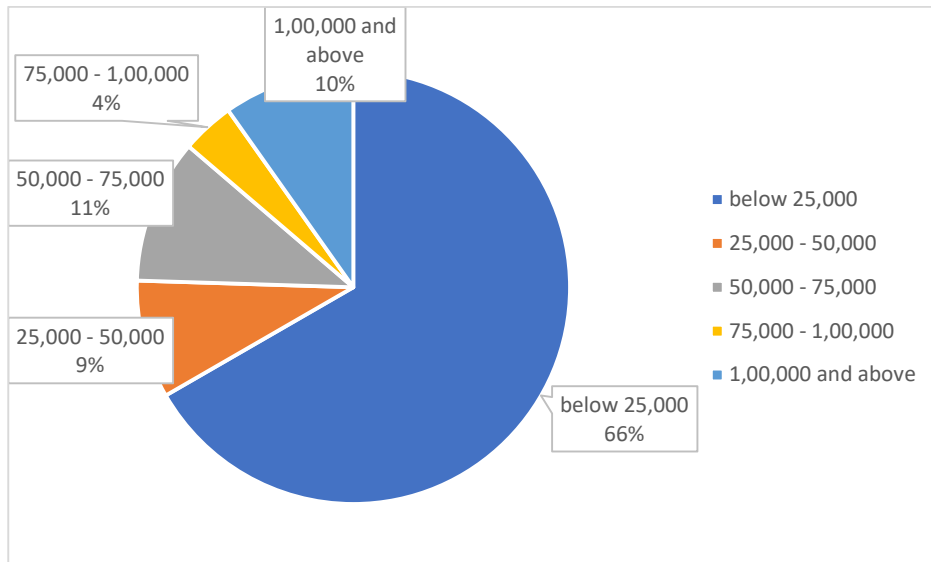
Table 6.2; Income Level of Respondents

Income Level of Respondents (Only Gen Z Levi's Consumers) (in Rs.)	Count of respondents	Percentage
Below 25,000	68	66%
25,000-50,000	9	9%
50,000-75,000	11	11%
75,000-1,00,000	4	4%
1,00,000 and above	10	10%
Grand total	102	

Analysis:

The table shows monthly income level of Gen Z Levi's Consumers in Rupees. The highest number of respondents belong to Below 25,000 categories of Income. About 66.67% of respondents belong to this category. 8.82% of respondents belong to income level of 25,000 to 50,000, 10.78% of respondents belong to the income level of 50,000 to 75,000, 3.92% belong to income level of 75,000 to 1,00,000, which is the lowest, and the remaining 9.8% consists of respondents belonging to income level of 1,00,000 and above.

Graph 6.2; Income Level of respondents



Inference:

Majority of the respondents, about 68 respondents are from the income level of below 25,000 per month. It is then followed by the all the other categories of income, while 75,000 to 1,00,000 income category is the least.

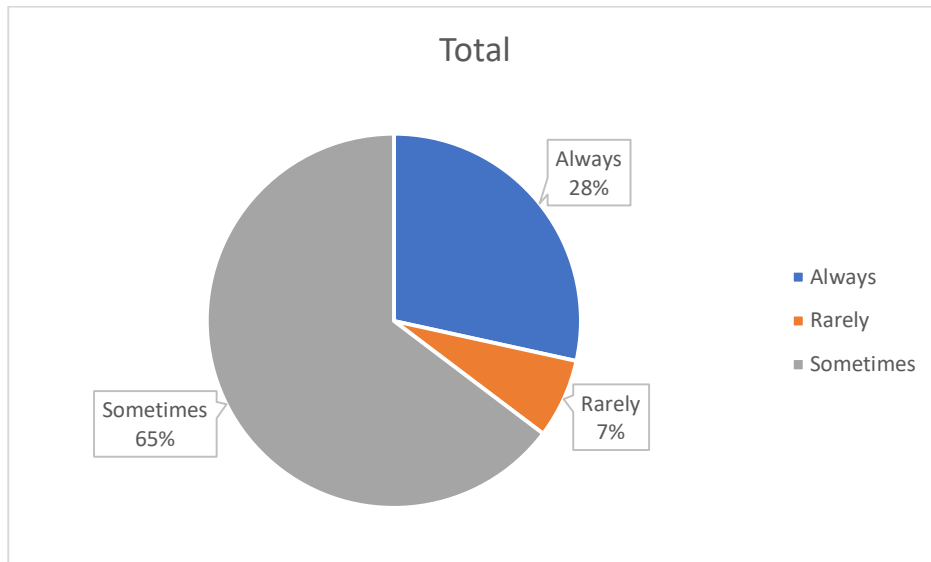
Table 6.3; Frequency of Purchase

How often do you shop in Levi's	Count of responses (Only Gen Z Levi's Consumers)	Percentage
Always	29	28%
Rarely	7	7%
Sometimes	66	65%
Grand Total	102	100%

Analysis:

65% of the respondents are those who purchase from Levi's sometimes. 28% of the respondents are regular consumers of Levi's products and the remaining 7% of Gen Z consumers are those who purchase Levi's products rarely.

Graph 6.3; Frequency of purchase



Inference:

Many Gen Z consumers, around 66 consumers, buy Levi's products sometimes and some of them buy it always. Very few of them purchase rarely from Levi's. Thus, the consumers are not regular buyers.

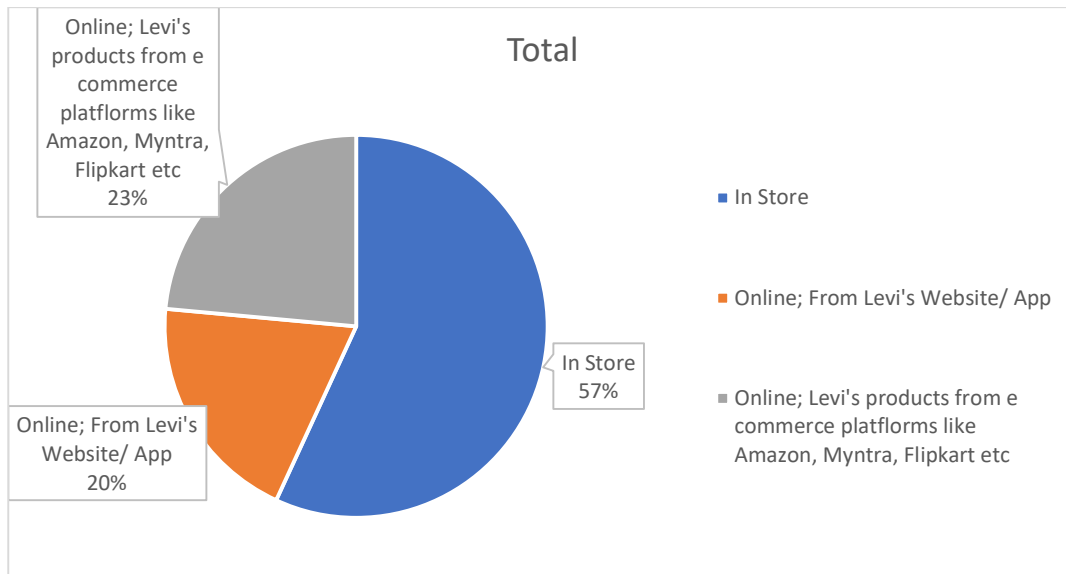
Table 6.4; Mode of Shopping used by Respondents

Mode of shopping used by Respondents (Only Gen Z Levi's Consumers)	Count of Consumers	Percentage
In-Store	58	57%
Online; From Levi's Website/ App	20	20%
Online; Levi's products from e commerce platforms like Amazon, Myntra, Flipkart etc.	24	23%
Grand Total	102	100%

Analysis:

The table shows the mode of shopping used by Gen Z Levi's consumers. In-Store shopping constitutes to about 56.86%. Online shopping contributes to the remaining 43.14%. Online mode of shopping is further divided into two sub-platforms, viz., Online from Levi's Website/App which consists of 20 consumers (19.61%) and, online from e-commerce platforms like Amazon, Myntra, Flipkart, etc. which consists of 24 consumers (23.53%).

Graph 6.4; Mode of Shopping used by Respondents



Inference:

Majority of the respondents have preferred to purchase In-Store. And a significant number of respondents have preferred to buy online. However, Majority of Gen Z Levi's consumers prefer to buy products by visiting the store physically.

Table 6.5; Category of Levi's products purchased by Gen Z Consumers

Category of Levi's Products Purchased	Count of Respondents (Only Gen Z Consumers)	Percentage
Accessories (Belts, Wallets)	5	5%
Accessories (Belts, Wallets), Footwear	7	7%
All of the above	11	11%
Clothing	45	44%
Clothing, Accessories (Belts, Wallets)	17	16%
Clothing, Footwear	9	9%
Footwear	7	7%
Others	1	1%
Grand Total	102	100%

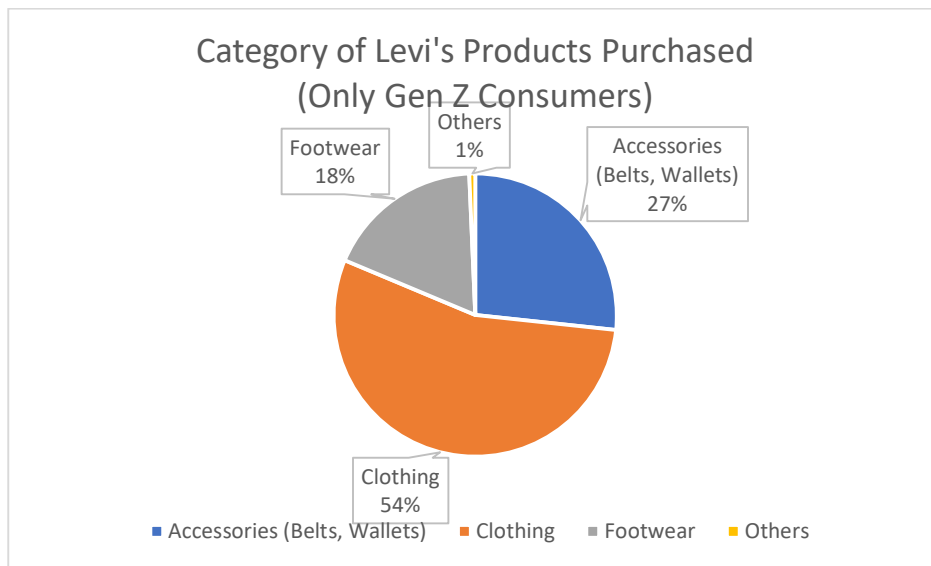
Analysis:

The table shows the category of Levi's products purchased by Gen Z Levi's Consumers. This can be divided into 4 viz, Accessories, Clothing, Footwear and Other Products. In this table, number of consumers who have purchased Clothing from Levi's contributes to the highest which consist of 82 consumers.

Clothing = 11(All of the above) +45(Clothing) +17(Clothing, Accessories) +9(Clothing, Footwear) = 82 (respondents) which makes up to 54% of the total respondents.

The next highest is Accessories. 40 people in total have purchased accessories from Levi's which contributes to 27%. 27 people have purchased Footwear at Levi's which contributes to 18%. 1 consumer has purchased other category products from Levi's

Graph 6.5; Category of Levi's Products Purchased



Inference:

The figure shows the categories of Levi's products purchased by Gen Z Levi's Consumers. It shows a summarized value of different products. Clothing constitutes to the highest share followed by accessories and then finally the footwear. Thus, Levi's core product, 'clothes' has captured a good amount of market. While the company must work on other product lines

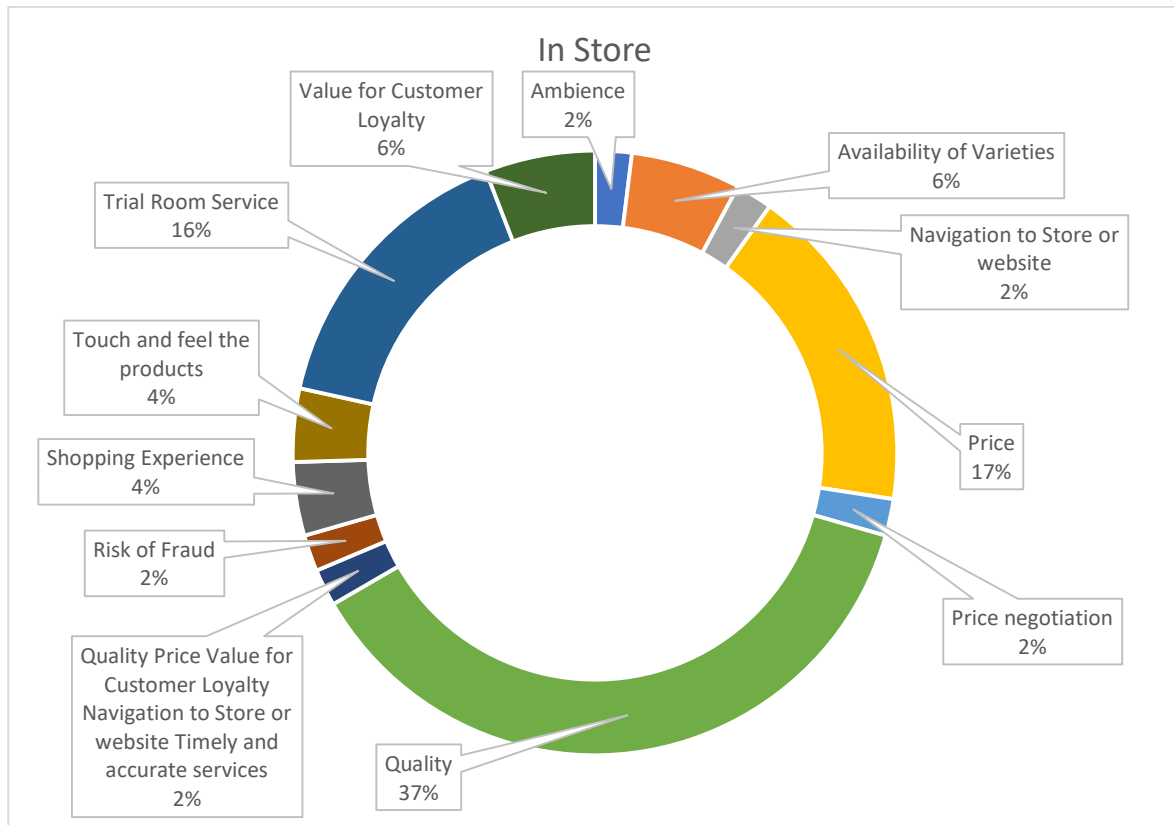
Table 6.6; Reasons for Shopping In-Store

Reasons for Shopping In-Store	Count of responses (Only Gen Z Levi's Consumers)	Percentage
Ambience	1	2%
Availability of Varieties	3	6%
Navigation to Store or website	1	2%
Price	9	17%
Price negotiation	1	2%
Quality	19	37%
Timely and accurate services	1	2%
Risk of Fraud	1	2%
Shopping Experience	2	4%
Touch and feel the products	2	4%
Trial Room Service	8	16%
Value for Customer Loyalty	3	6%

Analysis:

The respondents were asked the reasons for shopping In-Store. Majority of them chose Quality as their top most reason for shopping. 37% respondents chose Quality as their main reason to choose In-Store. The next highest is Price which is 17% and Trial Room Service which is 16%.

Graph 6.6; Reasons for Choosing In-Store



Inference:

From the above figure, it is clear that Quality plays a major role in deciding the mode of shopping. 19 consumers who purchased In-Store agree that quality was the reason behind this purchase decision. 9 consumers agree that decision of shopping In-Store was due to Price. 8 consumers agree that Trial room service was also a major reason to shop In-Store. Availability of Varieties, Value for Customer, Touch and feel the products, Shopping experience also contributes to 4 – 6%.

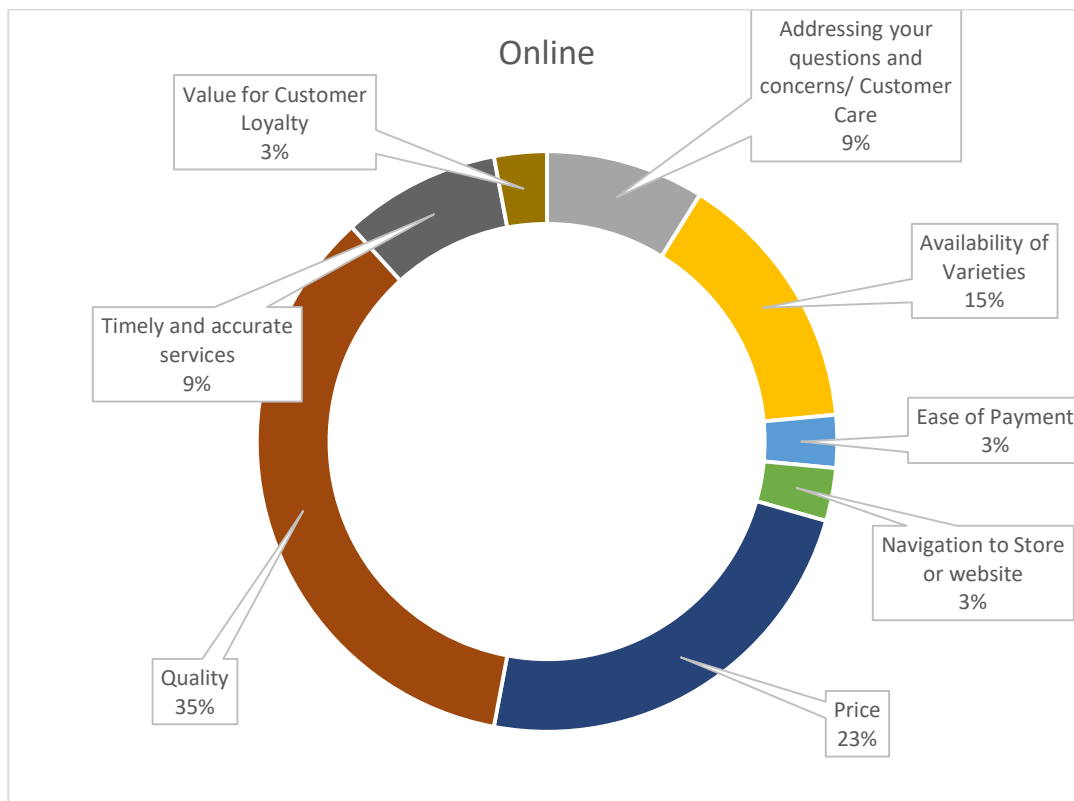
Table 6.7; Reasons for choosing Online

Reasons for choosing Online	Count of Responses (Only Gen Z Levi's Consumers)	Percentage
Addressing your questions and concerns/ Customer Care	3	9%
Availability of Varieties	5	15%
Ease of Payment	1	3%
Navigation to Store or website	1	3%
Price	8	23%
Quality	12	35%
Timely and accurate services	3	9%
Value for Customer Loyalty	1	3%

Analysis:

This table explains the reasons behind purchasing online. These reasons were given by those who purchase Levi's products online. Majority, about 35% of them says that quality is one of the main reasons to shop online. And 23% of the consumers say competitive price was another main factor for shopping online.

Graph 6.7; Reasons for choosing Online



Inference:

12 respondents think that they might get a duplicate product or a low-quality product In-Store, therefore, quality is the main reason for them to purchase online. 8 respondents say that price is the main reason for them to purchase online. They assume that purchasing online might cost them lesser than In-Store shopping. Availability is the next main reasons for Gen Z Levi's Consumers to purchase online. Other main factors that stimulate the customer to buy Online are Customer care services and availability of varieties.

Table 6.8; Satisfaction Level of Gen Z Levi's Consumers across different modes of shopping.

Mode of Shopping	Highly dissatisfied 1	Dissatisfied 2	Neutral 3	Satisfied 4	Highly Satisfied 5	Grand Total
In Store	2	1	10	26	19	58
Online; From Levi's Website/ App	-	-	3	7	10	20
Online; Levi's products from e-commerce platforms like Amazon, Myntra, Flipkart etc.	3	2	5	5	9	24
Grand Total	5	3	18	38	38	102

Analysis:

Gen Z Levi's consumers were asked to rate their satisfaction level on shopping in Levi's on a 1-5 Likert scale (Highly dissatisfied to Highly Satisfied)

(i) In-Store:

45 consumers are satisfied shopping in Levi's, 10 consumers are neutral about their satisfaction level. 3 consumers are dissatisfied by shopping In-Store in Levi's. Majority of them are satisfied by shopping in Levi's

(ii) Online; From Levi's website/app:

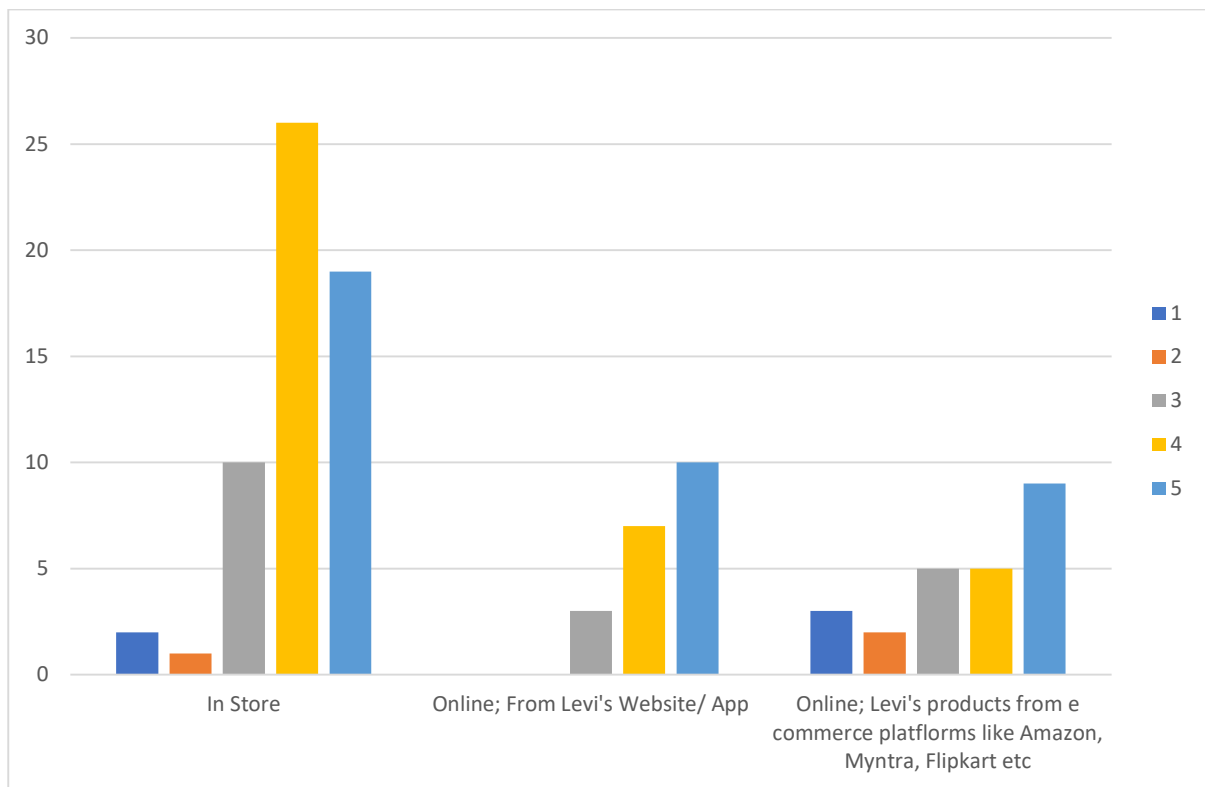
Out of 20 consumers who shopped through this platform, 17 consumers are satisfied and 3 consumers are neutral about their satisfaction level. No consumers are dissatisfied. This may

mean that shopping from Levi's website or app has somewhat satisfied the consumer expectations of good quality, price, customer care, timely and accurate services etc. (refer 6.6(b)).

(iii) Online; Levi's products from e-commerce platforms like Amazon, Myntra, Flipkart, etc.

14 consumers are satisfied by purchasing through other than Levi's company e-commerce platforms. 5 consumers are neutral and 5 consumers are dissatisfied. This means that shopping from this platform has satisfied some consumer's expectation and not satisfied some consumer's expectations.

Graph 6.8; Satisfaction Level of Gen Z consumers on shopping in Levi's across different modes of shopping.



Inference:

It seems that people who have shopped In-Store are the ones who are highly satisfied among all. Among consumers who have shopped online, those who purchased from Levi's website or app are highly satisfied.

Table 6.9; Income Levels and modes of Shopping of Gen Z Levi's Consumers

Mode of Shopping	In-Store	Online; From Levi's website/app	Online; Levi's products from e commerce platforms like Amazon, Myntra, Flipkart, etc.	Grand Total
Income Level (Monthly)				
Below 25,000	48	9	11	68
25,000-50,000	3	3	3	9
50,000-75,000	3	5	3	11
75,000-1,00,000		2	2	4
1,00,000 and above	4	1	5	10
Grand Total	58	20	24	102

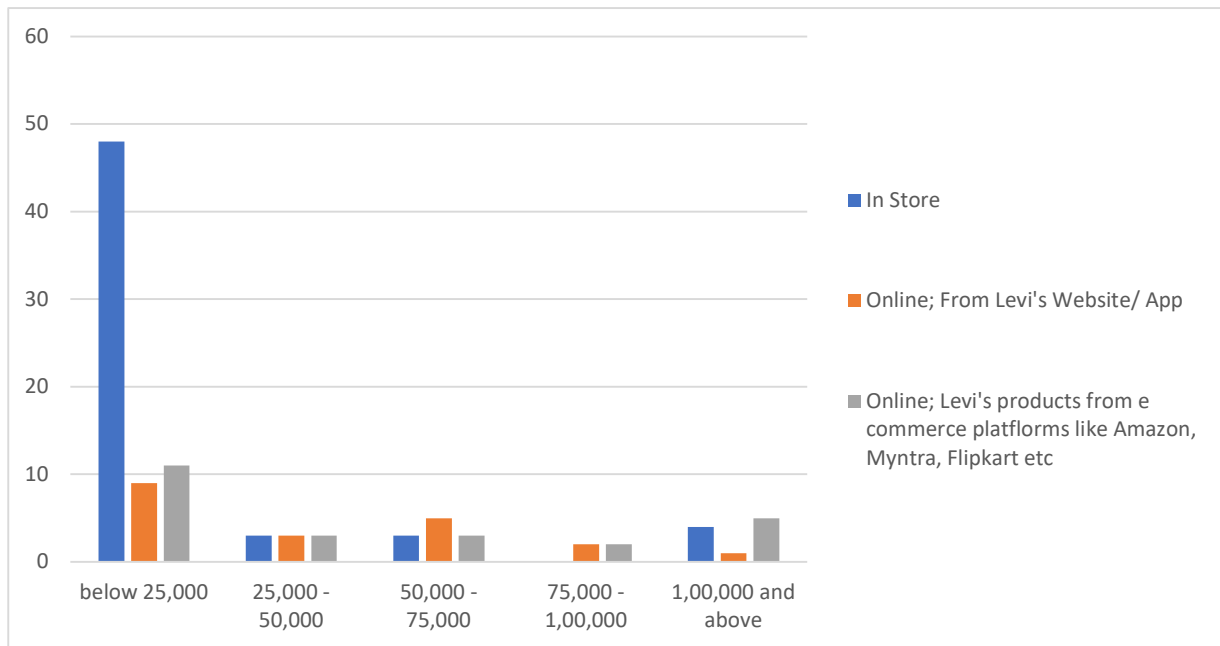
Analysis:

The table shows modes of shopping used by consumers of different income levels. Majority of consumers belong to the income level of below 25,000 per month and majority of purchases has been done In-Store.

- (i) Majority of Consumers who belong to the income level of below 25,000 has purchased In-Store which consists of 48 consumers. And 20 consumers have purchased Online.
- (ii) For consumers who belong to the income level of 25,000-50,000, 6 consumers out of 9 have purchased Online, while 3 consumers have purchased In-Store.
- (iii) Consumers who belong to the income level of 50,000-75,000, 8 consumers have purchased Online while 3 have purchased In-Store.
- (iv) All the 4 Consumers who belong to the income level of 75,000-1,00,000 have purchased from Online.

- (v) 6 consumers who belong to the income level of 1,00,000 and above has purchased Online, while 4 have purchased In-Store.

Graph 6.9; Income Levels and modes of Shopping of Gen Z Levi's Consumers



Inference:

The above figure shows that most of the consumers who have purchased In-store belong to the income level of below 25,000.

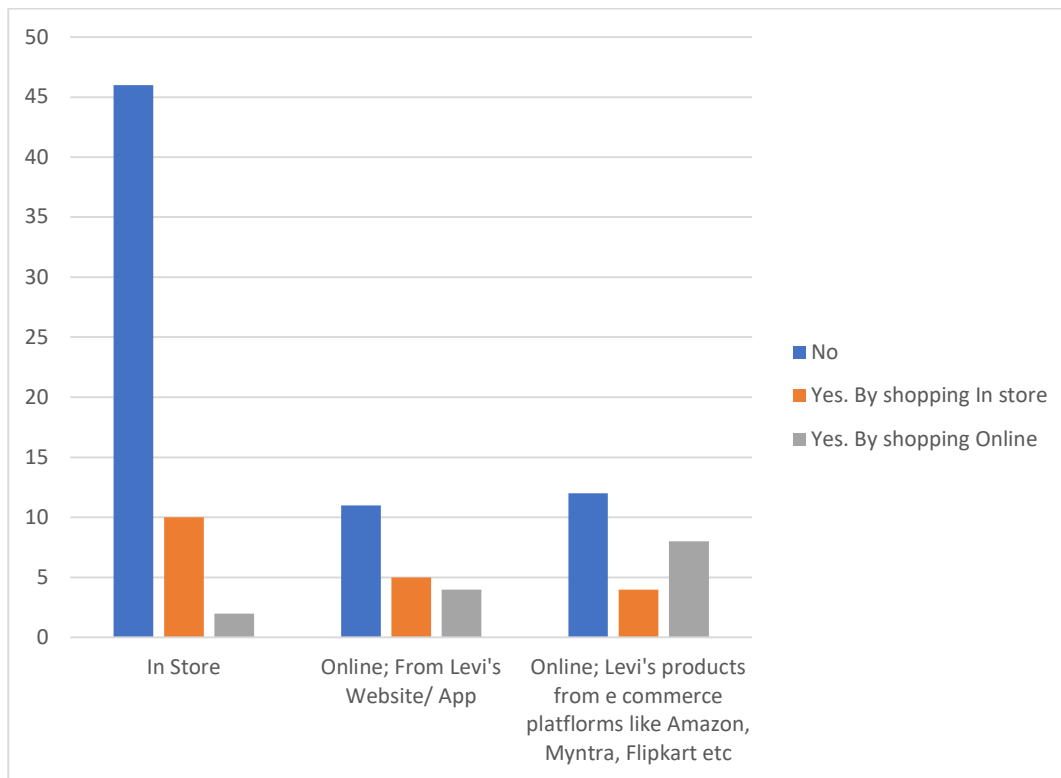
Table 6.10; Responses of Gen Z Levi's Consumers about having negative experiences

Have you had any Negative Experience?	No	Yes. By shopping In-Store	Yes. By shopping Online	Grand Total
Mode of Shopping				
In-Store	46	10	2	58
Online; From Levi's Website/ App	11	5	4	20
Online; Levi's products from e commerce platforms like Amazon, Myntra, Flipkart etc.	12	4	8	24
Grand Total	69	19	14	102

Analysis:

It seems that Majority of the who purchased In-Store do not have any negative experience in shopping at Levi's. 46 out of 58 In-Store shoppers of Levi's products do not have any negative experiences by shopping at Levi's. 11 out of 20 consumers of Levi's who purchase through Levi's website or app do not have any negative experience. While 9 consumers report that they had some negative experience by shopping at Levi's through website/app. Gen Z consumers who have purchased Levi's products from other than Levi's company platforms have equal negative and positive experiences by shopping.

Graph 6.10; Responses of Gen Z Consumers about having negative experiences



Inference:

Gen Z consumers who have shopped Online through other than Levi's platforms seem to have had high negative shopping experiences proportionately. The next group that has the highest negative experiences proportionately are the ones who purchased through Levi's website/app. Negative and positive experience contribute equally in this category. Finally, 78% of Gen Z consumers who have purchased through In-store reported that they never had any negative experiences on shopping In-Store.

CHAPTER 7: FINDINGS AND RECOMMENDATIONS

7.1 Findings

- 1) Occupation Distribution: The majority of Gen Z Levi's consumers are students (80 out of 102). Thus, 78% of Gen Z Levi's consumers are students. This is followed by self-employed individuals which is 16%.
- 2) Mode of Shopping: The majority of Gen Z Levi's consumers ,58 out of 102 prefer to shop in-store which contributes to 57% of the sample. However, a significant number of respondents ,44 out of 102 also shop online which contributes to 43%.
- 3) Income Level: The majority of Gen Z Levi's consumers (68 out of 102) have a monthly income below Rs. 25,000.
- 4) Category of Levi's products purchased: The majority of Gen Z consumers, over 45 consumers out of 102 have purchased only clothing items from Levi's.
- 5) Reasons for Shopping In-Store: The top reasons for shopping in-store among Gen Z Levi's consumers are quality, trial room service, and price.
- 6) Reasons for Choosing Online: The top reasons for choosing online shopping among Gen Z Levi's consumers are quality, availability of varieties, and price.

- 7) The majority of Gen Z Levi's consumers (65%) shop at Levi's sometimes, rather than always or rarely.
- 8) Satisfaction Level across Different Modes of Shopping: The satisfaction level of Gen Z Levi's consumers is high across all modes of shopping, with the highest satisfaction level for in-store shopping.
- 9) Comparison of Income Levels and modes of Shopping of Gen Z Levi's Consumers: In-store shopping is the most popular mode of shopping across all income levels. online shopping seems to be more popular among consumers with higher incomes.
- 10) Responses of Gen Z Levi's Consumers about having negative experiences: A significant portion of Gen Z Levi's consumers about 33 consumers have had negative experiences while shopping, both in-store and online.

7.2 Recommendations

- 1) Levi's should focus on targeting this demographic group 'students' through marketing efforts that appeal to their lifestyle and fashion preferences. Therefore, a significant portion of their consumer base are students, Levi's should consider offering student discounts and promotions to attract and retain these consumers.
- 2) Levi's should focus on providing a seamless omnichannel experience that caters to both in-store and online shoppers. This includes giving exclusive promotions online, providing the option for in-store pickup for online purchases, and offering consistent pricing and product availability across all channels. As Levi's has significant number of Gen Z consumers who purchase in various platforms.
- 3) Levi's should offer products at various price points to cater to the budget constraints of their consumers with different income levels.
- 4) Levi's should continue to focus on its core offering, especially clothing. And also expand their accessories and footwear lines to cater to the needs of their consumers.
- 5) Levi's must prioritize the factors that drive consumers to shop in-store like quality, trial room service, and price, to retain and attract consumers.
- 6) Since quality, availability of varieties, and price are the main factors that drives a consumer to shop online, Levi's should provide a smooth online shopping experience with a wide range of product offerings and competitive pricing. Furthermore, it can offer products online that matches with those that are available In-Store, provide high quality product images, detailed descriptions, and easy to navigate website or app interfaces.

- 7) I would suggest Levi's to focus on retaining their existing consumers through loyalty programs, personalized promotions, and excellent customer service. This can help encourage repeat purchases and build a loyal consumer base as regular buyers are less.
- 8) Since the satisfaction level of Gen Z Levi's consumers is high across all modes of shopping, with the highest satisfaction level for in-store shopping, Levi's should continue to provide a seamless shopping experience across all channels.
- 9) Levi's must continue to focus on providing an excellent in-store shopping experience. And it should also focus on reaching all the income groups through online by promoting online shopping which may include giving discounts, offers etc. online.
- 10) Levi's should invest in training their staff to provide excellent customer service and resolve any issues that consumers may have. Additionally, they should actively monitor and address any negative reviews or feedback online to ensure that their consumers have a positive shopping experience.

CHAPTER 8: CONCLUSION

The study aimed at analysing consumer preference of Levi's Gen Z consumers between online and offline shopping by conducting a comparative analysis. The survey data showed that majority of respondents were students, followed by self-employed individuals, with a smaller portion of respondents being employed or unemployed. Most of the respondents belonged to the income category of below 25,000 per month.

When it came to the mode of shopping, the majority of respondents preferred to shop in-store (58 consumers), while a smaller proportion of respondents preferred to shop online, either from Levi's website/app (20 consumers) or e-commerce platforms like Amazon, Myntra, and Flipkart (24 consumers). When it comes to preference of choosing between online and offline, majority of respondents prefer to shop offline/in-store. However, a significant number of consumers also prefer to shop online.

Reasons for choosing in-store shopping included the ability to touch and feel the products, try out the trial room service, and the quality of service, while quality was the major reason for choosing In-store. Furthermore, consumers who chose online said they chose online shopping because of features like quality, availability of varieties and competitive pricing. These factors are being expected by Gen Z consumers while shopping online and offline. In other words, these are the motivation factors behind purchasing online and offline.

When it came to the category of products purchased, the majority of respondents purchased clothing, followed by clothing and accessories (belts, wallets), while a smaller proportion of respondents purchased accessories or footwear only. The majority of respondents shopped at Levi's sometimes, with a small proportion of respondents shopping always and rarely.

The study also explored the satisfaction levels of respondents across different modes of shopping and income levels. The data showed that respondents who earned below INR 25,000 per month were more likely to shop in-store than online, while those who earned more than INR 50,000 per month were more likely to shop online. Overall, respondents were most satisfied with in-store shopping, followed by shopping on Levi's website/app, and least satisfied with shopping Levi's products through e-commerce platforms.

Based on the findings, several recommendations can be made to improve the shopping experience for Gen Z Levi's consumers. Levi's should continue to provide good quality product; trial room service and good ambience In-store and it should continue to provide wide range of quality products online with competitive price. When it comes to Offline stores Levi's must train their staff to treat consumers in the most appealing way as consumers report that they have had negative experiences shopping In-Store. It should also focus on providing exclusive discounts and offers. And in online platforms, Levi's must ensure positive consumer feedback and improvising their shopping experience. For both online and offline, Levi's should implement some consumer loyalty and retention programs as to incentivize customers to shop more frequently because the reports say majority of the consumers do not shop always.

Overall, the findings of the study provide valuable insights into the shopping behaviours and preferences of Gen Z Levi's consumers across online and offline platforms. By implementing the recommended strategies, Levi's can attract and retain more customers and increase its market share in the highly competitive fashion industry.

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