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PROJECT REPORT

ON

GENERAL PERCEPTION OF CUSTOMERS AND THEIR SATISFACTION TOWARDS MARKS AND SPENCER APPARELS

FOR

MARKS AND SPENCER RELIANCE INDIA PVT LTD

SUBMITTED BY

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IN

PARTIAL FULFILMENT OF THE REQUIREMENT OF THE DEGREE OF MASTERS OF SCIENCE IN OPERATIONAL RESEARCH

TO

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CERTIFICATE

This is to certify that the project entitled "**To study the general perception of customers and their satisfaction towards Marks & Spencer Apparel"** is my original work carried out at **"Marks and Spencer Reliance India Pvt Ltd"** in the year **2017**, and has been submitted for the partial fulfilment of the course M.Sc. Operational Research. The project report has not been submitted earlier or in full or in part for any other diploma or degree to any other University or Institute to the best of my knowledge.

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OPERATIONAL RESEARCH

Operations Research is a discipline that deals with the application of advanced analytical methods to help make better decisions. The terms management science and analytics are sometimes used as synonyms for operations research. Employing techniques from other mathematical sciences, such as mathematical modeling, statistical analysis, and mathematical optimization, operations research arrives at optimal or near-optimal solutions to complex decision-making problems. It is a vast branch of mathematics which encompasses many diverse areas of minimization and optimization.

The central objective of operations research in optimization i.e., "**to do things best under the given circumstances**" This general concept has great many applications, for instance, in agricultural planning, biotechnology, data analysis, distribution of goods and resources, emergency and rescue operations, engineering systems design, environmental management, financial planning, health care management, inventory control, manpower and resource allocation, manufacturing of goods, military operations, production process control, risk management, sequencing and scheduling of tasks, telecommunications, and traffic control.

Operational Research (OR) is the use of advanced analytical techniques to improve decision making. It is sometimes known as Operations Research, Management Science or Industrial Engineering. People with skills in OR hold jobs in decision support, business analytics, marketing analysis and logistics planning – as well as jobs with OR in the title.

Operations research encompasses a wide range of problem-solving techniques and methods applied in the pursuit of improved decision-making and efficiency, such as simulation, mathematical optimization, queuing theory, Markov decision processes, economic methods, data analysis, statistics, neural networks, expert systems, and decision analysis. Nearly all of these techniques involve the construction of mathematical models that attempt to describe the system.

Because of the computational and statistical nature of most of these fields, O.R. also has strong ties to computer science. Operations researchers faced with a new problem must determine which of these techniques are most appropriate given the

nature of the system, the goals for improvement, and constraints on time and computing power.

The major sub-disciplines in modern operations research are:

- Computing and information technologies.
- Environment, energy, and natural resources.
- Financial Engineering.
- Manufacturing, service science, and supply chain management.
- Marketing Science.
- Optimization.
- Policy modeling and public sector work.
- Revenue management.
- Simulation.
- Stochastic models.
- Transportation.

HISTORY

As a formal discipline, operational research originated in the efforts of military planners during World War II. In the decades after the war, the techniques began to be applied more widely to problems in business, industry and society. Since that time, operational research has expanded into a field widely used in industries ranging from petrochemicals to airlines, finance, logistics, and government, moving to a focus on the development of mathematical models that can be used to analyze and optimize complex systems, and has become an area of active academic and industrial research.

AREAS IN WHICH O.R. IS NEEDED

Operations Research (OR) applies scientific method to the management of organized systems in business, industry, government and other enterprises. O.R. is regularly applied in areas such as:

- supply chain management
- marketing and revenue management systems
- manufacturing plants
- financial engineering

- telecommunication networks
- healthcare management
- transportation networks
- energy and the environment
- service systems
- web commerce
- military defense

OR analysts solve such decision problems with an array of mathematical methodologies.
To do this, OR professionals first represent the system in mathematical form. Rather than using trial and error on the system itself, they build an algebraic or computational model of the system and then manipulate or solve the model, using computers, to come up with the best decisions. Often motivated by new decision problems, OR researchers work to improve and expand the applicable methodologies.

WHY IS O.R. NEEDED?

As it makes sense to make the best use of available resources. Today's global markets and instant communications mean that customers expect high-quality products and services when they need them, where they need them. Organizations, whether public or private, need to provide these products and services as effectively and efficiently as possible. This requires careful planning and analysis – the hallmarks of good OR. This is usually based on process modelling, analysis of options or business analytics.

EXAMPLES OF O.R. IN ACTION:

- **Scheduling:** of aircrews and the fleet for airlines, of vehicles in supply chains, of orders in a factory and of operating theatres in a hospital.

- **Facility planning:** computer simulations of airports for the rapid and safe processing of travellers, improving appointments systems for medical practice.
- **Planning and forecasting:** identifying possible future developments in telecommunications, deciding how much capacity is needed in a holiday business.
- **Yield management:** setting the prices of airline seats and hotel rooms to reflect changing demand and the risk of no shows.
- **Credit scoring:** deciding which customers offer the best prospects for credit companies.
- **Marketing:** evaluating the value of sale promotions, developing customer profiles and computing the life-time value of a customer.
- **Defense and peace keeping:** finding ways to deploy troops rapidly.

SOME O.R. METHODS AND TECHNIQUES

- **Computer simulation:** allowing you to try out approaches and test ideas for improvement.
- **Optimization:** narrowing your choices to the very best when there are so many feasible options that comparing them one by one is difficult.
- **Probability and statistics:** helping you measure risk, mine data to find valuable connections and insights in business analytics, test conclusions, and make reliable forecasts.
- **Problem structuring:** helpful when complex decisions are needed in situations with many stakeholders and competing interests.

COMPANY PROFILE

Marks and Spencer (also known as **M&S**) is a major British multinational retailer headquartered in the City of Westminster, London. It is listed on the London Stock Exchange and is a constituent of the FTSE 100 Index. It specialises in the selling of clothing, footwear, home products and luxury food products.

As one of the UK's leading retailers, M & S sell stylish, high-quality, own brand Womenswear, Lingerie, Menswear, Kidswear, Beauty and Home products, serving customers through their 302 full-line stores and website, M&S.com. Their Clothing & Home business accounts for 42% of turnover. Marks and Spencer is the UK's largest clothing retailer by value and have market-leading positions in Womenswear, Lingerie and Menswear. M&S currently has 959 stores across the U.K including 615 that only sell food products.

Other than UK, the brand has its oultlets in France, Czech Republic, Turkey, Hong Kong , China , India , Russia , UAE , Singapore and Greece.

HOW IT BEGAN

Marks & Spencer started in 1884 as a stall in an open market in Leeds, Yorkshire. Then known as Marks' Penny Bazaar, it was the household goods, haberdashery, toy, and sheet-music business of Michael Marks, a Jewish refugee from Poland. His sign read "Don't ask the price—it's a penny."

In 1894 he took Thomas Spencer as a business partner. Marks's son Simon transformed the business from a number of outdoor stalls in various markets in northern England to a number of indoor shops, and he launched the company's St. Michael brand name—a popular label for decades.

PURPOSE OF THE BUSINESS

Michael Marks wanted to offer products at a price which everyone could afford at the time (1884). This is contradictory now as Marks and Spencer is considered as one of the most sought after international companies of the 21st century. It began selling every day products such as furniture and house hold goods. This has since diversified into clothing ranges, food sales and luxury homeware,

MANAGEMENT

The chairman of Marks & Spencer is Lord Burns and he has just been recently appointed this position. He works closely with Stuart Rose who is chief executive of the company.

ABOUT THE STORES

There are over 852 stores located throughout the UK. They have 468 stores across Europe, Asia and the Middle East. They operate through three different business models – owned, franchise and joint venture – to bring their quality Clothing & Home collections and Food ranges to their international customers. They also have a growing international online business delivered through localized owned and franchise websites and through partnerships with leading marketplaces. Marks & Spencer has over 60,000 employees in the UK, and around 12,000 employees out with the United Kingdom.

PLAN A

Marks and Spencer aims to become the world's most sustainable retailer. In order to attain this, Plan A was introduced. It was started in 2007 by Sir Stuart Rose. It has five important pillars. They are 5 pillars- waste, climate control, sustainable raw materials, fair partner, health

Objectives of the Plan A

- Reducing the amount of waste generated by factories of Marks & Spencer
- Protection of natural resources of Health and wellbeing the earth
- Promotion of healthy lifestyles
- Promoting and applying the business principles of Fairtrade
- Greater diversity of organic products
- Creating new jobs.
- Counteract the adverse climate
- Protection of animal rights
- Neutralize carbon foot print and send no waste to the landfill by 2012.

PLAN A SO FAR

- 70 of the original 100 Plan A commitments have been reached.
- Generated £50m additional profit .
- Store energy efficiency improved by 35%
- Carbon emissions from company operations cut by 8%.
- General Merchandise fleets has improved by 30%
- 400 million carrier bags use reduction
- Food waste reduced by 20%

MARKS AND SPENCER INDIA

Marks and Spencer Reliance India Pvt Ltd is a joint venture between Marks and Spencer plc (UK) and Reliance Retail. Presently, the retail store has 58 outlets across 27 cities here, the largest outside the UK. Earlier this year, Marks & Spencer (M&S) reaffirmed its commitment to growing its joint venture business with Reliance Retail in India, and expects to continue opening 10 new stores annually. M&S also plans to grow its online reach across the country via fashion platforms Myntra and AJIO.

AWARDS AND ACHIEVEMENTS

- M & S named responsible retailer of the year at the Oracle World Retail Awards in 2011
- Named as the Sustainable business of the year at the Environment and Energy Awards in 2013
- M & S wins sustainability award at the National Business Awards UK
- It received Carbon trust triple ward in 2014
- M & S named as Market Leader Greenpeace's Tuna League Table 2014
- M&S are was presented with the Queen's Award for Enterprise in Sustainable development, in recognition of Plan A over the last 5 years.

MARKET RESEARCH

Market Research is a systematic, objective collection and analysis of data about a particular target market, competition, and/or environment. It always incorporates some form of data collection whether it is secondary research (often referred to as desk research) or primary research which is collected direct from a respondent.

The purpose of any market research project is to achieve an increased understanding of the subject matter. With markets throughout the world becoming increasingly more competitive, market research is now on the agenda of many organizations, whether they are large or small. With the expansion of business, marketing management becomes complex. It has to rely heavily on marketing research for solving problems in the field of marketing.

It includes nature of the market, product analysis, sales analysis, time, place and media of advertising, personal selling, pricing, sales organization, packaging, brand names, etc. It is concerned with collection of market information systematically and impartially, analysis and evaluation of relevant data and use such data for the benefit of the organization.

QUANTITATIVE RESEARCH:

Quantitative research is numerically oriented, requires significant attention to the measurement of market phenomena and often involves statistical analysis. For example, a bank might ask its customers to rate its overall service as either excellent, good, poor or very poor. This will provide quantitative information that can be analyzed statistically. The main rule with quantitative research is that every respondent is asked the same series of questions. The approach is very structured and normally involves large numbers of interviews/questionnaires.

QUALITATIVE RESEARCH:

Qualitative research provides an understanding of how or why things are as they

are. For example, a Market Researcher may stop a consumer who has purchased a particular type of bread and ask him or her why that type of bread was chosen. Unlike quantitative research there are no fixed set of questions but, instead, a topic guide (or discussion guide) is used to explore various issues in-depth. The discussion between the interviewer (or moderator) and the respondent is largely determined by the respondents' own thoughts and feelings.

MARKET RESEARCH CLASSIFICATIONS

So what type of market research can Product managers utilize in our quest to find answers that will help businesses deliver value? There are three types of market research:

- Exploratory research
- Descriptive research
- Causal research

Exploratory Research:

Exploratory research helps businesses to discover new ideas and find potential market opportunities. It is used to explore a situation or search for a problem. This research process is unstructured. Product managers need not go through all the stages of the market research process from the “defining stage” to the “analysis stage”.

The findings from exploratory research are usually based on secondary data (Data that is already available in different departments of the company), open ended questions, similar case studies, a pilot study, or even results from previous research. The results from exploratory research are not generally suitable for Product Managers to draw a conclusion and decide to enter a new market. The result is all too often generalized information about potential markets and the related products or services. It is conducted with an expectation that there is need for more comprehensive research.

Descriptive Research:

This kind of research addresses who, what, when, where and how type questions. It is structured research (Product managers apply through all steps in research process). Descriptive research explores more detail about a market. For instance, descriptive research identifies what age groups buy a particular product or brand and why. This type of research is more structured and requires formal research design and data collection.

Causal Research:

Causality can be derived by the use of "if x, then y". This type of research helps Product Managers understand the cause and effect of a relationship. Causal research is considered formal research and helps product managers to identify problems and the causes of the problem. Product Managers for example, would be interested in determining what causes a change in customer satisfaction.

FEATURES OF MARKETING RESEARCH

1. Search for data:
It is a search for data which are relevant to marketing problems – problems in different functional areas of marketing consumer behavior, product, sales, distribution channel, pricing, ad and physical distribution.

2. It is systematic:
It has to be carried out in a systematic manner rather than haphazard way. The whole process should be planned with a clear objective.

3. It should be objective:
Objectivity is more important in any result. It means that the research is neither carried on to establish an opinion nor is intentionally slanted towards pre-determined results.

4. It is a process:
It involves various steps for gathering, recording and analyzing of data

OBJECTIVES OF MARKETING RESEARCH

Marketing research is undertaken for attaining the following objectives:

(1) To Provide Basis For Proper Planning:

Marketing and sales forecast research provides sound basis for the formulation of all marketing plans, policies, programmes and procedures.

(2) To Reduce Marketing Costs:

Marketing research provides ways and means to reduce marketing costs like selling, advertisement and distribution etc.

(3) To Find Out New Markets for The Product:

Marketing research aims at exploring new markets for the product and maintaining the existing ones.

(4) To Determine Proper Price Policy:

Marketing research is considered helpful in the formulation of proper price policy with regard to the products.

(5) To Study in Detail Likes and Dislikes of the Consumers:

Marketing research tries to find out what the consumers, (the men and women who constitute the market) think and want. It keeps us in touch with the consumers, minds and to study their likes and dislikes.

(6) To Know The Market Competition:

Marketing research also aims at knowing the quantum of competition prevalent in the market about the product in question. The company may need reliable information about competitor's moves and strategies which are of immense significance for further planning.

(7) To Study The External Forces and Their Impact:

Marketing research provides valuable information by studying the impact of external forces on the organization. External forces may include conditions developing in foreign markets, government, policies and regulations, consumer incomes and spending habits, new products entering in the market and their impact on the company's products.

STEPS INVOLVED IN MARKETING RESEARCH PROCESS

The six steps involved in marketing research process are as follows:

1. Define the problem and research objectives

2. Develop a research plan

3. Collect the information

4. Analyze the information

5. Present the findings

6. Follow-up

1. Define the problem and research objectives:

Marketing research helps in identifying problems and opportunities. Thus, marketing management begins with defining the presence of a problem or an opportunity. The marketing Fig. 1.3 Six Steps Involved in Marketing Research management must be careful not to define the problem too narrowly or too broadly.

A well-defined problem provides direction and maintains uniformity in research work. It also helps in developing alternatives and setting priorities. Research is conducted by persons other than the marketing manager. Thus, manager must state the objective of research which generally is to solve a problem or understand an opportunity.

2. Develop a research plan:

A research plan for gathering needed information is chalked out at this stage. A research plan helps in estimating the time, cost and human resources required for a research work. A research plan determines five vital aspects. They are as follows:

i. Data sources:

A researcher can gather secondary data, primary data, or both. The secondary data is a data collected for another purpose and existing in a published form. The primary data is freshly gathered for research product in hand. The research included gathering data from primary and secondary sources.

Primary data is first-hand information and is original in nature. Primary data was important to understand the consumer response towards the product oreo biscuit and understand the level of satisfaction by the product.

The **Secondary data** sources of information were the sources that were collected from newspaper articles, internet websites and company websites. The secondary information helped in the analysis of the biscuit industry in India , company profile, market share of the company in India in the biscuit sector, product profile etc.

ii. Research approaches:

The primary data can be collected through observations, field surveys and experiments. Fresh data can be gathered by observing relevant people, situations and events. Companies can also undertake field survey to learn about people's knowledge, beliefs, preferences and satisfaction.

The most scientifically valid research is experimental research. It studies the cause-and-effect relationship. The subjects for experiments are exposed to different treatments, and external variables are controlled. The responses are observed and transformed into solution.

iii. Research instruments:

Marketing researchers use three instruments to collect primary data:

a. Questionnaire:

It is a set of questions presented to a respondent. It is the most popular instrument.

b. Qualitative measures:

Sometimes, consumer response does not match their answers. Thus, unstructured techniques are used. For example, consumer journey is a technique of keeping track of all the interactions of a consumer with a product service or space.

c. Mechanical devices:

Electronic devices have replaced questionnaires and diary filling methods. For example, galvanometer can measure the interest or emotion of a person on watching a picture or an advertisement.

iv. Sampling plan:

Here, a researcher has to plan the sampling unit, procedure and size. It is not possible to interview each and every person. Therefore, the researcher must define the target population from which sample has to be drawn. The researcher has to choose between probability and non-probability sampling. The choice is based on circumstances facing the company and research work. A good sampling procedure

can provide good reliability. Here, we have used random sampling, with a sample of 245 people.

v. Contact method:

A researcher must decide how the respondent should be contacted. Contact methods include telephonic interview, personal interview, online interview and mail interview.

vi. Collect the information:

This is the most expensive stage of research. Collecting primary data by interviewing, observing, and/or experimenting can be done by people or machines. Unfortunately, this step is the weakest link in the research process. It is prone to errors. For example, some respondents may not be available at home.

They must be contacted again or replaced. Others may not cooperate. They give biased or dishonest answers. It is equally difficult to motivate data collectors. Largely, they are part-time workers doing a monotonous job. They require proper training, incentives and supervision. Getting the right data is critical.

vii. Analyze the information:

The value of research is determined by its results. Thus, data collected have to be analyzed and interpreted. The researcher tabulates the data. Averages and measures of dispersion are calculated for major variables. Advanced statistical techniques are also used for discovering additional findings.

Today, software tools are available for data entry, data management, analysis and presentation. Analysis of data provides general estimates, whereas interpretation draws a specific and precise conclusion. It helps in preparing a final recommendation to the management.

viii. Present the findings:

The researcher should present findings that are relevant to research objective. It has to help management in taking decisions. A research report is an effective tool used to present research findings. It reflects the skills and quality of the researches. It can be a written or an oral presentation, or both. Visual aids such as line chart, pie chart, bar chart, pictographs, etc. can be used. A well-presented report indicates the

confidence levels of the researchers in presenting strategies that help in managerial decision-making.

ix. Follow-up:

A researcher should follow-up their studies to determine whether their results and recommendations are being used. Without a follow-up, the researcher has no way of knowing if the research has met the management's requirements. If it has fallen short of managerial requirement, this is a step that can help in improving future research projects.

ADVANTAGES OF MARKETING RESEARCH

- Marketing research helps the management of a firm in planning by providing accurate and up- to-date information about the demands, their changing tastes, attitudes, preferences, buying
- It helps the manufacturer to adjust his production according to the conditions of demand.
- It helps to establish correlative relationship between the product brand and consumers' needs and preferences.
- It helps the manufacturer to secure economies in the distribution o his products.
- It makes the marketing of goods efficient and economical by eliminating all type of wastage.
- It helps the manufacturer and dealers to find out the best way of approaching the potential
- It helps the manufacturer to find out the defects in the existing product and take the required corrective steps to improve the product.
- It helps the manufacturer in finding out the effectiveness of the existing channels of distribution and in finding out the best way of distributing the goods to the ultimate consumers.
- It guides the manufacturer in planning his advertising and sales promotion efforts.

- It is helpful in assessing the effectiveness of advertising programmes.
- It is helpful in evaluating the relative efficiency of the different advertising media.
- It is helpful in evaluating selling methods.
- It reveals the causes of consumer resistance.
- It minimizes the risks of uncertainties and helps in taking sound decisions.
- It reveals the nature of demand for the firm's product. That is, it indicates whether the demand for the product is constant or seasonal.
- It is helpful in ascertaining the reputation of the firm and its products.
- It helps the firm in determining the range within which its products are to be offered to the consumers. That is, it is helpful in determining the sizes, colours, designs, prices, etc., of the products of the firm.
- It would help the management to know how patents, licensing agreements and other legal restrictions affect the manufacture and sale of the firm's products.
- It is helpful to the management in determining the actual prices and the price ranges.
- It is helpful to the management in determining the discount rates.
- It is helpful to the management in ascertaining the price elasticity for its products.
- It helps the firm in knowing the marketing and pricing strategy of competitors.
- It is helpful in knowing the general conditions prevailing in the mark
- It is helpful to the management in finding out the size of the market for its products.
- It helps the firm in knowing its market share over various time periods
- It is quite helpful to a firm in launching a new product.
- It helps the firm in knowing the transportation, storage and supply requirements of its products.

- It helps the firm in exploring new uses for its existing products and thereby, increasing the demand for its products.

- It is helpful to a firm in making sales forecasts for its products and thereby, establishing harmonious adjustment between demand and supply of its products.

- It helps the firm in exploring new markets for its products.

LIMITATIONS OF MARKETING RESEARCH:

1. It is not a Panacea:

Marketing Research is not the ultimate solution to all marketing problems. Rather it offers accurate information, which can arrive at suitable decisions to solve problem.

2. Not an exact science:

It deals with human behaviour and as such cannot be examined in a controlled environment. There are various and uncontrollable factors which influence marketing forces. This gives scope for wrong conclusions. Hence this leads to marketing research as not being an exact science.

3. Limitation of time:

Its process is lengthy and needs long time to complete it. During the period between starting the research and implementation of decisions, the situation and assumptions may have changed drastically which reduces the utility of research report. Decisions based on such report prove to be obsolete and result in false conclusions.

4. Erroneous findings:

The complicated problems may not be comprehensively studied and their impact properly analysed by the researcher on account of insufficient fund, time and technique. This leads to erroneous findings, which disappoint the management.

5. Not an exact tool of forecasting:

It cannot be used as a full proof tool of forecasting because there are number of intervening factors between the findings of the research and marketing complex. The forces act and react and interact to give a complex state, which is difficult to be studied.

CONSUMER BEHAVIOR

Consumer behavior is the study of individuals, groups, or organizations and the processes they use to select, secure, and dispose of products, services, experiences, or ideas to satisfy needs and the impacts that these processes have on the consumer and society. It blends elements from psychology, sociology, social anthropology, marketing and economics. It attempts to understand the decision-making processes of buyers, both individually and in groups such as how emotions affect buying behavior. It studies characteristics of individual consumers such as demographics and behavioral variables in an attempt to understand people's wants. It also tries to assess influences on the consumer from groups such as family, friends, reference groups, and society in general.

Customer behavior study is based on consumer buying behavior, with the customer playing the three distinct roles of user, payer and buyer. Research has shown that consumer behavior is difficult to predict, even for experts in the field. Relationship marketing is an influential asset for customer behavior analysis as it has a keen interest in the re-discovery of the true meaning of marketing through the reaffirmation of the importance of the customer or buyer. A greater importance is also placed on consumer retention, customer relationship management, personalization, customization and one-to-one marketing. Social functions can be categorized into social choice and welfare functions.

MARKETING MIX

1) Product (Consumer wants and needs)
A company will only sell what the consumer specifically wants to buy. So, marketers should study consumer wants and needs in order to attract them one by one with something he/she wants to purchase.

2) Price (Cost)
Price is only a part of the total cost to satisfy a want or a need. The total cost will consider for example the cost of time in acquiring a good or a service, a cost of conscience by consuming that or even a cost of guilt "for not treating the kids". It reflects the total cost of ownership. Many factors affect cost, including but not limited to the customer's cost to change or implement the new product or service and the customer's cost for not selecting a competitor's product or service.

3) Promotion (Communication)
While promotion is "manipulative" and from the seller, communication is "cooperative" and from the buyer with the aim to create a dialogue with the potential customers based on their needs and lifestyles. It represents a broader focus. Communications can include advertising, public relations, personal selling, viral advertising, and any form of communication between the organization and the consumer.

Promotion is the business of communicating with customers. It will provide information that will assist them in making a decision to purchase a product or service. The razzmatazz, pace and creativity of some promotional activities are almost alien to normal business activities.

The cost associated with promotion or advertising goods and services often represents a sizeable proportion of the overall cost of producing an item. However, successful promotion increases sales so that advertising and other costs are spread over a larger output. Though increased promotional activity is often a sign of a response to a problem such as competitive activity, it enables an organization to develop and build up a succession of messages and can be extremely cost-effective.

Thus Promotion is one of the primary elements used in the marketing mix. Thus, promotional efforts should work in harmony with product marketing, pricing, and distribution actions that target prospects and customers. When assembling a promotional plan, marketers typically employ one or more of the following five

promotional subcategories: personal selling, advertising, sales promotion, direct marketing, and publicity (or public relations).

4) Place (Convenience)
In the era of Internet, catalogues, credit cards and phones people neither need to go anyplace to satisfy a want or a need nor are limited to a few places to satisfy them. Marketers should know how the target market prefers to buy, how to be there and be ubiquitous, in order to guarantee convenience to buy. With the rise of Internet and hybrid models of purchasing, Place is becoming less relevant. Convenience takes into account the ease of buying the product, finding product, finding information about it.

Of all the aspects of the marketing mix, price is the one, which creates sales revenue - all the others are costs. The price of an item is clearly an important determinant of the value of sales made. In theory, price is really determined by the discovery of what customers perceive is the value of the item on sale. Researching consumers' opinions about pricing is important as it indicates how they value what they are looking for as well as what they want to pay. An organization's pricing policy will vary according to time and circumstances. Crudely speaking, the value of water in the Lake District will be considerably different from the value of water in the desert.

BRAND

Brand is the "name, term, design, symbol, or any other feature that identifies one seller's product distinct from those of other sellers." Brands are used in business, marketing, and advertising.. A modern example of a brand is Coca-Cola which belongs to the Coca-Cola Company.

In accounting, a brand defined as an intangible asset is often the most valuable asset on a corporation's balance sheet. Brand owners manage their brands carefully to create shareholder value, and brand valuation is an important management technique that ascribes a money value to a brand, and allows marketing investment to be managed (e.g.: prioritized across a portfolio of brands) to maximize shareholder value. Although only acquired brands appear on a company's balance sheet, the notion of putting a value on a brand forces marketing leaders to be focused on long term stewardship of the brand and managing for value.

Marque or make are often used to denote a brand of motor vehicle, which may be distinguished from a car model. A concept brand is a brand that is associated with an abstract concept, like breast cancer awareness or environmentalism, rather than a specific product, service, or business.

Components of a Brand

Essentially a brand can convey up to six levels of meaning.

1. **Attributes:** A brand first brings to mind certain attributes. Brand X suggests high quality, nutritional value, value for money etc.

2. **Benefits:** A brand is more than a set of attributes since customers are not buying attributes. They are buying benefits. Attributes need to be translated into functional and / or emotional attributes. The attributes of nutritional value for translate into the functional benefit of a healthy meal.

3. **Values:** The brand also says something about the producer's values. Brand X stands for best quality concern for customers.

4. **Culture:** The brand may represent a certain culture. Brand X stands for American culture, which is synonymous with organized, efficient and high quality.

5. **Personality:** The brand can also project a certain culture Brand Chocos brand relates to kids and suggests a fun loving personality.

6. **User:** The brand suggests the kind of consumer who uses the product

Brand X is targeted towards growing children and young adults and essentially towards woman who buy the product.

Brand management is a communication function that includes analysis and planning on how that brand is positioned in the market, which target public the brand is targeted at, and maintaining a desired reputation of the brand. Developing a good relationship with target publics is essential for brand management. Tangible elements of brand management include the product itself; look, price, the packaging, etc. The intangible elements are the experience that the consumer takes away from the brand, and also the relationship that they have with that brand. A brand manager would oversee all of these things.

CLUSTER ANALYSIS

- Cluster analysis is a group of multivariate techniques whose primary purpose is to group objects (e.g., respondents, products, or other entities) based on the characteristics they possess.
- It is a means of grouping records based upon attributes that make them similar.If plotted geometrically, the objects within the clusters will be close together, while the distance between clusters will be farther apart.
- Cluster Variate - represents a mathematical representation of the selected set of variables which compares the objects similarities.

Types of clustering:

1. Hierarchical algorithms: these find successive clusters using previously established clusters.

- Agglomerative ("bottom-up"): Agglomerative algorithms begin with each element as a separate cluster and merge them into successively larger clusters.
- Divisive ("top-down"): Divisive algorithms begin with the whole set and proceed to divide it into successively smaller clusters.

2. Partitional clustering: Partitional algorithms determine all clusters at once.

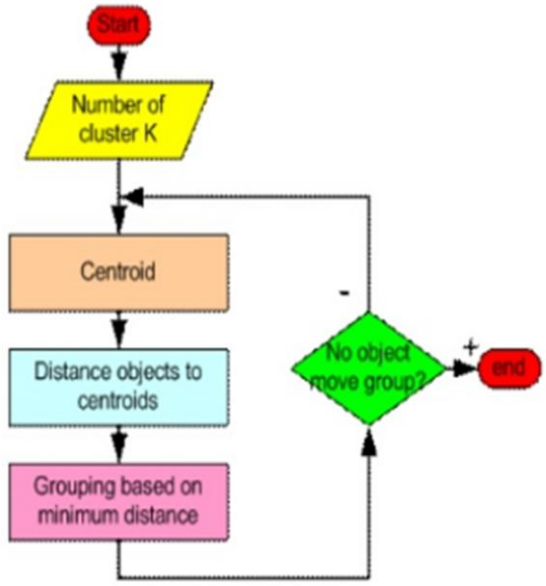
They include:

- K-means and derivatives
- Fuzzy c-means clustering
- QT clustering algorithm

K means:

Simply speaking k-means clustering is an algorithm to classify or to group the objects based on attributes/features into K number of group. K is positive integer number. The grouping is done by minimizing the sum of squares of distances between data and the corresponding cluster centroid.

How the K-Mean Clustering algorithm works?



Step 1: Begin with a decision on the value of k = number of clusters .

Step 2: Put any initial partition that classifies the data into k clusters. You may assign the training samples randomly,or systematically as the following: 1.Take the first k training sample as single- element clusters 2. Assign each of the remaining (N-k) training sample to the cluster with the nearest centroid. After each assignment, recompute the centroid of the gaining cluster.

Step 3: Take each sample in sequence and compute its distance from the centroid of each of the clusters. If a sample is not currently in the cluster with the closest centroid, switch this sample to that cluster and update the centroid of the cluster gaining the new sample and the cluster losing the sample.

Step 4 . Repeat step 3 until convergence is achieved, that is until a pass through the training sample causes no new assignments.

Applications of Cluster Analysis

- Clustering analysis is broadly used in many applications such as market research, pattern recognition, data analysis, and image processing.

- Clustering can also help marketers discover distinct groups in their customer base. And they can characterize their customer groups based on the purchasing patterns.
- In the field of biology, it can be used to derive plant and animal taxonomies, categorize genes with similar functionalities and gain insight into structures inherent to populations.
- Clustering also helps in identification of areas of similar land use in an earth observation database. It also helps in the identification of groups of houses in a city according to house type, value, and geographic location.
- Clustering also helps in classifying documents on the web for information discovery.
- Clustering is also used in outlier detection applications such as detection of credit card fraud.
- As a data mining function, cluster analysis serves as a tool to gain insight into the distribution of data to observe characteristics of each cluster.

Cluster analysis for market segmentation

- It is a class of techniques used to classify cases into groups that are –
- Relatively homogeneous within themselves and
- Heterogeneous between each other
- Homogeneity (similarity) and heterogeneity (dissimilarity) are measured on the basis of a defined set of variables
- These groups are called clusters
- The nature of Cluster Analysis is data exploration that conducted in repetitive fashion. Clusterization is not a single grouping, but the process of getting well interpretable groups of objects under consideration.

Market segmentation

Market segmentation is one of the most fundamental strategic marketing concepts:

grouping people (with the willingness, purchasing power, and the authority to buy) according to their similarity in several dimensions related to a product under consideration.

Markets can be segmented based on:

- Demographics
- Psychographics
- Geographics
- Product Benefits
- Behavioral Segmentation

Cluster analysis and market segmentation. Cluster analysis is especially useful for market segmentation.

- Segmenting a market means dividing its potential consumers into separate sub-sets where
- Consumers in the same group are similar with respect to a given set of characteristics
- Consumers belonging to different groups are dissimilar with respect to the same set of characteristics
- This allows one to calibrate the marketing mix differently according to the target consumer group.
- Help marketers discover distinct groups in their customer bases, and then use this knowledge to develop targeted marketing programs
- The underlying definition of cluster analysis procedures mimic the goals of market segmentation: to identify groups of respondents that minimizes differences among members of the same group

• highly internally homogeneous groups: while maximizing differences between different groups

• highly externally heterogeneous groups

• Market Segmentation solution depends on variables used to segment the market method used to arrive at a certain segmentation

FACTOR ANALYSIS

Factor analysis is a statistical approach that can be used to analyse large number of interrelated variables and to categorize these variables using their common aspects.

The approach involves finding a way of representing correlated variables together to form a new smaller set of derived variables with minimum loss of information. So, it is a type of a data reduction tool and it removes redundancy or duplication from a set of correlated variables.

Also, factors are formed that are relatively independent of one another. But since it require the data to be correlated, so all assumptions that apply to correlation are relevant here.

Main Types:

There are two main types of factor analysis. The two main types are:

- Principal component analysis - this method provides a unique solution so that the original data can be reconstructed from the results. Thus, this method not only provides a solution but also works the other way round, i.e., provides data from the solution. The solution generated includes as many factors as there are variables.
- Common factor analysis - this technique uses an estimate of common difference or variance among the original variables to generate the solution. Due to this, the number of factors will always be less than the number of original factors. So, factor analysis actually refers to common factor analysis.

Main Uses:

The main uses of factor analysis can be summarized as given below:

- Identification of underlying factors- the aspects common to many variables can be identified and the variables can be clustered into homogeneous sets. Thus, new sets of variables can be created. This allows us to gain insight to categories.
- Screening of variables- it helps us to identify groupings so that we can select one variable to represent many.

In marketing research problems normally involve several variables, for example the demand of a television set may depend not only on the price but also on income of households, advertising expenditure and other similar factors. Such problems require the use of multivariate techniques. Apart from multiple regression there are several method used in multivariate analysis.

Factor analysis is used to uncover the latent structure (dimensions) of a set of variables. It reduces attribute space from a larger number of variables to a smaller number of factors and as such is a "non-dependent" procedure (that is, it does not assume a dependent variable is specified). Factor analysis could be used for any of the following purposes:

1. To reduce a large number of variables to a smaller number of factors for modeling purposes, where the large number of variables precludes modeling all the measures individually. As such, factor analysis is integrated in structural equation modeling (SEM), helping create the latent variables modeled by SEM. However, factor analysis can be and is often used on a stand-alone basis for similar purposes.

2. To select a subset of variables from a larger set based on which original variables have the highest correlations with the principal component factors.

3. To create a set of factors to be treated as uncorrelated variables as one approach to handling multicollinearity in such procedures as multiple regression.

4. To validate a scale or index by demonstrating that its constituent items load on the same factor, and to drop proposed scale items which cross-load on more than one factor.

5. To establish that multiple tests measure the same factor, thereby giving justification for administering fewer tests.

6. To identify clusters of cases and/or outliers.

7. To determine network groups by determining which sets of people cluster together (using Q-mode factor analysis, discussed below)

A non-technical analogy: A mother sees various bumps and shapes under a blanket at the bottom of a bed. When one shape moves toward the top of the bed, all the other bumps and shapes move toward the top also, so the mother concludes that what is under the blanket is a single thing, most likely her child. Similarly, factor analysis takes as input a number of measures and tests, analogous to the bumps and shapes. Those that move together are considered a single thing, which it labels a factor. That is, in factor analysis the researcher is assuming that there is a "child" out there in the form of an underlying factor, and he or she takes simultaneous movement (correlation) as evidence of its existence. If correlation is spurious for some reason, this inference will be mistaken, of course, so it is important when conducting factor analysis that possible variables which might introduce spuriousness, such as anteceding causes, be included in the analysis.

Factor analysis is part of the multiple general linear hypothesis (MLGH) family of procedures and makes many of the same assumptions as multiple regressions: linear relationships, interval or near-interval data, un-truncated variables, proper specification (relevant variables included, extraneous ones excluded), lack of high multicollinearity, and multivariate normality for purposes of significance testing. Factor analysis generates a table in which the rows are the observed raw indicator variables and the columns are the factors or latent variables which explain as much of the variance in these variables as possible. The cells in this table are factor loadings, and the meaning of the factors must be induced from seeing which variables are most heavily loaded on which factors. This inferential labeling process can be fraught with difficulty as diverse researchers impute different labels.

There are several different types of factor analysis, with the most common being principal components analysis (PCA). However, principal axis factoring (PAF), also called common factor analysis, is preferred for purposes of confirmatory factory analysis in structural equation modeling.

Key Concepts and Terms

1. **Exploratory factor analysis (EFA)** seeks to uncover the underlying structure of a relatively large set of variables. The researcher's à priori assumption is that any indicator may be associated with any factor. This is the most common form of factor analysis. There is no prior theory and one uses factor loadings to intuit the factor structure of the data.

2. **Confirmatory factor analysis (CFA)** seeks to determine if the number of factors and the loadings of measured (indicator) variables on them conform to what is expected on the basis of pre-established theory. Indicator variables are selected on the basis of prior theory and factor analysis is used to see if they load as predicted on the expected number of factors. The researcher's à priori assumption is that each factor (the number and labels of which may be specified à priori) is associated with a specified subset of indicator variables. A minimum requirement of confirmatory factor analysis is that one hypothesize beforehand the number of factors in the model, but usually also expectations about which variables will load on which factors (Kim and Mueller, 1978b: 55). The researcher seeks to determine, for instance, if measures created to represent a latent variable really belong together.

3. **Factors and components:** Both are the dimensions (or latent variables) identified with clusters of variables, as computed using factor analysis. Technically speaking, factors (as from PFA -- principal factor analysis, a.k.a. principal axis factoring, a.k.a. common factor analysis) represent the common variance of variables, excluding unique variance, and is thus a correlation-focused approach seeking to reproduce the inter-correlation among the variables. By comparison, components (from PCA - principal components analysis) reflect both common and unique variance of the variables and may be seen as a variance-focused approach seeking to reproduce both the total variable variance with all components and to reproduce the

correlations. PCA is far more common than PFA, however, and it is common to use "factors" interchangeably with "components."

4. **Factor loadings:** The factor loadings, also called component loadings in PCA, are the correlation coefficients between the variables (rows) and factors (columns). Analogous to Pearson's r, the squared factor loading is the percent of variance in that variable explained by the factor. To get the percent of variance in all the variables accounted for by each factor, add the sum of the squared factor loadings for that factor (column) and divide by the number of variables. (Note the number of variables equals the sum of their variances as the variance of a standardized variable is 1.) This is the same as dividing the factor's Eigen value by the number of variables. In SPSS, the factor loadings are found in a matrix labelled Factor Matrix if PFA is requested, or in one labelled Component Matrix if PCA is requested, or one labelled Pattern Matrix if an oblique rotation is requested.

5. **Communality**: h2, is the squared multiple correlation for the variable using the factors as predictors. The communality measures the percent of variance in a given variable explained by all the factors jointly and may be interpreted as the reliability of the indicator.

   When an indicator variable has a low communality, the factor model is not working well for that indicator and possibly it should be removed from the model. However, communalities must be interpreted in relation to the interpretability of the factors. A communality of .75 seems high but is meaningless unless the factor on which the variable is loaded is interpretable, though it usually will be. A communality of .25 seems low but may be meaningful if the item is contributing to a well-defined factor. That is, what is critical is not the communality coefficient per se, but rather the extent to which the item plays a role in the interpretation of the factor, though often this role is greater when communality is high.

   Communality for a variable is computed as the sum of squared factor loadings for that variable (row). Recall r-squared is the percent of variance explained, and since factors are uncorrelated, the squared loadings may be added to get the total percent explained, which is what communality is. For full orthogonal PCA, the communality will be 1.0 for all variables and all of the variance in the variables will be

explained by all of the factors, which will be as many as there are variables. In the communalities chart, SPSS labels this column the "initial" communalities. The "extracted" communality is the percent of variance in a given variable explained by the factors which are extracted, which will usually be fewer than all the possible factors, resulting in coefficients less than 1.0. For PFA, however, the communalities for the various factors will be less than 1 even initially. Communality does not change when rotation is carried out, hence in SPSS there is only one communalities table.

6. **Eigen Values**: Also called characteristic roots. The eigenvalue for a given factor measures the variance in all the variables which is accounted for by that factor. The ratio of eigenvalues is the ratio of explanatory importance of the factors with respect to the variables. If a factor has a low eigenvalue, then it is contributing little to the explanation of variances in the variables and may be ignored as redundant with more important factors. Thus, eigenvalues measure the amount of variation in the total sample accounted for by each factor. Note that the eigenvalue is not the percent of variance explained but rather a measure of "amount," used for comparison with other eigenvalues. A factor's eigenvalue may be computed as the sum of its squared factor loadings for all the variables. Note that the eigenvalues associated with the un-rotated and rotated solution will differ, though their total will be the same.

7. **Trace**: It is the sum of variances for all factors, which is equal to the number of variables since the variance of a standardized variable is 1.0. A factor's eigenvalue divided by the trace is the percent of variance it explains in all the variables, usually labeled percent of trace in computer output. Computer output usually lists the factors in descending order of eigenvalue, along with a cumulative percent of trace for as many factors as are extracted.

8. **Factor scores:** Also called component scores in PCA, factor scores are the scores of each case (row) on each factor (column). To compute the factor score for a given case for a given factor, one takes the case's

standardized score on each variable, multiplies by the corresponding factor loading of the variable for the given factor, and sums these products. The SPSS FACTOR procedure saves standardized factor scores as variables in your working data file. By default it will name them FAC1_1,FAC2_1, FAC3_1, etc., for the corresponding factors (factor 1, 2 and 3) of analysis 1; and FAC1_2, FAC2_2, FAC3_2 for a second set of factor scores, if any, within the same procedure, and so on. Although SPSS adds these variables to the right of your working data set automatically, they will be lost when you close the dataset unless you re-save your data. Criteria for determining the number of factors, roughly in the order of frequency of use in social science

9. **Kaiser criterion:** A common rule of thumb for dropping the least important factors from the analysis. The Kaiser rule is to drop all components with Eigen Values under 1.0. Kaiser criterion is the default in most computer programs.

10. **Scree plot:** The Cattell scree test plots the components as the X axis and the corresponding eigenvalues as the Y axis. As one moves to the right, toward later components, the eigenvalues drop. When the drop ceases and the curve makes an elbow toward less steep decline, Cattell's scree test says to drop all further components after the one starting the elbow. Scree plot example

11. **Variance explained criteria:** Some researchers simply use the rule of keeping enough factors to account for 90% (sometimes 80%) of the variation.

12. **Rotation Methods:** Rotation serves to make the output more understandable and is usually necessary to facilitate the interpretation of factors. The sum of Eigen values is not affected by rotation, but rotation will alter the Eigen values of particular factors. No rotation is the default in SPSS, but it is a good idea to select a rotation method, usually Varimax. The original, un-rotated principal components solution maximizes the sum of squared factor loadings, efficiently

creating a set of factors which explain as much of the variance in the original variables as possible. The amount explained is reflected in the sum of the Eigen values of all factors. However, un-rotated solutions are hard to interpret because variables tend to load on multiple factors.

13. **Varimax rotation:** is an orthogonal rotation of the factor axes to maximize the variance of the squared loadings of a factor (column) on all the variables (rows) in a factor matrix, which has the effect of differentiating the original variables by extracted factor. That is, it minimizes the number of variables which have high loadings on any one given factor. Each factor will tend to have either large or small loadings of particular variables on it. A Varimax solution yields results which make it as easy as possible to identify each variable with a single factor. This is the most common rotation option.

14. **Quartimax rotation:** is an orthogonal alternative which minimizes the number of factors needed to explain each variable.

15. **Equimax rotation**: is a compromise between Varimax and Quartimax criteria.

16. **Direct oblimin rotation**: is the standard method when one wishes a non-orthogonal solution -- that is, one in which the factors are allowed to be correlated. This will result in higher eigenvalues but diminished interpretability of the factors. See below.

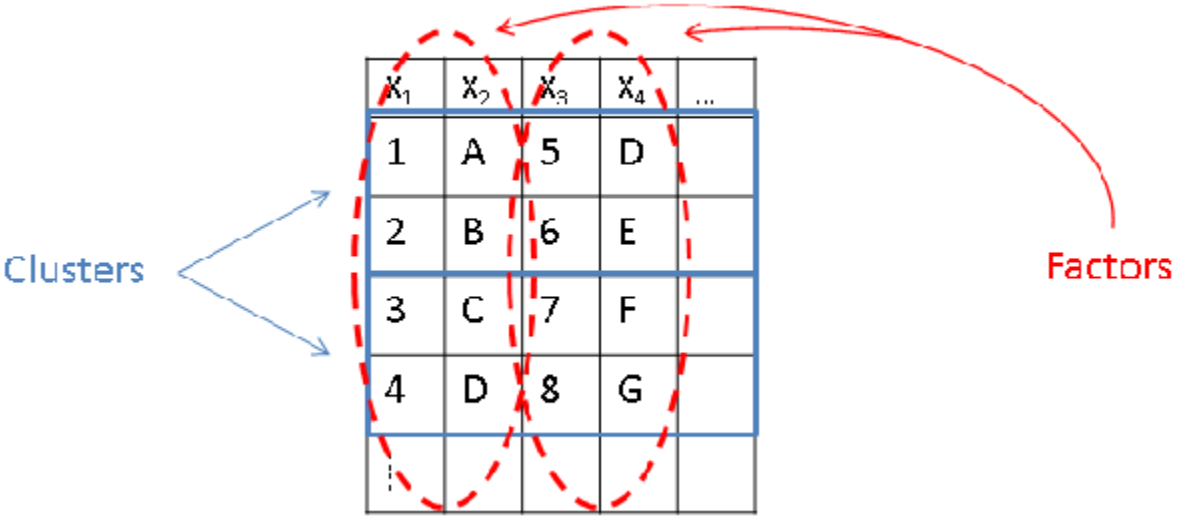
17. **Promax rotation** is an alternative non-orthogonal rotation method which is computationally faster than the direct oblimin method and therefore is sometimes used for very large datasets.

FACTOR V/S CLUSTER ANALYSIS:

- In cluster analysis , grouping is based on the distance(proximity) whereas in factor analysis, grouping is based on patterns of variation(correlation)

- In Factor analysis, we form group of variables based on the several people's responses to those variables. In contrast to Cluster analysis, we group people based on their responses to several variables.

- Factor analysis and principal component analysis allow to reduce the number of variables whereas Cluster analysis allows to reduce the number of observations, by grouping them into homogeneous clusters.



TOP BOX AND TOP 2 BOX APPROACH

TOP BOX SCORING OF RATING SCALE DATA

It is a way of interpreting rating scale results.In the absence of any benchmark or historical data, researchers and managers look at so-called top-box and top-two-box scores (boxes refer to the response options).

For example, on a five-point scale, counting the number of respondents that selected the most favorable response "strongly-agree" fall into the top box.

TOP BOX

Strongly-Disagree	Disagree	Undecided	Agree	Strongly-Agree
1	2	3	4	5

Dividing this top-box count by the total number of responses generates a top-box proportion.

The idea behind this practice is that we are getting only those that are expressing a strong attitude with a statement. This applies to standard likert item options (strongly disagree to strongly agree) to other response options such as from "definitely will not purchase" to "definitely will purchase."

TOP TWO-BOX SCORES

Top-two-box scores include responses to the two most favorable response options. On five point likert-type scales this would include all agree response ("agree" and "strongly agree").

Top-two-box scoring is popular for rating scales with between 7 and 11 points. For example, the 11 point Net Promoter Question "How likely are you to recommend this product to a friend" has the top-two boxes of 9 and 10.

Detractors							**Passive**		**Promoters**	
									Top 2 Box	
Not at all Likey					Neutral					Extremely Likely
0	1	2	3	4	5	6	7	8	9	10

The top-two-box responses are called “promoters,” and responses from 0 to 6 (bottom 7) are called “detractors.” The Net Promoter Score gets its name from subtracting the proportion of detractors from promoters.

The appeal of top-box scores is that they are intuitive. It doesn’t matter if the ratings are about agreeing, purchasing or recommending. You’re basically cutting to the chase and only considering the highly opinionated folks.

TOP-BOX SCORING DISADVANTAGE

There are two major disadvantages to this scoring method: You lose information about both precision and variability. When you go from 7 response options to 2 or from 11 to 2, a response of a 1 becomes the same thing as a 5. Information is lost.

Losing precision and variability means it’s harder to track improvements, such as changes in attitudes after a new feature or service was launched.

S.W.O.T ANALYSIS

In a few words: If you know your strengths and weaknesses and understand the opportunities and threats you have, then you can do something about them.
In its simplest form, a SWOT analysis can be understood as the examination of an organization's internal strengths and weaknesses, and its environments opportunities, and threats. It is a general tool designed to be used in the preliminary stages of decision-making and as a precursor to strategic planning in various kinds of applications (Johnson et al., 1989; Bartol et al., 1991). An understanding of all external factors, (threats and opportunities) together with an internal examination of strengths and weaknesses assists in forming a vision of the future.

WHY USE IT?

To develop a plan or find a solution that takes into consideration many different internal and external factors, and maximizes the potential of the strengths and opportunities while minimizing the impact of the weaknesses and threats.

WHEN TO USE IT?

While developing a strategic plan or planning a solution to a problem, after you have analyzed the external environment (for example, the culture, economy, competition, technical ability, sources of funding, demographics, etc.).
SWOTs can be performed by managers, designers or by the entire project team. Group techniques are particularly effective in providing structure, objectivity, clarity and tend to focus discussions about strategy that might otherwise tend to wander.

HOW TO USE IT:

1. **Internal Analysis:** Examine the capabilities of your organization. Carefully examine all your **strengths** and **weaknesses**. Draw ideas from projects that you have both successfully and unsuccessfully completed.

2. **External Analysis:** Look at the main points in the environmental analysis, and identify those points that pose **opportunities** for your organization, and those that

pose **threats** or obstacles to performance. Carefully examine the market in which you intend to launch the product and analyze what the status of the competition.

3. Make a worksheet by creating four quadrants: one each for strengths, weaknesses, opportunities, and threats. The next step is to list specific items related to the problem at hand, under the appropriate heading in the worksheet. It is best to limit the list to 10 or fewer points per heading and to avoid over-generalizations (Johnson et al., 1989). If more items are thought of, try to prioritize them so that you list only the 10 top items for each category.

THE POTENTIAL DRAWBACKS OF SWOT

SWOTs usually reflect a person's existing position and viewpoint, which can be misused to justify a previously decided course of action rather than used as a means to open up new possibilities. It is important to note that sometimes threats can also be viewed as opportunities, depending on the people or groups involved. “An optimist is one who sees an opportunity in every difficulty. A pessimist is one who sees difficulty in every opportunity.” - *Sir Winston Churchill* –

SWOTs can allow companies to take a lazy course and look for 'fit' rather than to 'stretch'; they look for strengths that match opportunities yet ignore the opportunities they do not feel they can use to their advantage. A more active approach would be to involve identifying the most attractive opportunities and then plan to stretch the company to meet these opportunities. This would make strategy a challenge to the organization rather than a fit between its existing strengths and the opportunities it chooses to develop (Glass, 1991).

RESEARCH PROBLEM

An analysis needed to be done to study the consumer buying behavior and response of the customers to Marks and Spencer Apparels and to study how well it stands in the apparel market.

SIGNIFICANCE OF THE STUDY

The study will be able to suggest the actions that can be taken to improve the marketing strategy of the company of the product if the product has not been able to capture the market well.

On the other hand if the products have been able to capture the market to its full capacity then the study will be able to suggest possible ways to sustain market share in the market.

HYPOTHESIS FOR RESEARCH

- To evaluate brand awareness and repeat purchase of Marks and Spencer Apparels.
- To study consumer preferences in apparels and where does Marks and Spencer stand Vis a Vis competition.
- To analyse factors that give Marks and Spencer competitive edge.
- To study what are the factors that affect the buying of Marks and Spencer among the customers, i.e. study whether it is the price, brand name, influence by market features (peer group, family members, advertisements).
- To study the reliability of these factors.
- To study the satisfaction of customers from these factors segment wise.

RESEARCH METHODOLOGY

1.In a market research the most important aspect is to define the problem accurately. While defining the problem, the researcher should take into account purpose of study, the relevant background information and how it will be used in decision making. Defining the problem is the single most important step in the market research process. A clear statement of the problem is a key to a good research and then research can be designed and conducted properly.

2.For understanding and analyzing the problem at hand we need to collect data from various sources, find appropriate information from the data collected and propose suggestions based on the information. In this study which studied the consumer behavior and response in the biscuits sector and specifically the cream and cookies segment, the following was the methodology we followed.

DATA SOURCE:

The research included gathering data from primary and secondary sources. Primary data is first-hand information and is original in nature. Primary data was important to understand the consumer response towards the product and understand the level of satisfaction by the product.

The Secondary data sources of information were the sources that were collected from newspaper articles, internet websites and company websites. The secondary information helped in the analysis of the magazine industry in India, company profile, market share of the company in India in the Magazines Market.

RESEARCH APPROACH AND DESIGN:

The approach used to collect primary data was the survey method.

Survey method is found to be the most appropriate to collect primary data. A questionnaire was constructed with questions pertaining to our hypotheses for the defined problem. The survey is performed on the sample. The following is the relevant information about the sample:

1. Target Population: The collections of elements or objects that possess the information about which inference are to be made.

2. Element: An object that possesses the information sought by the researcher.

3. Sampling Unit: The basic unit of containing those elements of the population to be sampled.

Sampling Frame: A representation of the elements of the target population. It consists of a list or set of directions for identifying the target population.

4. Sampling Technique: The technique for sampling is Simple random sampling. Samples are selected are randomly from the target population.

PILOT SURVEY

A Pilot Survey is a scientific tool of study that allows scientists to conduct a preliminary analysis before committing to a full-blown study or experiment. This survey is done in order to check the feasibility or to improve the design of the research.

A pilot experiment, also called a pilot study, is a small scale preliminary study conducted in order to evaluate feasibility, time, cost, adverse events, and affect size (statistical variability) in an attempt to predict an appropriate sample size and improve upon the study design prior to performance of a full-scale research project. Pilot studies, therefore, may not be appropriate for case studies.

Pilot experiments are frequently carried out before large scale quantitative research, in an attempt to avoid time and money being wasted on an inadequately designed project. A pilot study is usually carried out on members of the relevant population, but not on those who will form part of the final sample. This is because it may influence the later behavior of research subjects if they have already been involved in the research.

A pilot experiment/study is often used to test the design of the full-scale experiment which then can be adjusted. It is a potentially valuable insight and should anything be missing in the pilot study it can be added to the full-scale (and more expensive) experiment to improve the chances of a clear outcome.

Sample Size:

Now we define the sample size for random sample.
We use the following formula:-

$$n = \frac{p * (1-p) * Z^2}{M.E^2}$$

Where:
P - Market share of the company.
M.E. - Margin of Error.
Z – Confidence Coefficient.

Sample Size:
From the above formula we were able to estimate the sample size for our study around 200.

DATA COMPILATION AND ANALYSIS:

After the data was collected with the help of questionnaires we tabulated the data. Of all the data collected from the survey the relevant information was collected and based on relevant data analysis was done.

All the analysis is done with help of statistical tools.Based on the analysis, we found out about relevant problems and solutions for the marketing strategy of the company. Based on the findings relevant suggestions proposed through the study.

REPORT AND PRESENTATION:

All aspects of the research were collated together and put forth to the upper management as a report and presentation of the company for their further consideration.

MAIN STEPS OF THIS STUDY

1. To study the consumer Awareness and response towards Different brands of Apparels in the market.

2. **Cluster Analysis**: To segment the customers based on their needs and attitudes.

3. **Factor Analysis:** Factorization and data reduction of different attributes of Marks and Spencer that have been collected from respondents of different age groups who use Marks and Spencer products with the help of a questionnaire using computer based software SPSS.

4.To map the satisfaction from the factors of Marks and Spencer to different segment of customers.

5.Suggestions and Recommendations to the company on the basis of

Analysis done and consumers surveyed.

6. **SWOT** Analysis.

METHODOLOGY OF DATA COLLECTION AT A GLANCE

The methodology adopted for collecting data and sample design is given below:

A. COLLECTION OF DATA:

For collecting Primary Data, a questionnaire was designed.

This questionnaire was administered to both males and females of different age groups.

B. RANDOM SAMPLING DESIGN:

SAMPLE SIZE : 200

SURVEY AREA : DELHI

MODE OF SURVEY : Google Forms and printed questionnaires.

ANALYSIS

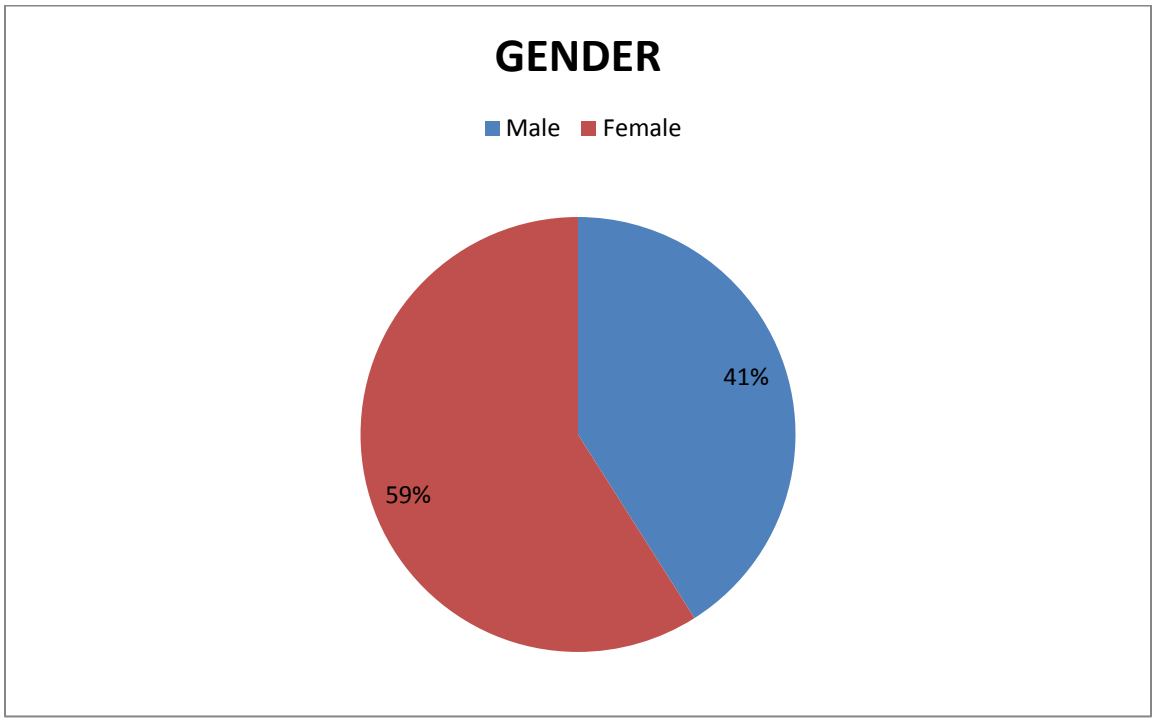
BASED ON THE

SURVEY

DESCRIPTIVE STATISTICS AND INFERENTIAL STATISTICS

GENDER

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Female	82	59	59	59
	Male	118	41	41	100.0
	Total	200	100.0	100.0	



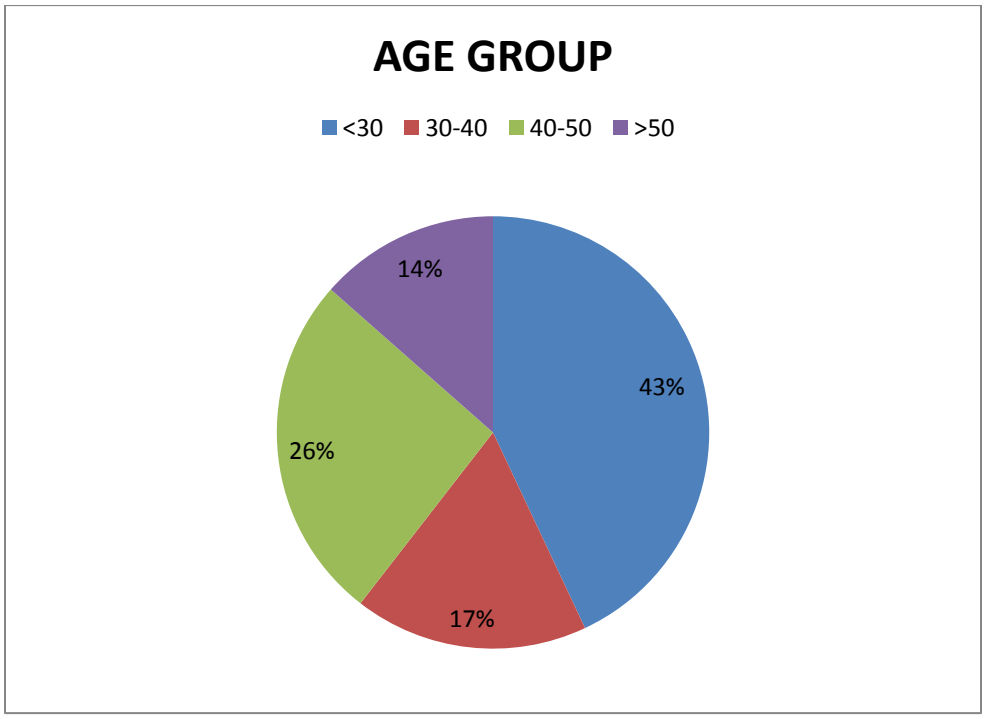
INTERPRETATION:

The above Table and the pie chart show the frequency distribution of people of different genders from whom data has been collected.

Thus we can observe that the Majority respondents are females whereas the male respondents form the Minority Set. There are 118 females and 82 males in the sample. The above frequencies correspond to 59% males and 41% females.

AGE GROUP

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	<30	86	43	43	43
	30-40	35	17	17	60
	40-50	52	26	26	56
	>50	27	14	14	100.0
	Total	200	100.0	100.0	

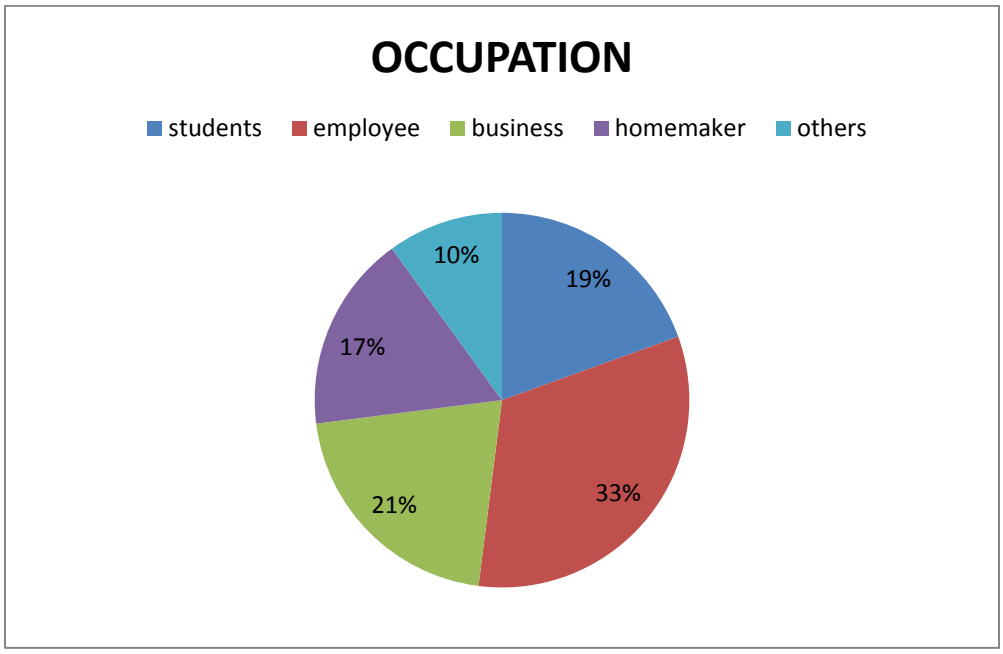


INTERPRETATION:

The above Table and the pie chart show the frequency distribution of people of different Age groups from whom data has been collected. Thus we can observe that the majority respondents are from age group less than 30 years where the minimum is from age group above 50 years.

OCCUPATION

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Student	39	19	19	19
	Employee	65	33	33	52
	Businessman	42	21	21	73
	Homemaker	34	17	17	90
	Others	20	10	10	100.0
	Total	200	100.0	100.0	



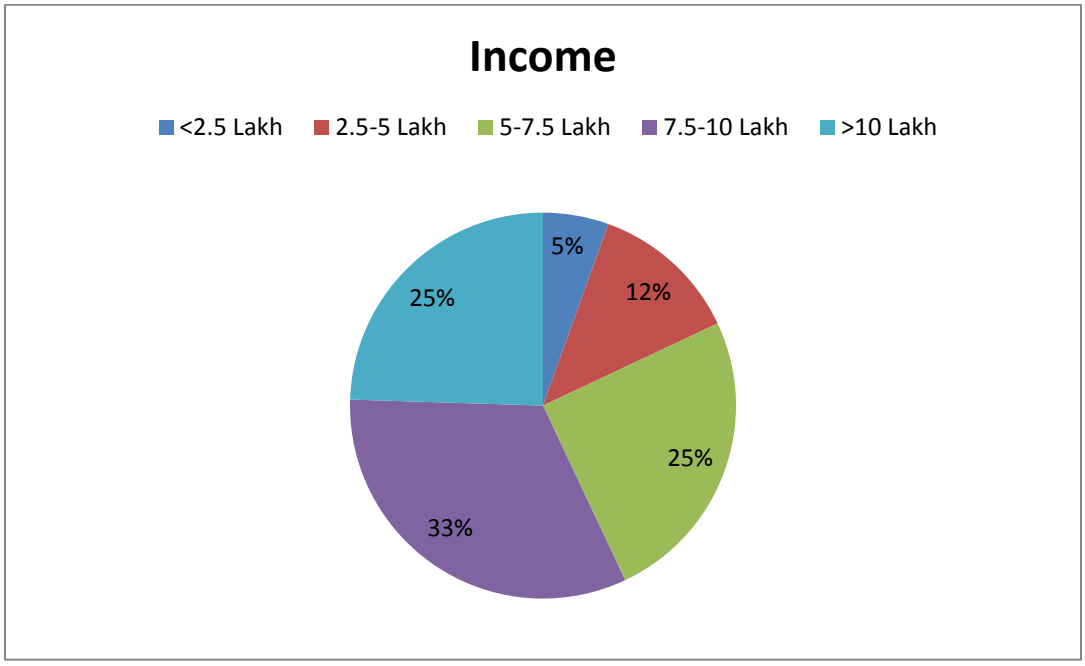
INTERPRETATION:

The above Table and the Pie Chart show the Frequency distribution of people of different groups from whom data has been collected.

Thus we can observe that the Maximum respondents are Employees while Minimum Number of respondents are from others category.

INCOME

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	<2.5 Lakh	11	5	5	5
	2.5-5 Lakh	25	12	12	17
	5-7.5 Lakh	50	25	25	42
	7.5-10 Lakh	65	33	33	75
	>10 lakh	49	25	25	100.0
	Total	200	100.0	100.0	



INTERPRETATION:

It is observed that in the sample, we have maximum (67) respondents whose household income is between 7.5-10 lacs p.a. The minimum (5) respondents have household income less than 2.5 lacs. The rest of the respondents are distributed between these two values, in terms of frequency.

CUSTOMER SEGMENATION BY CLUSTER ANALYSIS

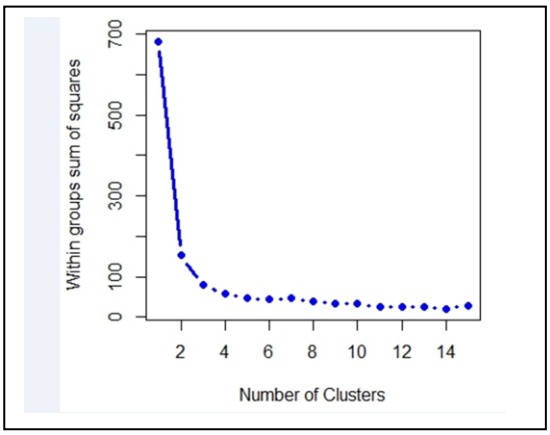
CODE IN R:

```
# How do we decide on the number of clusters?
wss <- 0
for (i in 1:15) wss[i] <- kmeans(data,centers=i)$tot.withinss
plot(1:15, wss, type="b",
     xlab="Number of Clusters",
     ylab="Within groups sum of squares",
     col="blue",
     pch=16,
     lwd=3)
# inflection point or "elbow of the graph"

# Running K-means using three clusters
# (try other values)
results <- kmeans(data,5)
results
class(results)
results$size
results$cluster

# Interpret clusters formed
table(class,results$cluster)
```

ELBOW CURVE TO DETERMINE THE OPTIMAL NUMBER OF CLUSTERS



Number of Cases in each Cluster

Cluster	1	58.000
	2	33.000
	3	36.000
	4	46.000
	5	27.000
Valid		200.000
Missing		.000

We have also done need based segmentation analysis , where we first select the important statements for segmentation and then ran K means segmentation in R.We came up with k=5 as the most suitable value of k from the elbow curve. We have made sure that the segments are non-overlapping , independent and actionable.Upon analysing this,we have made the following five clusters.All the respondents have to be classified under these 5 categories based on their responses to all the questions which will be done by top 2 box approach and hence cluster profiling.

CLUSTER PROFILING

TOP 2 BOX APPROACH

	Shopolohics,Trendy,fashionable	Quality seekers	Apathetic shoppers	comfort seekers	status chasers
I am willing to spend extra time shopping for clothes in order to find the cheapest deals and save money	69	13	30	12	25
I choose the most expensive brands because they show others that I have good taste	23	12	9	7	51
I would like to be able to buy all my clothes in one store	22	16	46	28	48
I don't care how fashionable it is - I won't wear something that is uncomfortable, e.g., heels that hurt, dress that pinches at	35	77	78	84	41
My style is influenced by celebrities or people I see on TV or in magazines	51	11	10	9	53
I wear clothing and footwear I like, regardless of the current fashion	30	61	76	69	45
The most important thing is that other people notice what I'm wearing and think I look good	61	20	16	23	62
Shopping for clothes is a chore - I avoid it when I can	11	13	61	39	34
I always try the latest fashion, even if I'm not sure it will suit me best	31	9	5	10	51
I often choose to buy my clothes in stores for which I have vouchers or coupons	63	14	21	13	33
I only buy clothes to replace items that have worn out	12	15	56	27	38
When buying clothes, I always choose the best quality products, even if it means I can only afford to buy fewer items	39	67	16	23	35
The finer details on clothing and footwear, such as fabric, stitching and finish, are important to me	48	55	13	24	41
I like to be helped and advised by sales people in store	18	10	11	14	43
The brand name of the clothes I wear is important to me	39	17	9	11	41
I am often worried about choosing clothes that don't reflect my age	30	13	8	10	37

Top 2 box scores are basically % of respondents who have selected agree and strongly agree. Given is the table of top 2 box scores of respondents lying in the different clusters which helps in the profiling of customers.

INTERPRETATION FROM TOP 2 BOX :

1st cluster:

SHOPOHOLIC,TRENDY,FASHIONABLE –We found out that majority of people in cluster 1 have higher percentage of agreement to fashion and style questions like 69% of people can spend extra to find cheapest deals,51% has style influenced by celebrities,61% is conscious about their looks and what are they wearing,63% can go for shopping if they have coupons or discounts. Thus, cluster 1 can be named as SHOPOHOLIC,TRENDY,FASHIONABLE.

2nd cluster:

QUALITY SEEKERS-In cluster 2,we found out that majority of respondents agreed to quality questions .As it can be seen in cluster 2,77% people don't care about fashion statement and are more concerned for comfortable stuffs.61% wear clothing and footwear they like, regardless of the current fashion.67% respondents buy best quality products, even if they afford fewer items.55% of the respondents say that finer details of clothing and footwear are important to them.Thus this cluster can be named as QUALITY SEEKERS.

3rd cluster:

APATHETIC SHOPPERS-In cluster 3,it can be seen 41% respondents agreed to buy all their clothes in one store.78% highly agreed that they don't care about fashion statements and would always wear comfortable stuffs.61% of people wants to avoid shopping and 56% only buy clothes to replace items that have worn out.Altogether,these are the people who are not interested in shopping,thus we have named this cluster as APATHETIC SHOPPERS.

4th cluster:

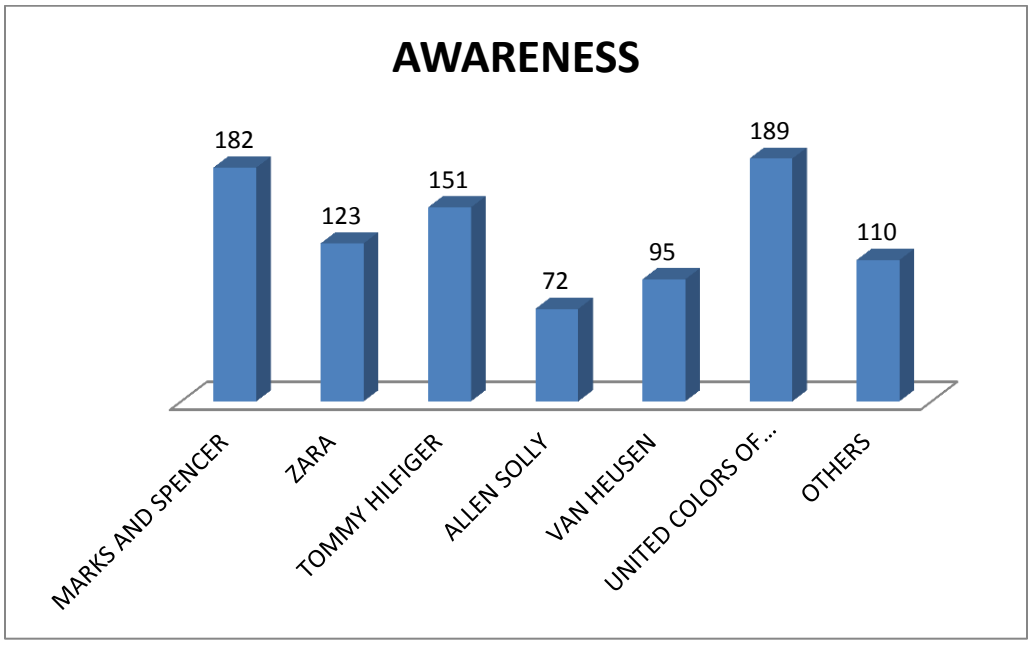
COMFORT SEEKERS-Under this cluster 4,we can see that people have strongly agreed to comfort related questions.84% of the respondents under this cluster have agreed that they wont wear anything uncomfortable regardless of the current fashion.Also,69% percent have said that they wear whatever they like without caring for fashion.Thus,we have named this cluster as COMFORT SEEKERS.

5th cluster:

STATUS CHASERS-In cluster 5,we found out that 51% said that they choose the most expensive brands as it shows their good taste.48% respondents under this cluster prefer to shop from one shop.Similarly,they are almost consistent(agreed) to every questions which was asked.we will see that these set of people are in awe of everything thus we have named the people under this category as STATUS CHASERS.

AWARENESS ABOUT BRAND

MARKS AND SPENCER	**182**
ZARA	**123**
TOMMY HILFIGER	**151**
ALLEN SOLLY	**72**
VAN HEUSEN	**95**
UCB	**189**
OTHERS	**110**



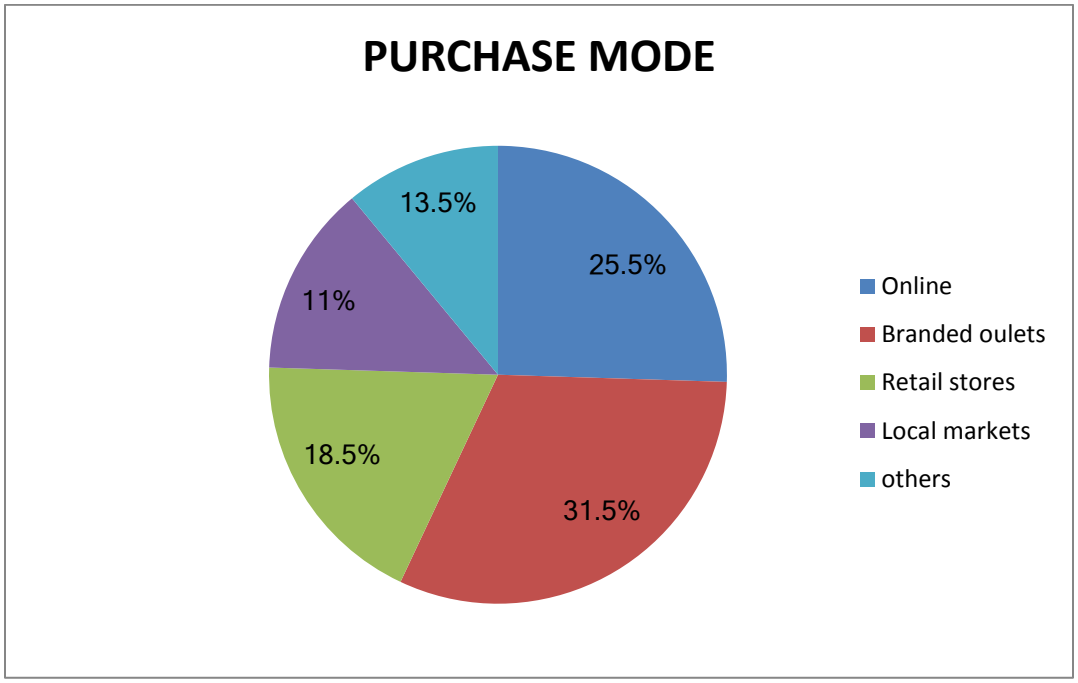
INTERPRETATION

The above Table and Column Diagram show the frequency distribution of Awareness of respondents towards different brands of Apparels. Thus we can observe that the response is in multiple choices which can be explained as, that a customer may know more than one brand of apparel.We notice that the highest (189) number of people are aware of United Colors of Benetton, whereas the

second highest (182) number of people, out of 200, are aware of Marks and Spencer, and the minimum (72) number of people are aware of Allen Solly .

PURCHASE MODE

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	ONLINE	51	25.5	25.5	25.5
	BRANDED OUTLETS	63	31.5	31.5	57
	RETAIL STORES	37	18.5	18.5	75.5
	LOCAL MARKET	22	11	11	86.5
	OTHERS	27	13.5	13.5	100.0
	Total	200	100.0	100.0	

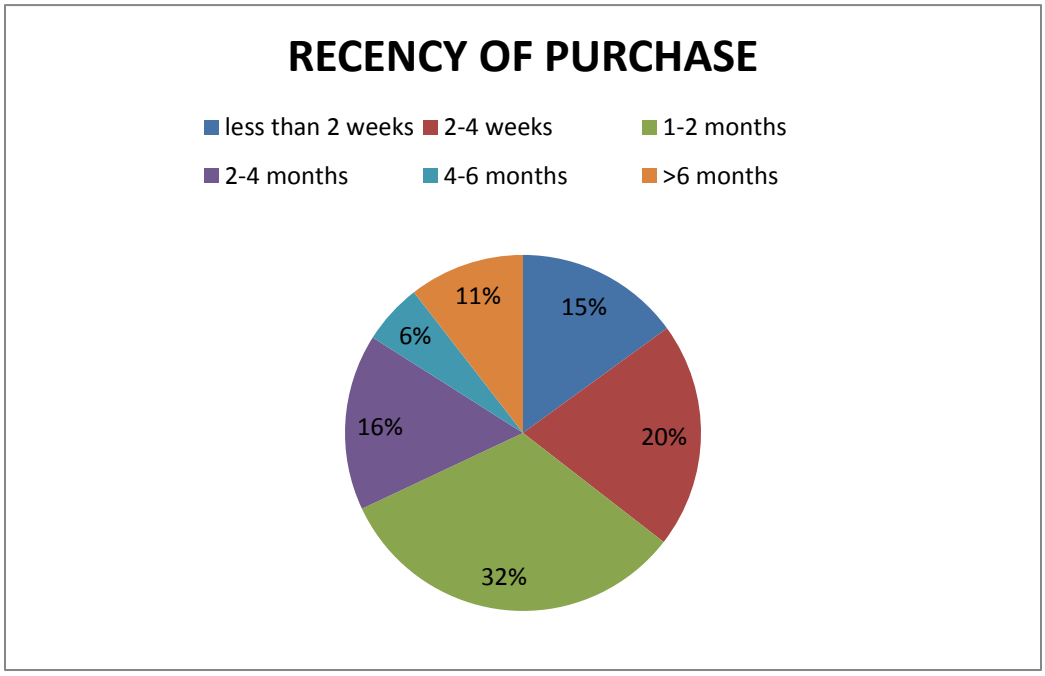


INTERPRETATION:

It is observed from the frequency table and pie chart, that the maximum (63) number of respondents purchases apprarel from branded showrooms. The minimum number of respondents prefers to purchase apparels from local markets.

RECENCY OF APPAREL PURCHASE

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1-2 weeks	30	15	15	15
	2-4 weeks	41	20	20	35
	1-2 months	65	32	32	67
	2-4 months	32	16	16	83
	4-6 months	11	6	6	89
	>6 months	21	11	11	100.0
	Total	200	100.0	100.0	

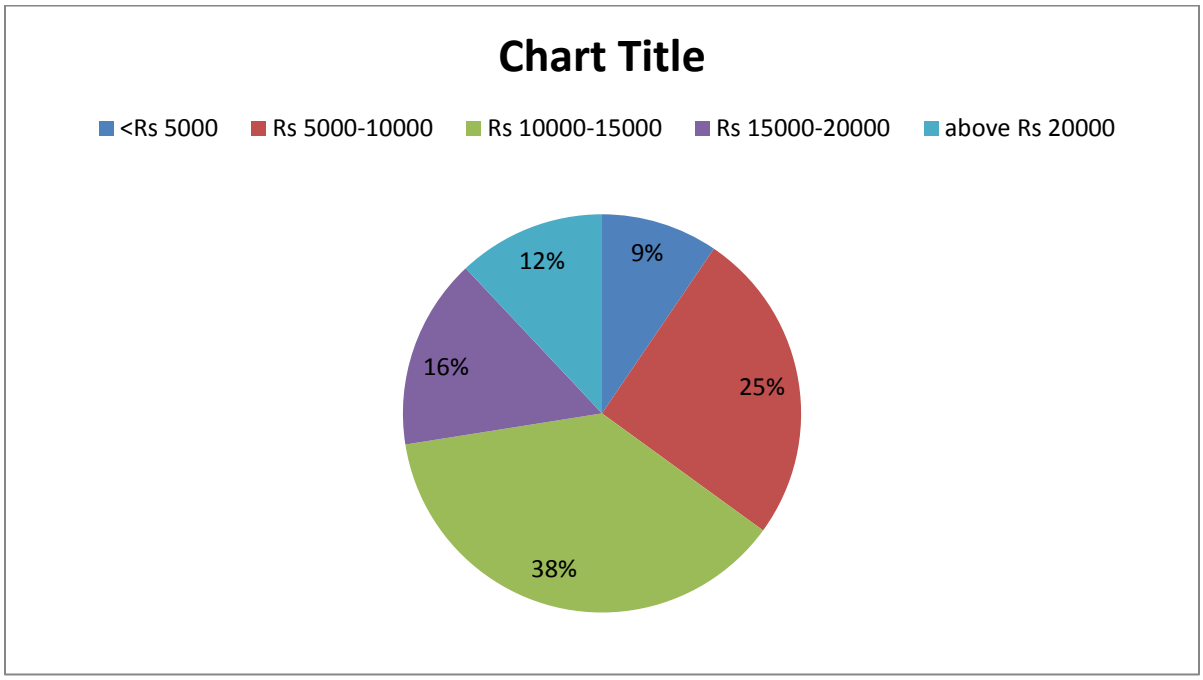


INTERPRETATION:

The above Table and the pie chart show the frequency distribution of people of different Age groups from whom data has been collected.
Thus, we observe that the maximum (65) number of respondents last bought an apparel 1-2 month ago, and the minimum (11) last bought an apparel 4-6 months ago.

AVERAGE MONEY SPENT ON SHOPPING(LAST 1 YEAR)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	< Rs 5000	19	9	9	9
	Rs 5000-10000	51	25	25	34
	Rs 10000-15000	75	38	38	72
	Rs 15000-20000	31	16	16	88
	>Rs 20000	24	12	12	100.0
	Total	200	100.0	100.0	



INTERPRETATION:

It is observed from the frequency table and pie chart, that the maximum (75) number of respondents spend around Rs 15000-20000 on an average in a year.
The minimum number of respondents i.e 19 spends even less than Rs 5000 for shopping in a year.

BRANDS USED BY SHOPPERS

MARKS AND SPENCER	**121**
ZARA	**89**
TOMMY HILFIGER	**143**
ALLEN SOLLY	**46**
VAN HEUSEN	**76**
UCB	**154**
OTHERS	**90**

INTERPRETATION:

It can be observed that maximum number(154) respondents do possess UCB apparels and the minimum number of people have Allen Solly apparels.It can also be seen that 121 respondents do have Marks and Spencer apparels.So,now these 121 M & S users are only going to qualify for further set of questions.

FACTOR ANALYSIS

FACTOR ANALYSIS:

Here we calculate the factor analysis on the 17 factors of Satisfaction of the customers for Marks and Spencer Apparels:-

For **Factor Analysis**,

Consumers were asked to rate the different attributes of **Marks and Spencers Apparels**, on a scale of 1 to 5.

Where:

1 is Least Satisfied.

2 is Less Satisfied.

3 is Somewhat Satisfied.

4 is Satisfied.

5 is Highly Satisfied.

Total of 17 attributes were reduced to 5 factors using Factor Analysis which are free from redundancy.

After the statistical computations of factor analysis have been completed, the next step is of interpreting these factors. This is achieved by inspecting the pattern of high and low loading of each of the factors on the variables.

Communalities

	Initial	Extraction
price	1.000	.737
quality of apparel	1.000	.822
brand image	1.000	.779
promotion via celebrity	1.000	.473
discounts/offers	1.000	.806
variety	1.000	.600
durability	1.000	.720
trendy/fashionable	1.000	.856
style	1.000	.618
comfort	1.000	.733
availability	1.000	.611
colour	1.000	.671
advertisements	1.000	.430
assistance by salesman	1.000	.683
technology driven payment	1.000	.675
welcoming atmosphere	1.000	.355
well behaved staff	1.000	.709

Extraction Method: Principal Component Analysis.

The proportion of variance in any one of the original variables which is captured by extracted factor is known as communality.

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.677
Bartlett's Test of Sphericity	Approx. Chi-Square	1282.000
	df	136
	Sig.	.000

From the data we have got the KMO value as 0.677>0.5. Thus factor analysis is appropriate to use in this case. Thus we can further proceed with the analysis.

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	3.650	21.471	21.471	3.650	21.471	21.471	2.726	16.035	16.035
2	2.498	14.693	36.164	2.498	14.693	36.164	2.488	14.633	30.668
3	1.849	10.877	47.041	1.849	10.877	47.041	2.379	13.996	44.663
4	1.698	9.991	57.032	1.698	9.991	57.032	1.950	11.469	56.132
5	1.582	9.308	66.340	1.582	9.308	66.340	1.735	10.207	66.340
6	.944	5.553	71.893						
7	.782	4.601	76.494						
8	.675	3.970	80.463						
9	.616	3.624	84.087						
10	.514	3.024	87.111						
11	.468	2.755	89.866						
12	.405	2.382	92.248						
13	.393	2.314	94.562						
14	.307	1.807	96.369						
15	.282	1.661	98.030						
16	.186	1.094	99.124						
17	.149	.876	100.000						

Extraction Method: Principal Component Analysis.

Thus, from the above table we can observe that from 17 factors 5 factors have been extracted. Also factors with Eigen values more than 1 are assumed to be extracted.

From the above table, thus we can infer that after 5 factors have been extracted and retained, the communality is 0.737 for variable 1, 0.822 for variable 2 and so on(all values are labelled communality in the above table). This means that 73.7 % of the variance information content of variable 1 is captured by 5 factors extracted together and so on.

The beginning of analysis is in interpreting the output is to look for the factors extracted, their Eigen values and the cumulative percentage of variance. We see from the cumulative % column that the 5 factors extracted account for 66.4 % of the total variance (information contained in the 17 original variables).

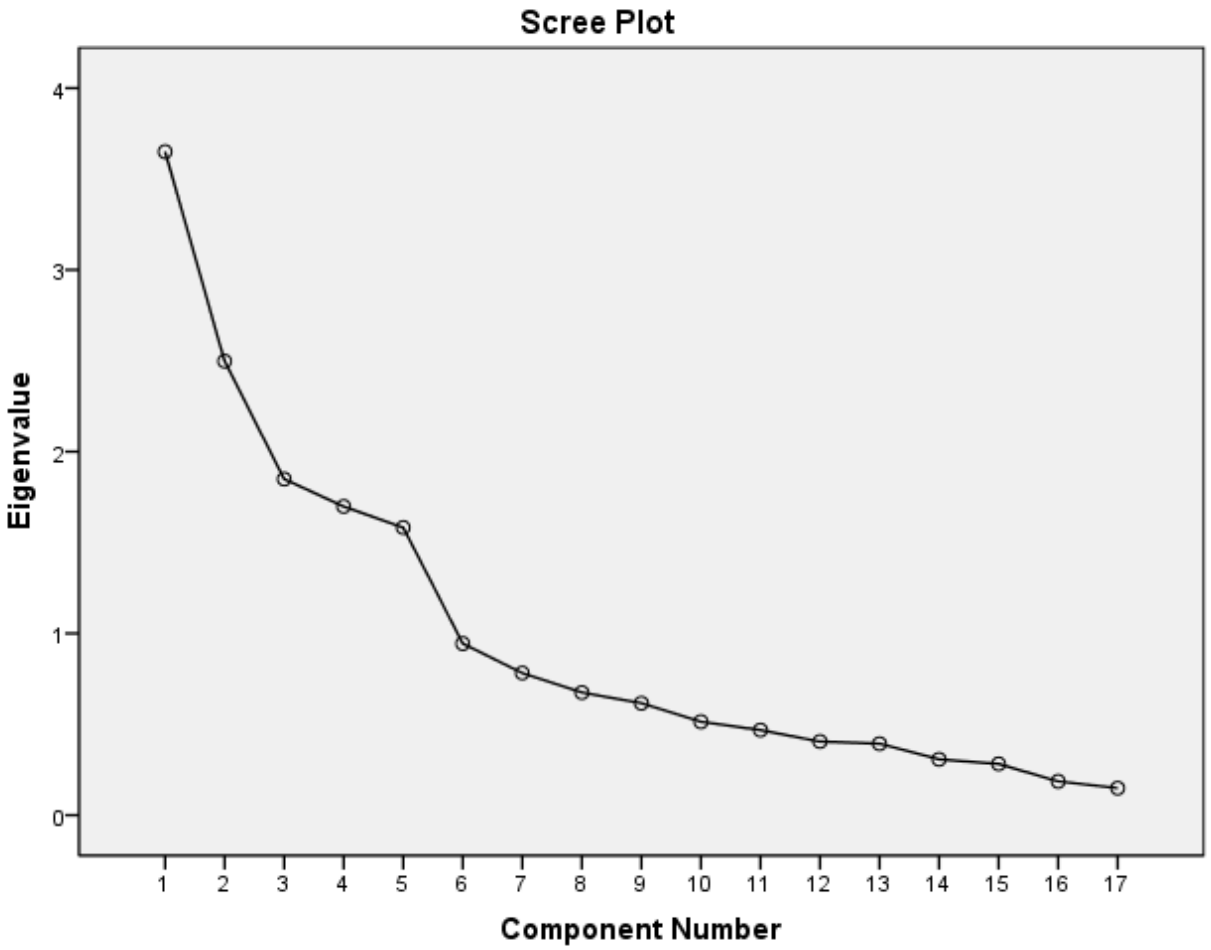
Rotated Component Matrix[a]

	Component				
	1	2	3	4	5
price	.095	.197	.058	-.035	.827
quality of apparel	.106	.178	.879	.077	.027
brand image	.866	.048	.129	.081	-.069
promotion via celebrity	.648	.000	.084	.178	.123
discounts/offers	.071	.090	-.084	.003	.887
variety	.182	.092	.019	.747	-.004
durability	.255	.016	.809	-.012	-.036
trendy/fashionable	.903	-.035	.198	.012	.020
style	.778	.000	-.004	-.020	.109
comfort	.058	.002	.847	.100	.041
availability	.032	.064	.090	.772	.026
colour	.002	.072	.045	.814	.026
advertisements	.022	-.392	.169	.192	.458
assistance by salesman	.018	.806	.035	.170	.056
technology driven payment	.026	.817	-.050	.018	.068
welcoming atmosphere	-.079	.478	.325	.075	.094
well behaved staff	.035	.830	.116	.068	.029

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.

a. Rotation converged in 5 iterations.



After observing the Scree Plot we can conclude that there are 5 factors that have to be extracted from the original 17 variables.

FACTOR 1: BRAND/FASHION CONSCIOUSNESS

ATTRIBUTE	MEAN	FACTOR LOADING
BRAND IMAGE	4.16	.866
TRENDY/FASHIONABLE	4.1	.903
PROMOTION VIA CELEBRITY	3.97	.648
STYLE	3.9	.778

INTERPRETATION: Factor 1 comprises of mainly the Brand and fashion features by which the users rate a product and select it. In this case, these attributes are the ones that influence the target population to give extra edge to the product. All the attributes have high factor loading.

The attribute trendy/fashionable has the highest factor loading of 0.903, which indicates that this attribute influences this factor the most. Also the mean rating of this attribute is good.

Hence, it is observed that the factor loading of the attributes brand image,promotion via celebrity of apparel,style of apparel are comparable to that of fashionable/trendiness of apparel and also their means are good. Hence when it comes to brand/fashion consciousness of an apparel, these factors play a part in purchasing the apparels.

FACTOR 2: CUSTOMER SERVICE

ATTRIBUTE	MEAN	FACTOR LOADING
ASSISSTANCE BY SALESMAN	4.25	.806
TECHNOLOGY DRIVEN PAYMENT	3.9	.817
WELL BEHAVED STAFF	4.21	.830
WELCOMING ATMOSPHERE	4.09	.478

Factor 2 comprises of mainly the Customer Service which adds to the preference to the product due to warm service provided to the customers. In this case these attributes are the ones that influence the target population based on the service and assistance provided to the customers. Basically, all the attributes have high factor loading. The attribute WELL BEHAVED STAFF has the highest factor loading of 0.830 which explains that this attribute affects the factor Customer Service the most.

Further the factor loading of the attributes Assistance by Salesman ,technology driven payment and welcoming atmosphere are comparable to that of WELL BEHAVED STAFF. Hence when it comes to Customer Service, these attributes play important role altogether.

FACTOR 3:QUALITY CONSCIOUSNESS

ATTRIBUTE	MEAN	FACTOR LOADING
QUALITY	4.1	.879
DURABILITY	4.3	.809
COMFORT	4.0	.847

Factor 3 comprises of mainly the Quality Consciousness by which users select a product. In this case these attributes are the ones that influence the target population based on the quality of the product in terms of different attributes. Basically, all the attributes have high factor loading. The attribute Quality has the highest factor loading of 0.879 which explains that this attribute affects the factor Quality Consciousness the most.

Further the factor loading of the attributes comfort and durability of magazine of apparel are comparable to that of Quality of Apparels. Hence when it comes to Quality Consciousness, these attributes play important role altogether.

FACTOR 4: ASSORTMENT AND INVENTORY

ATTRIBUTE	MEAN	FACTOR LOADING
VARIETY	2.1	.747
AVAILABILITY	2.6	.772
COLOR	2.96	.814

Factor 4 comprises of mainly ASSORTMENT AND INVENTORY of the product which adds to a large number of stock and thus adds to the preference to the customer. In this case these attributes are the ones that influence the target population in its huge variety and stock available.

The attribute COLOR has the highest factor loading of 0.814 which explains that this attribute affects most to this factor.

It is observed that the factor loading of the COLOR is comparable to that of Availability and Vareity of Apparels. Hence when it comes to Assortment and Inventory, these attributes play important role altogether.

FACTOR 5: PRICE SENSITIVE

ATTRIBUTE	MEAN	FACTOR LOADING
PRICE	2.7	.827
DISCOUNT/OFFERS	2.3	.887
ADVERTISEMENTS	2.9	.458

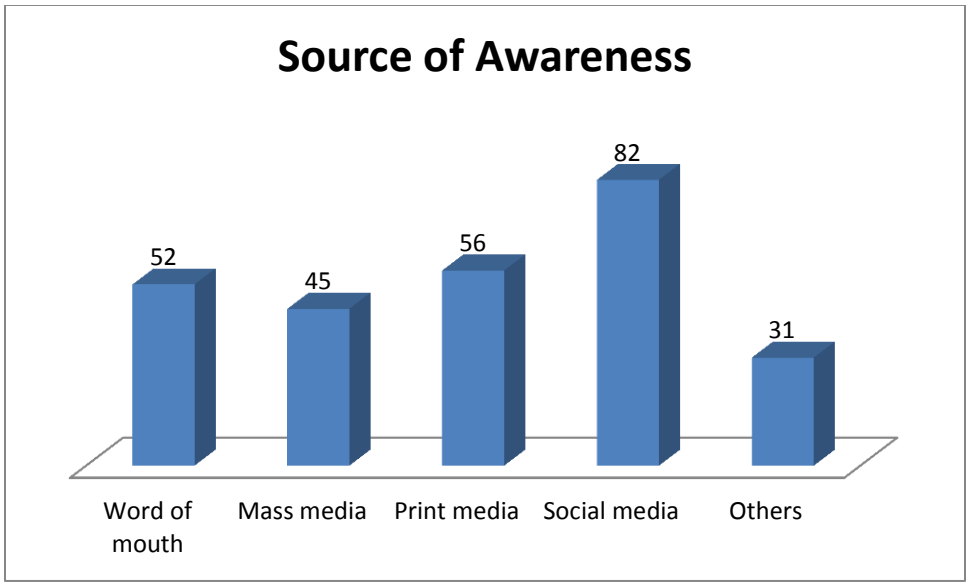
Factor 5 comprises of mainly PRICE SENSITIVITY of the product which affects the consumer buying a product the most. In this case these attributes are the ones that influence the target population in buying the Marks & Spencer apparels the most.

The attribute DISCOUNT/OFFERS has the highest factor loading of 0.887 which explains that this attribute affects most to this factor.

It is observed that the factor loading of DISCOUNTS/OFFERS is comparable to that of Advertisements and price of Apparels. Hence when it comes to Price sensitivity, these attributes play important role altogether.

SOURCE OF AWARENESS

Word of Mouth	**52**
Mass Media	**45**
Print Media	**56**
Social Media	**82**
Others	**31**

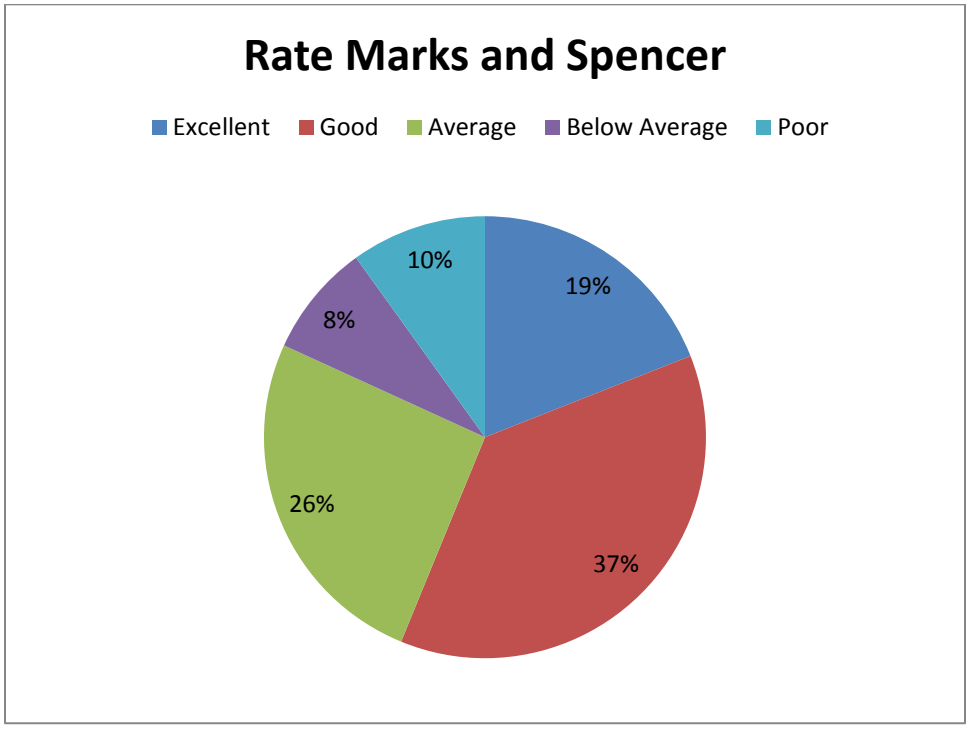


INTERPRETATION:

From the above Table and Column Diagram show the frequency distribution of Source of Awareness of respondents for Marks and Spencer Apparels. Thus we can observe that the response is in multiple choices which can be explained as, that a customer may have more than one source of awareness for Marks and Spencer. Thus, we observe that the source of awareness of the brand for majority (82) of people is Social Media, the second highest number of people chose Print Media as their source of awareness, and for minimum (31) number of people, the source is some other mode of media not mentioned here.

RATE MARKS AND SPENCER AS BRAND

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Excellent	23	19	19	19
	Good	45	37	37	56
	Average	31	26	26	82
	Below Average	10	8	8	90
	Poor	12	10	10	100.0
	Total	121	100.0	100.0	

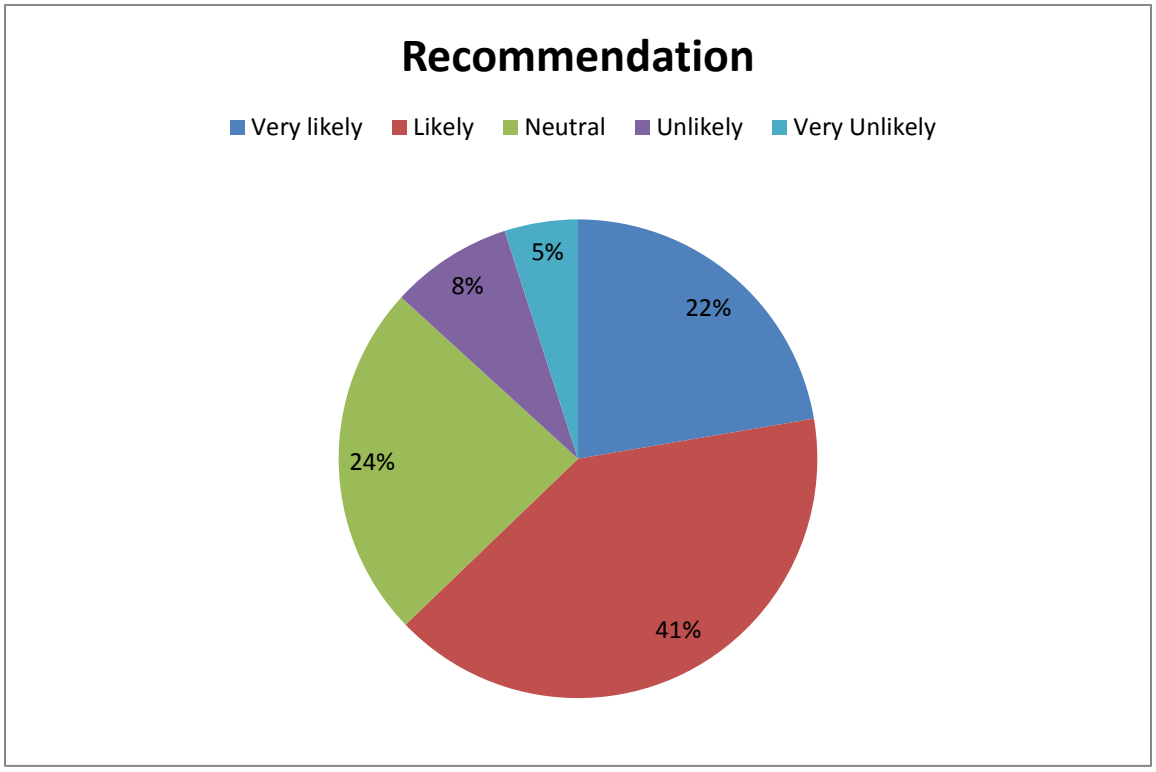


INTERPRETATION:

It is observed that maximum (around 37% respondents) out of thode who use Marks and Spencer has rated it good.8% has said that this brand is below average.

RECOMMEND MARKS AND SPENCER

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very Likely	27	22	22	22
	Likely	49	41	41	63
	Neutral	39	24	24	87
	Unlikely	10	8	8	95
	Very Unlikely	6	5	5	100.0
	Total	121	100.0	100.0	



INTERPRETATION:

We can see that maximum number of people agree that they are likely going to recommend Marks and Spencer to other people.

ANALYSING SATISFACTION OF CUSTOMERS FROM FACTORS OF M &S SEGMENTWISE

		CLUSTERS				
BRAND/FASHION	**Atrributes**	**SHOPOHOLIC,TRENDY,FASHIONABLE**	**QUALITY SEEKER**	**APATHETIC SHOPPER**	**COMFORT SEEKER**	**STATUS CHASERS**
FACTOR 1	**BRAND IMAGE**	**45**	**15**	**12**	**36**	**45**
BRAND/FASHION CONSCIOUSNESS	**TRENDY/FASHIONABLE**	**71**	**9**	**34**	**11**	**29**
	PROMOTION VIA CELEBRITY	**50**	**32**	**8**	**21**	**37**
	STYLE	**28**	**21**	**22**	**29**	**41**
FACTOR 2	**ASSISSTANCE BY SALESMAN**	**71**	**41**	**40**	**50**	**59**
CUSTOMER SERVICE	**TECHNOLOGY DRIVEN PAYMENT**	**32**	**59**	**29**	**42**	**34**
	WELL BEHAVED STAFF	**62**	**45**	**35**	**64**	**41**
	WELCOMING ATMOSPHERE	**45**	**68**	**62**	**31**	**53**
FACTOR 3	**QUALITY**	**73**	**66**	**55**	**61**	**72**
QUALITY CONSCIOUSNESS	**DURABILITY**	**27**	**34**	**35**	**39**	**45**
	COMFORT	**59**	**49**	**29**	**52**	**27**
FACTOR 4	**VARIETY**	**19**	**13**	**12**	**13**	**33**
ASSORTMENT AND INVENTORY	**AVAILABILTY**	**36**	**31**	**41**	**30**	**28**
	COLOR	**8**	**19**	**28**	**22**	**9**
FACTOR 5	**PRICE**	**45**	**31**	**11**	**24**	**28**
PRICE SENSITIVE	**DISCOUNT/OFFERS**	**6**	**9**	**13**	**7**	**10**
	ADVERTISEMENTS	**15**	**12**	**35**	**12**	**35**

ANALYSING MARKS AND SPENCER SATISFACTION CLUSTER WISE:

Out of the sample size of 200,102 people came out to be Marks and Spencer users.We have applied the top box approach to find out which factors of Marks and Spencer Apparel satisfies majorly which set of people.

SATISFACTION FROM FACTOR 1:

It can be seen that 45% of cluster 1 i. e trendy, shopaholic, fashionable people are satisfied with the brand image of Marks and Spencer apparels.71% of the same cluster considers it to be a trendy and fashionable brand.50% of the same set of people is satisfied by the celebrity promotion and 28% says that they are happy with the style of the brand .

Overall, cluster 1 seems to be satisfied with the factor 1 of Marks and Spencer .Going by cluster 2, 3 and 4 they don't seem to be quite satisfied with this factor of Marks and Spencer. Cluster 5 also doesn't seem to be completely happy with this factor.

SATISFACTION FROM FACTOR 2:

Here, we can see that cluster who is trendy,shopoholic and fashionable seems to be quite satisfied with the assistance offered by the salesman in the store.Almost 32% people are satisfied with the technology driven payment and 62% feels that M and S stores staff have good behavior while dealing the customers.Again, 54% says that they are quite happy with greetings from guards and staffs.

Overall cluster 1 is again satisfied with the customer service factor(factor 2) of the brand.

Similarly,we can see almost all the other 4 clusters also seems to be satisfied with this factor of the brand.Thus,we can see Marks and Spencer offers great customer service to its customer and they are quite happy about it.

SATISFACTION FROM FACTOR 3:

It can be seen that 73% of the people from cluster 1 seems to be happy about the quality the brand.27% and 59% of the same cluster are satisfied with the durability and comfort respectively. **Thus, cluster 1 seems to be satisfied with this particular factor.**

Now coming to the cluster 2 which is quality seeking people , 66% are quite satisfied with the quality of this particular brand.34% says that this brand has durable clothes and 49% seems to be satisfied with the comfort of the apparels M

and S offers. **Quality seeking people i. e cluster 2 people are satisfied with the quality what Marks and Spencer offers.**

Similarly it can be seen that cluster 3 people who are apathetic shopper, cluster 4 i.e comfort seekers and cluster 5 people who are named as status chasers seems decently satisfied to almost all the attributes of factor 3.

Since almost a decent number of people are satisfied with the factor 3 of Marks and Spencer,it can be concluded that the brand offers good quality products are people are quite satisfied with it.

SATISFACTION FROM FACTOR 4:

As we can see,people from cluster 1 i.e trendy,shopaholic,fashionable doesnot seem to be quite happy with the assortment and inventory.Only 19% and 36% of this cluster are happy with the variety and availability of apparels of the brand respectively.Only 8% thinks that this brand offers a wide range of colors of apparels and are happy with what is offered.**Thus,we can see only few people of cluster 1 are satisfied with assortment and inventory factor of Marks and Spencers.**

Now coming to cluster 2 who are quality seeking people, we can see low percentage of people who are happy with the brand's assortment and inventory. Similarly, we can see above people from cluster 3,4 and 5 also does not seem to be quite satisfied with this factor of the brand.

SATISFACTION FROM FACTOR 5:

We can see from the table that some people from cluster 1 seem to be decently happy with the price of the brand whereas they are not equally happy with the discounts and advertisements of Marks and Spencer .**Thus we can conclude that cluster 1 is not quite satisfied with this particular factor of Marks and Spencer.**

Now, coming to cluster 2, it can be seen that only few people are happy with the price sensitive factor of Marks and Spencer. Similarly,it is visible from the table that cluster 3, 4 and 5 are also not very happy about this factor altogether.

It can be concluded that the majority of customers of Marks and Spencer are not satisfied with the price and discounts they offer and so the company should do something about this.

SWOT

Analysis

SWOT Analysis	
Strengths	1. It is one of the most powerful retail brand with a top of the mind recall 2. M&S's products are perceives as "value for money" due to quality, convenience and wide range of products. 3. They have their own branded labels 4. It has over 1000+ stores present across 40 countries 5. Over 80,000 employees form a part of the workforce globally 6. M&S has high reputation for focusing on customer service. This is one of the most important methods to make a good relationship between customers and M&S.
Weaknesses	1. Strong competition from other retail brands means limited market share 2. Being a popular brand, they need to protect their brand from misuse of fake imitation products
Opportunities	1. M&S can develop their website 2. They can introduce new market segments that offer more profit 3. There are future opportunities in expanding their brand into China & India.
Threats	1. Other retail stores are a threat due to their discounted prices 2. M&S being a global retailer means they are exposed to different political facts in countries they work in. 3. Govt policies for retail stores

Limitations of a Survey research

1) Sometimes if sample information has not been collected very carefully, the magnitude of sampling error may be too large to render the sample results reasonably accurate.
2) Since the sample research is based on the respondents' interviews, the problems of personal inhibitions, indifference and unawareness of the nature and purpose of investigation renders survey information invalid or at least imprecise.
3) Because surveys collect data at a single point in time, it is difficult to measure changes in the population unless two or more surveys are done at different points in time. Such repetition is often expensive and time-consuming, making frequent periodic surveys impractical.
4) There are, of course, limitations to this study, the foremost of which is the representativeness of the sample. A challenge of any survey research is finding and recruiting participants from the target population.

RECCOMENDATIONS

Product:

- Introduce new set of lines in apparels to target a larger audience.
- Maintain adequate inventory and assortment to fulfill its existing customers needs.

Price:

- Lower down their current prices because already the competitors have a low price as price still remains higher priority for most of the customers.
- Offer discounts and coupons time to time to attract the customers.

Place:

- Improve market existence i.e outlet should be increased in numbers in malls and supermarkets etc to reach to a wider range of customers.
- Ensure good online dealings by different online merchants that might help to increase the scope for buying the product.

Promotion:

- Promotion through television and internet are most effective, thus our main focus should be on television and internet.

QUESTIONNAIRE

Please Tick your options.

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1. What is your Gender?*
   - Male
   - Female

2. What is your age?*
   - <30 years
   - 30-40 years
   - 40-50 years
   - >50 years

3. What is your occupation?*
   - Student
   - Employee
   - Businessman
   - Homemaker
   - Others

4. What is your average family income (yearly)?*
   - Less than 2.5lakh
   - 2.5 -5 lakh
   - 5 - 7.5 lakh
   - 7.5-10 lakh
   - >10 lakh

5. Now we would like to understand your preferences and habits regarding shopping. For each of the following statements, please indicate how much do you agree or disagree with each of them using the scale below.*

1-strongly disagree
2-disagree
3-neutral
4-agree
5-strongly agree

I am willing to spend extra time shopping for clothes in order to find the cheapest deals and save money	1	2	3	4	5
I choose the most expensive brands because they show others that I have good taste	1	2	3	4	5
I would like to be able to buy all my clothes in one store	1	2	3	4	5
I don't care how fashionable it is - I won't wear something that is uncomfortable, e.g., heels that hurt, dress that pinches at	1	2	3	4	5
My style is influenced by celebrities or people I see on TV or in magazines	1	2	3	4	5
I wear clothing and footwear I like, regardless of the current fashion	1	2	3	4	5
The most important thing is that other people notice what I'm wearing and think I look good	1	2	3	4	5
Shopping for clothes is a chore - I avoid it when I can	1	2	3	4	5
I always try the latest fashion, even if I'm not sure it will suit me best	1	2	3	4	5
I often choose to buy my clothes in stores for which I have vouchers or coupons	1	2	3	4	5
I only buy clothes to replace items that have worn out	1	2	3	4	5
When buying clothes, I always choose the best quality products, even if it means I can only afford to buy fewer items	1	2	3	4	5
The finer details on clothing and footwear, such as fabric, stitching and finish, are important to me	1	2	3	4	5
I like to be helped and advised by sales people in store	1	2	3	4	5
The brand name of the clothes I wear is important to me	1	2	3	4	5
I am often worried about choosing clothes that reflect my age don't	1	2	3	4	5

6. Out of the following brands of apparels, which are you aware of?(you may choose more than one)*

- ☐ Marks and Spencer
- ☐ Zara
- ☐ Allen Solly
- ☐ Van Heusen
- ☐ United Colors of Benetton
- ☐ Tommy Hilfiger
- ☐ Others

7. Where do you prefer to purchase apparels from?*

- ○ Online
- ○ Branded showrooms
- ○ Retail Stores
- ○ Local market
- ○ Others

8. When did you recently purchase an apparel?*

- ○ 1-2 weeks
- ○ 2-4 weeks
- ○ 1-2 months
- ○ 3-4 months
- ○ 5-6 months
- ○ More than 6 months

9 .In past 12 months, On an average how much did you spend on apparel shopping?*

- ○ Less than Rs.7500
- ○ Rs 7500- Rs15000
- ○ Rs 15000-Rs 30000
- ○ Rs 30000-Rs 45000
- ○ More than Rs 4500

10. Which brand apparels do you have? (you may choose more than one)*

- ☐ Marks and Spencer

- Zara
- Allen Solly
- Van Heusen
- United Colors of Benetton
- Tommy Hilfiger
- Others

If you use Marks and Spencer, answer below otherwise your questionnaire ends here.

11. How do you come to know about Marks and Spencer?

- Word of Mouth
- Mass Media
- Print Media
- Online Marketing/Social Media
- Others

12. Based on your knowledge, rate the following attributes of marks and spencer apparels 1 to 5 on the basis of your satisfaction where

1 is Least Satisfied.

2 is Less Satisfied.

3 is Somewhat Satisfied.

4 is Satisfied.

5 is Highly Satisfied.

Price of Apparels	1	2	3	4	5
Quality of Apparels	1	2	3	4	5
Brand Image	1	2	3	4	5
Promotion via celebrity	1	2	3	4	5
Discount/offers	1	2	3	4	5

Variety	1	2	3	4	5
Durability	1	2	3	4	5
Trendy/fashionable	1	2	3	4	5
Style	1	2	3	4	5
Comfort	1	2	3	4	5
Availabillity	1	2	3	4	5
Colour	1	2	3	4	5
Advertisements	1	2	3	4	5
Assisstance by salesman	1	2	3	4	5
Technology driven payment	1	2	3	4	5
Welcoming atmosphere	1	2	3	4	5
Well behaved staff	1	2	3	4	5

13. Overall, how do you rate Marks and Spencer as a brand?

- Excellent
- Good
- Average
- Below Average
- Poor

14. How likely are you to recommend Marks and Spencer apparels to others?

- Very likely
- Likely
- Neutral
- Unlikely
- Very Unlikely