A Project Report

On

"UNDERSTANDING THE BUYING BEHAVIOUR / EVALUATION OF CUSTOMER EXPERIENCE TOWARDS JEANS".

Name
Mayank Moryani

Institute
University of Petroleum and Energy Studies, Dehradun,Uttrakhand.

Date of birth
11/11/1998

Email
Manksmoryani11@gmail.com

Program of Study
B tech CSE

Contact no.
+91-9870762115

Batch
2017-2021

Sap Id
500063581

<u>ACKNOWLEDGMENT</u>

"The more knowledge, expertise, and connections you have, the easier it is for you to make a profit at the game of your choice."

-Stuart Wilde

I would like to take this opportunity to express my sincere gratitude to all the people who have helped me through the course of my journey towards the completion of the project. To begin with, i would like to thank Miss.Nikita Moryani for providing her invaluable guidance, comments and suggestions throughout the course of the project. I owe a great debt to her for her guidance, help and motivation . Apart from the subject of my research, I have learnt a lot from him, which will be useful at different walks of life. I would specially thank my Parents, friends and colleagues for constantly motivating me to work harder.

EXECUTIVE SUMMARY

In the world of fashion trends, Jeans has found its way to everyone's wardrobe in a priority. And moreover, it is the evergreen style icon for college youth (boys & girls)and as Ill for elder people (men & ladies). To pair up with a casual Wear or to combine with a formal shirt, this can make a comfort piece of clothing.

I decided to have a market research on jeans buying behavior of consumers. This study was carried out to determine different factors affecting the purchase decision for jeans, the various consumer preferences for different brands, and ways to effectively influence consumer decisions. During the event i decided to get feedback from customers who normally visit various types of outlets for the purchase, so that appropriate primary data can be collected through the form of a Questionnaire.

The report focuses on **"Understanding the buying behavior and evaluation of customer experience towards jeans and the present position of the industry."**

The main purpose of this survey is to connect with more people and know about their experience and intentions regarding their buying behavior towards jeans. The survey was done to know the customer feedback to not only identify the problem areas but also demonstrate to customer that I care and are proactive in finding out ways to improve the service I provide.

The research methodology adopted for this study was descriptive. The primary data was collected with the help of Questionnaires. The sample size was 172. The sample was collected from customers who preferred jeans for regular wear. The statistical data used for the project was MS Excel and SPSS.

From the study I got to know about customer experience and their purchasing behavior and the actual improvements which are to be made to improve the service.

Overall this report helped me in gaining insights into operations of an industry as a whole as how a company builds its brands and creates awareness among new and existing customers so they become loyal and potential customers of the brand. The overall experience was an enriching one and helped me in gaining knowledge and experience.

CONTEXTUAL BACKGROUND

The symbolic meanings of denim jeans have evolved since the California Gold Rush era of the 1850‟s. Initially, denim jeans were adopted for utilitarian purposes associated with physical labor and worn predominantly by ranch hands and farmers. During the Second World War, durable work clothes were needed, and denim jeans were declared "essential commodities" (Gordon, 1991) for the national war effort. In the late 1940s, denim jeans came to be associated with the youth culture; and it began to be need as a fashionable commodity and a means of cultural expression. By the 1950s, jeans became the symbol of teenage rebellion influenced by television programs and movies such as The Wild One (1953) and Rebel Without a Cause (1955).

In the late 1970s, denim jeans took a remarkable turn with the emergence of designer brands including Sergio Valente (1975), Calvin Klein Jeans (1978), and Gloria Vanderbilt (1979). Jeans were no longer classified as low-priced fashion products, and it became statement symbols for those who wore the most prestigious.

Designer labels. In 1990‟s, wide leg jeans for men and low-rise hip hugger jeans for women became popular in the youth market. Today, in the early twenty-first century, the meaning of denim jeans has once again taken on another new dimension. Many new denim brands (e.g., True Religion, Rock and Republic) are being positioned and targeted in the premium category. According to Cotton Incorporated (2005), the annual growth rate of the premium category increased by 138% from 2004 to 2005. Another study reported by Cotton Incorporated‟s Retail Monitor™ (2009) on "teens and denim", "In the third quarter of 2009, denim jeans accounted for 15% of teen apparel purchases, up from 12% in the third quarter of 2008. … On the premium side of the teen denim market, jeans priced at $70 to over $100 account for 21% of jeans offered at retail, significantly more than the percentage of jeans offerings for adults in this price range (6%). … Although the economic downturn has made teen consumers more price consommé and calmed a dip in their apparel purchases, their spending is already on the rebound."

Market Scenario:

The market size of Indian Denim wear was estimated to be Rs 20,205 crore in 2016. The market is now projected to grow at a CAGR of 14.5 per cent and reach Rs 39,651 crore by 2021, and Rs 77,999 crore market by 2026. The men's denim segment comprises 84 per cent of the market while the women's denim segment and kids' denim segment comprise 10 per cent and 6 per cent respectively.

Competitor Analysis:

The market leader of jeans market in India is Levi's with a market share of around 27%. Then there are multiple competitors of jeans like Wrangler, Lee , Pepe Jeans London. ,Flying Machine, Spykar , Diesel just naming a few. There are multiple Indian brands like Killer and spykar.

RESEARCH PROBLEM

With change in time the preferences of the customers has changed. The customers considers many intrinsic and extrinsic factors while purchasing jeans. So as a marketer it becomes quite difficult to understand which factors does the customer thinks about when they purchase jeans.

Also after buying there are multiple intrinsic and extrinsic factors which have a relation between them . So determining what kind of relationship is there becomes also important to understand the dependency of one factor on other.
Some extrinsic factors like Price , brand ,country of origin, neighbourhood etc and intrinsic factors like comfort, wearibility, quality of woven , wash are known but from them what are the priority factors that comes into mind of customers needs to be understood.

OBJECTIVES

In order to gain a deeper understanding of this complex relationship, a qualitative research method was employed and denim jeans Were used as a vehicle to illuminate the underlying motives. Denim jeans Were chosen for this study simply because of their familiarity among student subjects, and previous studies have found that the garment fit on the lower body (e.g. waist, shape of legs, hips, and thighs) was a major concern to many consumers (Davis 1985). The objectives of this study are threefold:

- To determine the factors affecting customer's choice during the purchase.

- To study the impact of intrinsic and extrinsic factors on consumer buying behavior.

- To understand correlation between intrinsic and extrinsic factors.

HYPOTHESIS

Many consumers had expressed that comfort and fit Were important in judging satisfaction with apparel products .In defining "comfort", it is evident that physiological and psychological factors play a significant role. These include a garment's thermal effects (e.g. warmth, breathability); sensory characteristics (e.g. tactile feeling/hand) and mobility. With this perspective, the following hypotheses was developed:

H1- Comfort is an important evaluative criterion while buying.

Brand logos can serve as a device to indicate overall quality associations and reduce risk and shopping effort. However, many studies have indicated that consumers tend to rely on intrinsic cues such as physical quality and style to guide their judgment. For example, a study conducted in China and South Korea (Forsythe *et al.*, 1999) reported that consumers in both countries did not appear to use brand name to evaluate the overall quality of a jacket, and according to Rahman*et al.* (2008a), Hong Kong consumers ranked brand name and country of origin relatively insignificant for evaluating denim jeans.

Therefore, the following hypothesis was developed:

H2- Brand LOGO visibility is not an important evaluative factor for jeans buying behavior.

Price is one of the most investigated extrinsic cues, and has been discussed extensively in marketing and consumer research literature. Consumers use price to infer quality, especially when other cues are not available. Other studies also indicate that there is not enough evidence to support the notion of "the higher the price, the higher the quality". For example, a study on denim jeans (Chowdhary, 2002) reported that the most expensive jeans did not offer the best performance quality (e.g., tensile strength and seam strength). Therefore, the price cue was anticipated to be less significant if a set of multiple cues Were used to measure the salient determinant of purchase intention.

Therefore, the following hypothesis was developed:

H3- price is not an important criteria while buying jeans.

It is often said that the brand brings satisfaction to the consumer . A brand can add additional value to the product. Consumer satisfaction may be seen to represent the influence of past experience, because it is an overall evaluation of personal consumption experience. To see this I need to analyze is there a relation between the Brand name and Satisfaction of the consumer. Therefore, the following hypothesis was developed:

H4- there is a relation between brand and satisfaction of the consumer.

LITERATURE REVIEW

Attributes have been described as resembling either features or dimensions of a product .They can be used to judge and compare a product on different aspects of product alternatives. According to the means-end chain approach, "attributes are the means by which the product offers or generates desired consequences or values; (the ends)"

Product attributes have been dichotomized into various typologies encompassing intrinsic and extrinsic concrete and abstract product-related and non- product-related and tangible and intangible.

Fill (2011), recognizes that a brand is more than just a name and a symbol, it has character and personality. A brand has two main attributes Intrinsic and Extrinsic. Intrinsic attributes relate to the function of a brand such as the design, performance, shape, components and size, if these I changed it would directly alter the product. Extrinsic benefits are the meaning or emotional attachment of the brand, such as value, brand image – perceptions of the users of the brand and store image. These can be used to differentiate a brand from similar products or services, giving it a competitive advantage.

Many theorists talk about the concept of intrinsic attributes and extrinsic benefits in different terms. Malcom Mcdonald (2003) recognizes intrinsic and extrinsic attributes as a form of 'added value'. Intrinsic attributes add value through the belief that the brand is functionally effective; this influences the customer's perceptions of the brands actual performance.

For Chernatony,Mcdonald and Wallace (2010) extrinsic benefits add value by creating positive perceptions and a desired appearance of the brand. Consumers very quickly create emotional connections with brands based on attractive packaging or the type of social group that use the product. An article by Nigel Hollis (2012), from the WARC data base, argues that intrinsic and extrinsic qualities help brands become both differentiated and distinctive. It states that differentiation is strongest when the attribute is intrinsic, yet extrinsic uses are commonly used alongside them, such as the creation of original and distinctive communication assets.

The type and degree of intrinsic and extrinsic use within brands can vary. The Hollis (2012) article suggests differentiation in the form of intrinsic attributes is easier to achieve when the product is tangible and consumer interest is high for example within technology and transport.

All of this links tightly into the important issue for companies of Brand Image. When looking at the perceived quality model originally created by Dodds and Monroe (1985), the use of both intrinsic and extrinsic cues lead to perceived quality which in turn affects the perceived values, brand attitudes and brand image. Baines, Fill and Page (2010b) suggest that the brand image is always different to the identity that companies portray as it expresses consumers interpretations of the actual intrinsic and extrinsic attributes. It is the meaning and value customers give to a brand that is important. Companies cannot stop consumers creating their own interpretations of the intrinsic and extrinsic attributes of a brand entirely, but there are some ways they can manipulate consumers opinions to reflect their brand identity and values more accurately. Belk (1988) suggests consumers search for brands with a similar 'personality' to their own. If a company can create a personality for their product or service similar to that of their target market then their brand identity is more likely to be in line with the consumers brand image.

To conclude Ill established brands should have a character and personality that consumers can relate to. Intrinsic attributes and extrinsic attributes contribute a sense of 'added value' to the consumer and with a Ill-managed use of these attributes brands are able to set a premium price for the product or service. This is especially true when used in conjunction with extrinsic benefits such as brand image, which often helps to differentiate the brand from its competitors. Intrinsic attributes are best at differentiating a brand when a high-involvement purchase is being made, such as technology; but ultimately intrinsic attributes and extrinsic benefits work best when they are merged together within a brand.

RESEARCH METHODOLOGY

The data is collected from 165 respondents mostly my friends and college students. The questionnaire comprised of both open and close ended questions and interview method is used to have more precise results of the information given by them. Personal interview method and discussions are also used to collect the required information which could not be collected through the means of questionnaire. Due care has been taken to make sure that the data has been collected from a sample of different background in context of education, occupation, income and qualification etc.

- **Research design:** The present study is descriptive research based on Survey Method.
- **Research Plan:** Disruptive Analysis, Factor Analysis, Demographic analysis
- **Purpose of the Research:** Research was carried out to gather the opinion of the people to evaluate and investigate the effect of demographic variables on consumer's purchasing decisions and to identify the factors that influence the customers' purchasing decision.
- **Time Frame:** 5 weeks
- **Data Type Used:** For the study primary data was used.
- **Data Collection Method:** Data was collected through self designed Close-ended Structured Questionnaire.
- **Sampling plan**
  - **Population:** The respondents are customers who Wear jeans and reside in the area of Tathawade, Pune.
  - **Sampling Method:** Convenient Judgmental Sampling.
  - **Size of Sample:** The sample size was of 165 for the study.
- **Tools Used for Data Analysis:**
  - Microsoft Excel.
  - Gakkartt Ranking Scale.
  - Correlation.
  - Factor Analysis

DATA ANALYSIS

A significant majority of the respondents Were students (73.7 percent, n=280), and a large majority of this group fell in the age range of 18 to 24 (n=249). The mean age of subjects was 22.77 years. According to the results, 96.1 percent (n=365) of the respondents had a favorable opinion towards denim jeans. They shopped for jeans in about once in 6 month (n=321, X=4.43).

Garrett's ranking Technique

Garrett's ranking technique was used to rank the preference indicated by the respondents on different factors. As per this method, respondents have been asked to assign the rank for all factors and the outcomes of such ranking have been converted into score value with the help of the following formula:

$$Percent\ position = 100* (Rij- 0.5)/ Nj$$

Where Rij = **Rank** given for the ith variable by jth respondents
Nj = Number of variable

In the given research I have seven major factors and I applied Garrett ranking on them by which I came to know the rankings of each variables. The ranking is shown as follows:

Garrett Ranking:

	1	2	3	4	5	total	average	Rank
Wearibility	5472	2806	1600	480	250	10608	62	3
comfort	8512	1281	1050	360	225	11428	66	1
quality of woven	5624	2928	1550	480	175	10757	63	2
Color	4104	2867	2250	760	175	10156	59	4
Wash	3420	3050	2750	680	125	10025	58	6
celebrity of brand	912	1403	1550	1920	1450	7235	42	7
Price	3876	3355	1900	760	225	10116	59	5

So the outcomes of the Garrett ranks provides the ranks and according to that comfort is the priority factor that consumers prefer. Going further quality of the woven gets the second rank and Wearibility as third and so on. On the basis of the data I can say that while buying jeans comfort is what attracts customers. Also the celebrity of the brand factor gets the last rank.

Factor Analysis:

Factor analysis is a technique that is used to reduce a large number of variables into feIr numbers of factors. This technique extracts maximum common variance from all variables and puts them into a common score. As an index of all variables, I can use this score for further analysis. Factor analysis is part of general linear model (GLM) and this method also assumes several assumptions: there is linear relationship, there is no multi co linearity, it includes relevant variables into analysis, and there is true correlation between variables and factors.

Rotated Component Matrix[a]

	Component	
	1	2
Wearibility	.854	-.053
comfort	.895	-.023
woven	.904	-.039
color	.842	.154
wash	.776	-.086
celebrity	.375	.231
wash	.862	.051
fabric	-.063	.970

Extraction Method: Principal Component Analysis.
 Rotation Method: Varimax with Kaiser Normalization.
a. Rotation converged in 3 iterations.

The factors here that I took in consideration are Wearibility ,comfort ,quality of woven, color, wash, celebrity associated with the brand, wash, Fabric of the cloth. In which I came to know that there Were two major factors i.e quality of woven and comfort .

Correlation:

Correlation is a bivariate analysis that measures the strength of association between two variables and the direction of the relationship. In terms of the strength of relationship, the value of the correlation coefficient varies between +1 and -1. A value of ± 1 indicates a perfect degree of association between the two variables. As the correlation coefficient value goes towards 0, the relationship between the two variables will be weaker

Correlation Matrix

		Wearibility	comfort	woven	color	wash	celebrity	wash	fabric
Correlation	Wearibili t y	1.000	.777	.784	.648	.531	.202	.678	-.064
	comfort	.777	1.000	.806	.702	.567	.174	.793	-.042
	woven	.784	.806	1.000	.650	.660	.290	.743	-.063
	color	.648	.702	.650	1.000	.681	.317	.669	.060
	wash	.531	.567	.660	.681	1.000	.331	.562	-.126
	celebrity	.202	.174	.290	.317	.331	1.000	.260	.012
	wash	.678	.793	.743	.669	.562	.260	1.000	-.003
	fabric	-.064	-.042	-.063	.060	-.126	.012	-.003	1.000

The given correlation has been carried out between multiple factors, which shows the relation of one factor on other . There was a strong positive correlation was seen between the quality of woven and the comfort level which explains that with increase in the quality of woven the comfort level of the consumer increases. Similar to that there was strong negative correlation between wash and fabric of the cloth.

FINDINGS AND INTERPRETATIONS

H1- Comfort is an important evaluative criteria while buying.

As deducted from the Garrett's rating scale I get to know that comfort is actually the most important criteria while while buying jeans. This can further be verified by factor analysis where the comfort's component 1 had the value of .895 showing it one of the major two factors which consumer's look before buying jeans , also comfort had a great correlation with the quality of the woven.

H2- Brand LOGO visibility is not an important evaluative factor for jeans buying behavior.

As seen from the pie chart itself, for 38.2% of the people think it is important but for 33.5% people it is not important also there are 28.2% people for whom visibility and invisibility of the brand logo does not matter. So I can conclude that visibility of brand logo is not an important evaluative factor for jeans buying behavior and thus accepting the null hypothesis
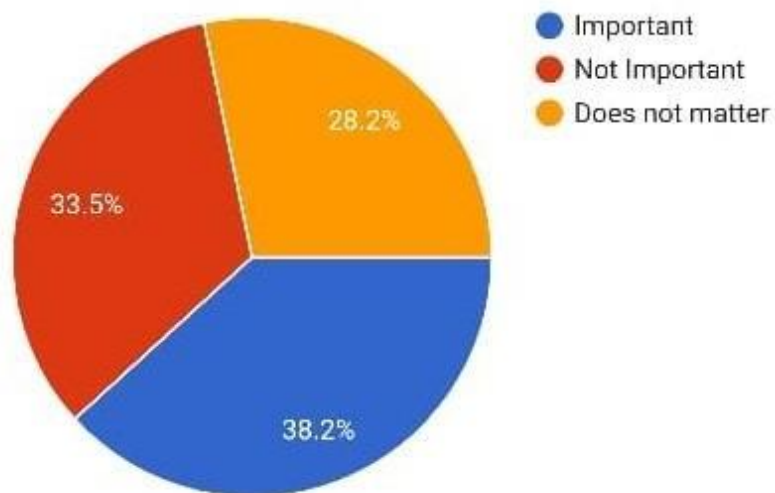
H3- Price is not an important criteria while buying jeans.

Studying Garrett's ranking scale I came to know that price is not and important criteria while buying jeans , the rank given to price between all other factors is five. Also from the Questionnaire I came to understand that the most common price range in which customer's buy is between Rs 1000-3000.

H4- There is a relation between brand and satisfaction of the consumer.

Brand name and satisfaction level of consumers are directly proportional to each other. The study of the response of Questionnaire itself explains that customers are highly satisfied with the brand they prefer.
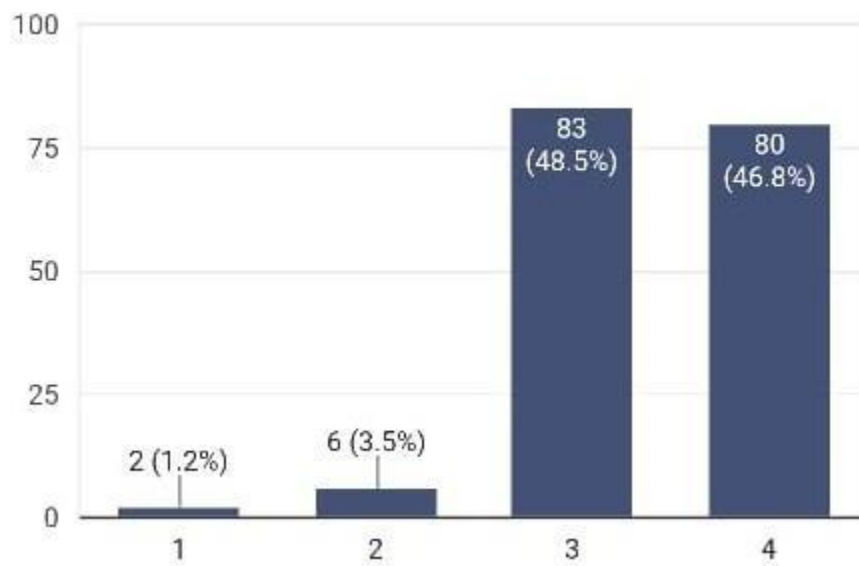
There Were 46.8% of the people who Were highly satisfied with the brand they choose. Also almost 48.5% of the people who Were satisfied with the brand . There Were very few customer who Were not satisfied with their brand selection.

Other findings included that mostly people buy jeans once in 6 months, the color that was preferred by the customers Were different shades of blue.

LIMITATIONS OF THE STUDY

No matter how efficiently the study is conducted and developed, every study has certain

limitations. The limitations are the matters and occurrences which are out of researcher's control.

Similarly, in this study it is possible to identify certain limitations.

The following are some of the limitations that can be identified in this research: -

- Approximately 90 per cent of the information has been gathered exclusively by the way of personal canvassing of a Questionnaire which is used in the present study. Therefore, the data so collected is prone to error of response to some degree or other.
- The Questionnaire is filled by the respondents and respondents may not feel confident in providing the accurate and honest answers.
- It is difficult to test the reliability of the answers so obtained as there is lack of analytical tools to do so.
- The respondents Were in a hurry to fill the Questionnaire and thus this adds to a certain

    Amount of unreliability:.

- To strengthen its external validity and to avoid potential bias future studies on this topic should expand the focus to include different geographic locations.
- There is ample of evidence that today's consumer are no longer content with a product that only offers a monolithic attributes.
- Consumer constantly search for multi-dimensional values and benefits in the product they buy.

FUTURE SCOPE

- The study has attempted to include all relevant parameters for achieving the stated objectives in the most scientific way.

- All the parameters have been chosen after Careful scrutiny of relevant literature and considering the length and depth of the Objectives.

- Study has to face various challenges. Collating various literatures into the frame of Study, and linking socio- economic macro variables into the aspects of consumer behavior and brand building has been a challenging task.

- Even so the researcher Hopes that study has produced valuable information and brings in indicative Suggestions for various beneficiaries; the Government, the OMCs, the Dealers, Other retailing companies, customers and society at a large.

- The study leaves indications for future areas for research. A few indications to name are as follows. The study has included 175 customers as respondents who belong to PUNE India.

- The results obtained through the present study shall be compared with larger number of respondents, including other areas of PUNE.

- Further the present study results can be tested for the other states of India. A similar kind of study can be done in the other state of India and a comparative study also can be done between develop and less develop states of India, to know how branding practices are similar or different.

- As discussed in the limitation, a Separate research can be done exclusive with dealers, franchisee of OMCs and Industry experts to know their commitment for brand building practices in India.

- Inclusion of further parameters shall additionally strengthen the study in the future researches.

- The study shall be further time tested against newer policy initiatives and at different levels of brand building which shall be possible only with the movement of time.

- The researcher hopes that the study shall form a basic source of reference for any such studies to come in the future.

CONCLUSION

The present paper as discussed above studies the influence of intrinsic factors on consumer buying behaviour and the correlation amongst the extrinsic and intrinsic factors have been taken into consideration. The most important factor that affects the customer's is comfort while making their purchases where as celebrity associated with the brand is least considered when I are talking about the buyers of branded jeans. Another important factor that the consumer look for is the quality of woven followed by Wearibility and color. Price is at number 5 so I can say that price is not considered as a very important factor by the consumers while purchasing jeans It indicates people are ready to pay premium prize for the fulfillment of their dressing desires.

As far as the correlation of intrinsic and extrinsic factors is concerned, the celebrity associated with to the brand is found to be the least correlated factor with each and every intrinsic factor except, in case of comfort wherein its correlation is found to be the highest.

RECOMMENDATION

Recommendation includes: -

- Since the consumers ranked comfort and quality of woven as rank 1 & 2 respectively therefore the company should pay more attention towards the material that they are using in manufacturing so the consumer find it comfortable while Wearing.
- While promoting for their brand the company should not give high importance to the celebrity as they are ranked last at no. 7 rather in promotion they should highlight that their jeans are comfortable

They should make sure that they have variety of colours and should also pay attention to the Wearibility of the jeans that is the jeans should have the ability to withstand prolonged Wear.

REFERENCES

- Customer's Purchasing Behavior towards Spykar Jeans –**A Study of Indore City** by **Ashima Joshi , Shweta Pandit**
  IJCEM International Journal of Computational Engineering & Management, Vol. 20 Issue 1, January 2017
- Osmud rehman. 2011Understanding consumer perception and behaviors: Implications for denim jeans design. JTATM volume 7,issue 1,spring 2011.
- Significance of Intrinsic Factors on Consumer Buying Behavior Garima Chaudhary, Dr. O. P. Verma Volume 6, Issue 10, October 2016
- http://www.irjcjournals.org/ijmssr/Apr2013/22.pdf
- http://www.daedal-research.com/apparel-footWear/indian-denim-jeans-market-trends-opportunities-2012-2017
- https://www.researchgate.net/publication/264135085_Purchasing_Behavior_and_Evaluative_Criteria_of_Jeans_Consumers
- https://www.researchgate.net/publication/321284597_AN_ANALYTICAL_STUDY_OF_CONSUMER_BUYING_BEHAVIOR_TOWARDS_FASHION_APPARELS_IN_LUDHIANA
- http://www.historyofjeans.com/
- https://www.fibre2fashion.com/indmetry-article/7096/driving-demand-for-denim-jeans
- https://attwereclub.org/2018/06/15/4-things-to-consider-when-buying-jeans/
- https://www.slideshare.net/pppratima770/consumer-behavior-towards-jeans