Importance of Brand Preference With Regards To Shirts

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

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

I. INTRODUCTION

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

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

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

II. OBJECTIVES OF THE STUDY

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

III. REVIEW OF LITERATURE

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

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

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

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

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

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

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

IV. RESEARCH METHODOLOGY

A. Research Design

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

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

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

B. Source of Knowledge

For this study, data from two sources are gathered namely

- Primary Source
- Secondary Source

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

- Questionnaire,

- Interaction with consumers

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

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

C. Analytical Tools

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

D. Anova

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

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

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

Table1. Reason for Wearing

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

H0>H1:H0 is accepted

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

Interpretation:

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

Table.2. This Is What They Buy For

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

HO > H1: H0 is accepted

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

Interpretation:

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

Table.3. Crucial Factor in Satisfying Customer

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

HO > H1: H0 is accepted.

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

Interpretation:

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

Table.4. Overall Satisfaction Level in Purchasing

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

HO > H1: H0 is accepted

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

Interpretation:

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

V. CONCLUSION

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

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