



A SURVEY ON CUSTOMER PREFERENCE TOWARDS TRIGGER APPARELS LIMITED

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Abstract

“TRIGGER APPARELS PRIVATE LIMITED” is a one of the leading jean manufacturing company in the National market. The project titled “A study on customer preferences towards Trigger jeans with special references to Trigger Apparels Ltd” gives us information regarding customer preferences towards Trigger jeans. A through research revealed awareness of the brand and factor influencing customer preferences of Trigger jean. The research design used for the study was descriptive research design. In this study convenient sampling techniques was employed in selecting the samples. The consumer(samples) were selected according to the convenience and interviewed. The primary data was collected through the interview method by means of a structured questionnaire, 150 consumers in market were selected as samples. The data was analyzed by using appropriate statistical tools by SPSS and conclusions were drawn. The data collected from the respondents were converted into readable form to the process of classification and arrangements. The data was tabulated and analyzed using simple statistical method like simple percentage analysis, Chi – square, Factor analysis, weighted average and One-way Anova was used as the statistical tool for analysis. Based on the research findings important suggestions were offered such as using advance media techniques, festival season offers and sales promotion activities shall provided for more value in the mind of customers.

Keywords: Customer Preference, Customer, factors influencing, sales , promotion.

1. INTRODUCTION

Trigger, the leading value fashion men's Brand. India's leading luxury brand, champion with the crores of customers since 1994. Successful Brand in men's wear collection with men's fashion with latest trends. The brand offers Denims and casual wear for men. The flagship Brand, has over the year metamorphosed into a dynamic and responsive brand for the youth. Strengths of the Trigger apparels Limited. Efficient capacity utilization 94% as against the industry standard of 84 % . Low labor cost with co-operative and peaceful labor. □ Professional managerial prowess is a major strength of Trigger apparels. Flexible Production Planning system and the ability to switch loom schedules as per fashion trends. Trigger apparels launch was only the second entry into the fabric industry. Deployment of latest technology. Strengths of the Trigger apparels Limited. Efficient capacity utilization 94% as against the industry standard of 84 % . Low labor cost with co-operative and peaceful labor. Professional managerial prowess is a major strength of Trigger apparels. Flexible Production Planning system and the ability to switch loom schedules as per fashion trends. Trigger apparels launch was only the second entry into the fabric industry. □ Deployment of latest technology.

2. OBJECTIVES OF THE STUDY

To study the consumer perceptions towards Trigger jean. To study the brand awareness of Trigger jean. To analyze the factors influencing the purchase behavior towards Trigger jean. To know the consumer satisfaction on Trigger jean.

3. RESEARCH METHODOLOGY

Methodology is a plan of action for a research project and explains in detail how data to be collected and analyzed and presented so that they will provide meaningful information. This section is to give enough background on the technical aspects of the study to allow the reader to appraise the quality of the information obtained. The descriptive research is used to identify the consumer perceptions towards Trigger jeans. The questionnaire found to be the most suitable type of research instrument to collect the data from the customers. As lot of information has to be collected for this study, personnel interview relied upon with a structured questionnaire. The sampling for this study is consumer who deals with Trigger jean and other brand jean. The sample size for the consumer's survey is 150. The Convenience sampling method was adopted for the study with a sample size of 150 respondents from the employees. In this a designated number of sample units is selected deliberately depending upon the objectives so that only the important items representing the true characteristics of the population are included in the sample. Coimbatore city alone is selected to conduct this survey to lack of time and cost involved in collecting the information from various areas. The test is carried out using SPSS tool where the variables that are to be tested for independence is entered and results are identified. The various tests are done by using SPSS are percentage analysis, chi-square, rank analysis using weighted average method, factor analysis and one way Anova.

4. REVIEW OF LITERATURE

Brand experience is the subjective internal consumer responses and behavior evoked by brand related stimuli that are a part of a brand's design and identity, packaging, communications

5. ANALYSIS AND INTERPRETATION

FACTOR ANALYSIS FOR CUSTOMER PREFERENCES ON STORE AND PRODUCT

TABLE 3.25 TOTAL VARIANCE EXPLAINED

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	2.461	61.515	61.515	2.461	61.515	61.515
2	.984	24.610	86.125			
3	.483	12.066	98.191			
4	.072	1.809	100.000			

and environments (Brakus et al, 2009, p.55). Preference formation is a cumulative, learning process that evolves through time given that experience is the primary source of learning. It is argued that all aspects of brand experience pave the way and play a fundamental role in determining and building consumer's brand preference. Brand associations are the information, such as brand attributes and benefits linked to the node in memory (Keller, 1998). According to the human associative theory (HAM) (Anderson, 1983), brand associations can be formed through direct and indirect experiences. On the other hand, brand associations provide buyers with reasons to buy and create value for the brand. They help consumers to process and retrieve information and evoke positive affect and cognitive considerations of benefits. Brand experience is a key source of information that consumers have about the brand, linked in memory forming the brand related associations, which, in turn, will form brand preferences. Brand personality refers to a set of human characteristics associated with a brand (Aaker, 1997), it is about humanizing the brand. Closely related to brand associations brand personality refers to the symbolic meaning of brand associations (Keller, 1998). Consumer perceptions of a brand personality are formed and influenced by all the direct and indirect contacts the consumer has with the brand. A useful input to these inferences is likely to be brand experience (Brakus et al, 2009). The brand personality is created and developed by the direct or indirect brand contact that the consumer experiences. Moreover, consumer's experiences enhance the perception and evaluation of brand personality as authentic and true to its own nature.

COMPONENT MATRIX

Customer preferences onstore and product	Component
	1
Store ambience of triggerjean	0.971
Opinionabout layout design	0.217
Opinionabout varietyoftermsbytrigger jean	0.820
Price of trigger jean	-0.894

From the table of table variance explained, we conclude that the first factor accounts for 61.515% of variance.

**FACTOR ANALYSIS FOR TRIGGER OUTLET SERVICES AND COMPLAINTS
TOTAL VARIANCE EXPLAINED**

Component	InitialEigen values			Extraction Sums of SquaredLoadings		
	Total	%of Variance	Cumulative %	Total	%of Variance	Cumulative %
1	6.531	93.296	93.296	6.531	93.296	93.296
2	.163	2.327	95.623			
3	.115	1.645	97.268			
4	.066	.940	98.208			
5	.060	.850	99.058			
6	.042	.606	99.664			
7	.024	.336	100.000			

Services and complaints	Component
	1
Money back guarantee	.954
Apparel selection are strongly influenced by clothing worn by people	.961
Trigger outletsprovidespromptservicesat thepromised time	.977
Trigger outletshandles customer complains effectively	.975
Trigger is able to tell patrons exactlywhen theservices would be performed	.970
Trigger brand is wellestablished	.971
Trigger outletsprovide individual customer attention	.954

From the table of table variance explained, we conclude that the first factor accounts for 93.296% of variance.

6. FINDINGS :

Customer preferences on store and product accounts for 61.515% of variance. Trigger outlet services and complaints accounts for 93.296% of variance. There is significant difference between forms of media used to aware the respondents on trigger brand and satisfaction with clarity of promotional shares stored by trigger. There is significant difference between respondent's opinion about .cross checking the quality of products and respondent's feel about quality. There is no significance difference between age of the respondents and respondent's opinion about satisfaction on buying trigger jeans. Brands prefer to buy Levis ranks first weighted average 5.01. Comparative study on various attributes of trigger brand and other brand □ Stitching attribute of trigger ranks first with weighted average 4.18. □ Store location and advertising of trigger ranks first with weighted average 4.16. There is mean significant difference between age of the respondents on opinion about customer preferences about store and products of Trigger outlet.

7. SUGGESTIONS :

Companies or producers have to do many researches to find out the cognition of student who dominates on purchasing. Price is still a sensitive issue to them. So the producers must justify its price. A regular communication and announcement of product to the customers by using advanced media techniques is inevitable. Festival season offers are mostly attracted by the customers. If there is permanent offer for clothes in most times, then it would lose its credibility. The companies should focus more on sales promotion activities and new innovative strategies with an objective of creating more value in the mind of customers. Functions with relate to anniversary or the beginning of festival seasons should be arranged with much pride and the message should be communicated with all types of media. Better public relation should be ensured with all types of media and also with the neighbourhood groups and other local bodies. 8. Participation in the socio-economic development of the locality will create a good public image so the retailers should try as far as possible - small or big contributions in the socioeconomic development process of the people in which retail outlets are

operating. Playing good quality music with medium sound, will add entertaining platform for good number of purchases. At the same time, music should not be played very loud as a disturbance to the consumers.

8. CONCLUSION

The study reveals that Trigger jean remains the top brands preferred by the respondents. It is clear that most of the shoppers of branded clothes were highly influenced by the factors such as durability, reference groups, wider choice of color and design, attractiveness, price range and celebrity endorser. Most of the customers are expecting reduced price and wider choice of color and design. The manufacturers of branded clothes must focus on all these factors to formulate branding strategies effectively and to sustain their growth. Convenient shop hours and the offer & discounts are the two factors that contribute more to prefer a particular retail garment showroom. The retailers need to give more attention to these factors in order to attract and retain their customers.

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