

**BUYING PREFERENCE AND CUSTOMER SATISFACTION  
REGARDING PREMIUM BRANDS OF DENIMS  
(LEVIS, WRANGLER, PEPE)-A CASE OF KURUKSHETRA**

Gagandeep Singh\*

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**ABSTRACT**

*Present era is the era of customers, where customer is regarded as the king & companies have to work as per the requirements of the customers. In today's competitive world, the key to success lies in ensuring customer satisfaction. Satisfaction of needs and wants of a customer is the only purpose of existence of any business. Successful companies aim for higher satisfaction because customers who are just satisfied tend to switch, when a better offer comes along. High satisfaction creates an emotional affinity with the brain. The result is high customer's loyalty. It is impossible for a denim company to survive without knowing its products strengths and weaknesses. There is so much competition out there, that if denim brands want to succeed then ensuring customer satisfaction is the key. Premium denim brands should make all efforts to control cost, new technology should be applied according to the requirement of the customers and various schemes should be offered to attract the customers. This paper attempts to study the buying preference of customers and customer satisfaction regarding premium brands of denims (Levis, Wrangler, Pepe) with regard to price, design, comfort & color as well as to study the brand awareness among customers regarding selected premium brands of denims. Exploratory research is used in this research paper.*

**Keywords:** *Customer Satisfaction, Customer Loyalty, Denims, Design, Comfort, Preference.*

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\* Lecturer, Guru Nanak Institute of Management, Mullana, India

*Convenience Sampling is used in this paper & the sample size is 200. From the study, the conclusion can be drawn that enhanced competition & globalization has created new marketing needs that in many cases cannot be effectively fulfilled by traditional marketing communication approaches. Recognizing this, virtually all premium denim brands are exploring various types of techniques which can create brand awareness & have an immediate impact on the minds of customers, thereby creating a positive image of the brand which can lead to increase in sale of the denims.*

## **1. INTRODUCTION**

‘Customer is King’ and ‘Customer Satisfaction’ are words which are common lingo of business ever since the dawn of the industrial age three centuries ago .They were brave words; rarely practiced .Self-gratification profit for the organization took precedence .General effort was to get away with the minimum that the Supplier could offer the Customers .

It was the Japanese who elevated customer satisfaction to a higher plane in the seventies .They elevated the customer to the status of a God. Customer satisfaction is an index of the “health” of the strategic account of the customer supplier relationship. Its measurement keeps the supplier informed of his performance vis-à-vis the quality of his relationship with customers over time. It also keeps him informed of current and future needs, issues and expectations of his customers.

Further, while it is important to increase customer satisfaction, eliminating customer dissatisfaction is of even greater concern.it has been frequently stated in literature that satisfied customers tells 3-5 associates while dissatisfied customer tells 8-16. It is unfortunate that competition is constantly raising the bar of satisfaction higher and higher .Just when we come to believe that our relationship has become permanent, a competitor creeps from nowhere exceeds expectations, steals the customer away. Customer satisfaction, a business term, is a measure of how products and services supplied by a company meet or surpass customer expectation. Customer expectations are influenced by their past buying experience, friend’s and associate’s advice and marketers and competitor’s information and promises.

We can broadly divide the customer expectations into two parts:-

- Primary expectations
- Secondary expectations

### **1.1. Primary Expectations**

The basic or primary expectations of the customer from a car are:

- Comfort, Price, Design, Color, Brand Name etc.

### **1.2. Secondary Expectations**

The secondary expectations of the consumers from denims are:

- Response time to complaints
- Ruggedness
- After sale services

The textile industry occupies a unique place in our country. One of the earliest to come into existence in India, it accounts for 14% of the total Industrial production, contributes to nearly 30% of the total exports and is the second largest employment generator after agriculture. Textile Industry is providing one of the most basic needs of people and the holds importance; maintaining sustained growth for improving quality of life. It has a unique position as a self-reliant industry, from the production of raw materials to the delivery of finished products, with substantial value-addition at each stage of processing; it is a major contribution to the country's economy.

### **1.3. Trends In The Denim Industry**

- The utility of Denim has increased with different weights, type, colors and different after treatment or washes both for apparel and non-apparel use. In the world market, classic Denim Jeans retain 10% share of the women's outwear market and a 25% share of the men's wear market. The greatest demand comes from 15 to 19 age groups. It is expected

that the growth rate for denims would be directly proportional to the growth rate of readymade garments industry in India and abroad.

- In India, the denim fabrics are most used by the youths in the age group of 18 to 25 mostly in metros and "B" class cities. However there is a phenomenal scope for consumption by tapping rural areas and already it has started with a significant growth rate. This trend will continue further and essentially it has increased the domestic demand to a great extent.
- Apart from the youth, denim fabrics are used in children wear also. The raggedness of denim fabrics has already appealed the local ready made garment manufacturers to use denim fabrics for children wear. Further scope of increased usage of denims in children garments is also anticipated. Though denims used in the ladies jeans presently limited to only ladies belonging to upper strata in Metros, the ladies garment sector is the upcoming target among Indian denim manufacturers.
- Today, there are over 500 units; manufacturing the denim wears specially jeans etc. by using their own brand name and logos. Leading brand names in the market are Wrangler, , Benetton, Numero Uno, Jean Junction, Avis, FU Bata (North Star), Pepe, Jealous, Naked, Moody Blues, Upper Class etc. It is understood that with the phase out of quota from the last one year International Casual Wear Brand like, Pepe Jeans International alone is expected to source from India more than double than existing of 10% of Global Business from India. Pepe`s business consists 45% jeans and 55% fashion Denim of which Women wear is around 35% of total sourcing. Similarly, Denim Apparel vendor, Levi Strauss is creating over 100 exclusive stores in coming years from existing 50stores in India. The Hong Kong based popular denim wear brand Giordano and many others are entering for outsourcing from India. Many of the International Buyers from China and Sri Lanka are looking at India for this enormous growth in quality and quantity in this area. This trend is expected to continue for another few years for Denim industry in India.

## **2. OBJECTIVES OF THE STUDY**

- To study the buying preference of customers regarding premium brands of denims with regard to price, design, comfort, brand name & color.
- To study the satisfaction level of customers regarding premium brands of denims with regard to price, design, comfort, brand name & color.
- To study the different brands denims.
- To study the brand awareness among customers regarding selected brands of denims

### 3. LITERATURE REVIEW

- Kothari, CR, RESEARCH METHODOLOGY,-- Research in common parlance refers to search for knowledge. It can also be defined as a scientific and systematic search for information on a specific topic. A research design is the arrangement of conditions for collection and analysis of data in a manner that aims to combine relevance to the research purpose with economy in procedure. Decisions regarding what, where, when, how much, by what means concerning a research study constitute a research design. Sampling can be defined as the Selection of some part of an aggregate or totality on the basis of which a judgment or inference about the aggregate or totality is made.
- Cooper Donald R, Schindler Pamela S---Broadly the sources of data are Primary Sources & Secondary sources. Primary data are those which are collected for the first time and thus happen to be original in character. Primary data is collected through Questionnaires, Observation Method & Schedules. The secondary data are those which have already been collected by someone else & which have already passed through the statistical process.
- Gupta S.P--- Correlation is a statistical technique which helps in analyzing the relationship between two or more variables. It is used in measuring the closeness of relationship between variables.
- Tull Donald S, Hawkings Del I--- Questionnaires are considered as the heart of survey operations and therefore should be very carefully constructed. It consists of a number of questions printed or typed in a definite order which is filled by the respondents on their

own. A good questionnaire should be comparatively short and simple and the sequence shall be from easy to the difficult ones.

- Schiffman Leon G, Kanuk Leslie Lazar---- Study of the customer behavior is the study of how individuals make decisions to spend their available resources (Time, Money and Efforts) on consumption related items. It includes the study what they buy, when they buy it, where they buy it, how often they buy it and how often they use it. The primary purpose for the study consumer behavior as a part of marketing curriculum is to understand how and how customers make their purchase decisions. These insights enable marketers to design more effective marketing strategies.
- Nair Suja R---The success of the firm will be determined by how effective it has been in meeting the diverse customer needs and wants by treating each customer as unique and offering products and services to suit his/her needs
- G C Beri, Marketing research, Third Edition, Tata Mc Graw Hill Publications PP 95-98,233-- Sampling can be defined as the selection of some part of an aggregate or totality on the basis of which a judgment or inference about the aggregate or totality is made. A sample design is a definite plan for obtaining a sample from a given population.

#### **Magazines-**

- Patel Rashna( 2002),“ India’s strengths –Tremendous sourcing centres”, Home Fashion , Servewell Printers, Mumbai, Vol-1, No.1,pp-08-09--From this magazine I have taken the information regarding the growth of the denim industry in India . in the information about the presence of various brands of denims in India is also given.
- Facts For You, January 2008, pp 21-23--From this magazine I have taken the information about the top ten denim brands in India , July 2007and also the information about the progress of textile industry from 1991-2007. I have also taken information about the going trends in the denim sector.
- Femina India, December 2007 ,pp 41-50--From this magazine I have taken the information about the segment wise growth of the denim sector in India and also the information about

the progress of the over all textile sector . I have also take information about the latest trends in textile indistry.

- Fashion 2 fashion, Jan 2008, pp 74-85

India is emerging as a textile super-power as more manufacturers set up base in the country. While India produced around 31 million textiles worth about US\$ 5 billion in 2006, estimates shows that the textile sector production to increase by 68 per cent in units and 65 per cent in value terms in 2007.

#### **4. RESEARCH METHODOLOGY**

Research methodology is a way to systematically solve the research problem. It is a written game plan for conducting research. Exploratory research has been used in this research paper. Exploratory research is used to formulate a problem, evaluate the feasibility of a research project, provide alternative approaches to a problem & provide options for further research.

#### **5. SAMPLING AND SAMPLE DESIGN**

Sampling can be defined as the selection of some part of an aggregate or totality on the basis of which a judgment or inference about the aggregate or totality is made. A sample design is a definite plan for obtaining a sample from a given population.

**Sample Size:** It indicates the number of individuals who were surveyed. Here the sample size is **200 respondents.**

**Sampling Technique** used in this project work is **Judgement Sampling.**

#### **6. DATA COLLECTION**

Broadly the data has been collected through:-

- Primary Sources
- Secondary sources.

Primary data has been collected through questionnaires. Before using the questionnaire method “Pilot Survey” was conducted. Sample size for pilot survey: 30 respondents.

Secondary data has been collected through magazines, journals, pamphlets of the selected denim companies & through websites of the selected denim companies.

## 7. HYPOTHESIS TESTING

Hypothesis involves a statement that explains or makes generalizations about a set of facts or principles, usually forming a basis for possible experiments to confirm its viability. The chi-square test is one of the simplest and widely used non-parametric test in statistical work.

$H_0$ :-There is no relationship between sale of denim brands and their quality.

$H_1$ :-There is relationship between sale of denim brands and their quality.

OBSERVED VALUE (O)	EXPECTED VALUE (E)	(O-E)	(O-E) <sup>2</sup>	(O-E) <sup>2</sup> / E
120	100	20	400	4
80	100	-20	400	4

$$\begin{aligned}
 \text{(Chi square Test)} \chi^2 &= \sum \frac{(O-E)^2}{E} \\
 &= 4 + 4 \\
 &= 8 \text{ (calculated value)}
 \end{aligned}$$

Significance level 5%

Tabulated value = 3.841 (5% level of significance and Degree of freedom)



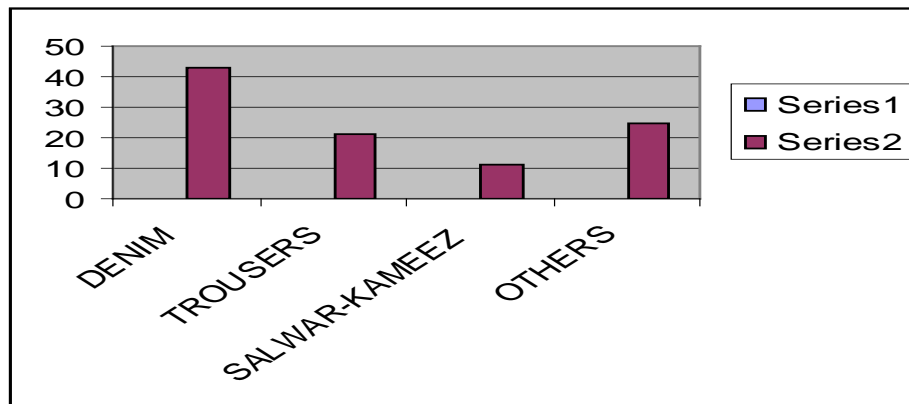
$x^2$  cal. >  $x^2$  tab.

As calculated value is greater than tabulated value, so null hypothesis ( $H_0$ ) is rejected and alternate hypothesis ( $H_1$ ) is accepted. Hence, there is relationship between sale of denim brands and their quality.

## 8. RESULT AND FINDINGS

What type of wear you prefer the most?

Figure: 1

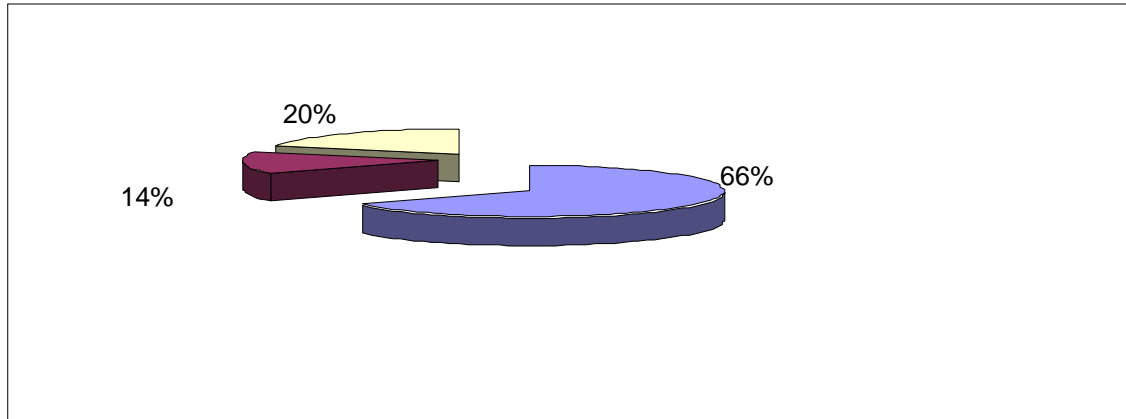


### Interpretation:

- 43% prefer denim
- 21% prefer trousers
- 11% prefer salwar kameez
- 25% prefer to others

Denim of which brand do you wear?

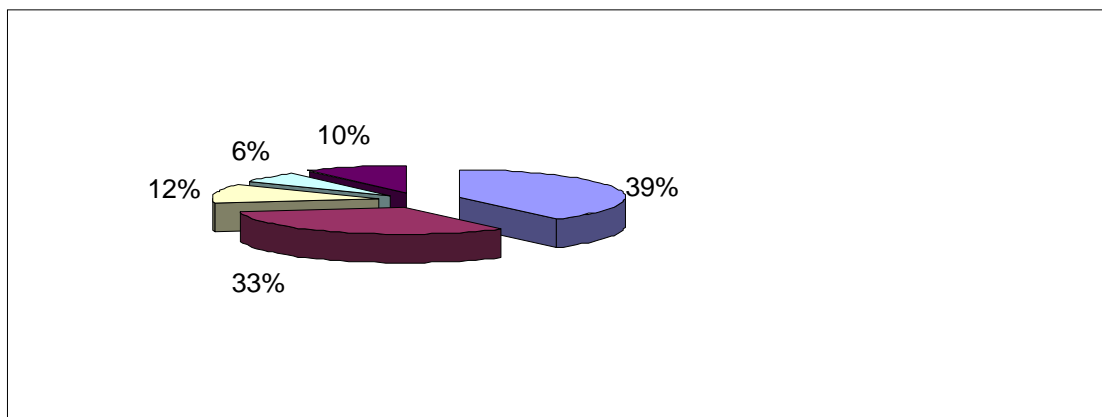
Figure:2

**Interpretations:**

- 66% respondents have jeans of brand Levi's
- 20% respondents have jeans of brand Pepe
- 14% respondents have jeans of brand Wrangler

How did you come to know about your denim brand?

Figure:3

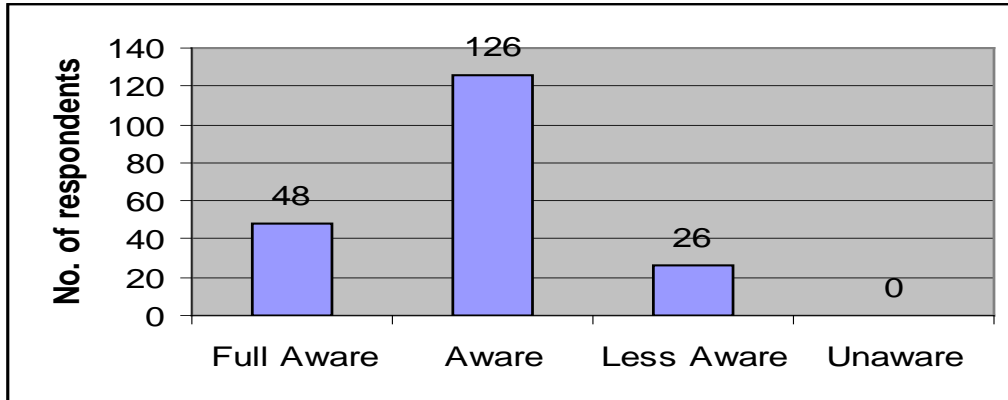
**Interpretations:**

- 39% respondents have come to know through Advertisements.
- 33% respondents have come to know through friends
- 12% respondents have come to know through family members.

- 6% respondents have come to know through publicity.

Awareness about these three denim brands available in market

Figure:4

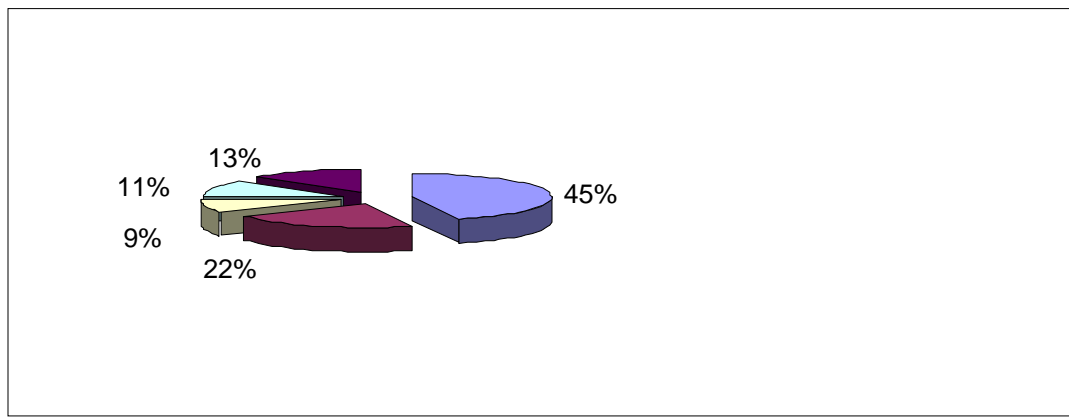


**Interpretations:**

- 48 respondents are fully aware
- 126 respondents are aware
- 26 respondents are less aware

Why did you prefer Levis?

Figure:5

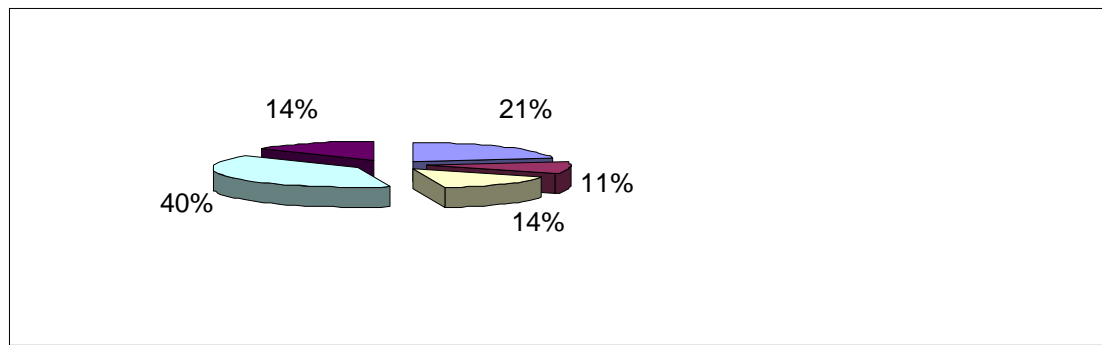


**Interpretations:**

- 20% respondents prefer Levis due to price
- 22% respondents prefer Levis due to design
- 9% respondents prefer Levis due to comfort
- 11% respondents prefer Levis due to brand name
- 13% respondents prefer Levis due to color

Why did you prefer Pepe?

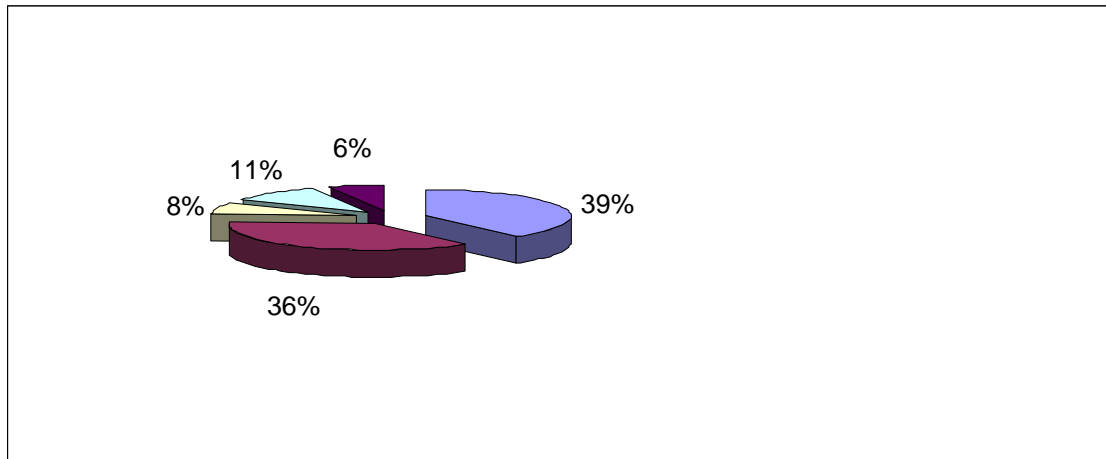
Figure:6

**Interpretations:**

- 21% respondents prefer Pepe due to price
- 11% respondents prefer Pepe due to design
- 14% respondents prefer Pepe due to comfort
- 40% respondents prefer Pepe due to brand name
- 14% respondents prefer Pepe due to color

Why did you prefer Wrangler?

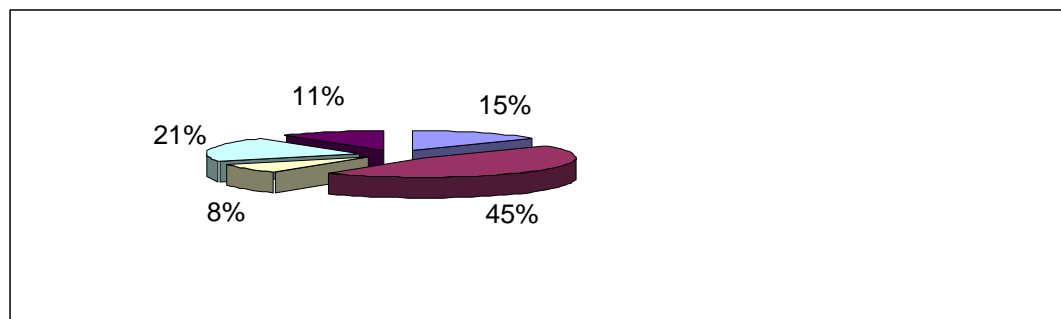
Figure:7

**Interpretations:**

- 39% respondents prefer Wrangler due to price
- 36% respondents prefer Wrangler due to Design
- 8% respondents prefer Wrangler due to Comfort
- 11% respondents prefer Wrangler due to brand name
- 6% respondents prefer Wrangler due to color

Are you satisfied with your denim brand?

Figure:8

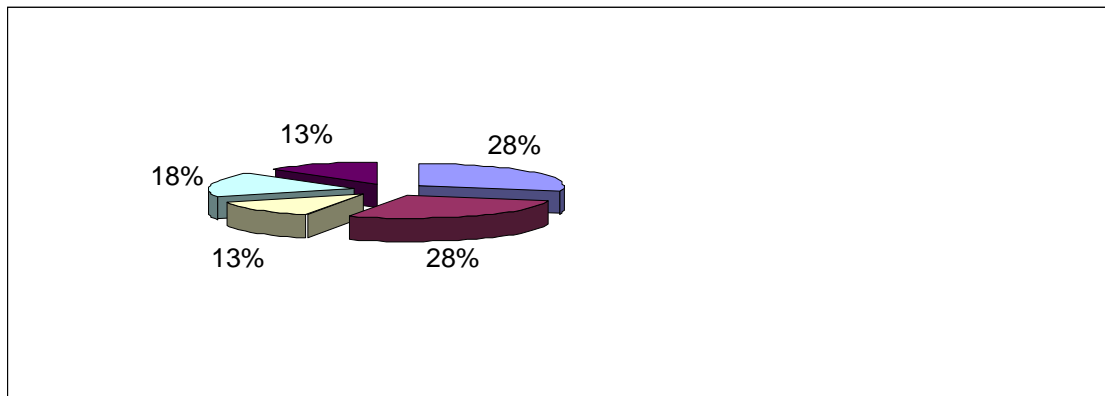


**Interpretations:**

- 15% respondents are highly satisfied
- 45% respondents are satisfied
- 8% respondents are undecided
- 21% respondents are unsatisfied
- 11% respondents are highly unsatisfied

The features with which you are satisfied are?

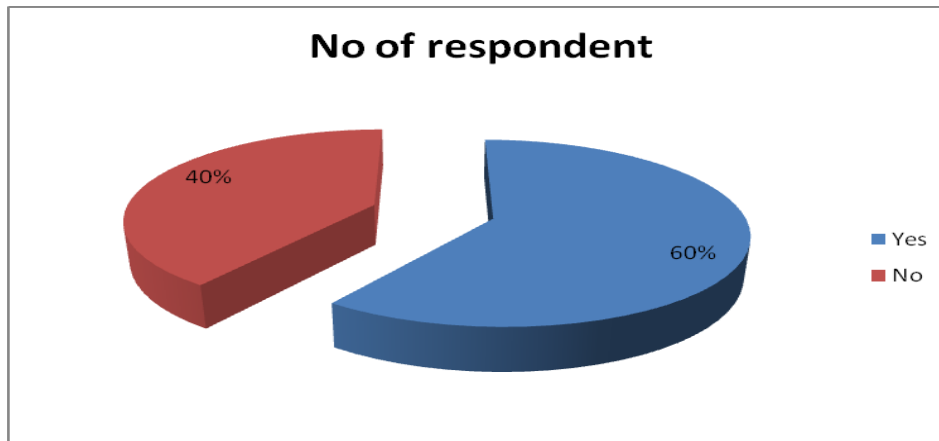
Figure:9

**Interpretations:**

- 28% respondents are satisfied with price
- 28% respondents are satisfied with design.
- 13% respondents are satisfied with comfort
- 18% respondents are satisfied with brand name
- 13% respondents are satisfied with color

Are you satisfied with the quality offered by particular brand ?

Figure:10

**Interpretations:**

- 60% respondents are satisfied with quality offered by particular brand
- 40% respondents are not satisfied with quality offered by particular brand

**9. FINDINGS**

- 43% respondents prefer denim , 21% prefer trousers,11% prefer salwar kameez & 25% prefer to others
- 66% respondents have jeans of brand Levis,20% respondents have jeans of brand Pepe & 14% respondents have jeans of brand Wrangler
- 39% respondents have come to know through Advertisements, 33% respondents have come to know through friends, 12% respondents have come to know through family members & 6% respondents have come to know through publicity.
- 48 respondents are fully aware,126 respondents are aware & 26 respondents are less aware
- 20% respondents prefer Levis due to price,22% respondents prefer Levis due to design 9% respondents prefer Levis due to comfort,11% respondents prefer Levis due to brand name & 13% respondents prefer Levis due to color.

- 21% respondents prefer Pepe due to price, 11% respondents prefer Pepe due to design, 14% respondents prefer Pepe due to comfort, 40% respondents prefer Pepe due to brand name & 14% respondents prefer Pepe due to color.
- 39% respondents prefer Wrangler due to price, 36% respondents prefer Wrangler due to Design, 8% respondents prefer Wrangler due to Comfort, 11% respondents prefer Wrangler due to brand name & 6% respondents prefer Wrangler due to color .
- 15% respondents are highly satisfied ,45% respondents are satisfied, 8% respondents are undecided, 21% respondents are unsatisfied & 11% respondents are highly unsatisfied
- 28% respondents are satisfied with price, 28% respondents are satisfied with design. 13% respondents are satisfied with comfort, 18% respondents are satisfied with brand name & 13% respondents are satisfied with color

## 10. CONCLUSION

Present era is the era of customers, where customer is regarded as the king & companies have to work as per the requirements of the customers. There is so much competition out there, that if a denim manufacturing company wants to succeed then ensuring customer satisfaction is the key. The successful car manufacturing companies aim for high satisfaction .Because customers who are just satisfied still find it easy to switch, when a better offer comes along. Denim manufacturer should make all efforts to control cost, new technology should be applied according to the requirement of the customers & various schemes should be offered to attract the From the study, the conclusion can be drawn that enhanced competition & globalization has created new marketing needs that in many cases cannot be effectively fulfilled by traditional marketing communication approaches. Recognizing this, virtually all car manufacturing companies are exploring various types of techniques which can create brand awareness & have an immediate impact on the minds of customers, thereby creating a positive image of the company which can lead to increase in sale of the denims

## 11. FUTURE IMPLICATIONS



- This research is helpful for the Denim manufacturers in understanding the buying preferences of customers & how to increase the level of customer satisfaction with regard to price, design, comfort, brand name & color.
- This research is helpful for the Denim manufactures in understanding the role the advertising is playing.
- This research is helpful for the selected Denim manufacturers in knowing the features with which their customers are satisfied.
- This research is helpful for the Denim manufactures in knowing about the awareness Among customers regarding Denims.

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