

**Brand awareness and Brand perception towards trigger jeans in Coimbatore
City in KG Denim Private Limited, Karamadai.**

ANGEL RANJITHAM P

(12PBM001)

**A Major Project Report submitted to
Avinashilingam Institute for Home Science and Higher Education for Women
Coimbatore -43.**

**In Partial Fulfilment of the Requirements for the Degree of Master of Business
Administration.**

March, 2014

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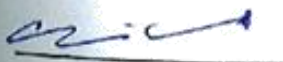
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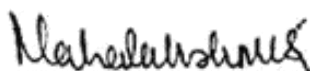
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HOD (I/C)**



**Signature of the
External Examiner**



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ACCREDITED BY
NPOP
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01st February, 2014

To Whomsoever It May Concern

This is to certify that Ms. P. Angel Ranjitham (12PBM001) doing MBA - 2nd Year 4th Semester in Avinashilingam Institute for Home Science and Higher Education for Women, Coimbatore has undergone Project Work in our Organization from 09th December 2013 to 31st January, 2014. She has chosen the project work under the title of "Study on Brand Awareness and Brand Perfection of Customer towards Trigger Jeans in Coimbatore City. During this project period her conduct, behaviour and attendance were found to be good. We wish all success in her future course.

*for Srinivasa Garments
(Unit of KG Apparel Private Limited)*

[Signature]
Authorised Signatory



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SYNOPSIS

A study is entitled on “Brand awareness and Brand perception towards trigger jeans in Coimbatore city “. Brand awareness and brand perception towards business are vital to its success and their positive relationship among perceive quality and brand equity.

This study focus on to identify the prospective consumers of trigger jeans, analyze factors influencing buying decision of targeted customers, to identify the factors that the respondents give importance to jeans while purchasing it in outlet, to measure the impact of brand awareness on brand loyalty among targeted customers, to identify the brand recognition and recall among targeting customers, to find out the impact of promotional activities and service in the trigger outlet, to Measure the level of satisfaction of the Trigger from its competitors.

A structured questionnaire was constructed to provide answers to our research question. In this study, Two hundred questionnaires were distributed. The study surveyed brand awareness among the respondents in Coimbatore city and the perceptions of Trigger brand as reflected by the brand association held in target customers’ memories (brand image), Using the various tools like percentage analysis, Pearson correlation and chi-square tests.

As the study concludes that trigger brand stay on the basic level—they are able to recognize the brand and has positive perception towards it and found that socio-economic factor occupation is independent of customer choice of jeans brand and Income is independent of customer choice of jeans brand. Brand awareness has no significant impact on brand loyalty among targeted customers, promotional activity has no significant impact on the service in the trigger, Service activities of Trigger has significant impact on the customer satisfaction,

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Chapter I

Introduction

1.1 Textile industry

The Textile industry in India traditionally, after agriculture textile is the only industry that has generated huge employment for both skilled and unskilled labor in textiles. The textile industry continues to be the second largest employment generating sector in India. It offers direct employment to over 35 million in the country.^[1] The share of textiles in total exports was 11.04% during April–July 2010, as per the Ministry of Textiles. During 2009-2010, Indian textiles industry was pegged at US\$55 billion, 64% of which services domestic demand.^[1] In 2010, there were 2,500 textile weaving factories and 4,135 textile finishing factories in all of India.

The textile industry is primarily concerned with the production of yarn, cloth and the subsequent design or manufacture of clothing and the distribution. The raw material may be natural or synthetic using products of the chemical industry.

The textile industry manufactures and also meets the ultimate objectives of providing complete solution to the customers. The segment will grow faster and thus capture the maximum value addition in the company.

In a short span of time has increased the product range and cater to the requirements of renowned retailers, brands, designers, importers, corporate, institutions and governments. The textile industries are certified by leading retailers, brands and importers for adherence to social and environment compliance norms.

Kg denim specialized and dedicated production facilities for shirts, jeans and work wear. The industry is soon going to enter the world high fashion, with well defined growth plans, it aims to become one of the largest manufacture and exporter of garments from India.

To do so, kg denim has expanded the in house capacity from 11 million to 22 million garments. They will produce a diverse range of knitted and women garments from basic to fashion and from formal day wear to high performance work wear.

1.2 Introduction about the company

Trigger jeans is the part of KG Denim Limited, established in the year 1995, Trigger brand is known all over India .It consists of 41 outlets all over India and production unit in Coimbatore with 4 outlets in the Coimbatore region. Many fashion designers also prefer this brand of jeans as it would look amazing and fashionable always. It is sure to make you feel comfortable when you wear. Trigger is known to be one of the most famous leading men's brands for fashion. This brand has been very famous for its denim and casual wear for men. This brand has now emerged to be the most dynamic and responsive brand especially among the youth.

Trigger is known to be one of the most famous leading men's brands for fashion. This brand has been very famous for its denim and casual wear for men. This brand has now emerged to be the most dynamic and responsive brand especially among the youth. It is into the manufacturing of various products that reflects the latest fashion that helps in maximizing consumer satisfaction. It helps in balancing fashion and technology that adds a new dimension to ever evolving style for men.

The experienced and creative designers work together in the area of expertise and focus their business model on their specialist. When wearing these outfits, it makes you feel trendy, peppy and comfortable. It deals with various fashion products like Jeans, trousers, shirts and t shirts.

The type of jeans manufactured by them includes Spring/summer and Autumn/ winter. It has always been innovative in terms of colors, styles, fits and fashion for its valuable customers. These are designed keeping in mind the personality of men. This brand theme is enhanced by the hunger of lifestyle.

1.2 Company profile

Company name	KG Denim Textile Private Ltd
Company address	No.2,FCI Complex, Mettupalayam Road , karamadai-641 104
Founder	Shri KG Balakrishnan
Brand Name	Trigger
Incorporated in the year	1992
Established in the year	1995
Shifts	Day Shift - 8.30AM to 5.30PM Night Shift - 6.30AM to 7.30AM
Office staff	33 members
No. of. Workers	250 male workers and 410 female workers
Bonus	8.33% of profit
No. of. outlets in India	41
Total Working Hours	16 hours
Export countries	USA, Europe
E-Mail	cskgdl@kgdenim.in contact@kgdenim.in
Website	www.kgdenim.com www.triggerjeans.com

1.3 Branding

The term brand means different things to the different roles of buyer and seller, with buyers generally associating brand with a product or service, and merchants associating brand with identity. Brand can also identify the company behind the specific product — that's not just a biscuit, that's Britannia biscuit. This use of brand puts a —face behind the name, so to speak, even if the —face is the result of advertising copy and television commercials. This use of brand also says nothing of quality, just the buyer's exposure to the brand's PR and media hype. For the typical merchant, branding is a way of taking everything that is good about the company — positive shopping experience, professionalism, superior service, product knowledge, whatever the company decides is important for a customer to believe about the company— and wrapping these characteristics into a package that can be evoked by the brand as signifier.

Branding can be applied virtually anywhere a consumer has a choice. It is possible to brand:

- A physical good (Cadbury's Chocolate, Sunsilk shampoo),
- A service (Kingfisher Airlines, TATA AIG medical insurance),
- A store (Big Bazaar, BATA stores),
- A place (The state of Kerala, Pushkar Mela),
- A person (Amithabh Bachan, Sachin Tendulkar),
- An organization (UNICEF or BCCI),

1.3.1 Purpose of Branding

The purpose of branding is to create a powerful and lasting emotional connection with customers and other audiences. A brand is a set of elements or —brand assets that in combination create a unique, memorable, unmistakable, and valuable relationship between an organization and its customers. The brand is carried by a set of compelling visual, written and vocal tools to represent the business plan and intentions of an organization.

Branding is the voice and image that represents your business plan to the outside world. What your company, products and services stand for should all be captured in your branding strategy, and represented consistently throughout all your brand assets and in your daily marketing activities. The brand image that carries this emotional connection consists of the many manageable elements of branding system, including both visual image assets and language assets.

The process of managing the brand to the business plan is important not only in —big change situation where the brand redefinition is required, but also in the management of routine marketing variables and tactics. This does not have to be a —ground-up situation where there are wholesale changes to the business. Rather it is more common that specific changes to the changes to the business plan are incremental and the work of the brand strategist and designer is to interpret these changes and revise the branding strategy and resulting brand assets and define their use in the full range of marketing variables.

. 1.4 Brand awareness

Brand awareness can be referred to as the degree of consumers' familiarity with a brand. . According to **Rossiter and Percy (1987)**, brand awareness is the ability of consumers to distinguish a brand amongst other brand. **Aaker (1991)** stated that brand awareness is a vital element of brand equity and achieving brand awareness.

Keller (1993) conceptualized brand awareness as comprising of brand recall and brand recognition. He went further to say that brand recall is the ability of consumers to remember a brand from their mind when the product class is made know.

1.4.1 Brand perception in consumers mind

Conventional market research is highly dependent on subjective consumer report. That is, the information that marketers, advertisers, and publishers learn about consumers is based on what consumers say. Consumers tell what they are thinking, feeling, and doing with regard to brands. But consumers may not be aware of **all** that they are thinking and feeling about a brand. And consumers are commonly not

entirely truthful about what they are doing (i.e., purchasing, or intending to purchase) in relation to a brand.

It is fair to say that most of what consumers report for market research purposes is reasonably close to reality - or truth, if that term is preferred. However, as neuro marketing reveals, attitude and behavior are not always firmly linked in the human mind. Several model of market research have been developed to address the different ways that the mind of a consumer influences brand affinity and consumer purchase decisions. These models reflect the four dimensions of market research: cognitive, emotional, language, and action.

1.5 Scope of the project

Brand awareness and brand perception survey is a systematic process for collecting consumer data, analyzing this data to make it into actionable information, driving the results throughout an organization and implementing the various action needed for the organization.

Gathering information and theoretical knowledge is a part of study. It become complete when added with practical knowledge as the noted truth comes to sight. Hence one becomes more efficient and effective when a flavor of practical outlook is added to the bosky mind. As the study has got wide relevance is formulating valid information about the organization.

It helps in getting a critical look in to the branding/promotional practices of the organization in relation to theoretical knowledge. It gives an idea about the company branding and promotional practices and brand awareness of the products to the future decision- making how to perform successfully and tact fully.

1.6 Objectives of the study

- To identify the prospective consumers of trigger jeans.
- To analyze factors influencing buying decision of targeted customers
- To identify the factors that the respondents give importance to jeans while purchasing it in outlet.
- To measure the impact of brand awareness on brand loyalty among targeted customers.
- To identify the brand recognition and recall among targeting customers.
- To find out the impact of promotional activities and service in the trigger outlet
- To Measure the level of satisfaction of the Trigger from its competitors

1.7 Limitations of the study

- The area of research has been limited to Coimbatore city.
- The number of respondent has been limited to 200 only due to time constraints.
- Most of the customer did not spend more time in the questionnaire.

Chapter II

Review of literature

2.1 Brand awareness

Aaker, D. A., & Keller, K. L. (1991). Consumer evaluations of brand extensions. *Journal of Marketing*, study on brand awareness enlightens this theory of brand equity's integral part that is brand awareness. As his studies had profoundly covered petite aspects of this topic to clarify its purpose of being there and why it has been so important and in fact gaining more insights by the organizations which are investing a lot in the brand share and its value which is caused from the initiation point of bringing awareness to the consumers about the brands in the market until its trial, adoption and re-purchase to the loyalty aspect which has been covered thoroughly.

Dodds, William B., & Grewal, D. (1991). Effect of price, brand and store information on buyer's product evaluation. *Journal of Marketing Research* says that a product with high brand awareness will obtain more retailers as well as consumer fondness because it has increased market share and quality belief attached with it.

Stryfom.(1995).Branding and brand equity emphasize that marketers can create awareness among their target audience through repetitive advertising and publicity Brand awareness can provide a host of competitive advantages for the marketer.

Bovee (1995). Branding and Brand Equity states that ,Brand awareness measure of the percentage of the target market that is aware of a brand name

Aaker, D. A. (1996). Measuring brand equity across products and markets. *California Management Review*. Brand awareness refers to the strength of a brand's presence in the consumer's mind

In order to measure brand awareness we ask the respondent to name all the brands which he/she associates with a given product category. Then we ask him/her to pick from a list the brands he/she recognizes .There are three levels of brand awareness:

- Brand recognition: It is the ability of consumers to identify a certain brand amongst other i.e. aided recall. Aided recall is a situation whereby a person is asked to identify a recognized brand name from a list of brands from the same product class.
- Brand recall: This is a situation whereby a consumer is expected to name a brand in a product class. It is also referred to as —unaided recall as they are not given any clue from the product class.
- Top of mind: This is referred to as the first brand that a consumer can recall amongst a given class of product.

Many researchers have seen brand awareness as an element that plays a vital role in consumer's choice of brand.

Lin, M.Y., and Chang, L.H (2003) “Determinant of habitual behavior for national and leading brands in chain” *journal of product and brand management*, states that in the result of their study established that brand awareness had the most powerful influence on consumers purchase decision.

koniewski, M(february 2012).brand awareness and customer loyalty.*www.research-pmr.com* , emphasize that Brand awareness is a starting point for customer satisfaction, loyalty studies and is the lowest level of brand recall. This is where the brand recall continuum begins, extending from simple brand recognition to having complex cognitive structures constructed on the basis of detailed information concerning the brand.

Relying on brand awareness is a frequent tactical decision made when buying a product for the first time. When making subsequent purchases the consumer focuses on the product's practical attributes, such as quality, functionality, taste or fragrance. Brand awareness has a stronger impact on the subsequent purchasing choices, if the product once tried out fulfilled the consumer's expectations.

The Role of Brand Awareness

Stokes RC (1985). The Effects of Price, Package Design, and Brand Familiarity on Perceived Quality. In J Jacoby & J Olson (eds.). *Perceived Quality*. Lexington: Lexington Books.In memory theory, brand awareness is

positioned as a vital first step in building the —bundle of associations which are attached to the brand in memory

Rossiter & Percy (1987). Branding and Brand Equity, describe brand awareness as being essential for the communications Process to occur as it precedes all other steps in the process. Without brand awareness occurring, no other communication effects can occur. For a consumer to buy a brand they must first be made aware of it.

Brand attitude cannot be formed, and intention to buy cannot occur unless brand awareness has occurred.

Aaker, D. A., & Keller, K. L. (1991). Consumer evaluations of brand extensions. *Journal of Marketing*, states that the brand is conceptualized as a node in memory which allows other information about the brand to be —anchored to it. The conceptualization of a network of brand associations in memory with the brand as a central core has been put forward by many others

2.2 Brand perception

Keller Lane, Kevin, 1993. Conceptualizing, Measuring, and Managing Customer-based Brand equity, *Journal of Marketing* There are positive relationship among brand awareness, perceive quality and brand equity. The marketing program has effect to improve the perceive quality of brand for different customers.

Brand recall refers to consumer's ability to retrieve the brand from the memory . Brand perception is consumers' ability to identify the brand under different conditions, as reflected by their brand recognition or recall performance.

Keller, K.L. (2003), “Strategic Brand Management: Building, Measuring and Managing Brand Equity”Brand building has been around for centuries as a means to distinguish the goods of one producer from those of another. The earliest signs of branding in Europe were the medieval guilds' requirement that craftspeople put trademarks on their products to protect themselves and consumers against inferior quality. In the fine arts, branding began with artists signing their works. Brands today

play a number of important roles that improve consumers' lives and enhance the financial value of firms

Sathainrapabayut p., & wonglorsaichan, p. (vol.4.No 1 january 2008). brand perception. *International review of business research papers*, according to the improvement of measurement for brand equity, consumer-based brand equity was described for four dimensions; brand awareness, brand association, perceived quality, and brand loyalty. Despite consistent marketing and marketing communication efforts, a brand is seldom perceived in the same way by all customers. Customers use tangible attributes to decide whether competing products are different. Customers use intangible attributes to decide how they are different. Differentiation is an important factor in creating a link between a brand and its stakeholders Brand awareness and brand perceived quality as the significant factors to create and maintain brand equity.

Brand Perception – perceived quality

Aaker, D. A., & Keller, K. L. (1991). Consumer evaluations of brand extensions. *Journal of Marketing*, perceived quality is generated by each buyer's perception of up to seven elements. In evaluating these quality elements, consumers literally make up their mind about whether what you're saying matches the qualities they're seeing. Just as importantly, these elements are how they decide to choose your qualities over the qualities of others: If it's a product, **Aaker** says your customers evaluate on: Performance, Features, Conformity with specifications, Reliability, Durability, Serviceability Fit and finish.

Brand Perception - Inside the Minds of Consumers

Dawson, t. (sep ,2011). changing brand perception. *Brand strategy insider* ,he reports that every Conventional market research is highly dependent on subjective consumer report. That is, the information that marketers, advertisers, and publishers learn about consumers is based on what consumers say. Consumers tell what they are thinking, feeling, and doing with regard to brands. But consumers may not be aware of **all** that they are thinking and feeling about a brand. And consumers are commonly not entirely truthful about what they are doing (i.e., purchasing, or intending to purchase) in relation to a brand.

Martinez, P. (2012). *The Consumer Mind: Brand Perception and the Implications for Marketers*. Most market research relies on the language model to understand consumer behavior. This means that the consumers' beliefs, feelings, and behavior must all be inferred from what consumers say.

According to Pepe Martinez, author *The Consumer Mind*, consumers often contradict themselves. On the one hand, consumers tend to act on their feelings but they consciously report what they believe they are thinking. Market researchers are faced with the task of analyzing consumer feedback, isolating the most relevant information, and making s and forecasts based on their overall knowledge of what is probable, if not actual. In other words, if a market researcher cannot **know with certainty** what a consumer believes or is likely to do, then the market researcher must draw from the body of consumer knowledge, his or her own market research experience, and what he or she understands about human nature.

Devault, G. (2012). *Brand perception-inside the minds of customer*. *www.ask.com*, she quotes that When Branding is Coherent and Genuine, the Brain Knows. Consumer values and consumer emotions are revealed by what consumers say. Consumer emotions convey meanings and feelings about brands. Through the creation of meaning and feelings, consumers are able to achieve consonance between brands and their intentions - if not their actions. In other words the genuineness of the consumer-brand engagement is based on feelings that are generated by the brand in individual consumers. The brand coherence depends on the strength of the relationship between the brand message and the feelings and meaning the consumer derives from the brand message

Disomma, M. (March 14, 2014). *Brand perception: perceived quality rules the day. Brand strategy insider*, he quotes that it is fair to say that most of what consumers report for market research purposes is reasonably close to reality - or truth, if that term is preferred. However, as neuromarketing reveals, attitude -and behavior are not always firmly linked in the human mind. Several models of market research have been developed to address the different ways that the mind of a consumer influences brand affinity and consumer purchase decisions. These models reflect the four dimensions of market research: cognitive, emotional, language, and action.-

Chapter III

Research Methodology

3.1 SAMPLING DESIGN

A Sample Design is a definite plan for obtaining a sample from a given population. It refers to the technique or the procedure adopted in selecting items for the sample. The main constitution of the sampling design is as below-

- Sampling Unit
- Sample Size
- Sampling Procedure

Sampling unit

A sampling framework i.e. developed for the target population that will be sampled i.e. who is to be surveyed Customers, Working people, students, employed and housewives i.e. males and females irrespective of their education level.

Sample size

It is the substantial portion of the target population that is sampled to achieve reliable results. The sample size for the study includes 200 respondents.

Sampling technique

The researcher has used a structured questionnaire as a research instrument tool which consists of multiple choice questions in order to get data. Thus questionnaire is the data collection instrument used in the study.

Sampling procedure

The procedure to choose the respondents to obtain a representative sample, a non-probability sampling technique is applied for the target – market.

3.2 Data collection

Primary data

The primary data are those data, which are collected afresh and for the first time. And happen to be original in character. The primary data to be collected for the study are-

Questionnaire

A set of questionnaire is prepared for the cause of collecting different information related to the pre-determined objectives

Closed-end questions

Fixed alternative questions are used in the questionnaire. This consists of

Dichotomous Questions: The respondent is given a choice between only two alternatives.

Multiple-choice Questions: The respondents are given a set of alternatives to answer.

Open-ended question

The customers are asked to give suggestions to improve the service in the form of open-ended Question at the end of the questionnaire.

Secondary data

Internal and external secondary data is collected for the purpose of study. Internal secondary data is collected within the company. This data includes company records, previous research reports and other relevant information.

External secondary data is generated from outside. This data includes books and Internet etc

3.3. FRAME WORK ANALYSIS

Pearson Correlation

Hypothesis:

H₀ (Null hypothesis) – There is no relationship between the stimulating factors of brand perception and brand awareness.

H₁ (Alternate hypothesis) – There is relationship between the stimulating factors of brand perception and brand awareness.

The correlation analysis reveals that there is relationship between the stimulating factors like customer satisfaction, additional benefits, and online services and overall satisfaction of customers. These factors are positively correlated with the overall satisfaction level of customers. In this case, the null hypothesis (H₀) is accepted.

Simple percentage analysis

Simple percentage analysis was used throughout the dissertation whenever required and frequency tables have been prepared for understanding the opinion of the respondents. The simple percentage analysis is obtained when ratios are multiplied by 100 so one figure is taken as base and it is represented by 100

$$\text{Percentage} = \frac{\text{Number of respondents}}{\text{Total number of respondents}} \times 100$$

Chi-square test

This test for significant difference between the observed distribution of data among categories and the expected distribution based on the null hypothesis.

$$E = \frac{\text{Row total} \times \text{column total}}{\text{Grand total}}$$

O = Observed frequency

E = Expected frequency

DF = Degree of freedom (r-1) (c-1)

If the calculated value is less than the table value at 5% level of significance the hypothesis is accepted. If the calculated value is more than table at the 5% level of significance it is rejected.

Chapter IV

Data analysis and

4.1 Gender wise distribution of respondents

Gender is the state of being male or female in terms of social or cultural difference rather than biological ones. The following table shows that male and female prefer to wear jeans in their lifestyle.

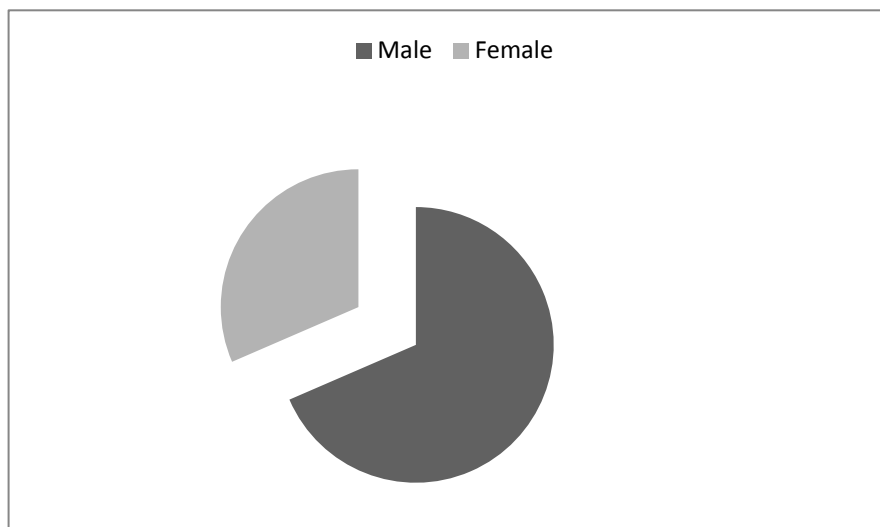
TABLE 4.1

Gender	No. Of. Respondents	Percentage
Male	137	68.5
Female	63	31.5
Total	200	100.0

From the above table it can be interpreted that 68.5% of respondents are male and 31.5% are female who use branded jeans. We can interpret that males are more brand conscious as compare to female.

CHART 4.2

Gender wise distribution of respondents



4.2 Age wise distribution of respondents

The age of the respondents plays a vital role in the fashion and trend towards apparel .Age indicates the level of maturity in each individual. As the age increases the knowledge, abilities and the experience tends to increase.

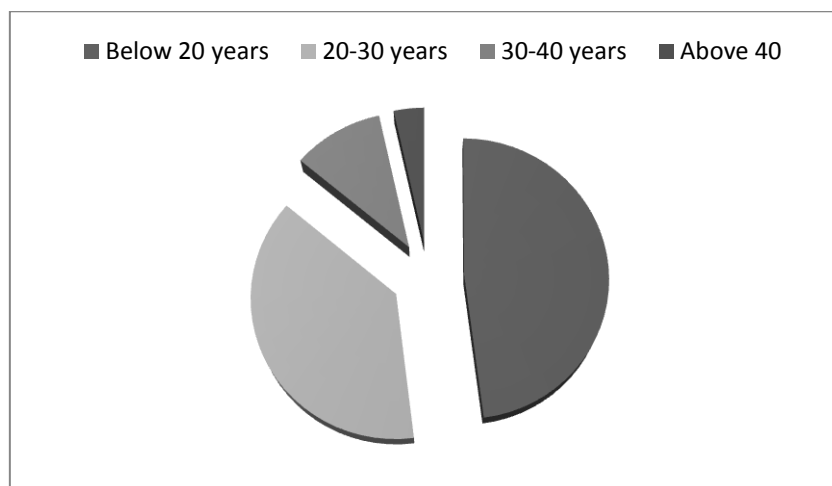
TABLE 4.2

Age group	No. Of. Respondents	Percentage
Below 20 years	96	48.0
20-30 years	76	38.0
30-40 years	21	10.5
Above 40	7	3.5
Total	200	100.0

From the above table it can be interpreted that the customer whose age is below 20 years, percentage is 48%. The customer whose age is between 20-30 years, percentage is 38%.The customer whose age is between 30-40 years, percentage is 10.5%. And the customer whose age is above 40 years, percentage is 3.5%.Here we can say that youngsters are more brand conscious than other age group people.

CHART 4.2

Age wise distribution of respondents



4.3 Occupation wise distribution of respondents

An occupation is an abstract category used to group and classify similar jobs, it is also an activity that a person spends time doing for their basic needs and Occupation of a customer has a significant impact on customer choice of jeans brand.

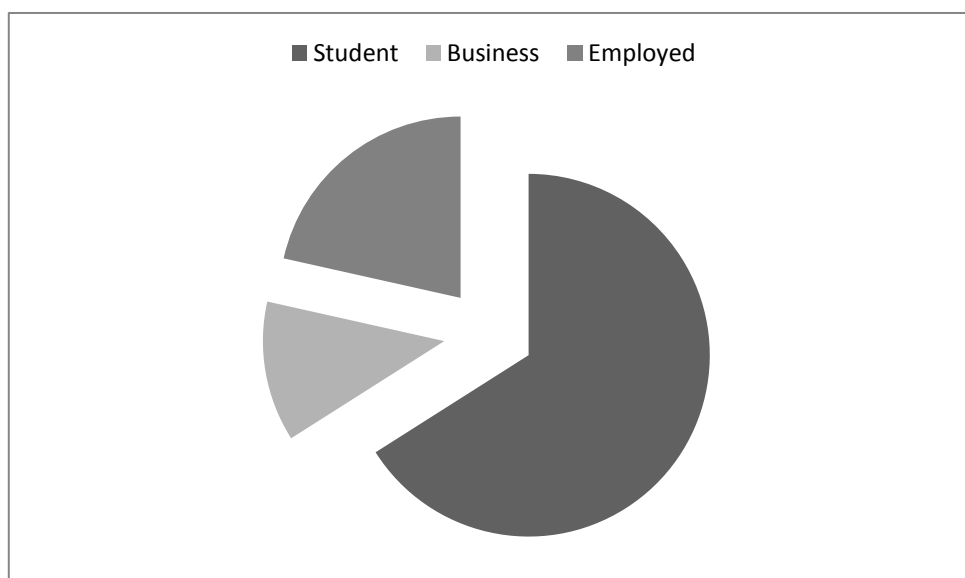
TABLE 4.3

Occupation	No. Of. Respondents	Percentage
Student	132	66.0
Business	25	12.5
Employed	43	21.5
Total	200	100.0

From the above table it can be interpreted that that out of 200 respondents, 66% respondent are Students, 21.5% respondent were doing business, 12.5% respondents are employees. Hence, here we come to know that majority respondents are students.

CHART 4.3

Occupation wise distribution of respondents



4.4 Education wise distribution of respondents

Education in its general sense is a form of learning in which the knowledge, skills, and habits of a group of people are transferred from one generation to the next through teaching, training, or research. Any experience that has a formative effect on the way one thinks, feels, or acts may be considered educational, so an education also plays a vital role in choosing apparel.

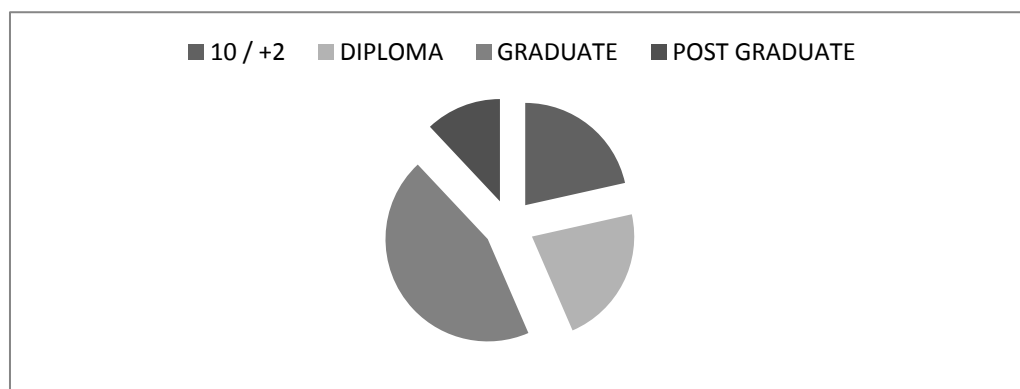
TABLE 4.4

Education	No. Of. Respondents	Percentage
10 / +2	43	21.5
Diploma	44	22.0
Graduate	89	44.5
Post graduate	24	12.0
Total	200	100.0

From the above table it can be interpreted that out of 200 respondents, 44.5% respondent are graduate, 22% respondent are 10/+2th, 21.5% respondent are Diploma, 12% respondent are post graduate. Hence, here we can analysis that most of the customers are graduated.

CHART 4.4

Education wise distribution of respondents



4.5 Income wise distribution of respondents

Annual income of the respondents shows the level of wages which the respondent is getting for a year based on their designation, which makes every respondent to make the decision towards purchase.

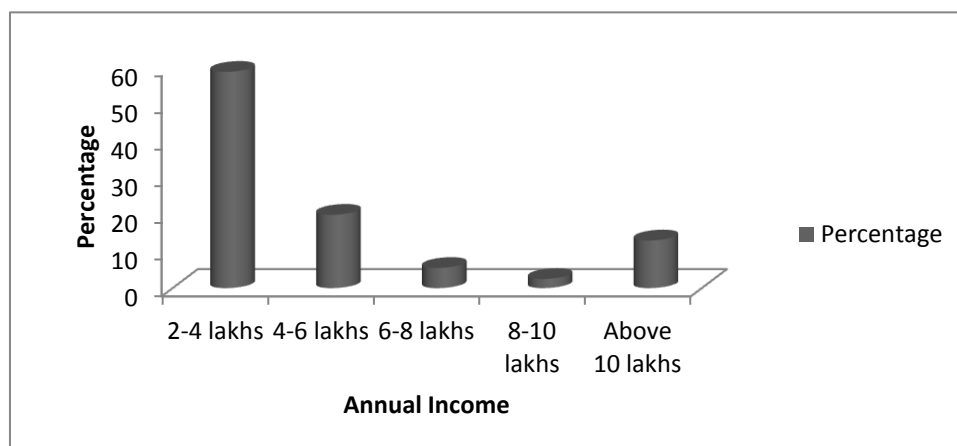
TABLE 4.5

Annual Income	No. Of. Respondents	Percentage
2-4 lakhs	118	59.0
4-6 lakhs	40	20.0
6-8 lakhs	11	5.5
8-10 lakhs	5	2.5
Above 10 lakhs	26	13.0
Total	200	100.0

From the above table it can be interpreted that out of 200 respondents, 59% of their annual is between 2-4 lakhs, 20% of their annual is between 4-6 lakhs, 5.5% of their annual is between 6-8 lakhs, 2.5% of their annual is between 8-10 lakhs, 13% of their annual is above 10 lakhs. Here most of the respondent income is between 2-4 lakhs.

CHART 4.5

Income wise distribution of respondents



4.6 Customer preference towards fit

Customer preference refers to how customers select goods and services in relation to factors like taste, preference and individual choices. Here customer preference is towards of jeans fit.

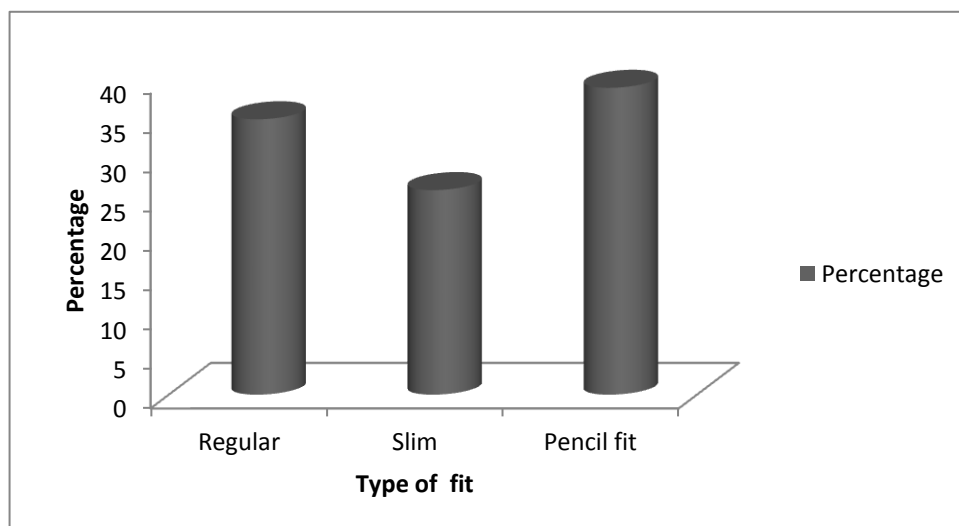
TABLE 4.6

Preferred fit	No. Of. Respondents	Percentage
Regular	70	35.0
Slim	52	26.0
Pencil fit	78	39.0
Total	200	100.0

From the above table it can be interpreted that out of 200 respondents, 39% of respondents prefer to pencil fit, 35% of respondents prefer to regular fit and 26% of respondents prefer to slim fit. Hence, most of the respondents prefer to slim fit.

CHART 4.6

Customer preference towards fit



4.7 Customer preference towards color

Customer preference refers to how customers select goods and services in relation to factors like taste, preference and individual choices. Here customer preference is towards of jeans color.

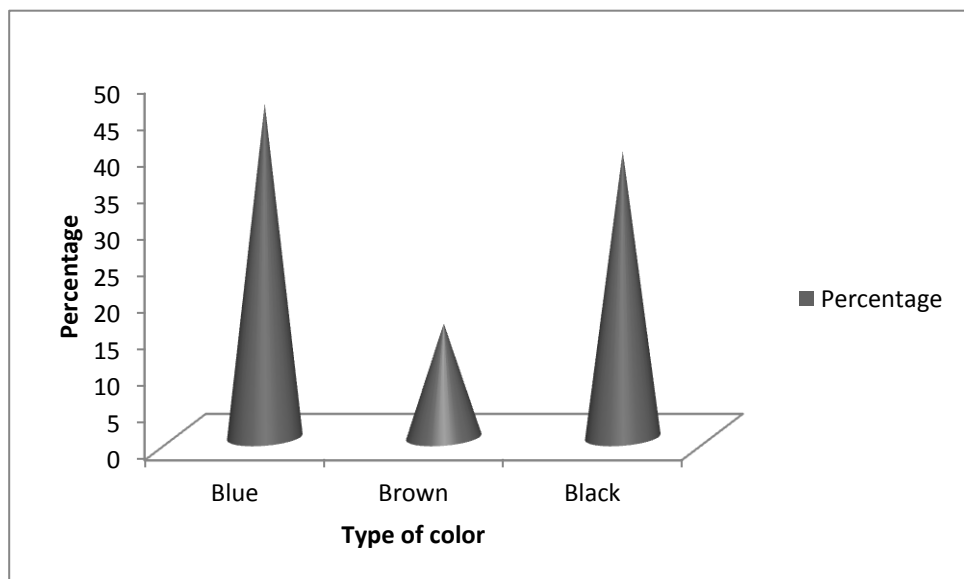
TABLE 4.7

Preferred color	No. Of. Respondents	Percentage
Blue	91	45.5
Brown	31	15.5
Black	78	39.0
Total	200	100.0

From the above table it can be interpreted that out of 200 respondents, 45.5% of respondents prefer to blue color, 39% of respondents prefer to black color and 15.5% of respondents prefer to brown. Hence, most of the respondents prefer to blue color

CHART 4.7

Customer preference towards color



4.8 Customer preference towards style

Customer preference refers to how customers select goods and services in relation to factors like taste, preference and individual choices. Here customer preference is towards of jeans style.

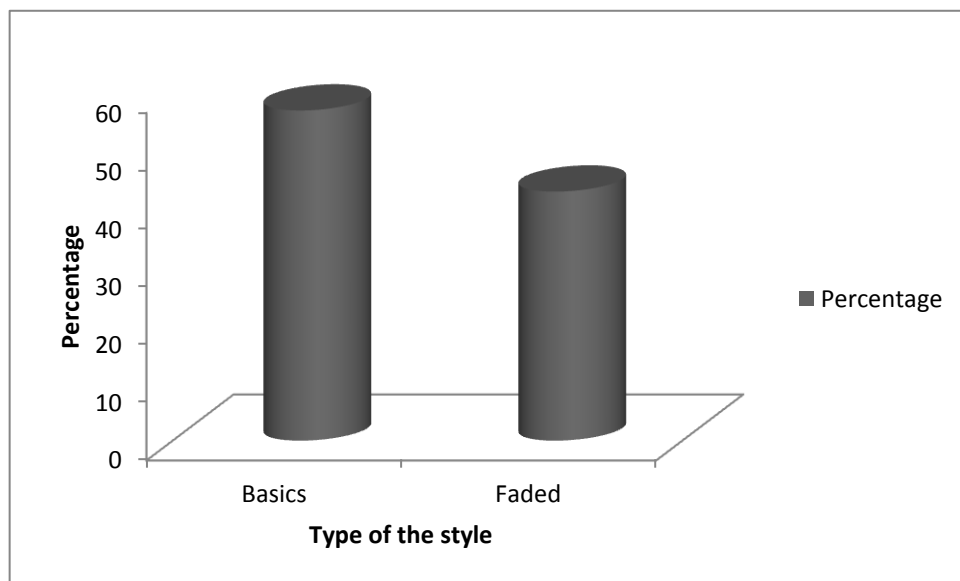
TABLE 4.8

Preferred style	No. Of. Respondents	Percentage
Basics	114	57.0
Faded	86	43.0
Total	200	100.0

From the above table it can be interpreted that out of 200 respondents, 57% of respondents prefer to Basic style, 43% of respondents prefer to faded style. Hence, most of the respondents prefer to basics

CHART 4.8

Customer preference towards style



4.9 Customer preference towards fabric

Customer preference refers to how customers select goods and services in relation to factors like taste, preference and individual choices. Here customer preference is towards of jeans fabric.

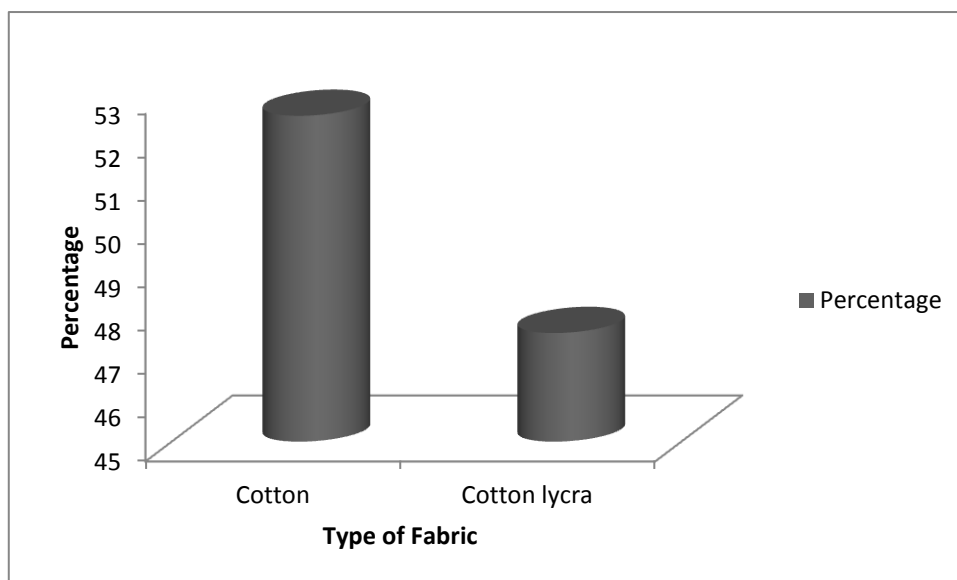
TABLE 4.9

Preferred fabric	No. Of. Respondents	Percentage
Cotton	105	52.5
Cotton lycra	95	47.5
Total	200	100.0

From the above table it can be interpreted that out of 200 respondents, 52.5% of respondents prefer to cotton fabric, 47.5% of respondents prefer to cotton lycra. Hence, most of the respondents prefer to cotton.

CHART 4.9

Customer preference towards fabric



4.10 Customer awareness towards brand

Brand awareness is the extent to which a brand is recognized by potential customers, and is correctly associated with a particular product. It is related to the functions of brand identities in consumers' memory and can be reflected by how well the consumers can identify the brand under various conditions.

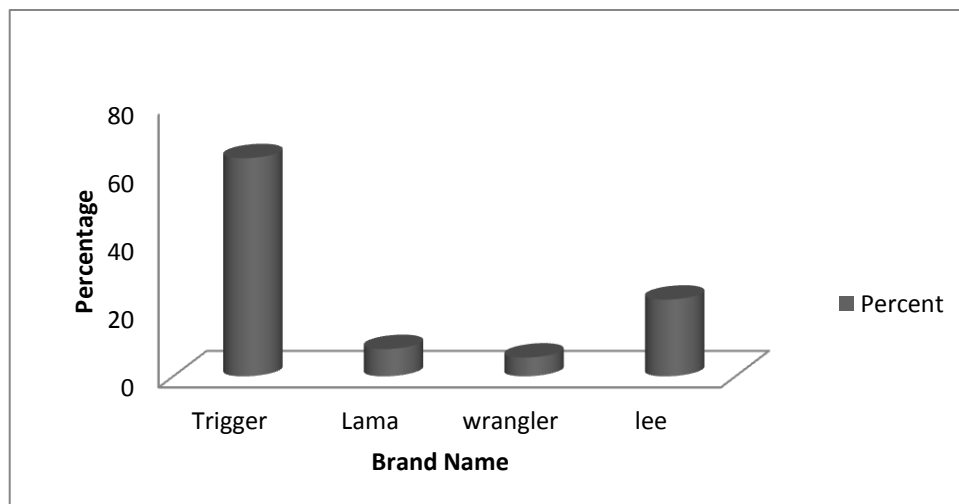
TABLE 4.10

Brand	No. Of. Respondents	Percentage
Trigger	128	64.0
Lama	16	8.0
Wrangler	11	5.5
Lee	45	22.5
Total	200	100.0

From the above table it can be interpreted that out of 200 respondents, 64% of respondents are aware of Trigger, 8% of respondents are aware of Lama, 5.5% of respondents are aware of Wrangler and 22.5% of respondents are aware of Lee. Hence, most of the respondents in Coimbatore city are aware of trigger jeans.

CHART 4.10

Customer awareness towards brand



4.11 Customer loyalty

When consumers become committed to your brand and make repeat purchases over time. Brand loyalty is a result of consumer behavior and is affected by a person's preferences. Loyal customers will consistently purchase products from their preferred brands, regardless of convenience or price.

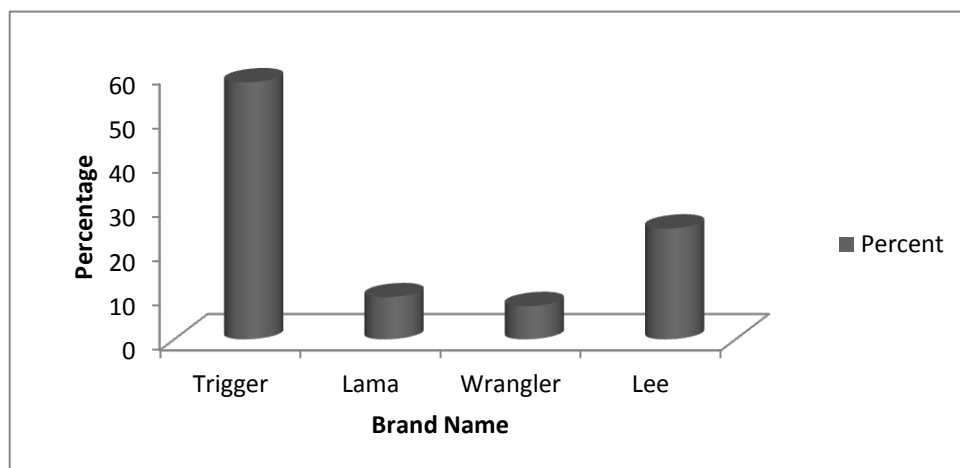
TABLE 4.11

Brand name	No. Of. Respondents	Percentage
Trigger	116	58.0
Lama	19	9.5
Wrangler	15	7.5
Lee	50	25.0
Total	200	100.0

From the above table it can be interpreted that out of 200 respondents, 58% of respondents prefer to purchase Trigger, 9.5% of respondents prefer to purchase Lama, 7.5% of respondents prefer to purchase Wrangler and 22.5% of respondents prefer to purchase Lee. Hence, most of the respondents in Coimbatore city owe trigger jeans more than one.

CHART 4.11

Customer loyalty



4.12 Customer buying decision

A buying decision describes the process a customer goes through when buying a product. In this we consider the respondents those who purchase trigger jeans.

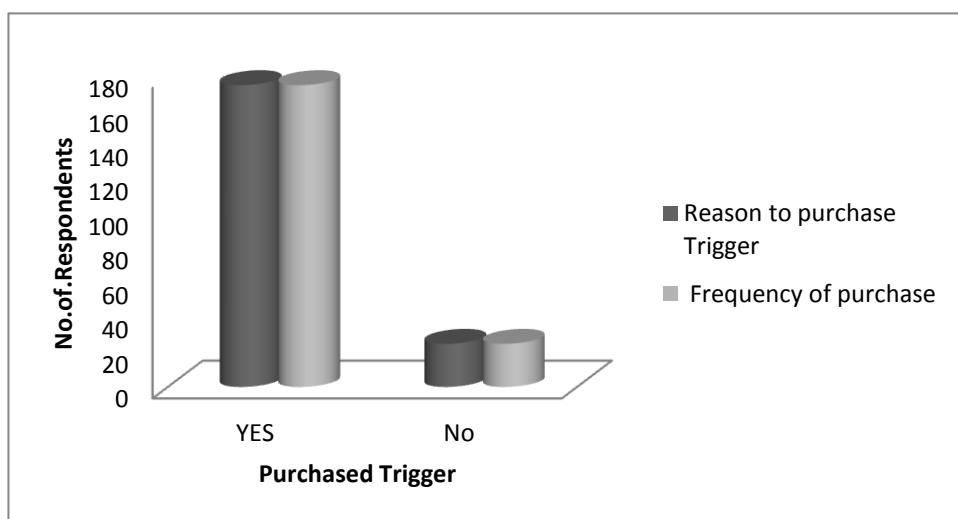
TABLE 4.12

Particulars	YES		NO		Total	
	N	Percent	N	Percent	N	Percentage
Reason to purchase Trigger	175	87.5%	25	12.5%	200	100.0%
Frequency of purchase	175	87.5%	25	12.5%	200	100.0%

From the above table it can be interpreted that out of 200 respondents, 87.5% of respondents purchased Trigger, 12.5% of respondents have not purchased Trigger. Hence, most of the respondents in Coimbatore city purchase trigger jeans.

CHART 4.12

Customer buying decision



4.12.1 Customer purchase intentions

Customer purchase intention towards any product will be according to price, durability, style, comfortable and looks. Here we are going to analyze on the purpose on the purchase of trigger jeans.

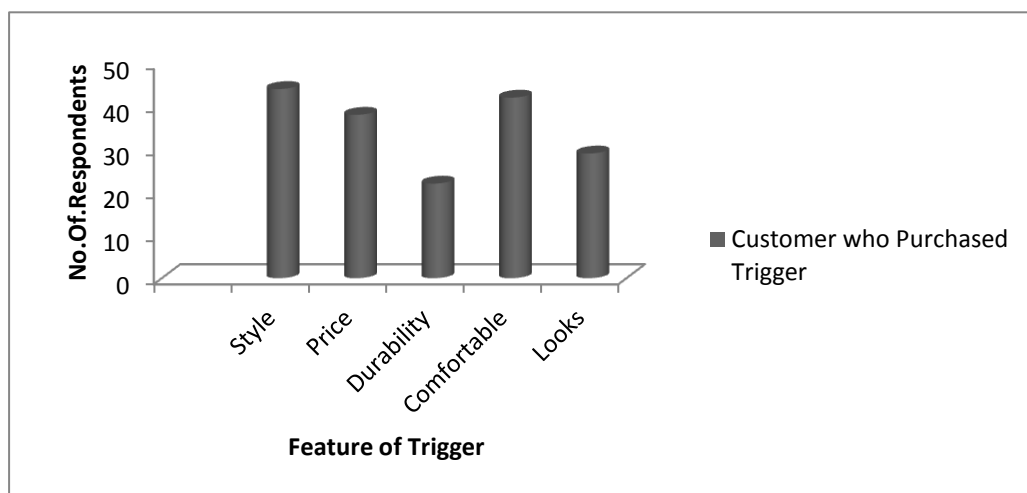
TABLE 4.12.1

Reason Towards purchase	Style	Price	Durability	Comfortable	Looks	Total
Customer who Purchased Trigger	44	38	22	42	29	175
Percentage	25	22	13	24	16	100

From the above table it can be interpreted that out of 200 respondents, 25% of respondents prefer to style, 24% of respondents prefer to comfortable, 22% of respondents prefer to Price, 16% of respondents prefer to looks, 13% of respondents prefer to durability and 25 respondents does not refer to any of the feature as they have not purchased trigger. Hence, most of the respondents in Coimbatore city Purchase trigger for its style and comfortable.

CHART 4.12.1

Customer purchase intention



4.12.2 Customer purchase frequency

Purchase frequency, which is part of the RFM (recency, frequency, monetary) analysis trilogy, can be defined as the number of times that a customer makes a purchase in a given period of time. This is a metric that can be calculated for a week, 6 months, a year or only when they need.

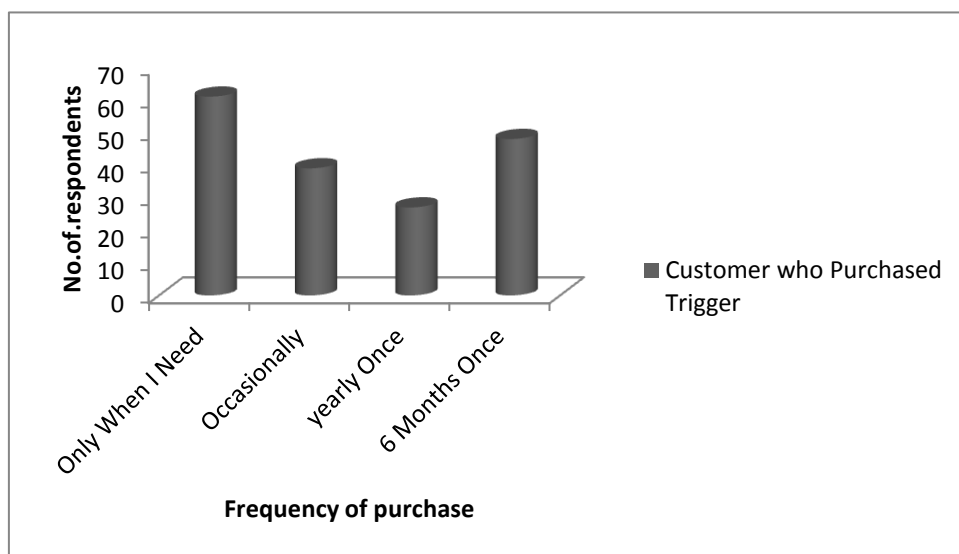
TABLE 4.12.2

Frequency Of Purchase	Only When I Need	Occasionall y	yearly Once	6 Months Once	Total
Customer who Purchased Trigger	61	39	27	48	175
Percentage	35	22	15	28	100

From the above table it can be interpreted that out of 200 respondents, 35% of respondents purchase only when they need, 28% of respondents purchase jeans 6 months once, 22% of respondents purchase jeans occasionally, 15% of respondents purchase jeans yearly once. Hence, most of the respondents in Coimbatore city Purchase trigger only when they are in need.

CHART 4.12.2

Customer purchase frequency



4.13 Performance of trigger

To compete in today's fast-moving, competitive, and complex markets, brand owners need regular, timely, and reliable feedback. It's important to monitor the underlying long-term trajectory of our brand as well as the short-term effects of in-market activity. That the brand value has to bear interest and on top of that, the brand has to provide a measurable contribution to the success of a business as a whole. Here we use ranking method to measure the brand performance.

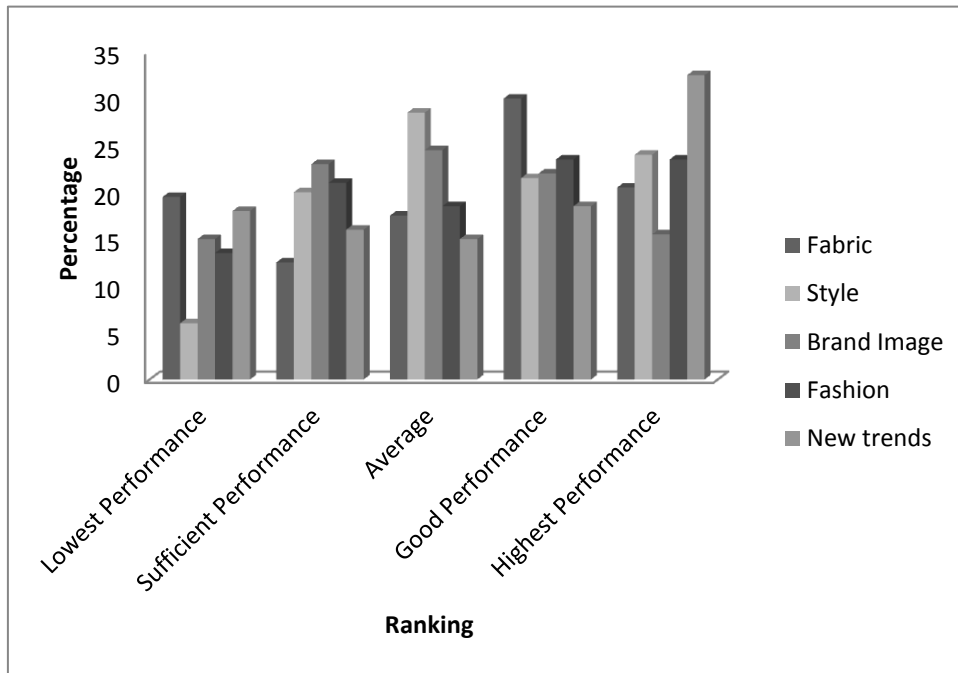
TABLE 4.13

Particulars	Lowest Performance	Sufficient Performance	Average	Good Performance	Highest Performance	Total percent
Fabric	19.5	12.5	17.5	30	20.5	100
Style	6	20	28.5	21.5	24	100
Brand Image	15	23	24.5	22	15.5	100
Fashion	13.5	21	18.5	23.5	23.5	100
New trends	18	16	15	18.5	32.5	100

From the above table it can be interpreted that out of 200 respondents. New Trends has the highest performance with 32.5% respondents, Fabric has the good performance with 30% respondents, Style has the average performance with 28.5% respondents, Brand Image has the sufficient performance with 23% respondents.

Fashion has the good performance with 23.5% respondents. Hence, most of the respondents want to have new style and variety of jeans.

CHART 4.13
Performance of trigger



4.14 Brand awareness

Brand awareness is the extent to which a brand is recognized by potential customers, and is correctly associated with a particular product. Awareness can be brought through various promotional activities like advertisement, friends and family through word of mouth with their experience with the brand.

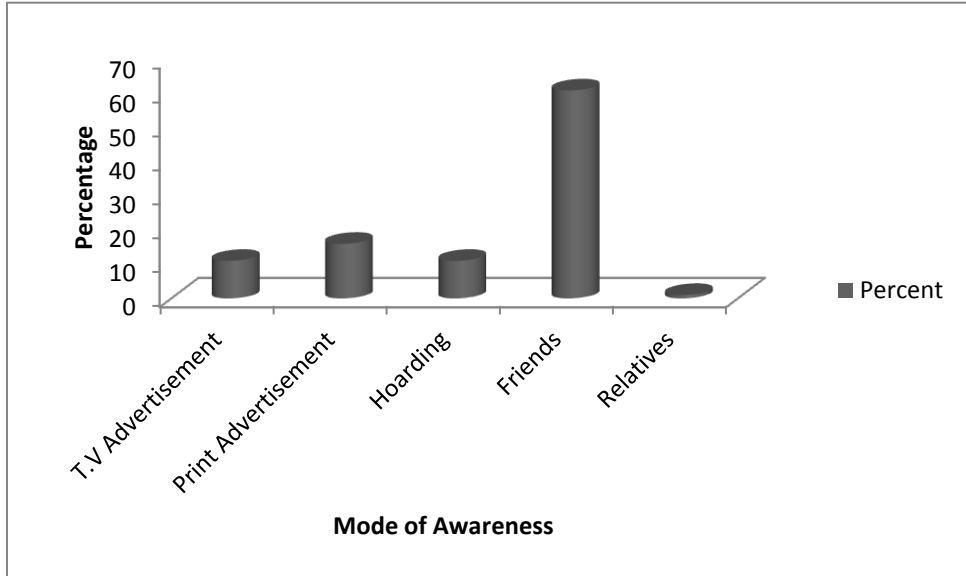
TABLE 4.14

Mode of Awareness	No. Of. Respondents	Percentage
T.V Advertisement	22	11.0
Print Advertisement	32	16.0
Hoarding	22	11.0
Friends	122	61.0
Relatives	2	1.0
Total	200	100.0

From the above table it can be interpreted that out of 200 respondents. 61% respondents aware of trigger through their friends, 16% respondents of trigger through Print advertisement, 11% respondents of trigger through TV and through hoarding, 1% respondents of trigger through Relatives. Hence, most of the respondents came to know trigger from their friends therefore we need to improve our advertising.

CHART 4.14

Brand awareness



4.15 Atmosphere in trigger outlet

Atmosphere is the physical characteristics and surrounding influence of a *retail* store that is used to create an image in order to attract customers. The analysis of the atmosphere in trigger outlet is measured using the shelve reach, interior design, cleanliness and layout to get around.

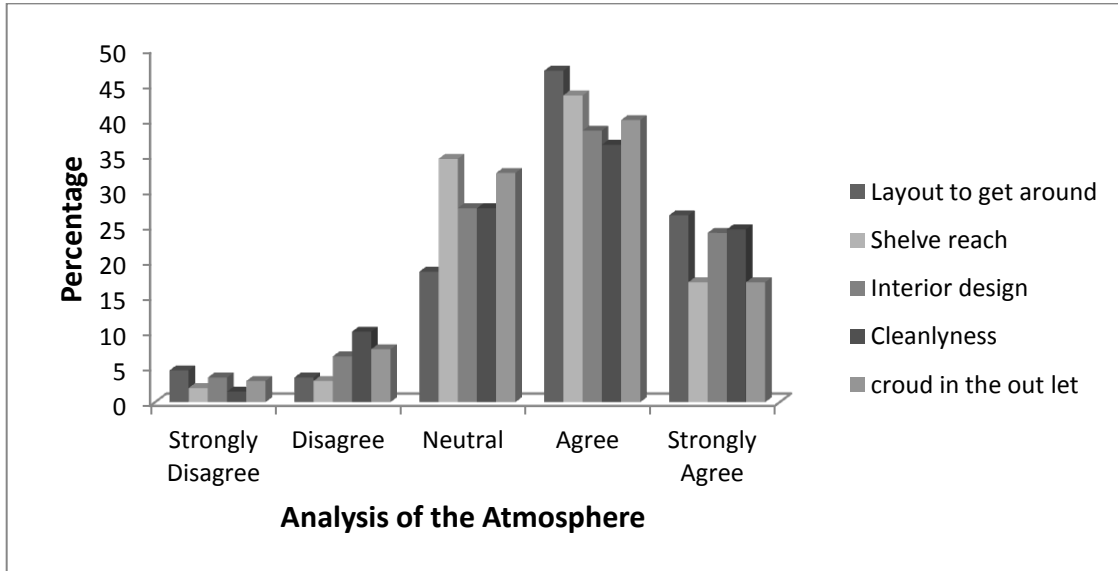
TABLE 4.15

Particulars	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Total percent
Layout to get around	4.5	3.5	18.5	47	26.5	100
Shelve reach	2	3	34.5	43.5	17	100
Interior design	3.5	6.5	27.5	38.5	24	100
Cleanliness	1.5	10	27.5	36.5	24.5	100

From the above table it can be interpreted that out of 200 respondents. 47% of respondents Agree that the layout is easy to get around, 43.5% of respondents is Agree that the shelves are easy to reach out, 38.5% of respondents is Agree that the interior are fashionable and stylish, 36.5% of respondents is Agree that the tidy and bright, 40% of respondents is Agree that the outlet is not to crowded. Hence, most of the respondents agree that the atmosphere is convenient for purchase.

CHART 4.15

Atmosphere of trigger outlet



4.16 Convenience in trigger outlet

Convenient procedures, products and services are those intended to increase ease in accessibility, save resources (such as time, effort and energy). In this analysis we analyze whether the retail outlet is near home, its opening hours and various other retail outlets in the nearby trigger outlet.

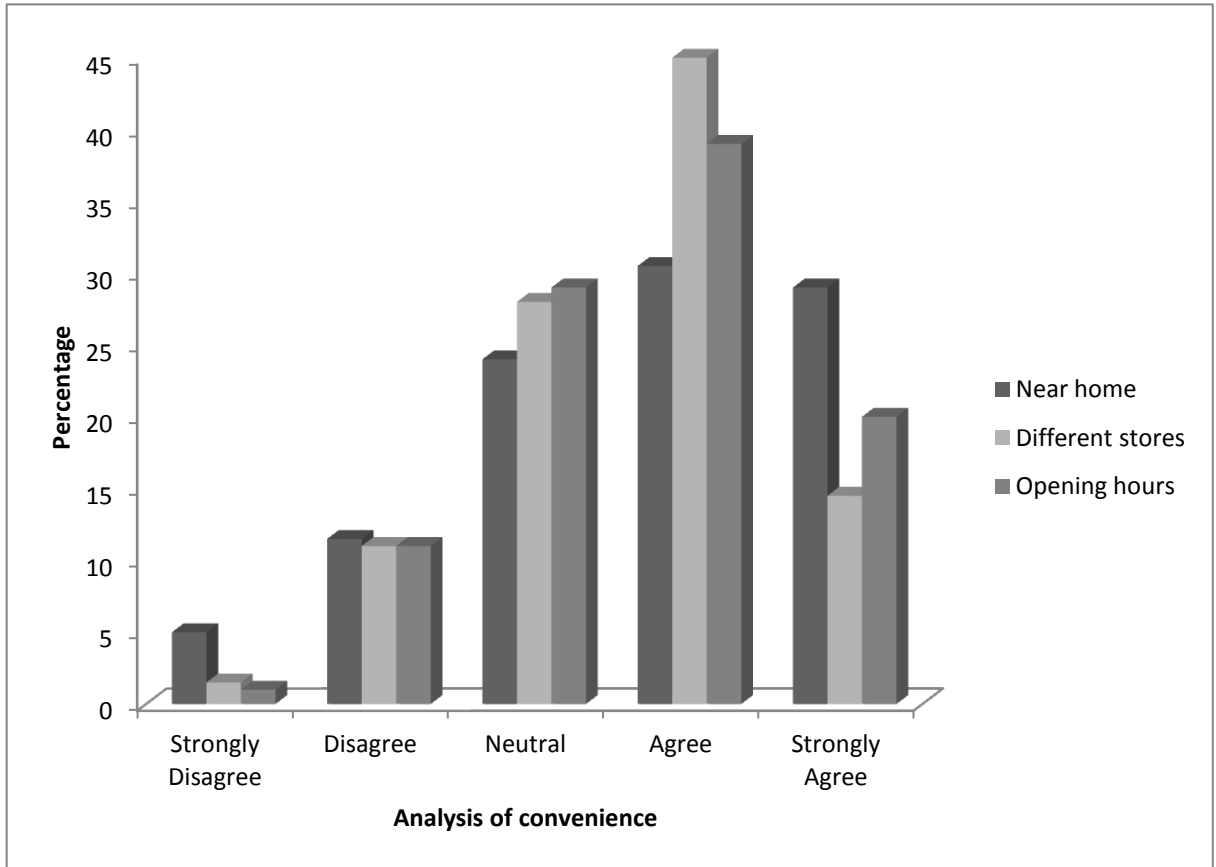
TABLE 4.16

Particulars	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Total
Near home	5	11.5	24	30.5	29	100
Different stores	1.5	11	28	45	14.5	100
Opening hours	1	11	29	39	20	100

From the above table it can be interpreted that out of 200 respondents. 45% of respondents Agree that there are other stores near trigger outlet, 30.5% of respondents is Agree that the layout is near their home, 39% of respondents is Agree that the opening hours are convenient. Hence, most of the respondents agree that they are convenient even there are many other stores are around the outlet.

CHART 4.16

Convenience in trigger outlet



4.17 The promotional activities in trigger outlet

Promotion is the method you use to spread the word about your product or service to customers, stakeholders and the broader public. Here we are going to analyze whether the trigger outlet does the promotional activities like advertisement and it's credible, offers, gifts, special sales and in store display.

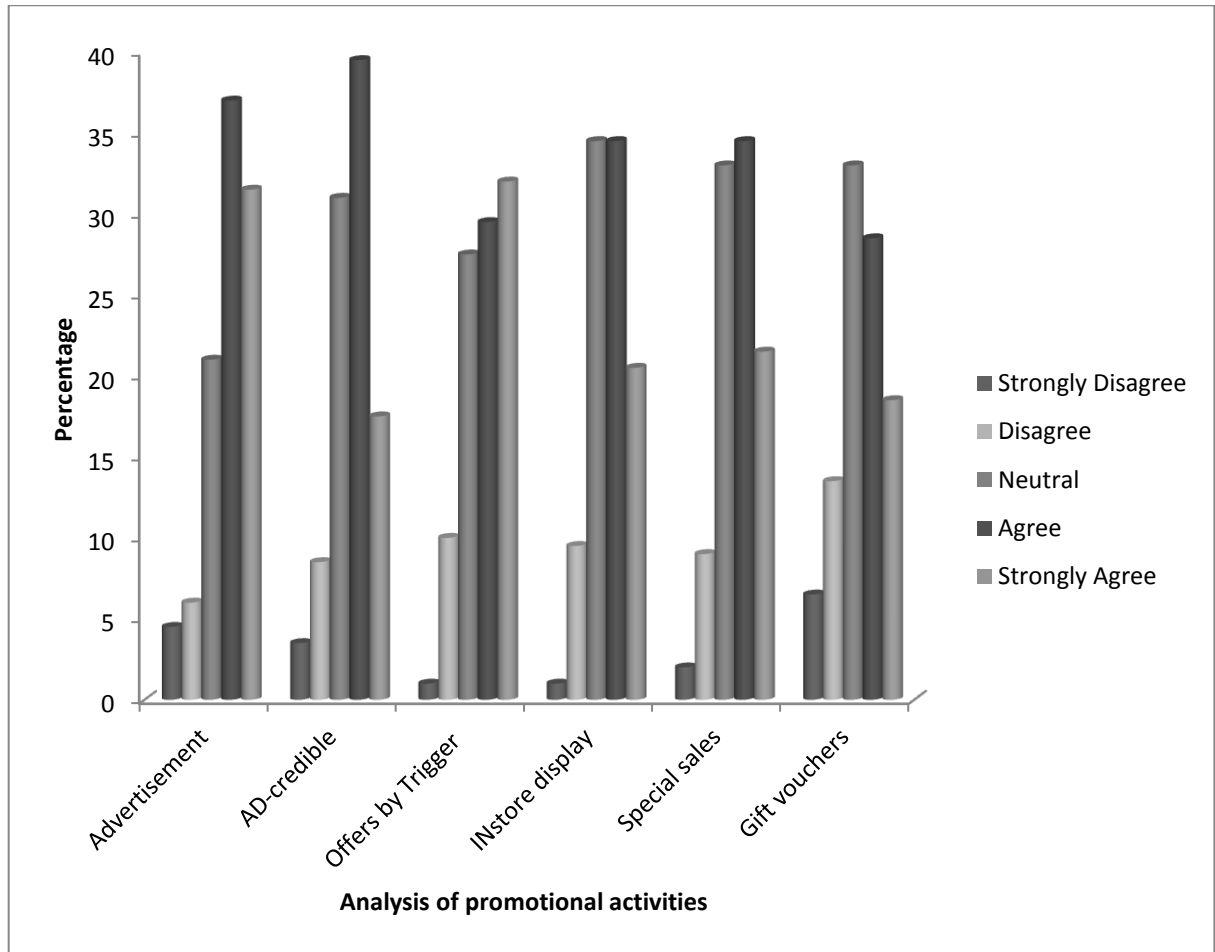
TABLE 4.17

Particulars	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Total
Advertisement	4.5	6	21	37	31.5	100
AD-credible	3.5	8.5	31	39.5	17.5	100
Offers by Trigger	1	10	27.5	29.5	32	100
In store display	1	9.5	34.5	34.5	20.5	100
Special sales	2	9	33	34.5	21.5	100
Gift vouchers	6.5	13.5	33	28.5	18.5	100

From the above table it can be interpreted that out of 200 respondents. 37% of respondents Agree that the advertisement has been noticed, 39.5% of respondents is Agree that the advertisement is credible, 32% of respondents is Strongly agree that there are offers provided by trigger, 34.5% of respondents is Neutral that there are in store display, 34.5% of respondents is Agree that there are special sales and 33% of respondents were neutral that gift vouchers being provided. Hence, most of the respondents agree that the promotional activities are attractable.

CHART 4.17

The promotional activities in trigger outlet



4.18 The service activities in trigger outlet

Services are economic activities, rather than tangible products, offered by one party to another. Here we are going to analyze the service activities rendered by the trigger outlet like mail order, billing and checkout, return policy and exchange procedures.

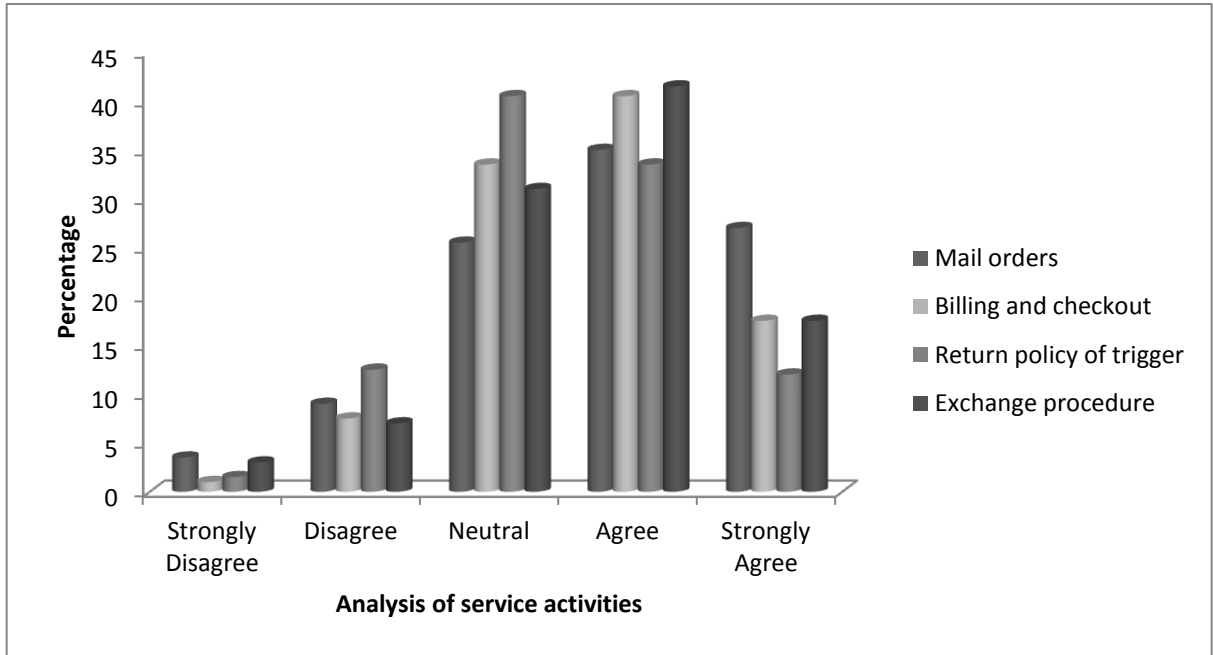
TABLE 4.18

Particulars	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Total
Mail orders	3.5	9	25.5	35	27	100
Billing and checkout	1	7.5	33.5	40.5	17.5	100
Return policy of trigger	1.5	12.5	40.5	33.5	12	100
Exchange procedure	3	7	31	41.5	17.5	100

From the above table it can be interpreted that out of 200 respondents. 41% of respondents Agree that the exchange procedure is convenient, 40% of respondents is Neutral for the return policy of trigger, 40.5% of respondents is Agree that the billing and checkout is easy, 35% of respondents is Agree that the Mail order service is convenient. Hence, most of the respondents agree that the service activities of trigger are good.

CHART 4.18

The service activities in trigger outlet



4.19 Customer preference towards trigger outlet

Measures of brand preference attempt to quantify the impact of marketing activities in the hearts and minds of customers and potential customers. Higher brand preference usually indicates more revenues (sales) and profit, also making it an indicator of company financial performance. Here we are going to analyze the loyalty, positivity, frequency and preference towards trigger jeans.

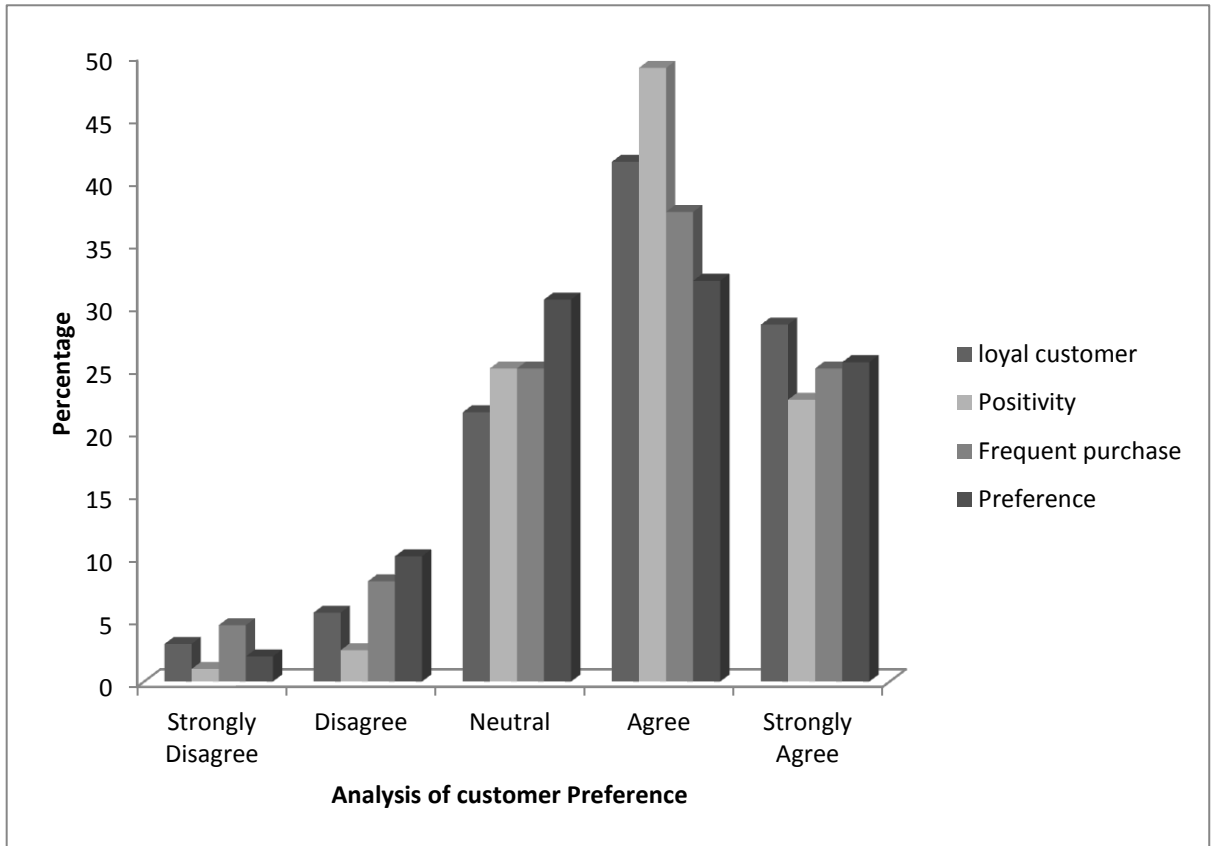
TABLE 4.19

Particulars	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Total
Loyal customer	3	5.5	21.5	41.5	28.5	100
Positivity	1	2.5	25	49	22.5	100
Frequent purchase	4.5	8	25	37.5	25	100
Preference	2	10	30.5	32	25.5	100

From the above table it can be interpreted that out of 200 respondents. 49% of respondents Agree that they speak positive things about trigger, 41.5% of respondents is Agree that they are loyal towards trigger, 37.5% of respondents is Agree that they purchase trigger frequently, 32% of respondents is Agree that they have strong preference towards trigger. Hence, most of the respondents agree that they have strong preference towards trigger.

CHART 4.19

Customer preference towards trigger outlet



4.20 Customer preferred pricing of trigger jeans

Pricing is one of the most important marketing mix decisions, price being the only marketing mix variable that generates revenues. Here we are going to analysis the customer preferred price of trigger jeans.

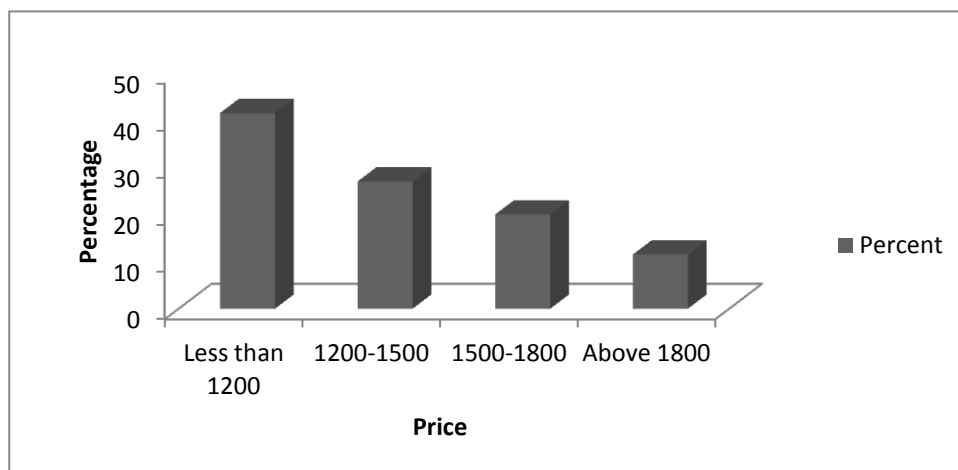
TABLE 4.20

Preference price	No. Of. Respondents	Percent
Less than 1200	83	41.5
1200-1500	54	27.0
1500-1800	40	20.0
Above 1800	23	11.5
Total	200	100.0

From the above table it can be interpreted that out of 200 respondents. 41.5% of respondents purchase jeans less than Rs.1200, 27% of respondents purchase jeans between Rs.1200- Rs.1500,20% of respondents purchase jeans between Rs.1500-Rs.1800, 11.5% of respondents purchase jeans above Rs.1500.Hence, most of the respondents prefer to low cost jeans.

CHART 4.20

Customer preferred pricing of trigger jeans



4.21 Customer satisfaction towards trigger jeans

Customer satisfaction is a term frequently used in marketing. It is a measure of how products and services supplied by a company meet or surpass customer expectation. Here customer satisfaction is measured according to service, quality, promotional activities, slogan and logo

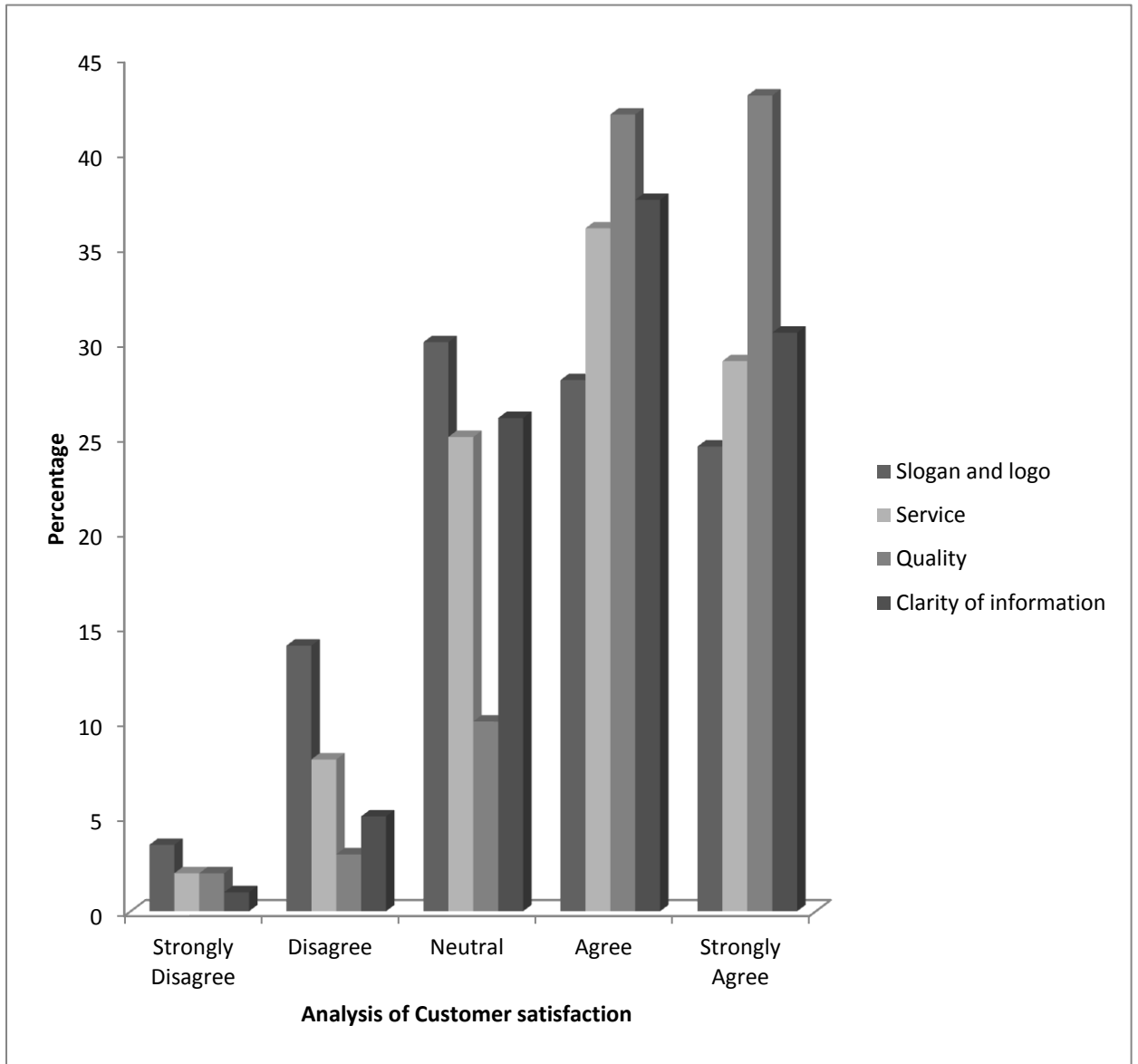
TABLE 4.21

Particulars	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Total
Slogan and logo	3.5	14	30	28	24.5	100
Service	2	8	25	36	29	100
Quality	2	3	10	42	43	100
Clarity of information	1	5	26	37.5	30.5	100

From the above table it can be interpreted that out of 200 respondents, 43% of respondents strongly agree that the quality of the trigger is good, 37.5% of respondents is Agree that in the outlet clarity of information is provided, 36% of respondents is Agree that the service provided by the outlet is excellent. Hence, most of the respondents are satisfied with the trigger jeans.

CHART 4.21

Customer satisfaction towards trigger jeans



4.22 Customer loyalty towards trigger brand

Customer loyalty is all about attracting the right customer, getting them to buy, buy often, buy in higher quantities and bring you even more customers. This spread through word of mouth only when sufficient levels of satisfaction, trust and commitment towards the product they purchase.

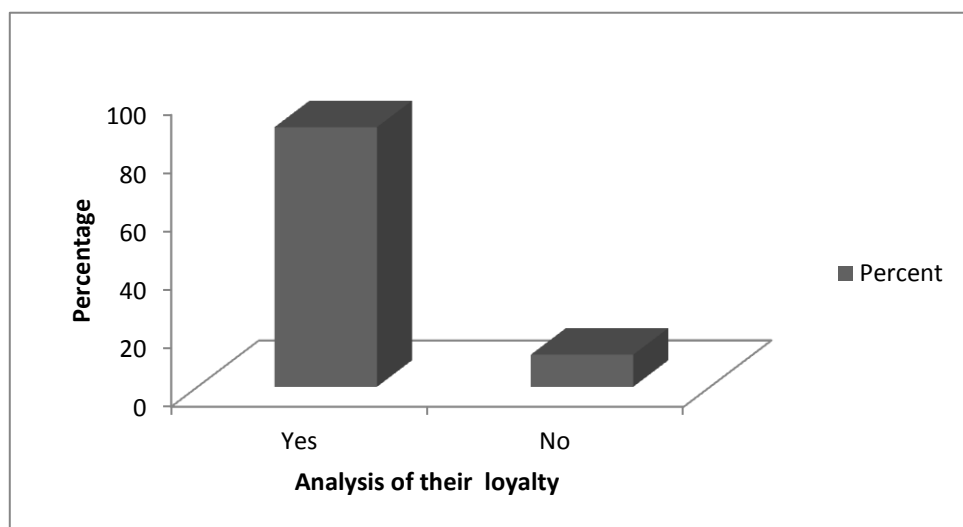
TABLE 4.22

Recommend	No. Of. Respondents	Percent
Yes	178	89.0
No	22	11.0
Total	200	100.0

From the above table it can be interpreted that out of 200 respondents, 89% of respondents recommend Trigger, 11 respondents do not recommend Trigger. Hence, most of the respondents in Coimbatore city were being loyal towards trigger jeans.

Chart 4.22

Customer loyalty towards trigger brand



4.1.1 Hypotheses Testing

List of hypotheses

H1: Socio economic factor- Occupation is independent of customer choice of jeans brand.

H2: Socio economic factor- Income is independent of customer choice of jeans brand

H3: Price of jeans has a significant impact on customer choice brand of jeans.

H4: Price of jeans has an impact on customer perception about the quality of brand of jeans they are using.

H5: Brand awareness has an impact on brand loyalty among targeted customers.

H6: A promotional activity has an impact on the service in the trigger.

H7: Service activities has an impact on the customer satisfaction

CHI SQUARED TESTS

The Chi-squared test deals with two categorical variables. The hypotheses are:

Ho: Socio economic factor- Occupation is independent of customer choice of jeans brand.

H1: Socio economic factor- Occupation is related with customer choice of jeans brand.

TABLE 4.23.1

The brand that a customer vow more than one * occupation cross tabulation

Choice of brand	Occupation			Total
	Student	Business	Employed	
Trigger	73	18	25	116
Lama	11	2	6	19
Wrangler	10	2	3	15
Lee	38	3	9	50
Total	132	25	43	200

TABLE 4.23.1

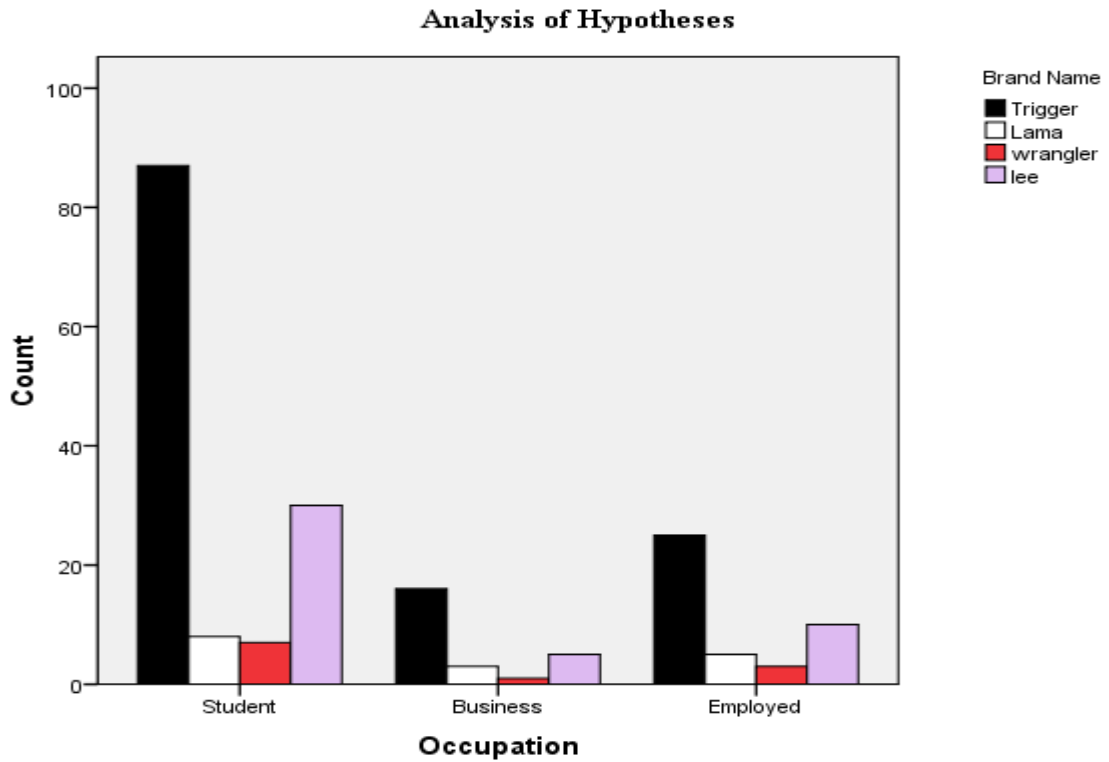
CHI SQUARED TESTS

Symmetric Measures	Value	Distributed frequency	Asymp. Sig. (2-Sided)
Pearson Chi-Square	4.914073491	6	0.555

The alternate hypothesis has been rejected at $p < 0.05$ it means that OCCUPATION is independent of customer choice of jeans brand.

CHART 4.23

The brand that a customer vow more than one * occupation



CHI SQUARED TESTS

The Chi-squared test deals with two categorical variables. The hypotheses are:

Ho: Socio economic factor- Income is independent of customer choice of jeans brand.

H1: Socio economic factor- Income is related with customer choice of jeans brand.

TABLE 4.24.1

**The brand the customer vow more than one * occupation cross
tabulation**

choice of brand	Annual Income				
	2-4 lakhs	4-6 lakhs	6-8 lakhs	8-10 lakhs	Above 10 lakhs
Trigger	73	25	1	4	13
Lama	9	2	3	0	5
Wrangler	8	1	1	1	4
Lee	28	12	6	0	4
Total	118	40	11	5	26

TABLE 4.24.2

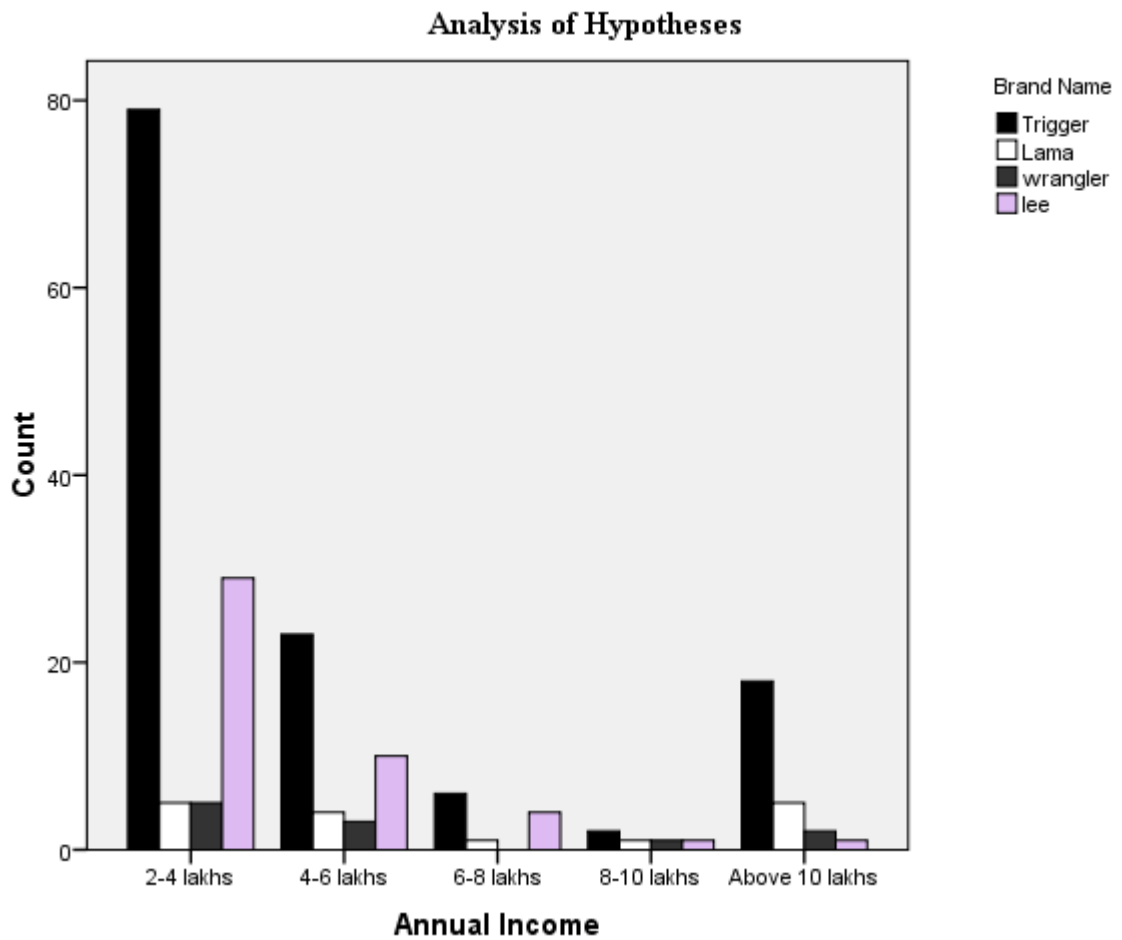
CHI SQUARED TESTS

Symmetric Measures	Value	Distributed frequency	Asymp. Sig. (2-Sided)
Pearson Chi-Square	24.87418242	12	0.015

The alternate hypothesis has been accepted at $p < 0.05$ it means that INCOME is related with customer choice of jeans brand.

CHART 4.24

The brand the customer vow more than one * occupation



PEARSON CORRELATION

The Pearson correlation deals with two categorical variables. The hypotheses are:

Ho: Price of jeans independent of customer choice of jeans brand.

H1: Price of jeans related with customer choice of jeans brand.

TABLE 4.25.1

Customer choice brand of jeans* preference price cross tabulation

Preference price		Customer choice of brand				Total
		Trigger	Lama	wrangler	lee	
Less than 1200	Count	47	6	4	26	83
	Std. Residual	-.8	-.2	-.3	1.7	
1200-1500	Count	35	4	2	13	54
	Std. Residual	.1	-.2	-.6	.2	
1500-1800	Count	32	3	1	4	40
	Std. Residual	1.3	-.1	-.8	-1.7	
Above 1800	Count	14	3	4	2	23
	Std. Residual	-.2	.9	2.4	-1.4	
Total	Count	128	16	11	45	200

TABLE 4.25.2

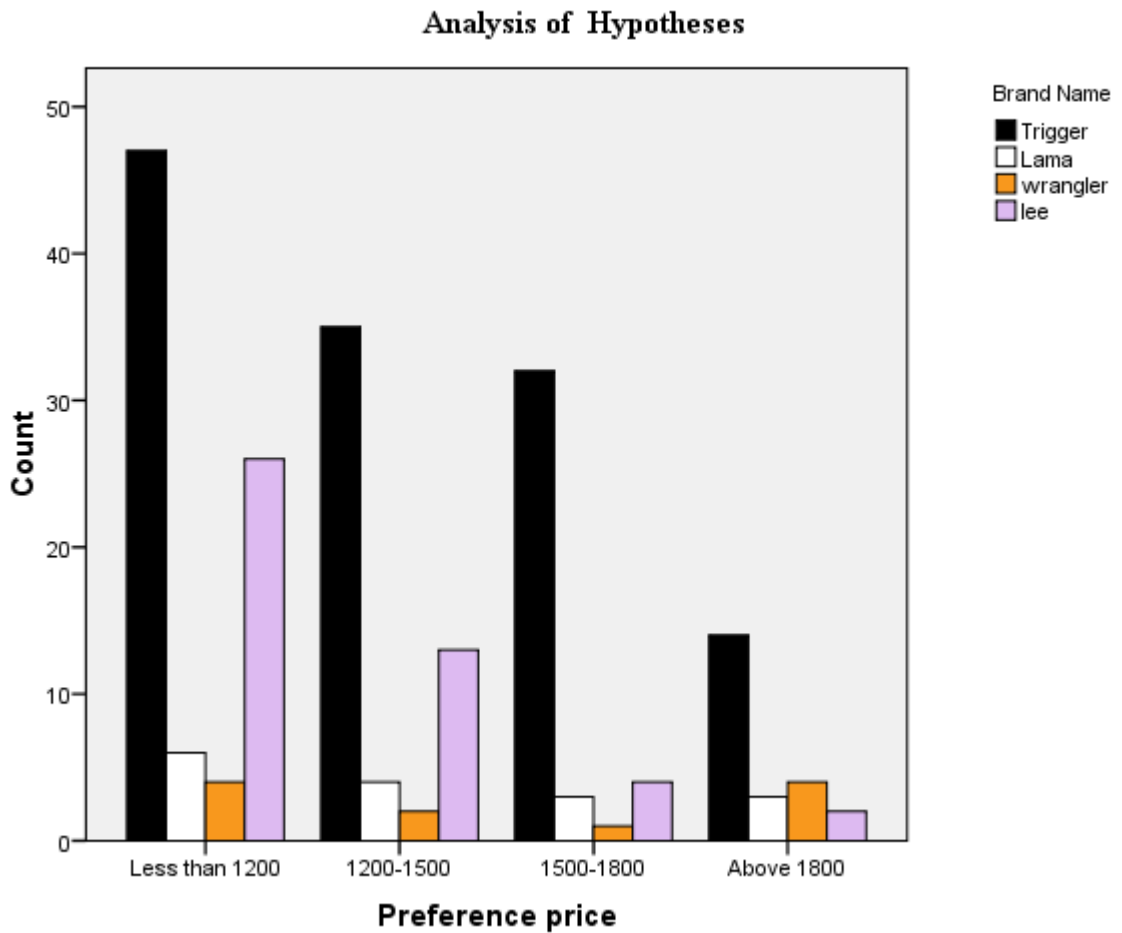
Correlation hypothesis testing

Symmetric Measures		Value	Asymp. Std. Error ^a	Approx. T ^b	Approx. Sig.
Interval by Interval	Pearson's R	-.167	.064	-2.390	.018 ^c
Ordinal by Ordinal	Spearman Correlation	-.160	.068	-2.277	.024 ^c
N of Valid Cases		200			

The alternate hypothesis has been accepted at $p < 0.05$ it means that PRICE has relation on choosing brand of jeans by customers.

CHART 4.25

Customer choice brand of jeans* preference price cross tabulation



PEARSON CORRELATION

The Pearson correlation deals with two categorical variables. The hypotheses are:

Ho: customer perception independent quality of brand of jeans.

H1: customer perception related with quality of brand of jeans.

TABLE 4.26.1

Customer perception * quality of brand of jeans cross tabulation

Preference Price		Quality					Total
		Highly Dissatisfied	Dissatisfied	Neutral	Satisfied	Highly Satisfied	
Less than 1200	Count	0	2	7	39	35	83
	Std. Residual	-1.3	-.3	-.5	.7	-.1	
1200-1500	Count	0	1	5	18	30	54
	Std. Residual	-1.0	-.5	-.2	-1.0	1.4	
1500-1800	Count	1	1	4	18	16	40
	Std. Residual	.2	-.2	.0	.3	-.3	
Above 1800	Count	3	2	4	9	5	23
	Std. Residual	3.7	1.6	1.1	-.2	-1.6	
Total	Count	4	6	20	84	86	200

TABLE 4.26.2

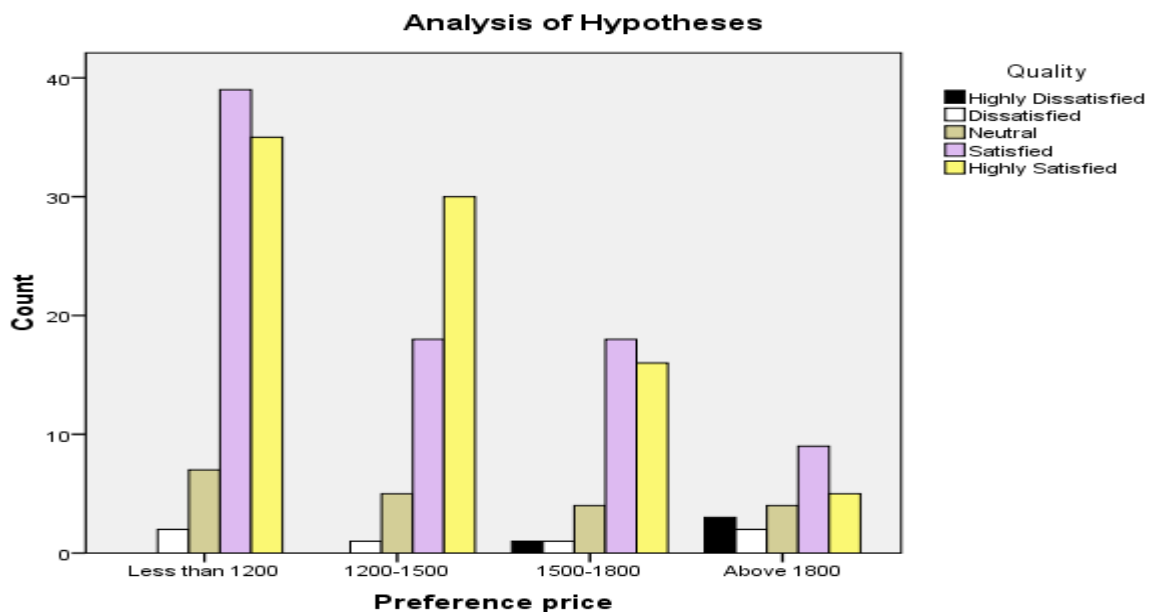
Correlation hypothesis testing

Symmetric Measures		Value	Asymp. Std. Error ^a	Approx. T ^b	Approx. Sig.
Interval by Interval	Pearson's R	-.226	.076	-3.272	.001 ^c
Ordinal by Ordinal	Spearman Correlation	-.130	.072	-1.851	.066 ^c
N of Valid Cases		200			

The alternate hypothesis has been accepted at $p < 0.05$ it means that PRICE of jeans has significant impact on customer perception about the quality of brand of jeans they are using.

CHART 4.26

Customer perception * quality of brand of jeans



PEARSON CORRELATION

The Pearson correlation deals with two categorical variables. The hypotheses are:

Ho: customer perception independent quality of brand of jeans.

H1: customer perception related with quality of brand of jeans.

TABLE 4.27.1

Brand loyalty * brand awareness

Brand aware		loyal customer					Total
		Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	
T.V Advertisement	Count	1	1	4	8	8	22
	Std. Residual	.4	-.2	-.3	-.4	.7	
Print Advertisement	Count	1	3	6	9	13	32
	Std. Residual	.0	.9	-.3	-1.2	1.3	
Hoarding	Count	0	1	7	5	9	22
	Std. Residual	-.8	-.2	1.0	-1.4	1.1	
Friends	Count	4	6	26	60	26	122
	Std. Residual	.2	-.3	.0	1.3	-1.5	
Relatives	Count	0	0	0	1	1	2
	Std. Residual	-.2	-.3	-.7	.2	.6	
Total	Count	6	11	43	83	57	200

TABLE 4.27.2

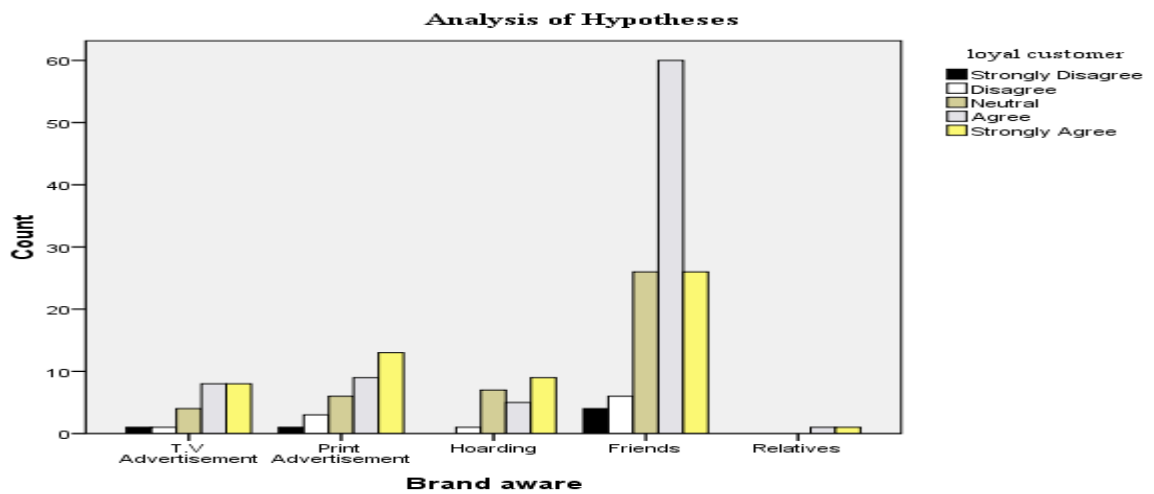
Correlation hypothesis testing

Symmetric Measures		Value	Asymp. Std. Error ^a	Approx. T ^b	Approx. Sig.
Interval by Interval	Pearson's R	-.053	.074	-.754	.452 ^c
Ordinal by Ordinal	Spearman Correlation	-.082	.074	-1.154	.250 ^c
N of Valid Cases		200			

The alternate hypothesis has been rejected at $p < 0.05$ it means that Brand awareness has no impact on brand loyalty among targeted customers.

CHART 4.27

Brand loyalty * brand awareness



PEARSON CORRELATION

The Pearson correlation deals with two categorical variables. The hypotheses are:

Ho: promotional activity is independent service activity

H1: promotional activity has a relation with service activity

TABLE 4.28.1

Service activity * promotional activity cross tabulation

Advertisement		Mail orders					Total
		Strongly Disagree	Disagree	Neutral	Agree	strongly agree	
Stongly Disagree	Count	3	0	0	4	2	9
	Std. Residual	4.8	-.9	-1.5	.5	-.3	
Disagree	Count	0	2	5	4	1	12
	Std. Residual	-.6	.9	1.1	.0	-1.2	
Neutral	Count	1	7	18	12	4	42
	Std. Residual	-.4	1.7	2.2	-.7	-2.2	
Agree	Count	2	5	21	38	8	74
	Std. Residual	-.4	-.6	.5	2.4	-2.7	
Strongly Agree	Count	1	4	7	12	39	63
	Std. Residual	-.8	-.7	-2.3	-2.1	5.3	
Total	Count	7	18	51	70	54	200

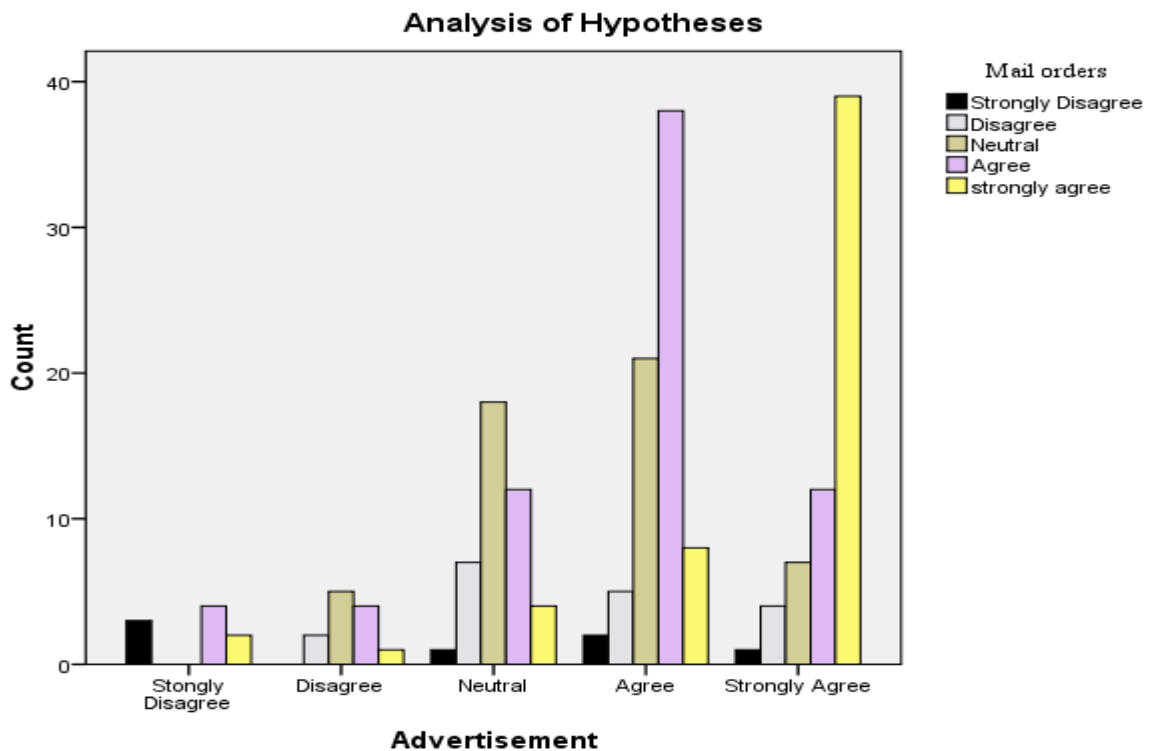
TABLE 4.28.2
Correlation hypothesis testing

Symmetric Measures		Value	Asymp. Std. Error ^a	Approx. T ^b	Approx. Sig.
Interval by Interval	Pearson's R	.356	.077	5.355	.000 ^c
Ordinal by Ordinal	Spearman Correlation	.414	.068	6.400	.000 ^c
N of Valid Cases		200			

The null hypothesis has been accepted at $p < 0.05$ it means that a promotional activity has no impact on the service in the trigger.

CHART 4.28

Service activity * promotional activity cross tabulation



PEARSON CORRELATION

The Pearson correlation deals with two categorical variables. The hypotheses are:

Ho: service activity is independent from customer satisfaction.

H1: service activity has a relation with customer satisfaction.

TABLE 29.1

Service activity * customer satisfaction cross tabulation

CUSTOMER SATISFACTION		Service					Total
		Highly Dissatisfied	Dissatisfied	Neutral	Satisfied	Highly Satisfied	
Strongly Disagree	Count	1	0	0	1	0	2
	Std. Residual	4.8	-.4	-.7	.3	-.8	
Disagree	Count	1	4	2	5	3	15
	Std. Residual	1.3	2.6	-.9	-.2	-.6	
Neutral	Count	0	7	24	24	12	67
	Std. Residual	-1.2	.7	1.8	.0	-1.7	
Agree	Count	2	5	18	32	24	81
	Std. Residual	.3	-.6	-.5	.5	.1	
strongly Agree	Count	0	0	6	10	19	35
	Std. Residual	-.8	-1.7	-.9	-.7	2.8	
Total	Count	4	16	50	72	58	200

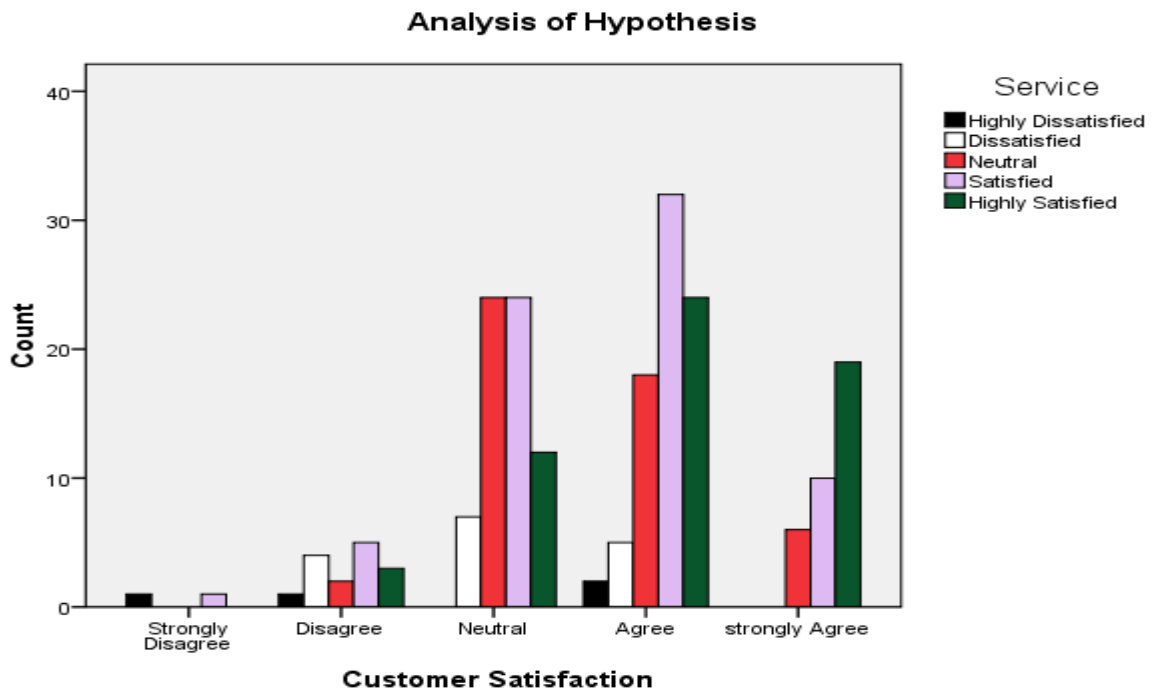
TABLE 4.29.1
Correlation hypothesis testing

Symmetric Measures		Value	Asymp. Std. Error ^a	Approx. T ^b	Approx. Sig.
Interval by Interval	Pearson's R	.314	.070	4.647	.001 ^c
Ordinal by Ordinal	Spearman Correlation	.299	.067	4.416	.000 ^c
N of Valid Cases		200			

The null hypothesis has been rejected at $p < 0.05$ it means that a service activity has an impact on the customer satisfaction, Due to the value is less than .005 .

CHART 4.29

Service activity * customer satisfaction



Chapter VI

SUMMARY

6.1 FINDINGS

- Most of the respondents are aware of trigger jeans brand.
- Customer preference towards fit is pencil fit, towards color is blue, towards style is basics and towards fabric is cotton lycra.
- Majority of the respondents were aware of trigger and loyal to its brand.
- Majority of the respondents choose style which brings them purchase intension.
- Performance of trigger is measured to be good in fabric, style, brand image, fashion and new trends.
- Majority of the respondents agree that the atmosphere and the location of the outlet is convenient.
- The respondents agree that they are satisfied with the promotional activity, service activity and quality of trigger outlet.
- Occupation of a customer has no relationship in choosing brand of jeans by customers
- Income of a customer has relationship on choosing brand of jeans by customers.
- Price has relation on choosing brand of jeans by customers..
- Price of jeans has significant impact on quality perception about brand of jeans by customers.
- Brand awareness has no significant impact on brand loyalty among targeted customers.
- A promotional activity has no significant impact on the service in the trigger.
- Service activities of Trigger has significant impact on the customer satisfaction

6.2 SUGGESTION

- Trigger should more aggressively tap the youth segment, which lies in the age group below 30 years. The reason for the same is Trigger was ranked first in terms of new trends. Hence, Trigger has a scope to reach the top position and encase through increase in sales.
- Since most of customers buy twice a year (i.e. every 6months) or only when they need, and they are not affected by the promotions, Trigger should aggressively advertise coupled with effective sales promotions for improving customer recall and Brand.
- It was also found from the survey that color range is low. This also limits preference towards Trigger as a brand. This area should be properly looked after by making available hosts of colors.
- After sales service which is becoming the most critical success factor seems to be not given due importance. Proper after sales service can provide a competitive edge through efficient customer relationship management.
- Trigger jeans is majorly available in factory outlet of their own, reaching the customer and availing him with consumer schemes is difficult, Coimbatore city having a large middle class customer group still being not exploited can be reached through making Trigger jeans available at local retail outlets.

6.3 CONCLUSION

After doing the study on brand awareness and brand perception towards trigger jeans we can conclude that brand association is the most important variable which affects brand loyalty, brand awareness affect brand loyalty via brand associations. The respondents in the Coimbatore city are able to recognize the brand and the brand association held in target customers' memory (brand image) .

This has been indicated by **Pitta, D.A., Katsanis, L.P., 1995. Understanding brand equity for successful brand extension.** that brand associations of the product can be stored in consumer's minds after brand awareness of the product are already in their memory. Thus brand association is mediate the relationship between brand awareness toward brand loyalty support our hypothesis. we can also see that brand association (style and comfortable) plays as a suppressor in our model that leads to inverse relation between brand awareness and perceived quality, and perceived quality toward brand loyalty that against hypothesis.

As earlier predicted, all the dimension of customer based brand equity will have influence on consumer's perception of brand. From our finding, among these three dimensions of consumer-based brand equity i.e. brand awareness, brand perception and brand loyalty which has to do with customer's devotion to a brand, appears to have the least brand equity rating.

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JOURNALS

- MPRA paper.
- van-eck paper.
- PMR research paper.
- JCP research paper

WEBSITES

- www.google.com
- www.triggerjeans.com
- www.infotrends.com
- www.ask.com
- www.business strategy.com

ANNEXURE

Questionnaire

- 1) Gender: Male Female
- 2) Age Group: Below 20 years 20yrs-30yrs 30yrs-40yrs
 Above 40yrs
- 3) Occupation: Student Business Employed
- 4) Education: Up to 10/+2 Diploma Graduate Post Graduate
- 5) Annual Family Income: 2lakhs-4lakhs 4lakhs-6lakhs 6lakhs-8lakhs
 8lakhs-10lakhs Above 10lakhs
- 6) What type of fit you prefer to buy jeans?
 Regular Slim Pencil fit
- 7) What is the color of jeans that you prefer to purchase?
 Blue Brown Black
- 8) what is the style you prefer in jeans?
 Basics Faded
- 9) what is the fabric you like to wear ?
 Cotton Cotton Lycra
- 10) When you think of jeans which brand comes to your mind first?
 Trigger Lama Wrangler Lee
- 11) Which brand of jeans you own more than one?
 Trigger Lama Wrangler Lee
- 12) Have you purchased Trigger jeans Yes No
If yes ,Which one of the following is the most important reason to prefer Trigger?
 style price durability comfortable looks
- 13) How frequently you normally buy the Trigger brand?
 6 months once yearly once occasionally Only when I need

14) Please rank brand Trigger on below mentioned features. (You may assign values from 1 to 5 where 1= lowest performance, 5= highest performance) .

Fabric Style Brand Image

For fashion New Trends

15) How did you come to know about brand Trigger ? T.V. Advertisement

Print Advertisement Hoarding Friends

*Any other, please specify _____

16) How do you feel about the atmosphere of Trigger outlet?

Statement	Strongly agree	Agree	Neutral	Disagree	Strongly disagree
the layout is easy to get around					
The products in the shelves are easy to reach out					
The store interiors are fashionable and stylish					
The store is tidy and bright					
The Retail outlet is not too crowded					

17) How do you feel about the convenience in the Trigger outlet?

Statement	Strongly agree	Agree	Neutral	Disagree	Strongly disagree
Does the store is near to your home or institution you study or work.					
Variety of other stores are located near the store					
The store opening hours are convenient					

18) What do you think about the promotional activities of trigger jeans?

Statement	Strongly agree	Agree	Neutral	Disagree	Strongly disagree
The advertisement of trigger jeans has been noticed.					
The advertisement is credible					
The store provides availability of special offers (e.g. buy one get one free)					
The store has in-store display					
The store offers special sales and promotions					
The store offers gift vouchers					

19) What do you think about the service activities in the outlet?

Statement	Strongly agree	Agree	Neutral	Disagree	Strongly disagree
The store offers mail order service					
The store has fast billing and checkout					
The store has appropriate return policy					
The exchange procedure is convenient					

20) What do you think about brand preference in Trigger outlet?

Statement	Strongly agree	Agree	Neutral	Disagree	Strongly disagree
I am a loyal customer of Trigger					
I say positive things about the trigger					
I frequently purchase from the trigger outlet					
I have a strong preference for this Trigger outlet					

21) State your Preference of price towards the purchase of trigger? less than 1200

Rs .1200-1500 Rs .1500-1800 Above 180

22) State your level of satisfaction towards trigger.

STATEMENT	Highly satisfied	satisfied	neutral	Dissatisfied	Highly dissatisfied
The quality of products of Trigger Brand is good.					
Clarity of information is provided					
The service offered by the outlet is excellent					
The slogan and logo of the Trigger brand is attractable					

23) Will you recommend Trigger Jeans to your friend or relative?

Yes No

24) Please, give us your suggestions and recommendations for Trigger Jeans.

Thank you for Your kind cooperation!