



CONSUMER PREFERENCE TOWARDS VAN HEUSEN IN BANGALORE

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Abstract

Introduction

Introduction to the Apparel Industry in Bangalore:

This examination is finished to be aware in the event that clients in the market favors Van Heusen over different brands. Van Heusen, a respectable brand in men's clothing, draws in clients with its accentuation on quality, solidness, and agreeable fit. Here we are involving relapse examination to be aware if clients could favor Van Heusen over different brands by this study we comprehended that clients are inclining toward their image as a result of their exceptional cost range which they are presenting alongside the best quality.

Bangalore, regularly implied as the "Silicon Valley of India," isn't simply a prospering focus point for advancement and improvement yet furthermore an

enormous player in the country's clothing industry. The unique concept of customer preferences and market patterns can be seen in the city's attire sector's remarkable long-term growth and change. The verifiable scenery of the dress business in Bangalore follows as far as possible back to the starting periods of industrialization in India. By and large known for its handloom and material heritage, Bangalore has reliably organized traditional craftsmanship with present day creating techniques. The city's material industry has progressed from making ordinary surfaces to embracing contemporary styles, taking extraordinary consideration of both local and worldwide business areas.

The attire business holds significant financial significance for Bangalore, contributing fundamentally to the city's work and income age. The presence of various material factories, piece of clothing fabricating units, and retail outlets has made a strong biological system that upholds different parts of the clothing production network. Bangalore has arisen as an energetic design and way of life center point, driven by a different and cosmopolitan populace.



The city's style scene is portrayed by a mix of customary and present day impacts, mirroring the social variety of its inhabitants. Accordingly, the interest for assorted and in vogue clothing has pushed the development of both nearby and global brands.

Given Bangalore's mechanical ability, the clothing business has likewise embraced progressions in assembling innovation, plan, and web based business. Consumers now have a seamless shopping experience thanks to the integration of technology, which has streamlined production procedures, improved product design, and facilitated the rise of online retail platforms.

Shopper inclinations in Bangalore's clothing market are affected by elements like quality, reasonableness, brand notoriety, and style. With a populace that is progressively styleconscious and brand-mindful, the clothing business in Bangalore is portrayed by a consistent development to satisfy the steadily changing needs of its purchasers. In this background, understanding shopper inclinations towards explicit brands like Van Heusen becomes critical for the two organizations and analysts. Investigating the variables that shape shopper

decisions in the energetic and cutthroat clothing scene of Bangalore offers important experiences into the elements of the business and its suggestions for brands working in this market.

Overview of Van Heusen:

Background:

Van Heusen is an American brand that follows its establishments back to the mid 20th hundred years. It was named after John Van Heusen, a Dutch pilgrim who fostered one more cooperation for making fragile imploding collars. Because of its high quality and progress in the men's fashion industry, the brand became well-known.

Item Reach:

Van Heusen offers many apparel for a wide range of individuals, with an accentuation on formal and master wear. The item offering consolidates dress shirts, suits, coats, jeans, ties, and additional items. All through the long haul, the brand has stretched out its commitments to consolidate nice wear to take unique consideration of a greater purchaser base.



Quality and Craftsmanship:

Van Heusen has acquired reputation for conveying first class clothing with special attention and craftsmanship. The brand is frequently associated with futuristic designs that entice individuals seeking a clean and refined appearance.

Advancement in Style:

Known for its creative technique, Van Heusen has been at the extreme front line of introducing new headways and styles in the apparel business. This includes features like wrinkle-free textures, stretch materials for extra comfort, and contemporary designs that combine classic and contemporary elements.

Worldwide Presence:

Van Heusen is a worldwide brand that can be tracked down in various nations, both all alone and in blend with different brands. Because it has adapted its products to fit a variety of social and design preferences, the brand has established itself as a distinctive

name across a variety of business sectors.

Brand Picture:

Van Heusen is by and large apparent as a premium and legitimate brand. Its emphasis on quality, development, and a refined tasteful adds to a positive brand picture.

Ideal interest group:

The brand essentially targets experts and people looking for very much created, snappy, and formal dress. Be that as it may, with the presentation of relaxed wear, Van Heusen has extended its enticement for a more extensive segment.



Literature Review:

Purchaser Conduct in the Clothing Business:

Various examinations have investigated shopper conduct in



the attire business, accentuating the meaning of understanding elements affecting buying choices. These elements frequently incorporate quality, brand discernment, cost, style, and social impacts (Solomon, 2014).

Preferences for a Brand and Loyalty:

Aaker's research from 1996 demonstrates how brand preferences influence consumer choices. Brands that align with their values, offer consistent quality, and provide a positive overall experience frequently inspire customer loyalty.

Style and Customer Decisions:

The unique idea of style assumes an essential part in customer inclinations. Concentrates by Kim and Kim (2014) underscore the effect of quick changing style on customer decisions, with people frequently looking for items that reflect current styles.

Local Fluctuations in Purchaser Inclinations:

Territorial subtleties in customer inclinations inside the attire business have been investigated by analysts like Hines and Bruce (2001). Social, social, and financial elements add to varieties in purchaser conduct, making it fundamental to think about local particulars.

Purchaser Inclinations in Bangalore:

While restricted examinations explicitly center around customer inclinations in the attire business in Bangalore, research by Jain and Sharma (2018) features the city's dynamic purchaser market. The diverse population of Bangalore, which is influenced by both traditional and international influences, points to a complicated interaction of factors that influence consumer choices.

Job of Online Retail in Forming Inclinations:

The ascent of online retail stages has fundamentally influenced buyer inclinations. The significance of e-commerce channels in providing consumers with convenient access to a wide range of apparel products and influencing their purchasing decisions is emphasized by research conducted in 1998 by Liang and Huang.



Market Success and Positioning of the Brand:

A brand's market position is essential to its success. Keller's (1993) research stresses the job of brand situating in affecting purchaser discernments and inclinations, at last influencing their probability to pick a specific brand over others

Objective of the study-

The research on Van Heusen preferences among Bangalore customers aims to accomplish a number of important goals. It tries to survey the degree of customer mindfulness and impression of the Van Heusen brand, recognize the elements impacting buy choices, break down inclinations inside unambiguous item classes, and assess brand dependability. Also, the review means to contrast Van Heusen and contending brands in Bangalore, investigate the effect of online retail channels, and give key proposals to upgrading the brand's market position. The research aims to provide useful insights for both academic comprehension and practical decision-making in the apparel industry through these objectives.

Methodology

Hypothesis-

Ho ~ These factors has no impact on choosing Van Heusen over other brands

H1 ~ These factors have an impact on choosing Van Heusen over other brands

Research gap

This research is conducted because it has never been done in the company before.

It can be used by the company for future reference and also improve themselves.

It gives me first hand experience to see consumer preference towards Van Heusen in Bangalore

Research instrument

Structured questionnaire
Likert's scale

The scope of the study

The scope of the study includes scale performance. This study reveals the present sales performance. The data analysis will revalue the impact of consumer preference

Limitation of the study

Language barrier prevailed

Sample size is small for the time
 The research has failed to have right reviews

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.966	.202		4.790	.000
	how important is price when you decide to purchase Van Heusen products?	.683	.082	.642	8.295	.000

a. Dependent Variable: how likely are you to choose Van Heusen over other brands?

Analysis and interpretation

Model Summary^a

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.719 ^a	.516	.479	.933	1.632

a. Predictors: (Constant), where do you rank Van Heusen among other brands?, how effective do you find Van Heusen marketing campaigns in Bangalore?, how willing are you to pay a premium for Van Heusen compared to similar products in market?, how easy is it to find Van Heusen in your region?, how often do you purchase formal wear from Van Heusen in a month?, Van Heusen is mainly into formal wear would you prefer them if they come up with other styles?, how important is price when you decide to purchase Van Heusen products?
 b. Dependent Variable: how likely are you to choose Van Heusen over other brands?

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	84.589	7	12.084	13.876	.000 ^b
	Residual	79.249	91	.871		
	Total	163.838	98			

a. Dependent Variable: how likely are you to choose Van Heusen over other brands?
 b. Predictors: (Constant), where do you rank Van Heusen among other brands?, how effective do you find Van Heusen marketing campaigns in Bangalore?, how willing are you to pay a premium for Van Heusen compared to similar products in market?, how easy is it to find Van Heusen in your region?, how often do you purchase formal wear from Van Heusen in a month?, Van Heusen is mainly into formal wear would you prefer them if they come up with other styles?, how important is price when you decide to purchase Van Heusen products?

Interpretation-

from the ANOVA table it can be seen that the model is significant as the p value is < 0.05, but only factor price is significant and other factors are not significant. That is at a confidence level of (1-0.000)*100.

Interpretation

- The r square value is .516 that is only 51.6% of the total variance of the dv (preference to use Van Heusen over other brands) is being explained by the factors.
- The Durbin Watson test is 1.632 which is good as its in the range between 1.5 and 2.5 that is there is no auto correlation.

Thus it can be said that only the independent variable how important is the price has more impact on how likely are they to choose Van Heusen over other brands.

□ SST = SSR + SSE = 84.589+79.249 = 163.838

□ F ratio = MSR/MSE= 12.084/0.871 = 13.8737

□ The equation is given by: Y = 0.966 + 0.683

Where, Y = preference of using Van Heusen

B1=0.966
 Intercept = 0.683

Residuals Statistics^a

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	.98	4.90	2.40	.929	99
Residual	-2.388	3.796	.000	.899	99
Std. Predicted Value	-1.532	2.691	.000	1.000	99
Std. Residual	-2.559	4.067	.000	.964	99

a. Dependent Variable: how likely are you to choose Van Heusen over other brands?



Findings

From the analysis done it can be seen that the model is significant but only 1 factor is significant out of all the other factors that were grouped thus price variable have more impact on the dependent variable and the other factors will be removed

Conclusion

This research basically tells which variables that are grouped impact on the preference of usage of Van Heusen. According to the analysis the model was significant as the value is <0.05 and r square value is .516. The 7 variables were grouped and only one factor named price was significant as more impact on the dependent variable. Thus we are not accepting the null hypothesis thus at least one factor as impact on considering Van Heusen over other brands in the market