

ANALYSING THE EFFECTIVENESS OF CUSTOMER PURCHASE BEHAVIORS ON PETER ENGLAND APPARELS IN TIRUPATTUR DISTRICT

Sheela A¹, Kamil J²

¹Assistant Professor, Department Of MBA, Paavai Engineering Collage, Anna University,Namakkal, Tamil Nadu, India.

²PG Student, Department Of MBA, Paavai Engineering Collage, Anna University, Namakkal, Tamil Nadu, India.

ABSTRACT

This study investigates the impact of social media advertising and online discounts on consumer buying behavior in the contemporary digital marketplace. With the proliferation of social media platforms and the increasing prevalence of online discounts, understanding how these factors influence consumer choices and purchasing decisions is crucial for businesses and marketers. The research employs a mixed-methods approach, combining quantitative data analysis and qualitative insights gathered through surveys and interviews. A diverse sample of consumers across different demographics is considered to ensure a comprehensive understanding of the subject. The quantitative analysis reveals that social media advertising has a significant positive influence on consumer awareness and product discovery. Furthermore, online discounts play a crucial role in stimulating impulse purchases and increasing the likelihood of conversion. The study also identifies demographic variations in the effectiveness of these strategies, highlighting the importance of tailoring marketing efforts to specific consumer segments. Qualitative data from interviews and open-ended survey questions provide insights into the underlying motivations and emotions driving consumer responses to social media advertising and online discounts. The findings suggest that trust in brands and the perceived authenticity of advertisements on social media platforms impact consumer engagement. Additionally, the convenience and perceived value of online discounts are shown to be critical factors in the decision-making process.

1. INTRODUCTION

Peter England is a well-renowned and esteemed brand in the world of fashion and apparel. Established in 1997, it has consistently stood for quality, style, and sophistication. With a rich heritage of over two decades, Peter England has become synonymous with finely tailored clothing that caters to the modern, discerning man. The brand's commitment to delivering premium quality garments, combined with an acute attention to detail, has earned it a special place in the hearts of fashion-conscious individuals. From formal attire to casual wear, Peter England offers a diverse range of clothing that caters to various occasions and lifestyles. With an extensive network of stores across India and a growing presence internationally, Peter England has made its mark as a global fashion leader. The brand's dedication to crafting timeless, versatile pieces ensures that customers are not only impeccably dressed but also exude confidence and elegance in every ensemble.

Peter England's innovative designs, coupled with its commitment to sustainability and ethical practices, reflect its forward-thinking approach to fashion. By blending classic craftsmanship with modern trends, the brand continues to redefine contemporary menswear, setting new benchmarks for excellence in the industry.

In essence, Peter England is more than just a brand; it is a symbol of impeccable taste, quality, and enduring style, catering to the sartorial needs of the modern man. Whether it's a formal occasion, a casual gathering, or an everyday ensemble, Peter England is the epitome of refined dressing for the discerning individual.

2. OBJECTIVES

Peter England apparel involves examining various aspects to understand how customer behavior impacts the brand's performance and objectives. Here are some key objectives and aspects to consider:

1. Sales Volume and Revenue Growth:

- Determine how customer purchase behavior influences the overall sales volume and revenue generated by Peter England. Analyze trends over time to identify growth patterns and potential areas for improvement.

2. Customer Segmentation:

- Identify different customer segments based on demographics, psychographics, and purchasing behavior. Understanding the preferences and characteristics of each segment can help tailor marketing strategies and product offerings.

3. Customer Loyalty and Retention:

- Evaluate the extent to which customer purchase behavior contributes to building brand loyalty and retaining customers. Assess metrics like repeat purchase rate, customer lifetime value, and Net Promoter Score (NPS).

4. Customer Acquisition Cost (CAC):

- Analyze the cost associated with acquiring new customers and compare it with the revenue generated from those customers. This helps in assessing the efficiency of marketing and advertising efforts.

5. Customer Satisfaction and Feedback:

- Gather and analyze customer feedback, reviews, and surveys to understand their level of satisfaction with Peter England apparels. Identify areas of improvement and measure customer sentiment.

3. METHODOLOGY

- Research design (quantitative, qualitative, or mixed-method approach).
- Data collection methods (surveys, interviews, focus groups, etc.).
- Sampling techniques and sample size.
- Data analysis techniques (e.g., regression analysis, content analysis, etc.).

Sample Design

Random Sampling:

Each person in the population has an equal chance of being chosen based on how convenient it is for them to complete the provided Questionnaire.

Stratified Sampling:

To achieve proportional representation, split the respondents into subgroups (strata) depending on pertinent criteria (e.g., age, gender, and income)

Cluster Sampling:

Cluster sampling involves grouping the population into clusters (for instance, geographical regions), choosing a subset of those groups at random, and then sampling each member of those chosen clusters.

Convenience Sampling:

Sampling for convenience may not produce a representative sample and is typically less rigorous. This method chooses participants based on how simple it is to reach them.

Sample Size

Data was gathered through a self-administered online survey. An online survey was appropriate to collect since the target respondents were comfortable using it. Google Docs Forms was used to create the survey. There were 146 replies in all.

Data Source

Data was gathered through a self-administered online survey. An online survey was appropriate to collect since the target respondents were comfortable using it. Google Docs Forms was used to create the survey. The questionnaire was prepared using Google Docs Forms and a link was sent to the participants through instant messaging on the WhatsApp.

Statistical Tool

1. Correlation:

The statistical method of correlation analysis is used to evaluate the significance and direction of a relationship between two or more variables. Researchers frequently utilize correlation analysis to look at relationships between various variables that may affect customers' purchasing decisions when researching online buying behaviour.

2. Regressions:

To investigate the associations between one or more independent variables (predictors) and a dependent variable (outcome), regression analysis is a potent statistical approach. Regression analysis can be used to find the variables that affect or forecast purchasing decisions while researching online purchasing behaviour.

3. ANOVA:

The statistical method known as Analysis of Variance (ANOVA) is used to compare the means of two or more groups to see if there are any statistically significant differences between them. ANOVA can be used to examine whether there are appreciable variations in purchase behaviour among various groups or conditions in the context of online shopping behaviour.

Hypothesis

Null hypothesis H_0 - There is no relationship of consumer preference(privacy) regarding the online Buying Behaviour.

Alternate hypothesis H_1 - There is relationship of consumer preference regarding the onlineBuying Behaviour.

GAP ANALYSIS

Mummalaneni and Meng (2009) found that young online consumers can be segmented based on their self-rated internet skills and their perception of the challenges involved in online shopping in an exploratory study of young Chinese customers' online shopping behaviours andservice quality perceptions conducted in China. Efficiency, system availability, and fulfilment were among the E-SQUAL characteristics where statistically significant differences were discovered, however privacy was not one of them. Mummalaneni and Meng (2009).

INTERPETATION

Consumer Buying Behaviour by Education status.

Null hypothesis H_0 – There is no evidence that socioeconomic characteristics have a substantial impact on consumer purchasing decisions, particularly on online buying behavior.

Alternate hypothesis H_1 : Consumer purchasing decisions, particularly in online buying behavior are significantly influenced by socioeconomic variables.

		ANOVA					
EDUCATION QUALIFIED							
		Sum of Squares		df		Mean Square	
(Combined)		1.591		5		.318	
Between Groups	Weighted	.359		1		.359	
Linear Term							
	Deviation	1.232		4		.308	
Within Groups		31.198		70		.446	
Total		32.789		75			

Interpretation

According to the aforementioned findings, the computed p- value is 0.177. it exceeds the typically p-values of 0.05. the null hypothesis is therefore accepted Conclusions: There is no significant relationship of consumer preference regarding the online buyingbehaviour with the martial status.

1. Consumer Buying Behavior by Family Monthly Income status.

Null hypothesis H_0 – There is no evidence that socioeconomic characteristics have a substantialimpact on consumer purchasing decisions, particularly with regard online buying behavior.

Alternate hypothesis H_1 : Consumer purchasing decisions, particularly with regard to onlinebuying behaviour, are significantly influenced by socioeconomic variables.

		ANOVA					
FAMILY MONTHLY INCOME							
		Sum ofSquares		df		Mean Square	
(Combined)		3.605		5		.721	
Between Groups	Weighted	.168		1		.168	
Linear Term							
	Deviation	3.437		4		.859	
Within Groups		87.803		70		1.254	
Total		91.408		75			

4. RESULTS AND DISCUSSION

The study's findings indicate that a variety of factors, including demographics, social factors, consumer online shopping experience, computer and internet literacy, website design, social media, situational factors, enabling circumstances, product characteristics, sales promotion schemes, payment options, delivery of goods, and after-sales services, influence consumers' online shopping behavior.

5. FINDINGS

- It was found that most of consumer prefer formal wear than casual wear Peter England
- Consumer feel Peter England's product express their style
- It was found that most of the consumer express their dissatisfaction toward the quality of the product
- Consumer expressed their that Peter England's product are affordable
- Repositioning of Peter England to family is accepted by most of the consumer who participated in the survey

6. CONCLUSION

On the basis of the study, it can be said that young people are becoming more and more interested in online shopping. People with higher incomes and higher levels of education are using e-commerce websites more frequently. Due to security worries, people are reluctant to shop online. In addition, consumers are hesitant to change due to the intricacy of technology involved in internet shopping. Businesses engaged in online shopping should concentrate on fostering reliable relationships between suppliers and consumers.

7. REFERENCES

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