

Chapter-16

CONSUMER BEHAVIOUR TOWARDS H&M

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ABSTRACT

In order for companies to be successful, they must be aware of what their customers are looking for. When it comes to fashion brands, where tastes shift quickly and the product is highly personalized, this understanding is even more critical. Many international brands seek to better understand Indian consumer habits by entering the Indian market. This study will examine the preferences of Delhi/NCR (National Capital Region) consumers for H&M and Forever 21 clothing brands .which aims to compare customer preferences across various aspects of product quality and price, availability, ease of purchase as well as brand image, and product visibility on social media. Researchers found that there is a significant difference in price, advertising, and ease of purchase but no difference in other factors. Price, brand image, and social standing all have been found to be more important considerations than products themselves.

INTRODUCTION

Researchers, policymakers, and marketers will all benefit from the Customer Preferences Release. Everything we create and do is centred around our customers. As a result, their preferences could have a significant impact on our business. Customers are the primary focus of the labour market. Customer preferences are critical when it comes to the buyer's buyer. For a wide range of customers, the expected value that can be obtained in terms of their needs and desires can serve as the foundation for customer preference.

Customer preferences are influenced by factors such as the products or services being offered, as well as the same factors, according to Shendge (2012). Customers were happy with products and services that resulted in complete utilities. Preferences of customers can be seen as a source of inspiration that aids them in making choices from a wide range of alternatives. Thomas and Member have discussed the issue of customer awareness and

preference (2002). Customers' configuration settings are influenced by marketing officers in social networks and social status who make decisions about product quality, prices and availability as well as purchases of printed electronic goods and social networks. Is. At any time, you can hire a marketing expert. These factors influence whether or not a customer decides to buy the product or service. Over the last few years, India's retail fashion market has undergone a number of fascinating and challenging changes. A study comparing the preferences of customers for H&M and Forever 21 fashion brands must address these issues. Abstract Customers' needs can only be met if businesses analyse their customers' preferences thoroughly. When it comes to fashion brands, where tastes shift quickly and the product is highly personalized, this understanding is even more critical. Indian consumers' preferences must be taken into consideration when developing products for many international brands that target this country's market.

LITERATURE REVIEW

According to Fernandez (2009), brands have a significant impact on customers, and we found that customers prefer the clothing brands that can generate positive reviews. This study also found that university groups play an important role in the selection, development, and decision-making process for specific brands. As a marketing tool, advertising helps customers become more aware of the products and services offered by their favourite brands. It is the study of Harere and Raksh (2010) in developing countries that is examining the brand consciousness of the fashion brand's customers. An investigation of the factors that influence customer preferences for a youth college in India was the primary goal of this research. The brand of fashionable clothing is the first consideration when selecting fashionable clothing for an Indian youth college.

Gender preferences and comparisons are indistinguishable,

according to a new study. Indian international brands have been studied by Verma and Tiwari (2011). Customers' roles in the demographic profile and a variety of categories for 54 countries and international brands have been studied using a separation approach by researchers. An investigation has found that Indian consumers are more concerned about international brands than domestic ones, according to the findings of the study. Study participants were asked about their preferences for international and national exclusive clothing, as well as other factors, such as age and education level. What matters isn't the exact percentage, but rather the fact that it exists at all.

About 58% of college students prefer an international clothing brand over a national brand, according to the findings of the study. According to the study, the greater the impact of the client (printing, electronics, and social networks) on the media, the greater the media's impact on the client's preferences. According to ISMail, Masood, and Mehmood, price and quality were the most important factors in determining customer preference for international clothing brands in Pakistan (2012).

RESEARCH OBJECTIVE

The researchers have developed a comprehensive questionnaire that takes into account all of the variables that influence customer preference. Consumer preferences are influenced by a variety of factors, including quality, price, availability, and ease of purchase, in addition to traditional marketing methods such as print and electronic media and social media, as well as other aspects such as the brand image and social media presence of the marketer's products and services. Customers were asked to rate their preference for various aspects of the product on a scale from 1-5. The study was conducted with a sample size of 50 people. A convenient sampling method was used to select the sample. The fieldwork was completed

in February of this year.

RESEARCH METHODOLOGY

Object of Study A major concern for marketers has always been the influence of individual customer tastes and preferences on brand choices. In the sales and marketing of any product or service, the customer's taste and preferences can have a direct impact on the company's performance. As a result, the primary objective of a marketer is to meet the needs of customers. To put it another way, customer preference is concerned with how much value a customer can get from various options available to them in terms of fulfilling their needs and desires, while also ensuring that they are completely satisfied. Both H&M and Forever 21 are strong competitors in the modern fashion clothing industry. In order to grow their businesses, both of these firms plan to provide top-notch customer service. Delhi/NCR is a good place to investigate the following questions: In Delhi/NCR, what are the factors that influence customers' preferences for H&M and Forever 21? Is it more important for customers to choose between H&M and Forever 21 because of any of the following factors?

Listed Below Are The Investigation's Primary Objectives:

Customers' preferences for the H&M and Forever 21 brands are studied in the Delhi/NCR region.

A comparison of customer preferences between Forever 21 and H&M . The following hypotheses have been developed to test and compare the preference level of customers in the Delhi/NCR region for H&M and Forever 21 in light of the aforementioned goals. Several of these hypotheses are laid out in the list below.

DATA ANALYSIS

In addition to product quality, price, availability and ease of

purchase, respondents also ranked advertisements, customer service, brand image, social media, and social status. Product social status, ease of purchase, and the company's brand image were more important to customers than other factors, such as product quality, availability or advertising or customer service or social media.

CONCLUSION

According to the literature review and research conducted for this study, Delhi/NCR consumers do not value product quality, price, availability, customer service, or social media presence. In terms of factors such as ease of purchase, social status attached to the products, and brand image, both brands are highly ranked. Additional research into the reasons why quality isn't rated highly by those polled may be worthwhile. Brand image could indicate quality, so it shouldn't be taken into account as an independent variable.

Customers don't really prefer H&M or Forever 21 because of any significant differences in the two companies' product quality, availability, customer service, brand image, social media presence, or associated social status. There are significant differences between H&M and Forever 21 on a number of levels: price, advertising, and ease of purchase. The price disparity between these two brands is especially noticeable in light of how price-conscious Indian consumers are. The Indian consumer can afford and shop at Forever 21, and they are aware of the price difference. Finding out which brand is preferred for ease of purchase is possible because both brands are sold in malls and have a strong online presence.

SUGGESTIONS

Boost app downloads by offering perks to customers who do so. Integrate the three C's: content, community, and commerce to increase your business's value.

- Create a customized mobile shopping experience based on customer data.
- Include the most recent fashions, such as those that reflect the diverse religious and philosophical outlooks of the world's population
- In order to get a full picture of a product category, it's important to conduct a product category analysis.
- Another important factor in making the application more relevant and easy to search through is a well-organized catalogue
- Visually stunning presentation of images and merchandise on the website or app.

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