



A STUDY ON BRAND IMAGE ON PETER ENGLAND SHIRTS IN MADURAI DISTRICT

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ABSTRACT:

The project "Study on the Importance of Brand Preference with Regards to Peter England" aims to assess customer satisfaction and preference towards Peter England products. Understanding customer preferences is crucial for business success, especially in the competitive clothing industry with major rivals like Raymond Limited, Arrow, Belmonte, and Van Heusen. The study will employ survey techniques to gauge customer satisfaction levels and preferences. Additionally, after-sales services provided by Peter England dealers will be evaluated, along with the company's response to customer complaints. By analyzing customer feedback and comparing it with competitors' offerings, the study seeks to provide insights into Peter England's competitive position and identify areas for improvement. Ultimately, the project aims to offer recommendations for enhancing customer satisfaction, improving brand preference, and strengthening Peter England's market position.

KEYWORDS:

BRAND IMAGE, CUSTOMER SATISFACTION.

1.1 INTRODUCTION

Peter England is a well-known men's brand in India. It was founded in 1889 in London and was acquired by the Aditya Birla Group in 2000. Peter England focuses on providing quality, trendy and affordable menswear. The brand is suitable for various occasions and styles including party wear, casual wear, party and ethnic wear. They offer a wide range of clothing such as shirts, pants, shirts, jeans, blazers, suits, Kurtis and accessories such as belts, ties and wallets. Peter England has a strong presence in both offline and online business channels. The brand has many exclusive stores in India where customers can explore and buy its products. They also have a strong online presence with an official website and presence on multiple e-commerce platforms. The clothes offered by Peter England are known for their quality, durability and classic design. They focus on creating clothes that are comfortable and fit. The brand is particularly popular among middle-class consumers due to its affordable price. Peter England has established a reputation as a reliable and trusted brand in the Indian market. They often sponsor various events and sports-related activities, which further increases their brand visibility. Overall, Peter England is India's leading menswear brand offering a wide range of fashionable and affordable clothing.

1.2 STATEMENT OF THE PROBLEM

On one hand, the brand image brings growth and development for the well established brands, whereas on the other hand it also overshadows the small medium enterprises which do not have any strong brand image. Market nowadays has become a play of a few big

competitors.

1.3 REVIEW OF LITERATURE

Aron O'Cass, Debra Grace (1 September 2003) "An exploratory perspective of service brand associations" Over the past 20 years the commercial importance of services has been realised, highlighting the importance of research to understand service brands and their meaning for consumers. However, to date, the branding models developed lack empirical testing, are derived from the perspective of brand practitioners rather than consumers, and pay little attention to the branding of services.

Bornmark, Hanna, Kristianstad, Goransson, Asa (2006) "A study to indicate the importance of brand awareness in brand choice - A cultural perspective" According to theory, consumers choose a brand they recognise, before an unfamiliar brand in an unknown environment. If the consumers do not choose according to theories, what are the factors that have a greater effect on the buying behaviour? There is not so much research about the effect of brand awareness on brand choice, which is why this subject was investigated.

1.4 OBJECTIVES OF THE STUDY

- To study the importance of brand preference with regards to Peter England.
- To review the customer satisfaction with the usage of cloths.
- To identify how often they prefer Peter England shirts.

- To analyse customer satisfaction about branded shirts.
- To determine overall customer satisfaction with products and services.

METHODOLOGY:

The source of the project is fully based on the Primary and Secondary Data.

1.5 RESEARCH DESIGN

In the present study the required data was collected using random sample method, care was taken to sec that the selected sample is a small specimen (or) an isolated part of the whole population representation us general objectives.

SAMPLE SIZE:

A total of 50 respondents were selected for the study and personally interviewed, with a questionnaire given to them.

SAMPLE TECHNIQUE

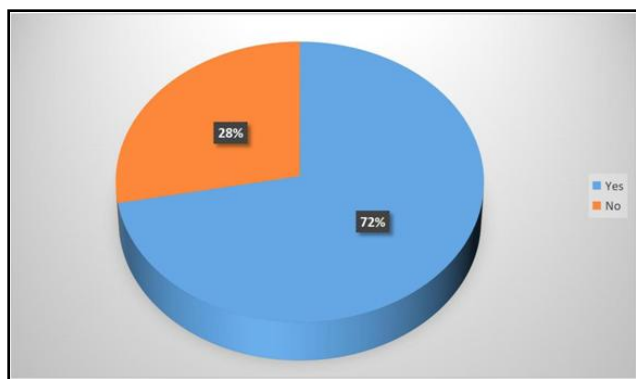
The sampling technique used was a combination of convenience and accidental sampling due to the limited time for the project and the large population.

1.6 DATA ANALYSIS

TABLE 1: SHOWING KNOW ABOUT PETER ENGLAND SHIRTS.

KNOW ABOUT PETER ENGLAND SHIRTS	NO.OF RESPONDENTS N=50	PERCENTAGE (%)
Yes	47	94%
No	3	6%
Total	50	100

CHART 1



INTERPRETATION:

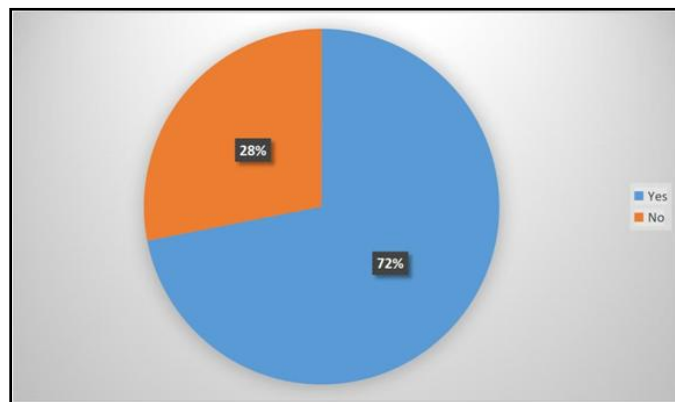
In the above table shows the how many of respondents know about peter England. 72% of respondents responded Yes for using fashion wear and 28% of respondents No for using fashion wears.

TABLE 2

TABLE SHOWING THE USE OF ANY PRODUCT OF PETER ENGLAND SHIRTS.

THE USE OF ANY PRODUCT OF PETER ENGLAND SHIRTS?	NO.OF RESPONDENTS N=50	PERCENTAGE (%)
Yes	36	72%
No	14	28%
Total	50	100

CHART 2



INTERPRETATION

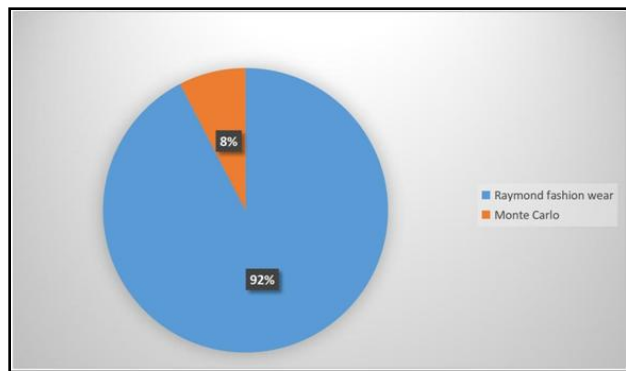
In the table shows if do you use any product of peter England. 72% of respondents yes for using Raymond fashion wear products and 28% of respondents no using Raymond fashion wear products.

TABLE 3

TABLE SHOWING ON BRAND ACCORDING TO YOU IS GIVING THE MOST COMPETITION TO PETER ENGLAND SHIRTS

BRAND ACCORDING TO YOU IS GIVING THE MOST COMPETITION TO PETER ENGLAND SHIRTS	NO.OF RESPONDENTS N=50	PERCENTAGE (%)
Raymond Fashion Wear	39	92%
Monte Carlo	11	8%
Total	50	100%

CHART 3

**INTERPRETATION**

In the table shows which brand according to you is given the most competition to peter England shirts .92% was use Raymond fashion wear and 8% was using Monte Carlo.

1.7 FINDINGS

- ❖ The 72% majority of respondents know about Peter England shirts.
- ❖ The 72% of respondents are use the any product of Peter England shirts.
- ❖ The 92% of respondents are giving the most competition to peter England shirts is Raymond fashion wear.

1.8 CONCLUSION

The conclusion regarding Peter England's brand image would depend on various factors such as market research, customer feedback, and industry analysis. However, based on its reputation for quality, affordability, and stylish designs, Peter England likely enjoys a positive brand image, positioning itself as a reliable choice for contemporary fashion among its target audience.

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