

Research Project Presentation on Apparel



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Objectives

- **To analyze the consumers brand preferences for Apparels**
- **To evaluate consumers attitude towards the usage of Apparels**
- **To evaluate consumers perception about the important factors pertaining to Apparels purchase decision**

Hypotheses

- Sales of different brand of Apparels are uniformly distributed i.e there is no significant difference in the sales of different Apparels brands.
- There is no significant difference among the consumers of Apparels on the factors like gender, marital status etc towards their attitude about Apparels.
- Different factors which are important in the purchase decision of Apparels for consumers do not differ significantly.

Hypothesis 1

- To test hypothesis 1, chi square test was to be applied, but responses received from respondents were not correct.

- Preliminary screening indicates that sales of different brand of Apparels are not uniformly distributed

Hypothesis 2

Hypothesis 2 (a): Male and female consumers do not differ significantly in their perception towards Apparels

To test this hypothesis z test was applied with following results

	Mean	n	Z value	Z value critical at .05 and 125 df	Result
Male	73.39	53	1.07	1.95	Insignificant Accept the null hypothesis
Female	72.22	48			

Since the calculated z value is less than z critical (two tailed) at .05 significance level, hence null hypothesis is accepted and it can be said that there is no significant difference in the attitude of male and female consumers towards Apparels

Hypothesis 2 (b): Married and Unmarried consumers do not differ significantly in their attitude towards Apparel

To test this hypothesis z test was applied with following results

	Mean	n	Z value	Z value critical at .05 and 125 df	Result
Married	72.6	40	-0.33	1.95	Insignificant
Unmarried	73	61			Accept the null hypothesis

Since the calculated z value is less than z critical (two tailed) at .05 significance level, hence null hypothesis is accepted and it can be said that there is no significant difference in the male and female consumes on their attitude towards Apparels

Hypothesis3

- Different factors which are important in the purchase decision of Apparels do not differ significantly among consumers

To test this hypothesis ANOVA was applied with following results

Anova: Single Factor					
SUMMARY					
Groups	Count	Sum	Average	Variance	
Price	101	498	4.930693	0.065149	
Quality	101	480	4.752475	0.208119	
Fashion/style	101	463	4.584158	0.285347	
Brand name/image	101	467	4.623762	0.25703	
Colour	101	465	4.60396	0.321584	

ANOVA						
Source of Variation	SS	df	MS	F	P-value	F crit
Between Groups	8.526733	4	2.131683	9.372279	2.6E-07	2.389767
Within Groups	113.7228	500	0.227446			
Total	122.2495	504				

Since F calculated is greater than F critical at 95% significance level, hence Null hypothesis is rejected.

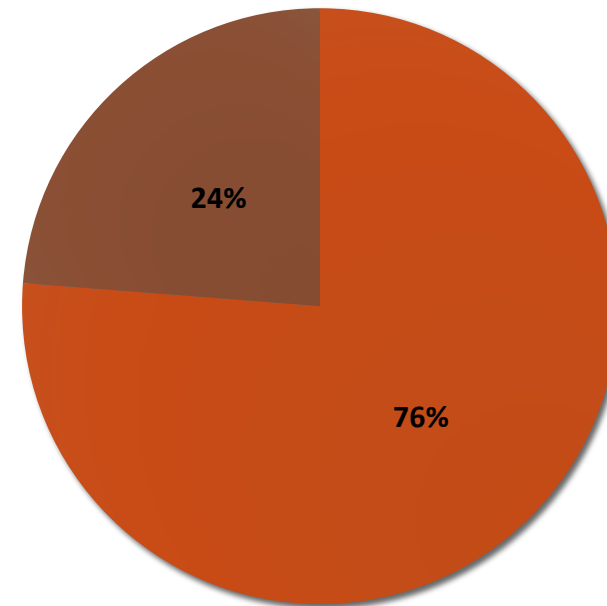
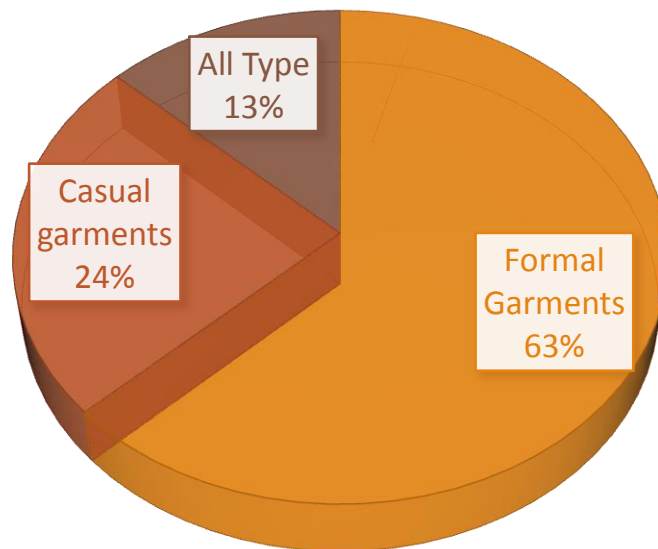
So, it can be concluded that different factors hold different importance for the consumers.

Descriptive statistics analysis

1. Most popular brand: Not Accurate (due to improper responses)

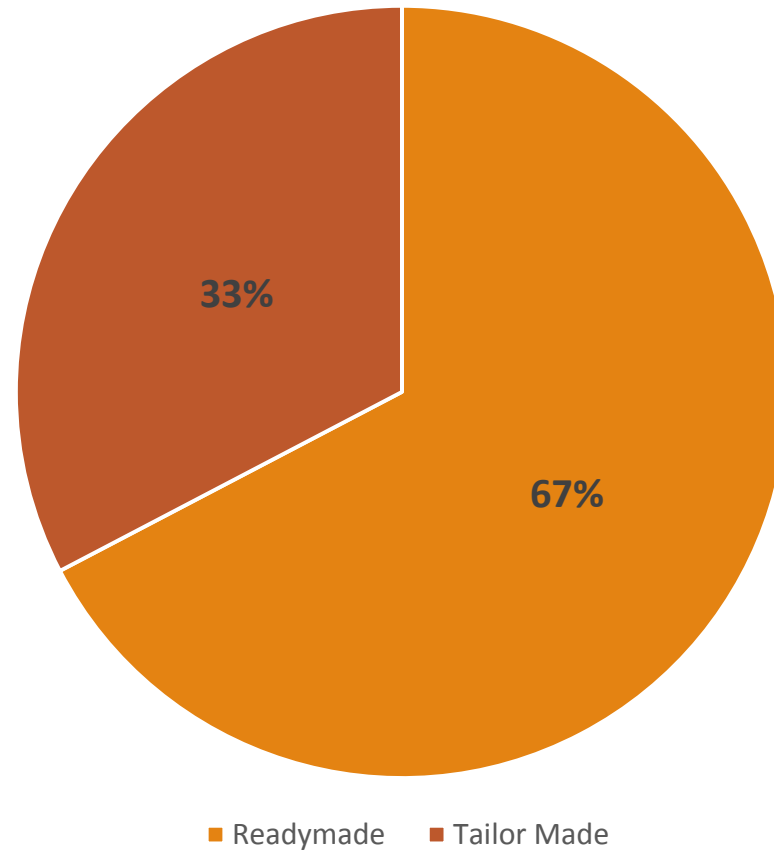
2. You are comfortable wearing:

3. For formal shirts you rely more on

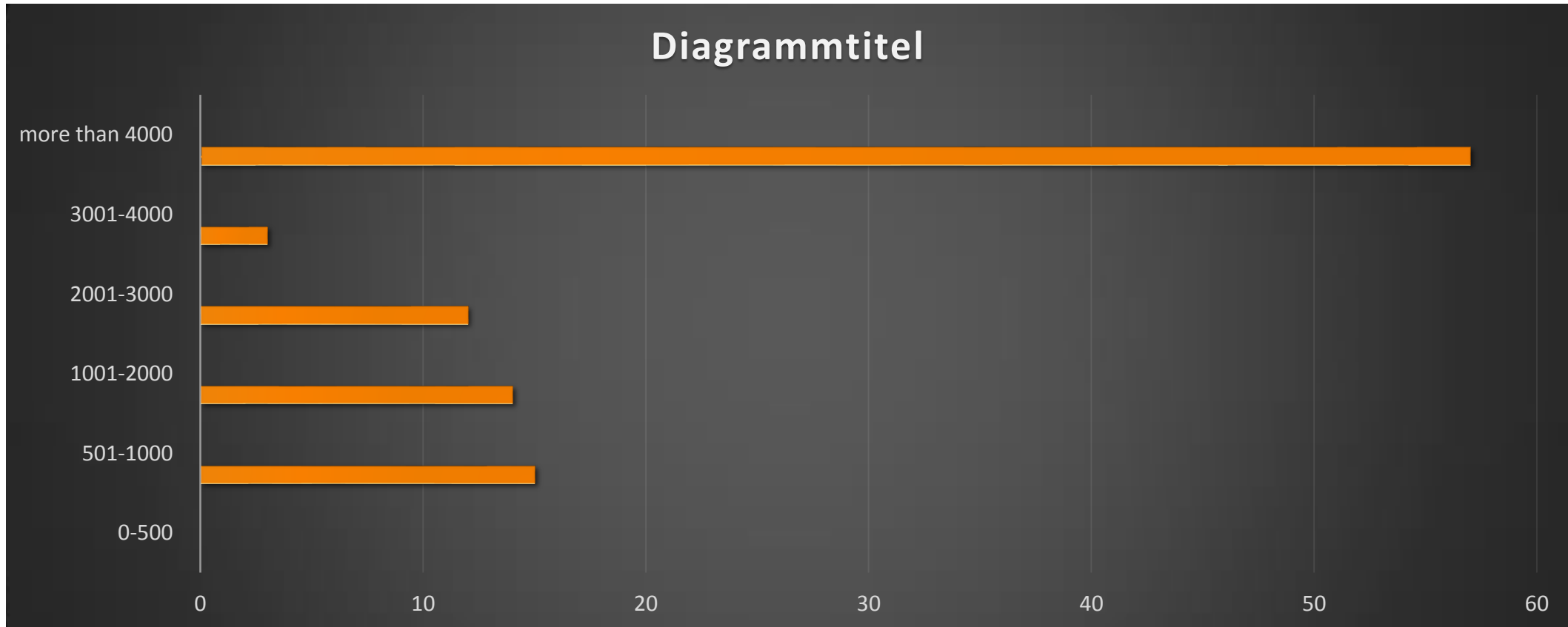


■ Readymade ■ Tailor Made

4. For formal trousers you rely more on

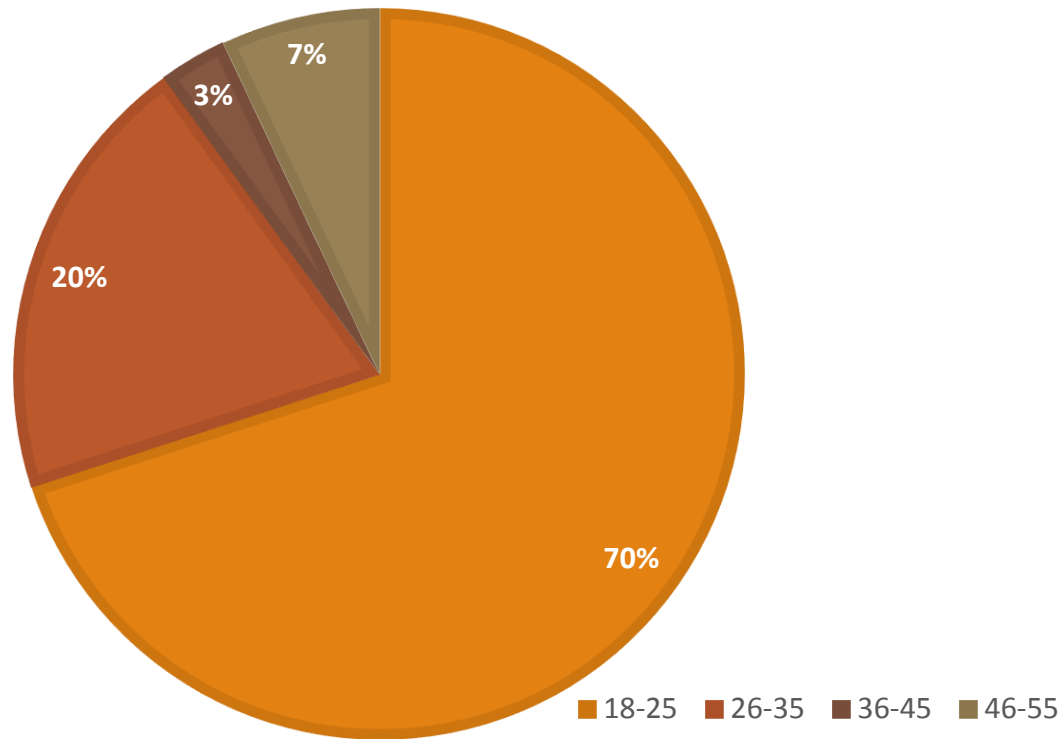


How much do you spend annually (in Rs.) on your clothing requirements?

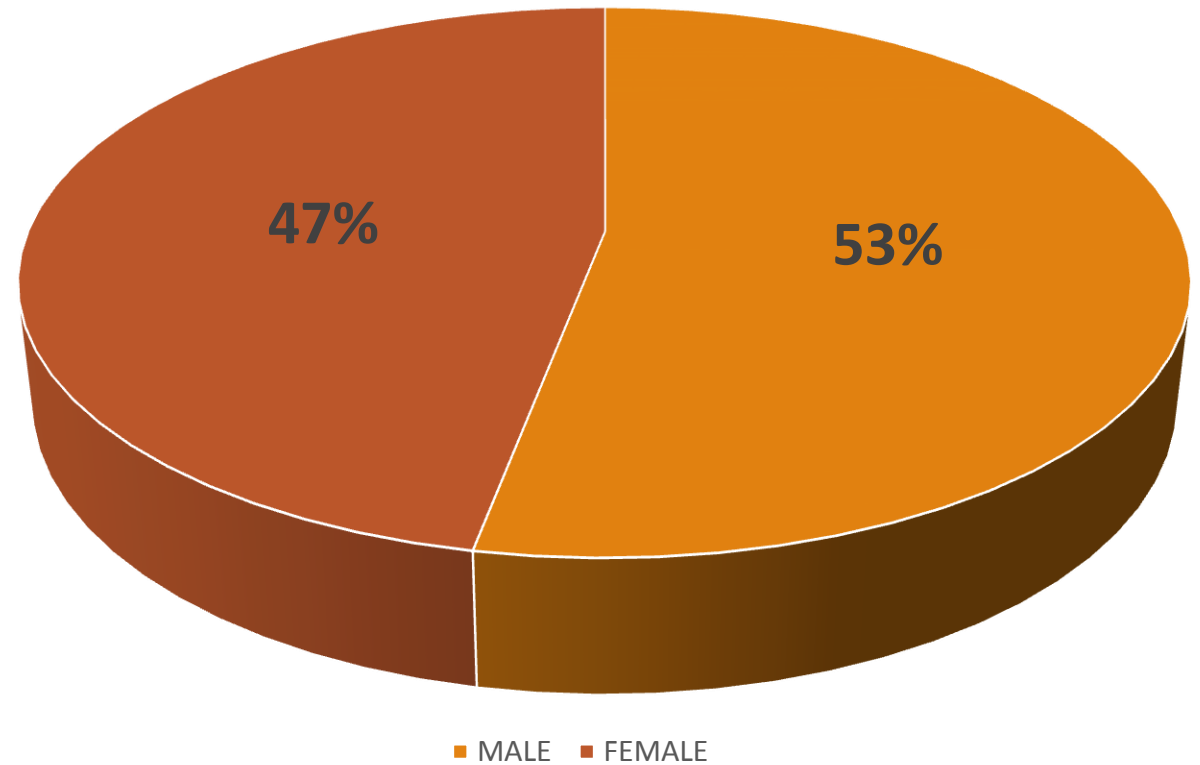


Consumer Profiles

1. Age Profile:

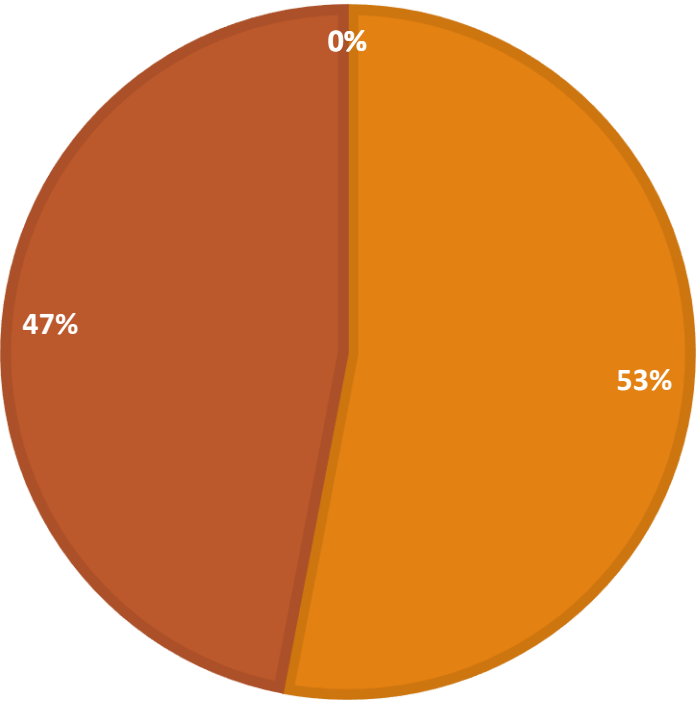


2. Gender

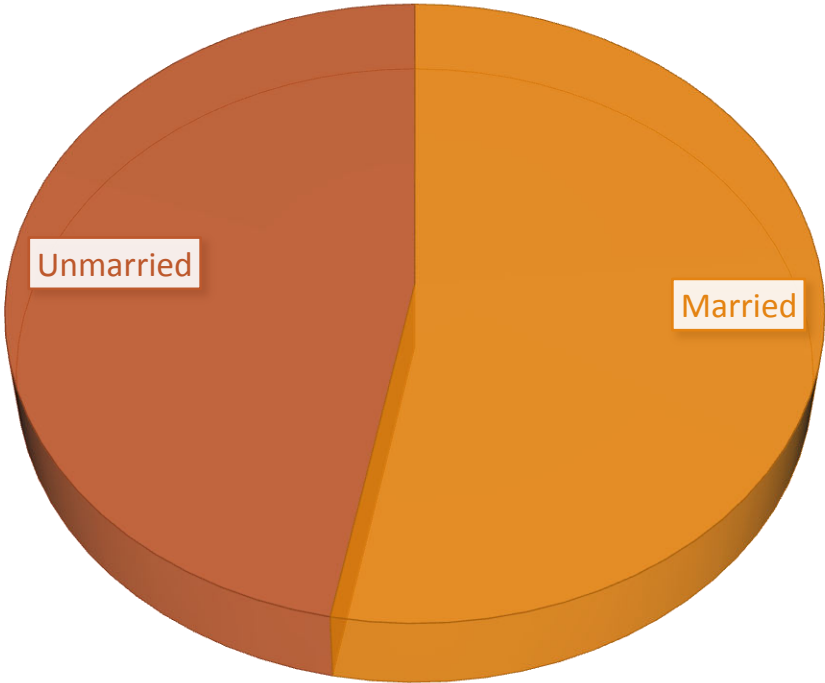


3. Marital Status

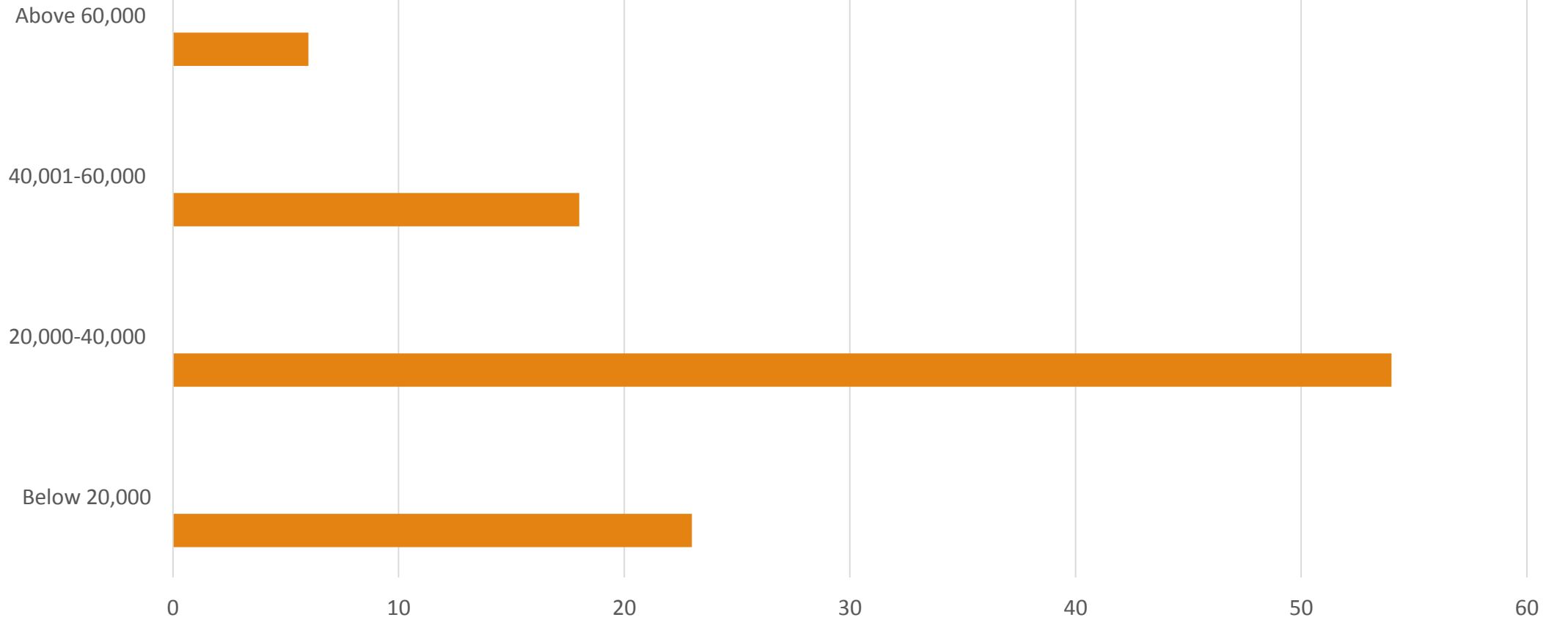
■ Married ■ Unmarried



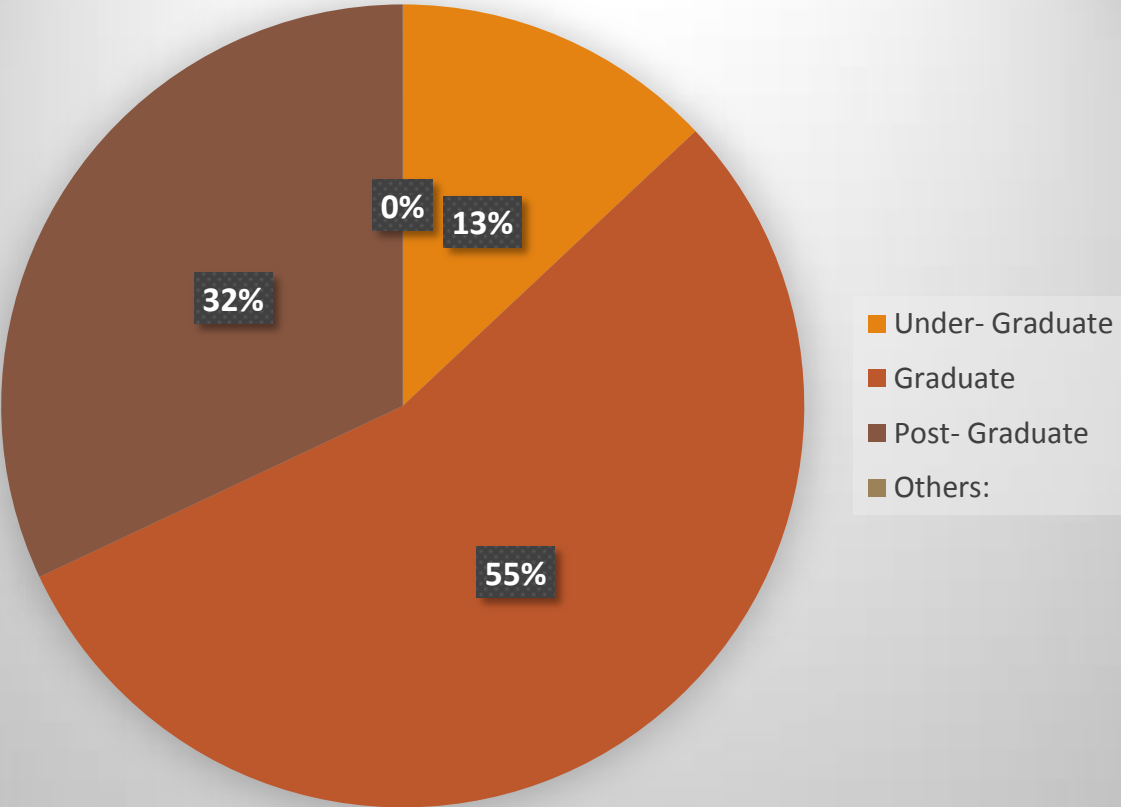
4. Monthly Family income



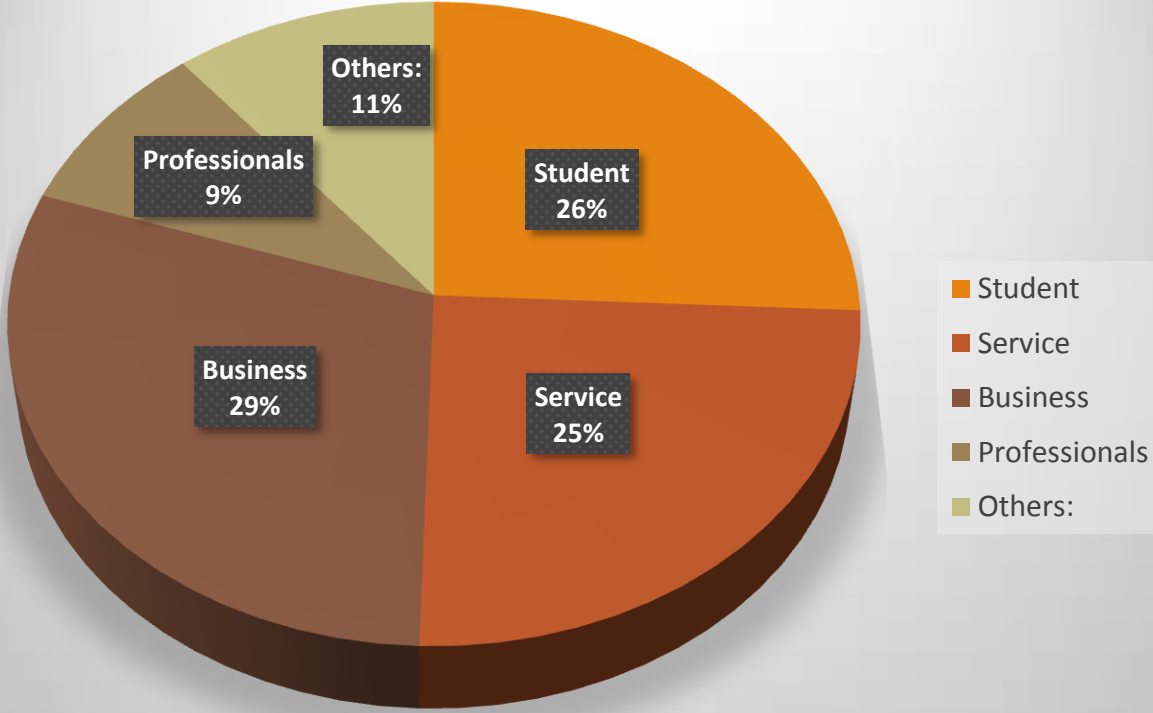
5: Monthly Family income (Rs.):



6: Educational qualification:



7: Occupation:



Jim
Bob
Mary

