"TO STUDY THE SATISFACTION LEVEL OF USING AMERICAN CLOTHING BRANDS AMONG YOUTH :WITH SPECIAL REFERENCE TO ERNAKULAM DISTRICT"

Dissertation Submitted to Mahatma Gandhi University, Kottayam in Partial Fulfillment of the Requirement for the Degree of

MASTER OF COMMERCE

Submitted by

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THRIKKAKARA

DECLARATION

I hereby declare that the project work titled " **To study the satisfaction level of using American Clothing Brands among youth ; with special reference to Ernakulam District"** is a bonafide record of the project work done by me under the supervision of Dr. Presteena Jesna M Jose , Assistant Professor ,School of Commerce and management Studies , Bharata Mata College Thrikkakara for the partial fulfillment of the requirement for the award of master of Commerce. This project report has not not been submitted previously by me for the award of any degree , diploma , fellowship or other similar rules of any other University of Board.

Place : Thrikkakara   DEVIKA SUPRAN

 Date :

BHARATA MATA COLLEGE , THRIKKAKARA SCHOOL OF COMMERCE AND MANAGEMENT STUDIES

CERTIFICATE

This is to certify that the dissertation titled **" To study the satisfaction level of using American Clothing Brands among youth;with special reference to Ernakulam district".s**ubmitted by DEVIKA SUPRAN in partial fulfillment of Master of Commerce to Mahatma Gandhi University , Kottayam is a bonafide record of the work carried out under my graduate and supervision at Bharata Mata Collge,Thrikkakara,Cochin.

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Date:

ACKNOWLEDGEMENT

First of all,I would like to express my gratitude to Almighty God to enabling me to complete this project on "TO STUDY THE SATISFACTION LEVEL F USING AMERICAN CLOTHING BRANDS AMONG YOUTH: WITH SPECIAL REFERANCE TO ERNAKULAM DISTRICT".

I would like to express my indebtedness appreciation to my research guide Dr.Presteena Jesna M Jose,School of commerce & management studies,Bharata Mata College,Thrikkakara.Her constant guidance and advice played the vital role in making the execution of the project.She always gave me her suggestions that were crucial in making this report as flawless as possible.

I would like to convey my sincere gratitude to Dr.Johnson K M,Principal , Bharata Mata College,Thrikkakara and the Head of the Department,Dr.Ponny Joseph for their encouragement and support during the course of this study.

I am also grateful to all the respondents who answered my questions regarding my study which were helpful for the successful completion of this project.

I am ever grateful to my parents also for their guidance and sacrifice to continue my study.

Finally,I am indebted to all my friends and all the teaching and non - teaching staff of the School of commerce and management studies without whose help it would not be possible to complete this report.

Date: Devika Supran
Place: Thrikkakara

Date: Devika Supran

Place: Thrikkakara

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ABSTRACT

American Clothing Brands become a trending fashionable products at affordable price with high satisfaction level.This research project focuses on investigating the satisfaction level among youth regarding their usage of American Clothing Brands in Ernakulam District.

The study aims explore the factors influencing their satisfaction,perceptions,and preferences when it comes to these brands.Through the collection and analysis of survey data,the research seeks to provide a comprehensive understanding of how American Clothing Brands are perceived by the youth demographic and the extent of their satisfaction with these brands.The findings of this research project have the potential to shed light on the dynamics of consumer behaviour and preferences within the clothing choices among youth individuals.

Primary data will be collected through semi - structured questionnaires prepared digitally in Google forms,a diverse group of youth .The study will also incorporate a comprehensive review of existing literature to provide a holistic understanding of the subject.The primary factors that will be investigated include Brand image,Quality,Loyalty,Price and Status.

The findings of this study will contribute to a deeper understanding of the satisfaction level of using american clothing brands in ernakulam district.The research findings will provide valuable insights for youth to develop and implement effective ,that facilitate preferences among yoouth by using American Clothing Brands.

CHAPTER 1
INTRODUCTION

INTRODUCTION

The term "brand" is often used metonymically to refer to the company itself, as it is closely associated with the brand. Brands are used in marketing, advertising etc. American Brands like Calvin Klein, Nike, Levi Strauss & Co. Etc are modern clothing brands widely used among youth. According to the American Marketing Association (AMA), a brand is defined as a name, term, sign, symbol, or design combination that distinguishes the goods or services of one seller or group of sellers from those of another seller. This is to position the brand as a single solution provider for customer problems. A brand is a source of promise for consumers. American clothing brands have a rich heritage and history that they use as an important part of their marketing and branding strategies. In this study we explore and analyze the satisfaction level of American clothing brands among youth.

Customer satisfaction is the general essence of Customers' impression of the supplier. This helps the client form a strong opinion about it. The supplier which ultimately results in satisfaction or dissatisfaction. Customer satisfaction, a term Commonly used in marketing, is a measure of how Products and services provided by a business or meeting. Exceeding customer expectations Customer satisfaction it is measured on an individual level, but it is almost so Always reported at the aggregate level. The level of Satisfaction may also vary depending on other options The customer may have and other products against With which the customer can compare those of the organization Products .

Clothing brand image,design,price,quality,status has been shown to be the most important element for consumer's in determining their overall satisfaction. Customer Satisfaction measures how well a company's products,services,and overall customer experience meet customer expectations. It reflects the state of

American clothing brands by showing how well their products resonates with buyers. Brands like Levi's ,Calvin Klein, Nike etc are the common type of brands which is widely used among youth. This study we analyze the satisfaction level of using American Clothing Brands(ACB) among youth. This type of clothing brands has managed a strategy to adapt to consumer's taste and preference. The target audience of American Clothing Brands(ACB) is the youth, because they always like to purchase good quality,design etc, brands.

1.2 STATEMENT OF PROBLEM

Nowadays, the consumers have different expectations and values than previous generations. The spread of digital media and the emergence of social platforms have fundamentally changed the communication field,established brands must strike a balance between tradition and innovation to remain relevant in competitive industries. American Clothing Brands play a crucial role in this marketing. The acheivement,brand image of the product does not gives clarity to the marketing but also the consumers model of satisfaction with their products. Thus study is carried out according to the customer related to American clothing brands . Customer satisfaction it is one of the basic forms of any organisation and it is used to evaluate products and services. This research project seeks to answer questionnaire based on satisfaction level of consumers that means the youth.

1.3 SIGNIFICANCE OF STUDY

The present study intends to understanding the satisfaction level of youth of prominent American Apparel brands due to several reasons .it provides insight into how these brands create and maintain strong brand identities and market differentiation. These American clothing Brands can create emotional connections with consumers build brand loyalty and influence purchasing decisions. This study

will also helps to understand the satisfaction level of new generation as well as youth.

1.4 SCOPE OF STUDY

This study has been carried out to find out the satisfaction level of American clothing brands such as Nike, Calvin Klein, Levi Strauss & Co. Etc.,among youth. The study focus on the intention based on youth regarding the American clothing brands. The respondent of the study is the youth of American clothing brand in Ernakulam district. The respondent of the study is 100.

1.5 OBJECTIVES OF THE STUDY

- To understand the level satisfaction of the American clothing brand.

- To study the attitude of youth towards ACB.

- To analyze the factors considered the youth to purchase ACB.

1.6 HYPOTHESIS OF THE STUDY

Following are the null hypothesis for the study:

H01 : There is no significant relationship between loyalty and Customer Satisfaction

H02 : There is no significant relationship between Price and Customer Satisfaction

H03 : There is no significant relationship between Brand image and Customer Satisfaction

H04 : There is no significant difference between Quality and Customer Satisfaction

H05: There is no significant relationship between Status and Customer
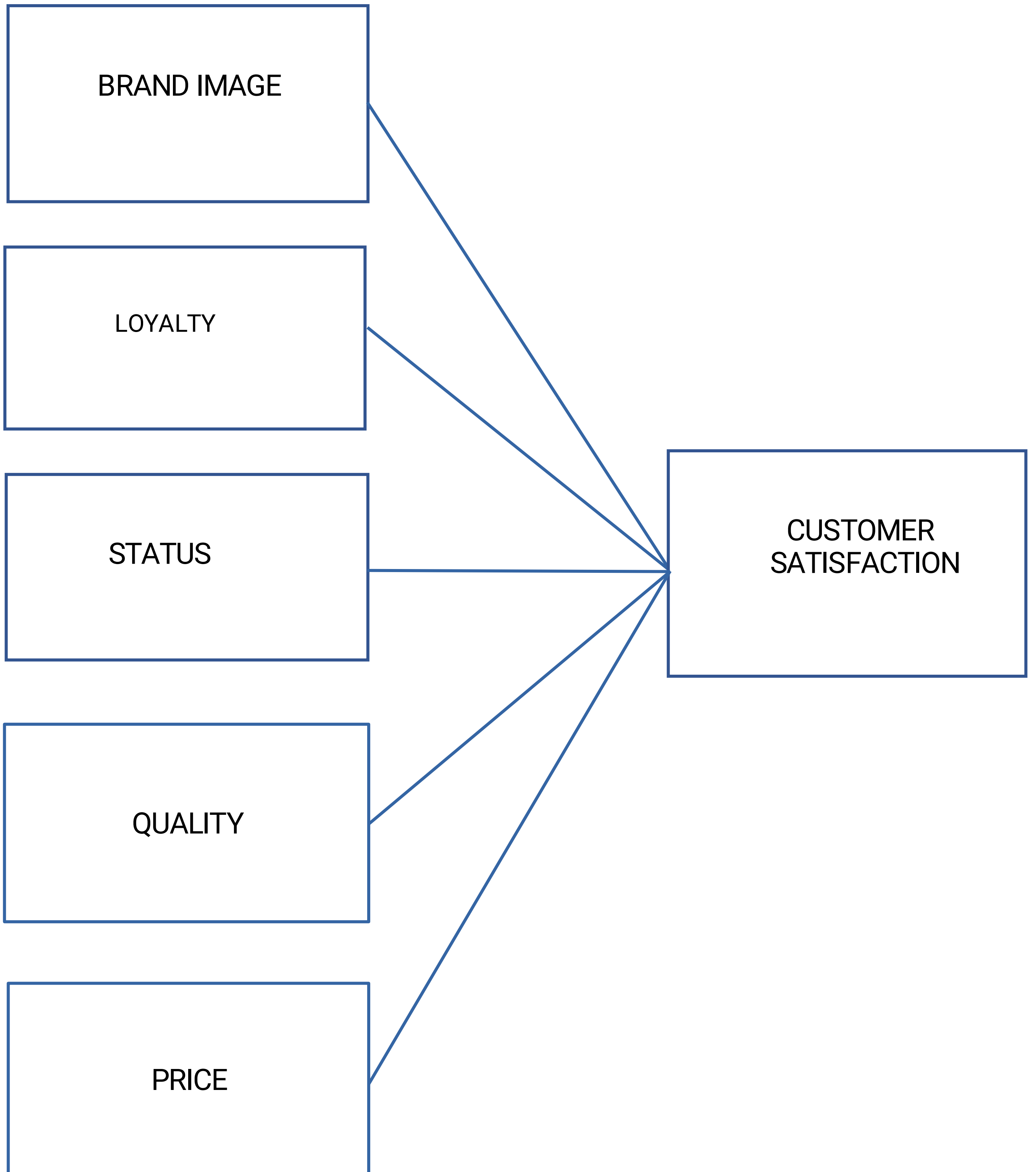
1.7 RESEARCH METHODOLOGY

1.7.1 SAMPLE

The data for the study is mainly collected through questionnaires among youth, with Special reference to Ernakulam district.

1.7.2 SAMPLE DESIGN

It is very difficult to conduct a study regarding the brand users from the entire population from Ernakulum district so we use in representative samples from the purpose of study.For this study, the 100 samples were selected by using the covenience sampling method from the total population.

1.7.3 METHOD OF DATA COLLECTION

Data was collected from the respondents using structured questionaire prepared digitally in google forms. Google from questionaire were sent to the respondents and response taken from response sheet.

1.7.4 SOURCE OF DATA

Data is collected from the respondents through Responses on various measures used in the study were obtained on 5-point scale as strongly agree, agree, neutral, disagree and strongly disagree and always, often, sometimes, rarely and never. The secondary data was sourced from various official publications, books and journals and websites.These are various methods for interpreting data.Sources of information are mainly classified into two:

Primary Data:

Primary Data are the first- hand information collected specifically for a purpose through surveys,questionnaires and direct interviews.In this study, the primary data was collected using a structured Google form questionnaire.Out of the respondent questionnaire 100 were selected after sorting the incomplete and incorrect questionnaire forms for conducting the research.Responses on various measures used in the study were obtained on 5-point scale on the basis of agreements as strongly agree(5), agree(4), neutral(3), disagree(2), and strongly disagree(1).

Secondary Data:

Secondary data are already collected information and readily available from other sources.Such data are more quickly obtainable than primary data.Secondary data for the study was collected from various articles published in online journals,Magazines, and websites.

1.7.5 TOOLS USED FOR ANALYSIS

Statistical techniques like percentage analysis, mean,mode and standard deviation are used for the analysis. The data collected were statistically coded, processed, classified, tabulated and analysed by using statistical tools. In this study table and statistical results were derived with the help of the software called SPSS (Statistical Package for Social Science).

1.8 LIMITATIONS OF THE STUDY

- The possibility of the respondent's responses being biased cannot be ruled.
- Due to the limited number of respondents, the findings may not be the same for the whole population.
- Time constraints may be a most limiting factor of the study.

1.9 CHAPTERISATION

The study is organized in four chapters:

CHAPTER 1 : INTRODUCTION

It presents the statement of problem and details,relevance,scope and objectives of the present study,hypothesis framed,research methodology employed,method used for analyzing the data and scheme of chapter presentation.

CHAPTER 2 : LITERATURE REVIEW AND THEORETICAL FRAMEWORK

It includes various previous studies related to the topic and also includes the meaning, features, benefits, factors of customer satisfaction and details about it major influencing factors which are obtained from various published sources and serve as secondary data fro the study.

CHAPTER 3 : ANALYSIS AND INTERPRETATION OF THE STUDY

This explains the examination and analysis of data to obtain the objectives of the study.The analysis of the study is done using software called Statistical Package for Social Science(SPSS).

CHAPTER 4 : FINDINGS , SUGGESTIONS AND CONCLUSION

It is the final chapter that presents the findings ,suggestions and conclusions resulting from the study.

CHAPTER 2

THEORETICAL OVERVIEW

2.1 THEORETICAL FRAMEWORK

2.1.1 CUSTOMER SATISFACTION – MEANING

The satisfaction of the customer is a measure of how well products, services and general customer experiences are meeting customers' expectations. By demonstrating how customers respond to products and services, this is a reflection of the state of business. You want to make sure you satisfy your clients, because it shows that they like what you're doing. According to the research, satisfaction leads to an increase in retention of clients and better lifetime values as well as stronger brand reputation. It is also important to have a low level of customer satisfaction. This is helping to anticipate the company's growth and revenue. A key element is also the quality of customer service. it's a matter of meeting customers' expectations at all times.

 Good customer service is fast,easy,personal,and empathetic. It is important for companies to understand the unique needs of their customer base in order to provide excellent customer service.The quality of customers' satisfaction is based on the assessment of whether they are satisfied with the product, services and features offered by the company. By measuring the level of customer satisfaction, as well as surveys and evaluations, companies can take decisions on whether their products or services should be improved or adapted. The main aim of the organisation should be customer satisfaction. In particular if you are a customer success expert, consultant or marketing manager, this is an important concept to

be understood and followed. It can sound simple, but it isn't just a guarantee of moneyback, it is about everything.

2.1.2   FEATURES OF CUSTOMER SATISFACTION

Superior products:
ensuring that the products and services meet or exceed customers' expectations on performance, durability and efficiency.

Adequate communication:
prompt, precise and transparent communications of responses to products and services should be carried out in time, on schedule and with due regard for reliability.

Exceptional customer service:
 To resolve problems and to provide assistance, we offer exceptional customer service by providing helpful, knowledgeable and friend**ly** support.

Personalisation:
 By customizing experiences and offers according to customers' preferences, you create a unique experience.

Convenience:

we provide a simple and effective shopping process, such as user friendliness website, simplified checkout or multiple payment options

Problem solving:

To resolve customer issues, complaints or disputes in an efficient and timely manner so that they can be resolved**.**

Consistency:

across all interactions and touch points, ensure a consistent level of quality, service and experience.

Feedback Mechanism:

Create a trusted way for customers to provide feedback, suggestions and comments and demonstrate responsiveness to their input.

Value for money:

offer a product or service that is perceived as being of value and worth the price it costs.

Trust and reliability:

By consistently delivering on promises and a reputation for reliability and integrity, we can build trust.

Emotional connection: Through personalised interactions and experiences that are adapted to the feelings and values of your customers, you can create a real relationship with them.

Loyalty programmes:

rewarding and motivating loyal customers through programs with a discount, an exclusively offered or some additional benefits.

Employee engagement:
because customer satisfaction is directly influenced by the attitude and behavior of your employees, they must be empowered to deliver excellent service.

Positive experience of purchasing:
we are providing a positive experience after buying, e.g. following up communication, warranty and ongoing support.

Accessibility: There are a variety of ways, e.g. on the phone, email, chat and Social Media to access it.

Continuous Improvement: Demonstrates a commitment to continuous improvement based on customer feedback and changing requirements.

2.1.3 BENEFITS OF CUSTOMER SATISFACTION

- **Loyalty and repeat business**

Satisfied customers will return and repeat their purchases leading to a consistent revenue stream.

- **Positive Word of Mouth**

A satisfied customer often shares his positive experience with friends and family, resulting in word of mouth.

- **Strong brand reputation**

The reputation of a company is enhanced with the satisfaction of its customers and it becomes more attractive to potential clients.

- **Feedback and improvement**

A satisfied customer provides valuable feedback which can be used by the company to identify areas of improvement and innovation.

- **High price tolerance**

There is a demand for products and services from satisfied customers because of their value and the good experiences they have had.

- **Employee Morale**

A better work environment and greater staff morale can be attributed to positive customer relations.

- **Long term relationships**

The satisfaction of customers provides the basis for a continuous, mutually beneficial business relationship.

- **Market differentiation**

In a competitive market, the reputation of excellence in customer service can distinguish it from its competitors.

- **Cross selling and up selling**

Other offers made by the same company are also open to satisfied customers.

- **Reducing negative feedback**

Less adverse feedback or complaints may arise as a result of higher customer satisfaction.

- **Cost savings**

It is, in principle, cheaper to retain an existing customer and obtain a new one because it does not require as much resources.

- **Improve customer engagement**

Satisfied customers can engage in your brand by means of social media, surveys and other interactions

- **Business Growth**

A general contribution to sustained growth and profitability of businesses is customer satisfaction.

2.1.4 FACTORS AFFECTING CUSTOMER SATISFACTION

Product/Service Quality: High quality products that meet or exceed expectations contribute to customer satisfaction.

Customer Service: Friendly, helpful and responsive customer support increases satisfaction.

Communication: Clear and timely communication about products, services and updates is essential.

Convenience: Easy access, user-friendly interface and seamless processes increase satisfaction. Value for money: Customers expect fair prices and great value for money.

Personalization: Tailoring experiences and offers to individual tastes increases satisfaction.

Reliability: Commitment and consistency in keeping promises are important.

Feedback and Resolution: How well complaints and issues are handled affects overall satisfaction.

Brand reputation: A positive brand image and reputation influence consumer perception.

Innovation: Continuous improvement and introduction of new features increase satisfaction.

Availability: In case of necessity,products and services shall be immediately available.

Transparency: A high degree of trust and satisfaction is increased on policies,terms and conditions.

Enhancing satisfaction : It's possible to enhance satisfaction through an emotionally connected relationship with customers.

Post-sales support: Providing post-purchase support increases overall satisfaction.

2.2 REVIEW OF LITERATURE

- Wembo Cui (2011) exploring the utility and use of the consumer-oriented power model in the Chinese sportswear market. Based on Aaker's Brand Equity Framework, he investigated the causal relationship between the four dimensions of brand equity and overall brand equity in the sportswear industry.

  - D mello (2003)Compare the same product with other brands. The comparison is primarily about the customer's experience with the product and the customer's satisfaction with the product.

  - Choice and James (1996) report based on customers preferenceAccording to the specifics of the consumer's consumption behavior Behavior in the sportswear industry. These two The type of consumption has similarities, but also differences.

  - Bethuel kinyanjuikinuthia (2009), customer satisfaction of purchased branded

    shoes in Malaysia. These customers were surveyed using a quantitative survey method by surveying 205 respondents. Through this study, the relationship between brand equity, customer satisfaction and customer loyalty was identified. He concluded that customer satisfaction was an antecedent of customer loyalty, but the effect of brand equity was small, but the results still showed positive scores for brand equity.

  - Preeti Mehra (2010) Consumer Satisfaction with Purchasing Branded Shoes This study provides a comprehensive approach to explain the factors that influence respondents' attitudes toward various features of branded sports shoes. , justifying. However, we know that brand enthusiasts prefer to buy shoes from their favorite companies, while innovators prefer shoes with the latest trends and technology. It turns out that consumers want sneakers to

be colorful and stylish, and associate the characteristics of the shoe with their personality.

- Professor Gill (2009) Report based on Branding Strategy of Nike & Adidas

    Professor Smith may have noticed this in relation to consumerism and cognition.

    It is important to understand the cultural impact and identity of sportswear

    Fashion around the world. Fashion is an expression of individuality, style and privilege.

Combined with sportswear, it expresses and suggests an active lifestyle.

The assumption that one is interested in and committed to one's physical well-being

Better quality of life.

- Cyert (1956) The buying behavior of customers for a random brand of shoes.

    Cyert (1956) was the first to state that multiple managers are involved.

    Procurement process. And the concept was popularized by calling it buying behavior.

    Robin's son. Webster and Wind identified five important purchasing roles. One. Users, 2. Influencers, 3. Buyer, 4. Solver and 5. Goalkeeper. Buying the product

    Decisions are not always made by the user. The buyer must buy the product.

    Marketers must decide who to target so they can predict how customers will behave.

    It has the potential and can form in response to a variety of environmental information and cues.

    And corresponding marketing strategies (Kotler 1994).

- Heasun (2010) Labor utilization in the footwear industry

    Heasun (2010) focuses on the pressures exerted by the media, government and society.

    For clothing and footwear companies to use their workforce. As shown

    Examples of Walmart and Nike that became famous in the 1990s

    Thus, the United States includes fair labor practices, govt.

    An industrial federation was formed. The author mentions this in his research.

    The rapid pace of globalization of clothing and footwear

    Competitive pressure increases and so does the risk of sweating.

- Celuch (2004) Customer satisfaction based on brand loyalty

    According to Taylor, Celuch and Goodwin (2004) Brand Value

    It appears to have the greatest impact on behavior and relationship integrity. In addition to developing long-term customer loyalty,

    Organizations striving to achieve high brand loyalty and customer loyalty can.

    We offer differentiated benefits. Former researcher and many times

    Customer loyalty has been tested, but the foundation for modeling remains to be seen.

    Many precedents have been mentioned but still unknown. Among these

    Past events highly regarded by scholars and practitioners

    States that customer satisfaction is another important antecedent of loyalty (Bodet,

    2008). Referring to the Oliva et al. study, small changes in satisfaction

    Significant changes have been made in increasing loyalty (Bowen and Chen, 2001). So,

It also means that customer satisfaction is one of our customers'
priorities.
Loyalty.

- Professor Richard (2007) reports based on customer loyalty. Richard points
out that developing customer loyalty is almost essential.
Any business, such as acquiring new customers, is not guaranteed in the
long term.
Luck. Reicheld was one of those who suggested investing more in the
company.
Customer retention efforts following acquisitions of W.E. new. He is
We have identified customer retention as a major driver of corporate profits.
It turns out
It must be reasonable, taking into account the axioms of reasonable
marketing. Fraper announces. He is
Acquiring a new customer costs five times more than keeping an existing
one.

- Martínez (2010) decides to outsource footwear in Spain
A study by Martínez (2010) focused on Spanish outsourcing
solutions
The footwear industry. This study highlights changes in the Spanish
language.
1975~1995 Foreign flow led to the footwear market
Competitor. The authors point out that companies' outsourcing
decisions are dependent.
Specific factors such as related search costs, intensity of innovation
Customer requirements and relationships with other institutions,
such as the Chamber of Commerce
Commerce or other public authorities. Additionally, some
geographies have more

Vinaplo and Amedo-Calhorra are preferred because they are considered basic.

Shoe closet. Research becomes very important in the current scenario.

Competition from other low-wage countries as a result of globalization. By mistake

Indian shoes.

- Troy (2000) Customer satisfaction based on product quality

    Troy's research points to the need for proper footwear.

    More than shoes. According to the author, shoes not only provide individuality andimage,

    The logo of the Shoes company elevates the reputation of the Shoes company. Administrator

    You have to understand that consumer demand will continue to grow. So sign

    Nike and Adidas brand logos attract customers and increase product sales.

    Media, internet, advertising, etc. Customer satisfaction is not satisfied

    Buy not only the brand name, but also the quality of the product. There are various types

    Choose shoes such as sports shoes (athletics, running shoes or other sports shoes)

    Shoes), etc.

- Amit Jain (2012) Market Comparison of Nike and Adidas

    Amit Jain is a happy customer

    5-6 people order the experience with others. Also, an unhappy customer is more likely to tell 10 other people about the unhappy customer.

Unfortunate experience. They also conclude that understanding is important.

Not many consumers complain, and this varies from sector to sector.

Different. Finally, if people view customer satisfaction as dissatisfaction,

If it's expensive, you need to understand that it costs 25 percent more to rent a new one.

Client.

- Jacoby & Kyner (1973) Brand Loyalty Ratio

Loyalty is usually expressed in brands, stores or other preferences.

In general, customer loyalty refers to the customer's ability to purchase a particular item (brand, product, service, store, etc.) with affection again and again.

Regardless of changing circumstances. However, previous studies have However, a universal definition of customer loyalty has not yet been formulated for everyone.

I agree. There have been many debates about customer loyalty over the years.

Indeed, as Majumdar says, customer loyalty is complex and multidimensional.

Concept. The general understanding of honesty is Jacoby and Kyner (1973),

Over time, some are described as neutral and behavioral reactions, and some

One or more alternative brand decisions in this category

It is part of the psychological process. Choose help to compare with your loyalty

Given the power of the relationship between the relative attitude of the individual

Their repetitive guards only three things affect the situation.

Add the fourth step to explain the behavior of qualified behavior.

Affects participation, construction and state of construction

A thing and consistency when the marketing characteristics are recognized Environment.

- Bale el al (1981) The Collapse of the American Shoe Industry
Bale El Al's study examines the causes of the decline of the US shoe industry.
It emerged as a major importer of non-rubber footwear. I'm in the industry
Due to the decrease in the volume of production, the number of companies and employment
Revenues have increased significantly. Wage rates have increased from year to year.
It has increased significantly, which leads to lower productivity compared to foreign countries
Especially in developing countries where labor is cheap.

2.2.1 REVIEW OF VARIABLES

2.2.1 CUSTOMER SATISFACTION

D mello (2003)Compare the same product with other brands. The comparison is primarily about the customer's experience with the product and the customer's satisfaction with the product.Choice and James (1996) report based on customers preference According to the specifics of the consumer's consumption behavior Behavior in the sportswear industry. These two The type of consumption has similarities, but also differences.Bethuel kinyanjuikinuthia (2009), customer satisfaction of

purchased branded shoes in Malaysia. These customers were surveyed using a quantitative survey method by surveying 205 respondents. Through this study, the relationship between brand equity, customer satisfaction and customer loyalty was identified. He concluded that customer satisfaction was an antecedent of customer loyalty, but the effect of brand equity was small, but the results still showed positive scores for brand equity.

2.2.1 BRAND IMAGE

Wembo Cui (2011) exploring the utility and use of the consumer-oriented power model in the Chinese sportswear market. Based on Aaker's Brand Equity Framework, he investigated the causal relationship between the four dimensions of brand equity and overall brand equity in the sportswear industry.Celuch (2004) Customer satisfaction based on brand loyalty According to Taylor, Celuch and Goodwin (2004) Brand Value It appears to have the greatest impact on behavior and relationship integrity. In addition to developing long-term customer loyalty, Organizations striving to achieve high brand loyalty and customer loyalty can. We offer differentiated benefits. Former researcher and many times Customer loyalty has been tested, but the foundation for modeling remains to be seen. Many precedents have been mentioned but still unknown. Among these Past events highly regarded by scholars and practitioners States that customer satisfaction is another important antecedent of loyalty (Bodet, 2008). Referring to the Oliva et al. study, small changes in satisfaction Significant changes have been made in increasing loyalty (Bowen and Chen, 2001). So, It also means that customer satisfaction is one of our customers' priorities. Loyalty.

H01: Brand Image have no significant relationship between Customer Satisfaction among Youth.

Table 2.2

sl.no	Measures	Reference

1	BI is an attraction factor to purchase ACB		
2	BI taken in consideration when buying ACB		
3	BI gives priority when buying ACB		
4	BI increases my demand to purchase ACB	Wembo cui(2011),	
5	It creates meaning to customer satisfaction		

Source: From existing review of literature

2.2.2 STATUS

Preeti Mehra (2010) Consumer Satisfaction with Purchasing Branded Shoes This study provides a comprehensive approach to explain the factors that influence respondents' attitudes toward various features of branded sports shoes. , justifying. However, we know that brand enthusiasts prefer to buy shoes from their favorite companies, while innovators prefer shoes with the latest trends and technology. It turns out that consumers want sneakers to be colorful and stylish, and associate the characteristics of the shoe with their personality.Professor Gill (2009) Report based on Branding Strategy of Nike & Adidas Professor Smith may have noticed this in relation to consumerism and cognition. It is important to understand the cultural impact and identity of sportswear Fashion around the world. Fashion is an expression of individuality, style and privilege. Combined with sportswear, it expresses and suggests an active lifestyle. The assumption that one is interested in and committed to one's physical well-being Better quality of life.

H02 : Status have no significant relationship between Customer Relationship among youth

TABLE 2.2

Sl.no	Measures	Reference

1	By using ACB, I think I will get good status in society	
2	I will consider the relationship between status and brand image	Preethi Mehra(2010),Professor Gill(2009)
3	I comfortable which wearing ACB	
4	Whenever there are occasions I purchase ACB	
5	I don't look at it's price while considering status	

Source : from existing review of literature

2.2.3 LOYALTY

Professor Richard (2007) reports based on customer loyalty. Richard points out that developing customer loyalty is almost essential. Any business, such as acquiring new customers, is not guaranteed in the long term. Luck. Reicheld was one of those who suggested investing more in the company. Customer retention efforts following acquisitions of W.E. new. We have identified customer retention as a major driver of corporate profits. It turns out It must be reasonable, taking into account the axioms of reasonable marketing. Fraper announces. He is Acquiring a new customer costs five times more than keeping an existing one.

H03: Loyalty have no significant relationship between Customer Satisfaction among youth.

TABLE 2.3

Sl.no	Measures	Reference

1	Loyalty is an important factor when purchasing ACB	
2	I consider the relationship between customer satisfaction and loyalty	Professor Richard(2007), Jacoby and Kyner(2013)
3	Loyalty gives attractiveness to ACB	
4	Because of most rated loyalty,I choose ACB	
5	I always purchase ACB after considering loyalty	

Source : From existing review of literature

2.2.4 QUALITY

- Troy (2000) Customer satisfaction based on product quality Troy's research points to the need for proper footwear. More than shoes. According to the author, shoes not only provide individuality and image, The logo of the Shoes company elevates the reputation of the Shoes company. Administrator You have to understand that consumer demand will continue to grow. So sign Nike and Adidas brand logos attract customers and increase product sales. Media, internet, advertising, etc. Customer satisfaction is not satisfied Buy not only the brand name, but also the quality of the product. There are various types Choose shoes such as sports shoes (athletics, running shoes or other sports shoes) Shoes), etc.

H04: Quality have no significant relationship between Customer Satisfaction

TABLE 2.4

Sl.no.	Measures	Reference
1	I will consider the quality of ACB, as very important factor	
2	I buy the ACB only because of quality	
3	Quality play an important role when I buy ACB	Trony (2000)
4	Iam sure that I can use these ACB products for a long time	
5	I am satisfied with the quality of ACB	

Source : From existing review of literature

2.2.5 PRICE

- Dolekoglu(2008) The main determining factor affecting consumer behaviour or quality,price,trust,availability of alternative packaging frequent advertisement ,sales promotion,imitations,brand image and habits.

H05:Price have no significant relationship between price and customer relationship.

TABLE:2.5

Sl.no.	Measures	Reference

1	I prefer the reasonable price of ACB	
2	I am consider that the ACB is worth buying according to the price	
3	Are you satisfied with the quality and price of ACB	Dolekoglo(2008)
4	Are you satisfied with ACB's price	
5	I consider that all the products of ACB are affordable	

Source: From existing review of literature

2.3 MODEL FOR VALIDATION

Based on the above identified variables and review the following model was developed for validation.

Figure:2.1

Brand image

Loyalty

Status

Quality

Price

Customer Satisfaction
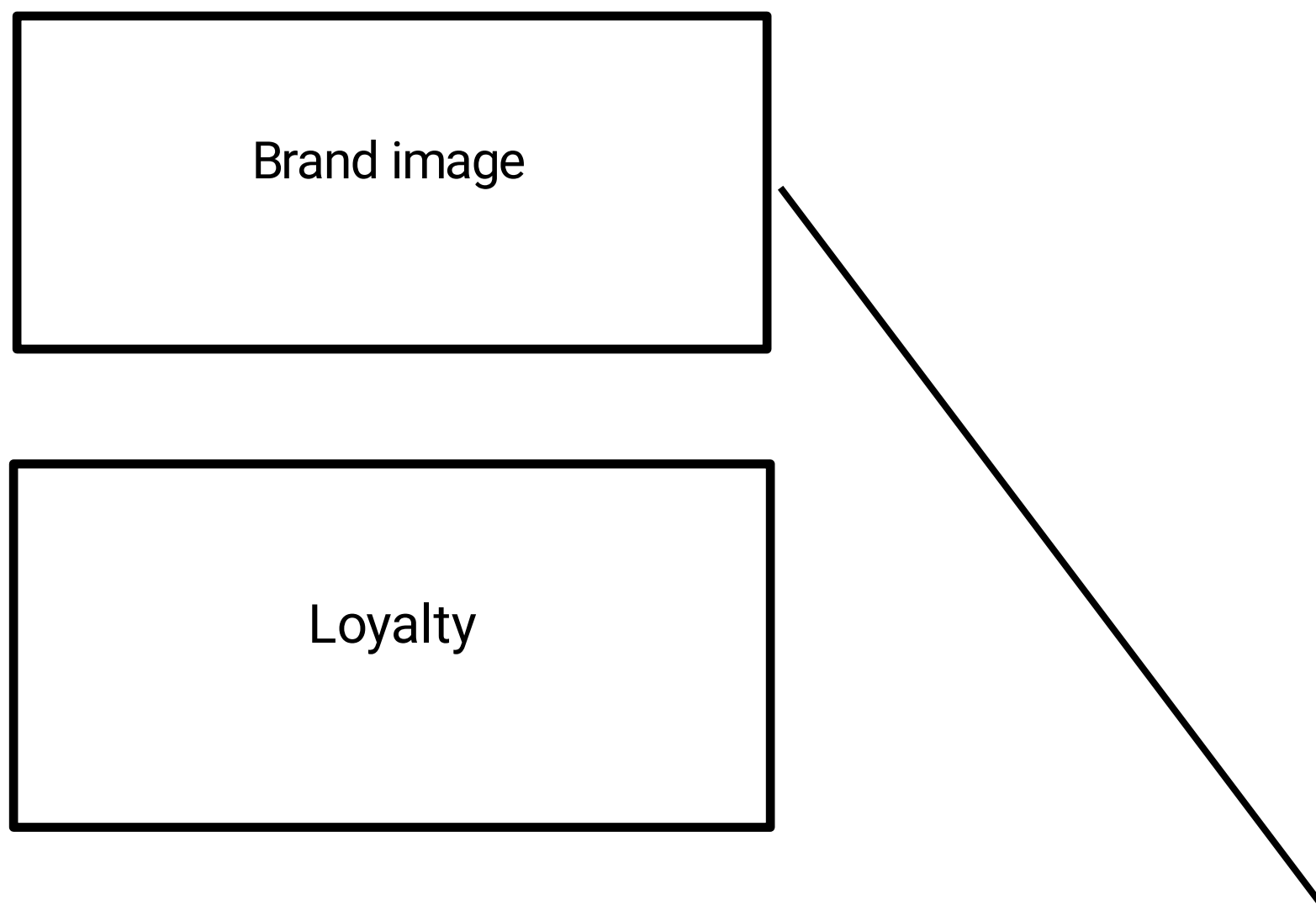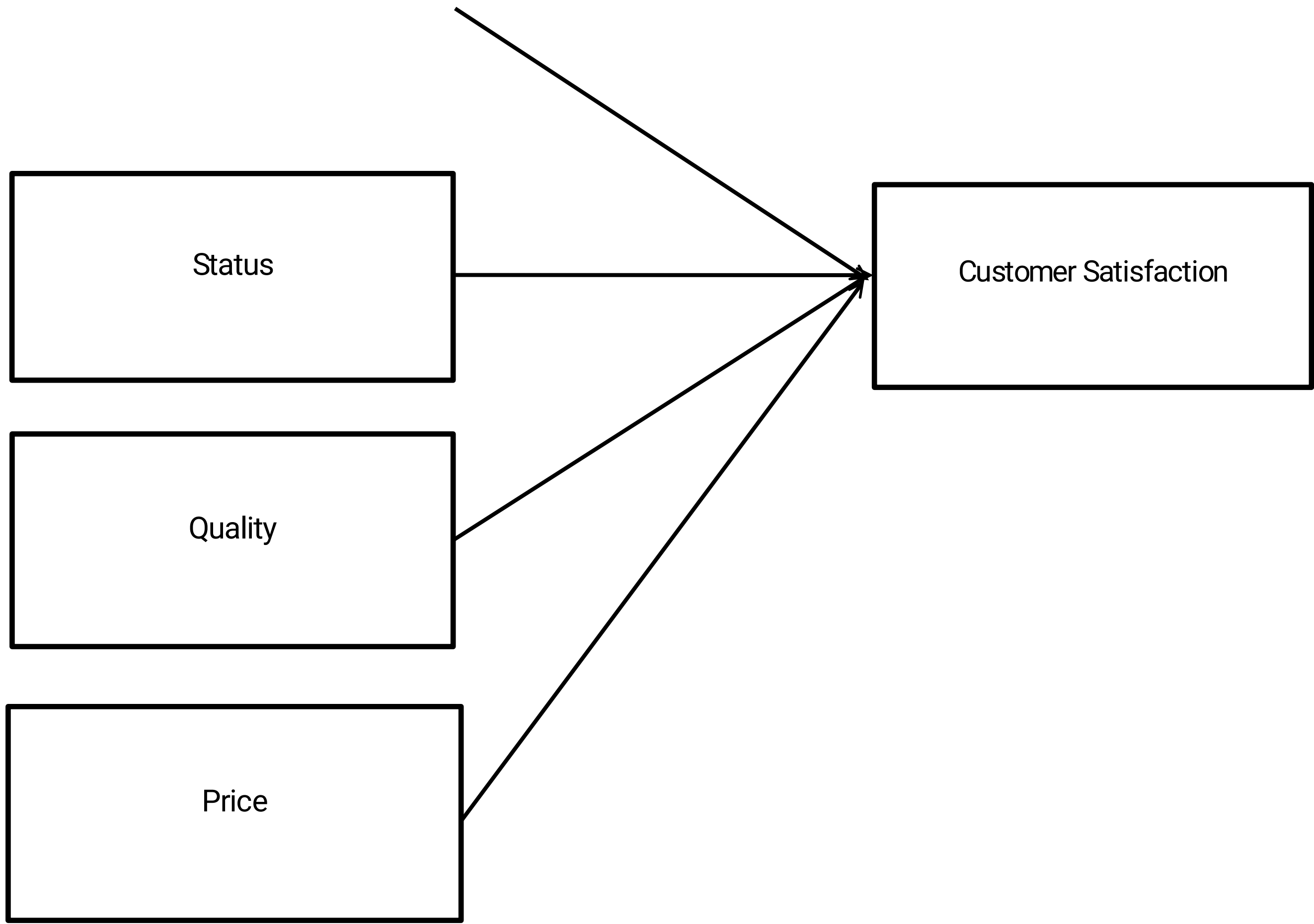
Source: Compiled by the researcher based on extensive review

CHAPTER III
DATA ANALYSIS AND INTERPRETATION

DATA ANALYSIS AND INTERPRETATION

This chapter is devoted to the analysis of the collected data.The data was analysed in three different stages.The first section is the profile analysis which includes a brief analysis.In the section section the descriptive analysis and the reliability test of the measures are done.In the third section the hypothesis formed at the beginning and the model was confirmed.

Section I

3.1 DEMOGRAPHIC PROFILE OF THE RESPONDENTS

TABLE 3.1.1 - GENDER

GENDER	FREQUENCY	PERCENTAGE
Male	44	44.0
Female	56	56.0
Total	100	100.0

Source: Primary Data

Table 3.1.1 presents the gender wise comparison of respondents. Out of total 100 respondents 44 percent are distributed by male and another 56 percent by females.

TABLE 3.1.2 - AGE

AGE	FREQUENCY	PERCENTAGE
15 - 19	30	30.0
20 - 24	47	47.0
25 - 29	23	23.0
Total	100	100.0

Source: Primary Data

Table 3.1.2 presents the age of the respondents .It can be concluded that from the total of 100 respondents. 30% falls under the category of 15 - 19, 47% falls under the category of 20 - 24, 23% falls under the category of 25 - 29.

TABLE 3.1.3 - OCCUPATION

OCCUPATION	FREQUENCY	PERCENTAGE
Student	49	49.0
Self Employed	28	28.0
Professional	16	16.0
Others	7	7.0
Total	100	100.0

Source: Primary Data

Table 3.1.3 presents the occupation details of the respondents.It can be concluded that from the total of 100 respondents. 49% are categorized under the class of Student , 28% are categorized under Self Employed category , 16% are categorized under Professional category , 7% are categorized under Others category.

TABLE 3.1.4 - INCOME

INCOME	FREQUENCY	PERCENTAGE
Below 10000	48	48.0
10000 - 30000	23	23.0
30000 - 50000	20	20.0
Above 50000	9	9.0
Total	100	100.0

Source: Primary Data

Table 3.1.4 represents the details of Income level of 100 respondents.Out of 100 respondents, 48% are fall under Below 10000 , 23% are falls under 10000 - 30000 , 20% are falls under 30000 - 50000 , 9% are falls under Above 50000.

Section II

3.2 RELIABILITY ANALYSIS

A Reliability test was carried out by Cronbach's Alpha, which measure the internal consistency of research consistency of research constructs and the result is exhibited in Table 3.2.1.The Alpha value for the four factors are above 0.7 , threshold suggested by Nunnally (1978).Thus it can be concluded that the Scale has internal consistency and reliability. In other words, the term that are used in its measures what are intended to measure.

Table 3.2.1

Cronbach's Co - efficient Alpha - B,L,S,Q,P

FACTORS	NUMBER OF ITEMS	CRONBACH'S ALPHA
Customer Satisfaction	5	.568
Brand Image	5	.809
Loyalty	5	.882
Status	5	.707
Quality	5	.809
Price	5	.808

Source: Author's calculation

3.3 DESCRIPTIVE ANALYSIS I

3.3.1 CUSTOMER SATISFACTION

Customer satisfaction has been defined and described by several academics.Compare the same product with other brands. The comparison is primarily about the customer's experience with the product and the customer's satisfaction with the product(D Mello 2003).A report based on

customers preference According to the specifics of the consumer's consumption behavior Behavior in the sportswear industry(Choice and James1996).Through this study, the relationship between brand equity, customer satisfaction and customer loyalty was identified. He concluded that customer satisfaction was an antecedent of customer loyalty, but the effect of brand equity was small, but the results still showed positive scores for brand equity(Bethuel Kinyanyuikinuthia 2009).

Table 3.3.1 Measure of Customer Satisfaction

Measures	Item Acronym	Mean	Mode	SD
There is complete satisfaction that the ACB always meet my needs	CS1	4.35	5	.727
I am a regular buyer of ACB	CS2	4.29	5	.766
My brand give me an elevated status in society	CS3	4.11	4	.871
The websites of ACB are ease to use	CS4	4.18	5	.910
I am satisfied with information provided in the website of ACB	CS5	4.01	5	.922

Source : Primary Data

The mean, mode and SD for CS1, CS2, CS3, CS4, CS5 are given in the table 3.3.1. The mean for CS1 is highest and for CS5 mean is lowest. The highest standard deviation in the table is CS5.This means that the youth agree to the statement

that there is complete satisfaction that the ACB always meet their needs as it is information provided in the website of ACB.

3.3.2 BRAND IMAGE

Customer satisfaction based on brand loyalty According to Taylor, Celuch and Goodwin (2004) Brand Value It appears to have the greatest impact on behavior and relationship integrity. In addition to developing long-term customer loyalty, Organizations striving to achieve high brand loyalty and customer loyalty can. We offer differentiated benefits. Former researcher and many times Customer loyalty has been tested, but the foundation for modeling remains to be seen. Many precedents have been mentioned but still unknown. Among these Past events highly regarded by scholars and practitioners States that customer satisfaction is another important antecedent of loyalty (Bodet, 2008).

Table 3.3.2 Measure of Brand Image

Measures	Item Acronym	Mean	Mode	SD
BI is an attraction factor to purchase ACB	B1	4.15	5	.936
BI taken in consideration when buy ACB	B2	4.01	4	.959
BI gives priority when buying ACB	B3	3.90	4	.948
BI increases my demand to purchase ACB	B4	3.81	4	1.143
It creates meaning to Customer satisfaction	B5	3.87	4	1.178

Source : Primary Data

The mean, mode and SD for B1,B2,B3,B4,B5 are given in the table 3.3.2.The mean for B1 is highest and for B4 mean is lowest. The highest standard deviation in the table is B5.

From the above statistics we can conclude that Brand image is an attraction factor to purchase ACB as it creates meaning to customer satisfaction.

3.3.3 LOYALTY

Reports based on customer loyalty. Richard points out that developing customer loyalty is almost essential. Any business, such as acquiring new customers, is not guaranteed in the long term. Luck. Richard was one of those who suggested investing more in the company. Customer retention efforts following acquisitions of W.E. new. We have identified customer retention as a major driver of corporate profits. It turns out It must be reasonable, taking into account the axioms of reasonable marketing announces. He is Acquiring a new customer costs five times more than keeping an existing one (Professor Richard 2007).

Table 3.3.3 Measure of Loyalty

Measures	Item Acronym	Mean	Mode	SD
Loyalty is an important factor when purchasing ACB	L1	4.11	5	1.076
I consider the relationship between customer satisfaction and loyalty	L2	3.91	4	1.036
It gives attractiveness to	L3	4.06	5	.876

ACB				
Because of most rated loyalty,I choose ACB	L4	3.97	5	1.105
I always purchase ACB after considering Loyalty	L5	4.05	5	1.114

Source: Primary Data

This table shows the mean,mode and standard deviation of the different measures of the Loyalty.The measure of L1 has the highest mean of 4.11.The mode value of L1, L3, L4, L5 is 5 and L2 has 4.Standard Deviation is the lowest for the measure of L2 with a value 1.036 and the highest value of measure B5 with a value 1.114 . Since ,it clearly indicates that Loyalty is an important factor when purchasing ACB that the youth always purchase ACB after considering loyalty.

3.3.4 STATUS

Report based on Branding Strategy of Nike & Adidas Professor Smith may have noticed this in relation to consumerism and cognition. It is important to understand the cultural impact and identity of sportswear Fashion around the world. Fashion is an expression of individuality, style and privilege. Combined with sportswear, it expresses and suggests an active lifestyle. The assumption that one is interested in and committed to one's physical well-being Better quality of life(Professor Gill 2009).

Table 3.3.4 Measure of Status

Measures	Item Acronym	Mean	Mode	SD
By using ACB, I think I will get good status in society	S1	3.46	3	1.114
I will consider the	S2	3.45	3	1.114

relationship between status and brand image				
I feel comfortable while wearing ACB	S3	3.46	3	1.141
Whenever there are occasions I purchase ACB	S4	3.68	3	1.230
I don't look at it's price while considering status	S5	3.69	3	1.198

Source: Primary Data

The mean,mode,standard deviation for S1, S2, S3, S4, S5 are given in the table 3. 3.4 . Mean for S5 is the highest with a value of 3.69. Mode for S1, S2, S3, S4, S5 are same with a value of 3. The highest measure of standard deviation is S4 with a value of 1.230.We can conclude that the Youth don't look at it's price while considering status as whenever there are occasion they purchase ACB.

3.3.5 QUALITY

Customer satisfaction based on product quality Troy's research points to the need for proper footwear. More than shoes. According to the author, shoes not only provide individuality and image, The logo of the Shoes company elevates the reputation of the Shoes company. Administrator You have to understand that consumer demand will continue to grow. So sign Nike and Adidas brand logos attract customers and increase product sales. Media, internet, advertising, etc. Customer satisfaction is not satisfied Buy not only the brand name, but also the quality of the product. There are various types Choose shoes such as sports shoes (athletics, running shoes or other sports shoes), etc(Troy 2000).

Table 3.3.5 Measures of Quality

Measures	Item Acronym	Mean	Mode	SD
I will consider the	Q1	4.05	5	1.114

quality of ACB as very important factor.				
I buy the ACB only because of quality	Q2	3.91	4	1.036
Quality play an important role when I buy ACB	Q3	3.97	5	1.105
I am sure that I can use these ACB products for a long time	Q4	3.87	4	1.051
I am satisfied with the quality of ACB	Q5	3.81	3	1.296

Source: Primary Data

The mean ,mode,and SD for Q1, Q2, Q3, Q4, Q5 are given in the table 3.3.5. Mean for the Q1 is the highest. The standard deviation for the Q5 is the highest with a value of 1.296. From the above data,we can conclude that,There will consider the quality of ACB as very important factor as they satisfied with the quality of ACB.

3.3.6 PRICE

Dolekoglu(2008) The main determining factor affecting consumer behaviour or quality,price,trust,availability of alternative packaging frequent advertisement ,sales promotion,imitations,brand image and habits.

Table 3.3.6 Measure of Price

Measures	Item Acronym	Mean	Mode	SD

I prefer the reasonable price of ACB	P1	4.07	5	1.027
I am consider that the ACB is worth buying according to the price	P2	3.88	4	1.076
Are you satisfied with the quality and price of ACB	P3	4.22	5	.917
Are you satisfied with ACB's price	P4	3.87	4	1.051
I consider that all the products of ACB are affordable	P5	3.97	5	1.105

Source: Primary Data

The mean ,mode,and SD for P1, P2, P3, P4, P5 are given in the table 3.3.6. Mean for the P3 is the highest. The standard deviation for the P5 is the highest with a value of 1.105. It is clear from the data above, the youth are satisfied with the quality and price of ACB that all the products of ACB are also affordable with them.

3.4 DESCRIPTIVE ANALYSIS II

3.4.1 ONE SAMPLE TEST FOR INDEPENDENT AND DEPENDENT VARIABLES

The mean of the five variables is calculated and compared with the second quartile (that is, mean or Q2).Respondents's opinion is considered as satisfying or not satisfying when the mean is less than the second quartile.The responses of the respondents are treated as good or satisfactory and very good when the mean score is above the second quartile (Jojo,2008).The table below shows the established criteria in this respect.

Table3.4.1 Criteria for comparison - Mean score and central value

Mean Score	Opinion
Less than Q1(<2)	Very low
Between Q1 and Q2(2 -3)	Low
Equal to Q2(=3)	Medium
Between Q2 and Q3(3 -4)	High
More than Q3(>4)	Very high

To the check whether the responses of the respondents significantly differed from the moderate or neutral state of response,one sample T test was carried out(second quartile).

Table 3.4.2 One sample T test

Measure	Item Acronym	Mean Value	Q2	T value	P value	Inference
Brand Image	BI	3.5300	3	6.070	.000	High
Loyalty	L	3.5300	3	6.070	.000	High

Status	S	3.5300	3	6.070	.000	High
Quality	Q	4.0020	3	12.850	.000	Very high
Price	P	4.3420	3	13.421	.000	Very high
Customer Satisfaction	CS	4.1861	3	23.369	.000	Very high

Source: Field survey

- Based on the above table the mean score Brand Image is 3.5300.It is statistically significant from Q2(3).Based on the developed scale, the value falls between Q2 and Q3(3 -4).The value denoted as high.These states that brand image have a greater impact towards the customer satisfaction among youth.

- From the above table,the mean score of Loyalty is 3.5300.It is statistically significant from Q2(3).Based on the developed scale,the value falls between Q2 and Q3(3 -4).The value denoted as high. This indicates that Loyalty is relevant.

- From the above table the mean score Status is 3.5300.It is statistically significant from Q2(3).Based on the developed scale, the value falls between Q2 and Q3(3 -4).The value denoted as high.These states that Status have a greater impact towards the customer satisfaction among youth.

- Based the above table ,the mean score of the quality is 4.0020.It is statistically significant from Q2(3).Based on the developed scale,the value lies more than Q3(Q3)(>4).The value denoted as very high.There exists a high level of influence from quality towards customer satisfaction among youth.

- From above table ,the mean score of the Price is 4.3420.It is statistically significant from Q2(3).Based on the developed scale,the value lies more than Q3(Q3)(>4).The value denoted as very high.There exists a high level of influence from Price towards customer satisfaction among youth.

- Based the above table ,the mean score of the Customer satisfaction is 4.1861.It is statistically significant from Q2(3).Based on the developed scale,the value lies more than Q3(Q3)(>4).The value denoted as very high.There exists a high level of influence from customer satisfaction towards customer satisfaction among youth.

SECTION III

3.5 HYPOTHESIS TESTING AND MODEL VALIDATION

3.5.1 CORRELATION ANALYSIS

Correlation analysis is carried out before conducting regression analysis in order to quantify the strength of relationship between variables.It tests the linear relationship between the variables .Each correlation appears twice: above and below the main diagonal. The diagonal correlation is the correlation between individual variables.

Table:3.5.1 Correlation between independent and dependent variable

Variable	S	BI	Q	P	L	CS
Status	1					
Brand Image	.571**	1				
Quality	.579**	.785**	1			
Price	.760**	.701**	.807**	1		
Loyalty	.016**	.165**	.206**	.244**	1	
Customer satisfaction	.666**	.588**	.727**	.730**	.748**	1

** Correlation is significant at the 0.01 level

*Correlation is significant at the 0.05 level

The correlation coefficients between the independent variables like Brand image, Loyalty,status,Price,quality and independent variable like customer satisfaction are reported in the table 3.5.1.Then correlation coefficient are always be in the range -1 to 1.A correlation is statistically significant if its P value<0.005 and P value <0.01.From the above table we can understand that there exists a high positive correlation between all variables with status.

The correlation between various variables are as follows:

✓ The correlation between status and brand image is .571 percent.

✓ The correlation between status and quality is .579percent

✓ The correlation between status and price is .760percent.

✓ The correlation between status and loyalty is .016percent.

✓ The correlation between status and customer satisfaction is .666percent.

✓ The correlation between brand image and quality is 78.5percent.

✓ The correlation between brand image and price is 70.1percent.

✓ The correlation between brand image and loyalty is 16.5percent.

✓ The correlation between brand image and customer satisfaction is 58.8percent.

✓ The correlation between quality and price is 80.7percent.

✓ The correlation between quality and loyalty is 20.6percent.

✓ The correlation between quality and customer satisfaction is 72.7percent.

✓ The correlation between price and loyalty is 24.4percent.

✓ The correlation between price and customer satisfaction is 73.0percent.

✓ The correlation between customer satisfaction and loyalty is 74.8percent.

3.5.2 REGRESSION ANALYSIS

Regression analysis conducted to measure the influence of S,B,P,Q and L on CS.The independent variables are S,B,P,Q.L and the dependent variable is CS.The main objective of regression analysis is to explain the variation in one variable (called dependent variable) based on the variation in one or more other variables(independent variables).If multiple independent variables are used to explain variation in a dependent variable,it is called a multiple regression model.The output of linear regression was used to test the hypotheses.

3.5.2 REGRESSION ANALYSIS BETWEEN S,B,P,Q AND L

Table 3.5.2 Model summary

Model	R	R square	Adjusted R square	Standard error of the estimate
1	.755^a	.600	.577	.6850

a. Predictors:(Constant) S,B,P,Q,L

R square is the percent of the variance in the dependent explained uniquely or jointly by the independents.The R square and adjusted R square will be the same when used for the case of few independents.The R square and adjusted R square shown in Table 3.5.2 is almost the same.Hence,adjusted R square value is used for interpreting the results.

Table 3.5.3 shows that 68.50 percent variation in CS is explained by S,B,P,Q,L.

Table 3.5.3 ANOVA of regression model

Model		Sum of square	df	Mean square	F	Sig
1	Regression	28.165	5	5.633	17.456	.018
	Residual	20.653	64	0.323		
	Total	48.818	69			

a. Predictors: (constant), S,P,B,Q,L

b. Dependent variable : CS

*denotes significant at 5 percent level

ANOVA table showing the regression model fit presented in Table 3.5.3 shows that the model is statistically significant at 5 percent significance level (F=17.456).

Table 3.5.4 Coefficient of regression analysis

Factors(constructs)	Item Acronym	Standardized Beta coefficient	Sig.(P value)
Status	S	.55	.021*
Price	P	.543	.019*
Brand image	BI	.292	.017*
Quality	Q	.12	.041*
Loyalty	L	.097	.032*

Source: Compiled by researcher

*Denotes significance at 5 percent level

Table 3.5.4 percent the standardized Beta coefficient values and the significant values of independent variables status,brand image,loyalty,price,and quality. The independent variable status(S),brand image(B), loyalty(L),price(P),quality(Q) are statistically at 5 percent significance level.Therefore,it is clear that these five independent variables have significant effects on customer satisfaction . **Hence,H01,H02,H03,H04,H05 are accepted.**

From the standard beta coefficient values of the independent variables,we can understand that all independent variables have a positive effect on customer satisfaction.

The beta coefficient gives a measure of the contribution of each variable to the model.Higher the beta value,greater the effect of the independent variable on the dependent variable.Among the independent variables Customer satisfaction(CS) has the greatest effect.

3.1 VALIDATED MODEL

Figure 3.1 Validated Model
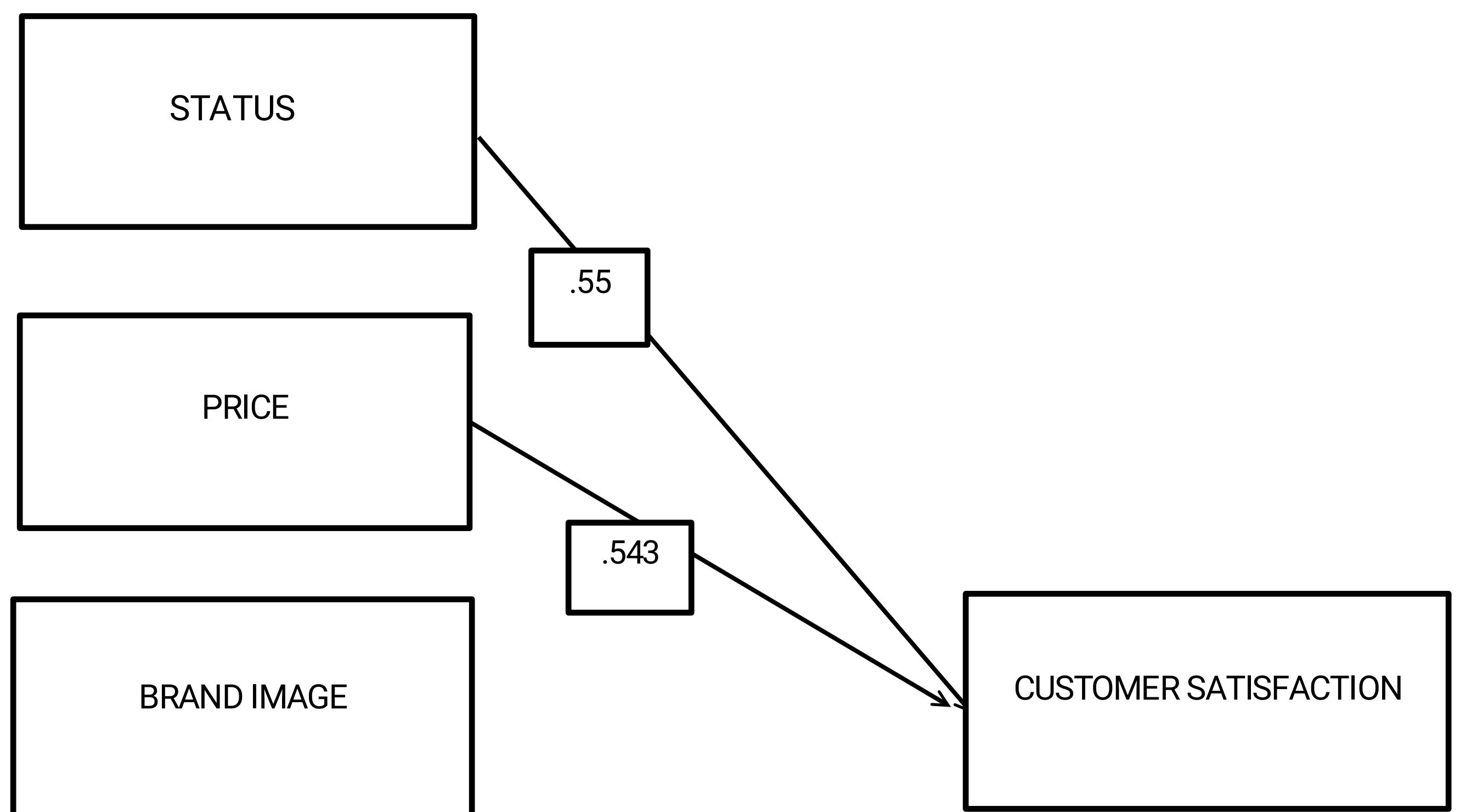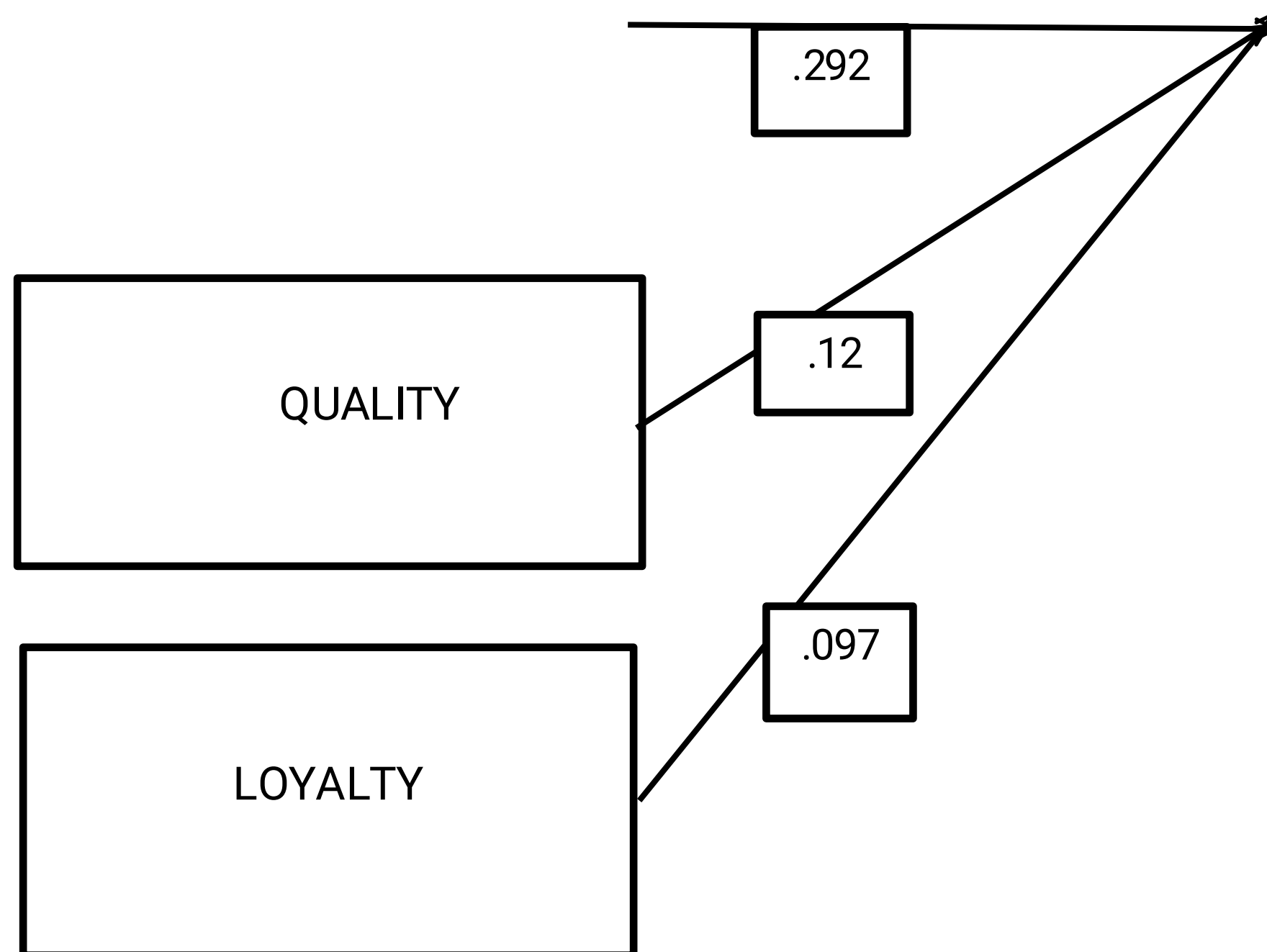
Empirically validated model in figure 3.1 Status (beta=.55),has the highest beta coefficient followed by Price(beta=.543),Brand image (beta=.293) ,Quality (beta=.12),Loyalty(beta=.097).The beta coefficient of all independent variables are statistically

significant at 5 percent significant level (P<0.05).Based on the standardized beta coefficient given in the above table following interpretations can be made:

- H01 : Status - Customer Satisfaction: Since the P value is .021,the beta coefficient of the variable is significant and the coefficient (.55) being positive proves there exists a positive relation between Status between Customer satisfaction.In short Status has a positive relationship of 55 percent over customer satisfaction.

- H02 : Price - Customer Satisfaction :Since the P value is .019,the beta coefficient of the variable is significant and the coefficient (.543) being positive proves there exists a positive relation between Status between

Customer satisfaction.In short Status has a positive relationship of 54.3 percent over customer satisfaction.

- H03: Brand Image-Customer Satisfaction: Since the P value is .017,the beta coefficient of the variable is significant and the coefficient (.292) being positive proves there exists a positive relation between Status between Customer satisfaction.In short Status has a positive relationship of 29.2 percent over customer satisfaction.

- H04: Quality -Customer Satisfaction: Since the P value is .041,the beta coefficient of the variable is significant and the coefficient (.12) being positive proves there exists a positive relation between Status between Customer satisfaction.In short Status has a positive relationship of 12 percent over customer satisfaction.

- H05: Loyalty - Customer Satisfaction: Since the P value is .032,the beta coefficient of the variable is significant and the coefficient (.097) being positive proves there exists a positive relation between Status between Customer satisfaction.In short Status has a positive relationship of 9.7 percent over customer satisfaction.

3.6 SUMMARY

This chapter deals with the analysis of the data collected.The data was analyzed in three different stages.The first section displays the profile analysis which includes a brief analysis of the demographic profile of the respondents.In the second section the reliability of the measures was done as two sections: Descriptive analysis I and Descriptive analysis II .Descriptive analysis I includes analysis of each measure belonging to the particular variable whereas in

Descriptive analysis II one sample T test   was carried to check whether the responses of the respondents significantly differ from the moderate or neutral state of responses. The linear regression analysis of the measures was done in the third section and hypothesis formed at the outset were tested.

It was found that the Independent variables like Status,Price,Brand Image,Quality,Loyalty had influence over the Customer satisfaction among youth.

CHAPTER IV

FINDINGS, CONCLUSION AND SUGGESTIONS

4.1 INTRODUCTION

The objective of the study is to examine the satisfaction of youth with the use of American clothing brands.Various factors are examined that influence their satisfaction, such as brand perception ,product quality, prices and status.By conducting surveys and reviewing data, the research aims to provide insight into young consumer's preferences and opinions of American clothing brands.

Overall, American clothing brands report positive customer satisfaction among youth.American clothing brands have attracted young consumers with their highly products and strong brand loyalty towards the product.However, individual preferences may differ and factors such as price,brand image affect young people's satisfaction with a particular brand.

Brand Image plays an important role in young people's satisfaction with using American clothing brands.Positive perception a modern style and sense of identity can lead to a satisfying experience, while a negative perception or a mismatch in values can lead to dissatisfaction.   Loyalty is often linked to satisfaction with using American clothing brands among youth.Brand loyalty increases when people satisfied with the product, price,quality,loyalty,status,brand image.Positive interactions and consistent quality build bonds and lead to repeat customers,increasing loyalty.

The quality of American clothing brand products has a great impact on the satisfaction of youth.Quality materials,durability contribute to a positive experience , increasing satisfaction and the likelihood of continued patronage.The price of American brand clothing products can affect the satisfaction of young people.If the price is perceived as acceptable or good for the quality and loyalty it can offered ,it can contribute to higher satisfaction levels.

This study focus on Youth in Ernakulam District so as to know their satisfaction level of using American clothing brands.

4.2 Objectives of the study

The study was done with following objectives:

1. To ensure the satisfaction of the American clothing brand.

2. To study the approach of youth towards ACB.

3. To analyze the factors considering by youth to purchase ACB.

4.3 Findings of the study:

The following are the major findings of the study:

4.3.1 Demographic Findings

1. Majority of the respondents are female as compared to males.

2.Majority of the respondents have falls under the category of 20 - 24 Age group.

3.Majority of respondents are Students .

4.Majority of the respondents have Income around Below 10000.

4.3.2 Descriptive Findings

Reliability Test was carried out and it shows that Alpha values for all 5 factors above 0.7.Thus it can be concluded that the scale has internal consistency and reliability.In other words,the item that are used in it measures what are intended to measure.

4.4.1 STATUS

1. Majority of the respondents agreed that they feel comfortable while wearing ACB.

2. They also opinionated that by using ACB,they think that he get good status in society.

3. They agreed that the they don't look at it's price while considering status often hinder.

4. All the mean scores above three show their perceptions regarding the variable status.

4.4.2 PRICE

1. Most of the respondents agreed that they are satisfied with the brands reasonable price.

2. Majority of the respondents agreed that they are satisfied with the quality and price.

3. They agreed that they all consider all products of ACB are affordable.

4. They also opinionated that they satisfied with price.

4.4.3 BRAND IMAGE

1. The highest mean was reported for B1 which indicates that the brand image is an important factor to purchase ACB.

2. The least mean was found on B4 which indicates that the respondents brand image increases their demand to purchase ACB.

3. Most of the respondents agreed that they are satisfied with the brand image of the ACB.

4. Majority of the respondents agreed that may creates meaning to price and status.

4.4.4 LOYALTY

1. The highest mean was reported for L1 which indicates that the loyalty is an important factor when purchasing ACB.

2. The least mean was found on L2 which indicates that the respondents consider the relationship between customer satisfaction and loyalty.

3. Majority of the respondents agreed that may creates attractiveness to loyalty.

4. Most of the respondents agreed that they are satisfied with the american clothing brand .

4.4.5 QUALITY

1. The highest mean was reported for Q1 which indicates that they will consider the quality of ACB as very important factor

2.The least mean was found on Q5 which indicates that they satisfied with the quality of ACB.

3. Majority of the respondents agreed that they are satisfied with the quality of products.

4. Most of the respondents agreed that quality is an important factor while considering ACB.

4.4.6 CUSTOMER SATISFACTION

1.   Majority have the opinion that they get complete complete satisfaction that the ACB always meet their needs.

2.   Most of the respondents are satisfied with information provided in the website of ACB.

3.   They agree that there exists regular buyers for ACB.

4.5   T test

This section deals with findings relating to the T test carried out:

1. It was found that the Status exerts a high level of influence over the customer satisfaction.

2. Loyalty have high impact over the customer satisfaction.

3. Status has high effect on customer satisfaction.

4.6 REGRESSION ANALYSIS

Linear regression analysis was conducted to measure the influence of independent variable status,price,loyalty,brand image,quality on customer satisfaction.Following are the results and findings:

- The correlation coefficient between the independent variable and the dependent variable exhibits a positive correlation.
- The R square and adjusted R square were almost the same.The adjusted R square shows that 68.05 percent variation in customer satisfaction is explained by status,price,brand image, loyalty and quality.
- The model is statistically significant at 5 percent significant level with F value at 17.456
- The beta coefficient of status,price,brand image, loyalty and quality are statistically significant at 5 percent significance level ($P<0.05$)
- Status is found to have a strong positive impact on customer satisfaction .It is evident from the beta coefficient of 55 percent.Thus status generate a strong positive relation over the customer satisfaction.
- There exists a positive effect of price over the customer satisfaction ,with its beta coefficient of 54.3 percent.

4.7   THEORETICAL CONTRIBUTION

This study examines the various factors that exert influence over customer satisfaction through the validation of a theoretical model.For further research,there is a need to search for additional measures and constructs to improve the validity of the model.Findings of the study might be useful for students and academicians as an input for doing similar research in academic fields in future.

4.8 SUGGESTIONS

This study could help the youth to understand the impact of the influence from status,price,loyalty,quality and brand image over their customer satisfaction.Here are some suggestions from the current study to improve the future performance.

1.   Comparative study: Conduct a comparative analysis of customer satisfaction of youth across different geographic locations,taking into account cultural,societal ,and legislative differences.This will help identify unique factors that influence customer satisfactions in various regions.

2.   2. Longitudinal study: Engage in a longitudinal study to examine the evolution of customer satisfaction among youth over time. By collecting data periodically, you can observe changes in youth, factors contributing to improvements or setbacks, and the effectiveness of organizational policies and interventions.

3. Qualitative interviews: Conduct in-depth qualitative interviews youth to deeply understand their perspectives regarding the influence of status,price,brand image,loyalty,quality on their customer satisfaction. This approach can reveal nuanced experiences and factors that quantitative methods may overlook.

4. Multi-dimensional analysis: Develop a comprehensive framework to analyze the interplay of different dimensions (status,price,brand image,loyalty,quality)on their customer satisfaction. This can help identify the most critical factors and interactions that require attention and support from organizations and policymakers.

4. Survey studies: Develop surveys to gather quantitative data on the customer satisfaction among youth. Analyze the data to understand the prevalence and severity of specific issues and identify demographic differences in customer satisfaction perceptions and experiences.

4.9 SCOPE OF FURTHER STUDY

The research study is limited to a few factors.It explores only the relationship between a short listed factor influencing customer satisfaction among youth. The scale of experiment can be further enlarged.Some extraneous variables which were ignored in the present study can be further controlled and the experiment can be strengthened as a standardized research tool.There are various factors that affect the customer satisfaction other than those mentioned in the study.

4.10 CONCLUSIONS

Customer satisfaction is a dynamic phenomenon.—TO STUDY THE SATISFACTION LEVEL OF USING AMERICAN CLOTHING BRANDS AMONG YOUTH: WITH SPECIAL REFERANCE TO ERNAKULAM DISTRICT. Had its objective to study the various factors that influence the customer satisfaction among youth.The study focuses on understanding the satisfaction level .

The study is mainly conducted as four chapters namely Introduction, Theoretical Framework and Literature Review, Analysis and finally Findings, suggestion and conclusion. First chapter is the introduction part which mainly deals with the overall view of the topic of study and it includes objectives of the study, statement of the problem, scope, methodology, hypothesis and chapterisation.
The second chapter is divided into three sections as Theoretical Framework, Literature Review and Model Development. Theoretical framework mainly includes the concerned theory of the subject which is under the study. Theories were framed and collected from various secondary sources. From the theory portion one can simply get the subject very clearly. The second section of the chapter contains various reviews of past studies connected with the area of our topic. All this literature review is been framed by reading and searching various articles

published in journals. Third section of the chapter contains Model Development of the research. Model Development is done from the extensive literature review. Third chapter is mainly divided into three as Analysis of Demographic profile, Descriptive analysis and Regression Analysis, Model validation and Hypothesis testing. In analysis of demographic profile various demographic measures used in the study were analyzed. And for that frequencies were framed out to show the number of respondents belongs to each demographic feature. Reliability analysis was carried out using Cronbach's Alpha which proved the internal consistency of the research constructs. The Descriptive analysis includes the analysis of the variables used in the study. It is carried with identifying the mean, mode and standard deviation.

A one sample T test was conducted to check whether the responses of the respondents significantly differ from the moderate or neutral state. And a one-way Anova test was carried out to determine whether there are any statistically differences between the means of two or more independent groups. In the final section we conducted Correlation analysis to quantify the strength of relationships between variables. And from the analysis we understood that there exists a high positive correlation between all variables. Then Regression analysis is done to measure the influence of independent variables with the dependent variables. From the regression analysis it was proved that five independent variables have significant relationship with work life balance. As the result of all these analyses all hypotheses are accepted.

The fourth chapter of the study denotes Findings, Suggestions and Conclusions. It includes the demographic findings, descriptive findings and regression analysis findings. The study makes significant contributions to the existing literature by examining the measures of work life balance. In this context the present study attempts to unearth the answers to the research questions factors influencing work life balance. From the analysis it is found that the work life balance is dependent on various measures such as family environment, working environment, Personal environment, Demographic environment and other problems. Hence, the study is quite relevant and timely from the view of both academics and authorities.

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APPENDIX

TO STUDY THE SATISFACTION LEVEL OF USING AMERICAN CLOTHING BRANDS AMONG YOUTH: WITH SPECIAL REFERENCE TO ERNAKULAM DISTRICT.

I.   DEMOGRAPHIC PROFILE

I. Gender

✓   Male

✓   Female

II. Age

✓   15-19

✓   20-24

✓   25-29

III. Occupation

✓   Student

✓   Self Employed

✓   Professional

✓   Others

IV. Income

✓   Below 10000

✓   10000-30000

✓ 30000-50000

✓ Above 50000

STATUS

SL NO.	Measures	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
1	By using ACB, I think I will get good status in society					
2	I will consider the relationship between status and brand image					
3	I feel comfortable while wearing ACB					
4	Whenever there are occassions I purchase ACB					
5	I don't look at its price while considering status					

PRICE

SL.NO	Measures	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
1	I prefer the reasonable price of ACB					
2	I am consider that the ACB is worth buying according to the price					
3	Are you satisfied with the quality and price of ACB					
4	Are you satisfied with ACB's price					
5	I consider that all the products of ACB are affordable					

BRAND IMAGE

SL.NO	Measures	Strongly Agree	Agre e	Neutral	Disagree	Strongly Disagree
1	Brand Image is an attraction factor to purchase ACB					
2	Brand image takes in consideration when buying ACB					
3	Brand image gives priority when buying ACB					
4	Brand image increases my demand to purchase ACB					
5	It creates meaning to customer satisfaction					

LOYALTY

SL.NO	Measures	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
1	Loyalty is an important factor when purchasing ACB					
2	I consider the relationship between customer satisfaction and loyalty					
3	It gives attractiveness to ACB					
4	Because of most rated loyalty,I choose ACB					
5	I always purchase ACB after					

	considering loyalty					

QUALITY

SL.NO	Measures	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
1	I will consider the quality of ACB as very important factor					
2	I buy the ACB only because of quality					
3	Quality plays an important role when I buy ACB					
4	Iam sure that I can use these ACB products for a long time					

5	I am satisfied with the quality of ACB					