

“ A STUDY ON CUSTOMERS’ EXPECTATIONS
TOWARDS ‘ENERGY’ ;
DESIGN, PRICE OR QUALITY ?

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EXECUTIVE SUMMARY

Today's consumers have changed in terms of lifestyle and priorities. The rise in consumer income as well change their taste and expectations whereby they demand for differentiation on products they purchased.

The development of private label program by most of the retailers in their stores is one of the retail strategies to respond to these changes and at the same time meets the customer's expectation.

ENERGY is the Mun Loong- Hankyu Jaya brand that offers a unisex apparel which targetted to young people. One research has been conducted to gain the customer's feedback towards the ENERGY. The study was conducted at the ENERGY counter itself in order to have a better understanding of consumer behaviour.

Some observation, interviews and distribution of questionnaire were conducted to gather data about customers; to identify whether they were design oriented, price oriented or quality oriented people.

The result of the study indicates that majority of the customers were design oriented rather than price and quality oriented. The customers

were believed to buy the ENERGY merchandise unintentionally and without prior knowledge about the brand due to up-to-date design as

compared to other brand. However, they were also sensitive about the price where they tend to purchase ENERGY at discount and buy more during the sale period.

Thus, the Mun Loong- Hankyu Jaya must emphasize on merchandise design in terms of colours and cutting that can fulfill the customer's taste. This can be achieved through conducting a visit to overseas market, study the fashion cycle, attend seminar on fashion and so forth. While improving the merchandise design, retailer must not forget to improve the merchandise quality because customers are looking not just price but also value from the money they had invested on clothes.

LETTER OF TRANSMITTAL

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