MAJOR RESEARCH PROJECT

THE IMPACT OF CUSTOMIZATION ON CONSUMER PERCEIVED VALUE

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CERTIFICATE

This is to certify that **Mr. Sajal Budhiraja,** have completed the project titled **"THE IMPACT OF CUSTOMIZATION ON CONSUMER PERCEIVED VALUE"** under the guidance of **Dr. Saurabh Agrawal, Associate Professor** as a part of **Master of Business Administration (MBA)** curriculum of Delhi School of Management, New Delhi. To the best of my knowledge, this is an original piece of work and has not submitted elsewhere.

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DECLARATION

I, **Sajal Budhiraja**, hereby declare that the presented report of the internship titled "Customer Relationship Management, a Marketing Tool", is uniquely prepared by me after the completion of two months work at Astute Consultants. I further declare that I have strictly observed reporting ethics, and properly referred all outsourcing of materials used in this report and nothing is confidential in this report in respect of the company of my internship.

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I thank you for your continued support and efforts to contribute to our knowledge

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The Impact of Customization on Consumer-Perceived Value

Abstract

This study intends to assess how consumers' perceptions of product value are impacted by personalisation. The aim of the study is to identify the important factors that influence consumers' perceptions of value in the context of customization. These factors include the degree of personalisation, the variety of options, etc. It also contrasts the impact of customization on consumer perception of value across various demographic categories, including age, gender, income, etc., in order to discover whether the effect of customization varies based on demographic criteria. The study will also examine how customization and customer perceived value relate to pricing in order to determine whether the price of personalised goods affects consumers' perceptions of value. A survey will be used to collect the study's data, which will then be examined using regression and factor analysis. The findings of this study will be helpful to businesses in determining how to develop customization options to improve the perceived value by customers and their overall market competitiveness.

1. Introduction

Despite receiving a lot of attention in the literature on marketing and consumer behaviour, little is known about how personalization influences consumers' perceptions of value. Customization is the practise of making adjustments to products or services in order to better meet the specific needs and preferences of each client. It may affect a range of consumer outcomes, including satisfaction, loyalty, and buying habits. In today's rapidly changing and intensely competitive market environment, customization has become more crucial as a strategy for firms looking to differentiate themselves from the competition.

The term "perceived consumer value" (PCV) refers to how customers perceive a product or service to be worth in relation to its price. Numerous elements, such as product quality, distinctiveness, and the degree of consumer control over the purchasing process, can affect perceived value. The effect on consumer perception of value is particularly significant in the context of customization because it can enhance a product's quality and distinctiveness while giving customers more influence over the purchasing process.

This study aims to investigate how consumers' perceptions of product quality, originality, and value are affected by personalization and the effect of personalization on those perceptions. This study has significance for marketers wanting to utilise customisation as a way to raise consumer value and develop brand equity since it helps to understand the connection between customization and consumer behaviour. Data from a sample of customers will be collected over

the course of two rounds of the study utilising a combination of research and experimental methodologies.

We conduct surveys with a sample of consumers in the first phase to gather information on their views and opinions regarding personalization and perceived value. The poll asks about customer preferences for personalisation, how personalization affects product quality and originality, and how personalization and perceived value are related. Additionally, demographic and psychographic information is gathered in order to analyse the variations in consumer attitudes and opinions across various demographic and personality categories.

The second phase involves conducting an experimental research to determine how customisation affects consumers' perceptions of value. Participants are asked to score their perception of the product's quality, distinctiveness, and value after viewing a variety of product situations, each with many customization choices. We may more clearly comprehend the causal connection between customizations and customer behaviour by rigorously testing the effect of customizations on consumers' perceptions of value using experimental designs.

Descriptive statistics, regression analysis, and multivariate analysis are all used in conjunction to analyse the data gathered in survey and experimental investigations. These statistical techniques are employed to investigate the effects of personalisation on consumers' perceptions of value and to test research hypotheses.

The findings of this study shed important light on how customization shapes customer preferences and choices, and also propose ways that customization might be used to boost brand equity and increase consumer value. to support specialised marketing plans. This study focuses on how consumer perceptions of product quality, originality, and value are impacted by personalisation and how these perceptions affect how consumers make decisions. to make you comprehend. Marketers, consumer behaviour researchers, and product development experts will find the conclusions of this study useful for developing best practises for utilising personalization to raise consumer value and create brand equity. It is beneficial.

In conclusion, the effect of personalization on the perceived value of products by consumers is a complicated and diverse problem that necessitates a comprehensive and interdisciplinary approach to comprehend. By analysing the effect of customization on consumers' perceptions of value and the connections between customization and consumer attitudes, beliefs, and behaviours, this study seeks to address this problem. The findings of this research will help guide marketing tactics that leverage customisation to raise consumer value, create brand equity, and clarify customization's function.

2. Objectives

1. To evaluate the connection between individualised service and brand perceptions among customers.
2. To research how consumer satisfaction and purchase intent are affected by product quality.
3. To assess the connection between brand loyalty and satisfying client emotional needs.
4. To research the effects of fulfilling social demands on client happiness and loyalty.
5. To ascertain the total effect of personalization on the perceived value of the consumer.

3. Hypothesis

H01: Providing personalised service can significantly affect how clients view your business and enhance brand loyalty.

According to this theory, giving customers personalised care can enhance their perception of a brand and raise their likelihood to remain loyal. Offering personalised advice, personalised customer service, or personalised goods are examples of personalised services.

H02: The contentment and propensity to purchase of consumers are positively impacted by high-quality products.

According to this theory, a major factor in determining consumer happiness and buy intention is product quality. Customers are more likely to be satisfied and to buy products from companies that produce goods of a high calibre. This is crucial in sectors like electronics or luxury goods where quality serves as a major distinction.

H03:Meeting the emotional requirements of customers can boost brand loyalty and good word of mouth.

According to this theory, companies who successfully cater to the emotional requirements of their consumers would enjoy an increase in brand loyalty and good word of mouth. The desire for exclusivity, for happiness, or for distinctiveness are examples of emotional demands.

H04: Brands that cater to their consumers' social requirements have higher levels of customer retention and satisfaction. Social value is a critical component in customer decision-making.

According to this idea, meeting social requirements of customers might increase their loyalty and satisfaction. The need to fulfil social standards and norms as well as the desire for prestige or recognition are examples of social wants.

4. Literature Review

The effects of personalisation on consumer behaviour, including preferences and decision-making processes, have been the subject of numerous research. These studies have discovered that personalisation enhances consumers' perceptions of value. This enables customers to customise goods and services to their own requirements and tastes, increasing their value and satisfyingness as purchases.

Several elements, including: B. Hedonistic, utilitarian, creative performance, and social value, influence personalization satisfaction, according to a 2016 study by J Yoo that examined the effect of personalisation on consumers' perceived value.

According to the study, these elements—such as hedonic value, utility value, creative outcome, and social value—are crucial in deciding whether or not customers are satisfied with fittings. The findings also indicated a clear relationship between fitting satisfaction and consumers' perceptions of value. The study also suggested utilising the Consumer Perceived Value Tool (CPVT) to assess five perceived advantages of mass-customized goods, including customisation, delivery, quality, and pricing. This tool can be used to empirically evaluate how personalisation affects the perceived value of a product by customers.

As a result, this study emphasises the significance of customization in raising consumer perceptions of value while evaluating the impact of customization on a variety of factors, including hedonic, utilitarian, creative performance, and social worth. emphasises the need of taking several aspects into account. Researchers and professionals can use CPVT to better understand how personalization and customer perception of value are related.

Consumer perception of value is also significantly influenced by the degree of personalisation, with highly personalised products being seen as having more value than those with less personalization options. The degree of control over the customisation process is also impacted since consumers regard goods and services as being more valuable the more control they have over the process.

Age, gender, income, and prior customisation experience are all demographic characteristics that can lessen the influence of customization on consumers' perceptions of value. Younger customers, for instance, are frequently more prone to experimenting with customization choices, whilst older customers favour conventional, non-customizable products.

The presence of a price premium, which serves as a signal of exclusivity and quality, may also positively affect how personalisation affects consumers' perceptions of value. Further research is necessary to determine the ideal tuning level for maximisation. Adjustment:

Customization is the process of designing, developing, or altering goods or services to satisfy the unique demands, tastes, or wants of particular clients. This procedure may entail making choices, making modifications, or creating a brand-new product from begin to meet your unique requirements.

Consumer Perceived Value:

Consumer-perceived value refers to the consumer's individualised evaluation of the advantages and drawbacks of a good or service. This encompasses both emotional rewards like status, identity, and personal pleasure as well as practical benefits like quality, performance, and dependability.

Demographic factors:

Population traits including age, gender, income, education, race, and ethnicity are referred to as demographic factors. These elements may affect customer behaviour and preferences, which in turn may affect how they perceive value.

Personalization:

The technique of customising goods or services to each individual client based on their unique tastes, routines, and historical behaviour is known as personalization. This encompasses not only product modification but also marketing, packaging, and customer service interactions.

Additional fee:

The price differential between standard and customised products is referred to as markup. Due to the additional expense of customization, markups on customised products are frequently larger than markups on regular products.

Controlling the customization process:

Control over the customisation process refers to how much freedom customers have to create or alter goods and services to meet their unique requirements and preferences. This entails making selections from a range of possibilities, real-time modifications, and original product design.

Optimal degree of customization:

The term "optimal level of customization" refers to the level of customization that offers the most value in the eyes of the consumer. Depending on the consumer, the product, and the fitting itself, this may change. It's crucial to comprehend the essential concepts related to "the impact of customization on consumer perceived value" in order to properly analyse the study's results. We

will be better able to comprehend and assess our research goals and hypotheses if we have clear definitions for these terms.

New business models are developing, and consumer behaviour is becoming more digital in today's digital, intelligent, and connected world. It is inevitable that the garment business will undergo digital revolution. In recent years, the idea of customer-perceived value has drawn a lot of attention since it is crucial for forecasting consumer behaviour, developing long-term competitive advantages, and affecting relationship management. increase. Consumers' assessments of a product's utility form the basis of the multidimensional concept known as "consumer-perceived value." It has been segmented into distinct dimensions by scientists using various techniques. Shes and others. It is divided into social, emotional, functional, cognitive, and conditional value categories. Wara. In order to better understand perceived value from the perspective of the customer experience, we broke it down into its constituent parts: service value, product quality, currency pricing, and time cost. In order to assess the perceived value of services, Petrick developed a multidimensional scale that takes emotional, qualitative, monetary, and social factors into account.

Although there is little study on how consumers view the value of online apparel personalization, the sector is expanding.Therefore, there is an urgent need for study on consumer perceptions of value. The study developed a survey model of perceived value and thoroughly examined the perceived worth of bespoke apparel by online shoppers. The customer-perceived value elements of online apparel customization were identified by literature study and data collecting, and consumer questionnaire surveys were carried out to extract customer value dimensions through statistical analysis. Online clothes customisation reference variables have been offered along a variety of perceived value characteristics. By doing this, consumers will be able to buy more efficiently, add to the theory around online clothing modification, enhance online clothing customisation research data, better understand their wants, and enjoy the consumption process more. is enhanced. This study gives businesses running online clothes customization stores a theoretical foundation for their operations.

Quality value:

The value associated with a product or service's perceived quality is known as the "Quality Score." When it comes to the materials and manufacturing processes employed in the production of clothing, quality is frequently correlated with its value. Customers are prepared to pay more for clothing that is constructed of high-quality materials, fits well, and is long-lasting. We do it because we think that having clothing that offers Emphasising the importance of clothing's quality from a marketing standpoint is a potent strategy to distinguish a brand and entice clients who are willing to spend extra for high-quality clothing.

Price value:

A product or service's perceived value as determined by its cost is referred to as having inexpensive value. Value for money in the apparel sector frequently has an impact on production and distribution expenses as well as the brand's perceived worth. For apparel that they believe to be of superior quality or from more prominent brands, customers are willing to pay a premium. Customers, however, may feel they are not receiving their money's worth if the price is too high for the perceived value and go for a less expensive alternative. From a marketing standpoint, clothing brands must strike a balance between perceived value and cost in order to draw customers and stay competitive. can boost perceived value and draw clients looking for a balance between quality and price

Service Performance:

The standard of customer service is referred to as service performance. The term "service delivery" in the clothing industry can be used to describe a variety of characteristics of the customer experience, including: B. The promptness and effectiveness of the ordering procedure, the helpfulness and expertise of our customer service agents, and the simplicity and convenience of returns or exchanges. Building customer loyalty and keeping a solid reputation both depend on providing excellent service. A company that offers exceptional customer service can set itself apart from rivals and develop a favourable brand reputation. Additionally, providing excellent service increases client happiness and encourages return business. From a marketing standpoint, highlighting a business's dedication to service performance is a successful strategy for luring customers and fostering brand loyalty. Brands may create lasting relationships with their customers and favourable word-of-mouth by providing them with outstanding customer service.

Website features:

The tools and services that a website offers its visitors are known as website features. Websites in the garment sector might provide a range of features that improve the user experience. B. Options for virtual try-ons, size charts, customer reviews, and search and filter options, as well as product photographs and descriptions. These elements make shopping more fun for clients by assisting them in making educated decisions. Other advantages could include easy checkout procedures, reward programmes, and personalised suggestions based on previous purchases. From a marketing standpoint, website functionality is crucial to bringing in new clients and keeping existing ones. User-friendly and practical features on websites enhance the user experience, which increases sales and patronage. A brand can also stand out from its rivals and develop a favourable reputation for the customer by being able to adapt to their demands and preferences. Therefore, to improve the whole shopping experience and spur business growth, clothes businesses must invest in website features that are suited to client wants and preferences.

Personalized demand:

A major trend in today's corporate world is personalised demand, as customers want more and more from brands to cater to their specific wants and needs. Customers have distinct needs for style, fit, fabric, and colour in the apparel sector, thus personalised demand is crucial. Because they can provide a more individualised purchasing experience, brands that can successfully respond to personalised demand are more likely to draw in and keep customers. This necessitates investments in data analytics tools and technologies that assist firms in gathering and analysing customer data to pinpoint trends and preferences. Brands may set themselves apart from their rivals and develop a more devoted consumer base by reacting to personalised demand, which eventually results in higher sales and business expansion.

Emotional value:

Develop a strong brand identity and increase client adherence. Brands may transcend their products and services above their utilitarian features and provide deeper, more meaningful value to their customers by concentrating on developing an emotional connection with them. There are various ways to accomplish this. B. Use storytelling and visual branding to interact with customers on social media and through influencer marketing, building a smart brand and exceeding their expectations with outstanding customer service.Brands may set themselves apart from their rivals and develop a devoted consumer base prepared to pay more for their goods and services by developing emotional value.

Elements of the supply chain:

The transportation of goods and services from point of origin to point of destination is made efficient and effective by the cooperation of essential supply chain components. Suppliers, producers, distributors, retailers, and customers are some of these components. In order to create and deliver the appropriate product to the right location at the right time, each component is essential. Coordination and cooperation amongst all supply chain components, such as prompt communication, effective transportation, and efficient inventory management, are necessary for effective supply chain management. Companies may save costs, boost productivity, boost customer happiness, and ultimately create a more successful and sustainable business model by optimising various supply chain components.

Mass Customization:

Mass customization is the method of generating customised goods in large quantities without making substantial trade-offs from mass production. The trade-off between personalization and operational performance is intended to be eliminated by this method. However, empirical research demonstrates that there is still a trade-off between performance and fit. The effects of product diversity on production efficiency, labour productivity, and quality have been researched.

We also looked at how choice content and variability affected plant performance, as well as how more product diversity affected costs and profit margins. In addition to examining its effects on competitive priorities including cost, lead time, and volume flexibility, the study also determined the levels at which customization might negatively affect quality. Overall, changes can affect numerous facets of operational performance in both favourable and bad ways.

As clients seek products that are customised to their own needs and tastes, mass customisation is growing in popularity in today's market. Implementing mass customisation, however, can be challenging for manufacturers since they have to weigh the advantages of personalization against the expense and difficulty of producing various items.

Organisations have used a range of tactics, such as: B. Modular design, flexible manufacturing process, advanced planning and scheduling system, to reduce the tradeoffs between customization and other aspects of operational performance. These methods assist producers in producing customised goods quickly and affordably while upholding high standards for quality and client satisfaction.

The trade-off between customisation and performance, however, continues to be a problem for many manufacturers despite their efforts. Increased product variety may negatively affect production costs, lead times, and quality performance, empirical studies have revealed. In order to balance these opposing requirements, manufacturers must carefully weigh the trade-offs between customisation and other performance factors. This trade-off mitigation approach reduces the trade-offs customers make in return for customised items in terms of quality compliance, price, delivery delays, and delivery reliability. This is because customers desire a wide range of products. Keep holding down in mind. Given this, we can draw the conclusion that the personalization of mass customisation products is highly desired. But it fails to take into account other sources of value that are frequently cited in marketing literature (Schreier 2006).

Mass Customization: The Customer-Perceived Value Perspective:

Value is one of the basic concepts in marketing. Marketing managers frequently consider how to provide more value to consumers. In accordance with Zeithaml, global value refers to "the consumer's overall assessment of the usefulness of a product, based on what the consumer receives and what is offered." This concept sets itself apart from the marketing literature's contentment. The trade-off between expectations and product performance is a key method of examining satisfaction. This "value to consumer" metric was developed from the standpoint of operational management by asking managers to rate "consumer satisfaction with their organization's products." This indicator does not particularly show value from a consumer standpoint, despite the fact that it makes an important contribution. Direct consumer feedback rather than the production manager may provide a more accurate measurement of customer value. Squire et al. created an instrument that measures responsive agility. Look into the benefits that clients receive from different customizations. This tool was developed using the two criteria

of importance and satisfaction. I won't go into detail, but the significance criterion indicates whether or not consumers will find the specification appealing.

Contrarily, value is the outcome of a trade-off between advantages and costs as perceived by the consumer. Therefore, there are various choices that not only lower the cost of customization but also benefit clients. An operational metric, the suggested CPVT is designed to examine value directly from the consumer. This emphasises on the advantages that customers can obtain from product modification, which is his second part of the value trade-off. Two international sources of value for mass customization have been discovered by researchers. Process for designing products and software, or expertise with mass customisation.

During the "discovery" process, customers anticipate benefit from mass customisation systems. These products are thought to have advantages in terms of utility, originality, and the worth of self-expression. Research mostly focuses on utility value, which is the degree to which a product suits a person's preferences. Having a "uniqueness attribute" on mass-customized products allows consumers to show their personality thanks to the value of uniqueness. Owning a product that reflects your personality and self-image is referred to as self-expression, which has its roots in the self-concept theory. By selecting from a variety of alternatives, mass customisation enables customers to own a product that expresses their uniqueness. Self-oriented and not other-oriented, the value of self-expression is distinct from the value of uniqueness.

The study highlights potential disadvantages of his customisation from the viewpoint of the client in addition to the three advantages of his customization that have been previously discussed. The potential cost of mass customization is the biggest disadvantage. Because customisation is about accommodating individual tastes, customised products frequently cost more to make than mass-produced products. Customers may be charged more as a result of this expense, which may reduce the appeal of mass customisation to those who are concerned about costs. Additionally, customisation may make the purchasing process more difficult, which may aggravate and confuse customers.

The aforementioned process unpredictability of mass customization is another possible disadvantage. Customers could be unsure of the calibre of the goods they buy. especially if you've never tried one or seen one. This unpredictability may cause people to lose faith in the fitting procedure and the provider of it. Customers may also regret purchasing a product if it falls short of their standards and preferences once they receive it. Negative word of mouth and a decline in customer loyalty may result from this. Therefore, businesses must carefully oversee the customising process to guarantee that their clients are satisfied with the finished product and confidence in their purchases.

If businesses want to flourish with mass customisation, they must "help customers find unique solutions." One of his strategies for assisting customers in making a decision is to give them a configuration toolset. The experiential benefit of mass his customisation is all in the interaction

between the individual and product design through this specific type of preference finding. The "economy of integration" was emphasised by pillars and other figures, although this procedure is frequently blamed for the high expense of individualization. The choosing process might become more difficult and result in "massive confusion" if buyers are asked to specify the product features they would like to modify. However, marketing scientists assert that the users may derive value from the code design process. Her two perceived benefits of this strategy were the value of enjoyment and the value of creative accomplishment. Hedonic value is the enjoyment and amusement we gain from an experience. a study by empirical Fiore et al. He agreed that the use of mass customisation tools and the demand for thrilling encounters are related. Furthermore, Franke and Schreier demonstrated that hedonic values had a significant impact on consumers' willingness to pay more for mass customization. The significance of artistic achievement is referred to as the "author's pride" Schreier alluded to. Although the functionality of code design toolkits may be constrained, they allow customers the gratification of being able to customise their purchases whatever they choose. One of his managers at Dell Computers pointed out that the consumers' obvious joy in personalising their computers helps to increase customer happiness.

Last but not least, despite the fact that the trade-off between customisation and operational efficiency has been eliminated, marketing research indicates that mass customization may not always offer clients enough value. Consideration should be given to offers in addition to the alleged advantages of mass customisation. Five benefits are listed. While the process-related code design benefits only apply to mass customization techniques that require code design, the three product-related benefits are applicable to all mass customization strategies.

5. About Industry

As consumers expect personalised and unique items that represent their unique interests and preferences, customization is becoming an increasingly significant factor in the consumer goods business. The creation of his online platform, which lets customers design and buy personalised goods including apparel, shoes, and accessories, is one of his forms of personalisation.

The market mostly uses two ways to customisation.

scattered branding and personalization. An strategy known as scattered customization entails providing modest quantities of customer-specific products by one or more small enterprises, manufacturers, or suppliers. On the other side, branded customization refers to tactics in which brands provide consumers with customization options in ways that are pertinent to the brand. A large selection of customised items with a variety of alternatives and styles that reflect the unique tastes of small firms and manufacturers are sometimes used to describe scattered customization. Distributed customization may be preferred by customers looking for extremely niche or one-of-a-kind products since they are more likely to obtain distinctive goods that suit their wants. Finding the goods you want may take more time because you have to look into and evaluate several providers.

In contrast, since customization choices can be accessible directly from the brand's website or physical store, branded customizations often offer customers a more streamlined and uniform experience. While preserving a recognisable brand identity and image, brand customisation enables customers to customise products to their unique likes and preferences. Large businesses can benefit most from this strategy since it helps them stand out from the competition, boost customer happiness, and develop brand loyalty.

The need to strike a balance between the need for personalization and the needs for consistency and efficiency in the production process is one of the issues of brand customization. To handle the customising process, this may necessitate substantial expenditures in technology and production techniques, as well as the creation of sophisticated supply chains and logistical systems.

Overall, the advantages and disadvantages of distributed and branded customization approaches vary, and the optimum strategy for a given organisation depends on a variety of elements, including: B. Company size, target market, and production capability. However, the market for customization is projected to continue expanding due to rising consumer demand for unique and customised items, and businesses that can successfully address these problems are likely to continue to prosper.

5.1 The Pant Project

A company called The Pant Project specialises in creating custom-fitted pants for men. His two buddies Shantanu Chandra and Shitij Khurana launched the business in 2018.

Pant Projects has a distinctive method for fitting, taking exact measurements of every client's body and making brand-new pant patterns. Customers have a choice of several fabrics, colours, and patterns. They can also add personalised elements like monograms and bag styles. The manufacturer then makes each pair of trousers separately to guarantee a flawless fit and top-notch construction. The Pant Project's high level of quality and meticulous attention to detail is one of its key benefits. Each pair of trousers is hand-made by our talented tailors using premium supplies and production methods. In order to assist consumers in creating really one-of-a-kind and customised products, the company also provides a variety of customization choices.

The Pant Project emphasises sustainability in addition to quality and personalization. We collaborate with suppliers who follow ethical and sustainable practises and utilise environmentally friendly materials like organic cotton and recycled polyester. By ordering one pair at a time rather than stocking up on extras, we help reduce waste.

Customers and the media have given Pant Project favourable reviews, with many applauding the business for its attention to detail, quality, and customer service. Additionally, the business has been highlighted in other publications, including GQ India, Business Insider, and Entrepreneur India.

Overall, The Pant Project is a distinctive and creative business that has altered the conventional view of men's trousers. We provide genuinely unique and personalised products that appeal to a rising number of customers that appreciate personalization and quality by fusing sustainability, quality, and customization.

5.2 Trend

In the fashion world, tailored trousers are a growing trend. Contrary to typical off-the-rack solutions, tailored trousers provide a distinctive, personalized look that is unmatched. Size, color, fit, style, fabrics, and even personalized logos and other design elements are all customizable.

The ideal fit is one of the major benefits of tailored trousers. Many people have trouble finding snug-fitting trousers that are readily available, but personalization makes it possible for a more accurate fit that takes into consideration unique body proportions. The importance of this cannot be overstated for those with unusual body types. B. People with disproportionately large or small hips, waists, or thighs, or who are exceptionally tall or short.

The ability to develop a unique look that sticks out from the other possibilities is yet another benefit of tailored trousers. Customization fosters design innovation and allows people to express their unique tastes and styles. There are many different ways to design tailored trousers, from the conventional and classy to the more modern and fashionable.

Tailor-made trousers frequently feature premium materials, producing a robust and long-lasting item. Usually, custom pants are manufactured upon request. They are not mass produced like conventional trousers, thus this means. This enables improved quality assurance and attention to detail throughout the production process.

The increased price of tailored trousers in comparison to conventional choices is a potential disadvantage. Customization might raise the cost of your goods and needs more time and resources. However, many people are willing to pay more for customization-related advantages like a perfect fit or distinctive look. Finding appropriate fitting choices is a possible obstacle for the pant fitting sector. People may find it challenging to select the ideal size, color, fit, style, and materials given the abundance of options.Our professional sales team or online fitting can help you with this. Here, the process helps people make a decision and ultimately makes sure they obtain a product that meets their wants and preferences.

In the trousers fitting sector, issues with quality might also arise. Customers want to be sure they purchase high-quality items that will last. This necessitates the use of premium materials in addition to meticulous attention to detail and quality assurance throughout the manufacturing process.

The pant fitting market is anticipated to expand over the next few years despite these obstacles. Personalization is one technique to satisfy the growing desire for personalized and distinctive fashion options among consumers. Customisation is a component that is becoming more and more significant across the fashion sector, therefore brands who offer customisation possibilities are likely to improve consumer interest.

Overall, tailored trousers provide a special and tailored option for people wishing to show their taste and style. There is something for everyone in the trousers customisation market, with possibilities for customizing size, color, fit, style, fabric, and logos.The advantages of increased cost and quality concerns, perfect fit, unique style, and high-grade materials make it worth the price for many users, despite some drawbacks like:, B.

5.3 Price Premium

The price premium is a key factor in the customization industry, as customization often requires additional investment in technology, manufacturing processes, and logistics. As a result, customized products are generally more expensive than non-customized products, and consumers are often willing to pay a premium for the ability to personalize their products.

The custom product markup might differ depending on a number of variables, such as: B. Personalization level, manufacturing process complexity, and material selection. Simple customisation choices, like adding a monogram or embroidery to a shirt, may just add a few dollars to the cost of a product, whilst more intricate alternatives, like a fully customized suit, may cost a few dollars more. It might cost an additional $100. a tailored outfit.

Finding the ideal balance between offering enough customization options to satisfy consumer demand and keeping pricing fair is one of the issues facing the customisation sector. Consumers may be unwilling to pay the additional cost if the markup on customized products is too high, which may restrain the expansion of the customized market. However, if the markup is too low, companies could find it difficult to recover the extra expenses related to customization, which could have a detrimental effect on profitability.

Competition is another element that may have an impact on the price markup of customized goods. Prices may come under pressure when more businesses enter the market for customisation and compete by providing less expensive customization choices. Due to the possibility that their supply chains may differ from those of major corporations, it might be particularly difficult for SMEs and start-ups. Despite these difficulties, the need for customized and unique items by consumers is causing the customization business to expand. A company's ability to provide customisation options can be a huge competitive advantage because it helps it stand out from rivals, improve sales, and foster client loyalty. Offering high-quality, customized items at a reasonable price will help you flourish in this business by balancing your requirement for profitability with your desire for customization.

5.4 Style Preference

A person's individual taste in fashion or preference for a specific look can be impacted by a number of variables, including culture, age, gender, way of life, and personal values. People have diverse fashion tastes, and occasionally they are pulled to a certain look that is relaxed, self-assured, and allows them to express their uniqueness.

For instance, some people choose traditional looks like tailored suits, but others favour more relaxed or current looks like ripped jeans and t-shirts. While some people choose moderate tones and straightforward designs, others favour vivid hues and daring patterns.

External influences like social standards and current fashion trends can also have an impact on personal style preferences. For instance, although some cultures value modest attire, others value revealing attire.

To create a clothing line that appeals to your target market, it's critical in the fashion industry to understand stylistic preferences. Designers can produce clothing that satisfies the wants and preferences of their clients by researching trends and consumer preferences. Style preferences can also have an impact on a fashion company's marketing and advertising plans in addition to its overall brand image.

Analysis of Customized Pants Sector

6. Research Methodology:

This study's research methodology may combine surveys and experiments with qualitative and quantitative techniques.

Theoretical Model Design

The eight factors—quality value, pricing value, service performance, website function, personalized demand, emotional value, social value, and supply chain factors—that influence consumers' perceptions of the worth of online garment customization are collated through a review of the literature.

Phase 1: Survey

To learn more about consumers' attitudes, behaviors, and perceptions about personalization and perceived value, a sample of consumers will be given a survey questionnaire. The survey will be made to gather information on consumer perceptions of value, customized experience, and demographic characteristics. The important determinants of consumer perceived value, such as the level of customisation, control over the customization process, and the presence of a price premium, will also be covered in the study. To test the hypotheses, the survey data will be analysed using regression analysis, inferential statistics, and descriptive statistics.

The questions for phase 1 of the study include:

1. How significant is personalization to you when making a purchase of goods or services?
2. Have you ever bought a product or service that was specially made for you?
3. How frequently do you buy specialized goods or services?
4. Can you give an example of a time when you bought a customized good or service and explain why it was worthwhile to you?
5. Do you think that paying more for customized goods or services is worthwhile in comparison to standard options?
6. How would you assess the level of customization that businesses give for specialized goods or services?
7. What degree of influence do you believe you have over the customization procedure?
8. How pleased were you with the firms' customizing options?
9. What do you think about the level of customization provided in tailored goods or services?
10. Have you observed a difference in quality between products or services that have been customized and those that have not?

These inquiries can offer information about customer behaviour, preferences, and value perceptions regarding customization, which can be used as a starting point for the study's second phase. A questionnaire was created using the theoretical model developed in this research as a foundation. The components of each dimension were covered by the survey questionnaire. Each component was examined to determine the dimension of customer perceived value based on the respondents' recognition of each component of each dimension and the level to which they valued each component.

The questionnaire was issued online to the target consumer and potential consumer groups customized online. Therefore, the research method adopted in this paper was the online issuance of questionnaires. The questionnaires were distributed and collected through Google Forms. The survey was conducted in Delhi and adopted intentional sampling in non-conceptual sampling close to the target customers of online customization.

The respondents were customers between the ages of 20 and 55 who had earned a college degree or higher, and the study was conducted between April 2 and April 19, 2023. The Likert 5 scale approach was used to evaluate the questionnaire; it uses a scale from 1 to 5, with 5 denoting extreme importance and 1 reflecting very little significance. 89 questionnaires in total were gathered. The answer period and answer setting were used to filter the questionnaires. 78 valid questionnaires were collected after 11 invalid ones that did not adhere to the questionnaire's specifications were eliminated. There was an 88.67% effective recovery rate.

6.1 Factor Analysis

The impact of each component on how consumers perceive the value of the product was examined using a factor analysis of the data. Using SPSS software for reliability analysis, the Cronbach Alpha coefficient was calculated to be 0.932, which is higher than 0.8. This shows that the questionnaire has a high degree of dependability.

Kaiser-Meyer-Olkin (KMO) and Bartlett tests were applied to the data. The KMO value was 0.906, which was greater than 0.5. The data were suitable for factor analysis since there were 561 degrees of freedom, a value of 5620.012 for the Bartlett test chi-square, and a P value of 0.005. In order to extract five related variables with characteristic values greater than one, principal component analysis was utilised.

Cumulative factors made up 68.225% of the explanatory factor. In order to comprehend the components of the five common factors, this study rotated the factors using Kaiser normalised orthogonal rotation and the maximum variance technique.

h

Construct	Items	Code
Quality value	Craftsmanship	QUA1
	Quality of accessories	QUA2
	Comfort	QUA3
	Easy to take care of	QUA4
	Wear resistance	QUA5
Price value	Reasonable price	PRI1
	Good value for money	PRI2
	Discount intensity	PRI3
Service performance	Service attitude	SER1
	Online one-to-one customer service	SER2
	Measure body size at home	SER3
	Intelligent measurement services (3D anthropometry, etc.)	SER4
	Style recommendation service	SER5
	Exclusive after-sales service	SER6
Personalised demand	Fitness	IND1
	Dress for your body type	IND2
	Participation (experience design, production, etc.)	IND3
	Have exclusive identification (initials, etc.)	IND4
	Self-selection of accessories	IND5
Website features	Interface aesthetics	WEB1
	Convenient operation	WEB2
	Provide comprehensive information	WEB3
	Payment security	WEB4
Emotional value	Pursue individuality	EMO1
	Curiosity driven	EMO2
	Bring happiness	EMO3
	Easy experience process	EMO4
Supply chain elements	Production cycle	SUP1
	Merchant reputation	SUP2
	Logistics speed	SUP3
	Logistics networking	SUP4
Social value	Dress occasion needs	SOC1
	Symbolic status	SOC2
	Obtain social recognition	SOC3

After rotation, the factor loading reflects how each element and the factor are related to one another. The association increases with increasing load. After 9 repetitions, the rotation converges.

When the load is more than or equal to 0.5 throughout the factor analysis process, it is possible to assume that the factor can represent the indicator variable. PRI2, SER1, IND5, PRI3, and SUP1 all have loads that are less than 0.5, hence these five components cannot be the dominant factors in the indicator variables. As a result, the production cycle, discount intensity, self-selection of accessories, and good value for money were disregarded from the scale.

Names of the five common factors:

The first factor: website comprehensive function (F1).

This aspect has a heavy burden in offering convenient operation, payment security, merchant reputation, logistics networking, aesthetically pleasing interfaces, quick logistics, etc. The first factor in a thorough analysis is the entire function of the website.

The second factor: personalized service (F2).

This feature contributes significantly to the availability of dress for your body type, online one-to-one customer care, style recommendation service, exclusive aftersales support, and body-sizing measurements at home. As a result, this element is referred to as personalised service.

The third factor: product quality (F3).

This factor's weight is mostly carried by the quality of the accessories, comfort, craftsmanship, wear resistance, and ease of maintenance. Product quality is what this element is called.

The fourth factor: emotional demand (F4)

The four factors curiosity-driven, striving individuality, bringing satisfaction, and possessing exclusive identity carry the bulk of the load for the commodity attribute component. Emotional demand is the definition of this element.

The fifth factor: social value (F5).

Information on the three factors of symbolizing status, gaining social recognition, and meeting occasion needs is reflected in this component. These three variables are heavily loaded. This element is therefore referred to as social value.

6.2 Descriptive analysis

The final data were loaded into Excel software and statistical analysis was performed on 78 valid questionnaires. The results of the descriptive analysis that came first are displayed. All of the mean values in the table are more than 3, demonstrating that the 34 factors have some influence on how consumers choose to buy customised clothing online.

Count of Age

51-60
18.2%

21-30
45.5%

31-40
36.4%

Count of Gender

Male
42.9%

Female
57.1%

Count of Annual Income

7,50,000-12,50,000
14.3%

<3,00,000
28.6%

3,00,000 - 7,50,000
57.1%
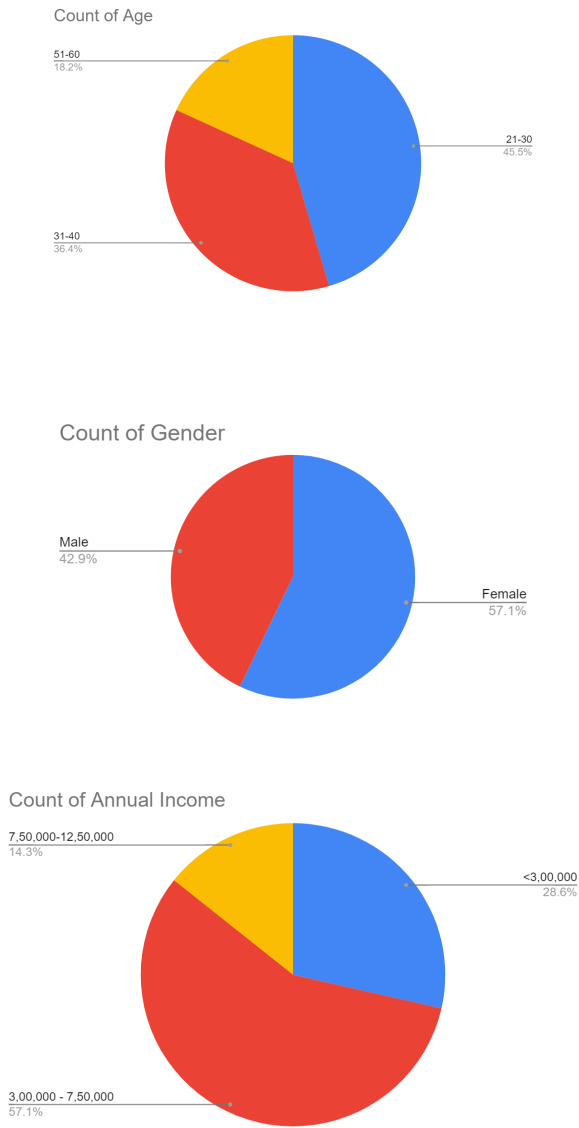
Code	Proportion, %					Mean	Standard deviation	Variance
	Very unimportant	Unimportant	Normal	Important	Very important			
QUA1	0.9	1.6	11.2	48.6	37.7	4.21	0.771	0.595
QUA2	0.6	1.2	7.8	44.9	45.5	4.33	0.727	0.529
QUA3	0.6	1.2	3.7	32.7	61.7	4.54	0.689	0.474
QUA4	0.6	1.6	14.3	43.6	39.9	4.21	0.787	0.620
QUA5	0.6	1.6	15.0	44.2	38.6	4.19	0.788	0.621
PRI1	0.3	0.9	11.5	46.7	40.5	4.26	0.720	0.519
PRI2	0.3	2.2	22.1	43.9	31.5	4.04	0.807	0.651
PRI3	0.3	2.8	32.7	38.6	25.5	3.86	0.840	0.706
SER1	0	0.6	13.1	49.2	37.1	4.23	0.690	0.476
SER2	1.6	5.3	30.5	40.8	21.8	3.76	0.906	0.820
SER3	1.2	14.0	38.0	30.8	15.9	3.46	0.961	0.924
SER4	1.6	9.3	35.5	35.8	17.8	3.59	0.938	0.880
SER5	0.6	4.4	30.5	42.7	21.8	3.81	0.848	0.719
SER6	0.3	3.1	15.6	40.5	40.5	4.18	0.827	0.684
IND1	0.3	0.6	9.7	46.7	42.7	4.31	0.695	0.483
IND2	3.1	12.5	42.1	26.2	16.2	3.40	1.001	1.003
IND3	2.2	15.3	35.2	31.5	15.9	3.44	1.001	1.003
IND4	5.0	14.3	36.1	27.1	17.4	3.38	1.083	1.173
IND5	0.9	10.6	28.0	37.7	22.7	3.71	0.966	0.933
WEB1	0.3	3.1	25.9	44.5	26.2	3.93	0.819	0.670
WEB2	0	1.6	11.5	47.0	39.9	4.25	0.717	0.514
WEB3	0	1.9	12.8	42.1	43.3	4.27	0.752	0.565
WEB4	0	0.9	7.2	29.6	62.3	4.53	0.671	0.450
EMO1	0.3	3.1	32.1	41.7	22.7	3.83	0.822	0.676
EMO2	0.6	8.1	42.1	33.0	16.2	3.56	0.879	0.772
EMO3	0.3	2.5	19.0	43.6	34.6	4.10	0.810	0.656
EMO4	0.3	1.9	14.3	44.2	39.3	4.20	0.774	0.599
SUP1	0.3	3.7	24.9	46.4	24.6	3.91	0.817	0.667
SUP2	0	0.9	10.3	32.1	56.7	4.45	0.714	0.510
SUP3	0	1.2	20.2	43.6	34.9	4.12	0.767	0.588
SUP4	0	0.9	14.3	44.5	40.2	4.24	0.726	0.527
SOC1	0	0.9	14.3	49.2	35.5	4.19	0.707	0.500
SOC2	0	6.5	33.0	36.1	24.3	3.78	0.889	0.790
SOC3	0	5.9	29.9	38.9	25.2	3.83	0.874	0.763

Factor	Eigenvalue	% of Variance	Cumulative %
1	10.898	43.891	43.891
2	3.083	9.069	52.960
3	2.186	6.429	59.389
4	1.655	4.867	64.256
5	1.174	3.969	68.225

In conclusion, 29 measurement variables were preserved, compared to the 34 original measurement variables, and five common components were extracted. Based on the results of the factor analysis, five common factors—website complete function, customised service, product quality, emotional demand, and social value—were redefined.

Rotated component matrix

The factor analysis process must include rotation as a necessary step. By converting the extracted components from the initial study into more comprehensible ones, it aids in the provision of insightful and straightforward answers. One important result of the factor analysis is the component matrix, which is rotated. Each variable is represented by a set of weights or loadings on each factor in the rotated component matrix, which is a converted version of the original component matrix. Rotation is used to create factor structures that are easier to understand and have high loadings on fewer variables.This makes it easier to determine the variables' underlying structures and the factors that best explain them. Orthogonal rotation (like varimax and quartimax) and oblique rotation (like promax) are the two rotational techniques that are most frequently utilised. The factors can be connected in oblique rotation but are independent in orthogonal rotation. The analysis's objectives and underlying theory both influence the rotation method selection.

Code	Definition	Website comprehensive function	Personalised service	Product quality	Emotional demand	Social value
WEB3	Provide comprehensive information	0.769				
WEB2	Convenient operation	0.744				
WEB4	Payment security	0.738				
SUP2	Merchant reputation	0.703				
SUP4	Logistics networking	0.622				
IND1	Fitness	0.586				
PRI1	Reasonable price	0.575				
EMO4	Easy experience process	0.566				
WEB1	Interface aesthetics	0.515				
SUP3	Logistics speed	0.504				
SER3	Measure body size at home		0.805			
SER4	Intelligent measurement services		0.795			
SER2	Online one-to-one customer service		0.654			
SER5	Style recommendation service		0.648			
IND3	Participation		0.562			
IND2	Dress for your body type		0.552			
SER6	Exclusive after-sales service		0.528			
QUA2	Quality of accessories			0.797		
QUA3	Comfort			0.773		
QUA1	Craftsmanship			0.739		
QUA5	Wear resistance			0.712		
QUA4	Easy to take care of			0.698		
EMO2	Curiosity driven				0.749	
EMO1	Pursue individuality				0.622	
EMO3	Bring happiness				0.599	
IND4	Have exclusive identification				0.538	
SOC2	Symbolic status					0.764
SOC3	Obtain social recognition					0.713
SOC1	Address occasion needs					0.540

6.3 Regression

A common statistical technique for condensing many variables into a small number of factors is factor analysis. Finding the data's underlying structure and the connections between the variables is helpful. To evaluate the correlations between the factors and other important variables, regression analysis is frequently performed as the next step after factor analysis. Regression analysis is an effective statistical method that may be used to find the key variables influencing a particular outcome.

The factor analysis may have found fewer factors, such as website features, product quality, emotional demand, and social value, in the context of the customisation of trousers and its perceived worth. These variables could be used as inputs in a regression study to look at how they affect how much customized trousers are valued. For instance, the regression could look at whether an easy-to-use website (a feature found in the factor analysis) has a favorable impact on value perception. Similar to this, the regression might look into the relationship between the perceived value of customized pants and other parameters like product quality and emotional desire. We may obtain more knowledge about the main elements influencing perceived value and assist businesses in strengthening their customized options by running a regression analysis on the factors discovered through factor analysis.

Factor	Item																				
WEBSITE COMPREHENSIVE FUNCTION	WEB3	2	4	2	4	3	3	3	2	4	2	2	5	3	3	5	3	4	5	4	5
	WEB2	4	3	2	4	3	5	4	3	4	5	2	2	4	4	3	2	5	4	2	5
	WEB4	3	2	2	5	2	3	4	3	3	3	3	5	3	3	2	4	4	4	2	3
	SUP2	4	2	5	3	3	4	3	3	3	5	5	4	2	4	3	5	4	5	4	3
	SUP4	3	4	4	3	2	4	4	4	5	3	4	3	3	3	5	3	3	4	3	2
	IND1	5	4	3	3	4	4	2	4	4	4	4	5	4	3	4	2	5	5	4	3
	PRI1	3	4	4	4	3	4	2	5	3	4	3	4	3	4	3	3	3	4	4	5
	EMO4	4	3	4	3	5	2	4	5	5	3	4	3	4	5	4	5	3	2	4	3
	WEB4	3	4	2	2	3	4	4	2	3	3	4	4	5	4	3	5	4	4	4	2
	SUP3	3	4	3	5	4	4	2	3	3	4	3	2	4	3	3	4	3	4	4	3
	SER3	4	4	3	4	4	5	5	3	5	4	2	5	3	3	4	3	2	4	3	3
Mean		3.43	3.50	3.18	3.62	3.27	3.89	3.33	3.21	3.69	3.64	3.21	3.74	3.62	3.46	3.53	3.40	3.98	3.78	3.43	3.40
PERSONALIZED SERVICE	SER4	2	4	4	4	3	3	5	3	3	5	4	4	5	5	3	2	4	4	4	2
	SER2	4	4	2	3	3	3	2	4	4	3	4	3	4	2	4	3	2	2	2	3
	SER5	3	2	4	4	5	4	5	4	3	3	4	2	3	4	4	5	2	4	3	3
	IND3	4	4	3	2	4	3	4	4	2	3	3	2	3	5	2	5	4	4	3	3
	IND2	5	4	5	3	2	2	2	3	3	3	4	3	2	3	5	4	2	5	4	5
	SER6	4	3	5	2	3	3	3	4	3	4	4	2	5	2	4	3	4	2	3
Mean		3.76	3.80	3.93	3.00	3.27	2.92	3.35	3.60	3.14	3.25	3.76	3.00	3.05	4.02	3.32	3.64	2.78	3.75	3.14	3.08
PRODUCT QUALITY	QUA2	2	3	4	4	2	3	2	3	4	4	4	4	3	4	2	3	3	4	5	4
	QUA3	2	3	5	2	2	4	5	2	3	4	3	4	4	3	4	4	4	3	5	4
	QUA1	4	2	4	2	4	4	4	4	3	5	3	4	2	4	2	3	5	4	4	4
	QUA5	2	4	4	4	4	5	5	2	5	3	5	4	4	5	3	5	5	2	3	2
	QUA4	3	3	3	3	3	4	2	3	4	5	4	3	3	4	4	4	4	5	4	5
Mean		2.82	2.89	3.97	3.09	3.16	3.93	3.51	2.98	3.79	4.08	3.48	3.85	3.31	3.58	3.41	3.46	3.70	3.70	4.05	3.92
EMOTIONAL DEMAND	EMO2	5	3	3	3	2	3	2	4	2	4	4	4	2	4	2	2	5	3	5	3
	EMO1	3	2	2	5	3	2	2	4	5	2	2	2	3	5	3	2	3	4	3	3
	EMO3	3	4	3	4	5	5	3	2	5	2	3	3	5	3	3	2	3	5	4
	IND4	3	3	3	4	3	2	3	3	2	4	3	2	3	2	5	4	5	3	3	4
Mean		3.26	3.12	2.98	3.81	3.08	3.02	2.49	3.25	3.61	3.20	3.04	2.85	2.88	4.07	3.46	2.73	3.69	3.27	3.65	3.57
SOCIAL VALUE	SOC2	3	4	3	2	2	4	3	2	4	2	4	2	4	3	5	5	3	4	3	4
	SOC3	4	3	2	3	5	3	4	5	4	2	4	4	5	5	2	5	3	3	5	2
	SOC1	3	3	4	2	4	4	3	3	4	4	4	5	3	3	3	5	3	3	3	5
Mean		3.29	3.47	3.04	2.62	3.55	3.69	3.16	3.34	4.06	2.78	4.29	3.58	3.85	3.81	3.48	4.66	2.94	3.22	3.77	3.91

Mean per factor, of Individual responses

WEBSITE COMPREHENSIVE FUNCTION	PERSONALIZED SERVICE	PRODUCT QUALITY	EMOTIONAL DEMAND	SOCIAL VALUE	Will Buy or Not
3.16	3.36	3.35	3.26	3.32	4.91
3.43	3.26	3.07	3.08	3.14	3.75
3.06	3.09	3.10	3.25	3.15	4.41
3.13	3.08	3.53	3.49	3.37	3.07
3.53	3.53	3.42	3.30	3.42	4.24
3.51	3.32	3.06	3.16	3.18	4.82
2.96	3.16	3.37	3.48	3.34	3.66
3.15	3.60	3.68	3.49	3.59	2.19
3.86	3.51	3.11	3.32	3.31	4.75
2.96	3.26	3.74	3.62	3.54	4.12
3.73	3.76	3.38	3.47	3.54	4.17
3.24	3.53	3.65	3.69	3.62	4.56
3.48	3.82	3.76	3.73	3.77	2.50
3.79	3.72	3.68	3.77	3.72	3.25
3.63	3.73	3.97	3.70	3.80	4.14
3.97	3.96	3.16	3.22	3.45	4.02
3.26	3.06	3.33	3.47	3.29	2.75
3.19	3.47	3.77	3.72	3.65	4.93
3.72	3.82	3.64	3.42	3.63	2.08
3.88	3.40	2.98	3.08	3.15	4.72
2.89	3.07	3.27	3.44	3.26	2.07
3.33	3.21	3.77	3.66	3.54	3.99
3.74	3.80	3.43	3.20	2.00	2.32
3.43	3.42	4.00	2.30	3.24	4.12

	Coefficients
Intercept	3.36
WEBSITE COMPREHENSIVE FUNCTION	0.93
PERSONALIZED SERVICE	2.17
PRODUCT QUALITY	1.56
EMOTIONAL DEMAND	0.72
SOCIAL VALUE	1.07

Normal Probability Plot
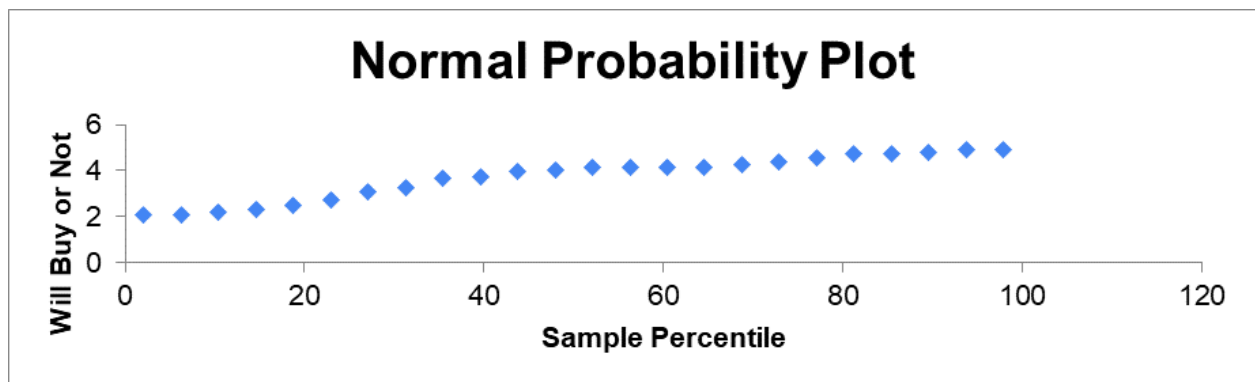
6.4 Regression Interpretation

The regression output provides us with the values of the intercept and coefficients for each of the independent variables - website comprehensive function, personalized service, product quality, emotional demand, and social value.

The intercept value of **3.36** represents the expected value of the dependent variable (perceived value) when all the independent variables (website comprehensive function, personalized service, product quality, emotional demand, and social value) are equal to zero. However, since all the independent variables in this case have positive coefficients, it is not realistic for them to all be zero.

The coefficient of **0.93** for the website comprehensive function indicates that a one unit increase in this variable (on a scale of 0 to 1) is associated with an increase of 0.93 in the perceived value of the pants, all other factors held constant.

The coefficient of **2.17** for personalized service indicates that a one unit increase in this variable (on a scale of 0 to 1) is associated with an increase of 2.17 in the perceived value of the pants, all other factors held constant.

According to the coefficient of **1.56** for product quality, when all other variables are held constant, an increase of one unit in this variable (on a scale of 0 to 1) is correlated with an increase of **1.56** in the perceived value of the trousers.

The emotional demand variable's correlation coefficient of **0.72** shows that, when all other variables are held constant, an increase of one unit in this variable (on a scale of 0 to 1) is correlated with an increase of 0.72 in the perceived value of the trousers.

The social value variable has a correlation coefficient of **1.07**, meaning that, when all other variables are kept constant, an increase of one unit in this variable (on a scale of 0 to 1) is related with an increase of 1.07 in the perceived value of the trousers.

6.5 Accepting or Rejecting the Hypothesis

H01: According to the results of a regression analysis, personalized service can significantly improve customers' opinions of brands (as shown by perceived value), which in turn increases customer loyalty. A 1-unit increase in personalized service (on a scale of 0 to 1) will enhance the perceived value of the trousers by 2.17, according to the coefficient for personalized service, which is 2.17. We may therefore accept the idea that personalized service significantly affects how customers perceive a business, increasing brand loyalty.

H02: According to regression analysis, good quality items significantly increase consumer happiness (as assessed by perceived value) and buy intention. The coefficient for product quality is 1.56, meaning that, with all other variables maintained constant, a one-unit increase in product quality raises the perceived value of the trousers by 1.56. Therefore, we can accept the idea that high-quality goods influence client satisfaction and purchase intent favorably.

H03: According to regression analysis, satisfying the emotional needs of customers has a considerable positive influence on brand loyalty (as assessed by perceived value) and good word of mouth. The emotional demand coefficient is 0.72, which means that, while all other variables are held equal, an increase in emotional demand of one unit (on a scale of 0 to 1) results in an increase in pant perception of 0.72. We can therefore accept the theory that meeting the emotional requirements of customers will improve brand loyalty and good word of mouth.

H04: According to the regression results, social value plays a significant role in customers' purchasing decisions, and firms that cater to their social requirements have greater levels of customer satisfaction and retention. The social value coefficient is 1.07, which means that, when all other variables are held constant, a one-unit increase in social value (on a scale of 0 to 1) raises the perceived value of trousers by 1.07. Here I am. Therefore, we can accept the idea that social value plays a significant role in customers' purchasing decisions and that firms that cater to their social requirements have higher customer satisfaction and retention rates.

The four hypotheses can all be supported based on the regression results because all of the significant positive coefficients show a correlation between the independent and dependent variables (perceived values).

7. Conclusion

In conclusion, our study focused on finding the major variables that affect this relationship between personalisation and consumers' perceived value. The research indicated that full website functionality, personalized service, product quality, emotional demand, and societal value all contribute to consumers' perception of value in the context of personalization. This was discovered through the use of research and regression analysis.

The results of this study have a number of ramifications for businesses trying to increase their marketability. First, the significance of complete website functionality emphasizes the demand for businesses to spend money creating user-friendly and educational websites that assist in making the customisation process for their clients easier. Second, given the enormous benefits of personalized service, companies should make an effort to personalize consumer interactions to a great extent. Third, the significance of product quality emphasizes the necessity for businesses to uphold strict quality control standards throughout their manufacturing procedures. This enables us to set apart our personalized items from those of our rivals.

The results of this study further emphasize the significance of social and emotional aspects in determining how consumers perceive value. In particular, the report advises businesses to consider and address the emotional and social needs of their clients while creating customisation possibilities. By fostering a sense of community and belonging among their customers, businesses may boost customer loyalty and spread good word of mouth.

The findings of this study also imply that the effect of personalisation on consumers' perceptions of value may vary depending on their demographics. This demonstrates that while providing customisation choices, businesses should take demographic parameters like age, gender, and money into account.

In conclusion, this study offers insightful information for businesses looking to increase their market competitiveness through customization. Organizations may more effectively create customisation choices to satisfy customer requirements and expectations by understanding the primary factors influencing how consumers perceive the value associated with customization. Additionally, firms can develop more useful customizing options that boost customer loyalty and good word of mouth by taking demographic, emotional/social, and other elements into account. Overall, the study's findings show that customization is an important tactic for businesses trying to stand out from their rivals and raise their level of market competitiveness.

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