"EFFECTIVENESS OF MARKETING MIX STRATEGIES OF LEVI'S"

Mr. Uzair Ahmed

Student (1DA20BA049), Department of MBA, Dr. Ambedkar Institute of Technology,

Bangalore 560056, Karnataka, India

Abstract: Levi Strauss and Co. was formed over 130 years ago by Levi Strauss. Levi Strauss is one of the world's largest clothing companies. It manufactures and sells men's, women's, and children's jeans and casual clothing. Levi's, Dockers, and Levi Strauss Signature are the company's three key brands. Today, Levi Strass is one of the world's top ten apparel businesses. Levi Strass was ranked 510th by Fortune Magazine, yet it is ranked fifth in the business. The study opted the descriptive method and collected the primary data by a survey of 100 Levi's users under convenience sampling method. The SPSS (Statistical Package for the Social Science) is used for the testing the software along with the percentage and graphical representation. "The "marketing mix" is used to refer to the primary aspects of a marketing strategy by a variety of marketing professionals, including business owners, marketing executives, and operations managers. Product, price, promotion, and placement are the four components that are often cited as making up the "four Ps" of the marketing mix. The ability of a marketing mix to aid a corporation in deciding whether or not a product or service is suitable for a certain target client group is one of the primary reasons for the mix's usefulness.

Keywords: Levi's Products, Advertisements, Promotion, Customer satisfaction.

INTRODUCTION

The value and production chain of clothes and garments, there is a vast variety of commercial and industrial operations that make up the clothing and garment industries, together referred to as the clothing industry or the garment industry. These activities begin with the textile industry, which is responsible for the production of cotton, wool, fur, and synthetic fibre they then go on to the retail sector of the garment business; and finally, they conclude with the trade in worn clothes and the recycling of textiles. The manufacturing sectors make use of a wide variety of various forms of clothing technology; some of these technologies, such as the loom, cotton gin, and sewing machine, heralded the industrialization of not just previous textile production processes but also other production methods. Other names for the clothing industry include the fashion industry, the garment industry, and the soft goods industry.

Levi Strauss and Co. was formed over 130 years ago by Levi Strauss. Levi Strauss is one of the world's largest clothing companies. It manufactures and sells men's, women's, and children's jeans and casual clothing. Levi's, Dockers, and Levi Strauss Signature are the company's three key brands. Today, Levi Strass is one of the world's top ten apparel businesses. Levi Strass was ranked 510th by Fortune Magazine, yet it is ranked fifth in the business.

Founded Levi Strauss established his wholesale dry goods company, now known as Levi Strauss & Co., in San Francisco in the year 1853. After seeing the need for durable work trousers that could survive increasingly difficult circumstances, he and a tailor named Jacob Davis came up with the idea for the first pair of jeans. They were successful in their application for a patent in the United States in 1873 for their "waist overalls," which had metal rivets in places of severe stress. In the year 1890, the "501" lot number was assigned to the original product line.

"In the late 1950s and early 1960s, Levi Strauss & Co. experimented with a wide variety of items and apparel collections in an attempt to capitalize on its brand and widen the scope of its offerings. This was done in an effort to broaden the company's product line. The company manufactured six pairs of brightly colored pants in 1959 under the name "Orange, Lemon, and Lime," which had some kind of success for a limited amount of time. The next year, Levi's launched white denim garments called "white Levi's" that were made of beige twill and resembled standard denim jeans.

A marketing mix includes multiple areas of focus as part of a comprehensive marketing plan. The term often refers to a common classification that began as the four Ps: product, price, placement, and promotion. Effective marketing touches on a broad range of areas as opposed to fixating on one message. Doing so helps reach a wider audience, and by keeping the four Ps in mind, marketing professionals are better able to maintain focus on the things that really matter. Focusing on a marketing mix helps organizations make strategic decisions when launching new products or revising existing products.

Objective
The main objectives of the study are:

1. To Identify the customer perception of 4p's about Levi's.
2. To determine the factors influencing customers to buy branded Levi's products.

REVIEW OF LITERATURE

Stavros Kalogiannidis (2020)

The author has conducted the research in the area "Impact of marketing mix strategies effective product development issues in MNCs/Retail" The article sheds attention on the importance of good product development for MNCs or the retail industry. It has long been obvious that the globe has been swamped with a wide range of firms and enterprises. The goals are to attract clients with various offerings. In a competitive environment, an organization can prosper market only when the company's original product can be presented in such a way that the audience is drawn to it and reaches for it. However, most organizations experience problems as a result of inadequate management.

Jurnal Bali Membangun Bali (2020)

The author has conducted the research on "The Implementation of Marketing Mix to Increase Room Sales" The purpose of study includes investigate the impact of implementing the marketing mix, which includes product strategy, pricing strategy, promotion strategy, location strategy, process strategy, person strategy, and physical evidence strategy, on room sales at a 4-star hotel in Bandung's Kuta district Statistical evidence gathered through observation, interviews, and documentation were required to solve current difficulties. A large rise in room sales was gained as a result of the application of marketing mix methods. The marketing mix aspects are as follows: product strategy, which allows hotel management to improve room sales in response to visitor demand. Price strategy refers to a technique for determining the appropriate prices in market segmentation.

Srinita Syapsan (2019)

The author has conducted the research on "Marketing mix strategy as mediating variable" "study MSME in Indonesia is comprised of 16 provinces, the most populous of which are Aceh, Sumatera Utara, Riau, Sumatera Barat, Jambi, Sumatera Selatan, Bengkulu, Lampung, and Sumatera Selatan (portion of MSME in Indonesia Java 58.29 percent and Sumatera 22.22 percent, for a total of 80.51 percent). Other provinces include Sumatera Barat, Jambi (Java Island). The quantitative instrument that was used in this investigation was known as Warp PLS, and it is a kind of structural equation modelling that is based on variance. This study investigates how the marketing mix strategy influences the sustainability and competitiveness of the local economy by acting as a mediator (as determined by the Sobel test) between service quality and product innovation. Specifically, this research looks at how the marketing mix strategy affects the local service industry. There has never been any previous research conducted on this relationship in the study area, which consists of MSME Indonesian SMEs, mostly located on the islands of Java and Sumatra. This study is one of the very few that uses the marketing mix strategy as a moderating variable. It investigates the influence that service quality and innovation have on competitive advantages and local economic sustainability (study in MSME in Java and Sumatera). The LS way of doing things.

Adji Achmad Rinaldo Fernandes (2018)

The author has conducted the research on "The mediation effect of customer satisfaction in the relationship between service quality" a focus on providing excellent service to customers and an integrated marketing strategy" This article, which is based on research conducted by Telkomsel Indonesia, has been written with the intention of determining how the level of satisfaction experienced by customers mediates the connection between service quality, service orientation, and marketing mix strategy and customer loyalty. The product that will be utilised in this study will be one of the many items that are now available on the market and that can be classified as telecommunication service products.

T. Sabri ERDİL (2016)

The author has conducted the research on "The Determinants of Relationship between Marketing Mix Strategy and Drivers of Export Performance in Foreign Markets". An Appeal Regarding the Textile and Clothing Industry in Turkey The purpose of this research is to investigate the connection that exists between the characteristics of a firm and the marketing mix techniques that lead to successful exporting. The research model is developed with an integrated approach as the primary method of construction. As antecedents of export success, the model takes into account both firm-specific features derived from the existing body of research as well as external variables. Investigations are being conducted on their impact on the marketing mix approach used by the Turkish garment and textile sector as well as the performance of exports. The marketing mix strategy is included into the model based on the idea of competing strategies, and the model analyses the influence that this strategy has on the levelling effect of export performance. In order to analyses the variables included in the suggested study model, scales that had previously been presented in the scholarly literature were used. For the purpose of data collection in the survey, either by email or in-person interviews, a questionnaire form will be

employed. The information was collected from Turkish textile manufacturers that sell their products in the garment industry.

METHODOLOGY

Type of research
Descriptive Research is used for the study. Descriptive studies have the primary objectives of describing the results of the research, providing an explanation for the findings, and validating the findings. In this kind of study, there is a heavy emphasis placed on topics that cannot easily be quantified.

Source of Data Collection
Both Primary Data and Secondary Data are used in the analysis of the topic. The primary data is collected via the use of the questionnaire method, and secondary data is obtained by the consultation of various sources, including books, magazines, research papers, and websites.

Sampling Method
The research was conducted using a sample approach known as convenience sampling. The most common kind of non-probability sampling is called convenience sampling, and its purpose is to collect data from people who are easy for the researcher to get in touch with.

Sample Size
The sample size for the study is 100 respondent's who use Levi's Products.

**Statistical Tools and Techniques**
The statistical software package known as SPSS (Statistical Package for the Social Science) is used, within SPSS, the procedures of Chi Square, and Descriptive Analysis were utilized. The study also makes use of a variety of tools, including percentages, pie charts, and bar graphs.

ANALYSIS & INTERPRETATION

1. Promotion of Levi's Advertisements

Particulars	Respondents	Percentage
Like the Products	41	41%
Like the Promotion	56	56%
Not impressive	3	3%

Analysis: The above table shows that 56% of like the promotion of Levi's advertisements, 41% of respondents are like the Products, 3% of people are not like of this Products.
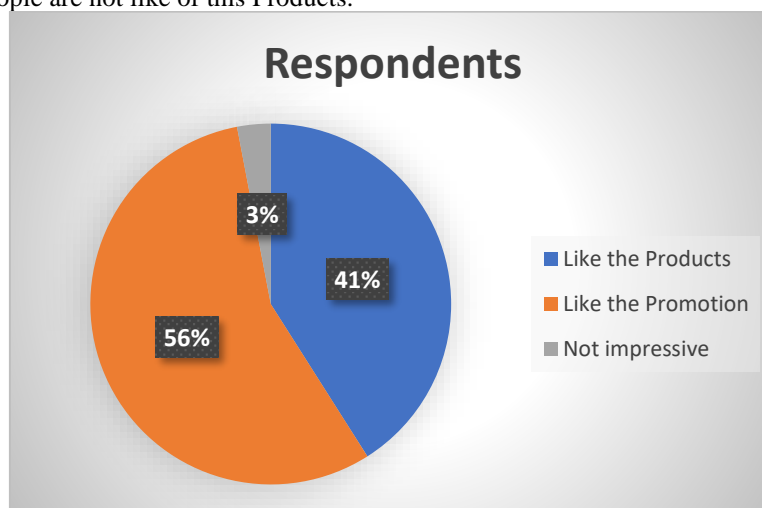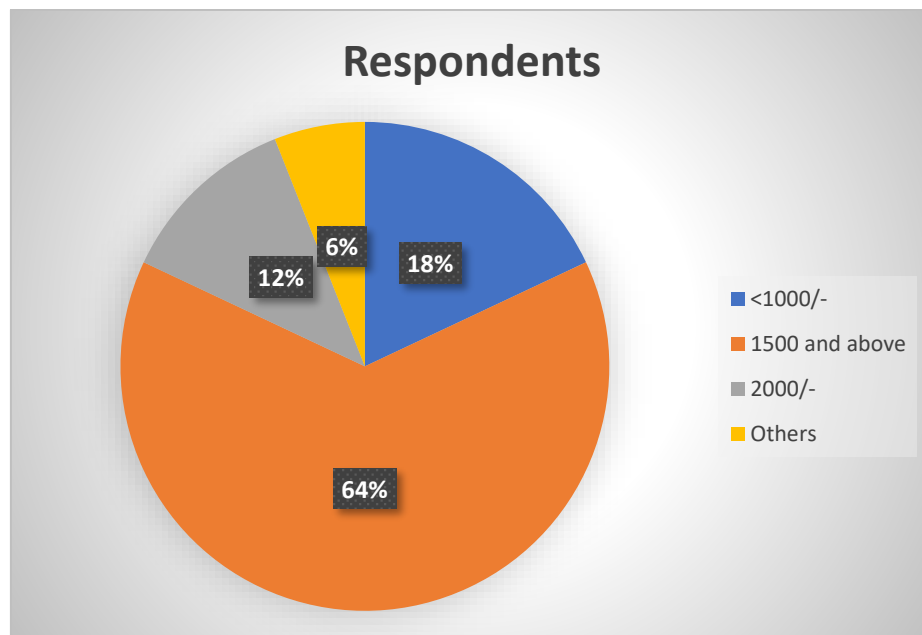

Graph -1

Interpretation: From the above graph It can be interpreted Levi's advertisement of respondents are like a Promotion & like a Products of Brand.

2. Average Price of Levi's Product

Particulars	Respondents	Percentage
<1000/-	18	18%
1500 and above	64	64%
2000/-	12	12%
Others	6	6%

Analysis: The above table shows that 12% are respondents are highly price of 2000/-, 64% of respondents are 1500 and above, some are 18% <1000/- & some are 6% of others brands
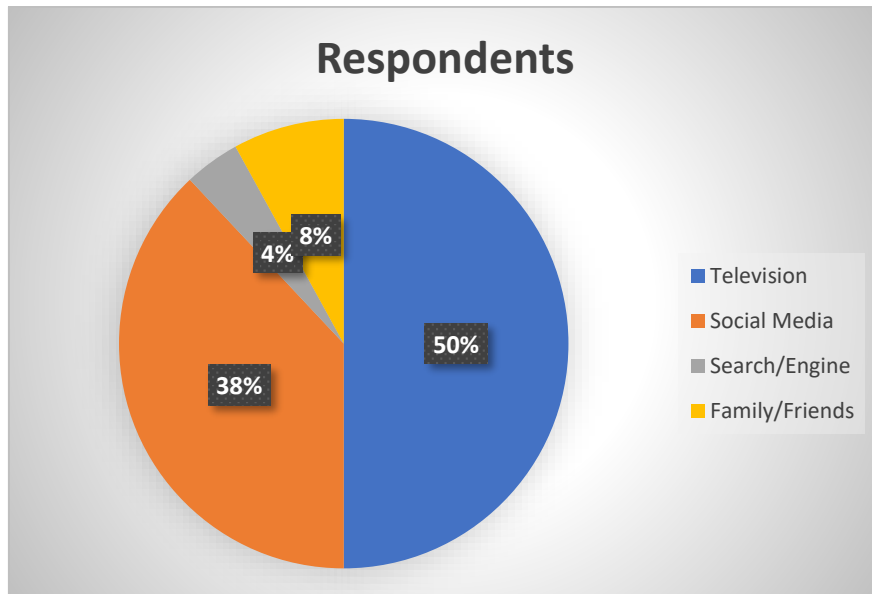

Graph – 2

Interpretation: From the above graph It can be interpreted the majority of the respondents are recommend of Levi's with 1500 and above.

3. Levi's Advertisements

Particulars	Respondents	Percentage
Television	50	50%
Social Media	38	38%
Search/Engine	4	4%
Family/Friends	8	8%

Analysis: The above table shows that 50% respondents are in Television, 38% of social media of Levi's advertisements & 8% are in family/friends, 4% are in search/Engine advertisements.
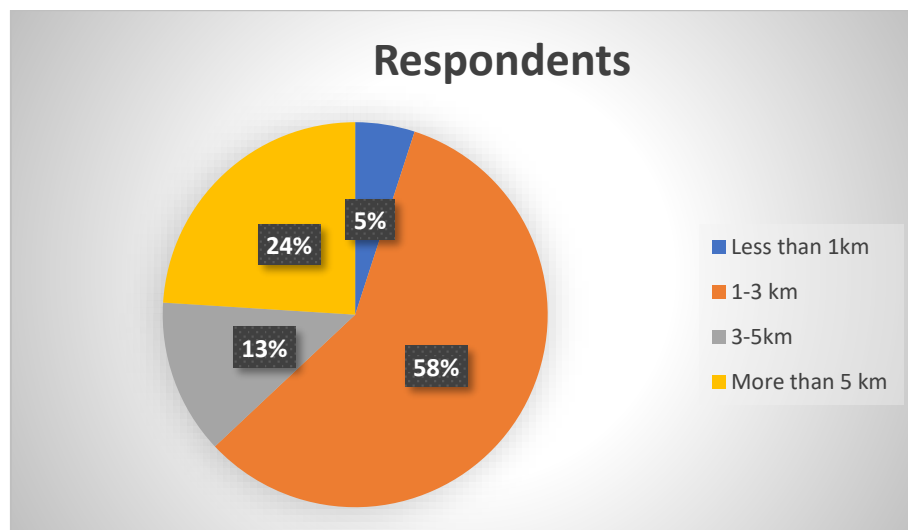

Graph – 3

Interpretation: From the above graph It can be interpreted that the majority of the respondents are in Television advertisements & some respondents are in social media are shown in advertisements.

4. Levi's Nearest Shop.

Particulars	Respondents	Percentage
Less than 1km	5	5%
1-3 km	58	58%
3-5km	13	13%
More than 5 km	24	24%

Analysis: The above table shows that 5% of respondents are less than 1km,58% of the respondents are 1-3 km ,13% of the respondents are 3-5 km lit so far, 24% of respondents are major so far more than 5 km.
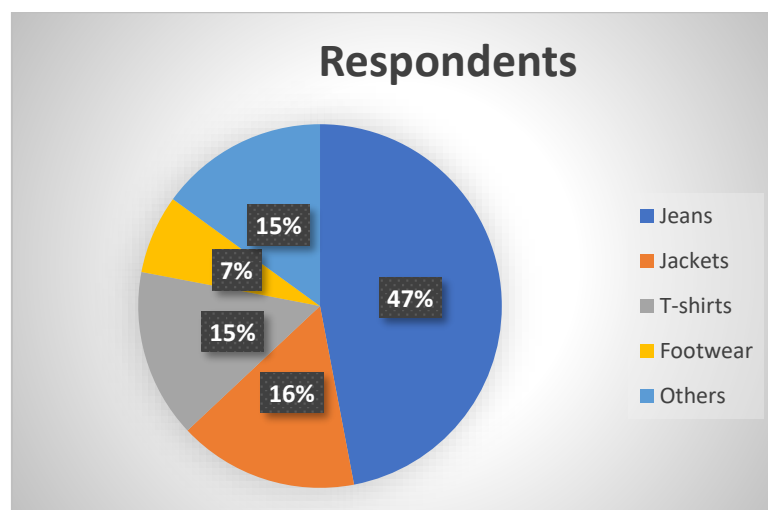

Graph – 4

Interpretation: From the above graph It can be interpreted that majority people are 1-3 km are satisfied from nearest Levi's shop & less than 1km

5. which Products of Levi's have you Used.

Particulars	Respondents	Percentage
Jeans	47	47%
Jackets	16	16%
T-shirts	15	15%
Footwear	7	7%
Others	15	15%

Analysis: The above table shows that, 47% belongs of jeans, 16% of Jackets, 15% of T-shirts, 7% of Footwears of Levi's products & Others 15% of this statement.

Graph – 5

Interpretation: From the above graph It can be interpreted that majority of respondents agreeof Levi's Jeans, majority of respondents Jackets, & T-shirts, some of respondents have others brand of Products.
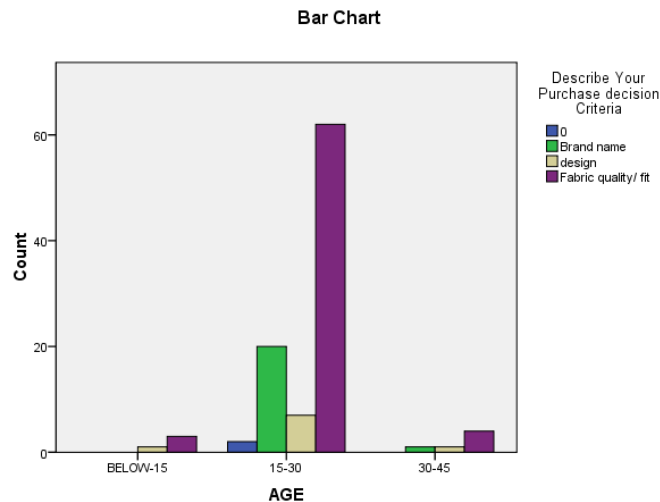
6. Levi's Ads and Customer Thoughts about Ads
H0: There is no significant association between the Levi's ads and customers perception.
H1: There is significant association between the Levi's ads and customers perception.

Correlations

		Where have seen Levi's advertisement	Please describe what your immediate thoughts to this Levi's Advertisements
Where have seen Levi's advertisement	Pearson Correlation	1	.125
	Sig. (2-tailed)		.214
	N	101	101
Please describe what your immediate thoughts to this levi's Advertisements	Pearson Correlation	.125	1
	Sig. (2-tailed)	.214	
	N	101	101

Bar Chart

Interpretation:

P value = 0.125

Pearson product correlation of Levi's add and customer perception was found to be moderately positive statistically significant. Hence H1 was supported, this shows that an Levi's add is positively impacted on customer perception. Hence it is positively correlated

Therefore, Levi's add is having significant relationship between customer perception.

7.   Age and purchase decision making criteria.

H0: There is no significant association between the Age and purchase decision making criteria.

H1: There is significant association between the Age and purchase decision making criteria.

Chi square

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
AGE * Describe Your Purchase Decision Criteria	101	100.0%	0	.0%	101	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	2.910[a]	6	.820
Likelihood Ratio	3.478	6	.747
Linear-by-Linear Association	.097	1	.756
N of Valid Cases	101		

AGE * Describe Your Purchase Decision Criteria Crosstabulation

Count

		Describe Your Purchase Decision Criteria				Total
		0	Brand name	design	Fabric quality/ fit	
AGE	BELOW-15	0	0	1	3	4
	15-30	2	20	7	62	91
	30-45	0	1	1	4	6
Total		2	21	9	69	101

a. 9 cells (75.0%) have expected count less than 5.
The minimum expected count is .08.

Interpretation:
P value = 0.820
Level of significance = 0.05 (5%)
As the level of significance is greater than P value, null hypothesis is accepted and alternate hypothesis is rejected. Therefore, there is no significant association between the Age and purchase decision making criteria.

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
How close is the Nearest Levi's Shop to you	101	0	4	2.53	.944
Will you consider Levi's as a good brand name	101	0	3	1.19	.612
How Comfortable are you with Levi's products?	101	0	4	2.62	1.121
What others brand did you own?	101	0	5	3.15	1.314
DO you like price range of Levi's product	101	1	2	1.23	.421
Please describe what your immediate thoughts to this Levi's Advertisements	101	0	3	1.60	.567
Valid N (listwise)	101				

Interpretation:
Highest Mean is 3.15
Lowest Standard Deviation is 0.421
Highest Mean: others brand is highly influencing the customers.
Lowest Standard Deviation: Liking the price range of Levi's product is slightly influencing the customers.
Conclusion: The Quality of Levi's Products i.e,3.15 (Highest Mean), is highly influencing Marketing strategies. The qualification i.e,0.567(lowest std. deviation), is slightly influencing the Marketing strategies.

FINDINGS

From the above study it is found that majority of respondents are Levi's advertisement of respondents are like a Promotion & like a Products of Brand. It can be interpreted the majority of the respondents are recommend of Levi's with 1500 and above. It is also found out that the majority of the respondents are in Television advertisements & some respondents are in social media are shown in advertisements. that majority people are 1-3 km are satisfied from nearest Levi's shop & less than 1km. It is formed that the majority of respondents agree of Levi's Jeans, majority of respondents Jackets, & T-shirts, some of respondents have others brand of Products.

SUGGESTIONS

The company must focus on fostering positive feeling and judgements to its customers. It is suggested that the company need to focus on more sales of production a Levi's Product. The company must continue with same quality and experience to improve satisfaction level among the users. The company must make use of social media to stay connected & engage with Levi's Products community. The Levi's brand must look out the ways to convert the prospects into the customers.

CONCLUSION

Levi's is able to maintain its record-setting status despite the fact that it is one of the most well-known apparel companies in the whole globe. Some of the most major marketing methods that have delivered fantastic success for the firm are used by the brand, and it follows these strategies. Levi's is renowned for its excellent business plans, which include everything from its goods to its marketing analyses, and these strategies are what have maintained the company at the top for the last 167 years. Levi's marketing methods are well-known and effective, contributing to the company's widespread fame. However, as a result of the increased competition in the market, the business began to lose clients and incurred financial difficulties. In the face of Levi Strauss & Co.'s enormous market dominance, the newer firms were able to acquire specialized market shares.

REFERENCES

[1]. Anderson-Connell, L., Ulrich, P., & Brannon, E. (2004). A consumer-driven model for mass customization in the apparel market. Journal of Fashion Marketing and Management: An International Journal, 6(3), 240-258. Web.
[2]. Cubitt, E. (2004). Levi's to launch girl's website to boost data. Precision Marketing, 16(19), 5-12. Web.
[3]. Thomas, J. (2010). Levi's crafts its image. Marketing, 3(1), 14. Web.
[4]. https://business-essay.com/levis-company-marketing-strategy/