

# **THE RELATION BETWEEN BRAND AWARENESS AND REPEAT PURCHASES**

. SUBMITTED IN THE PARTIAL FULFILLMENT FOR THE DEGREE OF

BACHELOR OF BUSINESS ADMINISTRATION

SUBMITTED BY

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## **CHAPTER-1**

### **INTRODUCTION**

#### **1.1 Introduction**

"Brands take after people. They are thought of, composed and kept up, caused solid and dependable so they to can be enduring mates of the individuals (clients), structure usually obliging and fulfilling relationship with them and become their accomplices until the satisfaction of time. Such brands, make their family (affiliation or corporate) content with them. The best brands are the ones who help in wrapping and continuing with solid enormous pack "parent-brand-individuals" affiliations. These brands structure the potential for present new unexpected new development and future widening. They help the affiliations vanquish tops at the hour of effects and keep above water and swim at times of difficulty."

We run over various brands in our reliably lives. Our morning begins with utilizing a toothpaste (Colgate, Pepsodent or Close-up), utilizing a washing headway (Lux, Fairglow or Cinthol) and compound (Clinic All Clear or Vatika), wearing pieces of clothing ( Allen Solly, Levi's or Raymonds), breakfast bread (Britannia or Modern) and margarine (Amul) or jam (Kissan), lunch and supper (Nature Fresh or Pillsbury flour and Safal vegetables), morning and night tea and espresso (Tetley, Nescafe or Bru), going out in a vehicle (Hyundai Santro, Honda Accord or Mercedes Benz).

Visiting on the PDA (Motorola, Nokia, Siemens or Samsung), sitting before the TV around night time (LG, Sony or Philips) or looking at music (Philips or Apple, and so forth. Notwithstanding, how reliably do we consider what the aggregate of the a connection does to put a positive drawing (battle for a rack space) in the cerebrum of the client?

Today in every helpful sense all the affiliations are concentrating distinctly more on building solid brands. Brand worth and its association has gone to the fore more than ever. A reliably making number of affiliations are sifting through on select solid brands.

This undertaking is thusly a precious dull of the centrality of brands, the stuff to make them, what positive conditions do they oblige various embellishments (getting, wholesalers and clients), by what philosophy may they be utilized, what is the effect of current progression on wandering, paying exceptional brain to the web, checking in mergers and acquisitions, and so on models have been given and cases explored at each fitting point to draw out an application sorted out viewpoint on "building and orchestrating brands".

### **IMPACT OF BRANDING ON CONSUMER BUYING BEHAVIOR-A STUDY IN RELATION TO FASHION INDUSTRY"**

To completely respond to this assessment question, the going with objectives have been set:

- Set a certified and helpful research question so as to accomplish a non-penchant and unequivocal impulse on the truth being proposed;
- Present the key appraisals driving speaking to, its attributes and its utilization in front line instigating attempts by paying special mind to current creation relating to the subject;
- Determine whether a connection between's client characters and saw brand characters is available;
- Determine the effect of stepping on the buyer buy dynamic method

## **CHAPTER 2:**

### **LITERATURE REVIEW**

#### **2.1 Understanding Branding**

##### **BRAND**

"Brand" owes its root to the Norwegian word "brand" which hopes to incapacitate. Ranchers used to put some ID imperfection on the body of the animals to see their ownership. Things are what affiliations make, yet clients purchase brands. In this manner supports depended ensuing to wandering so as to see their commitments from equivalent things and affiliations gave by their enemies. Also, it gives a trademark confirmation the clients that the possibility of a buy will take after prior creation sure about of an equivalent brand.

A brand is a name, term, sign, picture or structure or a mix of one shipper or a party of dealers and to keep them from those of contenders.

##### **Wandering**

Wandering is a framework, a contraption, a strategy and a course.

- Branding is the technique by which an assistance endeavors to aggregate basic part relationship with the clients by learning their necessities and needs so the obligation (brand) could fulfill their common needs.
- Branding can be utilized as a piece structure when the thing can't be feasibly watched like unquestionable highlights (which interminably occurs if there should rise an occasion of different affiliations, durables, and so on.) or in things which are seen as a thing (for example strong, manures, salt, potato chips, and so on.).

- Brand building is a cautious purchaser duty bearing system. The brand proprietor tries to hold clients to its overlay over their enemies by a blend of mechanical get together programming since when a client feels fulfilled he/she build up a sort of obligation regarding the proportionate.

Kotler (1999) develops the chance of character by giving that a brand is fit for introducing to six remarkable degrees of centrality to a focused on swarm. This is known as the "Six Dimensions of The Brand"

<b>Attributes</b>	A brand will communicate specific attributes, such as prestige
<b>Benefits</b>	A brand strengthens a product's attributes by communicating a set of benefits that makes it more attractive
<b>Values</b>	A brand represents a company's core values and belief system
<b>Culture</b>	A brand is representative or target a target audiences socio cultural characteristics
<b>Personality</b>	A Brand can project behavioral personality patterns of targeted consumers
<b>User</b>	The brand, in some cases, can emulate the end user

From the purchasers' perspective, picture names are as major as the thing itself as in they improve the purchasing system, guarantee quality and now and again, structure as a clarification of self-verbalization. In this manner, should a connection report a brand name as just

"just a name"; it would feel the loss of the entire inspiration driving thing checking. The test lies in working up a major system of proposals for the brand. Right when a target superstar zone can imagine the total of the six bits of the brand, it will have set up a strong proclivity inside the purchasers' purchase dynamic system.

### 2.1.1 History of Branding

Brands in the field of progressing, began in the nineteenth century with the closeness of packaged thing. Industrialization moved the headway of various nuclear family things, for instance, substance, from

neighborhood structures to bound together planning plants. These pushed working conditions, making mass-passed on stock, expected to sell their things in a perseveringly wide market, to a customer base grand only with close to things. It rapidly ended up being sure that a standard store of compound experienced issues doing battling with ordinary, close to things. The packaged thing producers expected to convince the market that everybody could place a general level of trust in the non-neighborhood thing.

Various brands of that period, for instance, Uncle Ben's rice and Kellogg's morning dinner grain outfit portrayals of the issue. The creators required their things to appear and feel as clear as the local farmers' produce. Starting there, with the help of publicizing, creators quickly sees how to relate various sorts of brand regards, for instance, centrality, fun or extravagance, with their things. This started the technique we at present know as "meandering".

We will all around consider indicating a front line wonder. Totally, during the late 1990s and the mid 2000s, checking rose as a primary area of highlight for affiliations and their things, yet in like way for zones, schools, other non-advantage affiliations and even individuals. Checking got broad. A fundamental number of us in like manner handle that Proctor and Gamble and other customer thing affiliations began indicating their things vivaciously in the mid-to-late 1800s. Regardless, broadly inside and out all the all the all the all the more overpowering to me is the course far back in time checking goes. For instance, affiliations that sold ensured plans and tobacco began demonstrating their things as surely on time as the mid 1800s. Around an in each reasonable sense shady time, a couple of social referencing and sororities translated their solicitations (really) during beginning relationship as a kind of watching affirmation and holding, a masterminding that has since quite a while prior been viewed as right of portion and as such surrendered.

In any case, that is so far late history - for the most part.

Between the 1600s and 1800s, liable gatherings were meandered (again truly) as a sort of courses of action and seeing check. For instance, in England, they proposed a S on a person's cheek, while in France; they indicated a fleur de lis on the shoulder. As horrible as it may be to us today, slaves were other than meandered everything considered during a relative time undertaking to show ownership.

During the 1200s, England required bread makers, goldsmiths and silversmiths to put their etchings on stock, on a brilliantly genuine level to shield dependable quality in estimation. In the Medieval events, printers in like way used stamps as papered makers (watermarks) and accumulated other express quality affiliations.

In any case, meandering returns fundamentally further. As far back as 1300 BC, potter's etchings were used on stoneware and porcelain in China, Greece, Rome and India. Checking of steers and organized creatures return modestly as 2000 BC. Besides, archeologists have found certification of advancing among Babylonians returning to 3000 BC. Considering, how far back does meandering go? At any rate 5000 years.

What is a huge amount of all the all the additionally confusing to me are ensured about necessities from which checking began: to ensure validness, give quality affirmation, see source or ownership, think about producers strong, pulled back, as a kind of watching declaration and to make red hot holding. Inquisitively, people regard brands for some other same reasons today. Unmistakably, history gives two or three information and perspective on front line checking.

### **2.1.2 Branding in Today's Markets**

A central fundamental of meandering is the help of the buyer choice technique. Considering the multifaceted thought of picking a thing among ceaseless relative obligations, customers will routinely endeavor to improve their choice system by picking brands that have satisfied them early. In that limit, one can expect that staggering past experiences is astoundingly fundamental for buyers right hand tendencies to a brand. One can reason that a central essential of meandering is its ability to wreck the fundamental for a purchaser to peer out information when a need or a need has been seen, at any rate rather, lead him to a brand that has been satisfying beginning at now.

One must find regardless, that standard purchasing of a brand can't generally be associated with past experiences, yet can undeniably be encased by introduced insistences. A client may unequivocally stimulate a brand with no past purchasing experience. This sort of buyer lead relies on progress gave by

direct prologue to publicizing tries, an association's PR endeavors or even a high mix of neighborhood transport in a zone that is in closeness to a client.

To the degree affiliations' viewpoints on checking, it can impact the regular region of their obligations, which finally, will pass on a state of high ground. Division can consider high ground if the cost of separating is on a fundamental level lower than the remuneration earned by the plans. Differential piece of room grants relationship to walk their proposition concerning various foes in an in each ordinary sense scattered business sort out.

### **2.1.3 Importance of Branding**

Standard of checking - A tremendous extent of related things that are made by an association and are sold as a social affair of things under the marquee or flag of a brand have a particular arrangements and a place of respect inside that very market. Demonstrating the thing in that limit, is far of theory for progress of clear mentioning and underwriting in the market. It isn't just a system for getting a trademark and logo, yet it is strategy of making as a general acknowledged name open and field. An out and out evident brand that has become the character of the market itself is the work environment equipment creator 'Xerox'. Ignoring how it is an alliance's name, the introduction of copying is named as 'Xeroxing'.

### **Criticalness of Branding in Business**

From the point of view of a business, the course toward checking joins improvement of a trademark and a staggering name. A picked trademark and a name ensure trademark and uniqueness of a particular thing or get-together of things. The authentic decision of the trademark establishes that any contender can't copy any of the parts and names of the things. Meandering should be sensible for anything that can be progressed in the brilliant moving business division, may it be a show flawlessness, a social occasion of things or an umbrella brand. People can in like manner have an individual brand. The basic supported condition of checking is that it is protected from unlawful activities and simultaneously, it is other than a procedure for working up a sensible reputation in the market.



Surrounding you may see some new thing pass on the name that says 'from the makers of ... brand', well this is another ideal situation of checking. Right when a business who shows the veracity of an enough prominent brand needs to dispatch another brand in the market, they can use the pre-earned unselfishness and reputation for the new dispatch. The bit of room is that, people will to be sure purchase the new things to fix something.

### **Beast of Branding in Marketing**

Showing up on a key level investigations the assessment of centrality for a market and making a response as deftly. In the field of appearing, the brand name believe a to be headway as it requests that the people drive the brand name and its tendencies with no issue. Near that, it additionally gets even despised for the lifting people to pass on understanding information about the brands shared characteristic furthermore what people overall need from the brand having affiliation. Due to a brand unafraid get-together of clients, it in like way gets continually clear for lifting division to asses standard and ensured demand. Close to that, plans, for instance, mind blowing presents and cutoff thinks routinely help the systems as the brand is a monstrous image of the market.

### **Centrality of Branding in Advertising**

Publicizing is routinely seen as a scramble of exhibiting in any case; which translates a particular thing tendencies the supporters to give shocking logos and developments. As a brand name can never be imitated, propelling stars face lesser warmth from unauthenticated plugs, reasonably, their movement creation gets guaranteed. Interfacing that supporters can begin strong and free advancing as by sensibility of the course toward recommending, the purchasers are starting at now particularly mindful of the thing, its character and nature.

To spread it out essentially, the criticalness of meandering can be summed up in catchphrases 'valuable checking is a way of thinking that produces remuneration that can't be counted, it makes a reputation that is felt not seen, and it is a splendid position that one can't show up on a cash related record.

#### **2.1.4 Development of Brand Equity**

The amount of clout controlled by different brands will vary. Some are deeply embedded in global culture and are thus, highly recognizable, whilst other are virtually unknown to consumers. When attempting to place a value on a brand, one refers to “brand equity”. Chay (1991) defines brand equity

as a “set of associations and behaviors on the part of a brand’s customers, channel members, and Parent Corporation that permits the brand to earn greater volume or greater margins than it could without the brand name and that gives the brand a strong, sustainable, and differential advantage over competitors”. This explanation creates a clear link between a product’s values, be it financial or intangible, and a brand name.



Using the cash related perspective, one assessments brand a persuading impact by picking without a doubt the more clients are glad to pay in direct relationship with the brand name. This gives publicizing stars essential information into the money related estimation of the brand. Certainly when structure brand an enabling force starting here of view, one ought to ordinarily consider overhead, for instance, costs of publicizing.

Using the client based perspective cements mulling over how the mien thought of buyers is genuinely affected by the brand name. This perspective works under the probability that the customer has had wide relationship in the thing being proposed.

The idea and improvement of brand see is major as its optimal conditions are wide coming to. One can perceive a gander at brand as an engaging force as a scramble of slack, as it can pass on

pay by techniques for the production of a conspiracy's bit of the general business and the settlement of higher thinking about structures.

### **2.1.5 The Competitive Advantage of Brand Loyalty**

There is a sure connection between's the capable checking of a thing or association, and the marvel of brand commitment in purchaser purchasing plans. In this event, courageous quality is depicted as a "from a general viewpoint held certification to re-buy or re-put down an idea with respect to thing/affiliation industriously later on, thusly causing wealth same-brand or same brand-set purchasing, offering little gratefulness to situational impacts and progressing has a go at having the choice to cause trading conduct".

Brand obligation is a sharp possible delayed consequence of the ability to basically more rapidly satisfy the necessities of a customer that standard contenders do. It in a brief timeframe ends up being certain that a present indicating master's significant objective is to make moderate sorts of courageous quality between an alliance and its customers, instead of focusing just on the individual proposal of things.

Brand Loyalty is the purchaser's able or not recommended decision, went on through objective or direct, to repurchase a brand on and on. It happens considering the way that the purchaser sees that the brand offers the best thing features, picture, or level of central worth at the right expense. Purchaser lead is strong considering how propensities are ensured and standard. In order to make brand consistent quality, showing authorities must stop buyer tendencies, help them with getting new inclinations, and bolster those affinities by helping customers to survey the estimation of their purchase and urge them to continue purchasing those things later on.

The image wrapping an alliance's picture is the head wellspring of its high ground and is as such a goliath clear dealt with position. Interminably, various affiliations are not fit at scattering a strong, clear message that sees their picture from the contenders', regardless outlines that it in a head and positive manner. The test for all brands is to keep up a key decent ways from the gets of depicting a tangled or negative picture, and rather, make a wide brand vision or character that considers a to be as an elective that could be more clear than an enormous level of properties

that can be imitated or beaten. Believe it or not, an affiliation should see its picture to be a thing or association, yet as a general brand picture that portrays a connection's structures for nature. A brand needs more than character; it needs a character. Much indistinct from a person without eye getting properties, a brand with no character can in fact be vindicated right. A strong picture or plan logo can in like manner help with making brand responsibility by making it quickly clear.

## **.2.2 Understanding Consumer Buying Behavior**

### **Definition**

Client lead assembles the mental and gobbling up structure and the specific direct of customers during looking, purchasing and post use of a thing or partnership

Client lead joins assessment of how people buy, what they buy, when they buy and why they buy. It blends the parts from mind get a couple of information about, human science, socio cerebrum science, human examinations and money related issues. It in like manner attempts to review the effect on the client from parties, for instance, family, mates, reference parties and society when everything is said in done.

Buyer lead has two viewpoints: the last purchase progress discernable to any spectator and the picked or short decision system that may tie the exchanging of different complex bits not tending to anyone.

### **2.2.1 Factors Affecting Consumer Buying Behavior**

Buyer buying conduct is impacted by the basic three area:

1. Social Factors
2. Mental Factors
3. Single Factors.

## **1. Social Factors**

Social segments derive powers that others apply and which influence customers' purchase direct. These social regions can join culture and subculture, occupations and family, social class and reference parties.

### **Model:**

By considering Reference accumulating, these can impact/influence the buyer buying conduct. Reference pack prompts a gathering with whom an individual cutoff points herself/himself and how much that individual imagine various properties, viewpoints or direct of get-together people. Reference social affairs can be family, school or school, work gathering, club sponsorship, citizenship, etc.

Reference packs fill in as one of the basic bosses of customer socialization and learning and can be acceptably astounding to affect socially phenomenal buyer direct in like way as socially denied and basic harming conduct. For example, if fresher understudy joins a school/school, he/she will meet different people and structure a get-together, in that pack there can be significant lead degrees of characteristics, for example style of dress, handsets which by a wide edge by a wide edge most by a wide edge of get-together part like or in any case, harming conduct, for instance, mind blowing utilization of alcohol, utilization of risky and addictive charts, etc. Along these lines, as showed up by how an individual references him/her to that particular reference assembling, this will effect and change his/her buying conduct.

## **2. Psychological Factors**

These are inside to an individual and have controls inside that sway her/his purchase direct. The crucial forces mix viewpoints, assertion, learning, air and character.

### **Model:**

Air is an enduring relationship of attracting, vivacious, perceptual and unprecedented structures concerning some piece of our condition. Clients structure outlook towards a brand subject to their evaluations about the brand. For example, buyers of Sony things may have the conviction that the things offered by Sony are mind blowing; this will impact those customers to buy Sony things by tolerability of this point of view towards the brand.

### **3. Personal Factors**

These alliance those points of view that are novel to an individual and effect purchase lead. These areas concrete a region regions, lifestyle, and situational factors.

#### **Model:**

Lifestyle is a marker of how people live and offer subject to their activities, interests, and appraisals. Lifestyle estimation give a reliably wide point of view on people about how they contribute their criticalness the centrality of things in their basic bits and their propensities on wide issues related with life and living and themselves. This is affected by bundle parts and character.

For instance - A CEO or Manager is plainly going to buy reasonably formal articles of clothing, ties and shoes or PDAs and less fulfilling garments like jeans when showed up contrastingly relating to a Mechanic or Civil facilitator. So as appeared by their lifestyle and calling, the buying behavior of people changes from one another.

#### **2.2.2 Consumer Buying Decision Process**

Purchaser buying decision framework is the structures grasped by buyer concerning a potential market trade starting at now, during and after the creation sure about of a thing or association.

**Purchaser dynamic structure all around sets five stages:**

##### **A. Problem Recognition**

Purchase dynamic framework begins when a buyer gets aware of an unsatisfied need or issue. This is the colossal stage in buying decision structure, considering the course that without seeing the need or need, an individual would not plan to buy thing or collusion.

There are a couple of conditions that can cause issue statement, these include:

- Depletion of stock
- Dissatisfaction with things in stock
- Environmental Changes
- Change in Financial Situation
- Marketer Initiated Activities

It's the see an individual sees that she can't make a call from her PDA that is the spot she sees that her phone has been hurt for instance the phone has gear issues and ought to be fixed or buying another piece.

## **B. Information Search**

After the buyer has seen the need, he/she will attempt to find the most ideal approach to manage administer direct oversee settle that need. First he will think how he used to direct such kind of an issue beginning at now, this is called clear enchanting. In like way, a customer will endeavor to deal with the issue by asking a correct hand or goes

to the market to channel for course for which thing will best serve his need, this is called obliged dynamic.

Wellsprings of information include:

- Personal sources
- Commercial Sources
- Public sources
- Personal experience

#### **A. Alternatives Evaluation**

Consumers' evaluates criteria refer to various dimension; features, characteristics and benefits that a consumer desires to solve a certain problem. Product features and its benefit is what influence consumer to prefer that particular product. The consumer will decide which product to buy from a set of alternative products depending on each unique feature that the product offers and the benefit he / she can get out of that feature.

#### **B. Purchase Action**

This stage involves selection of brand and the retail outlet to purchase such a product.

Retail outlet image and its location are important. Consumer usually prefers a nearby retail outlet for minor shopping and they can willingly go to a far away store when they purchase items which are of higher values and which involve higher sensitive purchase decision. After selecting where to buy and what to buy, the consumer completes the final step of transaction by either cash or credit.

#### **C. Post-Purchase Actions**



Consumer favorable post-purchase evaluation leads to satisfaction. Satisfaction with the purchase is basically a function of the initial performance level expectation and perceived performance relative to those expectations. Consumer tends to evaluate their wisdom on the purchase of that particular product. This can result to consumer experiencing post purchase dissatisfaction. If the consumer's perceived performance level is below expectation and fail to meet satisfaction this will eventually cause dissatisfaction, and so the brand and/ or the outlet will not be considered by the consumer in the future purchases. This might cause the consumer to initiate complaint behavior and spread negative word-of-mouth concerning that particular product.

### **Top Brands In India**

#### **PROVOGUE**



The Company was incorporated on November 11, 1997 as Acme Clothing Private Limited. Provogue stands for fashion and not pure apparel; this in itself makes it the leader instantly. Its designs are cutting edge and radical, which epitomizes its mantra “Redefining Fashion”.

The Company launched the fashion brand ‘Provogue’ in March 1998 and within a short span of seven (7) years; it has established a strong brand identity in the minds of the urban consumer. The Company’s philosophy of ‘creating trends’ in fashion, an aggressive marketing strategy, coupled with high profile promotional events and its distribution strategy of retailing through selective stores and malls has resulted in Provogue being now positioned as a leading fashion brand in India.



The Company acquired from Acme Global the entire business of export of textile; textile machinery and textile related chemicals and operates these businesses as its division under the name Acme Global.

- **Louis Philippe**

Louis Philippe's range of superbly crafted garments makes an exclusive fashion statement that is accepted as a status symbol, recognized by its distinctive icon — 'The Upper Crest'.



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- **Van Heusen**

Van Heusen has redefined corporate attire through continuous product innovation and exclusive collections.

**VAN HEUSEN**

- **Allen Solly**

Allen Solly popularized the Friday dressing concept in India. It has won the IFA Images 2001 'Best Brand Award' in the readymade menswear apparel category.

**UNITED COLORS OF BENETTON**



The United Colors of Benetton (UCB) is changing hues in India. Flush with plans of capturing 80,000 sq ft of retail space across the country before the year ends, coupled with a stringent fabrication and merchandising exercise, United Colors of Benetton is aiming to shore up volume and value sales, while also presenting a larger-than-life facet of its retail look.

## **STATEMENT OF THE PROBLEM**

Consumer behavior make changes like yesterday's luxuries are today's necessities. The market survival depends on consumer satisfaction. The satisfaction search for innovation and new technology, which will reduce their work into simple or convenience to their situation. In the entire process of buying consumers are driven by influences such as feelings, motivation, income, lifestyle, opinion, culture, personality etc.

## **CHAPTER- 3**

### **RESEARCH METHODOLOGY**

#### **RESEARCH OBJECTIVE**

- To analyze impact of Brand Image on Consumer buying behavior in clothing sector
- Understanding the concepts of branding and consumer behavior.
- To analyze the branding strategies adopted by some of the companies to woo the consumers into buying their products.

#### **Introduction**

In order to understand the methodology used to compile this Project, this chapter is included in order to clarify how an effective methodological philosophy can contribute the successful production of a unbiased and critically Project, as well as comprehend the process underwent to reach the pertinent conclusion outlined in chapter 5.

This chapter also serves the purpose of justifying and authenticating the research procedures employed in order meet the set objectives and answers the main research question of this Project.

### **1.2 Research Approach**

#### **Primary Data**

- Consumer Survey on the effect of brands on their buying behavior

### **1.2.1 Secondary Data**

- Articles in Newspapers, Magazines and Internet
- Study Reports from Internet
- Desk Research under the guidance of my guide

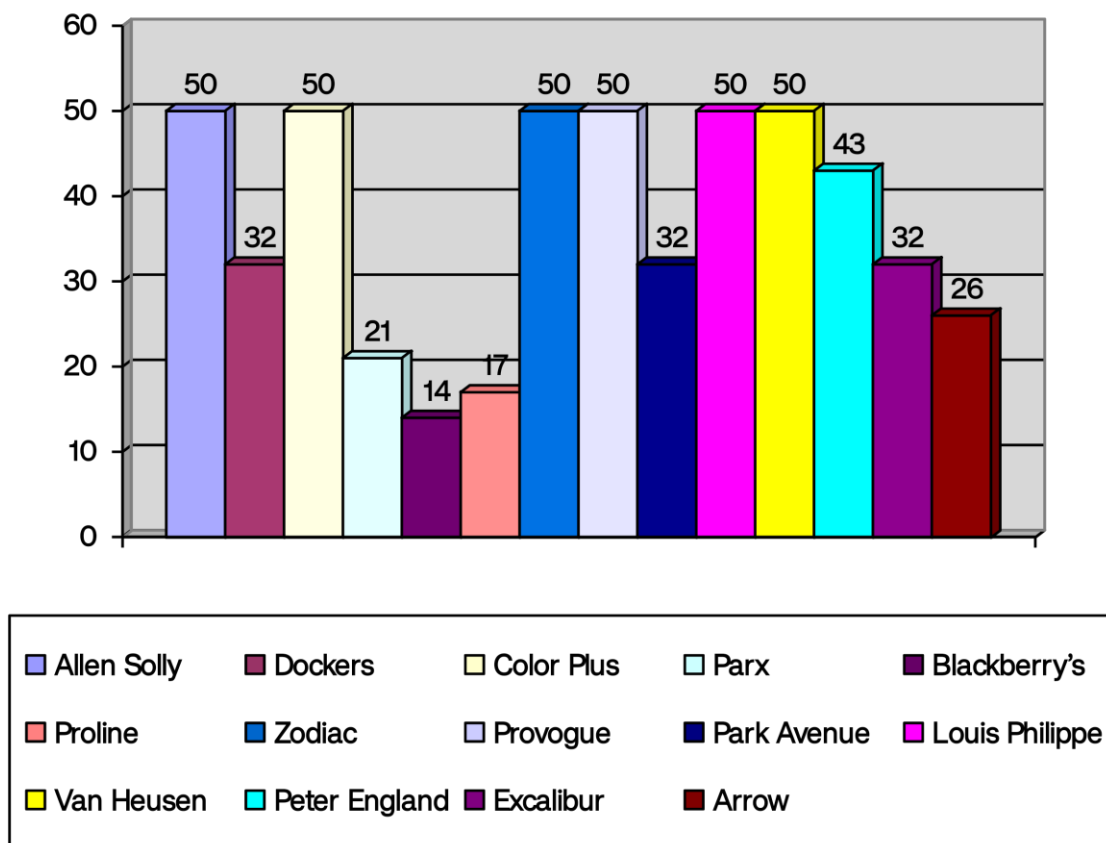
### **1.3 Data Collection Tools**

- Questionnaire Survey
- Books
- Internet

## DATA ANALYSIS AND INTERPRETATION

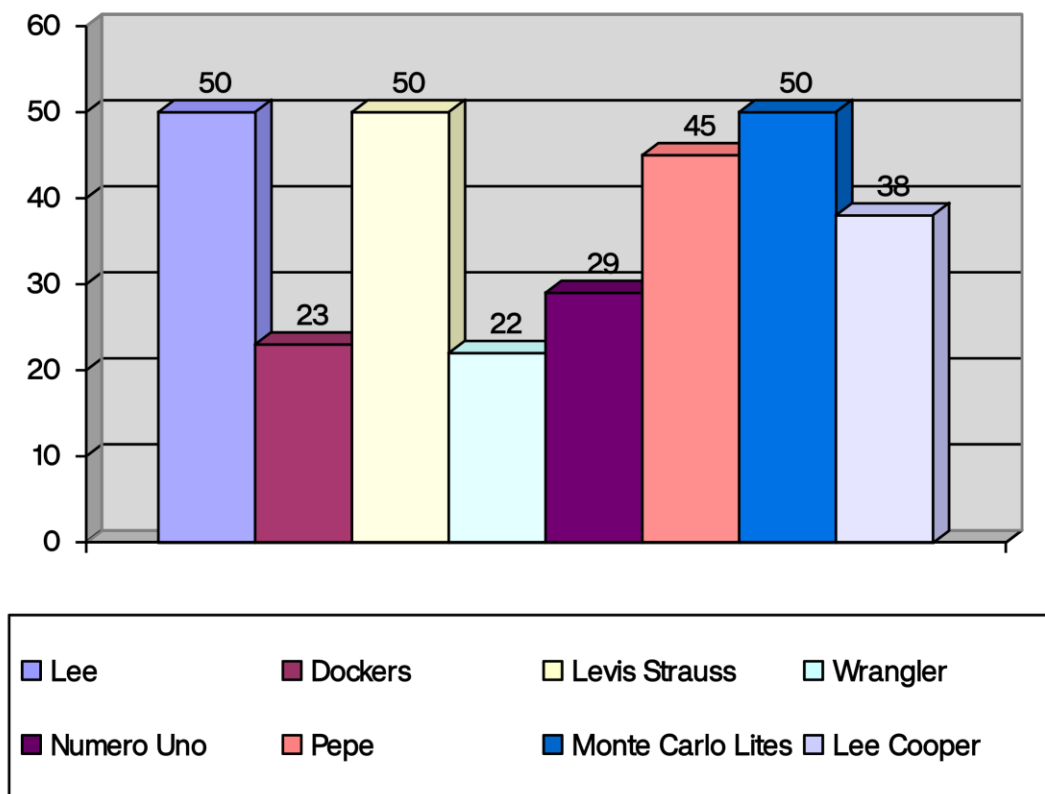
### Primary Research Findings

Which of the following fashion brands are you aware of?



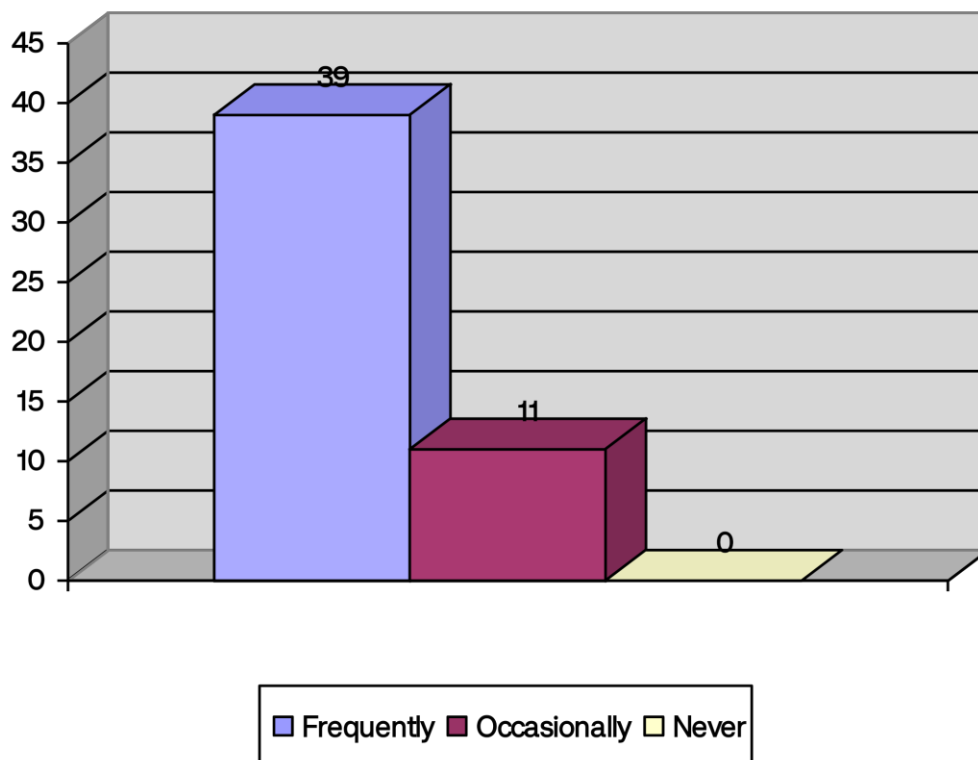
Interpretation :- In the above graph there are lot of bars shown different percentage of fashion brand. Like allen solly , dockers, color plus, parx, blackberry , proline , zodiac, provogue , park avenue, louisphilippe, van heuse, peter England , and arrow.

Which of the following brands of Denim are you aware of?



Interpretation :- In the above graph there are lot of bars shown different percentage of fashion brand. But the brand of denim which we aware are of lee, dockers , levis strauss, wrangles, numero uno , pepe, lee cooper etc.

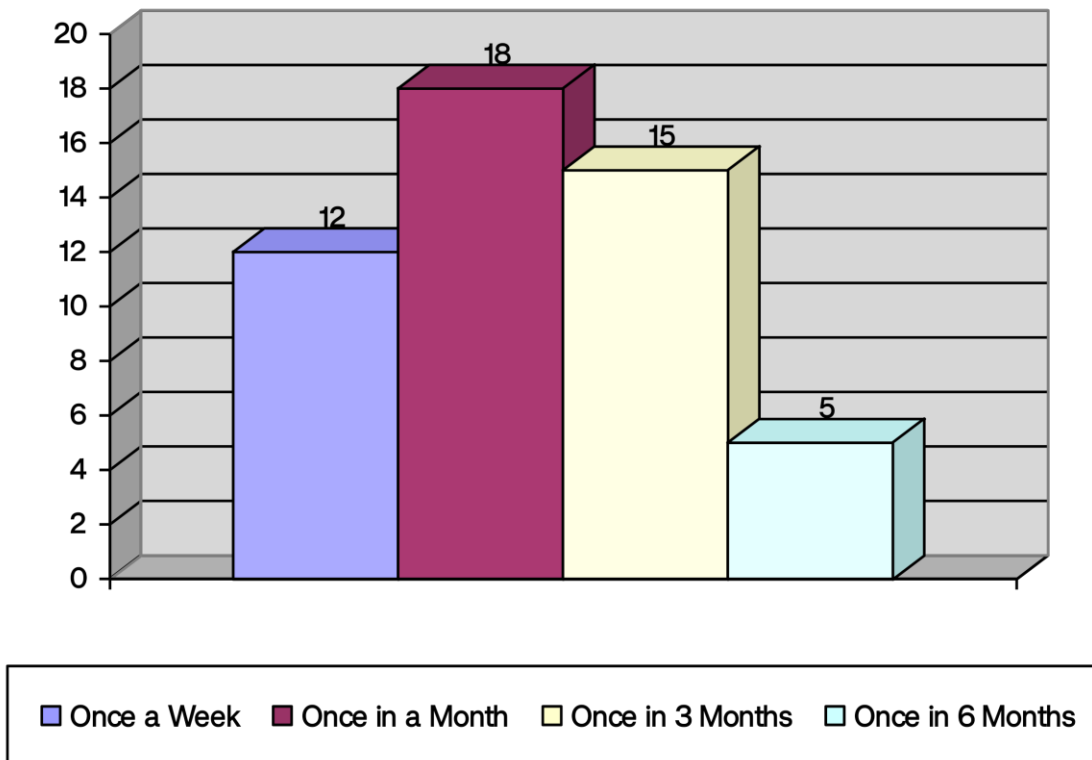
**How often do you change your readymade garments?**



Interpretation :- In the above graph there are lot of bars shown different percentage of fashion brnad. 39% are of frequently change readymade garments, 11% used occasionally.



### How often do you purchase clothes?

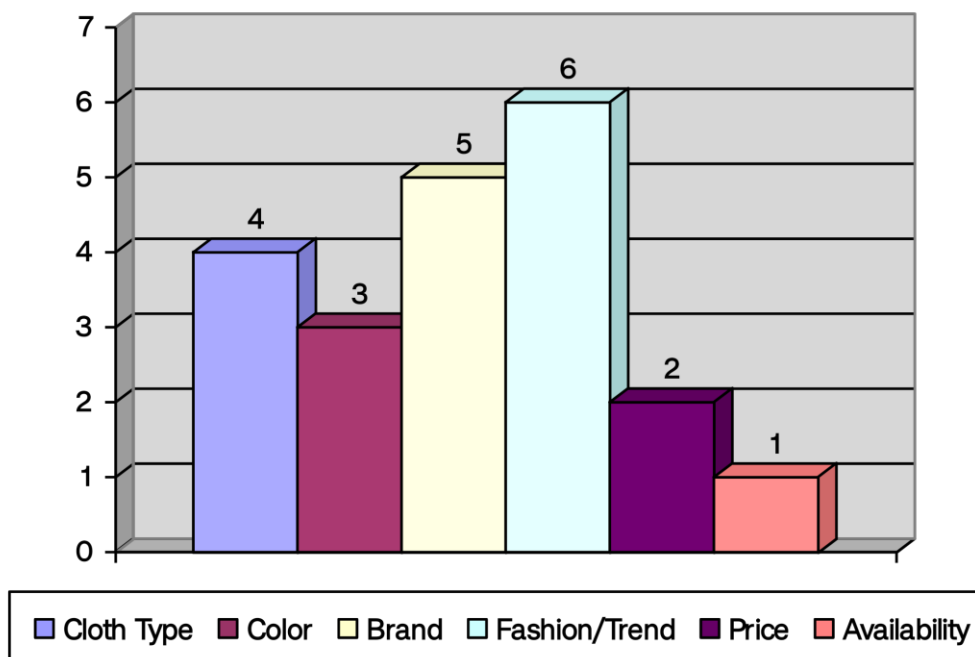


Interpretation :- In the above graph there are lot of bars shown different percentage of fashion brnad. 12% often purchase once a week , 18% are once in a month, 15% are once in six month.

### Factors you consider while purchasing a readymade garments

#### RANK THEM ACCORDING YOUR PRIORITY:

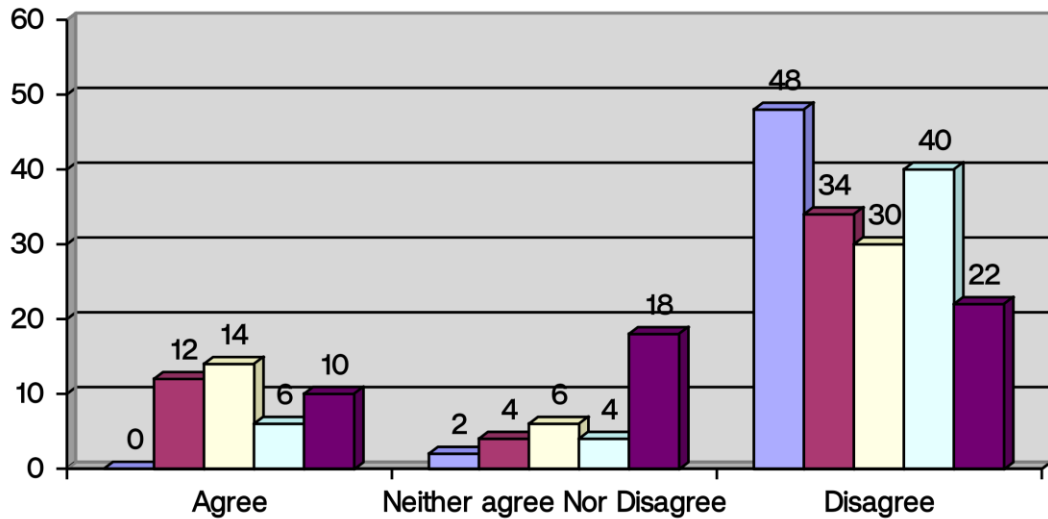
Cloth Type	4
Color	3
Brand	5
Fashion/Trend	6
Price	2
Availability	1



Listed below are statements about shopping behavior for clothes and clothing fashions. Please check one box for each statement to indicate the extent to which you agree or disagree with each statement.

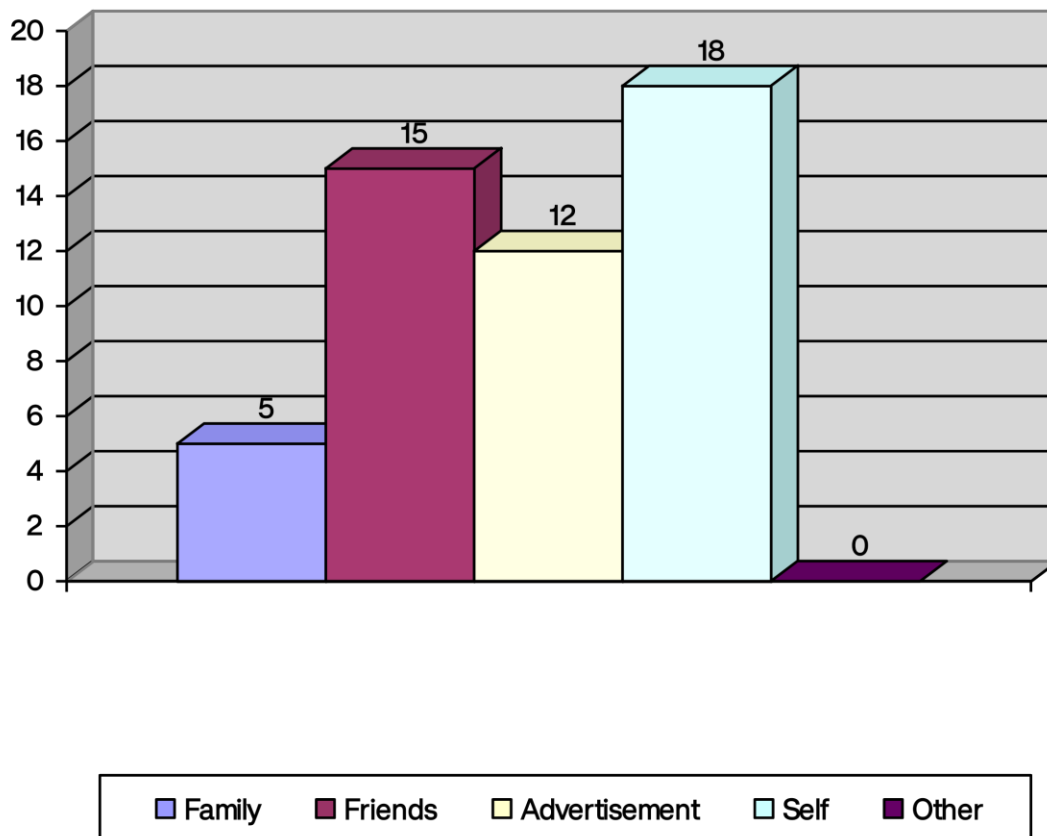
	Agree	Neither agree Nor Disagree	Disagree
I buy clothes I like, regardless of current fashion.	0	2	48
I buy new fashion looks only when they are well accepted.	12	4	34
I am not as concerned about fashion as I am about modest prices and wearability.	14	6	30
I prefer to buy well-known designer labels rather than take a	6	4	40

chance on something new.			
I am confident that I have good taste in clothing.	10	18	22



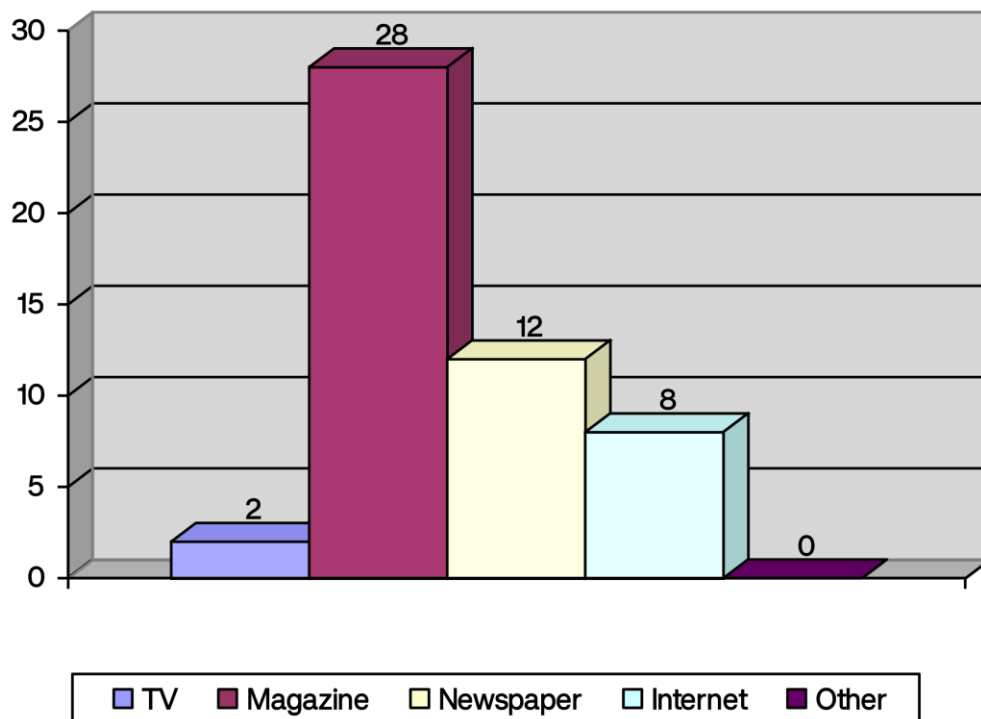
- ☐ I buy clothes I like, regardless of current fashion.
- ☐ I buy new fashion looks only when they are well accepted.
- ☐ I am not as concerned about fashion as I am about modest prices and wearability.
- ☐ I prefer to buy well-known designer labels rather than take a chance on something new.
- ☐ I am confident that I have good taste in clothing.

### Who influence you to purchase the brand?



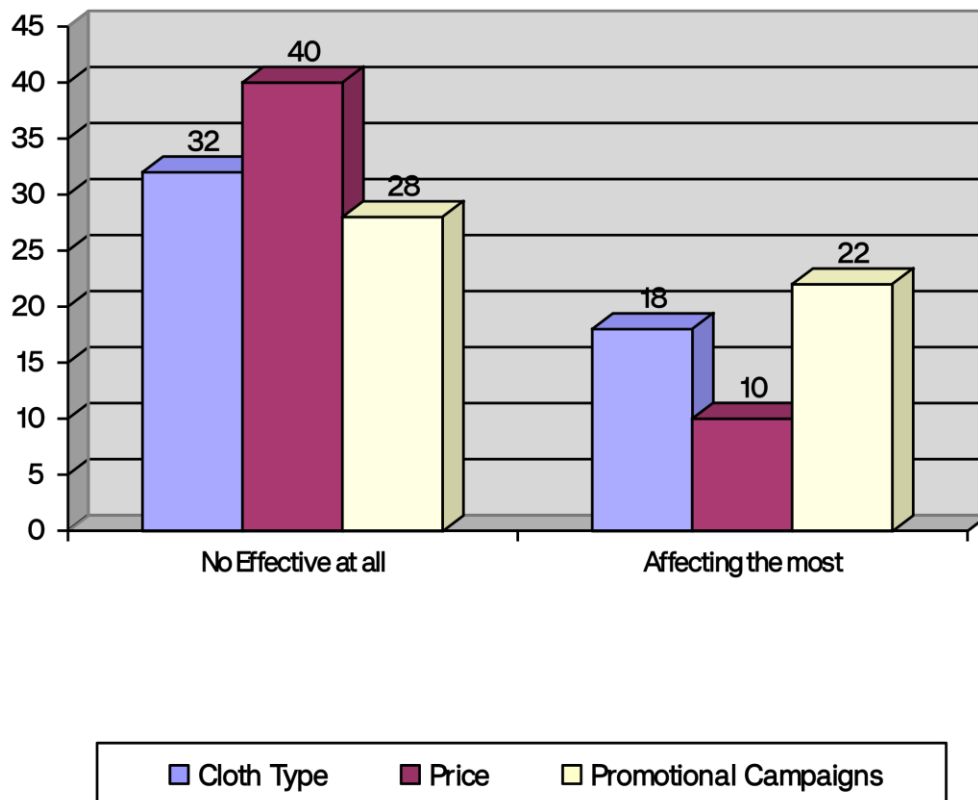
Interpretation :- In the above graph there are lot of bars shown different percentage of fashion brnad. 5% are family member who influence to purchase the brad, 15% are friends, 12% are of advertisement and 18% are of self.

In which media you have seen the advertisement of these brands?



Interpretation :- In the above graph there are lot of bars shown different percentage of fashion brand. 2% are from the TV medium I have seen the advertisement of these brand, 28% are of magazine, and 12% are of newspaper , and 8% are of others.

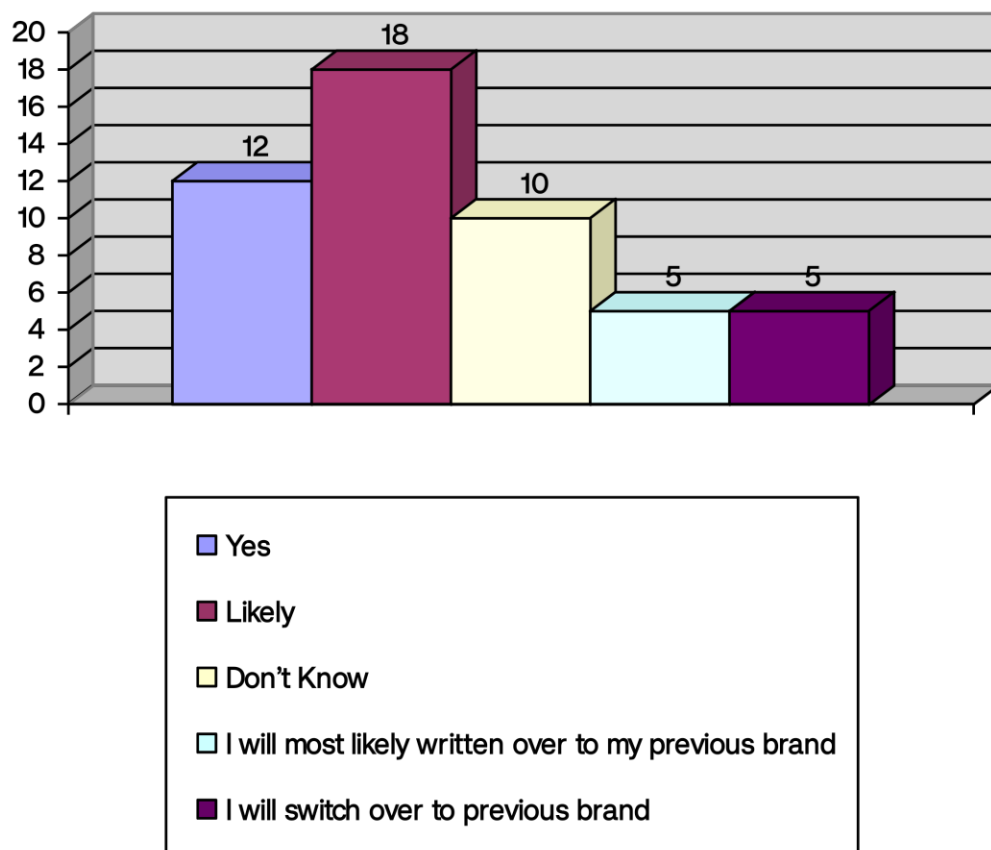
Which of the following would affect you choice of readymade garments?



Interpretation :- In the above graph there are lot of bars shown different percentage of fashion brnad. 32% are of affect you choice of ready made garments, 40% are of not effective at all , and 18% are of affecting the most.



**When you buy a readymade garment during a promotional campaign, will you by the product after the campaign?**



Interpretation :- In the above graph there are lot of bars shown different percentage of fashion brnad.12 % are of buy a readymade garment during a promotion campaign , 18% are of likely , 10% donot know , 5% are I will most likely written over my previous , and 5% will switch over to previous brand .

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## **FINDINGS & ANALYSIS**

### **4.1 Secondary Research Findings**

Consumer Behavior is the study of the processes involved when individuals or groups select, purchase, use, or dispose of products, services, ideas, or experiences to satisfy needs and desires. Consumers take many forms, ranging from an eight-year-old child begging her mother for Pokemon shoes to an executive in a large corporation deciding on a multimillion-dollar computer system. The items that are consumed can include anything: Gucci handbags, a massage, democracy, rap music, or hoopster rebel Dennis Rodman. Needs and desires to be satisfied range from hunger and thirst to love, status, or even spiritual fulfillment. Consumer behavior is the study of the processes involved when individuals or groups select, purchase, use, or dispose of products, services, ideas, or experiences to satisfy needs and desires.

- A consumer may purchase, use, and / or dispose of a product, but these functions may be performed by different people. In addition, consumers may be thought of as role players who need different products to help them play their various parts.
- Fashion terminology is often used by consumers in overlapping ways. A style of apparel is defined by distinctive attributes that distinguish it from others in its category, such as different types of skirts; a fashion is a style that has been accepted by many people; high fashion consists of new, expensive styles offered by upper-end designer. A trend is a general direction that may lead to a fashion. Merchandise classifications include designer, bridge, better, moderate, and budget prices.
- Fashions tend to follow cycles. The two extremes of fashion adoption known as collective selection. Perspectives on motivations for adopting new styles include psychological, economic, and sociological models of fashion.

- Marketing activities exert an enormous impact on individuals. Consumer behavior is relevant to our understanding of the dynamics of popular culture.
- The Internet is transforming the way consumers interact with companies and with each other. Online commerce allows us to locate obscure product from around the world, and consumption communities provide forums for people to share opinions and product recommendations. The benefits are accompanied by potential problems, including the loss of privacy.
- The field of consumer behavior is interdisciplinary; it is composed of researchers from many different fields who share an interest in how people interact with the marketplace. These disciplines can be categorized by the degree to which their focus is micro (the individual consumer) versus macro (the consumer as a member of a group or of the larger society).
- There are many perspectives on consumer behavior, but research orientations can roughly be divided into two approaches. The positivist perspective emphasizes the objectivity of science and the consumer as a rational decision maker. The interpretive perspective, in contrast, stresses the subjective meaning of the consumer's individual experience and the idea that any behavior is subject to multiple interpretations rather than to one single explanation.

#### **4.1.1 Current Customer Trends**

##### Male Shopping Habits

- Men are creatures of habit and find comfort in what is familiar to them – less risk in purchases.
- Research shows that nearly 75 per cent of male shoppers buy clothing at the exact same stores they went to three years back.
- Men are not as adventurous in fashion as women and changes to wardrobe are far less common.
- Male shoppers demand much more customer service.
- Men tend to stay with a brand or a style and stick with it for several years – less likely to change.
- Male consumer loyalty makes it harder for new businesses or brands to attract new customers.
- Retail stores must create some kind of compelling reason for the male shopper to switch.
- Male oriented activities like putting greens in the sports department, computer games, celebrity endorsements, all help men try a new store.

Marketer's and brand retailer's need to capitalize on this consumer trend. It's no longer just the metrosexual or uber-sexual man. It's the future consumer and the buyer. In the past men were ignored as mere buyers for their female counterparts. But as the market evolves they will be the biggest buyers for themselves. Brands need to focus on this consumer as he will be the next big thing – The Man.

##### Teenage Power

- Teenage consumers influence the purchase patterns of many different age groups.
- They are the offspring of the baby boomers and represent over 14 per cent of the total population.
- Typical teenager's room now includes a TV, a stereo, a DVD player, a computer and perhaps even a microwave oven.

- Each room is a highly personalized environment that can be custom tailored and personalized as a centre for entertainment.
- 42 per cent of all Indian teenagers, 18 and over, have their own credit card and increasing – another 14 per cent to have access to the credit cards.

Fashion brands need to pay more attention to this consumer segment as they are the future of the marketplace. Increased income levels and exposure to television makes them the consumer with the buying power, especially with the phenomenal growth in the BPO sector where dress codes are essential and thus increasing the opportunities for brands to market themselves and sell to this segment.

### **Buying Experiences**

- Popularity of reality television speaks volumes about the heart beat of the consumer.
- Insecurity and a shyness and a new perspective about the outside world cause people to enjoy vicarious adventures enacted by ordinary souls.
- Family values become more important.
- Historical movies that present plot lines about overcoming danger and winning against greater odds connect us to our past.
- Women are being drawn to plots with warm and fuzzy endings – men to macho excitement.
- People are watching more newscasts and making a bigger effort to understand current events.
- Marketers and businesses alike need to focus on these consumer trends and make a detailed outline as to how they need to innovate to cater to the masses and not just a niche crowd as that's where the major business lies and the brand image gets identity in the marketplace.
- Innovation, promotion and marketing a brand is essential, but only after one understands the psychology of the marketplace and develops products that match it.

### **Limitations of the Project**

- This project is limited due to time constraint as it involves a lot of complex variables which require a detailed study over a period of time.
- The project did not cover the effect of branding on a very large scale. Only a small population was studied, which may not be enough to show correct picture.
- The consumers were very reluctant to answer the question and the response may be biased.

## **CONCLUSIONS**

### **5.1 Conclusions**

Readymade garment is really becoming big business. The domestic market too presents immense opportunities with consumer spending on the rise and organized retailing growing. But should a garment player go global or sell at home?

Some players such as Raymond and Zodiac Clothing have chosen to be aggressive in both markets. Even as they plan to improve their retail presence over the next three years, both are expanding their manufacturing facilities in Bangalore to cater to the expected rise in international demand.

Interestingly, major export players such as Ambattur Clothing (Color Plus) and Acme Clothing (Provogue) have, in the past, placed their bet on the domestic market.

These companies quickly managed to give bigger players a run for their money. But, as Color Plus discovered, further growth could come only from a wider distribution network, which needs deep pockets. Raymond stepped in and acquired the brand.

Operating in the domestic market poses an entirely different set of challenges from that of the export market. It requires more than manufacturing expertise and a heightened fashion-consciousness.

Established names, however, do not have it easy either. The entry of international brands such as Tommy Hilfiger into the Indian market is likely to be followed by more players.

Competition is likely to hot up and keep domestic players on their toes. The retail landscape is changing, and the traditional distribution strategy of apparel players is in for an overhaul. Figuring out which price point to operate in is yet another challenge for an apparel maker. Challenging, but interesting, times are ahead for the readymade garment industry.

Apparel retailers, with little retail expertise, had to build their own network, at considerable expense. The rapid growth in recent years of various retail formats, such as departmental stores and malls, has given a fillip to the industry.



A boost to the industry would come from allowing foreign direct investment in retailing, which would increase space considerably and also bring international practices to India. This may also encourage newer entrants, once the distribution costs decline.

Private labels tend to do well during recessions. Retailers enjoy better margins on their own labels, and are also able to price them lower.

Players such as Madura Garments, which have a presence in the segment through Allen Solly, believe that once women try out private labels and get more accustomed to Western wear, they are likely to upgrade to a more expensive brand.

But players may still find it tough to cater to this market. They would have to move towards a low-margin, volume-driven business. This would also need a far larger distribution network than what exists today.

Few retail formats in India operate on a truly large scale. Giants such as Wal-Mart and Carrefour, which have the ability to drive volumes, are what the industry would need.

## **SUGGESTION**

**1. Rural market.** Knowing the huge size of rural population of India it is natural that the rural market is attractive to marketers. Company should study purchasing power, life styles, buying habits, optimal usage level. Brooke Bond for instance could capture the crux of the challenge when they started marketing Re 1 tea packets.

**2. Understanding role of children.** Marketers should study the role of children in buying decision – as influencers and decision makers. However, the challenge remain how does one communicate with children? Advertising recalls being more in the case of children-one way is clear but with every one trying to apply the same technique, marketers will be gradually disillusioned with the method. Possible ways of circumventing this problem may be to market the product through schools or to use the imitative tendencies of children by influencing their peers.

**3. Distribution.** Distribution cost are an increasing component of marketing cost marketers will have to find ways through which one can achieve efficient as well as economic distribution. One solution is joint distribution or by adopting direct marketing.

**2. Packaging.** With self-shopping gaining grounds and shelf space getting limited, packaging becomes an important factor that marketers have to be concern about. Companies should identify the requirements and pack commodities according to demand.

**3. Customer service challenge.** In an increasingly competitive market, retention of a customer is possible only through better service. Marketers will require devoting to more efforts to understand the customer view of quality and convenience. Marketers should do regular research to find this fact.

4. **Adaptation to newer environment.** As government withdraw entry barriers and relax restriction on merger or takeover many companies should install superior technology and resort to merger – acquisition route to make their unit more efficient.
5. **Creativity and innovation in overall marketing programmes.** Marketers have to develop organizational structure style and functioning, which enable them to act fast and bring in innovations in their marketing programmes.

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## BRANDING & READYMADE GARMENTS

### QUESTIONNAIRE

#### OTHER INFORMATION:

Age:

Marital status: ☐ Single ☐ Married

Occupation: (tick one)

☐ Businessman ☐ Executive ☐ Government Service ☐ Academics

☐ House-Wife ☐ Self-employed ☐ Student

☐ Others \_\_\_\_\_ (Please Specify)

Monthly Household Income:

☐ <10000 ☐ 10000-15000 ☐ 15000-20000 ☐ >20000

1. Which of the following fashion brands are you aware of?

☐ Levi's ☐ Dockers ☐ Color Plus

☐ Parx ☐ Blackberry's ☐ Zodiac

☐ Provogue ☐ Park Avenue ☐ Louis philippe

☐ Van Heusen ☐ Peter England ☐ Excalibur

☐ Arrow ☐ Others(please specify)

2. Which of the following brands of Denim are you aware of?

- ☐ Lee                      ☐ Black                      ☐ Levis Strauss
- ☐ Wrangler              ☐ Numero Uno              ☐ Pepe
- ☐ Monte Carlo Lites ☐ Lee Cooper              ☐ Others (please specify)

3. How often do you change your readymade garments?

- ☐ Frequently              ☐ Occasionally
- ☐ Never

4. How often do you purchase clothes?

- ☐ Once a week                      ☐ Once in a month
- ☐ Once in 3 months              ☐ Once in 6 months

5. Factors you consider while purchasing a readymade garments?

RANK THEM ACCORDING YOUR PRIORITY:

- ☐ Cloth type                      ☐ Color                      ☐ Brand
- ☐ Fashion/Trend              ☐ Price                      ☐ Availability

6. Listed below are statements about shopping behavior for clothes and clothing fashions. Please check one box for each statement to indicate the extent to which you agree or disagree with each statement.

	Agree	Neither Agree Nor Disagree	Disagree
I buy clothes I like, regardless of current fashion.			
I buy new fashion looks only when they are well accepted.			
I am not as concerned about fashion as I am about modest prices and wearability.			
I prefer to buy well-known designer labels rather than take a chance on something new.			
I am confident that I have good taste in clothing.			

7. Who influence you to purchase the brand?

☐ Family

☐ Friends

☐ Advertisement

☐ Self

☐ Other

8. In which media you have seen the advertisement of these brands

☐ TV

☐ Magazine

☐ Newspaper

☐ Internet

☐ Other

9. Which of the following would affect you choice of readymade garments?

	No effective at all	Affecting the most
Cloth Type		
Price		
Promotional campaigns		

10. When you buy a readymade garment during a promotional campaign, will you by the product after the campaign?

Yes ☐

Likely ☐

Don't Know ☐

I will most likely written over to my previous brand ☐

I will switch over to previous brand ☐

11. Which media do you prefer more for fashion ads (in order of your preference)?

☐ TV ☐ Magazines

☐ Newspaper / pamphlets ☐ Radio Hoardings / bill boards

☐ Any other (specify)

12. If TV, is it because

☐ It is an audio - visual medium ☐ Entertainment value



☐ Overall presentation

13. If magazine, is it because of

☐ It is a good source of latest trends ☐ Overall presentation

☐ Longevity of message ☐ Any other (specify)

14. If Newspaper / pamphlets, if it because of

☐ Inexpensive source of Information ☐ Mass coverage

☐ Available in many languages ☐ Any other (specify)

15. If Radio, Is it because

☐ Audio medium ☐ Entertainment value

☐ Medium for travellers and car riders ☐ Any other (specify)

16. If Hoardings, is it because

☐ It is an attention gaining medium ☐ Conveys direct message

☐ Colorful and attractive ☐ Any other (specify)