Chapter 1:

INTRODUCTION

Globalization has been the harbinger of receding trade barriers between nations. Countries that were traditionally closed to the world are opening, emerging, and asserting their competitiveness. These emerging nations, especially China and India, are oozing with opportunities due to the profitable market size and growth prospects (Kearney, 2010). In response, a growing number of foreign retailers are entering and learning to operate in these geographically and culturally distant markets. Although globalization has delivered convergence of technology, media, and income, consumer behavior in these markets cannot be conceded homogenous due to the significant differences in national culture (Mooij & Hofstede, 2002). At a macroscopic level, some convergence exists in consumer demands of quality and value, but the taste of consumers from different cultures still remains heterogeneous (Ger & Belk, 1996; Mooij & Hofstede, 2002). In order to succeed, foreign retailers entering into emerging countries have to learn to adapt to the tastes and preferences of the local consumers.

Extensive research has been done to examine the attitudes and preferences of the consumer of the developed countries. However, very little academic attention has been paid to the consumer of the emerging countries such as India (Kumar, Lee, & Kim, 2009). Moreover, although several recent studies have examined consumer attitudes towards foreign brands in China, research about Indian consumers is scant with only a few exceptions (e.g., Batra & Niehm, 2009; Kumar, Garg, & Rahman, 2010; Kumar et al., 2009). India is the second largest untapped retail market after China, and it has been ranked within the top five countries in terms of retail development (Kearney, 2010), warranting more research on consumers and the retail industry in this country.

The Indian retail market was traditionally closed, and foreign brands and retailers were kept out of the market due to the government’s stringent investment regulations (Fernandes et al., 2000; Mann & Byun, 2011a). As a result, only a limited number of Western brands (brands originating from Western Countries such as the U.S., and examples include Levis and Nike) were available in the Indian market, and the market was dominated by small independent owner-operated stores, also referred to as mom and pop stores or unorganized retailers, mainly selling local brands (Mann & Byun,
2011b). However, in 2006, the Indian government introduced a relaxed version of foreign direct investment (FDI) policies, leading an increasing number of Western brands to enter and expand in India. As a result, Western retail formats, which refer to the retail formats that are common in Western countries such as department stores, shopping malls, and (single-brand or multiple-brand) specialty stores, are becoming more available in India (Ghosh, Tripathi, & Kumar, 2010). Therefore, Indian consumers are now being exposed to an increasing number of Western brands and Western retail formats.

As the world is turning into a Global Village and new products from abroad are finding their way into the country, the trend of consumption by our native people is slowly changing. They are becoming more prone to buying International brands than the local ones since the influence by the western world is getting stronger day by day. The globalization of markets has created complex and intertwined sourcing and marketing strategies. If any bias resulting from these strategies is present in the buying decision, then manufacturers, exporters, importers, distributors, and other channel intermediaries must pay close attention to how this affects their businesses and use proper strategies to respond to this phenomenon (Saeed Samiee, 1994)

The concept called globalization has leaded various firms to operate on a global level which has brought changes in consumer buying behavior and his knowledge. Consumers are now more aware of other cultures, lifestyles and brands due to international travel and satellite television. It has now been observed that consumers buy foreign brands more frequently than the local ones. They feel proud in purchasing imported goods which has increased the power of global brands.

It is a general perception that consumers consider only “made in...” factor while purchasing a foreign brand. But the fact is that there are various other factors involved in the process of product evaluations.

Studies show that consumers of developing countries prefer foreign brands, especially from the west, for reasons not only of perceived quality but also of social status. Thus a brand’s country of origin serves as a “quality halo” or summary of product quality (cf. Han, 1989), and people buy such brands for status-enhancing reasons. Quality is
conceptualized in terms of the “superiority” or “excellence” of a product’s performance (Zeithmal, 1988).

Demographics (income, education, occupation and family background) also determine the consumer’s lifestyle and purchase pattern. Magnar and Hulpke (1990) found that demographics substantially determine the exposure to, and thus the purchase of expensive foreign goods.

In developing countries like Pakistan, social classes also show noticeable brand preference. It has been observed that the elite class and the upper-middle class go towards expensive foreign brands more frequently to make a prominent position in the society, as ours is a status conscious society. Lower classes on the other hand, take the international brands as a luxury.

The objective of this study is therefore to examine some of the influences such as consumer ethnocentrism, the role of social influences like advertising, celebrity endorsements, peer groups and family in affecting consumer’s perception and evaluations of these brands.

Both primary and secondary sources will be used for data collection such as questionnaires, internet search, news paper and magazine articles. This research will be conducted in the twin cities of Rawalpindi and Islamabad.

Furthermore, due to the booming economy and rising disposable incomes in India, young urban consumers are emerging as a potential market segment with a greater propensity of experimenting with Western brands and Western retail formats (Mann & Byun, 2011a). For the growth and profitably of Western retailers courting the Indian market, a deep understanding of Indian consumers is vital due to changing cultural values and consumer preferences, especially among young urban consumers (Bharadwaj, Swaroop, &Vittal, 2005).

Additionally, given that Indian culture has been known to value conformity (Rahman & Bhattacharyya, 2003), subjective norm, defined as an individual’s motivation to abide by important other’s expectations (Azjen, 1991), can also be a critical factor forming young Indian consumers’ purchase intention towards Western brands at Western retail formats. Furthermore, growing but still limited availability of Western brands and Western retail formats and their perceived expensiveness (Kinra, 2006; Maxwell, 2001) may determine an Indian consumer’s perceived behavioral control, an
individual’s perception of the ease with which a behavior of interest can be performed (Azjen, 1991), regarding purchasing Western brands at Western retail formats. Therefore, as described by Theory of Planned Behavior (TPB), subjective norm and perceived behavioral control were examined as antecedents of young Indian consumers’

The relationship between consumers’ decision-making styles and their choice between domestic and imported brand clothing is investigated using a sample of Indian consumers. The objective of this paper is to gauge the factors affecting purchase decision taking gender perspective as base. Empirical findings are calculated using survey technique and chi square test with a sample of 320 participants in Delhi and NCR.

The objective of this research is to analyze the significance of demographic profile of consumers affecting the purchase decision of branded garments and to observe from gender perspective the consumer awareness about different apparel brands available in the Indian market and also to find out whether there is a significant difference in total expenditure on branded apparels done by males vis-à-vis females. The results exhibit no significant differences in the brand awareness, shopping frequency and shopping expenditure between males and females.

Brand awareness is a factor contributing to brand equity. It is the ability of a potential buyer to recognize or recall that a brand is a part of a product category.

In other words the customer should be able to identify a firm’s product in the retail stores or to be able to recall its brand whenever he or she thinks of the product class.
The Brand awareness Pyramid

Brand awareness has to be thought of as “a continuous range from an uncertain feeling that a brand is recognized to a belief that it is the only one in the product class.

Researcher will study on various aspects specially related to brand management

1. Brand building: - There are seven factors who built a brand, Quality, Positioning, Repositioning, Usual balanced communication, Credibility, Long term perspective, internal market.

2. Branding strategies: - A Brand is a promise to consumers that they can rely onto guide their choices.
(a) The product brand.
(b) The Line brand.
(c) The Range brand.
(d) The Umbrella brand.
(e) The Source brand.
(f) The endorsing brand.

3. Brand extensions:- It refers to the use of a successful brand name to launch a new or modified product in a new market. Its of two types:- (a) Extension into related categories.
(b) Extension into unrelated activities.

4. Brand positioning :- The act of designing the company’s offer and image so that it occupies a distinct and valued place in the target customer’s mind’s.

5. Brand identity :- The total proposition that a company makes to consumers, the promise it makes.

6. Brand valuation :- The process of estimating the total financial value of the brand.

7. Brand loyalty :- Consumers commitment to repurchase the brand and can be demonstrated by repeated buying of a product or service.

8. Brand association :- Anything that connects the consumers to the brand.

9. Brand revitalization is a process wherein a brand which is on the verge of retirement, is bought back to life to regain markets.”

10. Global branding :- is a achievement of Brand penetration.
India is a nation of shopkeepers (Halepete & Iyer, 2008). With approximately 15 million outlets, it has the highest density of retail outlets in the world (Halepete & Iyer, 2008). The Indian retail industry consists of small, independent owner-operated stores (also referred to as mom-and-pop stores or unorganized retailers) and Western retail format stores (also referred to as modern retail format stores or organized retailers) (Manveer & Byun, 2011a). Retailers in the organized sectors in India are characterized by large size, differentiated product assortment, wider geographical spread, and greater revenues; whereas retailers in the unorganized sectors are characterized by small size, undifferentiated products, and smaller revenues (Sternquist & Gupta, 2007). There are around 12 million retail outlets in the unorganized sectors in India, and approximately 95% of Indian retail sales are accounted for by unorganized retailers (Goswami & Mishra, 2008). However, the number of Western retail formats in India is rapidly growing, and revenues from the organized sectors are estimated to grow at a compound annual growth rate of 40% from $20 billion in 2007 to $107 billion by 2013 (Ghosh, Tripathi, & Kumar, 2010).

The rapid growth in the organized retail sectors has been initiated by the emergence of a strong consumer market resulting from the recent social and economic changes in India. With an average gross domestic product (GDP) growth rate of 4.8% between 1997 and 2009, Indian economy is in a booming phase (UNICEF, 2010). India is expected to be the world’s third largest economy after the U.S. and China by 2050 (Dadush & Stancil, 2009). The Indian retail industry was ranked within the top five countries from 2005 to 2010 in the Global Retail Development Index (GRDI), when market size, growth prospects, and consumer affluence and readiness were considered (Kearney, 2010). Indian retail industry is estimated to grow at a rate of 13% per year, from $322 billion in 2006-2007 to $590 billion in 2011-2012 (Department of Commerce [DOC], 2009). The apparel retail industry is forecasted to grow at a rate of 7.8% per year, reaching a value of $39.4 billion by 2013, an increase of 76.7% since 2006 (Datamonitor, 2009).
In addition to the growing economy, trade liberalization has brought a significant growth in the organized retail sectors in India (Mann & Byun, 2011a). In 2006, relaxations in FDI policies were introduced in the retail sectors, allowing foreign retailers to have up to 51% ownership in retail trade of single brand retailing and up to 100% ownership for wholesale trade of cash and carry retail (DOC, 2006). The trade liberalization has led to an inflow of foreign retailers into the Indian market which has further raised the competitiveness of the organized retail sectors (Mann & Byun, 2011b). Foreign and domestic retailers in the organized sectors are now competing on large size, broad assortment, and pleasant store environment (Ghosh et al., 10 2010). The department store and hypermarket store formats are dominated by domestic retailers, who specialize in fusion styles (mixing Western and Indian styles) and traditional merchandise. Foreign retailers, on the other hand, mainly operate in shopping malls or specialty stores and cater to young urban consumers by introducing innovativeness of Western styles (Mann & Byun, 2011b).

Indian Consumers

The purchase behavior of the Indian consumer is explained by several demographic factors including gender, income, age, and geographic location. First, consumption patterns for clothing in India significantly differ by gender. Fernandes et al. (2000) found that Indian consumers’ readiness to buy ready-to-wear clothing, willingness to shop in a modern (Western) retail format, and willingness to pay for added value were highest for sportswear, followed by men’s wear, and were lowest for women’s wear. Indian men tend to wear Western style clothing in their everyday lives, thus men’s clothing sectors have experienced higher proliferation of brands and have been the strongest category in department stores (Batra & Niehm, 2009). Indian women, especially the mid-aged group (> age 40), tend to prefer traditional outfits such as sari or salwar-kameez (Batra & Niehm, 2009), limiting their demand for Western apparel. Approximately 75% of the Indian women’s apparel market caters mainly to ethnic wear (Batra & Niehm, 2009). However, the Western clothing market for women still holds potential due to increasing demand for Western styles from college students and women executives in urban areas (Mann & Byun, 2011a). Along with the number of working women rising, women’s changing social roles and increased income are further escalating the demand for Western clothing (Batra & Niehm, 2009). Second, when considering income, Indian consumers can be categorized into four segments:
rich, middle class, aspiring, and deprived (National Council of Applied Economic Research [NCAER], 2005). The aspiring with annual income from $2031.60 to $4514.66 and deprived (less than $2031.60 in annual income) segments constitute 33.9% and 51.55% of Indian households, respectively, thereby forming the base of the income pyramid (NCAER, 2005). The rich consumer segment with annual income greater than $22,573.30, on the other hand, only represents 1.7% of Indian households, but it holds a great market potential for haute-couture apparel and luxury goods (Biswas, 2006). The middle class consumer segment representing 12.8% of Indian households is projected to increase tenfold by 2025, indicating that the middle class is the main driver of growth (Bureau of South and Central Asian Affairs [BSCAA], 2009). The disposable income of the middle class ranges between $4,514.66 and $22,573.30 per year and is projected to increase (BSCAA, 2009). In addition to growing income, the consumption patterns of the middle class segment are changing with increased exposure to the Western lifestyle through media and overseas travel for work, education, and leisure (Venkatesh, 1994). Studies have shown that Indian middle-class consumers are value-driven (Bhardwaj et al., 2005; Srivastava, 2008), and they are increasingly considering brand names and store attributes such as merchandise assortment, store ambience, and exclusivity in making their purchase decisions (Sinha & Banerjee, 2004).

Third, age is a good indicator of Indian consumers’ consumption patterns. More than 50% of the Indian population is less than 25 years old, making India the world’s youngest nation (BSCAA, 2009). The youthful population is experiencing an optimistic job market and a rise in purchasing power (Biswas, 2006). This consumer segment also has a greater tendency to visit Western retail stores. For example, according to a survey with Indian consumers by Ghosh, Tripathi, and Kumar (2010), among the respondents who visited organized retail outlets, 40% were less than 24 years old, 27% were aged between 25 to 34 years, 18% were aged between 35 to 44 years, and 15% were 45 years old and above.

Finally, even though a significant portion of the Indian population lives in rural areas, there is a considerable urban movement such that the urban population is projected to increase by 30% by 2012 (Biswas, 2006), creating significant differences in consumption patterns between rural and urban areas. For instance, consumers in big cities and metropolises, such as Delhi and Mumbai, have greater exposure to Western
lifestyles and exhibit greater inclination towards consumerism. This is further reflected in the differential growth of the retail sectors between urban and rural areas. Larger cities, especially, Delhi, Mumbai, Bangalore, Hyderabad, Chennai, and Kolkata, have grown at a tremendous rate and are facing saturation due to the substantial retail growth (Indian Brand Equity Foundation [IBEF], 2006). Smaller cities, such as Pune, Ahmedabad, Chandigarh, Ludhiana, Kochi, Jaipur, and Lucknow, are also growing rapidly with thriving retail activities and increasing presence of Western brands and Western retail formats (IBEF, 2006). However, the retail potential of rural areas still remains largely untapped, even though more than 70% of Indian population resides in rural areas (IBEF, 2006). Therefore, considering that young, urban consumers have a greater exposure and propensity towards Western brands and Western retail formats, this consumer segment is the focus of this study.

Table 1 - List of Companies are indicated below:-

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<tr>
<th>S. No.</th>
<th>Name of the Branded Showroom</th>
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<td>KOUTONS</td>
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<td>PETER ENGLAND</td>
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Koutons Retail India Ltd.

Koutons Retail India Ltd. is the leading retailer of readymade and fashion wear brand in the country today. With more than 1400 outlets across India, it has a wide range of apparel designs suited for all segments including corporate, formal and casual dressings. Koutons aptly creates the conducive environment for a family outing, making family shopping the best experience at an affordable price - all at one place.

Koutons was born in 1991 as Charlie Creations and are now Koutons Retail India Ltd. Koutons started primarily as a denim brand but are today manufacturing and selling complete men, women and kids wardrobe under the brand name Koutons, Les Femme and Koutons Junior respectively. Another brand from the stable of Koutons is Charlie Outlaw, which caters to the teens of the country with apparels including jeans, T-shirts, jackets etc. Koutons Brand is catering to the Upper & Upper Middle Class of Society with a vast target age group between 18-60 years.
"Value for Money and High on Fashion" being their USP, Koutons has given the brand an extension delving into specific consumer segments. The garments are made keeping in view the overall need of the niche market and the basic/fashion demand of the Indian masses. Our product range also caters to the tastes of all segments. Our Brand is placed as the most dynamic brand of India.

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As we concluded that Koutons' pricing strategy can't be classified as one particular type of strategy, we can say that the effects of the more than one known pricing strategies on pricing and discounting from the existing research in retail can be there to that of the strategies followed by Koutons. Hence, it is not very clear on what effects the strategy as a whole has on the consumers' behavior.
Spykar

The Spykar story started way back in 1992, when Mr. Prasad Pabrekar led by ambition ventured into fashion apparels and accessories to make use of his vast repertoire of technical knowledge in processing of denim garments.

He started the company with the firm belief that the best investment for the Company was Human Capital, starting with a just a handful, and slowly built up a company with over 300 associates. Spykar has always strived to produce a product, having a global appeal. Denims are the core of the company’s business. This has been facilitated by the company’s in-house processing unit and gives the company the competitive edge in consistently producing denims of international quality.

To continuously innovate, and to bring new styles, cuts and fabric to the market, the company has a team of young and dedicated designers and merchandisers, who are extremely aware of the latest trends in the international market. Since Spykar designs specifically for Indian audiences, it has the best fits and designs in its repertoire.
Park Avenue

Park Avenue (formerly Fourth Avenue) is a wide boulevard that carries north and southbound traffic in New York City borough of Manhattan. Through most of its length, it runs parallel to Madison Avenue to the west and Lexington Avenue to the east.

The flowers and greenery in the median of Park Avenue are maintained by the Fund for Park Avenue. Begonias are a flower of choice for the Funds gardeners because there is no automatic watering system and they can cope with hot sun.

Park Avenue was originally known as Fourth Avenue and carried the tracks of the New York and Harlem Railroad starting in the 1830s. The railroad originally built an open cut through Murray Hill, which was covered with grates and grass between 34th and 40th Street in the early 1850s. A section of this "park" was renamed Park Avenue in 1860. In 1867, the name applied all the way to 42nd Street. When Grand Central Depot was opened in the 1870s, the railroad tracks between 56th and 96th Streets were sunk out of sight, and, in 1888, Park Avenue was extended to the Harlem River.

Adidas was founded in 1948 by Adolf "Adi" Dassler, following the split of Gebrüder Dassler Schuhfabrik between him and his older brother, Rudolf. Rudolf later
established Puma, which was the early rival of Adidas. Registered in 1949, Adidas is currently based in Herzogenaurach, Germany, along with Puma.

The company's clothing and shoe designs typically feature three parallel bars, and the same motif is incorporated into Adidas's current official logo. The "Three Stripes" were bought from the Finnish sport company Karhu Sports in the 1951. The company revenue for 2009 was listed at €10.38 billion and the 2008 figure at €10.80 billion.

Lilliput

One of the dominating players in the Indian Branded Kidswear segment. With more than 210 exclusive brand outlets and 6 state of the art manufacturing units, LPT India has an extensive network & reach spread across the country. Also, It has recently entered a couple of markets in the Middle East and has plans of extending its reach to some important Asian markets, besides India

Specialties

A wide range of merchandise offered for all the kids below 13 years of age

Lilliput World, a one-stop-shop for kids, offering a large variety of kids' products under one roof, has opened its second Indian store at Ludhiana. Speaking on the occasion, Sanjeev Narula, MD, Lilliput Kidswear, said, “Being a
dominant player in the Indian kidswear industry, we thought of taking a step ahead to offer a one-stop-shop for the little ones. We identified Ludhiana as a city offering immense growth potential and planned to open India's second Lilliput World store here. We are sure Lilliput World will be a huge success in Punjab and in no time will become a craze among the kids."

The first Lilliput World store in India was opened at Delhi. Lilliput Kidswear was incorporated in 1991 by Narula to export world-class kidswear. With the opening of its first retail store in April 2003, it has rapidly grown and is now one of the largest kidswear groups in the country.

Besides India, where Lilliput has 240 stores, Lilliput has its presence in Kingdom of Bahrain, Cairo, Egypt, Riyadh, Saudi Arabia, Quwait, Abu-Dhabi, the UAE, Shanghai, China and Odesa & Moldova, Ukraine, Sultanate of Oman, Yemen and Nepal. It had a turnover of Rs.415 crore in FY 2009-10.

Lilliput World offers more than 4,000 styles of products for children falling in the age-group of 0-12 years. The store is located at Elite's Arcade, Mall Road.

**Levis**

Levi Strauss and Company (LS&CO) is a privately held clothing company known worldwide for its Levi's brand of denim jeans. It was founded in 1853 when Levi Strauss came from Buttenheim, Franconia to San Francisco, California to open a west coast branch of his brothers’ New York dry goods business. It is one of the most leading denim brands and can be considered to be the best as the youth of India is crazy about the best fits and affordable prices of Levi’s.
Signature

Signature by Levi Strauss & Co.™ jeans are sewn from premium heavy-weight denim for exceptional durability, then carefully detailed with vintage-inspired finishes — leaving you with a one-of-a-kind pair that truly lasts. The Signature by Levi Strauss & Co.™ brand, launched in 2003, demonstrates that distinctive products, with premium fabrics and finishes, can be available to people from every walk of life.

The brand offers high-quality, fashionable jeans at affordable prices to value-conscious consumers at stores like Walmart, Target and Kmart.

With denim and casualwear for men, women and children, Signature by Levi Strauss & Co.™ apparel is the ideal fit for families who know the value of quality craftsmanship and quintessential style — the very things that have made Levi Strauss & Co. brands world famous for generations.

The Signature by Levi Strauss & Co.™ brand includes a collection of denim and non-denim pants, shirts, skirts and jackets for men, women and children. “Superior Fit, Comfort and Style” are the words emblazoned on the patch of every pair of our Signature jeans.
**The dENiZEN**

The dENiZEN™ brand has a modern focus that takes everything you love about a classic pair of jeans and makes them relevant to trends right now. dENiZEN™ was created by Levi Strauss & Co. as a global jeans brand for a new generation. 137 years after outfitting the American West with jeans that became the uniform of the pioneering spirit, Levi Strauss & Co. is outfitting the new global citizen for a bright future, supplying jeans and other essentials for an on-the-go, engaged life.

dENiZEN™ means “inhabitant”: living in a place, living on earth, just being. Denim is in the name, the heart of the brand. And dENiZEN™ has another great meaning too: the idea of someone who frequents a particular place, the idea of belonging to a community of friends and family.

dENiZEN™ takes this generation’s motivated and forward-thinking mentality and combines it with Levi Strauss & Co.’s iconic jeans-making heritage to make quality jeans that are fit for everybody.

**Wrangler**

Wrangler is a manufacturer of jeans. Its headquarters are located in downtown Greensboro, North Carolina, with production plants in a variety of locations throughout the world. Wrangler Jeans were first made by Blue Bell, who acquired the brand when they took over Casey Jones in the mid-1940s. Blue Bell employed Bernard Lichtenstein (‘Rodeo Ben’), a Polish tailor from Łódź who worked closely with cowboys, to help design jeans suitable for rodeo use. This was the origin of Wrangler Jeans. The 13MWZ style, introduced in 1947, is still available worldwide.
In addition to this, Wrangler has since introduced several other lines that are more designated towards a specific group or demographic. Some examples of this are 20X, Riggs and Aura.

**ADIDAS**

Adidas AG FWB: ADS, ADR:Pink Sheets: ADDYY) is a German sports apparel manufacturer and parent company of the Adidas Group, which consists of the Reebok sportswear company, golf company (including Ashworth), and Rockport. Besides sports footwear, the company also produces other products such as bags, shirts, watches, eyewear and other sports and clothing-related goods. The company is the largest sportswear manufacturer in Europe and the second biggest sportswear manufacturer in the world, after its American rival Nike.
Adidas was founded in 1948 by Adolf "Adi" Dassler, following the split of Gebrüder Dassler Schuhfabrik between him and his older brother, Rudolf. Rudolf later established Puma, which was the early rival of Adidas. Registered in 1949, Adidas is currently based in Herzogenaurach, Germany, along with Puma.

Priknit

Priknit Apparels Pyt. Ltd., is a family owned venture which came into existence in 1983. The Company started to cater to the needs of merely 50 customers in the domestic market and by 1995 the Company covered most of the major indigenous markets having more than 1000 customers all over India.

Cotton County

Cotton country is a brand that celebrates the natural appeal of cotton. Its usp lies in the use of the breathe easy cotton fabric that is functional, comfortable, natural, organic and therefore environmental friendly. The functional textiles are fashioned with innovative finishes that merge nature with technique. Cotton country is a totally
integrated player across the entire value chain of manufacturing and retailing. Cotton country has a strong position in the immensely competitive ready to wear apparel market as a “value for money” brand.

Our strength:

Well positioned to capture considerable growth opportunities in India’s retail saga because of group’s inherent strength in textile sector an early mover advantage in retail. Cotton country is in a much better position to ride the retail wave successfully.

Cotton country approach:

- Low price as compared to competitors.
- Better and more consistent quality than competitors.
- Better return on investment for franchisees.
- Shorter product introduction cycle.

Totally integrated manufacturing activities ensure low cost sourcing and better quality.

Brand strategy:

Our brand strategy is synonymous with the customers the freedom to express themselves through a wide range of fashion options & to get the best value for money.

The strategy as part of the growth plan is to be customer focused & technology driven in delivering innovative, trendy & fashionable garments.
With phenomenal success in the “value” segment backed by logistics control & indigenous in-house ground support, the company plans to penetrate the premium segment very shortly.

Aggressive promotional activity is undertaken by the company by work of Electronic media, print media, outdoors, and events in order to enhance the brand value of the product and to have wider recall.

**Gini & Jony**

**Mission**

“To become the most trusted & desired kid’s fashion brand in the country.”

**Philosophy**

“We believe that children must be happy.

It’s the only goal set for ourselves.

A happy, laughing child is one of the best sights of life & believe that childhood lasts a lifetime.”

Quodsi Our Founders are many things: innovators, aesthetes, task masters, mentors and comrades. But above all, they are fearless. They have embraced their inner child and never lost sight of what fashion means to a child.

They continue to infuse Gini & Jony with insight, dynamism and joy.
Prakash Lakhani – Managing Director

The mastermind behind this 500 Cr company, a veteran and a fount of knowledge on entrepreneurship, strategy and incomparable success formulae. He is the guiding light of the company.

Jay Lakhani - Director

A visionary who defined an identity that ensured easy recall to our target segment while retaining an international appeal, and coined the brand name kids around the country have come to treasure. He is a perfectionist and an uncompromising worker.

Anil Lakhani – Director

A true doyen of style, and the brains behind the fantabulous collections launched each season. Every idea is generated and nurtured by him bringing them to a simmering style statement each season. He has his finger on the pulse of the market and knows how to win people over.

Reebok

1890-1930's

J.W. Foster and Spikes of Fire

Reebok’s United Kingdom-based ancestor company was founded for one of the best reasons possible: athletes wanted to run faster. So, in the 1890s, Joseph William Foster made some of the first known running shoes with spikes in them. By 1895, he was in business making shoes by hand for top runners; and before long his fledgling company, J.W. Foster and Sons, developed an international clientele of distinguished athletes. The family-owned business proudly made the running shoes worn in the 1924 Summer Games by the athletes celebrated in the film "Chariots of Fire."
1950-1980

A Gazelle Named Reebok, A Company on the Move

In 1958, two of the founder's grandsons started a companion company that came to be known as Reebok, named for an African gazelle. In 1979, Paul Fireman, a partner in an outdoor sporting goods distributorship, spotted Reebok shoes at an international trade show. He negotiated for the North American distribution license and introduced three running shoes in the U.S. that year. At $60, they were the most expensive running shoes on the market.

1980's By 1981, Reebok's sales exceeded $1.5 million, but a dramatic move was planned for the next year. In 1982, Reebok introduced the first athletic shoe designed especially for women; a shoe for a hot new fitness exercise called aerobic dance. The shoe was called the Freestyle™, and with it Reebok anticipated and encouraged three major trends that transformed the athletic footwear industry: the aerobic exercise movement, the influx of women into sports and exercise and the acceptance of well-designed athletic footwear by adults for street and casual wear. Explosive growth followed, which Reebok fueled with new product categories, making Reebok an industry leader.

In the midst of surging sales in 1985, Reebok completed its initial public offering (stock symbol is NYSE: RBK). A year later, Reebok made its first strategic acquisition, The Rockport Company. Rockport was a pioneer in using advanced materials and technologies in traditional shoes and the first company to engineer walking comfort in all types of dress and casual shoes.
In the late 1980s, Reebok began an aggressive expansion into overseas markets and Reebok products are now available in more than 170 countries and are sold through a network of independent and Reebok-owned distributors.

Creating innovative products that generate excitement in the marketplace has been a central corporate strategy ever since Reebok introduced the Freestyle. In the late 1980s, a particularly productive period began with The Pump® technology and continues today, with breakthrough concepts and technologies for numerous sports and fitnessac

1990's

In 1992, Reebok began a transition from a company identified principally with fitness and exercise to one equally involved in sports by creating several new footwear and apparel products for football, baseball, soccer, track and field and other sports. That same year, Reebok began its partnership with golfer Greg Norman, resulting in the creation of The Greg Norman Collection.

In the late 1990s, Reebok made a strategic commitment to align its brand with a select few of the world’s most talented, exciting and cutting-edge athletes. Since then, the company has focused on those athletes who represent the top echelon of sports and fitness.

In 2000, Reebok and the National Football League announced an exclusive partnership that serves as a foundation of the NFL’s consumer products business. The NFL granted a long-term exclusive license to Reebok beginning in the 2002 NFL season to manufacture, market and sell NFL licensed merchandise for all 32 NFL teams. The license includes on-field uniforms, sideline apparel, practice apparel and an NFL-branded footwear and apparel collection.
2001
In 2001, Reebok formed a long-term strategic partnership with the National Basketball Association under which Reebok designs, manufactures, sells and markets licensed merchandise for the NBA, the Women’s National Basketball Association (WNBA) and the National Basketball Development League (NBDL), the NBA’s minor league. Reebok secured the exclusive rights to supply and market all on-court apparel, including uniforms, shooting shirts, warm-ups, authentic and replica jerseys and practice gear for all NBA, WNBA and NBDL teams. Reebok also had exclusive rights, with limited exceptions, to design, manufacture, market and sell headwear, T-shirts, fleece and other apparel products for all teams in most channels of distributions. In 2006, Reebok transferred the NBA rights to the adidas Brand.

2002
In 2002, Reebok launched Rbk – a collection of street-inspired footwear and apparel hook-ups designed for the young man and woman who demand and expect the style of their gear to reflect the attitude of their lives: cool and edgy, authentic and aspirational. Inspired by street fashion, Rbk’s marketing is culturally relevant as well. With many of the industry’s most marketable and valuable sports assets on its roster, Reebok rolled-out an integrated marketing campaign that fused together sports, music, technology and entertainment, and was designed to connect the Reebok Brand to millions of new consumers around the world. The global marketing campaign was launched in early 2002 and featured select Reebok athletes paired with some of the music industry’s most successful hip-hop and rap artists. Reebok tapped into something the industry had not yet seen, and became a pioneer in the fusion of sports, music and technology.

2003
2003 was a landmark year for Rbk. Reebok formed an unprecedented partnership with rap musician Jay-Z, which included the design and marketing of the "S. Carter Collection by Rbk," which launched in April. With the partnership, Jay-Z became the first non-athlete to have a signature athletic footwear collection. The launch of Jay Z’s first shoe was extremely successful around the world. Later that year, Reebok teamed up with another superstar of the rap world, 50 Cent. The result was the equally successful “G Unit Collection by Rbk.”
2004

In 2004, Reebok became the world’s leading producer of hockey apparel and equipment with its acquisition of The Hockey Company. The Hockey Company’s brands, CCM, Koho and Jofa, are among the most respected in the sport. Reebok has a long-term licensing agreement with the National Hockey League, under which the company serves as the supplier of authentic “on-ice” game jerseys to all 30 NHL teams. It also has the exclusive worldwide rights to manufacture and market authentic, replica and practice jerseys using the names and logos of the NHL and its teams. Reebok also has exclusive agreements with the Canadian Hockey League, the American Hockey League and the East Coast Hockey League.

2005

In early 2005, Reebok launched Rbk Hockey, a new and innovative line of ultra-high performance hockey equipment, sticks and skates and signed hockey phenom Sidney Crosby, who has lived up to his billing as the league’s next great player. In two short years, Rbk Hockey has become one of the most visible and in-demand hockey brands on the market.

In 2005, Reebok launched its largest global integrated marketing and advertising campaign in nearly a decade. "I Am What I Am" is a multi-faceted campaign which links all of the brand's marketing and advertising efforts under the "I Am What I Am" umbrella. The campaign encourages young people to embrace their own individuality by celebrating their contemporary heroes. Celebrities featured in the campaign include music icons Jay-Z, Daddy Yankee and 50 Cent; top athletes Allen Iverson, Donovan McNabb, Curt Schilling, Kelly Holmes, Iker Casillas and Yao Ming; screen stars Lucy Liu, John Leguizamo and Christina Ricci; and skateboarder Stevie Williams.
In January 2006, adidas-Salomon AG acquired Reebok, forever altering the worldwide sporting goods industry landscape. Shortly after the close of the acquisition, Reebok Chairman and CEO Paul Fireman announced he was leaving the company to pursue other interests, and Paul Harrington was named President and CEO of the Reebok brand. Today, the adidas Group, which includes the adidas, Reebok, TaylorMade-adidas Golf and Rockport brands is a global leader in the sporting goods industry and offers a broad portfolio of products. Products from the adidas Group are available in virtually every country of the world. Activities of the company and its more than 80 subsidiaries are directed from the Group's headquarters in Herzogenaurach, Germany.

Reebok launched Run Easy, one of the most comprehensive running campaigns in the brand’s history. The goal of the campaign was to inspire consumers around the world to fulfill their potential and celebrate their individuality. The message of the campaign was that while many other brands speak about the "blood, sweat and tears" of running, Reebok celebrated the camaraderie, joy and fun of running – Run Easy. In addition, Reebok's partnership with the National Hockey League took center stage with the unveiling the Rbk Edge Uniform System, a complete, team-wide redesign and re-engineering of the NHL uniform, and the opening of the NHL Powered by Rbk retail store in New York City.

Reebok also launched its "There are Two People in Everyone" marketing campaign for the second half of 2007 in select regions. The global marketing campaign highlights Reebok’s unique brand point of view of celebrating the individual’s balance between sport and life. The campaign, featuring international sport stars such as Allen Iverson, Yao Ming, MS Dohni and Nicole Vaidisova, declared that there is more to an athlete than his or her sport.
2008

Reebok’s global marketing campaign, ‘Your Move’ launched in March of 2008 and evolved Reebok’s positioning as the brand that celebrates individuality and supports those who choose to do things their way. Expressed as a global brand campaign, ‘Your Move’ was an invitation to people to do it their way in sport and in life. The ‘what’s your move?’ ad was a literal expression of this philosophy: key assets including Thierry Henry and Alexander Ovechkin showed us their moves and invited consumers to show us theirs.

In the summer of 2008, Reebok and driving ace Lewis Hamilton announced a multi-year partnership at a spectacular 3-D event in Amsterdam, home of Reebok’s European Headquarters. At the event, Reebok unveiled “The Athlete within the Driver,” gave media a rare insight into Hamilton’s demanding fitness regime. Hamilton revealed how Reebok’s Smoothfit training footwear and apparel range helped him to train better than ever before.

2009

In February 2009, Reebok launched the Jukari Fit to Fly workout, the first in a series of initiatives to come out of a new, long-term partnership with Cirque du Soleil. Jukari Fit to Fly makes fitness fun again by introducing a new way to move. The workout has been created on a specially-designed piece of equipment called the FlySet. The result is a workout that gives the sensation of flying while strengthening and lengthening the body through cardio, strength, balance and core training.

Also in 2009, Reebok made a pledge to tone the butts and legs of women around the world with its innovative EasyTone footwear. Featuring first-of-its-kind balance pod technology, the shoe generates incredible results thanks to proprietary technology invented by a former NASA engineer.

CORPORATE CITIZENSHIP AT REEBOK

Commitment to Corporate Responsibility is an important legacy and hallmark of the Reebok brand.

Our history of innovation and conscientiousness guides us when creating policies, programs and partnerships. Grounded in our brand values, we believe that we have
the opportunity to achieve our full potential as a corporate citizen while striving to meet the expectations of our employees, stakeholders and consumers.

In all facets of corporate responsibility, we are committed to a responsive process of continual re-evaluation and improvement that allows us to adapt to changing circumstances.

Reebok’s Corporate Citizenship platform is activated through Reebok4Real.

Reebok is an American-inspired, global brand that creates and markets sports and lifestyle products built upon a strong heritage and authenticity in sports, fitness and women’s categories. The brand is committed to designing products and marketing programs that reflect creativity and the desire to constantly challenge the status quo.

REEBOK'S VISION

Fulfilling Potential

Reebok is dedicated to providing each and every athlete - from professional athletes to recreational runners to kids on the playground - with the opportunity, the products, and the inspiration to achieve what they are capable of. We all have the potential to do great things. As a brand, Reebok has the unique opportunity to help consumers, athletes and artists, partners and employees fulfill their true potential and reach heights they may have thought un-reachable.

REEBOK'S MISSION

Always Challenge and Lead through Creativity, At Reebok, we see the world a little differently and throughout our history have made our mark when we’ve had the courage to challenge convention. Reebok creates products and marketing programs that reflect the brand’s unlimited creative potential.

REEBOK'S POSITIONING

Celebrate Individuality in Sport and Life Reebok understands that people are, above all, unique. Reebok’s positioning reflects this; celebrating the distinct qualities that make people who they are - their unique points of view, their individual style and their remarkable talents and accomplishments. Reebok celebrates their individuality, their authenticity and the courage it takes to forge their own path to greatness. While some may call them crazy or eccentric, Reebok calls them visionary and original.
REEBOK'S PURPOSE

To Empower Global Youth to Fulfill their Potential

Commitment to Corporate Responsibility is an important legacy and hallmark of the Reebok brand. For two decades, Human Rights, through the Reebok Human Rights program, was the primary focus of this effort. Reebok has expanded on what had been built and created a Global Corporate Citizenship platform with a purpose for the brand that will help underprivileged, underserved youth around the world fulfill their potential and live healthy, active lives.

REEBOK'S BRAND TERRITORY

Having Fun Staying in Shape

Having Fun Staying in Shape comes to life through a fun, bold, provocative manner expressed through fresh, eye catching imagery signed off with a unique 'Reeword.' The tone and manner allows the consumer to look at sport and lifestyle through our lens of 'Ree.'

K-Lounge

The company began as a manufacturer of men’s wear for reputed brands. The company is exposed to global standards in quality, technology, marketing and branding. In 1989, the company introduced? Killer? The first international denim brand created in India. Today "Killer" is one of the most successful and widely recognized brands in the Indian apparel industry.

K-Lounge is a trendsetting Fashion Retail Chain promoted by India's premiere Fashion House - Kewal Kiran Clothing Limited The company boasts of revolutionizing Fashion India Inc. through their 4 brands Killer, Easies, Lawman and Integriti. All these brands have attained a cult status and are exclusively available through the K-Lounge Fashion Chain.

This Retail Brand of the company is replete with an extensive range of Jeans, Trousers, Shirts, T-shirts and Jackets. Discerning customers get to catch the first
glimpse of all the 4 brands' latest repertoire at K-Lounge. The elegantly designed Fashion Stores provide an international shopping experience. Their expansive facia, convenient stacking, customer-friendly approach and impeccable service have not only increased footfalls of customers, but also of prospective franchisees queuing up.

Allen Cooper

ESS AAY Fashion India Pvt. Ltd. Clothing company was founded in 2001 by Sanjay Tayal and Ajay Tayal after taking extensive training in the field of garment production, fashion and quality.
There was an air of optimism in the industry and it saw the brand allen cooper as one of the emerging new labels.

**Allen Cooper** initially launched with formals, after indepth research and market response it gradually moved on to casuals and clubwear with stylized slim fits. The Key Factor is that the dous at **Allen Cooper** are constantly re-inventing and developing new styles in a way of patters and fits. The fabrics and accessories are usually sourced from different parts across the country and are exclusively programmed for allen cooper. The brand has a complete over block printing, screen printing and embroidery. It gives every style exclusivity.

The Aim of **Allen Cooper** has always been to design leading edge clothing and to be able to manage their stores at a reasonable price.

The Price factor is very competitive in their stores.

The Brand currently has its presence in market with almost 50 stores it aims to reach out to more consumers through all stores across the major metros in maharashtra, delhi, haryana, punjab, west bengal, bihar etc.

**Provogue**

Provogue is a Mumbai based Indian company incorporated on November 11, 1997 as Acme Clothing Private Limited. The brand Provogue was launched in March 1998 and is currently one of the biggest retail apparel brands in India based in based Mumbai. As of March 31, 2009,
Provogue fashions and accessories were available across 126 Provogue stores and 110 shop-in shops.

They have a subsidiary called Prozone which recently got funded from Liberty International. Prozone is a chain of malls initiated by provogue. The first shopping mall is scheduled for launch in May 2010. After the launch, Prozone mall in Aurangabad will be one of the largest mall in the country in terms of size and Gross Leasable Area.

Provogue (India) Limited, together with its subsidiaries, engages in the manufacture, distribution, and sale of fashion apparel for men and women under the ‘Provogue’ brand name in India. Its men’s apparel range consists of casual and formal wear, including shirts, trousers, T-shirts, sweaters, shorts, suits, and jackets; and women’s apparel range includes western wear tops.

**Peter England**

Peter England, the largest selling shirt brand in the country boasts of an impressive portfolio of internationally styled garments offering value for money to its customers, which is the hallmark of all Peter England products.
More than a century ago, a modest factory was built in Londonderry, Ireland to make gentlemen’s attire under the name Peter England. The year was 1889. A war frenzy was sweeping across Britain as they prepared for what came to be known as the Boer War.

One challenge the army faced was the lack of war uniforms for their troops. Peter England was awarded the colossal task of supplying the British troops khaki uniforms with the highest quality at honest-to-goodness prices. The rest as they say is history.

More than a century later, Peter England was all set to embark up on yet another major milestone. The year was 1997. A new India was emerging. An India of growth and opportunity. Aditya Birla Group, a US $29.2 billion Fortune 500 company brought Peter England to India. The values of an emerging country struck a fine chord with Peter England. And it well reflected in what Peter England offered.

Peter England launched in India with the ‘honest’ shirt to astounding success. International style coupled with great value found instant acceptance with a large segment of the Indian male population who wanted to look good at work without paying heavily for it.

Over the next few years the brand extended its range to become a full-fledged wardrobe brand with trousers, casuals and suits. A leading men’s wear brand in the country, Peter England offers quality clothing to the discerning male under three distinct offerings viz. Peter England, Peter England Elements and Peter England Elite.
Peter England forms an integral part in the young corporate executive’s wardrobe, wishing to make a positive impression at his workplace. He experiences Peter England as one of the first brands in office-wear and often has memories that last a long time. The Peter England product portfolio comprises of a wide array of shirts, trousers, suits and accessories, offering a complete range from everyday to special.

Peter England Elements caters to the casual side of this smart Indian male. The merchandise offering spans from ‘Relaxed Office-wear’ to ‘Weekend Casuals’. The portfolio is completed through t-shirts, jackets, denims, cargos, sweaters etc.

Thanks to the strong equity the brand enjoyed in the office wear space Peter England was well poised to stretch its offerings into this higher price segment. Peter England Elite was launched in 2007 marking the brand’s foray into the quasi premium segment.

The future is bigger and better. With entrance in new product categories and consumer segments, a growing distribution network and a retail expansion drive, Peter England is all set to surge new heights.

Peter England also wishes to enter new geographies in other parts of the world and create a consumer experience that is relevant and unique.

INTRODUCTION OF THE RESEARCH WORK

Introduction and Objective of the Research work

Brand management begins with having a thorough knowledge of the term “brand”. It includes developing a promise, making that promise and maintaining it. It means defining the brand, positioning the brand, and delivering the brand. Brand management is nothing but an art of creating and sustaining the brand. Branding makes customers committed to your business. A strong brand differentiates your products from the competitors. It gives a quality image to your business.

Brand management includes managing the tangible and intangible characteristics of brand. In case of product brands, the tangibles include the product itself, price, packaging, etc. While in case of service brands, the tangibles include the customers’ experience. The intangibles include emotional connections with the product / service.

Brand management is the application of marketing techniques to a specific product, product line, or brand
Branding is assembling of various marketing mix medium into a whole so as to give you an identity. It is nothing but capturing your customers mind with your brand name. It gives an image of an experienced, huge and reliable business.

It is all about capturing the niche market for your product / service and about creating a confidence in the current and prospective customers’ minds that you are the unique solution to their problem. The aim of branding is to convey brand message vividly, create customer loyalty, persuade the buyer for the product, and establish an emotional connectivity with the customers. Branding forms customer perceptions about the product. It should raise customer expectations about the product. The primary aim of branding is to create differentiation.

Strong brands reduce customers’ perceived monetary, social and safety risks in buying goods/services. The customers can better imagine the intangible goods with the help of brand name. Strong brand organizations have a high market share. The brand should be given good support so that it can sustain itself in long run. It is essential to manage all brands and build brand equity over a period of time. Here comes importance and usefulness of brand management. Brand management helps in building a corporate image. A brand manager has to oversee overall brand performance. A successful brand can only be created if the brand management system is competent.

"Clothes market a man"

The Indian textile and apparel industry is the largest foreign exchange earner for the country. It is also the second largest employment provider after agriculture and plays a key role in the development of the economy. This industry profile on the ‘Textile and Apparel Sector in India’ provides a gainful insight of the industry. The fashion industry is the fastest growing industry in the world. From the last few decades, the fashion industry in India has been experiencing an explosion due to considerable dynamic nature which increases fashion consciousness among consumers. Everyone has a separate and elegant fashion sense which is mainly related to the apparels throughout the world. Apparels define the personality, education, behavior and the way of thinking of the people. It is substantial to note that Indian fashion consumers will set the global fashion trends in the coming era. Currently, all international brands are found in India. Indian fashion industry has progressed from emerging stage to
successful blooming industry today. Indian apparel sales are expected to reach an estimated $25 billion this year, having grown in excess of 10% over the past 5 years a growth rate faster than that of the overall India retail market—and the curve is expected to continue. In India, apparel is the second largest retail category (behind food and groceries), representing approximately 10% of the total market e.g. Benetton recently hit $100 million in sales in India, and is targeting $250 million within the next 3-4 years, largely by targeting smaller cities, which are already contributing about 20% to the company’s growth and growing much more quickly than in the larger markets. India is also a manufacturer and exporter of international brands for clothes like Gap, Tommy Hilfiger, Espirit, Wills Lifestyle, Peter England, Allen Solly etc, after China and Bangladesh. India’s textile and apparel industry, including domestic and exports, is expected to grow from Rs 3.27 lakh crores to Rs 10.32 lakh crore by 2020, says a new research report by Technopak Advisors, a leading management consultancy. It estimates that by 2015, the overall Indian apparel industry would be worth Rs. 2.88 lakh crores and the organized market share will be 25% of this. Therefore, one can say that the branded apparel market which is a major chunk of the organized market will be around Rs. 55,000-60,000 crores.

There are numerous fashion designers of India which have distended into famous brands not only in the country but in the world which has given more improvement to the Indian fashion industry. Consumers’ attitude is changing with the present scenario, as the hoisting of tailoring costs and comparatively less charges of branded outfits; they are increasingly being attracted towards ready-mades. Readymades of specific brands have become not only a status symbol; these have brought a more latest style in offices as much as in social circles. According to Fashion Design Council of India (FDCI), that apparels created by Indian designers are going to play a major role in the growth of the apparel industry in the next few years. These changes will have far-reaching implications for designers, manufacturers, and retailers targeting the Indian apparel market. Spanish fashion giant Inditex (Zara) has announced plans to enter India this year. Fast Retailing (Uniqlo) has pegged 2012 for market entry. The growth rate of the fashion market as per consumers’ attitude for branded apparels in future that would increase drastically by more than 10-15% as compare to past in just 10 years.
Traditionally, Indians preferred dresses stitched by local tailors catered exclusively to local demand. The growing awareness of brands since 1980s and the convenience offered by ready-to-wear garments were largely responsible for the development of the branded apparel industry in India (Indian Retail Report 2010). Other factors affecting to its growth are considered as better purchasing power in the hands, access to fashion trends outside the country, and the superior quality of fabrics available in the fashion market. 1990s witnessed a drastic change in the overall economic environment of the country which is described liberal trade and new investment policies. It was seen the effects of such liberalized polices in the clothing industry also. After liberalization of Indian economy, there emerged more than 100 leading brands that jostled for consumer mind space. Today, Indians are more inclined than consumers in other markets to buy apparel for a specific purpose. Indeed, 38 percent of Indian respondents to a recent McKinsey study said they were highly likely to buy apparel for special events, a significantly higher proportion as compare to Brazil (5%), Russia (3%) or China (6%). The growth of the Indian and global fashion designers has encouraged the branded apparel market additionally. Designers do annual business of $ 250 million. Formerly, readymade market was restricted to some limited extant only like, baby dresses and shirts, but currently, it has extended to all kinds of outfits and fashion clothing for men and women also.

In the perspective of clothing, people express themselves through consumption in an innumerable ways. Similarly, executives determine the consumers’ perception regarding a particular product and brand due to the skill of communication with customers differently. In gender perspective, for building individuality, a reasonableness of attainment and recognition for fashion conscious people, brands are perceived essentially in separate outlook the information for which can be made available through market segmentation in which analysis can be done in a profound way to find out differences in shopping behavior.

Market Segmentation is defined as the process of dividing a market into district subsets of the consumers with common needs or characteristics and the selecting one or more segments to target with a distinct marketing mix. Segmentation studies are designed to discover the needs and wants of the specific groups of the consumers so that the specialized goods and services can be developed and satisfy each groups need. The purpose of this research is to investigate buying behavior which constitutes
expenditure, independence and frequency as regards males and females. In this competitive era marketer must be fully aware about the customer needs distinctly and separately as two groups males and females as regards what are they expecting from a brand, how they differ in their buying behavior, factors which push them to purchase a particular brand, their total outlay, shopping frequency etc to attain a competitive edge. This vital information can help the companies to formulate the strategies as per the customer needs & deliver them the products which consumer want from the company which will be profitable for the company embedding gender perspective. Retailers and marketers should understand the immense diversity among consumers if they are to market apparel accurately and successfully.

What is a Brand?

CONCEPTUAL AND THEORICAL WORK

China is in the process of creating a market economy from the planned economy. And the country ran an 18.3 billion USD trade surplus with the United States in 1992. It bought 7.5 billion USD in US exports, which translated into jobs for thousands of Americans (Nelan, 1993).

Most consumers can get a lot of information of the product from previous experiences and the basic marketing strategy. And evaluative criteria are more than the particular dimensions or attributes that are used in judging the choice alternatives (Engel, Blackwell and Miniard, 1995). In purchasing clothes, customers may consider about factors like brand, quality, price, style, original producing area and others. And customers may choose evaluative criteria more hedonic in nature than the practicability, such as the feelings that come from owning (such as prestige and status) and wearing (such as exhilaration and excitement) the clothes.

Brand

Advertising may help get a brand famous to be one choice for customers. Advertisements that capture consumer's attention and communicate favorable beliefs about salience attributes and consequences of the brand may be able to create that knowledge (Peter and Olson, 2008). Salience refers to the potential influence each dimension may exert during the comparison process. Whether this potential influence materializes depends on how consumers perceive the alternatives under consideration.
to perform along an evaluative criterion (Engel, Blackwell and Miniard, 1995). And here goes the forming a consideration set of brand choice alternatives.

From this model, we can see the differences between unknown brands and familiar brands. When customers find an unknown brand, they need to do a lot research to get information of this brand. And then they also will try to get comments of this brand from their friends, who have used this brand before. Then they may buy this unknown brand. But for the familiar brand, it is totally different. Customers can find their own memory and experience of this brand and make decision to buy it quickly.

**Quality**

As we mentioned in the description of questionnaire results, when people see clothes "Made in China," many interviewees think about low quality and short time of product life. And actually, people care about the quality very much, based on the figure.

The product life cycle (PLC) is a key concept of the elements which affect consumer decisions on clothes. Firms need a portfolio of products in various stages of the PLC to achieve the growth, profitability, and capital objectives of the firm (Engel, Blackwell and Miniard, 1995). The problem increases because of what Olshavsky and others show to be an increasing rate of adoption of innovations, causing a rapidly shortened product life cycle, although this view has been challenged by others such as Bayus.

For the garment industry in China, the labor cost is low and the ability of workers is low. The condition of low labor cost in China has been introduced in the part of case study. The reason why the ability of workers is low will be analyzed in the part of final discussion. And clothes made in China always have a short usage. Consumers can buy Chinese clothes with a low price. After wearing several times, they can throw it away and buy new Chinese clothes still with a low price.

**Price**

Nonetheless, Gabor and Granger (1964) pointed out that there is considerable variation in the importance of price across both consumers and products. And Dickson and Sawyer (1990) insisted that the importance of price is often overrated. When supermarket shoppers were asked the price of an item they had just places in their shopping basket, less than half of them could do so. Similarly, less than half
were aware they had chosen a product offered at a reduced price. Nor are consumers always looking for the lowest possible price or even the best price-to-quality ratio (Huber, Holbrook and Kahn, 1973).

For the clothes made in China, due to the low labor cost, the price is lower than the same level of clothes for other countries to produce. And in the comments of the first impression of clothes "Made in China," some people wrote they are satisfied with Chinese clothes in a low price because they can use little money to buy the best clothes, which are made in China. It can be considered to be the high price-to-quality ration of Chinese clothes.

**Style**

From Style: An Anti-Textbook (1974), Richard Lanham has offered not so much blueprints for change as sometimes gleeful inspiration for rearranging everything from academic structures to the very heart of civilization. And choosing which style of clothes shows the characteristic and personality of the customer. The style of sports means people like doing practice and taking exercises. And casual clothes imply people have the passion of life. People wearing formal clothes most work in government offices, banks, hospitals and they are really under pressure.

Most of the Chinese clothes factories are doing a machining and low value-added business. They lack of professional stylists and are in shortage of innovations. They get orders from big famous brand companies, like CK, HM and Levis, and produce clothes for them. What these companies need to do is to label their logo on clothes. Then the clothes can be sold in a pretty good price.

**Original-of-Country**

Consumers may use a number of cues to infer quality. Traditionally, product attributes that signal quality have been dichotomized into intrinsic and extrinsic cues. A cue can be defined as "a characteristic or dimension, external to a person that can be encoded and used to categorize a stimulus object" (Schellnick, 1983). Intrinsic cues involve the physical composition of the product. These attributes cannot be changed without altering the nature of the product itself and are consumed as the product is consumed. Extrinsic cues are "product-related but not part of the physical product itself. They are, by definition, "outside the product" (Olsson, 1977; Olsson and Jacoby, 1972). The significance of the location of production can, as mentioned (cf. Johansson, 1989),
also be approached as an information cue issue (Bilkey and Nes, 1982). A product's country of origin can be looked upon as an extrinsic informational cue, which can be communicated in several ways.

As the interviewees wrote about the last question of the questionnaire, most of them think "Made in China" means low price and low quality. So this original producing country has been considered as this. It is not prejudice. Because indeed there are a lot low quality and reputation of clothes are made in China. What is lucky, consumers don't care about the country of origin very much based on our results of questionnaire. But how to change the situation that people think clothes made in China are poor quality is the main task in the part of discussion and reflection.

![Fig. No. 1.2 – Set of brand choice alternatives](image)

**Brand**

A brand can take many forms, including a name, sign, symbol, color combination or slogan. For example, Coca Cola is the name of a brand make by a particular company. The word branding began simply as a way to tell one person's cattle from another by means of a hot iron stamp. The word brand has continued to evolve to encompass identity — it affects the personality of a product, company or service. It is defined by a perception, good or bad, that your customers or prospects have about you.

In the automotive industry, the terms marque or make are often used to denote a brand of motor vehicle.

A **concept brand** is a brand that is associated with an abstract concept, like breast cancer awareness or environmentalism, rather than a specific product, service, or
business. A **commodity brand** is a brand associated with a commodity. Got milk? is an example of a commodity brand.

**Concepts**

Brand is the personality that identifies a product, service or company (name, term, sign, symbol, or design, or combination of them) and how it relates to key constituencies: customers, staff, partners, investors etc.

Some people distinguish the psychological aspect, brand associations like thoughts, feelings, perceptions, images, experiences, beliefs, attitudes, and so on that become linked to the brand, of a brand from the experiential aspect.

The experiential aspect consists of the sum of all points of contact with the brand and is known as the **brand experience**. The brand experience is a brand's action perceived by a person. The psychological aspect, sometimes referred to as the **brand image**, is a symbolic construct created within the minds of people, consisting of all the information and expectations associated with a product, service or the company(ies) providing them.

People engaged in branding seek to develop or align the expectations behind the brand experience, creating the impression that a brand associated with a product or service has certain qualities or characteristics that make it special or unique. A brand is therefore one of the most valuable elements in an advertising theme, as it demonstrates what the brand owner is able to offer in the marketplace. The art of creating and maintaining a brand is called brand management. Orientation of the whole organization towards its brand is called brand orientation. The brand orientation is developed in responsiveness to market intelligence.

Careful brand management seeks to make the product or services relevant to the target audience. Brands should be seen as more than the difference between the actual cost of a product and its selling price - they represent the sum of all valuable qualities of a product to the consumer.

A brand which is widely known in the marketplace acquires **brand recognition**. When brand recognition builds up to a point where a brand enjoys a critical mass of positive sentiment in the marketplace, it is said to have achieved **brand franchise**. Brand recognition is most successful when people can state a brand without being explicitly exposed to the company's name, but rather through visual signifiers like
logos, slogan’s, and colors. For example, Disney has been successful at branding with their particular script font (originally created for Walt Disney's "signature" logo), which it used in the logo for go.com.

Consumers may look on branding as an aspect of products or services, as it often serves to denote a certain attractive quality or characteristic. From the perspective of brand owners, branded products or services also command higher prices. Where two products resemble each other, but one of the products has no associated branding (such as a generic, store-branded product), people may often select the more expensive branded product on the basis of the quality of the brand or the reputation of the brand owner.

**Brand awareness**

Brand awareness refers to customers' ability to recall and recognize the brand under different conditions and link to the brand name, logo, jingles and so on to certain associations in memory. It consists of both brand recognition and brand recall. It helps the customers to understand to which product or service category the particular brand belongs and what products and services are sold under the brand name. It also ensures that customers know which of their needs are satisfied by the brand through its products (Keller). Brand awareness is of critical importance since customers will not consider your brand if they are not aware of it.

There are various levels of brand awareness that require different levels and combinations of brand recognition and recall. Top-of-Mind is the goal of most companies. **Top-of-Mind Awareness** occurs when your brand is what pops into a consumers mind when asked to name brands in a product category. For example, when someone is asked to name a type of toothpaste, the common answer is “Colgate,” which is a top-of-mind brand. **Aided Awareness** occurs when a consumer is shown or read a list of brands, and expresses familiarity with your brand only after they hear or see it as a type of memory aide. **Strategic Awareness** occurs when your brand is not only top-of-mind to consumers, but also has distinctive qualities that stick out to consumers as making it better than the other brands in your market. The distinctions that set your product apart from the competition is also known as the Unique Selling Point or USP.
Brand Awareness

**Brand awareness** is the probability that consumers are familiar about the life and availability of the product. It is the degree to which consumers precisely associate the brand with the specific product. It is measured as ratio of niche market that has former knowledge of brand. Brand awareness includes both brand recognition as well as brand recall. **Brand recognition** is the ability of consumer to recognize prior knowledge of brand when they are asked questions about that brand or when they are shown that specific brand, i.e., the consumers can clearly differentiate the brand as having being earlier noticed or heard. While **brand recall** is the potential of customer to recover a brand from his memory when given the product class/category, needs satisfied by that category or buying scenario as a signal. In other words, it refers that consumers should correctly recover brand from the memory when given a clue or he can recall the specific brand when the product category is mentioned. It is generally easier to recognize a brand rather than recall it from the memory.

Brand awareness is improved to the extent to which brand names are selected that is simple and easy to pronounce or spell; known and expressive; and unique as well as distinct. For instance - Coca Cola has come to be known as Coke.

There are two types of brand awareness:

1. **Aided awareness**- This means that on mentioning the product category, the customers recognize your brand from the lists of brands shown.

2. **Top of mind awareness (Immediate brand recall)**- This means that on mentioning the product category, the first brand that customer recalls from his mind is your brand.

The relative importance of brand recall and recognition will rely on the degree to which consumers make product-related decisions with the brand present or not. For instance - In a store, brand recognition is more crucial as the brand will be physically present. In a scenario where brands are not physically present, brand recall is more significant (as in case of services and online brands).

**Building brand awareness is essential for building brand equity.** It includes use of various renowned channels of promotion such as advertising, word of mouth publicity, social media like blogs, sponsorships, launching events, etc. To create brand awareness, it is important to create reliable brand image, slogans and taglines. The
brand message to be communicated should also be consistent. Strong brand awareness leads to high sales and high market share. Brand awareness can be regarded as a means through which consumers become acquainted and familiar with a brand and recognize that brand.

**Global brand**

A global brand is one which is perceived to reflect the same set of values around the world. Global brands transcend their origins and create strong enduring relationships with consumers across countries and cultures. They are brands sold in international markets. Examples of global brands include Facebook, Apple, Pepsi, McDonald's, Mastercard, Gap, Sony and Nike. These brands are used to sell the same product across multiple markets and could be considered successful to the extent that the associated products are easily recognizable by the diverse set of consumers.

**Benefits of global branding**

In addition to taking advantage of the outstanding growth opportunities, the following drives the increasing interest in taking brands global:

- Economies of scale (production and distribution)
- Lower marketing costs
- Laying the groundwork for future extensions worldwide
- Maintaining consistent brand imagery
- Quicker identification and integration of innovations (discovered worldwide)
- Preempting international competitors from entering domestic markets or locking you out of other geographic markets
- Increasing international media reach (especially with the explosion of the Internet) is an enabler
- Increases in international business and tourism are also enablers

**Global brand variables**

The following elements may differ from country to country:

- Corporate slogan
- Products and services
• Product names
• Product features
• Positioning
• Marketing mixes (including pricing, distribution, media and advertising execution)

These differences will depend upon:
• Language differences
• Different styles of communication
• Other cultural differences
• Differences in category and brand development
• Different consumption patterns
• Different competitive sets and marketplace conditions
• Different legal and regulatory environments
• Different national approaches to marketing (media, pricing, distribution, etc.)

Local brand
A brand that is sold and marketed (distributed and promoted) in a relatively small and restricted geographical area. A local brand is a brand that can be found in only one country or region. It may be called a regional brand if the area encompasses more than one metropolitan market. It may also be a brand that is developed for a specific national market, however an interesting thing about local brand is that the local branding is more often done by consumers than by the producers. Examples of local brands in Sweden are Stomatol, Skånemejerier, etc.

Relationship between trade marks and brand
The brand name is quite often used interchangeably with "brand", although it is more correctly used to specifically denote written or spoken linguistic elements of any product. In this context a "brand name" constitutes a type of trademark, if the brand name exclusively identifies the brand owner as the commercial source of products or services. A brand owner may seek to protect proprietary rights in relation to a brand name through trademark registration and such trademarks are called "Registered
Trademarks”. Advertising spokespersons have also become part of some brands, for example: Mr. Whipple of Charmin toilet tissue and Tony the Tiger of Kellogg's Frosted Flakes. Local branding is usually done by the consumers rather than the producers.

**Types of brand names**

Brand names come in many styles. A few include: **Acronym**: A name made of initials such as UPS or IBM **Descriptive**: Names that describe a product benefit or function like Whole Foods or Airbus **Alliteration and rhyme**: Names that are fun to say and stick in the mind like Reese's Pieces or Dunkin' Donuts **Evocative**: Names that evoke a relevant vivid image like Amazon or Crest **Neologisms**: Completely made-up words like Wii or Kodak **Foreign word**: Adoption of a word from another language like Volvo or Samsung **Founders' names**: Using the names of real people, and founder's name like Hewlett-Packard or Disney **Geography**: Many brands are named for regions and landmarks like Cisco and Fuji Film.

**Personification**: Many brands take their names from myth like Nike or from the minds of ad execs like Betty Crocker

The act of associating a product or service with a brand has become part of pop culture. Most products have some kind of brand identity, from common table salt to designer jeans. A brandnomer is a brand name that has colloquially become a generic term for a product or service, such as Band-Aid or Kleenex, which are often used to describe any brand of adhesive bandage or any brand of facial tissue respectively.

**Brand identity**

The outward expression of a brand, including its name, trademark, communications, and visual appearance. Because the identity is assembled by the brand owner, it reflects how the owner wants the consumer to perceive the brand - and by extension the branded company, organization, product or service. This is in contrast to the brand image, which is a customer's mental picture of a brand. The brand owner will seek to bridge the gap between the brand image and the brand identity.

Effective brand names build a connection between the brand personality as it is perceived by the target audience and the actual product/service. The brand name should be conceptually on target with the product/service (what the company stands for). Furthermore, the brand name should be on target with the brand demographic.
Typically, sustainable brand names are easy to remember, transcend trends and have positive connotations. Brand identity is fundamental to consumer recognition and symbolizes the brand's differentiation from competitors.

Brand identity is what the owner wants to communicate to its potential consumers. However, over time, a product's brand identity may acquire (evolve), gaining new attributes from consumer perspective but not necessarily from the marketing communications an owner percolates to targeted consumers. Therefore, brand associations become handy to check the consumer's perception of the brand.

Brand identity needs to focus on authentic qualities - real characteristics of the value and brand promise being provided and sustained by organizational and/or production characteristics.

**Visual brand identity**

![Visual brand identity](image1)

**Fig. No. 1.3 Visual brand identity**

The visual brand identity manual for Mobil Oil (developed by Chermayeff & Geismar), one of the first visual identities to integrate logotype, icon, alphabet, color palette, and station architecture to create a comprehensive consumer brand experience.
The recognition and perception of a brand is highly influenced by its visual presentation. A brand’s visual identity is the overall look of its communications. Effective visual brand identity is achieved by the consistent use of particular visual elements to create distinction, such as specific fonts, colors, and graphic elements. At the core of every brand identity is a brand mark, or logo. In the United States, brand identity and logo design naturally grew out of the Modernist movement in the 1950s and greatly drew on the principles of that movement – simplicity (Mies van der Rohe’s principle of "Less is more") and geometric abstraction. These principles can be observed in the work of the pioneers of the practice of visual brand identity design, such as Paul Rand, Chermayeff & Geismar and Saul Bass.

**Brand parity**

Brand parity is the perception of the customers that some brands are equivalent. This means that shoppers will purchase within a group of accepted brands rather than choosing one specific brand. When brand parity is present, quality is often not a major concern because consumers believe that only minor quality differences exist.

**Expanding role of brand**

It was meant to make identifying and differentiating a product easier. Over time, brands came to embrace a performance or benefit promise, for the product, certainly, but eventually also for the company behind the brand. Today, brand plays a much bigger role. Brands have been co-opted as powerful symbols in larger debates about economics, social issues, and politics. The power of brands to communicate a complex message quickly and with emotional impact and the ability of brands to attract media attention, make them ideal tools in the hands of activists.

**Branding approaches**

**Company name**

Often, especially in the line of the most powerful statements of branding: saying just before the company's downgrading, "No one ever got fired for buying IBM"). This approach has not worked as well for General Motors, which recently overhauled how its corporate brand relates to the product brands. Exactly how the company name relates to product and services names is known as brand architecture. Decisions about company names and product names and their relationship depends on more than a dozen strategic considerations.
In this case a strong brand name (or company name) is made the vehicle for a range of products (for example, Mercedes-Benz or Black & Decker) or a range of subsidiary brands (such as Cadbury Dairy Milk, Cadbury Flake or Cadbury Fingers in the United States).

**Individual branding**

Each brand has a separate name (such as Seven-Up, Kool-Aid or Nivea Sun (Beiersdorf)), which may compete against other brands from the same company (for example, Persil, Omo, Surf and Lynx are all owned by Unilever).

**Attitude branding and iconic brands**

**Attitude branding** is the choice to represent a larger feeling, which is not necessarily connected with the product or consumption of the product at all. Marketing labeled as attitude branding include that of Nike, Starbucks, The Body Shop, Safeway, and Apple Inc.. In the 2000 book No Logo,[21] Naomi Klein describes attitude branding as a "fetish strategy".

**Iconic brands** are defined as having aspects that contribute to consumer's self-expression and personal identity. Brands whose value to consumers comes primarily from having identity value are said to be "identity brands". Some of these brands have such a strong identity that they become more or less cultural icons which makes them "iconic brands". Examples are: Apple, Nike and Harley Davidson. Many iconic brands include almost ritual-like behaviour in purchasing or consuming the products.

There are four key elements to creating iconic brands (Holt 2004):

1. "Necessary conditions" - The performance of the product must at least be acceptable, preferably with a reputation of having good quality.

2. "Myth-making" - A meaningful storytelling fabricated by cultural insiders. These must be seen as legitimate and respected by consumers for stories to be accepted.

3. "Cultural contradictions" - Some kind of mismatch between prevailing ideology and emergent undercurrents in society. In other words a difference with the way consumers are and how they wish they were.

4. "The cultural brand management process" - Actively engaging in the myth-making process in making sure the brand maintains its position as an icon.
"No-brand" branding

Recently a number of companies have successfully pursued "no-brand" strategies by creating packaging that imitates generic brand simplicity. Examples include the Japanese company Muji, which means "No label" in English (from– "Mujirushi Ryohin" – literally, "No brand quality goods"), and the Florida company No-Ad Sunscreen. Although there is a distinct Muji brand, Muji products are not branded. This no-brand strategy means that little is spent on advertisement or classical marketing and Muji's success is attributed to the word-of-mouth, a simple shopping experience and the anti-brand movement. "No brand" branding may be construed as a type of branding as the product is made conspicuous through the absence of a brand name. "Tapa Amarilla" or "Yellow Cap" in Venezuela during the 80s is another good example of no-brand strategy. It was simply recognized by the color of the cap of this cleaning products company.

Derived brands

In this case the supplier of a key component, used by a number of suppliers of the end-product, may wish to guarantee its own position by promoting that component as a brand in its own right. The most frequently quoted example is Intel, which positions itself in the PC market with the slogan (and sticker) "Intel Inside".

Brand extension and brand dilution

The existing strong brand name can be used as a vehicle for new or modified products; for example, many fashion and designer companies extended brands into fragrances, shoes and accessories, home textile, home decor, luggage, (sun-) glasses, furniture, hotels, etc.

Mars extended its brand to ice cream, Caterpillar to shoes and watches, Michelin to a restaurant guide, Adidas and Puma to personal hygiene. Dunlop extended its brand from tires to other rubber products such as shoes, golf balls, tennis racquets and adhesives.

There is a difference between brand extension and line extension. A line extension is when a current brand name is used to enter a new market segment in the existing product class, with new varieties or flavors or sizes. When Coca-Cola launched "Diet Coke" and "Cherry Coke" they stayed within the originating product category: non-alcoholic carbonated beverages. Procter & Gamble (P&G) did likewise extending its
strong lines (such as Fairy Soap) into neighboring products (Fairy Liquid and Fairy Automatic) within the same category, dish washing detergents.

The risk of over-extension is brand dilution where the brand loses its brand associations with a market segment, product area, or quality, price or cachet.

**Multi-brands**

Alternatively, in a market that is fragmented amongst a number of brands a supplier can choose deliberately to launch totally new brands in apparent competition with its own existing strong brand (and often with identical product characteristics); simply to soak up some of the share of the market which will in any case go to minor brands. The rationale is that having 3 out of 12 brands in such a market will give a greater overall share than having 1 out of 10 (even if much of the share of these new brands is taken from the existing one). In its most extreme manifestation, a supplier pioneering a new market which it believes will be particularly attractive may choose immediately to launch a second brand in competition with its first, in order to pre-empt others entering the market.

Individual brand names naturally allow greater flexibility by permitting a variety of different products, of differing quality, to be sold without confusing the consumer's perception of what business the company is in or diluting higher quality products.

Once again, Procter & Gamble is a leading exponent of this philosophy, running as many as ten detergent brands in the US market. This also increases the total number of "facings" it receives on supermarket shelves. Sara Lee, on the other hand, uses it to keep the very different parts of the business separate — from Sara Lee cakes through Kiwi polishes to L'Eggs pantyhose. In the hotel business, Marriott uses the name Fairfield Inns for its budget chain (and Ramada uses Rodeway for its own cheaper hotels).

Cannibalization is a particular problem of a "multibrand" approach, in which the new brand takes business away from an established one which the organization also owns. This may be acceptable (indeed to be expected) if there is a net gain overall. Alternatively, it may be the price the organization is willing to pay for shifting its position in the market; the new product being one stage in this process.
**Private labels**

With the emergence of strong retailers, private label brands, also called own brands, or store brands, also emerged as a major factor in the marketplace. Where the retailer has a particularly strong identity (such as Marks & Spencer in the UK clothing sector) this "own brand" may be able to compete against even the strongest brand leaders, and may outperform those products that are not otherwise strongly branded.

**Individual and organizational brands**

There are kinds of branding that treat individuals and organizations as the products to be branded. Personal branding treats persons and their careers as brands. The term is thought to have been first used in a 1997 article by Tom Peters. Faith branding treats religious figures and organizations as brands. Religious media expert Phil Cooke has written that faith branding handles the question of how to express faith in a media-dominated culture. Nation branding works with the perception and reputation of countries as brands.

**Crowdsourcing Branding**

These are brands that are created by the people for the business, which is opposite to the traditional method where the business create a brand. This type of method minimizes the risk of brand failure, since the people that might reject the brand in the traditional method are the ones who are participating in the branding process.

**Nation Branding (Place Branding & Public diplomacy)**

Nation branding is a field of theory and practice which aims to measure, build and manage the reputation of countries (closely related to place branding). Some approaches applied, such as an increasing importance on the symbolic value of products, have led countries to emphasise their distinctive characteristics. The branding and image of a nation-state "and the successful transference of this image to its exports - is just as important as what they actually produce and sell."

**History**

The word "brand" is derived from the Old Norse brandr meaning "to burn." It refers to the practice of producers burning their mark (or brand) onto their products.

The Italians were among the first to use brands, in the form of watermarks on paper in the 1200s.
Although connected with the history of trademarks and including earlier examples which could be deemed "protobrands" (such as the marketing puns of the "Vesuvinum" wine jars found at Pompeii),[31] brands in the field of mass-marketing originated in the 19th century with the advent of packaged goods. Industrialization moved the production of many household items, such as soap, from local communities to centralized factories. When shipping their items, the factories would literally brand their logo or insignia on the barrels used, extending the meaning of "brand" to that of trademark.

Bass & Company, the British brewery, claims their red triangle brand was the world's first trademark. Lyle's Golden Syrup makes a similar claim, having been named as Britain's oldest brand, with its green and gold packaging having remained almost unchanged since 1885. Another example comes from Antiche Fornaci Giorgi in Italy, whose bricks are stamped or carved with the same proto-logo since 1731, as found in Saint Peter's Basilica in Vatican City.

Cattle were branded long before this. The term "maverick," originally meaning an unbranded calf, comes from Texas rancher Samuel Augustus Maverick who, following the American Civil War, decided that since all other cattle were branded, his would be identified by having no markings at all. Even the signatures on paintings of famous artists like Leonardo Da Vinci can be viewed as an early branding tool.

Factories established during the Industrial Revolution introduced mass-produced goods and needed to sell their products to a wider market, to customers previously familiar only with locally-produced goods. It quickly became apparent that a generic package of soap had difficulty competing with familiar, local products. The packaged goods manufacturers needed to convince the market that the public could place just as much trust in the non-local product. Campbell soup, Coca-Cola, Juicy Fruit gum, Aunt Jemima, and Quaker Oats were among the first products to be 'branded', in an effort to increase the consumer's familiarity with their products. Many brands of that era, such as Uncle Ben's rice and Kellogg's breakfast cereal furnish illustrations of the problem.

Around 1900, James Walter Thompson published a house ad explaining trademark advertising. This was an early commercial explanation of what we now know as branding. Companies soon adopted slogans, mascots, and jingles that began to appear
on radio and early television. By the 1940s, manufacturers began to recognize the way in which consumers were developing relationships with their brands in a social/psychological/anthropological sense.

From there, manufacturers quickly learned to build their brand's identity and personality, such as youthfulness, fun or luxury. This began the practice we now know as "branding" today, where the consumers buy "the brand" instead of the product. This trend continued to the 1980s, and is now quantified in concepts such as brand value and brand equity. Naomi Klein has described this development as "brand equity mania". In 1988, for example, Philip Morris purchased Kraft for six times what the company was worth on paper; it was felt that what they really purchased was its brand name.

Brands are different from products in a way that brands are “what the consumers buy”, while products are “what concern/companies make”. Brand is an accumulation of emotional and functional associations. Brand is a promise that the product will perform as per customer’s expectations. It shapes customer’s expectations about the product. Brands usually have a trademark which protects them from use by others. A brand gives particular information about the organization, good or service, differentiating it from others in marketplace. Brand carries an assurance about the characteristics that make the product or service unique. A strong brand is a means of making people aware of what the company represents and what are its offerings.

To a consumer, brand means and signifies:

- Source of product
- Delegating responsibility to the manufacturer of product
- Lower risk
- Less search cost
- Quality symbol
- Deal or pact with the product manufacturer
- Symbolic device

Brands simplify consumers purchase decision. Over a period of time, consumers discover the brands which satisfy their need. If the consumers recognize a particular
brand and have knowledge about it, they make quick purchase decision and save lot of time. Also, they save search costs for product. Consumers remain committed and loyal to a brand as long as they believe and have an implicit understanding that the brand will continue meeting their expectations and perform in the desired manner consistently. As long as the consumers get benefits and satisfaction from consumption of the product, they will more likely continue to buy that brand. Brands also play a crucial role in signifying certain product features to consumers.

To a seller, brand means and signifies:

- Basis of competitive advantage
- Way of bestowing products with unique associations
- Way of identification to easy handling
- Way of legal protection of products’ unique traits/features
- Sign of quality to satisfied customer
- Means of financial returns

A brand, in short, can be defined as a seller’s promise to provide consistently a unique set of characteristics, advantages, and services to the buyers/consumers. It is a name, term, sign, symbol or a combination of all these planned to differentiate the goods/services of one seller or group of sellers from those of competitors.

Brand Attributes

Brand Attributes portray a company’s brand characteristics. They signify the basic nature of brand. Brand attributes are a bundle of features that highlight the physical and personality aspects of the brand. Attributes are developed through images, actions, or presumptions. Brand attributes help in creating brand identity.

A strong brand must have following attributes:

1. **Relevancy**- A strong brand must be relevant. It must meet people’s expectations and should perform the way they want it to. A good job must be done to persuade consumers to buy the product; else inspite of your product being unique, people will not buy it.
2. **Consistency** - A consistent brand signifies what the brand stands for and builds customers trust in brand. A consistent brand is where the company communicates message in a way that does not deviate from the core brand proposition.

3. **Proper positioning** - A strong brand should be positioned so that it makes a place in target audience mind and they prefer it over other brands.

4. **Sustainable** - A strong brand makes a business competitive. A sustainable brand drives an organization towards innovation and success. Example of sustainable brand is Marks and Spencer’s.

5. **Credibility** - A strong brand should do what it promises. The way you communicate your brand to the audience/customers should be realistic. It should not fail to deliver what it promises. Do not exaggerate as customers want to believe in the promises you make to them.

6. **Inspirational** - A strong brand should transcend/inspire the category it is famous for. For example - Nike transcendent Jersey Polo Shirt.

7. **Uniqueness** - A strong brand should be different and unique. It should set you apart from other competitors in market.

8. **Appealing** - A strong brand should be attractive. Customers should be attracted by the promise you make and by the value you deliver.

**Brand Loyalty**

Brand Loyalty is a scenario where the consumer fears purchasing and consuming product from another brand which he does not trust. It is measured through methods like word of mouth publicity, repetitive buying, price sensitivity, commitment, brand trust, customer satisfaction, etc. Brand loyalty is the extent to which a consumer constantly buys the same brand within a product category. The consumers remain loyal to a specific brand as long as it is available. They do not buy from other suppliers within the product category. Brand loyalty exists when the consumer feels that the brand consists of right product characteristics and quality at right price. Even if the other brands are available at cheaper price or superior quality, the brand loyal consumer will stick to his brand.

**Brand loyal consumers are the foundation of an organization.** Greater loyalty levels lead to less marketing expenditure because the brand loyal customers promote
the brand positively. Also, it acts as a means of launching and introducing more products that are targeted at same customers at less expenditure. It also restrains new competitors in the market. Brand loyalty is a key component of brand equity.

Brand loyalty can be developed through various measures such as quick service, ensuring quality products, continuous improvement, wide distribution network, etc. When consumers are brand loyal they love “you” for being “you”, and they will minutely consider any other alternative brand as a replacement. Examples of brand loyalty can be seen in US where true Apple customers have the brand's logo tattooed onto their bodies. Similarly in Finland, Nokia customers remained loyal to Nokia because they admired the design of the handsets or because of user-friendly menu system used by Nokia phones.

**Brand loyalty can be defined as relative possibility of customer shifting to another brand in case there is a change in product’s features, price or quality.** As brand loyalty increases, customers will respond less to competitive moves and actions. Brand loyal customers remain committed to the brand, are willing to pay higher price for that brand, and will promote their brand always. A company having brand loyal customers will have greater sales, less marketing and advertising costs, and best pricing. This is because the brand loyal customers are less reluctant to shift to other brands, respond less to price changes and self-promote the brand as they perceive that their brand have unique value which is not provided by other competitive brands.

Brand loyalty is always developed post purchase. To develop brand loyalty, an organization should know their niche market, target them, support their product, ensure easy access of their product, provide customer satisfaction, bring constant innovation in their product and offer schemes on their product so as to ensure that customers repeatedly purchase the product.

**The Importance of Branding**

Branding is a key concept in marketing circles, as it is the pivotal springboard that can thrust your business forward, and give you a competitive edge. A well-defined and strong brand will drive sales, build customer loyalty, create brand value, and most of all, it will be the catalyst for business growth, as consumers will be motivated to buy your product.
A brand is usually associated with the logo, sign, name, or other image that consumers associate with your company and product. But in fact, brand also incorporates other factors, and encompasses those unique characteristics that distinguish your product, and sets it apart from the competition. It also relates to the quality of your product, the way you do business, and how you are perceived by others.

Business branding is therefore important to every business regardless of the size, because it communicates information about your business and product to the market. It will influence the cost of your product, packaging, marketing and advertising strategies, distribution channels, and more. Branding is all about establishing an identity, and becoming recognized for it.

There is no denying the importance of branding, especially for the small business. Consumers are always willing to buy products they know and trust. A strong, well defined brand, gives you a competitive advantage in the market. It allows you to charge more for your product, knowing that consumers will remain loyal, and buy it at the higher cost. That is the result of consistent reinforcing of the brand, which enables positive responses from the consumer.

Branding is one way to attract new customers. When a customer comes to you because of all they have heard about your product and business, then you can be certain that they are serious about buying. When you run marketing campaigns, you
are simply throwing out a wide net to attract a large number of customers. From there your marketing guys spend time with those leads to find out who is really serious. That takes a lot of time and money, and in the end, you are not sure that those customers will buy. On the other hand, branding puts you in a position to attract serious buyers first off.

Those leads might have been generated because of satisfied customers, who are happy to spread the word. Or, they might have been the result of persistent market reinforcement. However the key is, they came about due to a branding strategy that effectively communicated the solution the customer was looking for.

Branding puts you in touch with customers who know your business and your product before they even step inside your place of business, or buy your product off the shelf. They know about you because of your brand, and the value that goes with it.

As we have seen, branding is an effective way to facilitate the growth of your business. When successfully implemented, branding can give you a strategic position in the market, and eventually lead to increased profit. This is achieved as a result of the influx of new customers, and the continuing support of existing ones. Branding builds brand loyalty and value, attracts new customers, and makes you stand out from the competition. These are all key components in ensuring the continued profitability of your business.

Branding is an integral part of the business building process. Large corporations spend hundreds of millions of dollars building their brands, and there’s a reason:

- Brands enable customers to remember your product-service.
- Brands build customer loyalty and lead to repeat purchases.
- Brands make it easier for current clients or customers to refer you to others.
- Brands send a message as to what your customers can expect.
- Brands convey an emotion.
- Brands add value.

We use brands as shorthand to make our trips to the grocery store easier; we use brands to reassure us about our purchasing decisions; we even use brands to define ourselves in society.
Remember: a brand is a promise. With a brand, you set customer expectations. When someone buys your product or service, they count on those expectations to be fulfilled.

Branding is a very powerful component in business. The brand must have a logo to make branding easier and more possible. The consumers decide if they will buy a product or use a service based on how they view the brand. The brand itself tells us or let us imagine how good or bad the product is even if we never tasted it before! All that brand promotion and advertising really do tell us how great a brand can be (like Nike). Once a customer likes your brand he/she will definitely come back for repeated services or products. The qualities of the product or services are ensured through the customers minds from the brand image.

Brand is not only convenient for businesses for repeated customer purchase but also easier for customers to filter out the countless generic items. Brand gives consumers the reason to buy it and wastes less time for consumer to choose.

There are ways to improve a brand from advertising such as viral campaign (more trustworthy), online ads, print ads and commercials. Another way is to improve your product or services that will reinforce the brand. This is a good way to promote your brand by always being in the cutting edge or “customer’s first image”.

The qualities of your products and services will reinforce the brand. Advertise as much as possible to spread that message and make it into a cult brand. Branding doesn’t only benefit the business but you as well (yes I mean it). The brand you choose reflects who you are and expresses yourself on what you like to do and be able to join the community of like minded people. Branding is a win: win situation for both the businesses and the loyal customers.

- Business Marketing

**What is Branding and How Important is it to Your Marketing Strategy**

The American Marketing Association (AMA) defines a brand as a "name, term, sign, symbol or design, or a combination of them intended to identify the goods and services of one seller or group of sellers and to differentiate them from those of other sellers."
Therefore it makes sense to understand that branding is not about getting your target market to choose you over the competition, but it is about getting your prospects to see you as the only one that provides a solution to their problem.

The objectives that a good brand will achieve include:

- Delivers the message clearly
- Confirms your credibility
- Connects your target prospects emotionally
- Motivates the buyer
- Concretes User Loyalty

To succeed in branding you must understand the needs and wants of your customers and prospects. You do this by integrating your brand strategies through your company at every point of public contact.

Your brand resides within the hearts and minds of customers, clients, and prospects. It is the sum total of their experiences and perceptions, some of which you can influence, and some that you cannot.

A strong brand is invaluable as the battle for customers intensifies day by day. It's important to spend time investing in researching, defining, and building your brand. After all your brand is the source of a promise to your consumer. It's a foundational piece in your marketing communication and one you do not want to be without.

**Brand Positioning - Definition and Concept**

**Brand positioning refers to “target consumer’s” reason to buy your brand in preference to others.** It is ensures that all brand activity has a common aim; is guided, directed and delivered by the brand’s benefits/reasons to buy; and it focusses at all points of contact with the consumer.

Brand positioning must make sure that:

- Is it unique/distinctive vs. competitors?
- Is it significant and encouraging to the niche market?
- Is it appropriate to all major geographic markets and businesses?
- Is the proposition validated with unique, appropriate and original products?
• Is it sustainable - can it be delivered constantly across all points of contact with the consumer?
• Is it helpful for organization to achieve its financial goals?
• Is it able to support and boost up the organization?

In order to create a distinctive place in the market, a niche market has to be carefully chosen and a differential advantage must be created in their mind. Brand positioning is a medium through which an organization can portray it’s customers what it wants to achieve for them and what it wants to mean to them. Brand positioning forms customer’s views and opinions.

Brand Positioning can be defined as an activity of creating a brand offer in such a manner that it occupies a distinctive place and value in the target customer’s mind. For instance-Kotak Mahindra positions itself in the customer’s mind as one entity-“Kotak”- which can provide customized and one-stop solution for all their financial services needs. It has an unaided top of mind recall. It intends to stay with the proposition of “Think Investments, Think Kotak”. The positioning you choose for your brand will be influenced by the competitive stance you want to adopt.

Brand Positioning involves identifying and determining points of similarity and difference to ascertain the right brand identity and to create a proper brand image. Brand Positioning is the key of marketing strategy. A strong brand positioning directs marketing strategy by explaining the brand details, the uniqueness of brand and it’s similarity with the competitive brands, as well as the reasons for buying and using that specific brand. Positioning is the base for developing and increasing the required knowledge and perceptions of the customers. It is the single feature that sets your service apart from your competitors. For instance- Kingfisher stands for youth and excitement. It represents brand in full flight.

There are various positioning errors, such as-

1. **Under positioning**- This is a scenario in which the customer’s have a blurred and unclear idea of the brand.

2. **Over positioning**- This is a scenario in which the customers have too limited a awareness of the brand.
3. **Confused positioning** - This is a scenario in which the customers have a confused opinion of the brand.

4. **Double Positioning** - This is a scenario in which customers do not accept the claims of a brand.

5. **Brand Identity** - Stems from an organization, i.e., an organization is responsible for creating a distinguished product with unique characteristics. It is how an organization seeks to identify itself. It represents how an organization wants to be perceived in the market. An organization communicates its identity to the consumers through its branding and marketing strategies. A brand is unique due to its identity. Brand identity includes following elements - Brand vision, brand culture, positioning, personality, relationships, and presentations.

Brand identity is a bundle of mental and functional associations with the brand. Associations are not “reasons-to-buy” but provide familiarity and differentiation that’s not replicable getting it. These associations can include signature tune(for example - Britannia “ting-ting-ta-ding”), trademark colours (for example - Blue colour with Pepsi), logo (for example - Nike), tagline (for example - Apple’s tagline is “Think different”), etc. Brand identity is the total proposal/promise that an organization makes to consumers. The brand can be perceived as a product, a personality, a set of values, and a position it occupies in consumer’s minds. Brand identity is all that an organization wants the brand to be considered as. It is a feature linked with a specific company, product, service or individual. It is a way of externally expressing a brand to the world.

Brand identity is the noticeable elements of a brand (for instance - Trademark colour, logo, name, symbol) that identify and differentiates a brand in target audience mind. It is a crucial means to grow your company’s brand.

Brand identity is the aggregation of what all you (i.e. an organization) do. It is an organizations mission, personality, promise to the consumers and competitive advantages. It includes the thinking, feelings and expectations of the target market/consumers. It is a means of identifying and distinguishing an organization from another. An organization having unique brand identity have improved brand awareness, motivated team of employees who feel proud working in a well branded organization, active buyers, and corporate style. Brand identity leads to brand loyalty,
brand preference, high credibility, good prices and good financial returns. It helps the organization to express to the customers and the target market the kind of organization it is. It assures the customers again that you are who you say you are. It establishes an immediate connection between the organization and consumers. Brand identity should be sustainable. It is crucial so that the consumers instantly correlate with your product/service.

Brand identity should be futuristic, i.e, it should reveal the associations aspired for the brand. It should reflect the durable qualities of a brand. Brand identity is a basic means of consumer recognition and represents the brand’s distinction from it’s competitors.

**Sources of Brand Identity**

1. **SYMBOLS** - Symbols help customers memorize organization’s products and services. They help us correlate positive attributes that bring us closer and make it convenient for us to purchase those products and services. Symbols emphasize our brand expectations and shape corporate images. Symbols become a key component of brand equity and help in differentiating the brand characteristics. Symbols are easier to memorize than the brand names as they are visual images. These can include logos, people, geometric shapes, cartoon images, anything. For instance, Marlboro has its famous cowboy, Pillsbury has its Poppin’ Fresh doughboy, Duracell has its bunny rabbit, Mc Donald has Ronald, Fed Ex has an arrow, and Nike’s swoosh. All these symbols help us remember the brands associated with them.

Brand symbols are strong means to attract attention and enhance brand personalities by making customers like them. It is feasible to learn the relationship between symbol and brand if the symbol is reflective/ representative of the brand. For instance, the symbols of LG symbolize the world, future, youth, humanity, and technology. Also, it represents LG’s efforts to keep close relationships with their customers.

2. **LOGOS** - A logo is a unique graphic or symbol that represents a company, product, service, or other entity. It represents an organization very well and make the customers well-acquainted with the company. It is due to logo that customers form an image for the product/service in mind. Adidas’s “Three Stripes” is a famous brand identified by it’s corporate logo.
Features of a good logo are:

a) It should be simple.

b) It should be distinguished/unique. It should differentiate itself.

c) It should be functional so that it can be used widely.

d) It should be effective, i.e., it must have an impact on the intended audience.

e) It should be memorable.

f) It should be easily identifiable in full colours, limited colour palettes, or in black and white.

g) It should be a perfect reflection/representation of the organization.

h) It should be easy to correlate by the customers and should develop customers trust in the organization.

i) It should not loose it’s integrity when transferred on fabric or any other material.

j) It should portray company’s values, mission and objectives.

The elements of a logo are:

1. Logotype - It can be a simple or expanded name. Examples of logotypes including only the name are Kellogg’s, Hyatt, etc.

2. Icon - It is a name or visual symbol that communicates a market position. For example-LIC ‘hands’, UTI ‘kalash’.

3. Slogan - It is best way of conveying company’s message to the consumers. For instance- Nike’s slogan “Just Do It”.

TRADEMARKS- Trademark is a unique symbol, design, or any form of identification that helps people recognize a brand. A renowned brand has a popular trademark and that helps consumers purchase quality products. The goodwill of the dealer/maker of the product also enhances by use of trademark. Trademark totally indicates the commercial source of product/service. Trademark contribute in brand equity formation of a brand. Trademark name should be original. A trademark is chosen by the following symbols:
**TM** (denotes unregistered trademark, that is, a mark used to promote or brand goods);

**SM** (denotes unregistered service mark) ® (denotes registered trademark).

Registration of trademark is essential in some countries to give exclusive rights to it. Without adequate trademark protection, brand names can become legally declared generic. Generic names are never protectable as was the case with Vaseline, escalator and thermos.

**Some guidelines for trademark protection are as follows:**

I. Go for formal trademark registration.

II. Never use trademark as a noun or verb. Always use it as an adjective.

III. Use correct trademark spelling.

IV. Challenge each misuse of trademark, specifically by competitors in market.

V. Capitalize first letter of trademark. If a trademark appears in point, ensure that it stands out from surrounding text.

**Inter brand’s Annual Survey on Brands and Branding**

The evidence shows that some brands “get it” and other do not. Operationally, most firms are creating standards and surveying customers and employees, often including brand in the mix. However, this study found few that put it all together. Brands with impact are thoroughly managed, strictly adhered to and financially supported. Yet, brands are not reaching their full potential. Most of our experts believe they could be more thorough. Few reach the necessary level of strict adherence to standards. Financial systems that link brand performance to personal reward and budgets are rare. The best practices are now clear. It is equally clear from the report card that the current shape of the branding practice does not put the discipline at the top of the class. Brand practitioners, owners and managers have clearly stated that branding can be done better. 2007 will be another interesting year in the evolution of branding. We thank the respondents and look forward to next year’s report, which will have another year of data for comparison, debate and dialogue. Since 1974, Interbrand challenged standard convention of what a brand can be by pioneering new brand solutions that the world wants and needs. Our brand professionals serve clients globally with over 30 offices in over 20 countries. Working in partnership with our clients we combine...
rigorous strategy and analysis with world-class design and creativity. Our services include brand analytics, brand valuation, strategy, naming and verbal identity, corporate identity, packaging design, retail design, integrated brand communications and digital branding tools. We enable our clients to achieve greater success by helping them to create and manage.

**Brand Manager Position Description**

Many large corporations often comprise a number of smaller companies or divisions, each with their own brand. Mars, Inc., for example, is the parent company of many brands, including 3 Musketeers, M&Ms, Skittles, Snickers, Mars, Milky Way, and an array of others. Similarly, the Sara Lee Corporation not only has its own Sara Lee brand, but also well-known brands such as Hillshire Farms, Kiwi, Jimmy Dean, and Playtex. While there generally is a corporate marketing director, many companies with multiple brands also have specific Brand Managers. These are the individuals responsible for developing and implementing marketing campaigns for their particular brand.

Depending on the structure of the company, Brand Managers can have an array of responsibilities. Individuals are expected to develop both long- and short-term strategic marketing plans for the brand. These might include marketing initiatives, special packaging, and/or point of purchase pieces for the specific brand, as well as promotions, sweepstakes, contests, giveaways, and coupons.

Part of the Brand Manager's job is to develop budgets for his or her department. In doing so, the individual determines how best to spend the monies allocated in order to increase sales. Should more monies go toward research? What about advertising? How about changing the packaging? The decisions of the Brand Manager can affect the bottom line of the brand.

Brand Managers often work with the research and development team. This might be necessary, for example, to determine how products within the brand can be improved. Would customers purchase more if products were offered in single-serve packages? Is a sauce too spicy? Does the packaging need updating? Do consumers purchase a product once and then not again? The Brand Manager works with the research and development team to determine not only why, but what can be done to turn the problem around. An important function of the Brand Manager is locating key markets
and potential customers. To do this, he or she might deal with the advertising department or the advertising agency in charge of the brand not only to locate these markets, but also to find ways to reach them.

Will advertising in a new media increase sales? Will it pay off? Can the Brand Manager fit the new advertising campaign into his or her budget? There are always questions that need to be looked into, researched, and answered. The Brand Manager is always on the lookout for the best way to pitch the brand or product to the consumer. In order to gauge the consumer’s reaction, he or she works with the market research departments. The Brand Manager also works with members of the production, packaging, promotion, distribution, advertising, and sales departments in developing the most effective packaging, promotional materials, advertisements, and commercials. He or she is also expected to develop pricing and distribution strategies. The Brand Manager does everything possible to make the brand competitive in the marketplace. When new products in the brand are introduced, the Brand Manager also works closely with the public relations department and/or agency in launching a media blitz and coordinating public relations activities. He or she is expected to monitor and control all advertising and promotions within the brand. As part of the job, the individual is also responsible for keeping up with industry trends and the competition.

The Brand Manager is essential to the success of the brand. His or her decisions and expertise can make the difference between a brand or product “making it” and one that ultimately falls between the cracks. For those who enjoy being in the forefront of the corporate industry, this might be the ideal career choice.

**Salaries**

There is a wide range of salaries for corporate Brand Managers. Individuals in this field generally earn from $30,000 to $150,000 or more annually. Factors affecting earnings include the size, prestige, and geographic location of the company in which the individual works. Other factors include the experience and professional reputation of the Brand Manager. In many cases, individuals also receive bonuses based on increased product sales.
Employment prospects are good for talented Brand Managers.

Positions may be offered in a variety of companies hosting multiple brands, including those that manufacture products as well as companies that provide services. Individuals may need to relocate to find a position. Advancement prospects are fair for Brand Managers. Those who prove themselves will have no trouble moving up the corporate career ladder. There are a number of ways individuals working in this area can advance their career. The common forms of career progression are either finding a similar job in larger, more prestigious company or being promoted within the same agency to handle a more prestigious brand. Some individuals climb the career ladder by becoming corporate marketing directors for large companies.

Most companies require a minimum of a bachelor's degree for this position.

Helpful majors include marketing, advertising, communications, or a related field. Seminars and workshops in market research, branding, marketing, and advertising will be useful in honing skills.

Brand Managers working in the corporate world need experience in branding and marketing. This experience is generally obtained by working in the marketing department. The most successful Brand Managers are highly motivated, ambitious, energetic individuals. Excellent written and verbal communication skills are essential. Individuals should be detail-oriented and have the ability to multitask without getting flustered. The ability to prioritize and organize is vital. Creativity and innovation are a must. Interpersonal skills and the ability to understand people's thought patterns are helpful. Excellent analytical and quantitative abilities are crucial.

Unions and Associations

Brand Managers working in the corporate world may belong to a number of associations that provide career guidance and professional support. These include the American Marketing Association (AMA), the Direct Marketing Association (DMA), the Marketing Research Association (MRA), and the Advertising Research Foundation (ARF), among others.

Tips for Entry

1. If you're still in school, look for an internship. These are valuable in providing experience and helping you make important contacts.
2. Take classes, workshops, and seminars in marketing, brand management, and consumer research. In addition to honing your skills, they provide excellent networking opportunities.

3. Positions may be advertised in the classified section of newspapers under heading classifications such as “Brand Manager,” “Product Manager,” “Marketing,” Corporate and Industry,” or in specific corporate company advertisements.

4. Jobs may be advertised in trade journals

5. Don't forget to check out openings on the Web. Start with some of the more popular career and job sites like Hotjobs.com or Monster.com and go from there.

6. Corporate Web sites often list job openings. Visit the sites of companies you might be interested in working for.

   Brand managers have the opportunity to work closely with employees. A company with brand management positions is structured so every brand owned by that firm is managed as a separate entity.

   This particular business model allows for a great deal of effort to be focused into the success of a single brand, and often facilitates a high level of competition among brands--sometimes even those owned and produced by the same firm.

   A group of employees work under the supervision and direction of a brand manager, whose limited role within the overall structure of the firm allows him to concentrate on every facet which contributes to the brand's overall success, from production to marketing, finance to distribution.

   **Large conglomerates are often comprised of multiple brands.**

   While the role of a brand manager varies widely depending on the type of product(s), size of the parent firm, and numerous other factors, it is generally true that a brand management position is much like running a small business. The brand manager is responsible for everything that goes on with regard to his particular brand: He must be conscious of the competitive landscape surrounding the product(s) the brand represents and work to develop and implement effective marketing strategies based on this landscape. A large company's senior management relies upon its brand managers to create and maintain a competitive edge that will ensure the overall success of the company.
Function of the Assistant Brand Manager

Brand managers and their assistants work closely together and with others.

In a large firm, the brand manager can be faced with a great deal of responsibility; in the case that a particular brand is too large to be successfully managed by any one individual, an assistant brand manager may be appointed to optimize the success of the company. The assistant brand manager performs many of the same functions of the brand manager, for whom versatility and the ability to multitask are extremely important. An assistant brand manager can expect to have a number of responsibilities across departments, and to help the brand manager in making decisions that will contribute to the success of the brand's competitiveness on the market. This requires knowledge of everything from production to marketing and distribution.

Training and Qualifications

An educated brand manager has a higher likelihood of success.

Brand management positions are considered to be part of the marketing function of a company, so an ideal candidate for one of these positions will likely have education and/or experience focused in sales and advertising. Great brand managers and assistant managers are results-oriented with strong analytical, creative and leadership skills. Since these positions require a high level of versatility, companies look for individuals who have demonstrated success in a variety of fields. Communication skills and teamwork are also essential to a brand manager or assistant manager's success because of his responsibility to be knowledgeable of every aspect of the brand he is managing. Typically, applicants are required to have a combination of professional experience and higher education that relates to the brand and/or its management.

Brand management is essentially a marketing function, and the field of marketing is expected to grow faster than average during the next four to five years. An increasing amount of competition, both domestic and international, supports job sustainability.

Almost every large corporation utilizes a corporate model that divides the various brands into smaller, microcosmic "businesses" of their own, and more smaller companies are beginning to employ similar systems.
Since brand management and assistant brand management positions usually require education as well as experience, it is recommended that someone with these career goals who is seeking an entry-level position look for work as a marketing analyst or assistant. With this experience and an MBA, the likelihood of acquiring a position as an assistant brand manager is much greater.

For knowing the buying behavior of customers and Brand Management of different brands I selected some brands whose outlets is at Ajmer city. To gain the knowledge about Brand Loyalty and Brand Awareness among Ajmer citizens I surveyed at these outlets and through questionnaires I collected their views & opinion related to their favorite brand.

Today when more and more people are becoming brand conscious retailers are cashing on it and are earning big bucks.

The big names in the clothing brands tell us how our fashion scenario has evolved and changed.

There are some brands which have been in business for more than 100 years. These clothing brands have made a definite mark in the fashion and clothing industry. The brands have changed the whole style and clothing scenario. Media and promotions have been the sole reasons for the brand awareness and consciousness among the Generation Y.