Chapter II:

RESEARCH METHODOLOGY AND REVIEW OF LITERATURE

SURVEY:

This Chapter is likely to cover the methodology of research, area specification & sample design and sample also reasons for selection of area and sample respondents and the research techniques. Literature survey includes a brief review of the work already done in the field of Brand management.

Collected data would be used for a scientific and empirical analysis. The data collected and classified would be analyzed in term of principles of marketing and requirement of future improvement in the marketing operations of Brand management.

The present chapter reviews the relevant literature for the major constructs addressed in the study, describes the theoretical background supporting the study, and proposes a model and hypotheses for this study. The chapter will first start with a review of literature on Indian retail industry and Indian consumers relevant to this study. Next, major theoretical constructs of this study, including perceived value, acculturation, and need for distinctiveness, will be discussed, followed by a discussion of TPB and its application in this study. Throughout the literature review, the hypotheses will be presented along with the literature supporting them.

Before going into the past researches on the preference of people about national and international brands, let us first define a few terms.

Consumers

Generally consumer is an individual who buys products or services for personal use and not for manufacture or resale. The literal meaning of the word ‘consumer’ is one that consumes (www.scholar.google.com).

According to the legal definition of consumer, it is an individual who purchases, uses, maintains, and disposes off products and services (www.answers.com).

The Marketing dictionary defines consumer as an ultimate user of a product or service. The consumer is not always the purchaser of a product. In the case of pet
food, for example, the pet is technically the consumer because it is the ultimate user, although of course the advertising is aimed at the pet owner (www.answers.com).

**Brand**

Generally the word brand means; a trademark or distinctive name identifying a product or a manufacturer. The term brand refers to a name, term, symbol, sign or design used by a firm to differentiate its offerings from those of its competitors. Brands are one of the most standardizable items in the product offering; they may allow further standardization of other marketing elements such as promotional items. The brand name is the vocalizable part of the brand, the brand mark the nonvocalizable part (Czinkota & Ronkainen).

What the brands are and why they emerged, tells John Philip Jones in his book “What’s in a name” that brands developed out of trademarks, a long lasting means of providing legal protection to an inventor’s patent. But even with the earliest brands that emerged more than a hundred years ago, the branding process developed a purpose and importance beyond this simple legal role in that it suggested a guarantee of homogeneity and product quality to buyers of a brand, who might otherwise know nothing about its manufacturer. Even more importantly, it provided an unmistakable means of differentiating one manufacturer’s output from another’s.

A **brand** includes a name, logo, slogan, and/or design scheme associated with a product or service. Brand recognition and other reactions are created by the use of the product or service and through the influence of advertising, design, and media commentary. A brand is a symbolic embodiment of all the information connected to the product and serves to create associations and expectations around it (John Philip Jones).

**Consumer Behavior**

Consumer behavior is defined as the mental and physical activities undertaken by household and business customers that result in decisions and actions to pay for you, purchase and use products and services. Examples of mental activities are assessing the suitability of a product or service brand, making inferences about a product or service’s qualities from advertising information, and evaluating actual experiences with the product. Physical activities include visiting stores, reading consumer reports,
talking to sales people, and issuing a purchase order. In short, Consumer behavior is understanding how and why consumers behave (Del I. Hawkins).

As consumers, we can benefit from a better understanding of how we make our decisions so that we can make wiser ones. Marketers can benefit from an understanding of consumer behavior so that they can better predict what consumers want and how best to offer it to them (Wilkie William).

There are two major forces that shape who we are and what we buy. Our personal motives, attitudes, and decision-making abilities guide our consumption behavior. At the same time, our families, cultural background, and the ads we see on TV, and the sites we visit on the Internet influence our thoughts and actions (Jan S. Slater).

**Brand Image**

According to the marketing dictionary the term Brand Image refers to Qualities that consumers associate with a specific brand, expressed in terms of human behavior and desires, but also related to price, quality, and situational use of the brand. For example: A brand such as Mercedes Benz will conjure up a strong public image because of its sensory and physical characteristics as well as its price. This image is not inherent in the brand name but is created through advertising (www.answers.com). But Czinkota & Ronkainen in their book “Global Marketing” state that brand names convey the image of the product or service.

Brand image can be positive as well as negative. On the basis of characteristics which the consumer associates with the brand, a competitive advantage for a brand can be build.

**Brand loyalty**

Brand loyalty has been proclaimed by some to be the ultimate goal of marketing. In marketing, brand loyalty consists of a consumer's commitment to repurchase the brand and can be demonstrated by repeated buying of a product or service or other positive behaviors such as word of mouth advocacy. True brand loyalty implies that the consumer is willing, at least on occasion, to put aside their own desires in the interest of the brand.

Brand loyalty is more than simple repurchasing, however. Customers may repurchase a brand due to situational constraints, a lack of viable alternatives, or out of
convenience. Such loyalty is referred to as "spurious loyalty". True brand loyalty exists when customers have a high relative attitude toward the brand which is then exhibited through repurchase behavior. This type of loyalty can be a great asset to the firm: customers are willing to pay higher prices, they may cost less to serve, and can bring new customers to the firm. For example, if Joe has brand loyalty to Company A he will purchase Company A's products even if Company B's are cheaper and/or of a higher quality (Paul Herbig, 1997).

**Influence of brand loyalty on consumer behavior:**

The new millennium is not just a new beginning; it is a continuation of trends in human behavior that have been following cyclical patterns throughout our country's history. Just because we have entered a new era does not mean we have to start from scratch when it comes to interpreting why certain consumers are loyal to certain brands, and what type of factors influence these allegiances.

Brand Loyalty is the consumer's conscious or unconscious decision, expressed through intention or behavior, to repurchase a brand continually. It occurs because the consumer perceives that the brand offers the right product features, image, or level of quality at the right price. Consumer behavior is habitual because habits are safe and familiar. In order to create brand loyalty, advertisers must break consumer habits, help them acquire new habits, and reinforce those habits by reminding consumers of the value of their purchase and encourage them to continue purchasing those products in the future.

The image surrounding a company's brand is the principal source of its competitive advantage and is therefore a valuable strategic asset. Unfortunately, many companies are not adept at disseminating a strong, clear message that not only distinguishes their brand from the competitors', but distinguishes it in a memorable and positive manner. The challenge for all brands is to avoid the pitfalls of portraying a muddled or negative image, and instead, create a broad brand vision or identity that recognizes a brand as something greater than a set of attributes that can be imitated or surpassed. In fact, a company should view its brand to be not just a product or service, but as an overall brand image that defines a company’s philosophies. A brand needs more than identity; it needs a personality. Just like a person without attention-grabbing characteristics, a brand with no personality can easily be passed right over. A strong
symbol or company logo can also help to generate brand loyalty by making it quickly identifiable.

From the design of a new product to the extension of a mature brand, effective marketing strategies depend on a thorough understanding of the motivation, learning, memory, and decision processes that influence what consumers buy. Theories of consumer behavior have been repeatedly linked to managerial decisions involving development and launching of new products, segmentation, timing of market entry, and brand management. Subsequently, the issue of brand loyalty has been examined at great length. Branding is by far one of the most important factors influencing an item's success or failure in the marketplace, and can have a dramatic impact on how the "company behind the brand" is perceived by the buying public. In other words, the brand is not just a representation of a company's product; it is a symbol of the company itself, and that is where the core of brand loyalty lies. All this information was found out through a research conducted by Jovey Wai Kwan Leung and Gail Tylor.

**Global Brands**

The brand name of a product that has worldwide recognition. A global brand has the advantage of economies of scale in terms of production, recognition, and packaging. While the product or brand itself remains the same, the marketing must take into account the local market conditions and the resulting marketing campaign must be tailored accordingly. Care must also be taken to ensure that there is nothing offensive in terms of the name or packaging in the various cultures and languages. A problem with global branding is that, if problems are experienced in one country, there could be worldwide repercussions for the brand (www.brighternaming.com/brands).

According to Omelia (1995), successful global brands must anticipate cultural trends, styles and evolving consumer values in order to appeal to customers across international boundaries; a product's relevance to its customers dictates its global potential. Brands which have a large disparity in consumer regard and image are not as likely to find a standardized global positioning to become a global brand. Successful multicultural advertisers have secured brand loyalty from culturally diverse consumers by tailoring the brand's image to reflect individual cultures. With regards to brands, creation or maintenance of a global brand is highly dependent upon
the existing status of the brand. If the company has maintained independent brand names for the same product for numerous countries, it becomes more difficult and risky to implement a single global brand name. If the product has been adapted in various countries to accommodate local tastes, the creation of a single global brand is not recommended.

**International brands**

International brands are somewhat different from global brands. They also have a worldwide recognition but the basic marketing strategies are not same in all the countries, in fact these brands do not have a marketing team working for the brand in every country. For example, Marlboro, Imperial leather, Mercedes etc.

**Factors considered by consumers while buying brands**

According to one study “Understanding the path to purchase”, the drivers of purchase are psychographics/personality, social context of a consumer, his current relationships and the functionality/product attributes (Michael Mills, N. Torkar, Tina k. & A. Dye).

Another research conducted by Davis, Hatch & Roberts in 1985 states that “clothing choice criteria are defined as the **intrinsic** (inherent to the product) and **extrinsic** (product-related but not part of the physical product) product attributes that associated with desired benefits or incurred costs as consumers make buying decision among various alternatives. Intrinsic product attributes are those which cannot be changed without altering the physical characteristics of the product, for example, style, color, design, appearance, safety, comfort etc. While extrinsic ones are those that are exerted by manufacturers or retailers and do not form the component parts of the product. For example, price, brand, country of origin, warranty etc.

The past researches have shown that there are countless factors which attract consumers to buy branded products whether national or international. The factors are:

**Current fashion trends**

What is happening in the world of fashion and what are the current fashions trends is one of the factor which consumers consider when buying products and which results in their change of taste. Brands convey a certain fashion image or social status better than non branded ones. The social identification implies the sense of belonging to

A study conducted on consumer behavior by Kwan C.Y, Yeung K.W. & Au K.F. says that the brand consciousness and perfectionism consciousness are directly related to fashion consciousness of consumers. These are combined to form a new factor named “brand and fashion consciousness” in this study. Consumers with this style are more likely to purchase expensive International brands.

**Price**

Kotler and Armstrong describe price as the money charged for products or services or the sum of values that is exchanged by consumers for having the benefits of that product or service.

Price plays a pivotal role in a consumer’s choice of brand. Many consumers organize their products category knowledge in terms of the price bands of different products (Keller, 1998).

According to a study named “The Dual Role of Price in Consumer’s Value Judgments” by Manoj Thomas, Vicki G., Leonard M. Lodish; first, as a product attribute, price affects the perceived similarity of the target product to the mental prototype of a higher or lower quality product. However, price is not the only attribute used to make similarity based quality judgments. Other relevant and available product attributes moderate the effect of price on quality judgments. Second, as a measure of sacrifice, price serves as the benchmark for comparing utility gains from superior product quality. However, this comparison process is dynamic because the relative importance of money and product quality changes across consumption occasions.

**Status consciousness**

The findings of previous researches indicate that the status-conscious market is more likely to be affected by the representative characteristics of a brand; feelings aroused by the brand; and by the degree of agreement between the brand-user's opinion and the brand's image itself. Results also show that the higher the symbolic or representative characteristics, the stronger the positive feelings, and the greater the congruency between the consumer and brand image, the greater the chance of the brand being perceived as possessing high status elements.
Past researches have developed a greater understanding of the relationship between international branded products and status consciousness of consumers, how consumers are most likely to use status conscious approach in their lives and the status that comes from displaying one’s self through branded products (Eastman, 1999; Mason, 1992; Motameni & Shahrokhi, 1998; O'Shaughnessy, 1992; Schitovsky, 1992).

**Quality**

A paper titled “How Global Brands Compete” by Douglas B. Holt, John A. Quelch, and Earl L. Taylor states that one important factor considered by consumers during the purchase decision is the ‘Quality Signal’. Consumers watch the fierce battles that transnational companies wage over quality and are impressed by the victors. A focus-group participant in Russia told us: “The more people who buy a brand, the better quality it is.” A Spanish consumer agreed: “I like global brands because they usually offer more quality and better guarantees than other products.”

Czinkota & Ronkainen in their book “Global Marketing” have mentioned that global marketers must emphasize quality in their strategies because they cannot compete on price alone. To maintain a position of product superiority, firms must invest in research and development for new products as well as manufacturing methods. Another important aspect of improving quality is an emphasis on design. Some countries such as Singapore and Taiwan provide financial assistance to help companies improve product design. Cash grants help defer design costs, and publicity-oriented programs increase overall design consciousness. Moreover, global marketers must realize that they have to meet ISO 9000 standards to compete for business abroad and to win contracts from multinational corporations.

**Advertising and celebrity endorsers**

Advertising is a paid non-personal communication from an identified sponsor using mass media to persuade or influence audience. It is all about an affective communication of the message through an affective media like television, radio, internet, news paper, magazines, billboards, banners, brochures, etc. There are various types of advertising, one of which is ‘Brand Advertising’. It’s the most visible type which focuses on the development of long term brand identity and image.
Celebrity endorsement has been recognized as “a ubiquitous feature of modern marketing” (McCracken, 1989). The company can build characters that are congruent with their brands and the target audience. Companies have very little control over the celebrity’s persona, as this has been created over the years (Tom et al., 1992).

Celebrity endorsers have been found to produce more positive responses towards advertising and greater purchase intentions than a non-celebrity endorser (Atkin & Block, 1983; Petty & Cacioppo, 1983). Stars are loved and adored by their fans, so advertisers use stars to capitalize on these feelings to sway the fans towards their brand. Some stars have a universal appeal and therefore prove to be a good bet to generate interest among the masses. For example, L’Oreal hired Beyonce Knowles and Natalie as their spokesperson whereas; Estee Lauder hired a famous actress Elizabeth Huley to promote the brand.

According to Shilbury et al. (1998), “sports advertising is now a multibillion dollar industry and has as its prime purpose the influencing of consumers to respond positively to products or services.” One of the top sports celebrity endorsers ever, basketball superstar Michael Jordan, made an estimated 40 million dollars a year in endorsement fees from companies such as McDonald’s, Nike, General Mills, and Hanes etc.

A past research shows that most of the people like to watch ads with their favorite celebrity and desire to purchase the brands promoted by a favorite spokesperson.

**Country-of-origin**

The country of origin of a product, typically communicated by the phrase “made in...” has a considerable influence on the quality perceptions of a product. The manufacture of products in certain countries is affected by a built-in positive or negative stereotype of product quality (Czinkota & Ronkainen).

Japanese brands seem to be perceived as more reliable (i.e., requiring less repair), while American brands are perceived as more roomy and safer in the event of a collision. It is expected that a marketing strategy that works well for Japanese brands will not work as well for U.S. brands or European brands because of their different country image. This has been stated in an empirical study named “Brand popularity, country image and market share” by Chung Koo Kim, Jay Young Chung.
Another research says that country of origin effects have lessened as consumers are more informed today. The argument has been made that with the advent of more economic integration, national borders become less important.

**Main Objectives of the Research work:**

The main objective of the research work is to study **BRAND MANAGEMENT PRACTICE OF APPAREL’S SECTOR IN AJMER DISTRICT.**

Branding is 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 seller and to differentiate them from those of other seller.

The basic objectives of Branding are to show its superiority and to provide a solution to the customer’s problem and to carve a notch for itself in the market. Branding is one the significant and important effort done to get the Brand different place in the market.

In the backdrop of rapid globalization, the principal challenges and managerial problems regarding apparels Brand management, has to address the additional further as below:

1. To study the strategic planning systems being used by the branded showrooms to achieve their organization goals;
2. To understand the brand management practices in apparels industries;
3. To study the intelligence gathering system those are relied upon;
4. To understand the technical knowledge and procedure for branding the apparels and hurdles while selecting the brand name;
5. To analyze and study completely the merits and demerits of branding;
6. To analyse and study future scope of Branded Showrooms in Ajmer.

At present, the textile and apparel industry is one of the leading segments of the Indian economy. It is the largest source of generating foreign exchange and creating employment opportunities for India. 4% of gross domestic product (GDP), 20% of industrial output, and surplus of 30% of export earnings are produced through this industry. It employs about 38 million people as a largest source of industrial employment in India which is estimated to 12 million for the year 2010. India’s
apparel retail market is obtainable to touch Rs 4.70 lakh cr by 2020. The significance of the textile economy is $37 billion and its share is about 5.9% of the global market. The rising revenue is $85 billion with its encouraging export value of $50 billion. The garments industry categorizes itself into many segments: formal wear and casual wear separated for males and females, women’s dresses, men’s outfits and kids wear, suits, trousers, jackets and blazers, shirts, sportswear, t-shirts, denims, neckwear, undergarments (men and women), night wears, woolens, saris etc. The Indian clothing market is estimated at Rs. 430 billion with menswear segment accounting for 46%, share of women’s is counted at 36% and kid’s clothing can be tagged at 17%. The Indian branded garment market is estimated at over Rs. 185 billion, accounts for 25% of the Rs. 745 billion readymades market. Following the entry of several new brands, the branded segment has grown at 25% annually. This represents a shift from unbranded to the branded segment which is majorly a result of the changing patterns of consumer buying as they become increasingly demanding, more aware and more affluent.

Fashionable apparel is a product that is consumed publicly and possesses public meaning. It realizes several societal needs of the consumer to express and build their distinctiveness and self-image to astound others. The products and apparels are bought with different mindset, outlook, and sensitivity according to different age groups of people (Pecheux & Derbaix, 1999). Efficacy, manifestation, financial worth and the ability to convey status, success and prestige are other aspects to finalize the product and brand purchase. It can be satisfied through the purchase of high profile branded & high priced apparel. Pricing of a brand also matters as, high priced apparel is a product that has a high potential for symbolic meaning. However, attitudes are evolving as advertising helps in improving living standards foster greater brand consciousness and fidelity. There is no shortage of opportunities for companies that take the time to understand this complex game in the market.

There are numerous studies on the links between consumer’s personality traits and their buying behaviors for over 40 years. Gender issue also an upgrading aspect of such kind of research recently, as males and females are having their own perceptions and attitudes towards each aspect of life and is inadequately research area. Branding was introduced to differentiate homogenous products such as clothing. Brand names or branding create trust, identify products and services, and are more of a
psychological assurance than a tangible item. It builds an image of the product which is a sort of message devoted to potential customer. The psychological behavior of customer defines conscious and unconscious elements that create relationship between brand and user (Blery & Gilbert, 2006). Consumers seem to be associated with a products, promises and brands through their own perception about their needs, aspiration and self. Hence, a marketer has to correctly read the buyer’s behavior to a particular response (ICMR, 2003). Every person has his/her separate standards of judgments which reflect in decisions. This study will consider the personal factors, like age, income, education, occupation, lifestyle, personality and self concept, influencing the buying decision of consumers with respect of gender discrimination.

Personal factors modify how a male or female is perceived and the most important personal factor is the consumer personality. Personality is a dynamic concept which changes with the life has gone, describing the growth and development of human psychological setup which also differ on gender aspect. Most of the time products project a “personality” or an image that has an appeal to the consumer, with which consumer (he or she) can relate to. The point that is important from marketing point of view is, given the consumer’s different and distinct personality traits concerning gender issue, the marketer should be able to identify these differences and its influence on the buying behavior. Along with many basic differences of their personality, the personal factors which affect the perception of a consumer are the occupation, economic status, age, education and social life.

The new brand or style in outfit can be perceived as a necessity, luxury or a super luxury product depending upon the awareness and attitude towards particular item which depend on anyone of the above or the association of two or more.

Many studies have given insights about gender difference in building relationships with brands. The results revealed by these studies magnify the role of women in judgment of a brand and consider women as an active partner than men in buying behavior. But there are major drifts in present scenario in which there is a changed site of men concerning the current fashion and also knowing the latest trends as far as buying behavior is concerned. Product involvement differs as per the demographic profile of people which is the major factor influencing purchase decision of the product also indicating gender perspective. Therefore, it is imperative to judge the gender prospect of targeting consumers with their demographic characteristics
because magnitude of brand knowledge may impact consumers’ purchase decision differently depending upon their demographic distinctiveness.

Purchase decision is facilitated by having a comprehensive knowledge of the brand which helps in evoking positive effects towards the brand, as these days people don’t buy the product they buy images (brands). It influences brand choice, preferences and intention to purchase of consumers. Therefore, it is indispensable for a marketer to comprehend about the perceptions of consumers for a brand which impact the purchase decision embedding gender perspective. The purpose of the study is to examine how brand awareness influences an outlook of the consumer about various brands which leads to take purchase decision.

**Research design and methodology:**

Information Sources has been sourced from various sources namely, Books, Newspapers, trade journals, and white papers, industry portals, government agencies, trade associations, monitoring industry news and developments, and through access to paid databases.

Owing to the fact that management is a relatively speaking a nascent field compared to other disciplines it is quite natural that most of the research studies will be of the type negative exploratory. This study therefore, will be an exploratory research based in a large measure on the collection of primary data and also the secondary sources.

**Research plan**

**Problem Definition**

The problem selected by the researcher for research is “Brand Management Practice Of Apparel’s Sector In Ajmer District.”

**The main Hypothesis:**

The main hypothesis of the study is that the apparels sector that imply Brand Management thinking to their business and make their decisions in the dynamic mode (under the highly volatile Environmental conditions) are comparatively more successful than the other units which fall in these respects.

The study will also have the following Subsidiary hypotheses:
1) The competitive advantage is ultimately created by the units themselves, the Government or local conditions can only facilitate this;

2) The competitive advantage creation is also influenced by the ingenuity and imagination of the entrepreneur and his team;

3) The competitive advantage is never permanent, it is rather highly liquid and shifting;

4) Improvements in the productivity levels in the existing businesses and planned obsolescence are by far the best defences against competition.

Following hypotheses are formed to test the hypotheses:

**H0:** Males and females are not having differences in their brand awareness.

**H1:** Males and females carry out differences in their brand awareness.

**Ho:** Males are equally interested to go for shopping as females.

**H2:** Males are less interested to go for shopping rather females.

**Ho:** Males spend excess money during shopping than females.

**H3:** Males spend less or equal amount of their income as females.

**Research Design**

(A) **Nature of the study**

It is exploratory type of research.

The study of brand management of apparels industries in Ajmer. Researcher found many types of consumers who secured his life for future time.

(B) **Sample Design**

(i) **Sampling type:** Stratified Random Sampling.

(ii) **Sample size:** The total sample size will be 980 apparels customers and almost all showrooms from the Ajmer District.

**Sampling unit:** Adidas, Spykar, Park avenue, Peter England, Lilliput, k-Lounge, Signature, Koutons etc.

A survey was conducted by a carefully developed questionnaire, to investigate the brand awareness and attitude of the consumers towards selected brands of apparel industry existing in India. A combination of both open-ended and close-ended
questions was asked to analysis the pre-determined objectives. Further, to test consumer perception of various brands, a rating question was incorporated wherein the consumers were required to rate each mentioned brand and their various attributes. The tool also included a part dedicated to psychographics so as to access consumer attitude towards branded clothing. Another method is also used for having more clarity of the results i.e. Chi-square test. It also involves use of secondary sources such as web and other research articles Printed by various financial institutions and other journals and magazines.

(C) Data collection

The data to be collected from Primary sources as well as Secondary sources

Primary sources:

For Primary source a questionnaire will be prepared and this questionnaire will be filled by and scheduled interviews / personal observations.

Secondary sources:

Data collected from internet, journals, magazines, text books etc. A sample of typical secondary source can be seen as per selected bibliography & references.

For the perfect thesis one has to know each & every aspect of the concept thoroughly. To know about the Brand Management of different brands and buying pattern of Ajmer’s customers one has to get up to date with the current trends and fashion so that they can ask relevant question to the respondent.

So acquiring the data regarding this I gone through by several sources like:

- Books
- Magazines
- Journals
- Websites

In order to understand this various steps which are to be followed are given below:

- Planning the research design.
- Selecting the research method.
- Selecting the sampling procedure.
Data collection.
Evaluating the data.
Preparing and presenting the research report.

**Research design:**

Research design is essential because it facilitates the smooth flow of various research processes. In order to get the appropriate results on a clearly defined research topic, the design chosen by the researcher is exploratory in nature.

**Research method:**

After developing an appropriate research plan, it is important for the researcher to select a proper research method. For this research, Method is chosen are secondary data and survey method.

a) Primary data: these are those data which are collected afresh and for the first time, and thus happen to be original in character. For the fulfillment of this purpose I used questionnaire.

b) Secondary data: these are those which have already been collected by someone else and which have already been passed through statically process.

Surveys: this is research technique, which is used to gather information from a sample of respondents to employing of questionnaire.

These surveys have conducted:

- Apparels store outlets
- Customers
- And all the sources I got to know by the proper guidance and immense knowledge of my Supervisor. So these are the main sources of my study.

**Sampling procedure:**

Sampling is generally a part of research design but is considered separately in the research process. Sampling is a process that uses a small number of items or a small portion of a population to draw conclusion regarding the whole population. For this research the sampling method chosen is Simple random sampling & convenient sampling.
Statistical Methods Used

- Percentage analysis
- Bars & charts

Review of work already done on the subject

(Present and Past)

A fundamental and basic principle of brand management apparels sector is difficult to envelope because it is basically a matter of personal trait, tacts and ability of the management concerned.

It is not easy to just jump on conclusions by defining and briefly stating the principles of marketing management and brand management because marketing conditions differ from place to place and time to time. Marketing research is not a new subject. From times immemorial, marketing of only such products as are in demand has been a common practice.

Several types of researches are undertaken to achieve different ends. A score of information is available on the web site of and all showrooms. It has been endeavored to collect the in formations and materials which will be made use of in the main text of the thesis, for the purpose here it is worthwhile to give specific references of the researches and information succinctly. The Email conference on various web sites and web address of brand management can solve the purpose of study. The details, however, need space, which can be given in the text of thesis only.

In accordance with assorted definitions of brands, two approaches of defining a brand are derived. The traditional one is a practical view which articulates a brand as a product identifier, including the source of the product (Aaker, 1991). According to him, “a brand is a distinguishing name and/or symbol which intended to identify the goods, services of either one seller or group of sellers and to differentiate those goods or services from those of competitors”. Another approach, as holistic view, presents a brand as more than just the product (Styles & Ambler, 1995). This defines brand as the promise of the bundles of attributes that someone buys which provides satisfaction and attributes that make up a brand” (Ambler, 1992). It is seen that brands describe personality of the users with particular lifestyle. It also helps to convey a sense of belonging to a specific social group (Murphy, 1990). He perceives brand not only as
the actual product, but also the unique property of a specific owner. It has been developed over time as a set of values and attributes which significantly differentiate products of similar appearance. Clothing is to form an integral part in the enactment of social encounters and also seen as a very important channel of non-verbal communication (Noesjirwan & Crawford, 1982). Clothing is used as a code, which allows messages to create an understanding, selectively (Apty & Elliott, 1998). They also define that opinions of brand users have difference for identical brands within a product category.

One of the major components of brand knowledge is brand awareness, which is taken as the ability of a potential buyer to recognize or recall that a brand is a member of a certain product category (Rossiter & Percy, 1987 and Aaker, 1991). It is created by an increase in the acquaintance of the brands through repeated exposure, strong associations and consumption cues (Keller, 2003). Brand knowledge defined as brand information that relates with the brand stored in a consumer memory. Brand knowledge can be categorized in two aspects: brand awareness and brand image (Keller, 2004). Brand awareness is the strength of brand which is reflected by the identification of that brand under several conditions. It is a combination of recognition and recall performance.

**BRAND MANAGEMENT**

A brand is 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 competition.

*Brand image* is consumers’ perception about the brand. Some other studies focused on the same issues, as, Lingle et al., 1979; Riskey & Dwight, 1979; Holbrook & Kim, 1985; Zeithaml, 1988; Veeck & Burns, 1995; McEnally et al., 1999 and Suri & Monroe, 2001. Customers depend on their brand knowledge to decide among competing brands which determines their thinking and response to different stimuli regarding a particular brand (O’Cass, 2000 and O’Cass & Lim, 2002). Thus, a consumer’s decision to buy a product or service is the result of interplay of many forces or stimuli (Kotler & Armstrong, 2006). While other studies conducted on consumer behaviour can be cited as, Anderson & Stephen, 1963; Lichtenstein et al., 1993; Auty & Elliott, 1998; Robertson, 2000; Kim et al., 2002;
Grundey, 2006 and Jairam, 2009. But there are not enough studies which considered gender issue in respect of consumer attitude and branded apparels existing in fashion industry, except few ones (Taylor & Cosenza, 2002; Alexander, 2005 and Nam et al., 2007). Therefore, the current study enlightens the relative concept.

**Increase Brand Recognition by Distributing Promotional Gifts**, David Wenger, in Business community, USA, Market as we all know is very volatile and any good product can lose it charm and sales as soon as it gets out of sight, this is the basic reason why companies introduce new techniques now and then to create propaganda in the market, marking their presence strongly. Promotional gifts distribution in the market through different venues as well as online is one of the most used techniques by the companies.

**Creating Brand Awareness through Effective Brand Names & Symbols**, Perreault, W, D & McCarthy, E, J, (2000), ‘Essentials of Marketing- A Global Management Approach’ International Edition, USA: McGraw Hill Companies Inc, There is no disagreement that effective branding through ‘use of a name, term, symbol or design, or a combination of these’ (Quester et al, 2001) can create brand awareness and recognition in the quickest manner. Companies use different kinds of ‘Brand Name', that is, a word, letter or a group of words such as AOL, Intel Pentium III etc to project their companies. Sometimes such words, symbols or marks are legally registered and copy righted to a single company known as trademarks (for product oriented companies) and service marks

**Brand awareness Marketing research by an Entrepreneur** Penttila, Chris Wake up! Your brand isn't your savior, and all the circus antics in the world won't save your company. What can? Well... Have you given good business a try? It suggested all a company needed to succeed was awareness. Image, as they say, was everything.

**Article Marketing - for brand awareness or making money?** Phil Robinson Should you just use articles to gain brand equity and raise awareness of your business, or should you look to make money from your articles?

**Branding for Business-to-Business Companies** Vladimir Djurovic When you think of a great brand, what comes to mind? Some of the most valuable brands in the world today include Google, Microsoft, Coca Cola, IBM, McDonalds, Apple, and China
These companies have successfully built brand equity and are well established in consumer's minds. But who are their customers?

A fundamental and basic principle of brand management apparels sector is difficult to envelope because it is basically a matter of personal trait, tacts and ability of the management concerned.

It is not easy to just jump on conclusions by defining and briefly stating the principles of marketing management and brand management because marketing conditions differ from place to place and time to time. Marketing research is not a new subject. From times immemorial, marketing of only such products as are in demand has been a common practice.

**Importance of the Proposed Research work:**

As the culture of Branded Apparel is increasing day by day so its Management in a Ajmer district needs a lot of preparation.

To Study the Brand Awareness among people of Ajmer district, The relation between Market segmentation and Branding, strategic planning systems being used by the branded showrooms to achieve their organization goals. To understand the brand management practices in apparels industries. To study the intelligence gathering system those are relied upon.

Marketing is the process of planning and executing the conception, pricing, promotion and distribution of ideas, goods and services to create exchanges that satisfy individual and organizational goals.

Marketing is a societal process by which individuals and groups what they need and want through creating, offering and freely exchanging products and services of values with others.

Advertising, Any paid form of non- personal presentation of ideas, goods and services by an identified sponsor.”

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.”

Brand Equity, A Set of brand assets and liabilities linked to a brand, its name and symbol that add to or subtract from the value provided by a product or service to a firm and /or to that firm’s customer.
A long – term relationship with those people who loyally buy the brand over and over again.

**The Future Boom apparels Sector of India:**

The reforms in the brand management apparels sector leading finally to the opening of the apparels sector for private participation have brought in its wake major changes not only in the design of the products available in the market but also the manner in which they are marketed. We have today a host of products coupled with a large number of intermediaries who market them.

**Market research** is any organized effort to gather information about markets or customers. It is a very important component of business strategy.\(^1\) The term is commonly interchanged with **marketing research**; however, expert practitioners may wish to draw a distinction, in that **marketing research** is concerned specifically about marketing processes, while **market research** is concerned specifically with markets.\(^2\)

Market research is a key factor to get advantage over competitors. Market research provides important information to identify and analyze the market need, market size and competition.

Market research, includes social and opinion research, [and] is the systematic gathering and interpretation of information about individuals or organizations using statistical and analytical methods and techniques of the applied social sciences to gain insight or support decision making.\(^3\)

**History**

Market research began to be conceptualized and put into formal practice during the 1920s, as an offshoot of the advertising boom of the Golden Age of radio in the United States. Advertisers began to realize the significance of demographics revealed by sponsorship of different radio programs.

**Market research for business/planning**

Market research is for discovering what people want, need, or believe. It can also involve discovering how they act. Once that research is completed, it can be used to determine how to market your product. Peter Drucker believed market research to be the quintessence of marketing.
There are two major types of market research. Primary Research sub-divided into Quantitative and Qualitative research and Secondary research.

For starting up a business, there are some important things:

- **Market information**

  Through Market information one can know the prices of different commodities in the market, as well as the supply and demand situation. Information about the markets can be obtained from different sources, varieties and formats, as well as the sources and varieties that have to be obtained to make the business work.

- **Market segmentation**

  Market segmentation is the division of the market or population into subgroups with similar motivations. It is widely used for segmenting on geographic differences, personality differences, demographic differences, technographic differences, use of product differences, psychographic differences and gender differences. For B2B segmentation firmographics is commonly used.

- **Market trends**

  Market trends are the upward or downward movement of a market, during a period of time. The market size is more difficult to estimate if one is starting with something completely new. In this case, you will have to derive the figures from the number of potential customers, or customer segments. [Ilar 1998]

  Besides information about the target market, one also needs information about one's competitors, customers, products, etc. Lastly, you need to measure marketing effectiveness. A few techniques are:

  - Customer analysis
  - Choice modelling
  - Competitor analysis
  - Risk analysis
  - Product research
  - Advertising the research
  - Marketing mix modeling
  - Simulated Test Marketing
Market Research for the Film Industry

It is important to test marketing material for films to see how an audience will receive it.

There are several market research practices that may be used:

(1) concept testing, which evaluates reactions to a film idea and is fairly rare;

(2) positioning studios, which analyze a script for marketing opportunities;

(3) focus groups, which probe viewers' opinions about a film in small groups prior to release;

(4) test screenings, which involve the previewing of films prior to theatrical release;

(5) tracking studies, which gauge (often by telephone polling) an audience's awareness of a film on a weekly basis prior to and during theatrical release;

(6) advertising testing, which measures responses to marketing materials such as trailers and television advertisements; and finally

(7) exit surveys, that measure audience reactions after seeing the film in the cinema.

Synonyms

The term *inbound marketing* is sometimes used as an informal synonym for market research. However, the newer sense has largely displaced it.
Financial performance

**Table 2.1 Top 9 of the market research sector 2009**
From the Honomichl Top 50:

<table>
<thead>
<tr>
<th>Rank</th>
<th>Company</th>
<th>Sales in 2009 (million USD)</th>
<th>Growth in %</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Nielsen Company</td>
<td>9,056.0</td>
<td>2.6</td>
</tr>
<tr>
<td>2</td>
<td>Kantar Group - TNS, Millward Brown, BMRB, IMRB International and Ziment Group</td>
<td>4,692.0</td>
<td>2.5</td>
</tr>
<tr>
<td>3</td>
<td>IMS Health Inc.</td>
<td>1,958.6</td>
<td>8.5</td>
</tr>
<tr>
<td>4</td>
<td>GfK AG</td>
<td>1,397.3</td>
<td>5.4</td>
</tr>
<tr>
<td>5</td>
<td>Ipsos</td>
<td>1,077.0</td>
<td>6.5</td>
</tr>
<tr>
<td>6</td>
<td>Synovate</td>
<td>739.6</td>
<td>9.5</td>
</tr>
<tr>
<td>7</td>
<td>IRI</td>
<td>665.0</td>
<td>6.6</td>
</tr>
<tr>
<td>8</td>
<td>Westat</td>
<td>425.8</td>
<td>0.8</td>
</tr>
<tr>
<td>9</td>
<td>Arbitron</td>
<td>400.0</td>
<td>5.9</td>
</tr>
</tbody>
</table>

**Table 2.2 Global market research turnover in 2009**

<table>
<thead>
<tr>
<th>Rank</th>
<th>Continent</th>
<th>Sales in 2009 (million USD)</th>
<th>Share</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Europe</td>
<td>13,299</td>
<td>46%</td>
</tr>
<tr>
<td>2</td>
<td>North America</td>
<td>9,188</td>
<td>32%</td>
</tr>
<tr>
<td>3</td>
<td>Asia Pacific</td>
<td>4,480</td>
<td>15%</td>
</tr>
<tr>
<td>4</td>
<td>Latin America</td>
<td>1,486</td>
<td>5%</td>
</tr>
<tr>
<td>5</td>
<td>Middle East &amp; Africa</td>
<td>492</td>
<td>2%</td>
</tr>
</tbody>
</table>
Developing a marketing strategy

Marketing strategies serve as the fundamental underpinning of marketing plans designed to fill market needs and reach marketing objectives. Plans and objectives are generally tested for measurable results. Commonly, marketing strategies are developed as multi-year plans, with a tactical plan detailing specific actions to be accomplished in the current year. Time horizons covered by the marketing plan vary by company, by industry, and by nation, however, time horizons are becoming shorter as the speed of change in the environment increases. Marketing strategies are dynamic and interactive. They are partially planned and partially unplanned. See strategy dynamics.

Marketing strategy involves careful scanning of the internal and external environments. Internal environmental factors include the marketing mix, plus performance analysis and strategic constraints. External environmental factors include customer analysis, competitor analysis, target market analysis, as well as evaluation of any elements of the technological, economic, cultural or political/legal environment likely to impact success. A key component of marketing strategy is often to keep marketing in line with a company's overarching mission statement.

Once a thorough environmental scan is complete, a strategic plan can be constructed to identify business alternatives, establish challenging goals, determine the optimal marketing mix to attain these goals, and detail implementation. A final step in developing a marketing strategy is to create a plan to monitor progress and a set of contingencies if problems arise in the implementation of the plan.

Types of strategies

Marketing strategies may differ depending on the unique situation of the individual business. However there are a number of ways of categorizing some generic strategies. A brief description of the most common categorizing schemes is presented below:

Strategies based on market dominance - In this scheme, firms are classified based on their market share or dominance of an industry. Typically there are four types of market dominance strategies:
- Leader
- Challenger
- Follower
- Nicher

**Porter generic strategies** - strategy on the dimensions of strategic scope and strategic strength. Strategic scope refers to the market penetration while strategic strength refers to the firm’s sustainable competitive advantage. The generic strategy framework (porter 1984) comprises two alternatives each with two alternative scopes. These are *Differentiation* and *low-cost leadership* each with a dimension of *Focus-broad* or *narrow.* **Product differentiation** **Cost leadership** **Market segmentation** * Innovation strategies — This deals with the firm's rate of the new product development and business model innovation. It asks whether the company is on the cutting edge of technology and business innovation. There are three types: **Pioneers** **Close followers** **Late followers** * Growth strategies — In this scheme we ask the question, “How should the firm grow?” There are a number of different ways of answering that question, but the most common gives four answers:

- Horizontal integration
- Vertical integration
- Diversification
- Intensification


- Prospector
- Analyzer
- Defender
- Reactor

- Marketing warfare strategies - This scheme draws parallels between marketing strategies and military strategies.
Strategic models

Marketing participants often employ strategic models and tools to analyze marketing decisions. When beginning a strategic analysis, the 3Cs can be employed to get a broad understanding of the strategic environment. An Ansoff Matrix is also often used to convey an organization's strategic positioning of their marketing mix. The 4Ps can then be utilized to form a marketing plan to pursue a defined strategy.

There are many companies especially those in the Consumer Package Goods (CPG) market that adopt the theory of running their business centered around Consumer, Shopper & Retailer needs. Their Marketing departments spend quality time looking for "Growth Opportunities" in their categories by identifying relevant insights (both mindsets and behaviors) on their target Consumers, Shoppers and retail partners. These Growth Opportunities emerge from changes in market trends, segment dynamics changing and also internal brand or operational business challenges. The Marketing team can then prioritize these Growth Opportunities and begin to develop strategies to exploit the opportunities that could include new or adapted products, services as well as changes to the 4Ps.

Real-life marketing

Real-life marketing primarily revolves around the application of a great deal of common-sense; dealing with a limited number of factors, in an environment of imperfect information and limited resources complicated by uncertainty and tight timescales. Use of classical marketing techniques, in these circumstances, is inevitably partial and uneven.

Thus, for example, many new products will emerge from irrational processes and the rational development process may be used (if at all) to screen out the worst non-runners. The design of the advertising, and the packaging, will be the output of the creative minds employed; which management will then screen, often by 'gut-reaction', to ensure that it is reasonable.

For most of their time, marketing managers use intuition and experience to analyze and handle the complex, and unique, situations being faced; without easy reference to theory. This will often be 'flying by the seat of the pants', or 'gut-reaction'; where the overall strategy, coupled with the knowledge of the customer which has been absorbed almost by a process of osmosis, will determine the quality of the marketing
employed. This, almost instinctive management, is what is sometimes called 'coarse marketing'; to distinguish it from the refined, aesthetically pleasing, form favored by the theorists.