CHAPTER I INTRODUCTION

1.1 PRIVATE BRANDS AND ITS IMPORTANCE

Private brands are products that are developed by retailer and made available for sale only through retailer (Baltas, 1997). Private brands proliferated in a number of product categories especially in apparels. They garnered major market share by challenging the established brands. Private brands helped retailers gain higher margins; added diversity to the product line; differentiated offering; provided higher leverage to negotiate with established brands; and helped to develop strong customer loyalty.

In 1869, Sainsbury (UK) developed the concept of private brands to attract lower income group consumers. These private brands were offered at low price by sacrificing quality. However, due to higher consumer acceptance and retailers willingness, private brands globally account for approximately thirty per cent of total sales and are available at price less than forty per cent compared to national brands. The range of private brands varies from apparel to health, beauty to furnishings and durables to food. The share of private brands to total sales was found to be 15% in USA, 25% in Canada and 50% in Europe (Roy Kisholoy, 2008).

According to Nielsen Research report (2005), globally manufactured brands in majority of the countries grew by two per cent, as compared to five per cent growth rate of private brands, Migros (Switzerland), Casino (France) and Albert Hiejin (Netherlands) are some of the most trusted private brands across Europe.

Observations of different Indian private brands of men’s apparel indicate that most of the unit packs bear the brand name of the stores (Raju et al, 1995). By appropriate positioning of private brands, retailers can derive higher sales revenue per store. Private brands have been found to increase
category profitability, negotiation power of the retailer and consumer loyalty (Roy Subhadip, 2005). There are various routes available to a retailer for ensuring business sustainability. Apart from creating strong differentiation in terms of merchandise range and quality, improving the supply chain and price competition, a retailer can achieve sustainability by developing private brands that are in sync with customer needs and wants.

Private brands offer definite advantages. For private brands, a retailer has greater control over the development process of a product and business. A private brand strategy is an effective option for a retailer for marketing high quality products.

There are various key ingredients that go into the marketing of private brands. They can be mainly classified into two types- rational and emotional. Rational consists of 4P’s of marketing, i.e., product, price, place, promotion, brand values and distinct positioning. All these constitute the rational ingredients of private brand building. The key element constituting the emotional ingredient is communication. A store needs to communicate to customers both within and outside the store. Visual merchandising plays a definite role in communicating with customers within the store and creating a favorable appeal for a private brand, whereas media plays an important role in communicating with customers outside the retail stores.

The private brands market in Europe is worth £ 100 billion. Several factors have contributed to the growth of private brands in Europe. The two prominent factors are: the growing presence of hard discounts and consolidation of the retail industry. Consolidation has created economies of scale, which have been leveraged to develop a wide range of private brands by leading retailers. It has been reported that retailers who have given top priority to the development of private brands have financially outperformed branded goods suppliers in various European markets.
Leading retailers across the globe have gone for effective sub-branding strategies for their private brands. They have added various categories through market segmentation based on price, quality and features. In Europe, sub-branding has been further found to be thematic, based on various social trends and developments. It is further observed globally that low income customers purchase private brands much more as compared to customers belonging to the high income strata. Further, buyers with large family purchase more private brands as compared to nuclear families.

The increase in market share of private brands has been attributed to growth of organized retail. In the United States, private brands account for 20 per cent of sales in super markets and mass merchandisers. The overall share of private brands as a percentage of the total consumer packaged goods in North America and Western Europe is expected to grow from 20 per cent in 2000 to almost 35 per cent in 2015. For some countries in Western Europe like United Kingdom, Switzerland, and Germany where organized retail has consolidated presence, share of private brands is already more than 30 per cent and it is expected to go even higher (Kumar and Steenkamp, 2007).

Indian economy has seen average growth rate of 8 per cent since 2006, putting purchasing power in the hands of consumer. This has led to the growth of organized retail chain in India and also that of private labels. Though initial growth of private brands in India has been limited to certain categories like grocery and apparel, it is expected to expand into many other categories as well.

Currently, organized retail in India is estimated to have only four per cent share which is expected to grow at 25 to 30% in the coming years. Thus, with the growth of organized retail in India, the private brands are also expected to grow as experienced in other developed countries. The growth of
private brands in India presents an interesting opportunity for the retailer, to understand the motivations of consumers behind the choice of private brands.

The private brands boom is not just restricted to the mature markets, but is also seen in emerging markets like India. Retail chains across the Indian sub-continent have developed private brands to bridge the gaps in their product mix and are increasingly using private brands for catering to regional tastes and preferences. In India, private brands presently contribute to a turnover of Rs. 800 crores. Various retailers have launched their private brands in the recent past and most of them have been either from the food or apparel industry.

Margins on private brands range from 15-20 per cent in the FMCG sector, about 20 per cent in electronics; and from 30-70 per cent in apparel goods. The primary reason a consumer buys a private brands is usually price, but with improving quality of the products and marketing, consumers tend to stick with these products rather than go back to branded labels. Most private brands products are priced 5-20 per cent lower than regular items (Dhar and Hoch, 1997).

This shows that private brands have increased their role and importance and likely to gain more in the future.

1.2 PROFILE OF TEXTILE AND APPAREL INDUSTRY

Textile and apparel industry, during 1989 to 2004 was governed by MFA (Multi Fiber Agreement). During that period, apparel imports to the U.S. rose from $21billion to $65billion, representing over 60 per cent of all apparels sold in the U.S. It should be noted that an additional $4.6 billion of apparel was produced domestically in USA but exported to countries throughout the world (Frederick. H., et. al., 2004.)

Post MFA, the world trade of textiles and apparels, $480 billion market is expected to grow about $700 billion by the year 2012. Tariff distortions will
disappear and firms with robust capabilities will gain in the global trade of textile and apparel. While the abolishment of quotas has presented the buyers with an option to source from the most efficient and cost effective vendors and countries, for the suppliers it has opened the Pandora's Box; stiff global competition driven by low costs and new legislation.

The first two years of quota free trading post 2004 abolition of MFA has seen a number of changes taking place in apparel and textile trade; a shift in the supplying bases, a decline in the sourcing prices and re-orientation of the buyer-supplier relationship. While the phase out of quotas has seen clear emergence of supplier regions (China and South Asia), it hasn't wiped out the vulnerable countries. The countries like Bangladesh, Indonesia, Vietnam and Cambodia etc., which were expected to lose business, have on the contrary seen an increase in their exports to key destinations in the first two years. This is partly due to the fact that a number of buyers have not altered their sourcing strategy drastically and also due to various steps taken by apparel industry in these countries to improve their competitiveness.

1.3 INDIAN SCENARIO

The origin of organized retailing in India began with the establishment of Spencer’s departmental stores in India about one hundred and forty eight years ago in the year 1863. (www.spencersretail.com). However, the retailers operating in India realized the advantages of private brands. The growth of private brands has witnessed a slow rate in India unlike western markets, since organized retailing is in a nascent stage. Indian consumers and retailers are yet to realize the benefits of organized retailing (Chavadi, and Ganjali, 2007).

Organized retailing activity remained dormant until 1990s due to the policy of government of India not to allow investment or foreign direct investment in organized retailing. However, after liberalization during early 1990s, Shoppers Stop an apparel retailer ushered a new hope in organized
retailing. Pantaloons were the second major apparel and accessories retailer was established in the year 1997-98 and then went on to become a major player. TATA as Westside, Globus, Lifestyle and Big Bazaar started during the window of 1998-2001. Overall organized retail in India is estimated to have four per cent share and is expected to grow at 25-30 per cent in coming years. Thus, with the growth of organized retail in India, the Private brands are also expected to grow as experienced in other developed countries (Neela Radhika, Vivek Gupta, 2005). The national brands, unlike in developed countries, are yet to be established in Indian market space.

The Indian textile and apparel industry is one of the oldest and most significant industries in the country and one of the largest in the world. Apart from China, no other country can match the size, spread, depth, and competitiveness of the Indian textile and apparel industry. Moreover, the global elimination of quotas at the end of 2004 has greatly enhanced the opportunities for India to showcase its inherent strength and become a top sourcing and investment destination.

The industry contributes around 14 per cent to industrial production in the country, four per cent to the GDP, is estimated to directly employ approximately 35 million people apart from the indirect employment in allied sectors, thus making it the second largest employer after agriculture. It accounts for about 15 per cent to the country’s exports, and is, in sum, an important economic engine for the nation. The diversity; scale and spread of the industry which has been its strength, has also been its weakness. In the past 10 years, the industry’s actions, government policies as well as market events have begun to converge, providing several growth opportunities for the sector domestically as well as in the global market.

The present size of Indian textile and apparel market is US$ 62 billion of which US$ 22 billion (35%) is exports while the rest US$ 40 billion (65%)
is the domestic market. Out of the total market size of US$ 40 billion, clothing contributes US$ 30 billion (75%), while the remaining US$10 billion (5%) is contributed by textiles (home textiles, technical textiles and other textiles end-uses). The Indian domestic textiles and apparel market is one of the fastest growing market in the world. It is expected to become one of the major consumption bases in near future.

The domestic market has shown a significant growth in past few years registering a CAGR of ~18 per cent. Though men’s wear is the largest category with a value of US$ 10.30 billion (17%), kid’s wear and women’s wear are the fastest growing categories. The textile industry plays a significant role in getting the foreign exchange reserves into the country as it contributes to approximately 15 per cent of the total exports from the country. Exports in textiles and apparel have registered a strong growth in last few years – 11 per cent CAGR from 2004-05 to 2008-09. The single largest category is woven apparel followed by knitted apparel, made-ups and cotton based textiles.

By 2035, India’s exports to US are expected to grow to US$ 125 billion from the current level of US$ 22 billion. India’s current domestic consumption of US$ 40 billion is expected to grow to US$ 200 billion over the next 25 years (growing at over 7% per year). However, the visible bottleneck to the above growth is the shortfall in the supply to meet the aforementioned demand. The current manufacturing capacities cannot meet the unprecedented growth in the demand and therefore, we would need mega investments to the tune of US$ 130 - 135 billion over next 25 years in textile and apparel manufacturing.

If the required demand is not met by indigenous manufacturing then it would be met by imports from Asian countries like China, Bangladesh, Vietnam, Korea etc.; Eastern European countries like Romania, Bulgaria, Tunisia etc.; and African countries like Kenya, Nigeria, Egypt etc. One of the biggest questions to be answered here is - who will invest? We firmly believe
that Foreign Direct Investment (FDI) can act as a catalyst to trigger this investment. One of the most commonly known benefits of FDI is the “Crowding-in” effect.

With the entry of foreign firms in the sector, the confidence level of investing in this sector has increased and more and more domestic manufacturers will follow suite. Considering the above logic, we believe that approximately 75 to 80 per cent of the investment would still be done by the domestic business houses, but the balance 20 to 25 per cent investment required as FDI will give the required confidence, to invest in this sector.

1.4 MAJOR PRIVATE BRAND PLAYERS

At international level, private brands are found in almost all food and beverage categories. For some food categories, products have been repackaged or otherwise prepared in-store to expand product offerings, especially within the fresh produce category (such as salads and fruit trays). Today, generic, commodity-based products account for roughly 30 per cent of total private brands sales and provide a discount of up to 40 per cent compared to name brands.

In the 1980s, retail copy brands or mimics were introduced and now represent the bulk of private brands sales. Retail copy brands represent upwards of 50% of private brands sales and offer a discount range between 20 and 30 per cent in comparison to leading brands. These products aim to provide value by producing similar products of comparable quality at lower prices. The ability to offer value alternatives has been a key positioning strategy for retailers to promote both private brands quality and value in efforts to gain consumer’s trust and loyalty. The first value brand was Tesco’s Value range, launched in 1995; today, it includes over 2,000 products in food and non-food categories. Other retailers quickly followed suit creating their own value lines.
For example, Sainsbury created Essentials, later renamed Basics, and Wal-Mart created Coles Smart Buy.

In the 1990s, retailers started developing sophisticated tiered product offerings. The development of innovative premium products has recently been part of the tiered approach, targeting consumers who demand high-quality products and are willing to pay a higher price (Ipsos Reid, 2008). The development of products with high quality ingredients, great taste, health-related benefits or reduced levels of salt and fat has helped capture the premium consumer segment. Premium private brands products account for 20 per cent of total private brands sales and offer a discount range of 10 to 20 per cent in relation to leading brands. This product type is redefining private brands perception by highlighting quality and is often tailored to meet emerging consumer trends.

The tiered system has been essential to expanding the appeal of private brands products and the breadth of product offerings. This system has built trust and loyalty among consumers by providing a variety of products that meet individual consumer price and quality standards.

Today, retailers have further developed their product offerings by introducing specialty sub-brands that respond to specific consumer trends. For example, President’s Choice offers three distinct, specialty product lines, Blue Menu (Health and Wellness), Organics (quality/health/environment) and Mini Chiefs (Children 5-10/Nutrition).

The ability to create products in line with consumer’s health or lifestyle objectives makes product choice easy. Blue menu, for example, appeals to individuals who are seeking healthier alternatives to their traditional food choices. Creating an easily differentiated product line and positioning it against less healthy products highlights the line’s health benefits and captures health-oriented consumer’s attention. Private brands also offer retailers the ability to
create products in line with their corporate identity. Schwarz Limited was the first large discount retailer to develop its own fair-trade private brands (Queck, 2008).

The private brands industry is approaching US$1 trillion in sales annually and, as the recession of 2008-09 deepened, it experienced spikes in sales and product introductions. The largest markets for private brands food and beverage products are found primarily in North America and Europe. Canada’s private brands sales were estimated at CAD $10.9 billion in 2009 and were representative of 19 per cent of the total market share for food and beverage products. In 2007, private brands spending in the United States (U.S.) reached just over US$94 billion and European Union (E.U.) spending reached over US$365 billion (Collins and Bone, 2008). It shows greatest penetration in North America and Europe and, in 2008-2009, in the Middle East/Africa.

Developing countries are also being increasingly exposed to private brands through retail expansion and are becoming more aware of its benefits. However, social stigma remains a barrier to private brands growth in developing countries, especially in China, India, and Malaysia where private brands penetration rates remain low. Famous brand-name products signify class and status among many consumers and, as average incomes grow; national brands become more affordable, leading to greater demand.

Conversely, consumers in the United Kingdom (U.K.) and most other European consumer’s put relatively little importance on brand image and these countries have one of the largest private brands penetration rates in the world. Early placement of private brands products in emerging markets might better position firms for success as the popularity of brand image changes over time and food is no longer deemed a status item.

Private brands food products have traditionally been successful in categories with less emotional attachment and categories where product
differentiation among brands is low, such as meats, fresh fruits and vegetables. A recent increase in the prevalence of private brands produce has been part of a branding strategy by retailers to further signify quality in their produce offerings which, in the past, have been un-branded bulk items. According to the Nielsen Group in 2009, Canada’s private brands dollar share increased aggressively in comparison to national brands in produce (32%), deli (13%), and meat and seafood (9%) categories.

A large degree of private brands growth is due to the consolidation and expansion of the retail food industry. Over time, as retail chains have expanded, they have moved from being price takers to price setters, thereby shifting power from manufacturers to retailers. For example, in 2007, the top five retailers worldwide had sales of just under US$740 billion; in comparison, sales for the top five national manufacturers in North America were just over US$111 billion. In Europe, major retailers control more than 80 per cent of the market.

The biggest players in the U.S. market are often super-club stores; however, private brands popularity is spilling over into other store formats like convenience stores, discounters and drugstores. In 2009, the largest growth in dollar sales in the U.S. was in convenience stores (18.3%), although they only represent 1.50 per cent of the total market share (Nielsen Group, 2009). Drugstores (15%) and supermarkets (9.8%) have also experienced increases in private brands sales, highlighting private brands success across formats.

To conclude, the increase in private brand products among formats and across countries has allowed retailers to focus on differing consumer demands around the world. It is increasingly evident that private brands retailers are constantly expanding product selection to appeal to the greatest consumer segments. For example, private brands stock keeping units (SKUs) have increased eleven-fold globally from 2004 to 2008, finally reaching 9500 during
2008 to 2009. The expansion of retailers across countries and the increase of private brands products across different store formats are not only increasing sales and volume of private brands products, but are creating new opportunities to launch innovative, healthy and conveniently-packaged products to suit different consumer’s needs.

1.5 GROWTH OF PRIVATE BRANDS IN INDIA

The growth of private brands has witnessed a slow growth rate in India as compared to West, due to the absence of organized retailing in India until early 2000. Secondly, the Indian consumers were somewhat apprehensive about the supermarket form of shopping, which is evident from the closing down of markets like Marks. However, it does not mean that there are no private brands in India. The origin of organized retailing in India possibly began with the establishment of SPENCERS departmental store in South India about 104 years ago in the year 1987, which had many divisions within itself-a phenomenon, it term as ‘shop-in-shop’.

After a long gap of organized retailing activity, it is during the early 1990s. ‘Shoppers Stop’, the apparel retail outlet, ushered a new hope of organized retailing. Shoppers Stop is a venture by K Raheja Group. It took almost five years for introducing food retailing. Food World, a division of Spencer and co-owned by the RPG Group, was one of the first food retail outlets, which started out in Chennai in May 1996 and was separated as an independent company in 1999. Side by side, there was Subiksha, which came up in Chennai in 1997 and Nilgiris (originally started out as a dairy in 1905), which came up in Bangalore in the mid-1990s.

Pantaloons were the second major in apparel and accessories which came up in the year 1997-98 and then went on to become a major player in the filed. The year 1998 saw the opening up a bevy of retailers- all with their own private brands. The house of the TATA came up with ‘Westside’. Dubai based
Landmark Group in Indore (store opened in 1999). All three were trendsetters in fashion and trendy lifestyle.

The end of 1991, saw the emergence of private brands in apparels, the early 2000 watched the boom in food retailing with private brands coming in daily needs like rice and pulses. In the year 2001-02, Pantaloons group launched their discount retail formats- ‘Big Bazar’ and ‘Food Bazaar’ banging great success. Currently India is experiencing a revolution in private brands and the consumers are the ones who are enjoying the benefits. Piramyd, Ebnoy, Westside, Hypercity and Globus are the major private brand apparel players in India.

1.6 BRANDING ISSUES IN PRIVATE BRANDS

Once the merchandising plans are ready, the retailer gets on with the brand development activities. The basic advantage of the brand is that it starts with its lower price. This can also turn out to be its disadvantage, as one might be tempted to think of them as an inferior quality alternative. A private brand should not be just seen as a product in the pack, with the retailer's stamp on it. Instead, it should connote value. Ultimate care should be taken in getting only quality products and the retailer should also ensure that their brands perform as good as national brands.

After the retailer has built in the desired quality into the product, the next big task is to build the quality perceptions. Organized retail chain draws its brand strength largely from visual merchandising, atmospherics and product assortment, as compared to the Kirana store competitor who typically wins over his customers by his experience, accessibility and service advantages.

Location of the retail also adds to the perception, in terms of the brand image of the shopping center itself. As advertising and other communication inputs are generally not adopted, packaging becomes the major communication
tool available for private brands. By adopting a suitable brand name and an attractive design which elicits the image of the retail chain, the favorable disposition towards the retail chain as a brand can be transferred to the private brand which is on offer. A customer should ultimately perceive the private brands as manufactured by the retail chain.

1.7 RATIONALE OF PRESENT RESEARCH

As the retail market is witnessing a striking presence of private brands, it becomes obvious to explore the different strategies adopted by retailers to position their stores in the minds of the customers. Strategic variables such as retail mix, overcoming rivalry among national brands and private brands and the scarcity of shelf space are some of the major challenges to the retailers.

Intense competition and sluggish population growth is motivating leading apparel brands of the world to enter in new markets and attract new customers. The emergence of economies like India with strong middle class is impelling these apparel firms’ to ensure their presence in such economies. Economic growth and emerging young customers who have brand and fashion awareness in Asian markets especially in India have attracted attention from multinational apparel firms.

The consumer decision to buy a particular brand is effected by different factors. Aside from functional benefits, he/she may choose a particular brand to express his/her personality, social status, affiliation or to fulfill his/her desire for newness. Searching for information is a key stage of a consumer’s decision-making process that may include search for internal and external environment. Both internal and external information will reduce perceived risk and thus search behaviour.

Purchase decisions are effected by the group influence when it comes to the selection of brands for identical products, group cohesiveness plays a
decisive role in the selection of brand alongside group cohesiveness, the member’s information about the brand used by other group members also effect decision to quit the existing brand and purchase the brand used by other group members. Thus greater the consumer’s orientation with the group members, greater will be its impact that he/she will show inclination towards a specific brand used by the group members. However the decisions of a group member regarding products that is low in visibility, perceived risk, complexity and high in testability is not effected by group influence.

Advancement in technology has changed the taste, choice and preferences of the customers. Standardized products no more enjoy a unique selling proposition. Though standardization controls cost and quality, customization gains easy acceptance, yet there is also a need to check with quality and price. So the companies are in a fix to deliver standardized or customized products and services. As technology is indispensable in any sector, it becomes vital for apparel retailers to take the maximum advantage and put technology at ease to customers.

Customers will be happier if a quality product is made available at a reasonable price irrespective of whether it is delivered by a branded manufacturer or retailer. But they are always burdened with promotional expenses incurred by national brand players. Apparel retailers seek an opportunity to pass this benefit to customers by developing in-house private brands in order to avoid marketing expenses. Private brands not only enhance retailers profit but also increase category sales and build store loyalty. They are poised to grow in the near future and throw a lot of challenges and opportunities for retailers.

This shows that private brands which was started by Sainsbury to attract low income consumers, has now grown to include medium and high income group consumers.
1.8 MOTIVATION AND PROBLEM STATEMENT

Initial interaction with managers of different private brand apparel stores indicated the failure of different traditional strategies of selling to build customer loyalty. Price discounts, Buy one get one free, customer loyalty bonus points ensured no significant brand loyalty of the consumer. In the words of one of the store managers "Customer is fickle and you just do not know what he will buy". These challenges faced by the store managers combined with the likely high growth of private brand apparels in India prompted the researcher to undertake the research. Extensive secondary data research indicates that there is paucity with respect to different variables that cause customer satisfaction and its relationship with customer loyalty.

In India, Private brands presently contribute to a turnover of rupees seven hundred crores (Roy Kisholoy, 2008) consisting of food and apparel products. Customers are most willing to test out new and unknown brands. In-Private brands account for about five per cent of the total organized retail market and the potential for their growth is still high. Research reports are available with respect to women’s apparel in India; however there is a paucity of research with respect to men’s private brand apparel in India as strongly felt by the brand managers of major private brand retail outlets. These trends prompted researcher to undertake present study on Private brands in Chennai relating to the men’s apparel.

The present research has identified the following problems;

1. What are the demographic characteristics of private brand consumers?

2. Which psychological factor has an impact on the purchase decision of private brand consumers?

3. What are the perceptions of different retail outlets with respect to different offerings?
4. What is the relationship between consumer satisfaction and consumer loyalty?

5. What is the positioning of various private brands in apparels?

The decrement from research may be used as inputs for marketing strategies by the practitioners.

1.9 OBJECTIVES OF THE STUDY

The challenges faced by men's private brand retail outlets as described in the problem statement and with the help of gaps identified based on extensive literature review provided basis for the following frame work of objectives.

1. To identify the demographic characteristics of consumers.

2. To examine factors influencing consumer purchase decision at the store outlet.

3. To analyze the relationship between perception, expectation and satisfaction.

4. To find the consumer involvement in purchase.

5. To examine the positioning of Private brands

6. To design a model that leads to customer loyalty based on Perception-Purchase Intention-Expectation-Satisfaction-Loyalty (PPIESL Model).

The objectives are designed in such a way to converge in a comprehensive model that captures different marketing dimension relating to loyalty. Furthermore, the model will be tested for robustness by using appropriate statistical tools.
1.10 HYPOTHESES

The following hypotheses are identified by researcher with the help of brand managers in Chennai to study different aspects relating to consumers of men’s private brand apparel.

1. Age of the consumer is not a significant factor for consumer expectation.

2. Income of the consumer is not a significant factor for consumer expectation.

3. There is no influence of perceptual factors on purchase value of consumers.

4. There is no difference in opinion regarding attributes of private brands and national brands.

5. There is no effect of purchase intention on purchase value of consumers of private brands.

6. There is no significant relationship between spending pattern with respect to private and national brand.

7. There is no significant difference in brand loyalty of consumers on private brand apparels.

8. There is no association between perception, purchase intention, expectation and satisfaction of consumers of men's private brand apparels.

9. There is no significant interrelationship between perception, purchase intention, expectation, satisfaction and loyalty of the consumer's of private brand apparels.
1.11 LIMITATIONS OF STUDY

The focus of present study is on isolating psychological factors such as perception, purchase intention, expectation, satisfaction and brand loyalty. However, sociological factors, cultural factors and psychobiological factors which may have impact on the brand loyalty of the consumer are not addressed. This is being done to simplify the decision variables. The study is conducted in Chennai city and may not be generalized for India. Variables considered can be applied universally and may be adopted for further research. Since the market for men’s apparel is still in nascent stage to make any concrete inferences.

1.12 ORGANIZATION OF THESIS

The first chapter deals with the introduction, rationale of the study, scope of the study, objectives of the study, hypotheses and limitations of the study.

The review of literature is presented in the second chapter.

The third chapter deals with the conceptual framework of perception, expectation and satisfaction.

The fourth chapter deals with sampling procedure, sample size and statistical techniques.

The perception, expectation, satisfaction, loyalty and positioning of apparel brands are presented in the fifth chapter.

The sixth chapter comprises of summary, discussions, conclusion, usefulness of study and further research.