CHAPTER - II
REVIEW OF LITERATURE

Consumers’ perception of the brand preference towards the Indian and Multinational brand must be based on some important factors, and price and quality may be the main dominating factors which influence the brand choice decision between Indian brands and Multinational brands. Kotler (2008) defined quality as “the totality of features and characteristics of a product or service that bear on its ability to satisfy stated or implied needs”. According to authors, quality is distinguished into two forms: objective (actual quality of the product) and subjective (consumer’s perception of quality).

Researches made in the 21st century have shown that consumers perceive Multinational branded products to have higher quality than the National brands (e.g., Rosen, 1984; Hite, 2004; Bushman, 2005). Previous findings affirmed that consumers evaluate National brands lower than Multinational brands on such features as quality, reliability and prestige.

Comparing the price changes of the National brands and Multinational brands, results of Ward (2006) and Bontemps (2007) studies showed that “an increase in the Multinational brand market share is consistent with an increase in the price of national brands”. Such situation is especially advantageous to store brands and consumers (National brands are not willing to set higher products’ prices). On the other hand, this situation is a trap to the National brands. Few of the relevant researches done by the researchers in the context of consumer preference towards Indian and Multinational branded garments.

This Chapter reviews the concepts and theories which are related to the area of the study. The chapter starts by explaining the basics of consumer preference followed by brands. Factor that affect consumer preference towards various brands are also discussed in the light of literature available. In order to examine and compare Indian and Multinational brands, the literature regarding it is also discussed.
Chen & Chen (2013) examined the perceptions of Chinese consumers towards global apparel brands. It investigated the preferences of Chinese consumers for foreign brands, their perceptions of intangible attributes of global apparel brands. The study used a survey questionnaire to gather information from Chinese consumers through a mall intercept method of convenience sampling. The sample was the consumers exiting retail shopping outlets with half the sampling taking place in one city and the other half taking place in the other city in China. The findings of the study indicated that there was a slight preference for foreign apparel brands among Chinese consumers. The findings of the study indicate that there is a slight preference for foreign apparel brands over domestic apparel brands. The factors that appear to have the greatest influence over the perception of Chinese consumers towards foreign apparel brands are the belief that foreign brands are more fashionable than domestic brands.

Kiong et. al. (2013) aimed to identify the predictor of consumer preferences in choosing an international brand of fashion products among Malaysian young consumers. Of the 200 respondents from Klang district, the study found that country-of-origin perception has the strongest predictor towards consumer preferences followed by perceived product quality, promotion stimulation, and perceived brand image and fashion lifestyle. This study is important to the marketers to understand the consumer preferences in choosing an international brand of fashion products in developing countries. The marketer also could understand the market segmentation and accordingly formulate competitive marketing strategies and utilize target market wisely.

Palanivelu & Ganesh (2013) demonstrated the role of Indian Trade Policy in textile sector, and analyzes the impact of government support and incentives. Further it also explored the contributions of textile industry towards the economic development of the nation through export trade. The key risk identified in this sector is foreign exchange losses due to the volatility in the rupee against the US dollar as well as higher interest costs; large portion of the processing capacity is obsolete. Further state of the art integrated mills exist majority of the capacity lies currently with the power loom sector this has also
resulted in low value addition in the industry and also Indian textile industries need to increase focus on product development. The key strengths identified in Indian textile sector are abundant availability of raw materials, low cost skilled labours and also growing domestic markets. So the Government of India must take some effort in the forth coming years towards the optimum utilization of all the key strengths and also the government should minimize the risk by means of increasing the support and incentives.

**K.Myilswamy (2013)** in his study ‘A Study On Consumer Brand Preference Towards Using DTH Service Providers In Coimbatore City’ explored the marketing includes all activities which are concerned with effecting changes in the ownership and position of goods and services”. Direct marketing involves by passing the retailer in regarding in reaching the customer. In this study there are five companies were included those are Sun Direct, Big TV, Digital TV, Dish TV, TATA Sky. Primary data were collected from 100 respondents by convenient sampling method through questionnaire and also by interview method in Coimbatore district. 15 respondents were selected to pilot study and based on their suggestions necessary modifications were made in the actual questionnaire. This study consists of simple percentage analysis to done keeping in mind the objectives of the study, chi – square parameters were employed to test the hypothesis spelt out in the study. Garrett ranking techniques was used to rank the preference of the respondents on different aspects of the study, the percentage position of each rank thus obtained into scores by referring to the table given by Henry E. Garrett. Analysis of variance to make two estimates of population variance those based on between sample variance and the other based on within variance are compare with F – test table. The present study reveals that majority of the respondents preferred Big TV for more channels because they can pay for what they want to watch. The company can reduce the price to fulfill the needs for low-income level of people.

**Mittal And Agrawal (2012)** analyzed the consumer and his behavior is the cornerstone of success in marketing. It included all the physical, mental and emotional processes and concerned behavior which are observable before, during
and after each and every purchase of goods and services. This made them compelling to understand, observe, record and react to such behavior in case they want to have win-win strategy that matter for marketer and the customer both. The research report presented is based on the “Consumer Perception towards Branded Garments”. Through this study an attempt has been made to practically understand those emotional or rational appeals, which drive the purchase decision toward the branded garments. Also certain demographic and psychographic profiles have been studied and certain relation has been developed. Branded readymade garment is supposed to have 21% share in the Rs. 20,000 Cr garment industry which is having vertical growth rate of around 20%. Survey depicted that there is a relationship between the consumer’s income and the satisfaction derived from a purchased product. People are price sensitive and the final selection or rejection of the good depends on price/budget of the buyer. Major brands recognized by survey respondents, in different apparel categories are as follows:

- Jeans: Levis
- T-shirts: Levis and Pepe Jeans
- Formal shirts and pants: Koutons

Rajput (2012) analyzed 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 confirm that Indian people have become highly brand conscious presently. Hence, brand image is a not a significant factor in choosing the product or brand to buy. There are other aspects like, quality, comfort, expectations and demographic characteristics are also influence to the purchasing decision that dominate the purchase decision of males and females. From the analytical introspection it is evident that the gender differences do exist with respect to build attitude towards fashionable apparels and brands. Further, the
variation in age and income is not significant as consumers preferred brands or outfits irrespective of that. Allen Solly tops the minds of the customers followed by Van Heusen and Raymond which refers to the maximum frequency of recalling the brands. These are the most familiar and favorite brands also among brand aware consumers, specifically in context of India.

**Ismail, Masood & Tawab (2012)** conducted in order to determine the consumer preferences of global brands instead of local ones. It is also designed to find out the buying behavior patterns of young Pakistani consumers. Consumer evaluates products based on information cues, which are intrinsic and extrinsic. A number of factors affect the consumer purchase decisions. The results suggested that most important factors that influence a consumer’s final decision are the price and quality of the product in question. Since the consumers usually associate the price of the brand with its quality, a brand priced too low is generally perceived as a low quality product. Similarly, a product priced too high may not be affordable by many. Other factors that have an impact on the consumer preferences are: consumer ethnocentrism, country of origin, social status, price relativity with the competing brands and family and friends. The research was conducted in Karachi and the samples selected included 200 people of age 16-24. The data collected for the research was through a questionnaire and was conducted in two popular shopping malls of the city and two universities since the target audience was largely the youth. Calculations were then analyzed and interpreted using a percentage of respondents and through frequency distribution tables and charts. According to their findings, 78% of the females were not willing to even substitute the global brand with a domestic if the foreign brand is not available. The males, however, were not found to be that prone to the foreign brand.

According to **Krishna and Dash (2012)** consumers are also now-a-days preferring store brands heavily because they can save on money. Their study is based on the pilot study conducted as part of PhD study to determine the consumer preferences towards private label branded apparel in India, which is an empirical study using conjoint analysis. The paper gave the research findings of the pilot study conducted in Hyderabad and Secunderabad twin cities. It helps them to
understand the consumer buying behavior towards private label branded apparel. The information obtained from a conjoint analysis can be applied to a wide variety of market research questions. It has been used to investigate areas such as product design, market share, strategic advertising, cost-benefit analysis, and market segmentation. Although the focus of this manual was on market research applications, conjoint analysis can be useful in almost any scientific or business field in which measuring people’s perceptions or judgments is important. The results showed that price has the most influence on overall preference. This means that there is a large difference in preference between product profiles containing the high price and those containing the least price. The results have also shown that a money-back guarantee plays the least important role in determining overall preference. Price played a very significant role in this model.

Soren T. Anderson (2012) in this study ‘The Formation and Persistence of Automobile Brand Preferences’ emphasized on the brand preferences in the automobile market demonstrate strong persistence, which implies that market conditions and policies that influence purchases today may reverberate far into the future. In this study, we cover novel empirical evidence that (1) individuals tend to choose the same brand of automobile again and again and that (2) adult children tend to choose the same brands as their parents. Our results suggest that intergenerational correlations may arise both from information sharing within families and from endogenous preference formation in youth. These patterns of preference formation and persistence have implications for the long-term impacts of transportation policies and for automakers’ pricing and product line strategies.

Shah et. al. (2012) aims to study factors affecting Pakistan’s university students’ purchase intention towards foreign apparel brands. Purchase intention is explained in terms of general consumer variables (normative influence, consumer confidence) and brand specific variables (perceived quality, emotional value). The sample comprised of students enrolled at two universities in major cities of Pakistan (Islamabad & Rawalpindi), with 315 participants completing the self-administered questionnaire during scheduled classes. Results reveal that susceptibility to normative influence and consumer confidence had positive impact
on brand consciousness. Brand consciousness had positive impact on perceived quality of international apparel brands & emotional value that these brands generate. Both quality and emotional value had significant impact on purchase intention. The findings of this study cannot be generalized to other consumer products, or other segments of society, such as children, professionals. However, results reveal that foreign apparel brands need to focus on quality and their brand’s emotional attributes if they want to succeed in Pakistan’s apparel market.

Sundarraj (2011) brought the difference between the two groups of consumers and to understand their preference. The study also aims to determine the awareness of social responsibility and green fashion among Indian consumers. The study was confined to study the behavior and awareness towards ethical fashion among young Indian generation; hence extrapolation of the results may not be possible since there is a wide difference in customer preference, behavior, and the factors like socioeconomic, demographic and psychographic across regions. Details regarding demographic, economic, social, physiographic and behavioral characteristics of the consumer, consumer’s awareness, buying behavior and preferences for buying apparels were taken as part of the survey. The study concluded that there is the influence of domestic apparel manufacturers on the young consumers. The young consumers prefer domestic products than international products and that is because the domestic products understand the consumer better and products are based on nativity and suits their needs than international products. Although international products possess more quality, consumers still consider those as luxurious ones with high price.

P. S. Venkateswaran et.al.(2011) Brand personality is generally understood as the distinguishing characteristic of the brand, what some call the persona of the brand. Just like people, all brands have a personality to some degree. In certain cases, it’s highly emotional and vibrant; in other cases, it is understated or barely noticeable. Since brand personality is intangible and exists in an emotional monarchy, it is often underrated by marketers. A recognizable and well defined brand personality is the key to a successful brand’s appeal. Researchers proposed that brand personality boosts consumer preference and
usage (Sirgy, 1982), induces emotions in consumers (Biel, 1993), and has a positive relationship with levels of trust and loyalty (Fournier, 1994).

**Bronnenberg et. al. (2010)** studied the long-run evolution of brand preferences, using new data on consumers’ life histories and purchases of consumer packaged goods. Variation in where consumers have lived in the past allows us to isolate the causal effect of past experiences on current purchases, holding constant contemporaneous supply-side factors such as availability, prices, and advertising. Heterogeneity in brand preferences explains 40 percent of geographic variation in market shares. These preferences develop endogenously as a function of consumers’ life histories and are highly persistent once formed, with experiences 50 years in the past still exerting a significant effect on current consumption. Counterfactuals suggest that brand preferences create large entry barriers and durable advantages for incumbent firms, and can explain persistence of early-mover advantage over long periods. Variation across product categories shows that the persistence of brand preferences is related in an intuitive way to both advertising levels and the social visibility of consumption.

**Natarajan P. and Thiripurasundari U (2010)** this study observes that consumer preference of global brands vs. local brands in the Indian car industry. Consumer brand perceptions have substantial implications in marketing. The customers’ preference towards local and global brands is studied by administering structured interview schedule with 150 customers in Puducherry city. The findings of the study advised that the consumers who possessed global car brands, preferred their car brands due to factors such as global presence, worldwide reputation and quality of being a foreign made. Consumers made favourable perceptions the country, wherein they tend to associate factors such as superior quality, technical advancements, modernization etc. to the country from which the brand had taken its origin. Consumers who owned a local brand evaluated the local brand in a favourable manner, wherein they tend to associate the brand to India ‘V strong automobile sector that makes quality and technically efficient cars.
According to Granger (2010), who analyzed the evolution of the brands, in the past, before the industrial revolution, products and services were mainly associated with people rather than with organizations: tradesmen, shop or pub owners, tailors, bakers and others. In most of the cases, businesses were focused on dealing with local people. Put it simply, the individual providing the services or products was the brand itself. In the 19th century, the industrial revolution brought many changes to agriculture, manufacturing and transportation, which in turn brought about changes in the way of doing business. In the late 19th century, business identity started to be associated with the idea rather than the person. With the mass production, companies started to represent their business ideas with labels, which functioned as company’s identity. In the 20th century brands became so powerful, that they became the symbols of the culture itself, e.g. Coca-Cola, Levi’s, McDonalds, etc. Brands reached their peak during 1990’s. That was the moment when the first type of private labels was introduced into the market – the generic products. Private labels evolved significantly since the 1990’s and their growth has changed the whole market.

M Sayeed Alam and Md. Farhan Faruqui (2009) in their study 'Effect of Sales Promotion on Consumer Brand Preference: A Case Study Of Laundry Detergent in Dhaka City Consumers’ focused on the implementation of an adequate sales promotion may guarantee an increase in sales in a short period of time. But sales promotion does not eventually create brand loyal customer group. This study is based on Dhaka city consumers and focuses on detergent product. In this report the researchers tried to find out detergent consumers’ evaluation of sales promotion and their brand association with respect to detergent product. A sample of fifty detergent consumers was selected for this study. Respondents expressed their opinion on structured questionnaire. It was found from the analysis that consumers were satisfied with the sales promotion but it does not create long term assurance toward brand preference. It is found that consumers choose the detergent brand with an effort. Detergent is a low involvement purchase product and buyer basically follows habitual buying pattern for this product. Mostly consumers are passive learners about the detergent. But Dhaka city detergent consumers are aware of the different detergent brands and do not switch to other brands because of sales
promotion. There is no impact of sales promotion on brand loyalty of detergent consumers. The study should be extended to different product categories. The profiles of the respondents in terms of geographic and psychographic are to be considered for further studies is suggested.

As Faron (2009), a senior analyst of “Mintel” Market Research organization has noticed on her interview to QSR magazine - "Private label manufacturers realize 'value' means more than 'low price' to consumers, so they're wisely creating new products that deliver on some of today's most exciting food trends". Private label producers introduced into the market such product line extensions as “health and wellness”, “going green” and “premium products” Based on the comprehensive literature review of the previous studies, this thesis offered more insights into deeper understanding of the consumers’ motivations and cognitive structures of the national brands and private labels. Additionally to the studies made in the past, current thesis explored consumer orientations in the different product categories, forming a four set design model while comparing the sub-groups in the different levels of national brand vs. private label and food vs. non-food product categories. Overall, the results confirmed the findings of previous studies in the field of private labels by highlighting the similar attribute preferences of the products and by revealing similar cognitive structures of the consumers. As a result, this study has successfully validated past researches in a new and different national brand and private label consumers’ comparison model. In respect to the underlying objectives of this study, the previous chapter has presented and discussed the research findings based on the Means-End Chain method. Although these results have significantly improved our understanding of consumers’ orientations toward National brand and private label in the different product categories, there are nevertheless certain limitations that need to be taken into account. The final section will now highlight these limitations and provide some guidelines for the further research.

Anuja Pandey (2009) The ever-changing marketing dynamics and increased competitive scenario have amplified the role of brands to a great extent. Brand marketers seek ways to achieve growth while reducing the cost of new
product introduction as well as the risk of new product failure. A popular way of launching new products has therefore been to leverage the brand equity of an existing brand into a new sector, market or product category. Brand extension today is an important strategic tool to rejuvenate and revitalize an existing brand. The success of brand extension depends on the strength of the parent brand personality and its brand equity. A strong brand equity is related to distinct brand personality. Before going for any brand extension, it is important to understand the parent brand personalities and thereafter attaching the desirable brand personalities to the extended brand. This study aims at identifying the parent brand personalities as perceived by the consumer. To understand brand personality, Jennifer Aaker’s Brand Personality Scale (BPS) has been used. The validity of the scale is examined using factor analysis. Descriptive research, using stratified random sampling, is undertaken. The study also aims at identifying the distinct brand personality of the proposed brand and suggests the brand extension categories and strategies, with special reference to the brand ‘Dove’.

**Liu and Choi** (2009) found that fashion and clothing can show one’s personality and image by the insight of color, styling, silhouette, etc. If a consumer can identify himself/herself on a specific image projection of a particular brand, he/she would create greater preferences towards this brand. Brand is used for consumers to express themselves, which is especially prominent in fashion. When a brand possesses a strong personality that is consistent with the consumer’s image, the consumer will have greater preferences towards the brand. Positive brand attitude has a direct impact on consumer involvement in branded clothing. Thus, it is postulated that brand attitude has a significant impact on consumer involvement in fashion clothing.

**Pathak and Tripathi** (2009) made a study entitled “Customer Shopping Behaviour among Modern Retail Formats: A Study of Delhi & NCR”. The Study is an exploratory research conducted in Delhi & NCR. It specifically focuses on customer shopping behaviour in Indian scenario among the modern retail formats. It is observed that in the changing retailing environment, understanding the psyche of a customer is critical for success in
retailing. Aggregate level picture may be misleading, as it averages the beats and the valleys. Hence, individual understanding is desirable. It is further stated that the Indian customers have become more sensitive to quality, customer service and status. She/he is ready to pay, sometimes, astronomical sums, provided their needs are satisfied. They are basically looking for an experience which is more of cognitive than physical.

Pathak and Tripathi (2009) made a study entitled “Customer Hopping Behavior Among Modern Retail Formats: A Study of Delhi & NCR”. The Study is an exploratory research conducted in Delhi & NCR. It specifically focuses on customer shopping behavior in Indian scenario among the modern retail formats. Objectives of the study are to find out the factors that affect the buyer's decisions among the modern retail formats and to evaluate the comparative strength of these factors in buying decision of the buyers.

P. Kotler, G. Armstrong, V. Wong and J. Saunders (2008) defines national brand (also called manufacturer’s brand) as “a brand created and owned by the producer of a product or service”. National brands have been the leaders on the market since the last century, but there is a rapidly growing competition from the private labels.

Dr. A. Lalitha, Dr. J. Ravikumar & K. Padmavalli (2008) made a study entitled "Brand Preference of Men’s wear". Scope of the study focuses on the brand preference regarding shirts and pants of select consumers living in twin cities of Hyderabad and Secunderabad. It is confined to the customers visiting the select showrooms in Hyderabad and Secunderabad. The objectives of this study were to know the reason why customers prefer branded shirts and pants to unbranded ones, to find out the influence of advertisement for branded clothing for the purchase behavior of the respondent and to know the factors influencing customers while choosing branded shirts or pants. It is concluded that educational qualifications, employment status, age group, convenience of shops, and advertisement are influencing factors for purchasing the branded shirts and pants by the respondents. 94 percent of the respondents are highly educated and
purchased branded ready wears. Age group of 20-50 years is income earning people and spending on the branded wears. The study reveals that the advertisements play a limited role to choose the brand among ready-made dresses available in the market. 54 percent of the customers are buying branded ready wear because of quality and status symbol.

**Lincoln and Thomassen (2008)** define private labels as retailer brands: “brands which are owned and sold by the retailer as well as distributed by the retailer”. Retailer brands are also commonly called “store brands” or “own labels”. According to Beneke (2009), private labels are usually manufactured by a third party under licensing. This third party is called contract manufacturer. Retailers have two main objectives when selling store brands (Corstjens and Lal, 2000): store profitability and store differentiation. Private label is considered to be a great competitive tool which let retailers to improve store image and obtain greater market shares, leading to greater profits (Gomez and Benito, 2008). In addition, private label retailers have big competitive advantages – to set the prices, shelf space allocations and promotions, which are more appealing to consumers (Nandan and Dickinson, 1994).

**Allen (2008)** investigated performance measurement for supply chains in textile and apparel companies in developing and developed countries in his PhD thesis. In this study, it was emphasized that there was a limited number of studies concerning performance measures for textile and apparel. Specific measures that can be used to evaluate the performance of supply chains in textile and apparel companies were identified in this thesis.

**According to Ozasomer and Altaras (2008)**, global brand credibility depends on the firms’ willingness and ability to deliver what they promise on a global scale; marketing-mix consistency and greater brand investments have been proven to convey higher levels of brand credibility. Brand investments, on the other hand, are resources that firms spend on brands to (1) assure consumers that brand promises will be met and (2) demonstrate longer-term commitment to
brands (Klein and Leffler, 1981). Consequently, brand investment would help a business to build a highly credible brand.

**Liu, Yuping, (2007)** found out the Long-Term Impact of Loyalty Programs on Consumer Purchase Behavior and Loyalty. Using longitudinal data from a convenience store franchise, the study found out that consumers who were heavy buyers at the beginning of a loyalty program were most likely to claim their qualified rewards, but the program did not prompt them to change their purchase behavior. In contrast, consumers whose initial patronage levels were low or moderate gradually purchased more and became more loyal to the firm. For light buyers, the loyalty program broadened their relationship with the firm into other business areas. Thus there is a need to consider patronage to decide rewards for loyalty programmes.

**Vyas (2007)** investigated sales promotion activities of six apparel stores in Ahmadabad market and compares them on various dimensions. It presents major findings and provides insights on consumer behavior. Lifestyle, for instance, has a loyalty programme called `The Inner Circle', while Pantaloons offers a `Green Card' Rewards programmes, Westside has `Club West' to woo the customers. Managerial challenges were posed in planning and implementing such activities. The study revealed that usage of sales promotion activities has a direct impact on behavior as it motivates a consumer to buy now rather than in future, enhances value of an offer temporarily till the promotion period, encourages switching, reinforce or reward loyalty etc. Broadly, objectives set for these activities are; i) to generate store traffic, ii) to move excess inventory, iii) to enhance store image and iv)to create a price image( high or low). Traffic building was achieved by special event promotions like Diwali, Rakshabandhan promotions; inventory reduction through end of season sale; creation and building store image through feature advertising and displays and joint promotions and price image by highlighting the discounts. It helped consumer reduce not only financial risk but also psychological and social risk by making consumer confident of his/her purchase, conformation to group norms by shopping at famous stores/brands and possibility of acquiring well known
branded apparel during promotions. Promotions may induce non buyers to walk in to the store and loyalty programmes may encourage to buy more, more often or upgrade to better quality.

**Narang (2006)** in a study entitled “A Study on Branded Men’s’ wear”, was taken up in the city of Lucknow with an intention to explore the purchase behavior of the buyers of branded men’s’ wear. The objectives of this research are to study the purchase behavior of the buyers of branded men’s’ garments, to study the impact of advertising on the purchase decision of buyers, to study the impact of promotional activities on purchase behavior of buyers. The research type was exploratory as it was conducted to develop a concept about the purchasing behavior of buyers of branded men’s’ garments and the impact of advertising on their purchase decision. This study concluded that most of the times buyers visit the showrooms of branded garments with the purpose of shopping. The purchasing of branded garments is not impulsive. However, compared to women, male buyers visit the showroom for passing the time; the number of people visiting the showroom with a brand in mind is same as the number of people visiting the showroom with no brand in mind; Advertising has maximum impact in creating brand awareness.

**Interbrand (2006)** contended that fashion credibility with a low price point is the most important factor for global branding in the apparel industry. This was thought to be due to the recognition by consumers of the large number of brands available in the apparel industry that can be easily substituted based on perceptions of quality and fashion. The industry was also characterized by the development of international retail outlet chains such as H&M of Sweden and Zara of Spain that have establish deputations for only carrying the most fashionable brands. When an apparel brand is carried by these stores, it is thought to provide a signal to the consumer that the brand is fashionable, creating competitive branding advantage for the specific type of clothing. Clearly, the branding of global apparel products can be a very intentional process.
Meyer-Waarden, Lars; Benavent, Christophe. (2006) studied the Impact of Loyalty Programmes on Repeat Purchase Behavior based on the Behavior Scan single-source panel which has been compared with the store database. The double jeopardy phenomenon was present and loyalty programmes did not substantially change market structures. When all companies had loyalty programs, the market was characterized by an absence of change of the competitive situation.

Azevedo & Fernando (2005) examined the influence of brand personality on advertising response in fashion clothing branding context. Print and stimuli of 30 fashion clothing brands with different nationalities and different expected personality Scale of Aaker (1997). The self – congruence implications are discussed. The respondents confirmed the expected brand personalities of excitement brands like Massimo Dutti, Boss, Alto Collection, Sophistication brands like Trindade, Calvin Klein, and the ruggedness brand C. Topiocca. On the other hand, some brands (Levi’s, Guess, O’neil, Portugal Radical, C111, Nathan Road, Sprigfield, Peter Murray and Salsa) had a higher excitement score than expected. This will allow the brand builder to analyze pictorial material from these pre-tested brands, considering them as benchmarks in terms of brand personality. From the brand builder perspective, the results should help the understanding of antecedents and consequences of brand personality processing, as proposed in several branding models.

An empirical investigation by Wang and Heltmeyer (2005) of attitudes towards American apparel brands in Taiwan employed the Fishbein model of brand preferences and used a convenience sampling methodology based on mall intercept. The Fishbein model proposes that an individual’s attitude towards a purchasing behavior is a function of the strength of the belief held towards the object and the individual’s evaluation of that belief. In the context of this model, the study identified three variable domains of functional attributes of the apparel items, intangible attributes associated with the apparel items, and the demographic characteristics of the participants. The findings of the study suggested that there was a consumer preference for American apparel brands in eight of the thirteen
variables in the functional and intangible domains. The consumers in Taiwan perceived the American apparel brands to have better color, fit, instructions for care, brand name recognition and quality in the functional domains when compared to the Taiwanese brands. In the intangible attribute domains, the American brands were perceived as more fashionable and more comfortable. The implication of these findings were that both functional and intangible factors have an influence on the decision-making process of consumers when evaluating foreign apparel brands, and that the perceptions of key factors in the decision-making process can be influenced through appropriate brand management.

Eckhardt (2005) avowed that local brands are not more flexible than global brands in terms of their marketing activities when they compete in a foreign product category due to cultural categories being associated with the product category. Just as global brands need to conform to international marketing dictums, local brands sometimes need to conform to deeply held preconceptions about the product category in which they operate.

A study of more than 10,000 consumers by Johansson and Ronkainen (2005) revealed that even though domestic brands are likely to be more familiar than global brands, where familiarity is equal, the global brands will have higher esteem. The researchers asserted that global branding will arguably face different challenges by product category. Certain categories such as automobiles and computers are deemed more global in terms of the similarity in consumer preferences. Apart from discussing the consumer perceptions of local and global brands it is also worthwhile exploring the reasons of preferences for global over local brands.

Roll (2005) contends that the proliferation of brands in the apparel industry at the national and global levels is due to the self-expressive nature of clothing, which is a non-functional attribute. As a result, each brand becomes associated with a particular attribute that is intended to convey some type of image to people through the clothing itself. This causes branding to have a high degree of importance in the apparel industry. The way in which brands are
managed can have a great degree of impact on the competitive positioning of apparel firms as compared to other industries.

Wang and Heltmeyer (2005) stated that identified three variable domains of functional attributes of the apparel items, intangible attributes associated with the apparel items, and the demographic characteristics of the participants. The findings of their study suggested that there was a consumer preference for American apparel in the functional and intangible domains in Taiwan. In the intangible attribute domains, the American brands were perceived as more fashionable and more comfortable. The implication of these findings are that both functional and intangible factors have an influence on the decision-making process of consumers when evaluating foreign apparel brands, and that the perceptions of key factors in the decision-making process can be influenced through appropriate brand management.

Hyllegard et. al. (2005), studied Spanish consumers' perceptions of US apparel specialty retailers' products and services. The study emphasized that specialty retailers' success in international markets is contingent upon their knowledge of culturally-defined values, norms and behavior that influence consumer decision making and impact acceptance of products and services. The study examined consumers' store patronage and apparel purchase behavior, acceptance of US apparel brands, perceptions of retailers' products and services, and perceptions of the impact of foreign retailers on local communities. It found out that the perceptions differed regarding quality, fissionability, product assortment, extent and quality of customer service, convenience of location, payment options, national brands and store layout. Consumers' acceptance of US apparel brands was a function of age, household income, apparel product country of manufacture and price.

Johansson and Ronkainen (2004) assessed brand realities on the global – local continuum using data from Young & Rubicam’s Brand Asset Valuator (BAV). This database is considered to be the most exhaustive of its kind, covering 20,000 brands across 40 countries. Data have been collected since 1993
across a wide range of industry sectors to measure brand perceptions of more than 100,000 consumers. It was noted that local brands exhibit higher familiarity among consumers, but when familiarity levels are similar, global brands enjoy higher levels of esteem. Also that Global brands were known for their perceived quality. The researchers asserted that global branding will arguably face different challenges by product category. Certain categories, such as automobiles and computers, are deemed more global in terms of the similarity in consumer preferences. Apart from discussing the pros and cons of local and global brands, it is necessary to comprehend the shifts that occurred due to increased consumer preference from local brands to global brands.

**Schuiling et al, (2004)**, local brands are also perceived as more “down to earth” than international brands, meaning that local brands offer a more basic/no frills brand proposition. The study also indicates that local brands are perceived as more traditional than international brands, because local brands are linked more to local traditions and local cultures than international brands are. It was also found that trust is an important advantage for local brands, because it provides a unique relationship with consumers that take years to develop. It also indicated that there is no significant difference between the perception of prestige for international brands and that for local brands. Another significant finding was that consumers are attracted to international brands but in reality, they prefer to purchase local brands (Schuiling et al., 2004).

**Diamantopoulos (2004)** studied eight product categories with regard to consumer preferences for domestic versus foreign brands and found that ethnocentrism was also dependent to a large extent, on the nature of the product category.

A study conducted by **Douglas et al (2004)** revealed that consumers all over the world associate global brands with three main characteristics and evaluate them on those while making purchase decision. These include Quality Signal, global myth and Social responsibility.
According to Steenkamp, (2003) consumers become perceptive to global brands when consumers believe the brand is marketed in multiple countries and is recognized as global in these countries. This perception occurs in two forms; consumers realize that the same brand is found in other countries through media exposure, word of mouth communication, or during travel overseas. Secondly as studied by Alden et al (1999) that a brand may assert or imply its ‘globalness’ through marketing communications that use brand names, endorsers, advertising themes, etc. Consumers prefer brands that they perceive as originating from a non-local country, especially from Western countries, more than they do local brands and that preference is linked not only to perceived quality but also to social status (Alden et al, 1999).

Empirical study conducted by Steenkamp et al (2003) has revealed that prestige is the second factor driving global brand preference. Foreign brands of most consumer durables and non durable categories were given significantly higher mean attribute ratings on “status and esteem” except where “cold drinks and ice creams were concerned”.

Kincade et. Al. (2002) studied buyer–seller relationships for promotional support in the apparel sector which is critical for success. The purpose of the study was to define promotional support categories offered to apparel retailers by manufacturers, to identify the retailer's perceptions of the offering frequency and importance of the promotional support, and to investigate the relationship between offering frequency and perceptions of importance. Results indicated that monetary support was regarded as the most important promotional support. A positive and significant correlation was found between items the buyers perceived as important and the frequency of offerings of these items.

In a study made by Lim and O’Cass (2001), the researchers examined consumer’s perception of brands as influenced by their origins and the differences in classification ability between consumers’ knowledge levels. The results of the study indicate that consumers can more easily identify the cultural origin of brands over the country-of-origin. In the view of the researchers, the
issue of consumer brand knowledge is important in order to understand how consumers perceive information about origins of a brand and ultimately perceive and evaluate brands and also that consumers are believed to be able to classify culture-of-brand-origin better than country-of-brand origin.

**Batra et. Al. (2000)** tested whether, among consumers in developing countries, brands perceived as having a non-local country of origin, especially from the West, are attitudinally preferred to brands seen as local, for reasons not only of perceived quality but also of social status. We found that this perceived brand non-localness effect was greater for consumers who have a greater admiration for lifestyles in economically developed countries, which is consistent with findings from the cultural anthropology literature. The effect was also found to be stronger for consumers who were high in susceptibility to normative influence and for product categories high in social signaling value. This effect was also moderated by product category familiarity, but not by consumer ethnocentrism. The results, thus, suggest that in developing countries, a brand's country of origin not only serves as a "quality halo" or summary of product quality (cf. Han, 1989), but also possesses a dimension of non-localness that, among some consumers and for some product categories, contributes to attitudinal liking for status-enhancing reasons. In this study they found that among consumers in developing countries, for reasons that go beyond brand quality assessments, brands perceived as having a non-local CO are attitudinally preferred to brands seen as local.

**Schmelz et. Al. (2000)** examined Prestige clothing shopping by consumers by a confirmatory assessment and refinement of the PRECON scale. Aspects studied include background on the symbolic aspects of consumption; prestige shopping behavior; reassessment and refinement of the PRECON scale and impact of income and age on prestige shopping. The paper concludes with managerial implications for the United States apparel retailers dealing in prestige clothing.
As cited in Usuiner and Markus and Kitayama (2000) have outlined two construal of the self: the independent and interdependent. The independent self corresponds to the western conception: it is based on assumption of individualism (people are seen as inherently separate and distinct). In the area of consumption personal preferences are suppose to reflect a person’s tastes, values and convictions; expression of self is encouraged. On the other hand, the ‘inter dependant self’ of most Asians is based on the assumption of collectivism (people are seen as not fully separable that is they are connected to each other by a multiple of overlaps and links: they share a common substance). As a result in identity lies in familial and social relationships. People with interdependent selves tend to value the criteria of appropriate social conduct in their consumption behavior.

Aaker (2000) asserted that brand is a complex symbol and presents six levels of meaning that convey it: Attributes: A brand brings to mind certain attributes; Benefits: Attributes being translated into functional and emotional benefits; Values: The brand also says something about the producer’s values; Culture: The brand may represent a certain culture; Personality: The brand can project a certain personality; User: The brand suggests the kind of consumer who buys or uses the product. Baker and Michie (1995) examined British car drivers' perceptions of, and attitudes towards, four makes of foreign cars: Honda, Hyundai, Proton, and Toyota. A British car (Rover) was also added to the study in order to establish the possible effects of ethnocentrism on intention to buy. A detailed description for each model was provided in the exhibit; however, no reference was made to price or country of origin. The study revealed that respondents preferred the most expensive cars (Toyota and Rover) but some of them changed their decision when informed that the prices of these two makes were 50 per cent higher than an available alternative. The results also indicated that product country images and ethnocentrism had a significant impact (both positive and negative) on the consumers’ intention to buy. Furthermore it was revealed ethnocentrism can be a strong source of competitive advantage, especially when domestic products are equal to imported products on a price-performance basis.
Conclusion:

The research reviews show that the consumer prefers a wide variety of branded fabrics to choose them, and their preferences changes according to the season and geographical areas. Consumer taste is a controlling factor in determining the character of goods that appears in the market. A rational approach to clothing needs and expenditure makes the consumer more effective participate in entire market economy.

Consumer behaviour as a significant factor in understanding consumer behaviour and as a fundamental market segmentation index for companies to meet their customers’ needs and wants; marketers should strive to understand the gender differences in decision-making styles.

--- මෙහෙය වෙයිං ---