

A Critical Study Of Brand Management Strategies Followed By Garment Industry**Mr. Sanjay Chore**Rashtrasant Tukadoji Maharaj Nagpur University,
Nagpur**Dr. Narendra Singh Dixit**Principal
Women's College of Arts & Commerce, Nagpur - 09**1.0 Introduction**

In humans, generally, the perception is how information is collected and categorized. Moreover, the perception is affected by the amount of exposure to an external stimulus and by individual interpretation (Agrawal, 2010). For example, when a consumer who hears something about a product may not be influenced to an extent to change his stance towards it, however, if the same consumer encountered that information often and from many sources, then the consumer's attitude toward that product might change enough to influence how often he chooses to buy and use it (Sheth et al., 1991). For this reason, different companies including the textile Chandra (2004) or apparel industry design and implement many strategies to promote their brands for improving their market share.

Indian Textiles account (Dhanabhakyaam, 2007) for 14 per cent of India's industrial production and around 27 per cent of its export earnings. From growing its own raw material (cotton, jute, silk and wool) to providing value added products to consumers (fabrics and garments), the textile industry covers a wide range of economic activities, including employment generation in both organised and unorganised sectors. In view of the above, it is critical that all the companies remain in business and that demands that they (companies) be visible in the market through their brands (<http://www.brandbuilding.com>). The apparel industry has tremendous product variety, short product life cycles, explosive and changeable demand, long and stiff distribution network. Moreover, with a mounting income levels and changing attitude "look good - feel good", fashion is providing gigantic potential to foray into the untapped Indian markets.

Presently, the Indian Garment Industry is at its infancy and has great potential to make the mark on the world stage. In India the Fashion Industry is growing at a rapid pace with international developments (Cleveland et al., 2009), such as the

India Fashion Week gaining popularity and annual shows by fashion designers held in major cities of India. However, the movement of Fashion within the country is very slow and often when something reaches the tier – II and tier – III cities, the one in the metro's has already changed. Hence in the backdrop of above information this study was carried out to understand the various aspects of brand management strategies followed by the garment industry.

2.0 Research Methodology**2.1 Design of the Study**

The design of the study was random group design, where the respondents from Nagpur District were selected randomly.

2.2 Sampling method and sample size

In this study, random sampling method was used to generate data. The data was collected randomly from 80 professionals from Garment Industries by visiting the company outlets.

2.3 Data Collection

Data collection was done by using survey methodology. The questionnaire was prepared by keeping the objectives of the study in mind. Care was taken to cover all the objectives of the study.

2.4 Reliability estimation of the questionnaire

Reliability is a measure of how consistent the results of using a survey questionnaire will be. Reliability of the questionnaire was determined using a test-retest method with the draft survey questionnaire.

2.5 Validity

The extent to which a test measures what it purports to measure. The validity of a measure refers to the extent to which it measures what it intends to measure. Three different types of validity were considered, which are content validity (content of the questionnaire was finalized on the basis of the literature used), criterion-related validity (here the criterion related validity was checked using statistical

method) and construct validity (the construct validity was checked for validation of the construct).

2.6 Tester's Reliability

To ensure that the researcher is well versed with techniques of conducting the tests, the investigator along with an assistant had a number of practice sessions in testing procedure under the guidance of supervisor. The tester's reliability was evaluated together with reliability of tests. A Pearson's product moment correlation was computed between the two measures of each variable.

2.7 Statistical Procedure to be employed and Significance Level

The data characteristics (descriptive statistics) such as Frequency, Mode, etc. were determined. The comparative assessment of the proportions was done by using 'Chi Square' test. The data was analyzed using SPSS 18.0 Software. The significance level was chosen to be 0.05 (or equivalently, 5%).

3.0 Results and Discussion

3.1 Working Experience of respondents

Table 1: Working experience of the respondents of the study region

Working experience in yrs.	No. of respondents	Percent
Less than 10 yrs.	7	8.8
10 to 20 yrs.	19	23.8
20 to 30 yrs.	38	47.5
Above 30 yrs.	16	20.0
Total	80	100.0

Table 1 shows information about working experience of the respondents working in garment industry. It was observed that most of the respondents i.e. 47.5% have 20 to 30 years of working experience of this field. In addition to it 8.8% and 23.8% respondents are working in this field from less than 10 years and up to 10 to 20 years respectively. Furthermore 20.0% respondents have more than 30 years working experience of this field.

3.2 Primary market of the garment company

Table 2: Primary market of the garment company

	No. of respondents	Percent
Urban Area	58	72.5
Semi Urban Area	6	7.5
Rural Area	5	6.3
All of the above	11	13.8
Total	80	100.0

Above **Table 2** presents information about the primary market of the company to which respondents belong. It was observed that the primary market of most of the garment companies i.e. 72.5% is the urban area. In addition to it 7.5% and 6.3% companies have semi urban area and rural area as their primary market respectively. Furthermore 13.8% companies have all type of markets such as urban area, semi urban area and rural area respectively.

3.3 Brand Management

Table 3: Brand management done by the garment companies

Brand management	No. of respondents	Percent
In house department	24	30.0
Outsourced	49	61.3
As per the product	7	8.8
Total	80	100.0

Above **Table 3** presents information about the nature of brand management done in the garment industries operational in the study region. It is observed that most of the companies (61.3%) outsource the brand management activities. In addition to it 30.0% companies have in house brand management department while 8.8% companies perform brand management as per the product.

3.4 Purpose of brand management exercise

Table 4: Main purpose of brand management exercise

Purpose	No. of respondents	Percent
Long term business development	26	32.5
Building image of the brand	6	7.5
Building reputation of the brand	35	43.8
Increasing market share	9	11.3
Increasing bottom line	4	5.0
Total	80	100.0

Above **Table 4** presents response of the respondents working in the study region with respect to purpose of brand management exercise of their respective companies. It was observed that main purpose of brand management exercise for most (43.8%) of the companies is to build reputation of the brand. However, according to 32.5% and 7.5% respondents brand management exercise is done for long term business development and for building image of the brand respectively. Furthermore,

according to 11.3% and 5.0% respondents, main purpose of brand management exercise is to increase market share and to increase bottom line respectively.

3.5 Duration of Brand Building Strategy

Table 5: Duration of brand building strategy of the garment company

	No. of respondents	Percent
Short-Term	5	6.3
Middle-Term	27	33.8
Long-Term.	48	60.0
Total	80	100.0

Above **Table 5** presents response of the respondents working in the study region with respect to duration of brand building strategy. It was observed that according to most of the respondents i.e. 60.0% brand building strategies are long term exercises. In addition to it according to 33.8% and 6.3% respondents brand building exercises are short term and middle term respectively.

3.6 Difficulties faced by the company during brand building

Table 6: Difficulties faced by the garment company during brand building

	No. of respondents	Percent
High Financial demands	46	57.5
Complicated market situation	59	73.8
Lack of expert human resource	73	91.3
Lack of creative ideas	67	83.8

Above **Table 6** presents response of the respondents working in the garment industry with respect to difficulties faced by their companies during building brands. It was observed that according to most of the respondents i.e. 91.3% lack of expert human resources was the main problem faced by their company during brand building. In addition to it for 57.5% and 73.8% respondents, high financial demands and complicated market situation respectively were the main problems. Furthermore, companies of 83.8% respondents report that lack of creative ideas is the main problem while brand building in garment industry.

4.0 Conclusions

4.1 Working Experience of respondents

- In view of the study results it is evident that most of the respondents working in garment industry have 20 to 30 years of working experience of this field.

4.2 Primary market of the garment company

- From the study results it is clear that for most of the garment industries urban area is their primary market.

4.3 Brand Management

- On the basis of the study results it is evident that most of the garment industries outsource their brand management activities.

4.4 Purpose of brand management exercise

- In view of the study results it is evident that the main purpose of the brand management activity is to build reputation of the brand.

4.5 Duration of Brand Building Strategy

- From the results it is evident that for most of the garment industries brand building strategies are long term exercises.

4.6 Difficulties faced by the company during brand building

- In view of the study results it is evident that most of garment industries have faced high financial demands while brand building as their major problem.

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