

CONSUMER PERCEPTION AND ATTITUDE TOWARDS BRAND EXTENTION STRATEGIES IN APPAREL SECTION WITH REFERENCE TO BILASPUR CITY

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Abstract: The study analyses the consumer understanding and perception of the brand extension in the Apparel industry. It further investigates how a consumer evaluates the brand extension and also analyses its impact on the parent brand, customer loyalty and goodwill of the company. Brand extensions allow companies to leverage the equity in established brands, and thereby reducing risk associated with launching new products. This study examines consumer understanding and perception of the brand extension in the Apparel industry. More specifically, the results indicate that in the context of Apparel industry, consumers use the transferability of skills and resources, and brand concept consistency with the parent brand category as major cues to evaluate extensions. As a consequence of these findings, branding strategies that stretch Apparel brands into the domain of consumer markets can be successful in cases where consumers perceive a fit with respect to skills and resources, and brand concept, and when the parent brand is perceived as being innovative and socially responsible.

This project gave me an excellent learning experience and at the same time it gave me adequate scope to implement my analytical abilities. The analysis and recommendations presented in this project report is based on market research on the consumer's perception regarding brand extension in Apparel industry. This report will help to know about the effect of brand extension on the parent brand and goodwill of the company.

Keywords–Brand extension, consumer perception, parent brand etc.

I. INTRODUCTION

Apparel is just another word for what we wear. It includes garments, clothing jewelry etc. They are a major part of fashion throughout the world. We believe in the famous saying "Clothes makes a man". A person more often than not is judged by the way he/she is dressed. It defines the personality of the person.

The apparel industry is growing exponentially day by day. The boom in the Indian apparel industry is due to various reasons. It is said that in the last ten years the fashion industry in India has moved from a very nascent stage to a full-fledged booming industry. The apparel market in India is categorized into branded and non-branded. The Top Apparel Brands in India are Madura Garments, Arvind Mills, Provogue, Zodiac Clothing Raymond's etc.

New product introductions are a popular strategy for organizations seeking growth. Marketers use a brand extension strategy. It attaches an existing brand name to a new product. In this strategy, a company which is already branded in the market with a pre-defined image will make use of the same brand name to market a different product category. By using the new product category linked with the existing brand name, the market reach of the new product can be made easy. Since the market is already aware of the existing products that are associated with the brand, the new product will reach out faster to the customers.

Consumer perception is a marketing concept that tells us what consumers think about a brand or a company or its offerings. It can be positive or negative feelings. If they accept the brand extension then it is positive & if not then negative. It may be due to performance of product, emotional attachment, marketing communications etc.

II. OBJECTIVE OF STUDY

- To define the role of brand equity in shaping consumers attitude about a brand extension.
- To know the impact of brand extension on the parent brand, brand loyalty and good will of the company.
- To determine the various factors that influence Bilaspur's consumers evaluations of brand extensions, especially of apparel lifestyle brands based in Bilaspur.
- To determine the factors affecting the buying behavior and purchase decision of consumers.

III. METHODOLOGY USED

The study is exploratory in nature and was undertaken to explore consumer response towards brand extension in Apparel industry. An assessment of the consumer perception of brand extension in their products. This report is based on primary as well secondary data, however primary data collection is given more importance since it is overbearing factor in attitude studies. One of the most important uses of research methodology is that it helped, in identifying the problem, collecting, analyzing the required information data and providing an alternative solution to the problem. It also helped in collecting the vital information that is required by the top management to assist them for the better decision making both day to day decision and critical ones.

3.1 Population and Sample

This study is aimed assessing the impact of Consumer perception & attitude towards brand extension strategies in apparel section in Bilaspur, hence all the consumers of Bilaspur, who visited the apparel retail store would be considered as population of this study.

- **Sampling Design:** Since, Bilaspur is a big city and it was very difficult to estimate the sample which will refer to the population, therefore non probability sampling was used as sampling method because it is the sampling method which is used when randomization is impossible like when the population is almost limitless.
- **Sampling Technique:** As researcher have decided to collect the information from people visiting apparel retail stores for purchasing to know the impact of brand extension strategies in apparel section and easy access to the data, purposive sampling technique was chosen for collecting the response from the respondents.
- **Sample Size:** A sample size of 100 respondents were selected for the present study to get the desired amount of responses.

3.2 Data and Sources of Data

For this study primary data has been collected through survey method with the help of self-developed structured, non-disguised close ended 5 scale Likert and Dichotomous questionnaire having some questions on which the respondents were asked to indicate the agreement or disagreement or the the degree of them. The close-ended Questionnaire was helpful to get a clear idea about respondent's perception. The data collection period is ranging from **february2019-march2019**

IV. DATA ANALYSIS AND DISCUSSION

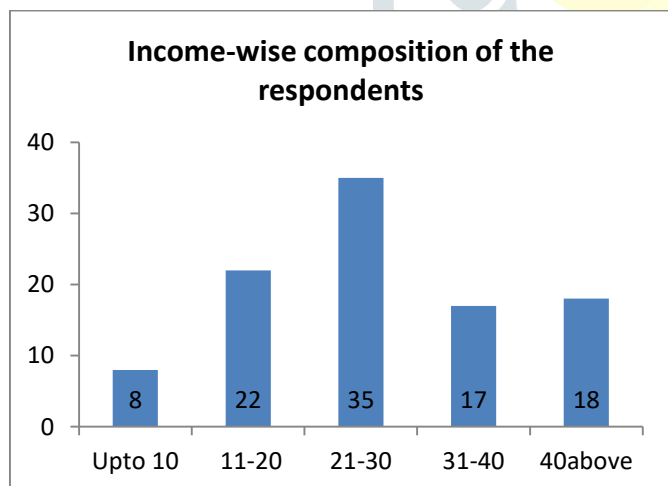
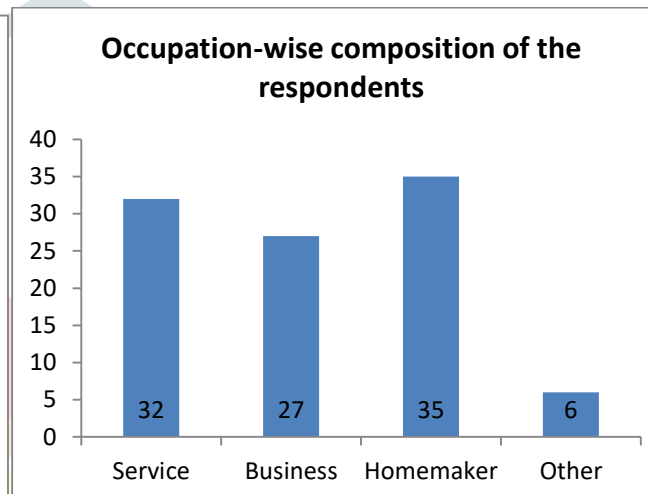
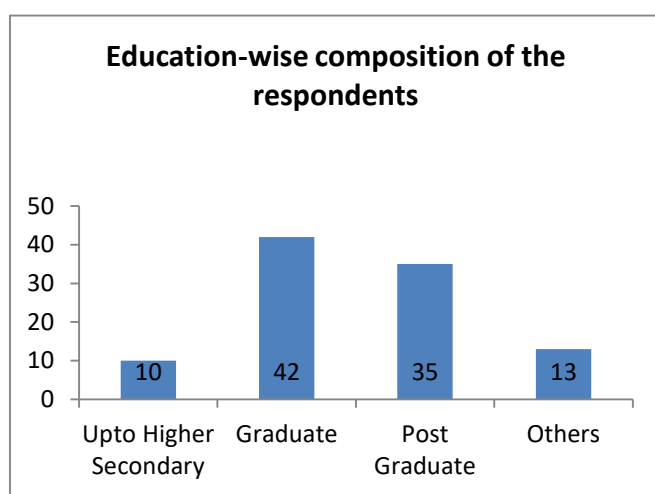
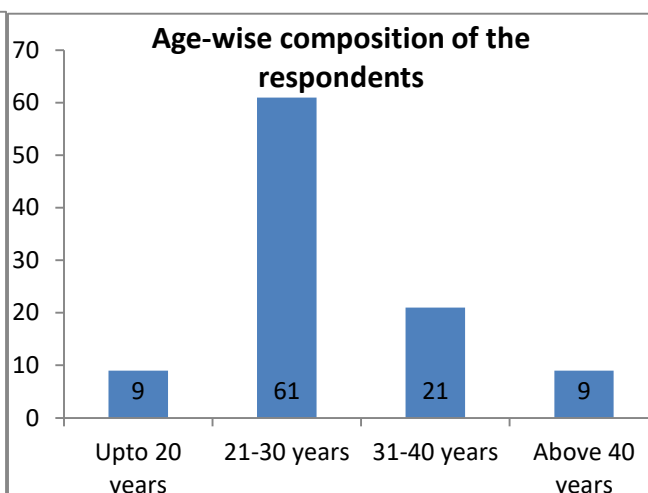
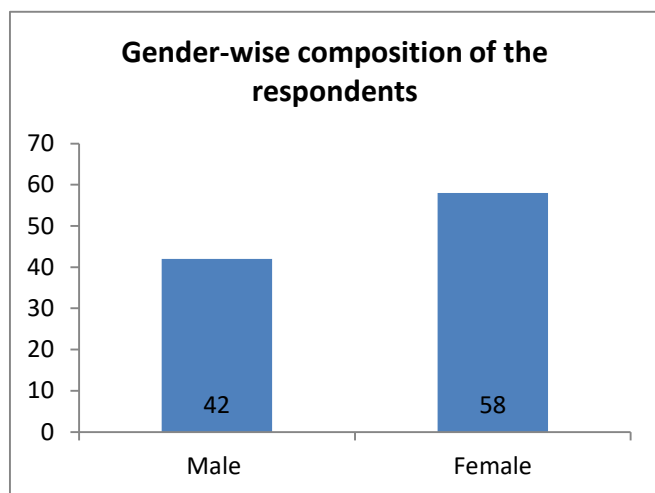
The data analysis is one of the most important parts of an inductive research strategy and one that is essential in this study (Bryman & Bell, 2011). According to the grounded theory, coding would be a key process in analyzing the data, and this should be done soon after the initial collection. Consumers' attitude depends on their perspective of product innovation, and how this affects their purchasing behavior is used when coding the empirical data. Likewise, Bryman and Bell (2011) observe that the data analysis should focus on a back and forth movement in that the findings should combine empirical data with the theory. Analyzing the way in which the interviewee's attitude toward attributes of product innovation can predict their purchasing behavior of fresh fruit juice is relevant to the research purpose.

4.1 Demographic Details of Respondents

Table 1: Demographic Details of Respondents (n=100)

Demographic		Frequency	%
Gender	Male	42	42
	Female	58	58
Age	Upto 20 years	9	9
	21-30 years	61	61
	31-40 years	21	21
	Above 40 years	9	9
Education	Upto Higher Secondary	10	10
	Graduate	42	42
	Post Graduate	35	35
	Others	13	13

Demographic		Frequency	%
Occupation	Service	32	32
	Business	27	27
	Homemaker	35	35
	Other	6	6
Monthly Income (in thousand rupees)	Upto 10	8	8
	11-20	22	22
	21-30	35	35
	31-40	17	17
	40above	18	18

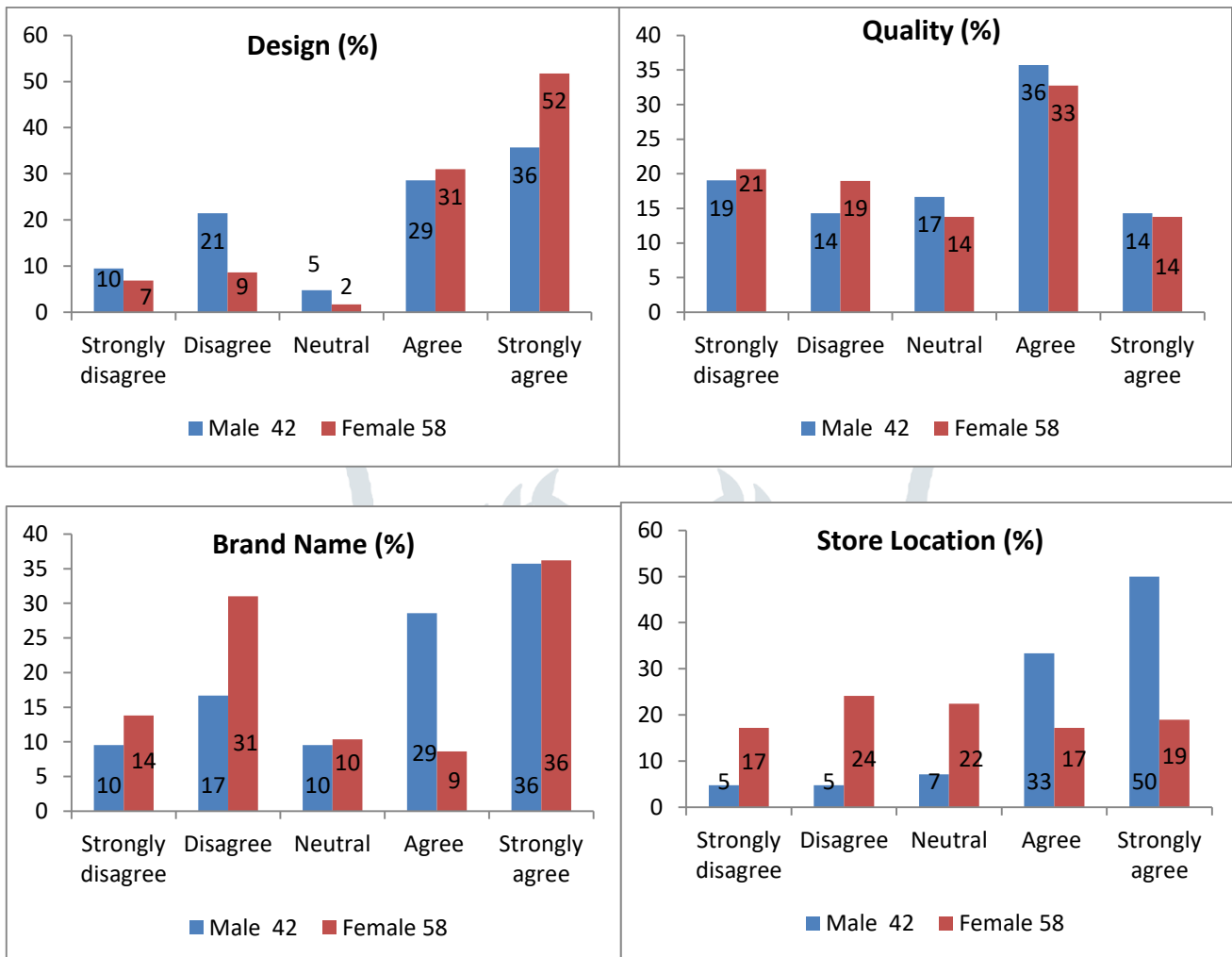


The above five graphs shows the different composition of the respondents. Total 100 respondents were there therefore the sample size (n) is 100. 42% of respondents were male and rest 58% was female. 9% of the respondents were below 20 years, 61% respondents were between 21-30 years, 21% of the respondents were in 31-40 years of age group and rest 9% were above 40 years. Coming to the education qualification of the respondents, 10% were educated upto higher secondary, 42% were graduate, 35% were post graduate and rest 13% were having other qualifications to this. 32% were service class, 27% were having business, 35% were home maker and 6% were others. 8% of the respondents were having upto 10000 Rs of monthly income, 22% were having an income in the range of 11000-20000 Rs, 35% were having monthly income of 21-30000 Rs, 17% are in the range of 31-40000 Rs and rest 18% were having a monthly income of more than 40000 Rs. According to the research to launch a product under any existing brand is beneficial to the company. The reputation of the parent brand is a crucial factor influencing the likelihood of successful brand extensions. It was found that the brand extension stops consumers to switch over to some other brand. The success and the failure of the brand extension highly affect the goodwill of the parent brand. It was found that brand

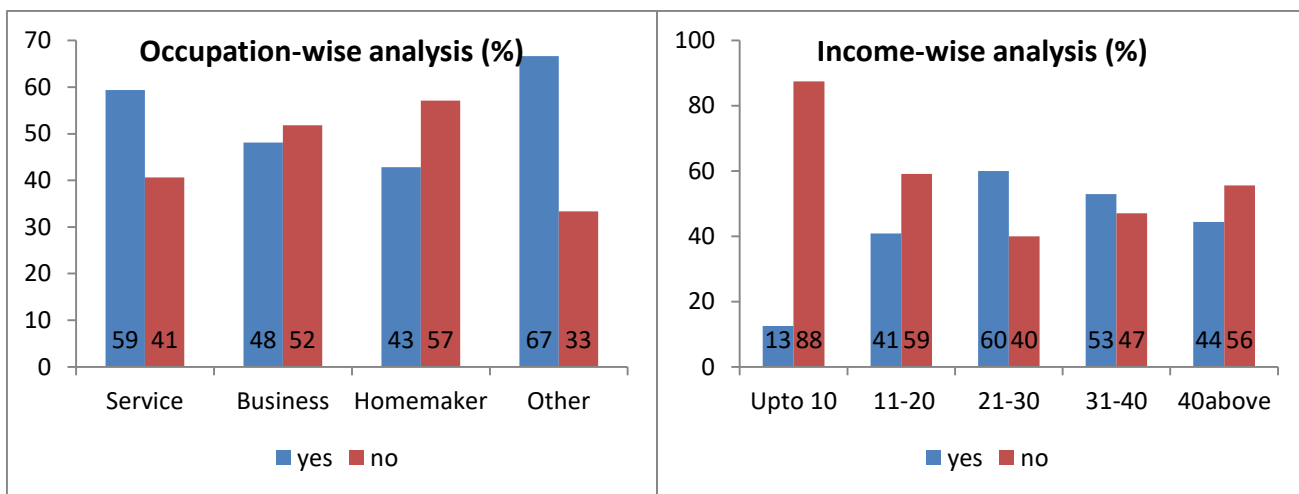
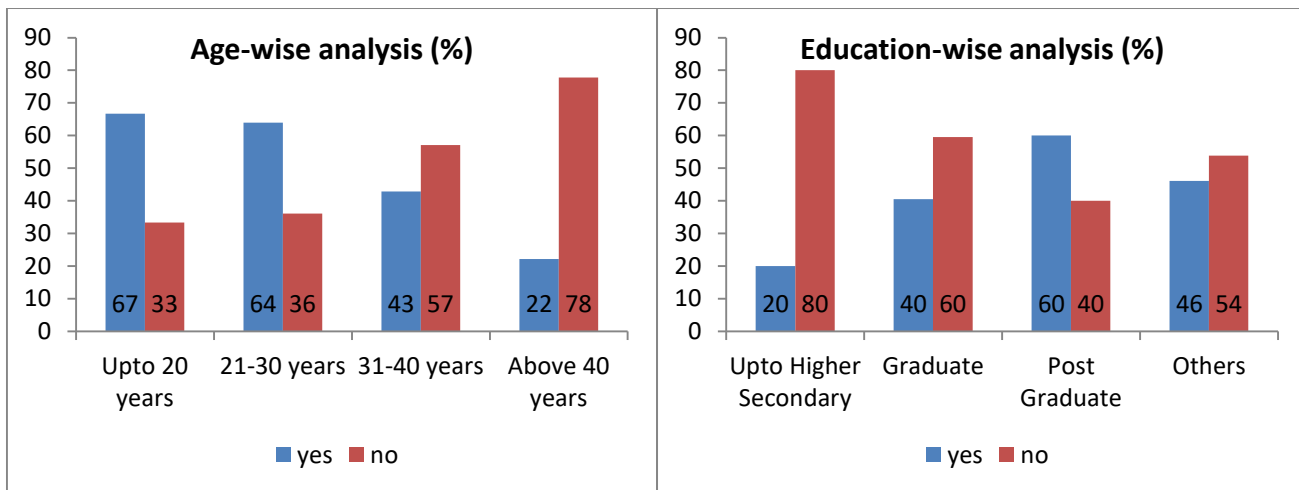
extension affects the loyalty of the consumers. The success of the extended brand affects the sales of the parent brand. Most of the respondents are agree with the point that the brand extension is a risky step

IV. FINDINGS AND RESULTS

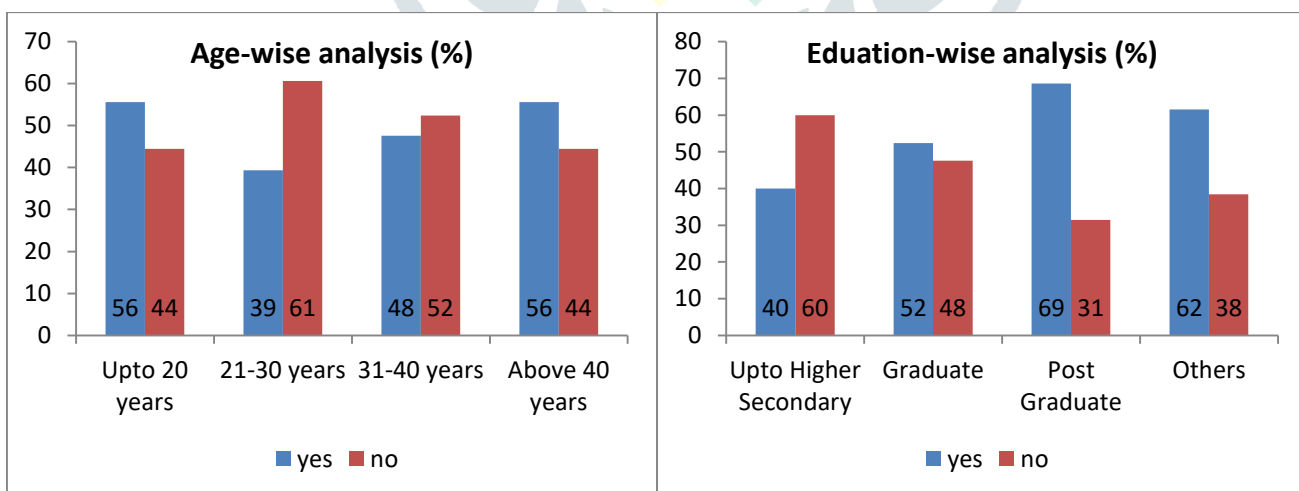
Factors affecting the purchase decision of the consumers

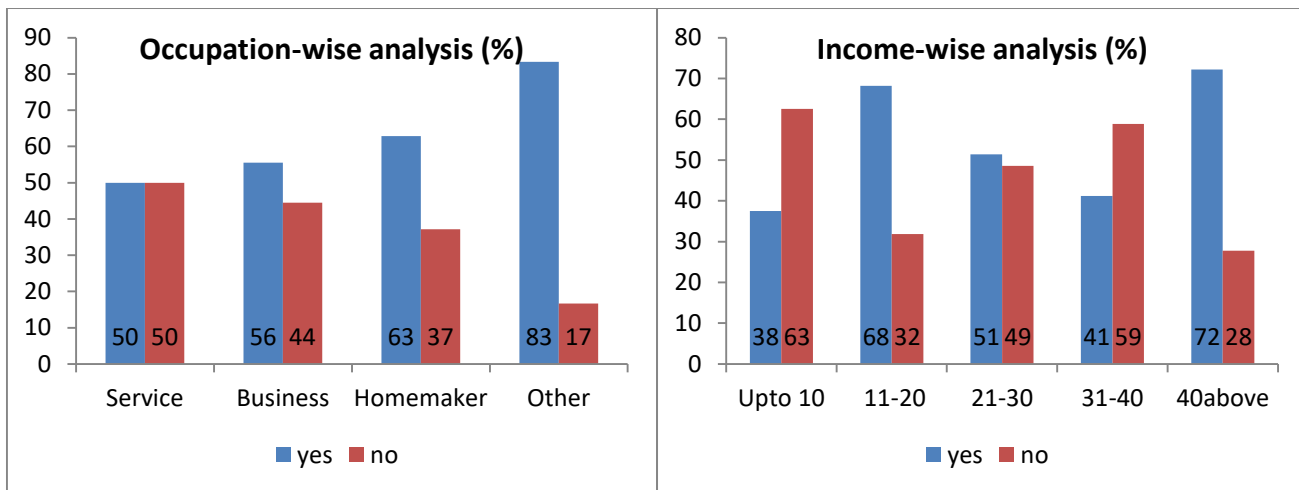


Different analysis for Specific Brand while shopping in Apparel section

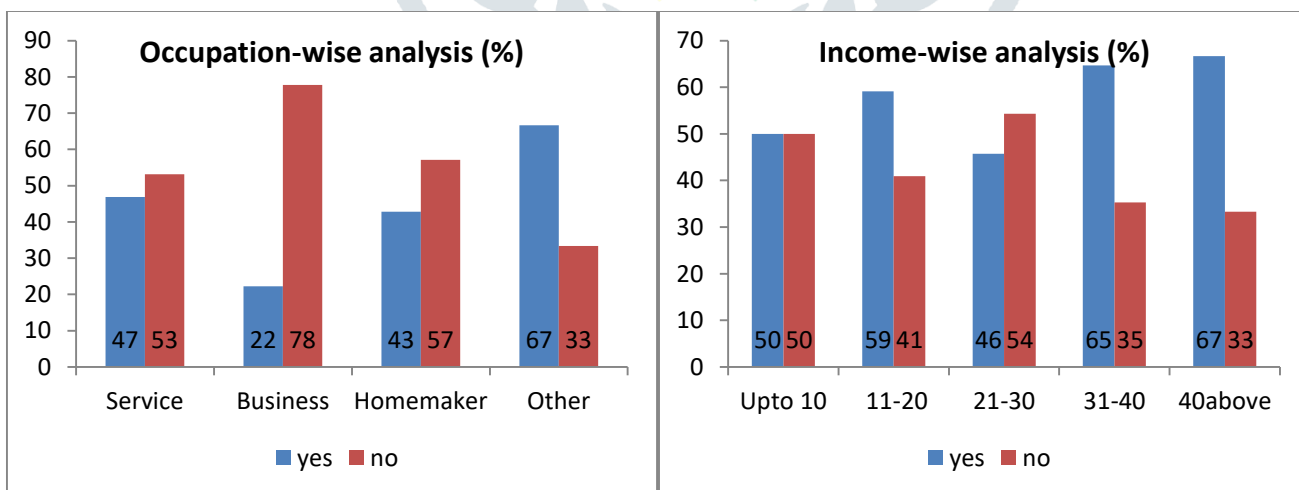
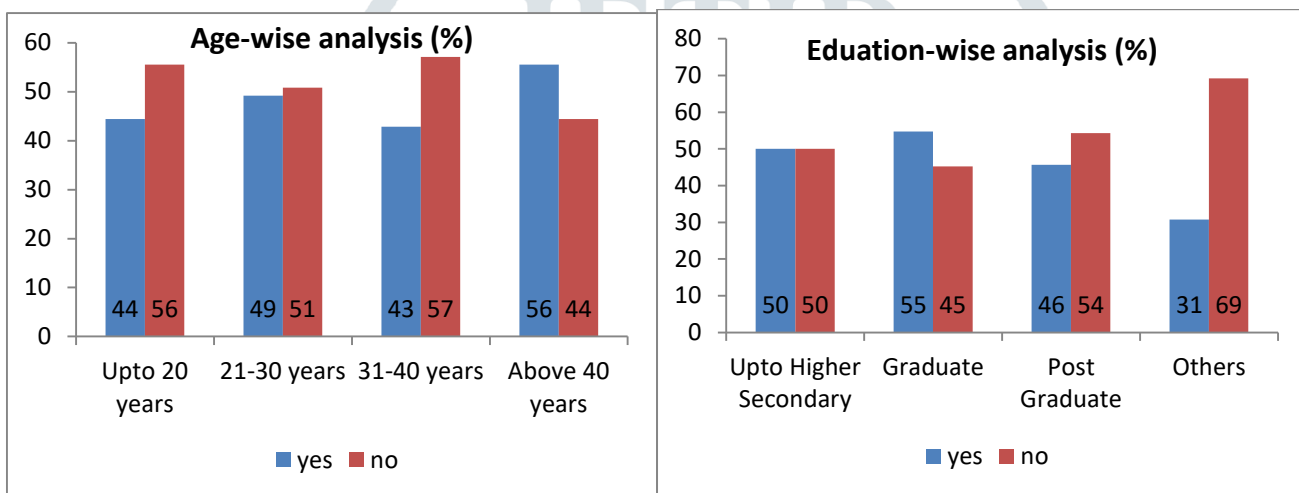


Positive Opinion if the brand extension is within the same sector with the existing product/service of the brand





Positive Opinion if the brand extension is within the different sector with the existing product/service of the brand



V. CONCLUSION

As I conclude, people know the new product has launched under the same parent brand on which they trust. And they also trust on new one as the previous one. But they actually don't know that the process is called brand extension. Overall I conclude that the

awareness regarding brand extension among the consumers is very much. Brand extension is very important tool for the organizations to expand its business; on the other hand it is conclude that some of the consumers don't know the extension. They just buy the products according to circumstances. They need the knowledge of extension. I observed that customers evaluate extension trustworthy. "Brand" plays important role for the organizations. People buy those products on which they have faith or they are well known with them. And extension cements their trust in the parent brand. I also conclude that the failure of extension affects the goodwill of the company as well as parent brand.

The concept of brand extension is the life line of the companies for succeeding in the battle of dynamic competition. This study advances knowledge of brand extensions in several ways. We found that brand extension is one of the crucial factors in enhancing the equity of the parent brand... The study shows that consumers have an idea about the brand extension and they are comfortable about it as it provides an ease of selecting a brand for consumption especially the young and middle-age group consumers. Building a favorable reputation for a parent brand is an important contributor to the success of brand extensions. By and large, consumers have showed very positive approach towards brand extension in the Apparel industry as it helps in fulfilling their needs and want extension should be according to the expectation of the customers.

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