

Luxury brand awareness among Indian consumers: An empirical research with reference to National & International luxury apparel brands

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Abstract

Purpose

The purpose of this paper is to study the trends of luxury consumption in emerging countries like India. It investigates the luxury brand consciousness with respect to global and Indian brands especially in Luxury apparels. Further probing about the factors that lead to purchase intentions towards global or Indian luxury brands as far as Indian consumers are concerned especially in males and females across the age groups. On the basis of available literature on luxury consumption the prescribed question – is going to be dealt with and to recommend some strategies to the marketers of the luxury brands to penetrate in Indian value conscious consumer segment.

Design/methodology/approach

As per descriptive cross sectional research methodology, survey was carried out administering structured questionnaire method. Multiple response analysis and cross tabulation was used to analyse the data. By using these statistical techniques, findings are suggested to apply to achieve desired results.

Findings

As per the study, it was found that out of 40 luxury apparel brands listed in questionnaire, brands like Nike, Tommy Hilfiger, Vanheusen, & Pepe jeans, Global Desi, Westside, Gucci, and LV enjoy very good brand awareness from 18-55 years of age category. Other than these brands, majority of brands are in mid-level of brand awareness. Few brands like Provogue, India Terrain, Zodiac, Ralph, Gant, Burberry, Banana, W, Fabindia, Ritu Kumar, Mango, AND, Fendi, Hermes, and French Collection have a very poor awareness score among the consumers of Ahmedabad.

Originality/ value

Empirical research on luxury apparel brands on the consumers of Ahmedabad covering three types of luxury brands has its originality value as the aided brand awareness concept is adopted from the study of Granot, Rusell, & Brashear-Aljendro (2013) but it is studied on the consumers of Ahmedabad has got certain value attached to it.

Key words: High net worth individuals, conspicuous consumption, masstige, brand extensions, accessible super premium, populce effect, dream value, aided awareness, brand Conciousness, multiple response analysis

Paper type: Empirical paper

1. Introduction:

Luxury is not the concept that is given by the modern era, it was prevalent in all the eras of human kind having subjectivity of forms, extent, accessibility, and constructs of acceptability. Word Luxury is associated with something which is not a necessity but beyond that fulfils various aspirations of consumers in exchange of the

cost to the user that is way beyond its functional utility. Twitchell (2003, p. 43) defines luxury as “things you have that I think you shouldn’t have”. The concept of luxury has always been criticised by sizable group of thinkers, philosophers, policy makers, and people but still it has managed to sustain the existence not only survival but also significant growth as well. As per Bain & Company (Fall-Winter 2017), global luxury sales in all the categories has reached to €1.2 trillion in 2017, registering around 5% growth annually¹. Another very interesting finding suggested by them is that out of 20 fastest growing product sectors are 10 clothing companies. (Delloite, 2018).

If we look at Indian perspective of luxury, different phases are visible in different time periods. ²Before Independence, India was having a contrast scenario- poverty at one hand, where in majority of people struggled for basic needs and at the other side, royalty of princely states enjoyed finest of the goods available ranging from motorcades of Rolls Royce, limousines to finest jewellery and couture’s of the international designers. After independence too, hardly any change could be visible as far as luxury consumption is concerned. Most of the people struggled for the basic amenities to live a decent life. With the integration in Indian union, princely states also lost their sheen and grandeur as they were given privy purses (allowances) and autonomy till the smooth transition ended in 1956. In 1971, Indian government formally derecognised the princely states. So from independence to 1991, luxury consumption was limited to handful of businessmen, celebrities, and rich class of the country. Travelling by air used to be status symbol and very few people could afford that.

After globalisation, a drastic transformation is seen because of the change in certain factors. New avenues and opportunities of employment, global exposure, growing middle class, increased aspiration of the middle class, internet etc. have inevitably increased the luxury consumption.

2. Literature Review

2.1 The concept of Luxury and evolution of new Luxury

Luxury is a word associated with perceptions & aspirations of consumers and are heavily influenced by culture, country and individual variables. It has been observed the constant transformation of luxury over the centuries. Luxury was initially explained by Veblen (1899) in the form of conspicuous consumption when it was only available for the royalty and a very handful blessed ultra-rich. From there luxury was explained as snob appeal also. Since the period of globalisation, luxury is seen in a new form called democratisation of luxury which is continuously growing with the cultivating breed of new aspirational consumers (Granot, Rusell, & Brashear-Aljendro, 2013).

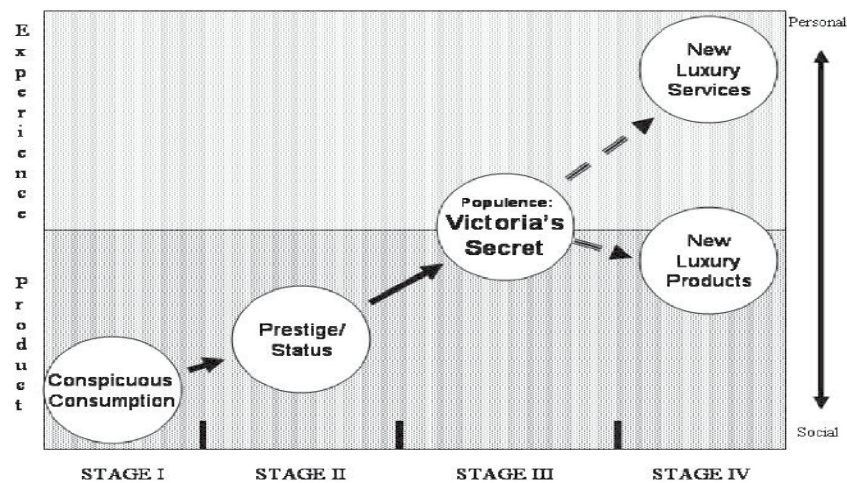
Silverstein and Fiske (2003a) addressed this new form of luxury as new luxury and highlighted the challenges faced by the marketer as it puts emphasize on human participation, self-expression, unhampered distribution and acknowledgement from others. Cornell (2002) suggested another name *masstige* which means mass prestige. Goods & services of new luxury are targeted to the highly growing no. of (Silverstein & Fiske, 2003a) upper middle class that is aspirational segment with following product categories:

- a) Accessible super premium: The pricing of the products & services belonging to this category are considerably very high compare to the conventional offerings. Still they are within the reach of the target group because of its nature of being a small ticket item e.g. Starbucks, spa treatments.

- b) Old luxury brand extensions: Old luxury brands that command tremendous heritage value and extremely rich class people used be able to purchase them, have come up with lower priced variants under the same brand for middle class with high disposable income e.g. BMW, Louis Vuitton etc.
- c) Masstige brands: This category can fall between mass products and high class products. .As per the placement of this category pricing is done accordingly higher than conventional goods and lower than super premium goods & services e.g. Victoria's secret, coach handbags etc.

Luxury time Line and predicted populence effect

Figure 1.1



Source: (Granot, Rusell, & Brashear-Aljendro, 2013)

Above graphical representation shows the evolution of luxury consumption that has been taking place at various stages across centuries starting from conspicuous consumption to prestige/status and ultimately to populence or new luxury. As Silverstein and Fiske (2003a) pointed out that purchase behavior of luxury goods and services diverges according to cultures, localities, lifestyle, disposable income and age groups.

2.2 Customer Characteristics

a) Gender and Luxury

“The whole trade in the luxuries of life is brought into existence and supported by the requirements of women.”
Tolstoy, *The Kruetzer Sonata* (1890).

Meyers-Levy (1988) explained the variations in the consumption pattern happen between the people of different genders as a result of differences in life orientations that lead to varied consumer behavior. Life objectives of men and women are slightly diverse, generally directed for men towards task and performance oriented thought process whereas for females these are directed towards social & emotional relationships with others in a social set up. As per Stokburger-sauer & Teichman (2013), Some researchers worked on luxury consumption behavior with regards to culture & income (e.g.sDubois & Duquesne, 1993), attitudes (e.g.Dubois, Czeller, & Laurent, 2005), prestige(e.g.Vigneron & Johnson, 1999), values (e.g. Wiedmann, Henings & Siebels, 2009) etc as influencing factors. but comparatively lesser work has been done on the role of gender in luxury brand consumption. So it is interesting to investigate the luxury brand awareness in context to gender.

b) Age and Luxury

KoonnareeWongsiriwat (2007) expounds that various demographic factors like gender, age, education, income, occupation, marital status and other factors play a very important role in consumption and brand equity of luxury handbags. Paurav Shukla (2008) studied the conspicuous consumption behaviour in the age group of 40-60 years of consumers depicting the concept of age being an important determinant that affects consumption behaviour with reference to luxury automobile sector. Ching-Yaw Chen et al. (2012) explored the differences in consumption patterns of Taiwanese women in two different categories: luxury goods and general products. Various Demographic constructs such as age, education, occupation, marital status, and income are the important determinants as far as luxury purchase decisions are concerned. They found that mostly Taiwanese women of 21-40 years age category indulge in luxury purchase behavior reason being financially independent and educated.

2.3 Conceptualising luxury brand

Jevons (2007) defined brand through six determinants namely identity, functionality, symbol, sustainability, differentiation, and value creation. A brand is a tangible or intangible concept that uniquely identifies an offering providing symbolic communication of functionality and differentiation, and in doing so sustainably influences the value offered.

Grossman & Shapiro (1988) defined luxury goods as the goods that are used to show their status and prestige while their functional utility remains almost the same as other non-luxury goods. A luxury brand can be thought of as “the most selective in its distribution; the most image driven; and the most expensive” (Kapferer & Bastien, 2009, p.313). Vigneron & Johnson (2004) further recommended that perceived luxury value also differs across product categories. It might happen a luxury brand is perceived a high end brand for one product category and the lower end brand for different product category.

2.4 Brand Awareness

Dubois & Paternault (1995) suggested following three measures in relation to each brand:

- a) Aided awareness: respondents are given the list of brand names and they have to just recall the name from the given list. They are given the assistance in recalling the name in the form of brand list. This is the way of checking their awareness regarding the brand name.
- b) Recent purchase: In last two years, any purchases made from the given list.
- c) Dream value: Given a chance, a free offer is given to you, which five brands out of the given list would you choose for yourself?

2.5 Brand Consciousness & purchase decision among younger generation:

As per earlier research work done, India possesses third position among the top most brand aware countries. (Mukherjee et al., 2012). Tanksale, Neelam and Venkatachalam (2014) observed in their study that Indian young consumers indulge in luxury consumption because of various factors attached to luxury goods like superior product quality, stylish design and brand awareness. Even they like to go for shopping luxury goods to the luxury stores where in wide variety of goods are available to them. Rajput, Kesharwani and Khanna (2012) witnessed that brand consciousness for luxury goods in both the genders is more or less similar.

2.7 Research gap

After reviewing available literature, brand awareness with reference to luxury apparel product category has not been carried out in urban Gujarat across gender and age groups.

3. Research methodology

3.1 Objectives:

- a) To understand and analyse luxury apparel brand awareness among various demographic factors like gender, and age.

3.2 Research design

Research design is known as a blueprint of the research study that can be used as a guideline to collect information and further analyse it. It gives a roadmap to the researcher to proceed further to conduct a research³. Similarly, Leedy (1997) defined research design as a plan for a study, providing the overall framework for collecting data. For Blanche, Durrheim, & Painter (2006) research design is understood as a strategic framework for conducting research that links research questions and the execution, or implementation of the research strategy. There are three types of research designs including exploratory, descriptive and experimental research design.⁴ Here descriptive cross sectional research design is followed as the available secondary information was sufficient enough. Since, appropriate method for descriptive research design is survey method so it was taken as the method and close ended questionnaire as the tool of descriptive research.

3.3 Sample design

3.3.1 Population, sampling & data collection

The population of the study was consumers of luxury apparel brands. This was a descriptive research so survey method found to be appropriate. As questionnaire is the appropriate tool in this type of research, after literature review, questionnaire was circulated through google link, in which information regarding demographic details, brand awareness and factors affecting purchase intention of luxury consumption were asked from the respondents. Non-probabilistic judgemental sampling technique was used. At some places combination of judgemental and snowball method was used. Around 333 responses were generated from Ahmedabad. Respondents belonged to the varied occupation categories like lecturers, professional, government servants, business men/women, students & housewives, corporate executives and also from diverse income categories from 10 lakhs to more than 40 lakhs. Majority of the students belonging to 18-25 years participated in this survey because it is important for the marketer of this industry to reach out to the younger generation proactively to ensure the forthcoming success.⁵ In the study, users of the luxury apparels were asked to participate in data collection process.

3.4 Brands awareness studied

On the basis of available literature review 40 prominent apparel brands were selected on the basis of sales, presence, no. of outlet stores and visibility in the Indian luxury space and divided into four categories as per origin of the country for both the genders. International brands were taken from the paper written by Reddy, Terblanche, Pitt, & Michael (2009). The question was asked to know the brand awareness of consumers from following set of brands.

³ <http://www.euacademic.org/BookUpload/9.pdf>

⁴ <https://universalteacher.com/1/three-types-of-research-design/>

⁵ <https://www2.deloitte.com/content/dam/Deloitte/global/Documents/Consumer-Business/cb-global-powers-luxury-goods-2018.pdf>

Table 1. 1

Men		Women	
National	International	National	International
Louis Philippe	Tommy Hilfiger	W	Dolce & Gabbana
Wills lifestyle	Gant	FabIndia	Louis Vuitton
Pepe Jeans	USPA	Biba	Versace
Van Heusen	Armani	AND	Gucci
Zodiac	Ralph Lauren	Mango	Veromoda
Allen Solly	Calvin Klein	Global Desi	French Connection
Indian Terrain	Burberry	Westside	Fendi
Levi's	Hugo Boss	Forever 21	Hermes
Provogue	Nike	Sabyasachi	Chanel
Park Avenue	Banana Republic	Ritu Kumar	Prada

Above list is made to understand the aided awareness of the brands wherein with assistance recall value of the brands could be measured. Those consumers who buy luxury goods to enhance the image in the society, international brands will be significant hence will be having high recall value. Consumers give more importance to national brands buy the luxury goods on nationalistic feelings.

4. Analysis and Findings

4.1 Multiple Response Analysis

Multiple response analysis is widely used in Market research for evaluating consumer preference behavior, brand awareness, benefits sought or occasion of usage etc. (Decady, 2000). Respondents are given multiple options for a question and are asked to tick to multiple options for the same question asked (Umesh, Tan, & Donald , 1992).

4.1.1 Gender based brand awareness for National apparel brands:

4.1.1.1 Male : National Luxury apparel brand

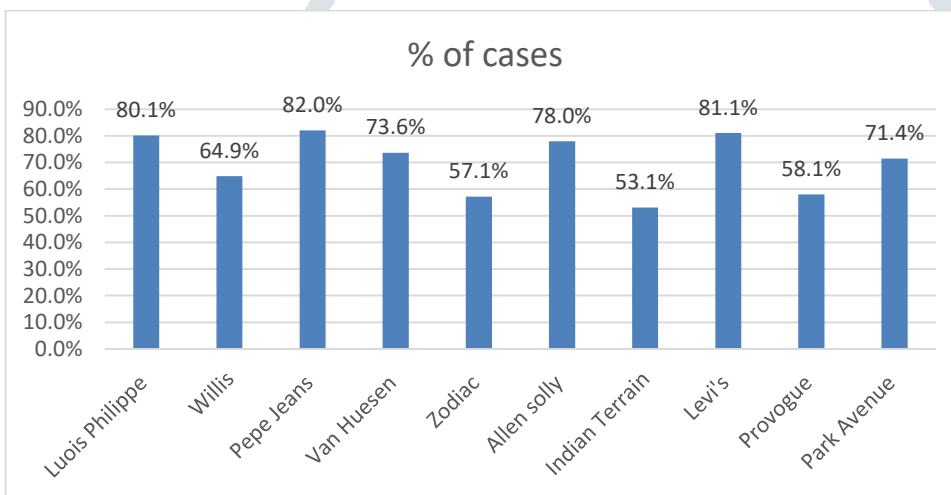
Table 1. 2

Men national Frequencies				
		Responses		Percent of Cases
		N	Percent	
MN	Louis Philippe Men National	258	11.5%	80.1%
	Willis Men National	209	9.3%	64.9%
	Pepe Jeans Men National	264	11.7%	82.0%
	Van Heusen Men national	237	10.5%	73.6%
	Zodiac Men National	184	8.2%	57.1%
	Allen solly Men national	251	11.1%	78.0%
	Indian Terrain National M	171	7.6%	53.1%

Levi's National M	261	11.6%	81.1%
Provogue National M	187	8.3%	58.1%
Park Avenue National M	230	10.2%	71.4%
Total	2252	100.0%	699.4%

In Men category, above table shows that more than 80% people were aware about three national brands and enjoyed high recall value with assistance. These three brands are Louis Philippe, Pepe jeans, and Levi's having awareness score (in %) respectively 80.1%, 82 %, and 81.1 %. More no. of apparel brands fell into the mid category from 60-80 % and names of the brands in ascending order are: Wills, Park Avenue, Van Heusen, and Allen Solly registering awareness value correspondingly 64.9%, 71.4 %, 73.6 %, and 78.0%. Three brands having above 50 % recall value with assistance are Provogue, India Terrain, and Zodiac.

Chart 1. 1

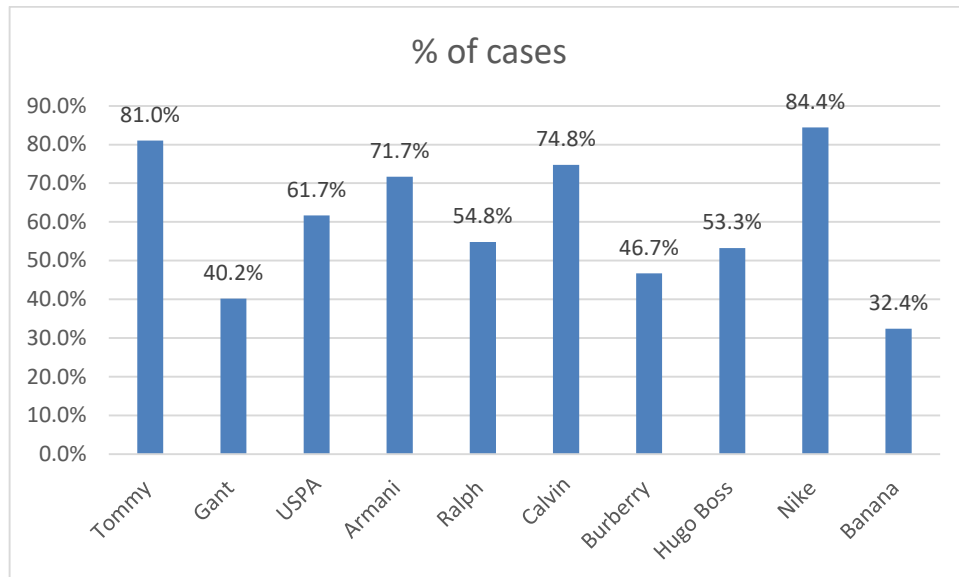


5.1.1.2 Male : International Luxury apparel brand

Table 1. 3

Men international Frequencies				
		Responses		Percent of Cases
		N	Percent	
MI	Tommy Inter M	260	13.5%	81.0%
	Gant Inter M	129	6.7%	40.2%
	USPA Inter M	198	10.3%	61.7%
	Armani Inter M	230	11.9%	71.7%
	Ralph Inter M	176	9.1%	54.8%
	Calvin Inter M	240	12.4%	74.8%
	Burberry Inter M	150	7.8%	46.7%
	Hugo Boss Inter M	171	8.9%	53.3%
	Nike Inter M	271	14.0%	84.4%
	Banana Inter M	104	5.4%	32.4%
Total		1929	100.0%	600.9%

Chart 1. 2



In case of international luxury apparel brands' awareness among males, data shows that awareness is lesser as above 80 % respondents knew about two brands only. Whereas in for national brands awareness, three brands fell in the category of above 80 % category. Nike enjoyed maximum recall value with 84.4 % of respondents knew about Nike. In 60-80 % group three brands namely USPA, Armani, Calvin were included with 61.7 %, 71.7 %, and 74.8 % respectively. Brand Ralph also had moderate awareness with 54.8 % respondents were aware about it. The least recall value was for the brands Banana as only 32.4 % respondents recalled it with aided tool. Brands like Gant and Burberry had below average recall value around 40.2 % and 46.7 % respectively.

5.1.1.3 Female : National Luxury apparel brand

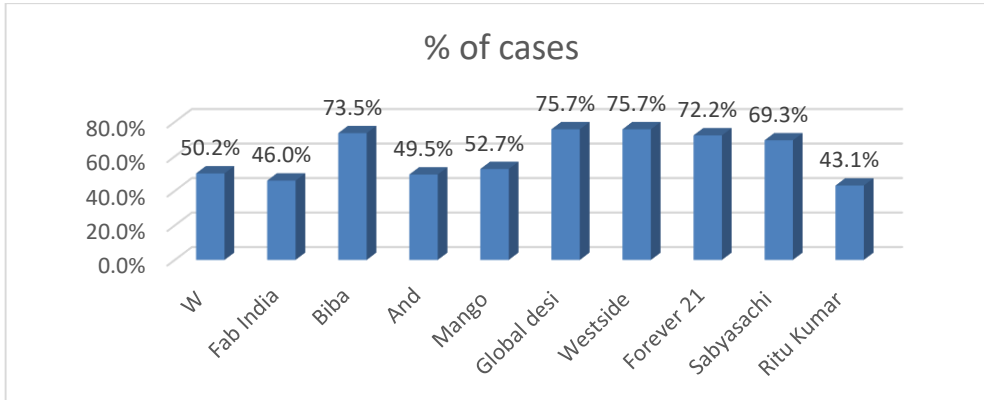
Table 1. 4

		Responses		Percent of Cases
		N	Percent	
WNa	W National Fe	157	8.3%	50.2%
	Fab India National fe	144	7.6%	46.0%
	Biba National Fe	230	12.1%	73.5%
	And National fe	155	8.1%	49.5%
	Mago national fe	165	8.7%	52.7%
	Global desi National Fe	237	12.5%	75.7%
	Westside National fe	237	12.5%	75.7%
	Forever 21 National Fe	226	11.9%	72.2%
	Sabyasachi National fe	217	11.4%	69.3%
	Ritu Kumar National Fe	135	7.1%	43.1%
Total		1903	100.0%	608.0%

a. Dichotomy group tabulated at value 1.

Discussion: As per above table, brands like Global desi, Westside both having 75.5% awareness whereas Biba and Forever 21 following them with 73.5 %, and 72.2 & recall value correspondingly. Brand Sabyasachi falls into premium segment still managed to register 69.3 % recall value. Brands like Mango, AND, Fab India, W were on around 50 % recall value. Ritu kumar one of the Indian premium brand had the least recall value that is 43.1 %.

Chart 1. 3

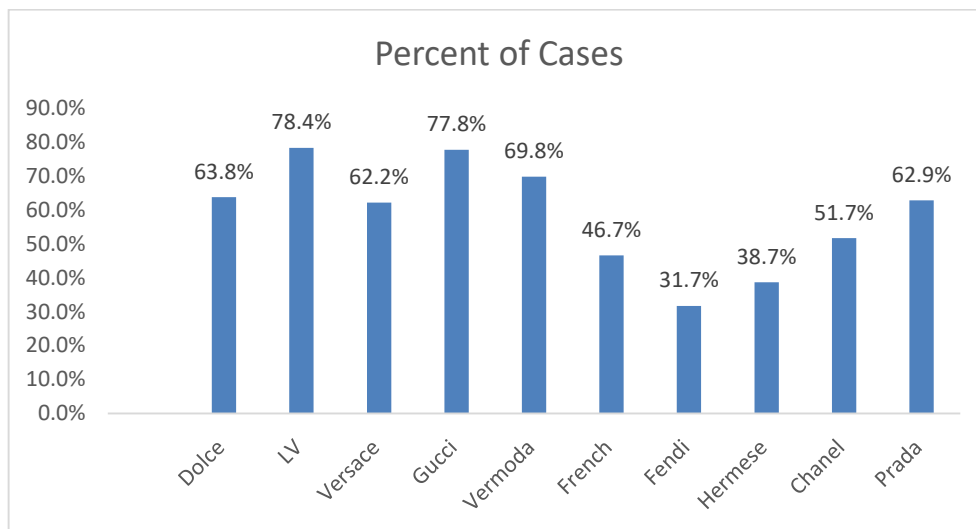


5.1.1.4 Female : International Luxury apparel brand

Table 1. 5

Women international Frequencies				
		Responses		Percent of Cases
		N	Percent	
WI	Dolce	201	10.9%	63.8%
	LV	247	13.4%	78.4%
	Versace	196	10.7%	62.2%
	Gucci	245	13.3%	77.8%
	Veromoda	220	12.0%	69.8%
	French	147	8.0%	46.7%
	Fendi	100	5.4%	31.7%
	Hermes	122	6.6%	38.7%
	Chanel	163	8.9%	51.7%
	Prada	198	10.8%	62.9%
Total		1839	100.0%	583.8%

Chart 1. 4



Discussion: Above table depicts that, no brand is having more than 80% awareness. Louis Vuitton and Gucci are the two brands that could be able to manage more than 70 % awareness. Fendi & Hermes are the two brands that have below moderate recall value, Fendi being the lowest with 31.7 % of score. Four brands including Dolce & Gabana, Versace, Veromoda and Prada are in 60-70 % category. French Connection is having below 50 % score.

5.2 Cross tabulation

5.2.1 Cross tabulation between age groups and national brands in Men category

Table 1. 6

National Brands		Age				Total
		18-25 years	26-40 years	41-55 years	Above 55 years	
Louis Philippe Men National	Count	182	35	39	2	258
	% within NB	70.5%	13.6%	15.1%	.8%	
	% within Age	77.8%	97.2%	81.3%	50.0%	
	% of Total	56.5%	10.9%	12.1%	.6%	80.1%
Willis Men National	Count	150	27	31	1	209
	% within NB	71.8%	12.9%	14.8%	.5%	
	% within Age	64.1%	75.0%	64.6%	25.0%	
	% of Total	46.6%	8.4%	9.6%	.3%	64.9%
Pepe Jeans Men National	Count	195	27	39	3	264
	% within NB	73.9%	10.2%	14.8%	1.1%	
	% within Age	83.3%	75.0%	81.3%	75.0%	
	% of Total	60.6%	8.4%	12.1%	.9%	82.0%
Van Huesen Men national	Count	177	26	32	2	237
	% within	74.7%	11.0%	13.5%	.8%	
	% within Age	75.6%	72.2%	66.7%	50.0%	
	% of Total	55.0%	8.1%	9.9%	.6%	73.6%
Zodiac Men National	Count	133	23	25	3	184
	% within	72.3%	12.5%	13.6%	1.6%	
	% within Age	56.8%	63.9%	52.1%	75.0%	
	% of Total	41.3%	7.1%	7.8%	.9%	57.1%
Count		185	27	37	2	251

Allen solly Men national	% within	73.7%	10.8%	14.7%	.8%	
	% within Age	79.1%	75.0%	77.1%	50.0%	
	% of Total	57.5%	8.4%	11.5%	.6%	78.0%
Indian Terrain National M	Count	119	22	29	1	171
	% within	69.6%	12.9%	17.0%	.6%	
	% within Age	50.9%	61.1%	60.4%	25.0%	
	% of Total	37.0%	6.8%	9.0%	.3%	53.1%
Levi's National M	Count	190	30	38	3	261
	% within	72.8%	11.5%	14.6%	1.1%	
	% within Age	81.2%	83.3%	79.2%	75.0%	
	% of Total	59.0%	9.3%	11.8%	.9%	81.1%
Provogue National M	Count	133	22	31	1	187
	% within	71.1%	11.8%	16.6%	.5%	
	% within Age	56.8%	61.1%	64.6%	25.0%	
	% of Total	41.3%	6.8%	9.6%	.3%	58.1%
Park Avenue National M	Count	164	27	36	3	230
	% within	71.3%	11.7%	15.7%	1.3%	
	% within Age	70.1%	75.0%	75.0%	75.0%	
	% of Total	50.9%	8.4%	11.2%	.9%	71.4%
	Count	234	36	48	4	322
	% of Total	72.7%	11.2%	14.9%	1.2%	100.0%

As per available data, respondents belonging to 18-25 years are showing more than 70 % awareness of the brands for all National brands. In 18-25 years age group, Van Huesen is having highest awareness with 73.4 % and following it is Pepe Jeans 73.9 %. The lowest awareness is noticed for Indian Terrain brand with 69.6%. In 26-40 years of category, for second place the margin is very narrow between 26-40 years and 41-55 years category.

5.2.2 Cross tabulation between age & International brands in male category

Table 1. 7

Brands International		Age				Total
		18-25 years	26-40 years	41-55 years	Above 55 years	
Tommy	Count	186	32	39	3	260
	% within	71.50%	12.30%	15.00%	1.20%	
	% within Age	79.50%	88.90%	83.00%	75.00%	
	% of Total	57.90%	10.00%	12.10%	0.90%	81.00%
Gant	Count	91	14	23	1	129
	% within	70.50%	10.90%	17.80%	0.80%	
	% within Age	38.90%	38.90%	48.90%	25.00%	
	% of Total	28.30%	4.40%	7.20%	0.30%	40.20%
USPA	Count	143	22	30	3	198
	% within	72.20%	11.10%	15.20%	1.50%	
	% within Age	61.10%	61.10%	63.80%	75.00%	
	% of Total	44.50%	6.90%	9.30%	0.90%	61.70%
Armani	Count	166	28	35	1	230
	% within	72.20%	12.20%	15.20%	0.40%	
	% within Age	70.90%	77.80%	74.50%	25.00%	

	% of Total	51.70%	8.70%	10.90%	0.30%	71.70%
Ralph	Count	135	18	23	0	176
	% within	76.70%	10.20%	13.10%	0.00%	
	% within Age	57.70%	50.00%	48.90%	0.00%	
	% of Total	42.10%	5.60%	7.20%	0.00%	54.80%
Calvin	Count	173	29	36	2	240
	% within	72.10%	12.10%	15.00%	0.80%	
	% within Age	73.90%	80.60%	76.60%	50.00%	
	% of Total	53.90%	9.00%	11.20%	0.60%	74.80%
Burberry	Count	108	18	23	1	150
	% within	72.00%	12.00%	15.30%	0.70%	
	% within Age	46.20%	50.00%	48.90%	25.00%	
	% of Total	33.60%	5.60%	7.20%	0.30%	46.70%
Hugo Boss	Count	123	16	30	2	171
	% within	71.90%	9.40%	17.50%	1.20%	
	% within Age	52.60%	44.40%	63.80%	50.00%	
	% of Total	38.30%	5.00%	9.30%	0.60%	53.30%
Nike	Count	195	31	42	3	271
	% within	72.00%	11.40%	15.50%	1.10%	
	% within Age	83.30%	86.10%	89.40%	75.00%	
	% of Total	60.70%	9.70%	13.10%	0.90%	84.40%
Banana	Count	75	12	17	0	104
	% within	72.10%	11.50%	16.30%	0.00%	
	% within Age	32.10%	33.30%	36.20%	0.00%	
	% of Total	23.40%	3.70%	5.30%	0.00%	32.40%
	Count	234	36	47	4	321
	% of Total	72.90%	11.20%	14.60%	1.20%	100.00%

Above table displays that “Nike” comes as a winner as 84.40% consumers aware about it in all age groups from 18 years to above 55 years and similarly, second is “Tommy Hilfiger” with 81% consumers. The lowest brand awareness registered by “Banana Republic” with 32.40% users responded in positive across all age groups followed by “Gant” as 40.20% consumers voted for them. The highest awareness score is achieved by Nike in 41-55 years age group when 89.40% users ticked in affirmation for this brand and Tommy Hilfiger luxury apparel brand came second scoring 88.90% in 26-40 years age group consumers.

5.2.3 Cross tabulation between female national brands and age groups

Table 1. 8

		Age				Total
		18-25 yrs	26-40 yrs	41-55 yrs	Above 55	
W	Count	109	21	27	0	157
	% within	69.40%	13.40%	17.20%	0.00%	
	% within Age	47.60%	63.60%	57.40%	0.00%	
	% of Total	34.80%	6.70%	8.60%	0.00%	50.20%
Fab India	Count	103	19	22	0	144
	% within	71.50%	13.20%	15.30%	0.00%	
	% within Age	45.00%	57.60%	46.80%	0.00%	
	% of Total	32.90%	6.10%	7.00%	0.00%	46.00%
Biba	Count	165	27	34	4	230
	% within	71.70%	11.70%	14.80%	1.70%	
	% within Age	72.10%	81.80%	72.30%	100.00%	

	% of Total	52.70%	8.60%	10.90%	1.30%	73.50%
And	Count	114	16	24	1	155
	% within	73.50%	10.30%	15.50%	0.60%	
	% within Age	49.80%	48.50%	51.10%	25.00%	
	% of Total	36.40%	5.10%	7.70%	0.30%	49.50%
Mango	Count	112	22	31	0	165
	% within	67.90%	13.30%	18.80%	0.00%	
	% within Age	48.90%	66.70%	66.00%	0.00%	
	% of Total	35.80%	7.00%	9.90%	0.00%	52.70%
Global desi	Count	168	30	37	2	237
	% within	70.90%	12.70%	15.60%	0.80%	
	% within Age	73.40%	90.90%	78.70%	50.00%	
	% of Total	53.70%	9.60%	11.80%	0.60%	75.70%
Westside	Count	168	30	37	2	237
	% within	70.90%	12.70%	15.60%	0.80%	
	% within Age	73.40%	90.90%	78.70%	50.00%	
	% of Total	53.70%	9.60%	11.80%	0.60%	75.70%
Forever 21	Count	164	25	34	3	226
	% within	72.60%	11.10%	15.00%	1.30%	
	% within Age	71.60%	75.80%	72.30%	75.00%	
	% of Total	52.40%	8.00%	10.90%	1.00%	72.20%
Sabyasachi	Count	159	23	34	1	217
	% within \$	73.30%	10.60%	15.70%	0.50%	
	% within Age	69.40%	69.70%	72.30%	25.00%	
	% of Total	50.80%	7.30%	10.90%	0.30%	69.30%
Ritu Kumar	Count	99	17	19	0	135
	% within	73.30%	12.60%	14.10%	0.00%	
	% within Age	43.20%	51.50%	40.40%	0.00%	
	% of Total	31.60%	5.40%	6.10%	0.00%	43.10%
	Count	229	33	47	4	313
	% of Total	73.20%	10.50%	15.00%	1.30%	100.00%

Discussion: As per the above table, first two places are taken by Westside, Global Desi, and Biba scoring respectively 75.70%, 75.70%, and 73.50% as Westside and Global Desi have equal awareness percentage across all age categories from 18 years of age to above 55 years age. It is quite surprising that very less female consumers are aware of W, Fabindia, Ritu Kumar, Mango, & AND correspondingly scoring 50.20%, 46%, 43.10%, 52.70%, and 49.50%. Highest awareness percentage is registered in 26-40 years age category for Global Desi and Westside brands which is 90.90 % for both.

5.2.4 Cross tabulation between female international brands and age groups

Table 1. 9

		Age				Total
		18-25 years	26-40 years	41-55 years	Above 55 years	
Dolce	Count	148	21	31	1	201
	% within	73.60%	10.40%	15.40%	0.50%	
	% within Age	63.50%	63.60%	68.90%	25.00%	
	% of Total	47.00%	6.70%	9.80%	0.30%	63.80%
LV	Count	189	24	31	3	247
	% within	76.50%	9.70%	12.60%	1.20%	
	% within Age	81.10%	72.70%	68.90%	75.00%	
	% of Total	60.00%	7.60%	9.80%	1.00%	78.40%
Versace	Count	149	17	29	1	196
	% within	76.00%	8.70%	14.80%	0.50%	
	% within Age	63.90%	51.50%	64.40%	25.00%	
	% of Total	47.30%	5.40%	9.20%	0.30%	62.20%
Gucci	Count	180	30	33	2	245
	% within	73.50%	12.20%	13.50%	0.80%	
	% within Age	77.30%	90.90%	73.30%	50.00%	
	% of Total	57.10%	9.50%	10.50%	0.60%	77.80%
Veromoda	Count	165	24	28	3	220
	% within	75.00%	10.90%	12.70%	1.40%	
	% within Age	70.80%	72.70%	62.20%	75.00%	
	% of Total	52.40%	7.60%	8.90%	1.00%	69.80%
French collection	Count	108	13	26	0	147
	% within	73.50%	8.80%	17.70%	0.00%	
	% within Age	46.40%	39.40%	57.80%	0.00%	
	% of Total	34.30%	4.10%	8.30%	0.00%	46.70%
Fendi	Count	74	11	15	0	100
	% within	74.00%	11.00%	15.00%	0.00%	
	% within Age	31.80%	33.30%	33.30%	0.00%	
	% of Total	23.50%	3.50%	4.80%	0.00%	31.70%
Hermes	Count	86	17	18	1	122
	% within	70.50%	13.90%	14.80%	0.80%	
	% within Age	36.90%	51.50%	40.00%	25.00%	
	% of Total	27.30%	5.40%	5.70%	0.30%	38.70%
Chanel	Count	117	20	26	0	163
	% within	71.80%	12.30%	16.00%	0.00%	
	% within Age	50.20%	60.60%	57.80%	0.00%	
	% of Total	37.10%	6.30%	8.30%	0.00%	51.70%
Prada	Count	144	24	29	1	198
	% within	72.70%	12.10%	14.60%	0.50%	
	% within Age	61.80%	72.70%	64.40%	25.00%	
	% of Total	45.70%	7.60%	9.20%	0.30%	62.90%
	Count	233	33	45	4	315
	% of Total	74.00%	10.50%	14.30%	1.30%	100.00%

Discussion: As per above table, brand awareness analysis for 10 international brands is given across all age groups for females. There are two international brands Gucci and LV that have achieved 78.40% and 77.80% respectively are enjoying the highest awareness score among all 10 brands in all the age groups of females and lowest scorer are Fendi and Hermes with 31.70% and 38.70% correspondingly. Highest score of brand awareness is observed in 26-40 years category for Gucci brand with 90.90%, even this brand is popular among the female respondents belonging to the 18-25 years and 41-55 years age groups as 77.30% and 73.30% correspondingly.

6. Findings & suggestions

6.1 Findings from Multiple response analysis (Gender based awareness)

6.1.1 Men National apparel brands

Louis Philippe, Pepe jeans, and Levi's are the brands that are highest recall value having above 80% awareness score. They need to put in little more efforts in terms of advertising and promotional campaigns and 100% awareness can be achieved by them among the men ranging from 18-more than 55 years age groups. Wills, Park Avenue, Van Heusen, and Allen Solly are the apparel brands enjoying between 60-80% awareness score. They need to revisit their advertising campaigns in such a way consumers would get attracted towards them and brand names will be registered in their minds. Provogue, India Terrain, and Zodiac are the lowest scorer apparel brands having just 50% brand awareness. These brands are not able to market their brand in a decent way, so need a complete change in their segmentation, targeting, & positioning, strategy and subsequently, a complete shift is required in the advertising campaigns.

6.1.2 Men International apparel brands

Nike enjoyed highest awareness percentage among Indian men shows that this company's marketing and advertising strategies are in place. Tommy Hilfiger followed Nike in awareness being number two. Slight changes in their marketing programme can yield both of them 100% awareness and they should target for that. USPA, Armani, and Calvin are the brands falling in 60-75% awareness bracket. If they want to increase it they should think of strategies having strategic partnerships with Indian companies. Brands like Ralph, Gant, Burberry, and Banana up to or below 50% level. The way of success is too long and difficult for them as they need to revamp everything as far as Indian male consumers are concerned.

6.1.3 Women National luxury apparel brands

Women generally having lesser awareness score as compare to men as highest awareness score for men is more than females' awareness score. Global Desi and Website are the brands having maximum recall value around 76% but lesser than men awareness score. Biba and Forever 21 are the brands that are closely following both the above given brands in aided awareness score and are able to grab the attention of the consumers especially in case of Forever 21 which is a niche brand targeting only plus size women. Here a noteworthy observation about brand Sabyasachi, despite being a very niche premium luxury apparel designer brand has been successful to create curiosity and buzz among the consumers.

6.1.4 Women International apparel brands

Louis Vuitton and Gucci are the two popular international luxury brands for females enjoying maximum recall value among females of Ahmedabad but if compare these brands with national brands of females, it is quite evident them being having less awareness percentage. Four brands including Dolce & Gabana, Versace, Veromoda and Prada enjoy mediocre popularity among women so they need to implement appropriate strategies

like joint ventures, mergers, or acquisitions to achieve strategic advantage. Advertisement campaigns should match with Indian consumers' sensibilities having an emotional connect with them.

6.2 Findings from Cross tabulation

6.2.1 Cross tabulation between age groups and national brands in Men category

Lowest brand awareness is observed for Indian Terrain brand in 26-40 years and also from 41-55 years. Even this finding is general and applicable across all luxury brands that have been listed in the questionnaire that awareness in 26-40 years and above is relatively low as compare to 18-25 years of age category.

6.2.2 Cross tabulation between age groups and international brands in Men category

If we compare the brand awareness level with International brands, it is found that International brands like Nike and Tommy Hilfiger are having more awareness then highest scorer national apparel brands in male segment like Vanheusen and Pepe jeans. One more comparison is registered that lowest scorer luxury apparel brands are international brands between national and international brands. It means that only few top scorer international brands are having more awareness then national brands and this is not the case for all brands. So national luxury apparel brands related to male category should put their emphasis on advertising campaign.

6.2.3 Cross tabulation between age groups and national brands in Women category

In this, apart from Global Desi and Westside all other brands are mediocre as far as awareness is concerned. Still there is a long way to go to reach full awareness. It shows that consumers still prefer to buy non branded apparels. Brands like W, Fabindia, Ritu Kumar, Mango, & AND aren't very popular among females. Unless maximum awareness is achieved, these brands can reach to their zenith.

6.2.4 Cross tabulation between age groups and international brands in Women category

Except Gucci and LV, no other international luxury apparel brand has reached to the expected level of brand awareness across all age groups. If awareness is so low than these brands can be put into the niche segment. The marketers of Hermes, Fendi need to push very hard to increase their awareness level.

7. Implication and conclusions

This study is conducted in Ahmedabad city of Gujarat state. Questionnaire was circulated through google doc. It was focussed on the age group of 18-25 years because majority of the respondents

7.1 Benefits of the study:

This study is going to help in building the understanding about the level of awareness of various luxury apparel brands in urban area of the Gujarat. As per the conclusions, different advertising strategies and methods are necessary to be used to target different genders and age groups in urban centres of Gujarat. Since brand awareness is the first important step towards consumption, marketers of particulars brands that enjoy less awareness can make a change in their strategies to increase the visibility.

7.2 Managerial Implication

This study is all about learning the brand awareness of various luxury apparel brands in both the categories national & international in Ahmedabad. Brand awareness was examined with the help of aided awareness method in which a list of luxury apparel brands were given to them and asked to go for multiple tick. The results suggest that in males and females' awareness for international brands is lesser as compare to national brands. So marketers

of international brands have to find out the reasons and work out on the ways to improve. They have to find out appropriate channels to reach out to the target audience if they want to increase their sales volume because awareness is one of the major factors towards consumption. Further they can work on enhancing consumer knowledge about their products' important features.

8. Limitation & future scope

One of the other limitations is the responses were collected from Ahmedabad city and specifically from the urban consumers. So this study might not be replicated in other parts of the country. Second limitation of this study is that, researcher has focussed on the limited demographic variables like gender and specific age group (18-25 years) with respect to brand awareness only. Apart from brand awareness, association between brand awareness and purchase intention after awareness could further be studied. Thirdly, Respondents could have asked to give their preferences by ranking them, So many other aspects can be studied related to luxury consumption with respect to more demographic variables. In the last, this study is limited to the brand awareness of luxury apparels only

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