



Promotional strategies of Fabindia : An Overview

Dr. Gaurav Agarwal

ABSTRACT

It was expected to do an in depth research work on the brand chosen, through the existing research work it was required to find the loop holes in the research and understand the research gap. A brief study took place about the brand and few things were noted such as the brand is a silent social worker and supports the Indian artisans, to help them with their manufacturing they rely on them so much that they don't have their own manufacturing house they only get their products made from them. Fabindia uses natural fabric with distinctive colors and the designs are made in both contemporary and traditional style. The garments are crafted in silk, cotton, and other hand woven fabric with different embroidery and pattern.

Keywords : Natural fabric, hand woven fabric, artisans.

INTRODUCTION

Fabindia is a well-known retail brand started in the year 1960 by John Bissel selling home furnishings. He had a vision and worked towards sustainable business by creating opportunity for rural population and in the process enhancing their growth, the motive of Fabindia was to market to the vast, diverse and dying craft traditions of India.

The brand initially started as an exporting brand but was later introduced to the Indian retail market; the brand tends to promote village based artisans to save the Indian handloom and heritage. The organisation closely works with the artisans by providing various Inputs including design, quality control, access to raw materials and production.

LITERATURE REVIEW

In the research paper "**Fabindia-a silent social worker**" published by *Piali Haldar* in the year 2018, talks about how the brand produces with collaboration with different artisans. She has mentioned that the brand has been working with village based artisans to save the Indian handloom and heritage without its own manufacturing house.

In another research paper “**Ethical Branding, Social Business, Rural Marketing: The Case of Fabindia**” published by *Dinesh Kumar and Punam Gupta* in the year 2017, talks about when ethics are built in company DNA is ethical branding. Fabindia combines marketing and distribution with empowering artisans at the same time.

In article “**How Fabindia is riding on immersive customer experience**” published by *Neha Kalra* in the year 2019, talks about three main pillars of Fabindia’s communication and marketing strategy are Audience engagement, product experience and immersive retail.

In other Published article “**Unity in Diversity – We all are One**” by *Arpita Raj and Indu Pandey*, India is comprises of different states showcasing unity among people in terms of festival, cuisines, culture, music, dance, traditions, costumes etc. Fabindia is largest private platform for handloom garments. “Contemporary Traditions” is promotion camping to celebrate festive spirit. Fabindia introduced ‘Rajwada Collection’ of ethnic and traditional wear. Article also talk about the hand spun/ hand woven cloth called khadi as well.

Yet another research paper” **To evaluate the consumers acceptance of fables- A Fabindia ethnic western wear**” published by *Srishti Raut* in the year 2015,talk about the fashion market, with regard to the consumer behaviour, it is essential that understand the various aspects of the consumers behaviour and perception.

In a Published article “**Fabindia- Marketing Mix**” written by *Dhruti sundar Pradhan* at 2019, author mentions about brand history, vision, mission, brand elements and taglines. Article explains the details about the products and category catered by Fabindia, locations of retail stores and availability of Fabindia on online shopping platforms, prices categorisation, process, promotion(Fabindia is a great believer in mouth publicity and depends on its loyal customers and they act its advertising agents). How Fabindia study about Consumer behaviour on basis of cultural, social and personal factors.

In other article “**Fab India Marketing Mix (4Ps) Strategy**” written by *MBA Skool team* at 2020, elaborates product, pricing, place and promotion. In 2020 marketing strategies like product/services innovation, customer experience, marketing investments etc. will help in the brand growth. It serves global clothing style with traditional Indian handicraft.

In other Published article “**Marketing Mix of Fabindia- Fabindia Marketing Mix**” written by *Hitesh Bhasin* at 2019, author mentions locations of retail stores and availability of Fabindia on online shopping platforms, products and their prices and about promotion strategy of Fabindia. Fabindia is a great believer in mouth publicity and depends on its loyal customers and they act its advertising agents.

In article “**We will never go for over-the-top advertising: Brand & Marketing Head, Fabindia**” published by *Dolly Mahayan* at 2018, author mentions Marketing strategy of Fabindia revolve around the story telling behind the brand and products through honesty, evocatively, and in compelling manner.

In other Published article “**Fabindia plans to setup 10 experience centres by 2018**” in *Economics Times* in 2017, Fabindia launched first ‘Fabindia experience centre’ which includes fab café, an interior design studio, an alteration studio and organic wellness centre. And plan is to launch 10 centres across Mumbai, Delhi and Bangalore. \

RESEARCH METHODOLOGY

1.1. Research Objectives

- To identify the limitations of the existing promotional strategy followed by Fabindia.
- To suggest efficient promotional strategies for Fabindia.

1.2. Research Design

The research design of this study is exploratory as well as descriptive. It intends to explore the consumer’s awareness and perception on Fabindia.

1.3. Methods of Data Collection

The goal for all data Collection is to capture quality evidence that then translates to rich data analysis and allows the building of a convincing and credible answer to questions that have been posed.

The sources used in this project report are both primary and secondary data.

1.2.1 Primary source: Primary data was collected from various people and their opinion and information for the specific purposes of study helped to run the analysis. In essence, the questions were tailored to elicit the data that will help for study. The data was collected through questionnaire to understand their experience and preferences towards Fabindia. Data will be collected from people who are consumers or who know about Fabindia.

1.2.2 Secondary source: To make primary data collection more specific secondary data will help to make it more useful, it helps to improve the understanding of the problem, secondary data was collected from various sources such as different business websites, published papers, website of Fabindia. Journals and other authentic online data

1.4. Data Collection Tool

- Total no of questions consists 35
- The first part of the questionnaire consisted of their demographic profile of respondents like gender, age, education and income, the second part included questions about basic knowledge of respondents about Fabindia among people such as how they know about Fabindia, how frequent they buy from Fabindia, How much they know about Fabindia, how is the response towards online Fabindia. The third part consists of questions analysing consumer buying behaviour in Fabindia. Fourth part consist questions which can help in analysis of Fabindia image among people, what they think about Fabindia,

how much they know about social activities. Fifth part includes questions which help in analysis of success of present promotion strategies and how much promotion strategy can affect sales and then in last part includes questions which help us to analyse usage of social media platform and impact of influencers and online ads. Few questions were utilising on a Likert scale ranging from 1= strongly disagree to 6= strongly agree.

1.5. Sampling Techniques

- Convenient sampling technique has been used to collect the data
- Sample size: 122 samples were taken for the study

1.6. Sample size

122 respondents were in the sample size of this study which were further divided into male and female. This will give variety of responses and opportunity to identify the interesting and different problems and solutions.

1.7. Sampling Unit

Online user

1.8. Sample characteristics

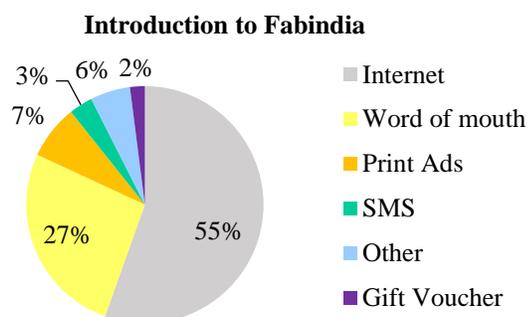
The main characteristic for person to become a part of sample is that person should be at least aware about the brand.

DATA ANALYSIS AND INTERPRETATION

1. Basic Analysis of Fabindia

1.1. Introduction to Fabindia

The majority of respondents said that they came to know about Fabindia through internet followed by word of mouth which means that any other person suggest Fabindia to them. Mostly people nowadays are connected by mobile, so Fabindia's name is known to them through internet. The internet is a very sublime source through which people came to know about Fabindia.

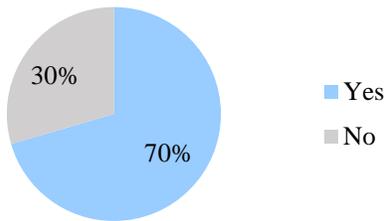


Value	Frequency
Internet	54.9
Word of mouth	26.2
Print Ads	7.3
SMS	3.2
Other	5.4
Gift Vouchers	2

1.2. Ever shopped from Fabindia

Majority of respondents have shopped Fabindia

Ever shopped from Fabindia

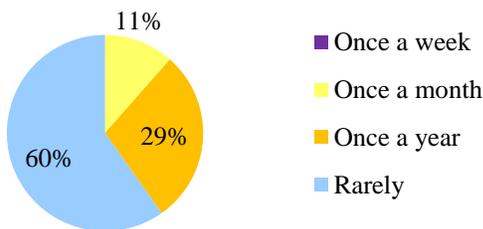


Value	Frequency
Yes	70.5
No	29.5

1.3. Frequency of purchase

Majority of respondents said they rarely purchase from Fabindia. Fabindia is a slightly expensive brand. Fabindia does not much advertise its product. These can be reasons because rest of respondents said they buy monthly and yearly from Fabindia.

Frequency of purchase

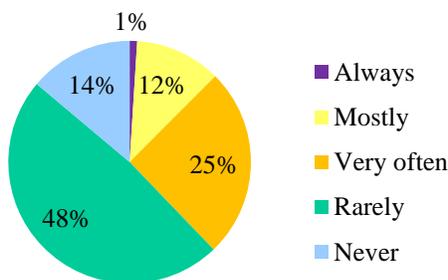


Value	Frequency
Once a Week	0
Once a month	11.5
Once a year	28.7
Rarely	59.8

1.4. Visit and don't buy anything from Fabindia

Majority of respondents said that it happened rarely that they have visited and not bought anything from there. As Fabindia is a large platform for handicraft and traditional skills. They have such large variety of products (garments, accessories, home furnishing personal care) that if consumer go into store they can't stop them to buy something from there.

Visit and don't buy anything from fabindia

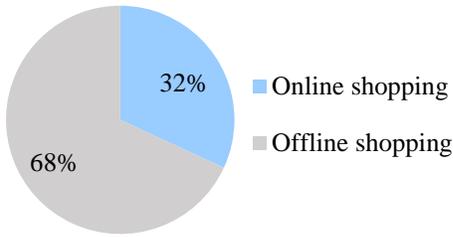


Value	Frequency
Always	1.1
Mostly	11.5
Vey often	25.4
Rarely	48.4
Never	13.9

1.5. Most Shopped Platform

Majority of respondents have mostly shopping from offline. By going offline, we can find out the quality of the product but in the pandemic situation COVID- 19. People have started more online shopping so Fabindia should focus on increasing online presence.

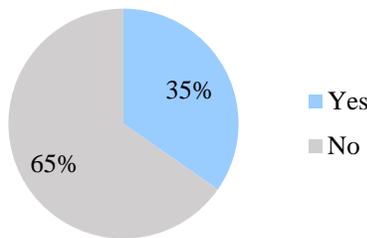
Most Shopped Platform



1.6. Frequency of online shopping

Majority of respondents have never shopped from online Fabindia store.

Online Shopped

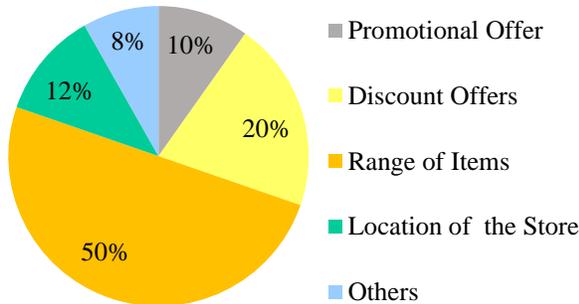


Value	Frequency
Promotional offer	9.8
Discount offers	20.5
Range of items	50
Location of the store	11.5
Others	8.23
No	34.7
Yes	34.7

1.7. Reason for visiting

Majority of respondents visit to store due to range of items available in store. Only 10% of respondents visit the store because of promotional offer. They should also focus on increasing promotional offers.

Reason for visiting

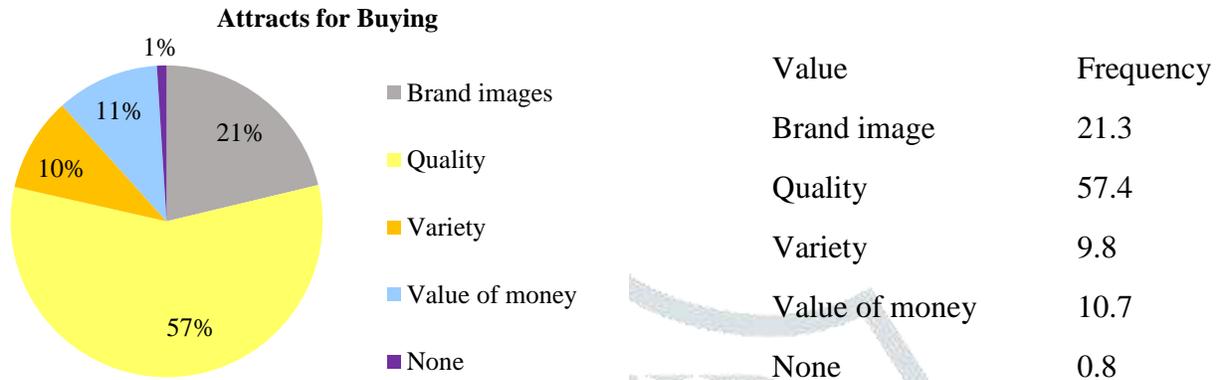


Value	Frequency
Online shopping	31.9
Offline shopping	68.1

2. Consumer Buying behaviour

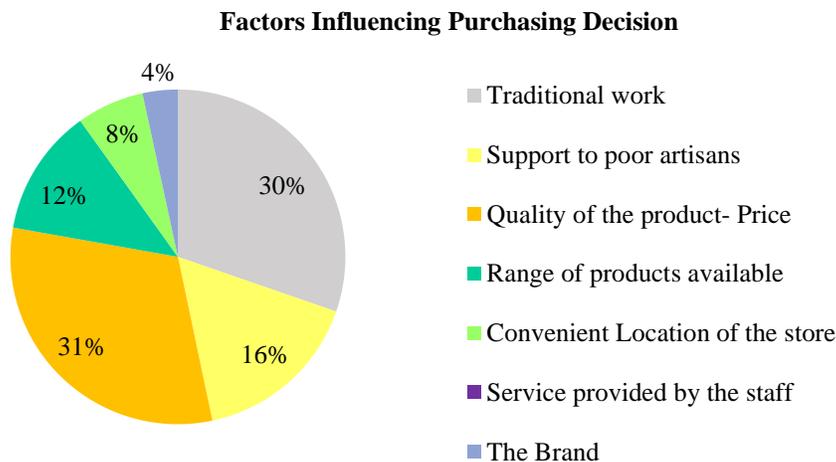
2.1. Attracts for Buying

Majority of respondents are attracted towards Fabindia due to quality of their products followed by brand images. Fabindia quality is very well maintained and its own consumers do its publicity through the word of mouth.



2.2. Factors Influencing Purchasing Decision

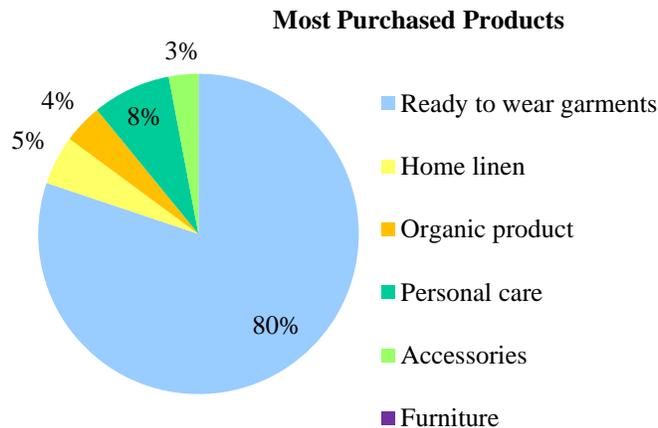
Majority of respondents are influenced by the quality of the product and traditional work of Fabindia. Fabindia maintaining its product quality as the consumer themselves promotes Fabindia through word of mouth. And Fabindia work on traditional craft and also support their artisans as well which can lead to its promotion even better.



Value	Frequency
Traditional work	30.3
Support to poor artisans	16.4
Quality of the product	31.1
Range of the product	12.3
Convenient Location of the store	6.5
Service provided by the staff	0
The Brand	3.4

2.3. Most Purchased Products

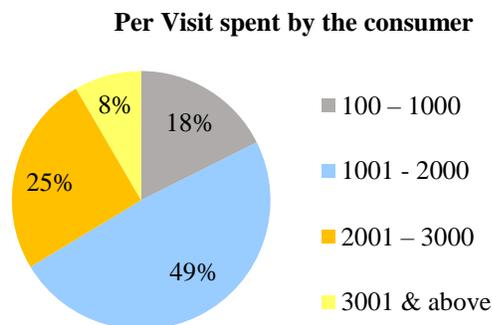
Majority respondents purchased ready to wear garments followed by personal care products.



Value	Frequency
Ready to wear garments	80.8
Home linen	5
Organic product	4
Personal care	8
Accessories	3
Furniture	0

2.4. Per Visit spent by the consumer

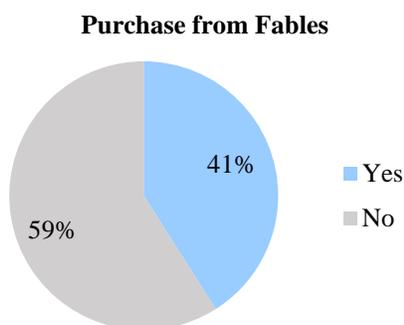
Majority of the sample spends between INR 1001- INR2000 on shopping on every visit to the store.



Value	Frequency
100-1000	17.6
1001-2000	48.7
2001-3000	25.2
3001 and Above	8.4

2.5. Purchase from Fables

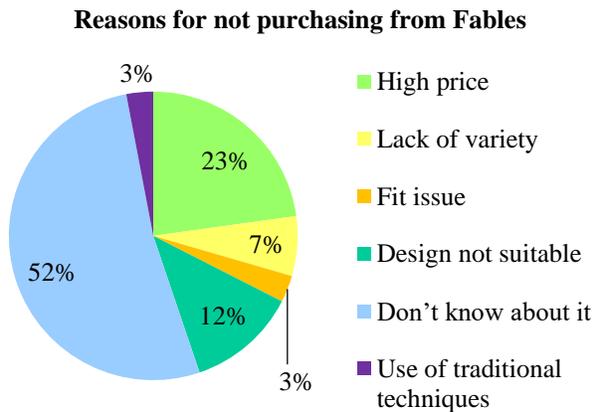
Majority of respondents don't purchase from Fables. Maybe they are not aware about Fables.



Value	Frequency
Yes	41
No	59

2.6. Reasons for not purchasing from Fables

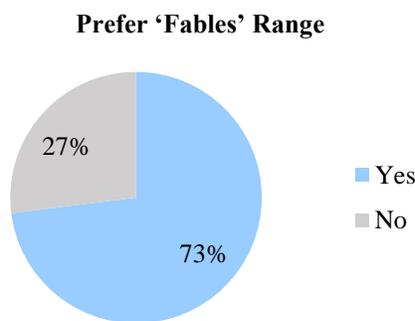
Majority of respondents who did not purchased from fables because they don't know about it and many respondent feel prices are high.



Value	Frequency
High price	22.8
Lack of variety	6.7
Fit issue	3
Design not suitable	12.3
Don't know about it	52.5
Use of traditional techniques	3

2.7. Prefer 'Fables' Range

Majority of respondents would prefer fables. Hence this shows people are started liking western outfits with the traditional craft.



Value	Frequency
Yes	73
No	27

2.8. Experience Satisfaction at Fabindia

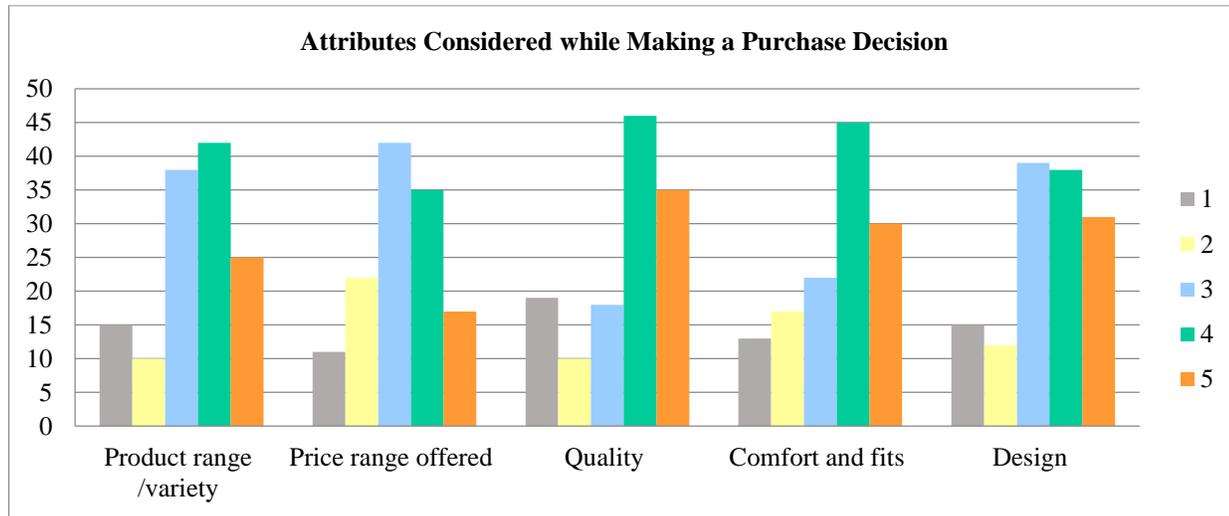
Majority of respondents have satisfactory experience with the Fabindia's in terms of product range, comfort and design.



Value	Frequency
Highly Unsatisfactory	4.9
Unsatisfactory	2.5
Neutral	33.6
Satisfactory	40.2
Highly Satisfactory	18.9

2.9. Attributes Considered while Making a Purchase Decision

To further read into the chart, it can be calculated the weighted average, through which product range/variety, design and quality matters the most to the consumer. Followed by the price range and comfort and fits



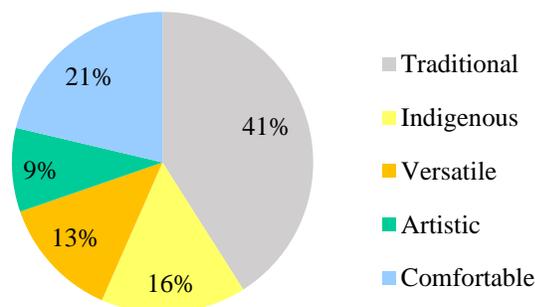
Value	Rank 1	Rank 2	Rank 3	Rank 4	Rank 5
Product range/ variety	15	10	38	42	25
Price range offered	11	22	42	35	17
Quality	19	10	18	46	35
Comfort and fits	13	17	22	45	30
Design	15	12	39	38	31

3. Image of Fabindia

3.1. Fabindia Associated to

Majority of respondents associate Fabindia to traditional which means they find more traditional products in Fabindia. And 21% people find Fabindia comfortable which derives that Fabindia uses good quality of raw material for products.

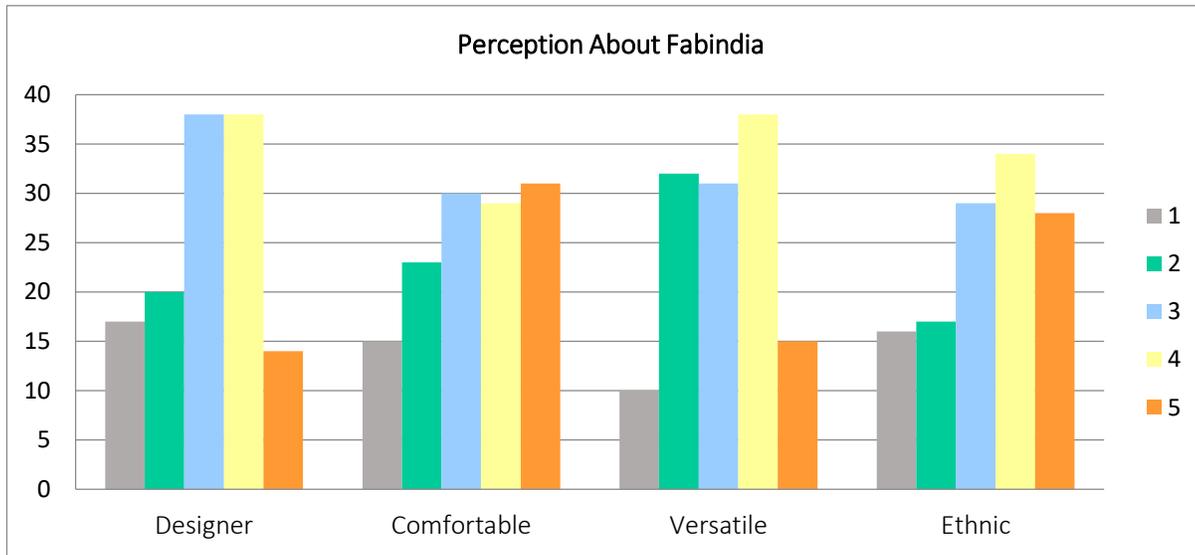
Fabindia Associated to



Value	Frequency
Traditional	41
Indigenous	15.6
Versatile	13.1
Artistic	9
Comfortable	0

3.2. Perception About Fabindia

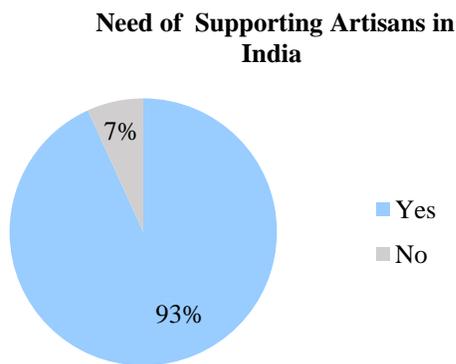
Majority of people find Fabindia products more Comfortable and ethnic then designer and versatile.



Value	Rank 1	Rank 2	Rank 3	Rank 4	Rank 5
Designer	17	20	38	38	14
Comfortable	15	23	30	29	31
Versatile	10	32	31	38	15
Ethnic	16	17	29	34	28

3.3. Need of Supporting Artisans in India

Majority of respondents feel that there is a strong need of supporting artisans in India. Fabindia can more publicize how they support artisans and consumer can also support them by buying from Fabindia. This will increase consumer engagement and sells eventually.

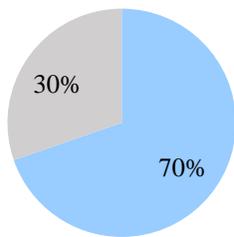


Value	Frequency
Yes	93.2
No	6.8

3.4. Fabindia supports Artisans

Majority of respondents knows about Fabindia supports the artisans by providing work to them but still there are 30% respondents who don't know about it so there is need to take efforts regarding this.

Fabindia supports Artisans



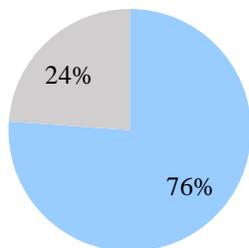
■ Yes
■ No

Value	Frequency
Yes	69.7
No	30.3

3.5. Indirectly Supporting Artisans By Consumer of Fabindia

Majority believe if they buy from Fabindia they will support artisans in directly so they will try to buy from Fabindia to support artisans.

Indirectly Supporting Artisans By Consumer of Fabindia



■ Yes
■ No

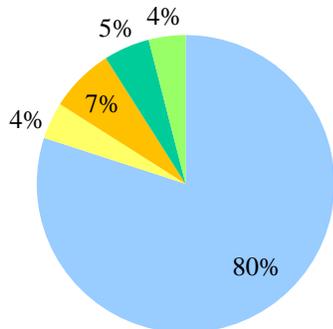
Value	Frequency
Yes	76.2
No	23.8

4. Promotion

4.1. Recommendation of Fabindia

Majority of Respondents would like to recommend Fabindia to their relative and friends, Fabindia can work on this for further enhancement of business.

Recommendation of Fabindia



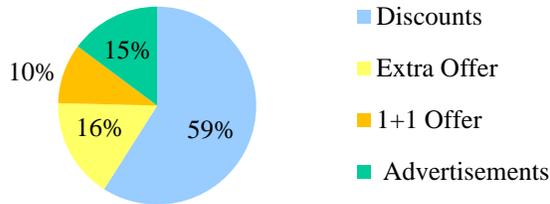
■ Friends/ Relatives
■ Business associates
■ Teenagers/ College goers
■ Tourists
■ Elderly

Value	Frequency
Friends/ Relatives	80
Business associates	4
Teenagers/ College goers	7
Tourists	5
Elderly	4

4.2. Attraction towards promotional activities for shopping

Majority of Respondents said that they shop after seeing discount offers. And then extra offers and advertisements also attracted consumer for shopping in Fabindia. This data indicates that promotional activities plays major role in attracting consumers.

Attraction towards promotional activities for shopping

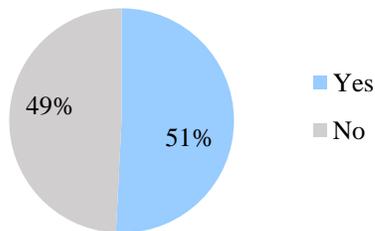


Value	Frequency
Discounts	59
Extra Offer	16.4
1+1 Offer	9.8
Advertisements	14.8

4.3. Recently Watched any ads for Fabindia

Almost half of Respondents have seen the Fabindia Ads on various places like on buses, billboards, TV etc. But others have never seen any Ads of Fabindia anywhere so there is strong need of improvement in advertisements of Fabindia so that more people will know about Fabindia.

Recently Watched any ads for Fabindia

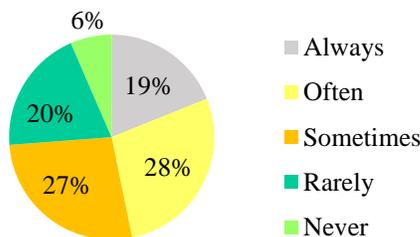


Value	Frequency
Yes	51.2
No	48.8

4.4. Sales Promotion Activities Effecting Shopping Decisions

Majority of Respondents agreed that somewhere they give importance to sales promotions while shopping and 19% respondents said they always give importance to sales promotions while shopping. Hence Fabindia should focus on sales promotion to increase sales and consumer base.

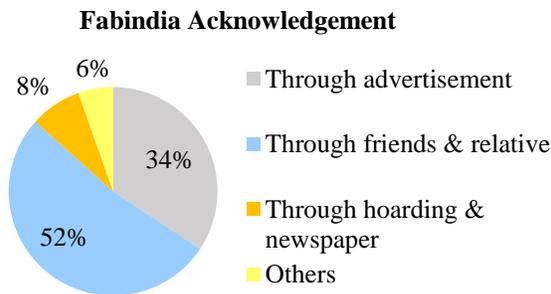
Sales Promotion Activities Effecting Shopping Decisions



Value	Frequency
Always	18.9
Often	27.9
Sometimes	27
Rarely	19.7
Never	6.5

4.5. Fabindia Acknowledgement

Majority of Respondents said they come to know about Fabindia through Friends and relatives and then through advertisements and newspapers, hoardings. And very few respondent came to know through various sources like location stores, stores in malls, internet etc. So they can show more advertisements through various methods.

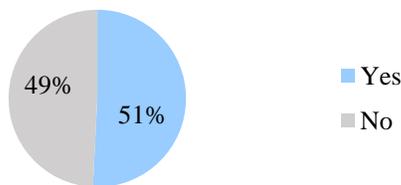


Value	Frequency
Through advertisement	34.4
Through friends & relative	52.5
Through hoarding & newspaper	8
Others	5.4

4.6. Fabindia strong sales promotion (big discount)

Almost half of Respondents said that Fabindia have done strong sales promotion like big discount that means half of respondents don't come to know about the big discounts at all. Hence Fabindia should also focus on that more can more people should know about the promotions and other activities.

Fabindia strong sales promotion

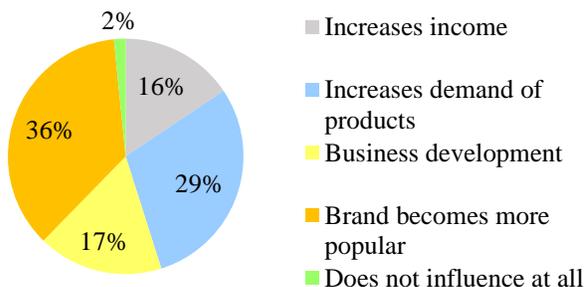


Value	Frequency
Yes	50.9
No	49.1

4.7. Impact of Advertising on Fabindia

Majority of Respondents agreed that if advertising Fabindia would increase brand popularity and hence it will increase the demand of products. And hence help in business development. And if demand of products increases it will indirectly help artisans.

Impact of Advertising on Fabindia

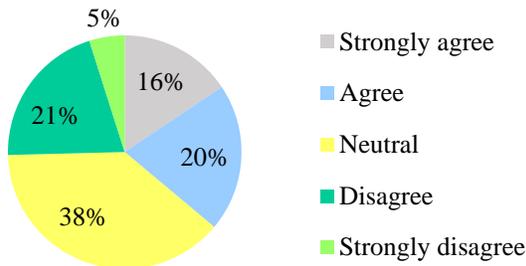


Value	Frequency
Increases income	15.6
Increases demand of products	29.5
Business development	17.2
Brand becomes more popular	36.1
Does not influence at all	1.6

4.8. Sales Promotions Deplete the Image of Product

Majority of Respondents said that maybe sales promotions would cheapen the image of product in Fabindia. 36% respondents said that sales promotions would cheapen the image of product. So Fabindia should also focus that people should not lose trust on quality of products in Fabindia with increasing sales promotions.

Sales Promotions Deplete the Image of Product

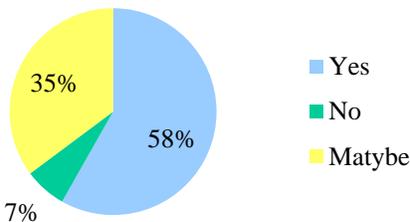


Value	Frequency
Strongly agree	15.6
Agree	20.5
Neutral	38.5
Disagree	20.5
Strongly disagree	4.9

4.9. 'Loyalty Programs' for Consumers

Majority of Respondents agree that Fabindia should introduce the concept of 'loyalty programs' for its consumers. And 35% of respondents think that loyalty programs maybe help in Fabindia Increasing in loyal consumer base.

'Loyalty Programs' for Consumers

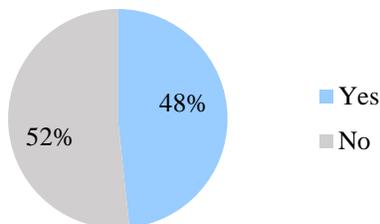


Value	Frequency
Yes	58.2
No	6.6
Maybe	35.2

4.10. Social Activities of Fabindia

Almost more than half of Respondents knows about the social activities conducted by Fabindia but still there is strong need that Fabindia should acknowledge their customers about their social activities as Fabindia is heavily indulge into social works.

Social Activities of Fabindia

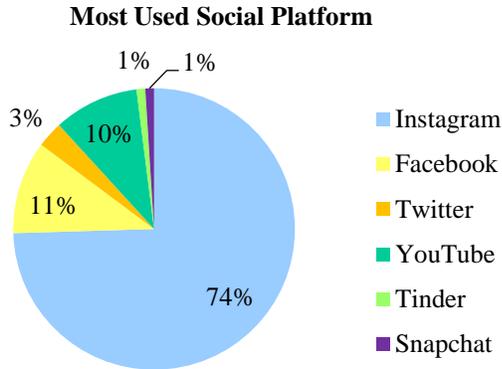


Value	Frequency
Yes	48.3
No	51.7

5. Social media influence

5.1. Most Used Social Platform

Majority of Respondents uses Instagram on daily basis so if Fabindia promote through Instagram they can reach out majority of people. And Fabindia also create Facebook and YouTube channels for the promotion and spreading awareness.

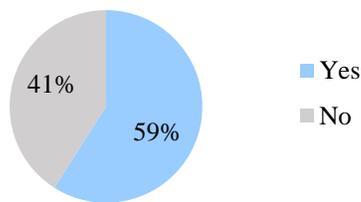


Value	Frequency
Instagram	74.6
Facebook	10.7
Twitter	3
YouTube	9.8
Tinder	1
Snapchat	1

5.2. Celebrity Endorsement for Fabindia

Majority of Respondents agree that if Fabindia connect with celebrities for spreading awareness and promotion of Indian craft and Fabindia it would be very impactful for audiences.

Celebrity Endorsement for Fabindia

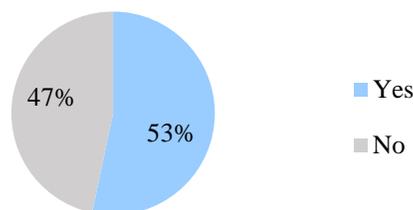


Value	Frequency
Yes	59
No	41

5.3. Shopping Influenced by any Influencer

Majority of Respondents said they buy after influencing from influencers and reviewers who tell about Fabindia. Fabindia can look out for more influencers and Reviewers for promotion. They also can spread awareness about the situation of artisans and inspire them to help them.

Shopping Influenced by any Influencer



Value	Frequency
Yes	53.3
No	46.7

FINDINGS AND RESULTS

- Summary- Data Analysis

- To know the image of Fabindia a survey was conducted, in which 79% of responders were of age 18-24 years old and 16% were of the age 25-34.
- Also, 91% of responders were either students or are professionally occupied.
- Fabindia has always been a great example of ethnic wear collection, to break its image as an ethnic wear brand it introduced FABLES- their Western wear line for men and women.
- According to the survey majority of responder have never purchased from FABLES.
- Out of all the responders 41% associated Fabindia with traditional and 21% with comfort.
- Almost all believed that there is an immense need to support artisans in India, and 70% know that Fabindia promotes artisans, therefore they 1/4th of responders believed that from buying from Fabindia they're indirectly supporting the artisans.
- 80% wanted to recommend the brand to their family and friends, also majority of responders said that they get attracted to discount offers and 1/4th of responders attract to extra offers provided by the brand.
- Only 51% had seen advertisement of Fabindia, also quite few people responded that sales promotions attract effect the shopping decision of an individual.
- From the responds it has been assumed that Fabindia is a family brand as 52% came to know about Fabindia from their family and friends whereas only 34% had heard about the same through advertisements.
- Also, 36% believed that through advertising the brand name will become more popular where as 29% believed that it will help to increase the product demand.
- As mentioned before majority of responders were the young generation users or non-users of the brand, therefore according to survey most used social media platform was Instagram.
- 59% believed that Fabindia should have celebrity endorsement in the brand and 53% believed that sales will improve through fashion influencers being a part of the brand.

- Answers To Objectives

- After the survey, with responds it was analyzed that the majority would wish to recommend the brand to their family and friends and not to their work colleagues, the image here of Fabindia is associated with traditional wear. Fables being an important collection to the brand are still not known to majority of young people.
- While responding to the question about advertisement of the brand only 51% responded that they have seen the brand's advertisement recently. Hence, through this question we can rightly say that that the brand is reaching only to the 50% of its audience which associated the brand as traditional wear only.
- According to the responds only 34% came to know about Fabindia through advertisement and 52% responded to have heard about the brand from family and friends. We can rightly say that Fabindia is family brand, and the audience trust the company so much that it would recommend the brand to their close ones, but on the other had we should also understand that the brand is not reaching out to its customer through their advertisement.

Therefore whenever the brand has to introduce any new collection to its existing offering or wish to come up with new promotional strategy it would be difficult for it to do so as the advertisement which must be the main source to reach its customer, is not so strong to its audience, the right example of the same is FABLES where very less of the respondents were aware about the same.

- Through the whole research we would like to come up with few suggestions on the basis of the study conducted, as responder chose Instagram as their most used social media platform we would recommend the brand to come up with various Instagram content and #hashtags as well.
- Also, many of the responders said that celebrity endorsement would increase the sales of the brand and the brand would be much more recommended and recognized, we would also add one more thing that the brand should look for a young face for their collection so it is highly recognizable within the young generation.
- Moreover, according to the survey responds it is recommended to the brand to have a strong advertisement as most of the audience believed that if advertisement would make the brand popular and increase the demand of the products. Also, the brand should try and be more inclined towards promotion through celebrity endorsement

SUGGESTIONS

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SUGGESTIONS FOR MARKETING MIX

1. SUGGESTIONS

The study concludes the perception and awareness of consumer about Fabindia. The survey analysis and findings suggests that Fabindia quite a popular brand but people are still not aware of promotions and the basic mission of Fabindia which is to support artisans of nation who are life of vulnerable craft of our nation. On the basis of research we have following suggestions.

1.1 Products:

Fabindia provide variety of products like Ready to wear garments (kurta, tops, pants, salwar, sarees, etc.); Home linen(upholstery fabric, curtains, floor coverings, etc.); Organic products (tea, pickles, grains); Personal care products (bathing soaps, face wash); Accessories (jewellery, bags); Furniture (tables, shelves, sofas, beds). Customers are strongly appreciating comfort and fit provided in products. Most purchased product category is ready to wear garments.

- **Improve more variety:** As the target customer of fabindia apparel is 18-35 majorly it should focus more toward office wear and come up with more variety of formal clothing. Also, Fabindia can plan to start its cosmetic range as well, as the new generation is accepting “makeup for all” whole heartedly, this could boost its image in the eyes of young generation.
- **Design alteration:** fabindia should also shift its concentration from basic silhouette of garment to exploring new silhouette and designs, fabindia should accept few indo-western silhouettes, such as plazzo saree, dhoti and shirt.

1.2 Price:

Fabindia is target market is Middle class in cities of India and Abroad. But the consumers are not very satisfied with the prices range of products they feel prices are quite high for the middle class people.

So Fabindia can introduce an adding additional price range which can fit to middle class people easily. This way they can buy more from Fabindia. This will increase the overall sales of Fabindia because people who cannot afford Fabindia will also buy from there.

1.3 Promotion:

Till now Fabindia is not focusing much on Fabindia. Fabindia still believes on word of mouth promotion and expects its loyal customer to be their advertising agents; also it has used acquired media platforms Facebook and YouTube advertisements.

- Fabindia can display stories of artisan through advertisements and how the products are being prepared from the origin and this will build the strong connection with the consumers. This way the customer also becomes more aware about the support that Fabindia provides to artisans. To attract more customers Fabindia could advertise under ‘Made in India’ and ‘Vocal for Local’.
- **Sustainable and organic products:** Nowadays people are considering moving toward more natural and sustainable products so Fabindia should also showcase through this perspective.
- **Social Media:** Fabindia can also use various social media platforms for promotion and spreading awareness like YouTube, Instagram, Tinder, Facebook etc. they can use google and YouTube ads. Fabindia can organize some small quizzes to increase buzz among people.
- **Online Promotion:** Instagram as their most used social media platform among people so Fabindia should come up with various Instagram content and #hashtags as well.
- **Celebrity Endorsement:** If celebrities endorsements would come up with Fabindia and make people aware about situation of handicrafts in India and need of supporting them then customer will connect more

to the mission of brand and this will be very beneficial. The brand should look for a young face for their collection so it is highly recognizable within the young generation.

- **Influencers:** Now a day's trend of influencers is increasing rapidly. People have built strong trust connection with influencers and people prefer products prefer and reviewed by popular influencers.

1.4 Other strategies

New Technologies: As per the situation digitalization has fast forwarded at much faster pace, everything going online. And people are getting used to it. Hence Fabindia should also focus on their presence on online. Fabindia should introduce some new technologies to improve online shopping experience.

Story line: During the survey and data analysis we realized from our study that people consider fabindia as a family brand, therefore we suggest a story line where there are 3 generation in a frame where one is in fabindia traditional wear (the oldest generation), kids wear the kids casual range and both the parents of fabindia are wearing fabindia formal western wear line-FABLES, the interior of the house can also be from the FABINDIA interior range.

- **Free Samples:** Fabindia can also consider about goodies and freebies, introducing sample products. Free samples are always very good option for attracting new customer base.
- **Give away:** Fabindia should organize some festive or occasional give away for its loyal customers who also recommend Fabindia to their known ones.
- **Special schemes:** Fabindia can introduce some exchange offer like discount in exchange old clothes. This way those clothes can be reused by Fabindia in various things like patch work and packaging products.

CONCLUSION

The brief study concluded few things such as Fabindia is a social worker and supports the artisans of the country. The brand generally uses natural fabric with distinctive colours. The brand was started in the year 1960 by John Bissel, initially exporting the products. The later started working towards sustainable business practices.

Various researchers had done case study on Fabindia and according to the findings most of the researchers lack in mentioning about the promotional strategy and activities of the brand. There are certain topics which have not been covered in various research papers such as limitation of existing promotional strategy and also to suggest promotional strategy to the brand.

There was certain limitation to it such as there was no face to face interaction with the responder everything was conducted online and there were responder who didn't had internet access hence, we were not able to reach them. The data was conducted in the form of survey and therefore the data collected was primary data.

To know the image of Fabindia a survey was conducted, in which 79% of responders were of age 18-24 years old and 16% were of the age 25-34. Also, 91% of responders were either students or are professionally occupied. According to the survey majority of responder have never purchased from FABLES.

Out of all the responders 41% associated Fabindia with traditional. 1/4th of responders believed that from buying from Fabindia they're indirectly supporting the artisans. 80% wanted to recommend the brand to their family and friends, also majority of responders said that they get attracted to discount offers and 1/4th of responders attract to extra offers provided by the brand. Only 51% had seen advertisement of Fabindia, also quite few people responded that sales promotions attract effect the shopping decision of an individual, 52% came to know about Fabindia from their family and friends whereas only 34% had heard about the same through advertisements. Also, 36% believed that through advertising the brand name will become more popular where as 29% believed that it will help to increase the product demand.

As mentioned before majority of responders were the young generation users or non-users of the brand, therefore according to survey most used social media platform was Instagram. 59% believed that Fabindia should have celebrity endorsement in the brand and 53% believed that sales will improve through fashion influencers being a part of the brand.

Therefore, through the analyses it is suggested to the brand to increase their brand knowledge within the young generation, through social media marketing as that's the most used social media platform by the young generation. Moreover, it is recommended to the brand to have a strong advertisement as most of the audience believed that if advertisement would make the brand popular and increase the demand of the products. Also, the brand should try and be more inclined towards promotion through celebrity endorsement.

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