

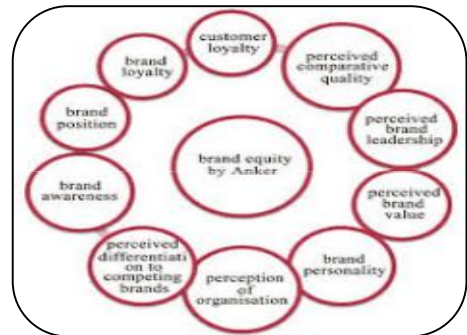


IMPACT OF BRAND POSITIONING ON CUSTOMER PURCHASE DECISION OF MEN APPAREL BRANDS IN UDUPI

Renuka Yedur
Research Scholar

ABSTRACT

Brand situating is the key of showcasing methodology. A solid brand situating coordinates promoting system by clarifying the brand points of interest. Successful brand situating is dependent upon recognizing and conveying a brand's uniqueness, separation and certain esteem. Situating is the base for creating and expanding the required learning and view of the clients. In this foundation, the present examination goes for looking at the effect of properties of brand situating on customer buy choice for men attire marks in Udupi. The examination is completed with the assistance of organized survey. By utilizing the reasonable measurable strategies investigation is made. The properties of brand situating as free factors and the characteristics of customer buy choice as reliant factors are considered for the investigation. Utilizing numerous relapse examination the connection between the characteristics of brand situating and purchaser choice is broke down.



KEYWORDS: Brand situating, Consumer buy choice, Men clothes.

INTRODUCTION

India's materials division is one of the most established ventures in Indian economy going back a few centuries. It assumes a basic job in the monetary improvement of the nation with its commitment to modern yield, trade profit of the nation and the age of work. Material area is one of the biggest supporters of India's fares with roughly 11 percent of aggregate fares. The business acknowledged fare income worth US\$ 41.4 billion amid 2014-15, a development of 5.4 percent according to The Cotton Textiles Export Promotion Council (Texprocil). Indian materials industry, at present evaluated at around US\$ 108 billion, is relied upon to reach US\$ 223 billion by 2021. The business is the second biggest manager after farming, giving work to more than 45 million individuals straightforwardly and 60 million individuals in a roundabout way. The Indian Textile Industry contributes roughly 5 percent to India's total national output (GDP), and 14 percent to in general Index of Industrial Production (IIP).

The clothing business in India has considerably differentiated based on form, atmosphere, locale, culture and monetary components. Indian material is seeing incredible development and improvement in the modern area in India and additionally abroad. Attire division in totality adds to the nation's GDP after agribusiness. The men's attire industry comprises of men's dynamic wear, basics, formal wear, external

wear, and easygoing wear. The Branded clothing market is having three unmistakable portions of Men, ladies and youngsters. The Men's fragment enlisted most extreme development among these sections. The western wear is a developing portion with extensive potential in India. Men's clothing market is 46 percent of the aggregate attire showcase in India. Inclination for readymade pieces of clothing is expanding and this has turned out to be inescapable with the ascent in urbanization. The men's prepared to-wear showcase in India is evaluated at Rs 5,000 crore and developing at 25-30 percent for every annum.

REVIEW OF LITERATURE:

Sengupta Aniket (2014) in his postulation "Image Analysis of Global Brands Versus Local Brand in Indian Apparel Consumer Market" directed brand investigation on worldwide brands in contrast with nearby retailers in India considering the territorial contrasts and Indian customers' liking towards worldwide brands. Quantitative information incorporated an example of 194 subjects where the inspecting was led haphazardly and additionally the contribution of advantageous strategy to dissect the brands in true situation. The study included the survey which was used in past inquires about and investigated under the light of factual treatment. The outcomes affirm the significance of worldwide brands (impact of European brand over American brand) over neighborhood mark in the Indian attire buyer showcase.

Mats Urde, Christian Koch (2014) in their exploration paper "Market and brand-situated Schools of Positioning", updated the idea of situating to separate between principal ways to deal with it and outline a plan of schools of situating. Two ways to deal with characterize a brand's position were recognized and presented: market-and brand-arranged situating. Five primary schools of situating show how these are extraordinary and why separating between them matters. The decision of school infers the market-and additionally mark situated way to deal with situating.

Nadereh Sadat Najafizadeh et al., (2012) in their exploration paper "A model for brand situating of sterile items utilizing the best factors on aggressive position and perceptual guide procedure" proposed a fitting model for situating with the utilization of item's separating highlights among focused items in cleanser and sterile items industry in Iran. The perceptual guide method is connected alongside factor examination procedures to acquire clients' psychological information and to perceive contenders' shortcomings and qualities which thus, results in suitable basic leadership about the item situating choice.

Sadasivan K (2011) in his examination article "Job of Involvement and Loyalty in Predicting Buyer's Purchase Intention towards Private Apparel Brand Extensions" analyzed the connection between inclusion, mark steadfastness and shopper's eagerness to purchase the expansion items from private stores that moves attire. The consequences of the investigation uncovered that inclusion assumes a noteworthy job in the basic leadership for clothes and impact the brand unwaveringness and shopper's assessment towards the expansion from attire store brands is affected by significance and closeness. Further, the outcomes likewise shown that customer's response towards the expansion item classification (non-solid or strong) is impacted by brand affiliation.

Edar Anana, Walter Nique (2010) in their paper "Recognition Based Analysis: An inventive methodology for brand situating appraisal" talked about the Perception-Based Analysis (PBA) and its ampleness for assessing brands situating from the perspective of the customers. Results proposed that PBA was both substantial and solid for catching yield mark situating, when it prevailing with regards to performing two essential division errands: (a) distinguishing bunches moderately homogeneous as far as brand recognition, and (b) depicting the general feeling winning in each gathering of customers about the brand evaluated.

Amit K. Ghosh, Goutam Chakraborty (2004) in their article, "Utilizing Positioning models to gauge and oversee mark vulnerability" built up a hypothetical structure by binding together the consequences of studies led in a few orders and this system is utilized to archive the impacts of brand vulnerability on brand recognitions and execution. A test that exactly sets up the utility of multi scale in estimating brand vulnerability was structured and directed and ideal outcomes were found. It presumed that for commercial

centers where mark vulnerability exists, such techniques give incorrect and inadequate data and recommended the manners by which the data given by multi scale can be utilized to enhance the broadness and nature of promoting plans.

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