

Use of Advertisements and Media by Apparel Brands: What Works Best

Report Submitted to

**INSTITUTE OF CHEMICAL TECHNOLOGY,
MUMBAI**



During summer research in
Department of Fibres and Textile Processing Technology

Under the guidance of
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DURATION OF PROJECT: 10th May 2016 to 30th June 2016

DATE OF SUBMISSION:

ACKNOWLEDGEMENT

Success of a project chiefly depends on the effort of a number of marvelous people who have always given valuable advice or lent a helping hand. I sincerely appreciate the inspiration, support; assistance and guidance of all those people who have been actively involved in making this project a success.

I take this opportunity to express my eternal gratitude and deep regards to my guide **Prof. (Dr.) M.D. Teli** for his commendable guidance, patience, kindness and constant encouragement throughout the course of this project. The blessing, help and guidance given by him time to time made it possible to go through all the obstacles which came during the entire session of my project. He spent his most valuable time for one to one discussion giving extremely valuable inputs.

I wholeheartedly thank **Mr. AranyaMallick** for his support, insight and motivation throughout the project and his willingness to help in all aspects of this project without which the project wouldn't have proceeded. My project was a great learning experience because of all he did.

Lastly, I would like to express my sincerest appreciation to almighty, my parents, friends and all of my extended family for their everlasting support and encouragement.

UNDERTAKING

I, Ms. Dipanwita Ray, declare that this project contains the bonafide research and survey work on the topic “Use of Media and Advertisements by Apparel Brands: What Works Best” done by me in the Department of Fibres and Textile Processing Technology at the Institute of Chemical Technology, Mumbai as a summer research project for a period of seven weeks (10th May to 30th June, 2016).

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Abstract

Advertising gains ample importance when it comes to a necessity product having a huge market competition. Fashion industry has become a niche market requiring aggressive advertising as a factor to stay above the rest. This research has revealed what advertising mode works the best, and additionally what brands can include to improve branding. The goal of this research is to fill the communication gap between consumers and apparel brands with respective to advertisements and branding. Uses of CSR activity and sustainable practices for branding have been highlighted.

Data was collected by carefully developed questionnaire for consumers and apparel brands. The responses were analysed by charts and graphs. A focus group interview was thematically analysed. The findings showed that television commercial, newspaper and internet advertisements were the effective modes depending on age group (or target consumer). Involvement of environmental awareness and CSR in advertising was appreciated by consumers.

The results of this research can be used for further analysis on a specific advertising mode or influence of CSR and sustainability for branding. It serves as an effective synopsis of consumers' preference versus apparel brands efforts.

Keywords: apparel advertisements, attitude towards the advertisement, purchase intention, effective advertising, apparel brands, CSR activity.

Chapter 1

Introduction

“Stopping advertising to save money is like stopping your watch to save time.”

-Henry Ford.

The brilliant quote by Henry Ford portrays the importance of advertising by itself. Facts and stats show that global spending on media is forecast to rise from \$1.6 trillion in 2014 to \$2.1 trillion in 2019.¹

Advertisements form an integral part of marketing communication between consumers and company. ‘Advertisement’ is derived from the word ‘ad vertere’, which means “to turn toward” in Latin. The motive of advertising is to deliver the proper message to prospective customers, enhance the company's image, draw customers to the business, and to hold existing customers. Today, advertising is widespread all over the world in different countries. The turbulent environment of the 20th century, is witnessing cut-throat competition, rapid changes in technology, products, methods and emergence of new marketing challenges. All these only indicate the significant role of advertising in the survival and growth of business units. Advertising uses every possible media to get its message through. It does this via television, print media like news-papers, magazines, journals etc., radio, press, internet, direct selling, hoardings and banners, mailers, contests, sponsorships, posters, events, audio-visuals and even people (endorsements).² The survey statistics in this report will give an idea of which is the most preferred advertisement media that works the best for apparel consumers.

1.1 History of Advertisement

Advertising existed as far back as 3000 B.C.³ The first advertisement was rather in the form of stenciled inscriptions and were found on earthen bricks prepared by the Babylonians. Ancient Greece, Rome and Egyptians used papyrus to make sales messages and wall posters. Archaeologists have uncovered many eye-catching sign painted on the

wall of a building, notably in the ruins of ancient Rome and Pompeii. Advertising in India dates back to the Indian civilization. Ancient artifacts found at Mohenjodaro and Harappa, have names engraved on them, similar to the present trade mark system.⁴

In the 18th century, advertisements started to appear in weekly newspapers of England. Signs over shops and stalls were naturally the first efforts in the direction of advertisements. Back then, advertisements served the purpose to communicate product information than promote brands.

The period of scientific development from 1925 to 1945 saw a fast growth of advertisements. Efforts were made to test the effectiveness of advertisements as selling tool. Consequently, emphasis was laid on consumer research with a view of making advertisements more meaningful and ethical. This period saw many agencies and organizations giving serious attention to various methods for testing the sales effectiveness of advertising strategy, media and copy. In India, there were 45 agencies in 1944, against 14 Advertising agencies in 1914, indicating over a threefold increase in the number of agencies. 1930's can be considered as the period of consolidation in the history of Indian advertising. The 'Swadeshi' movement made a turning point in the history of advertising in India as this movement had led to the increased appearance of advertisements in the country with a view to popularize Indian goods against the imported goods.⁵

When televisions flourished in 1950s, advertising business got a much needed momentum. Advertisers could demonstrate the use of their products and services and present well-known figures to praise such products and services. With the passage of time, advertisements gained an important position. Advertisements generated greater sales as well as played an active role in boosting the images of companies.

The year 1976-1977 was a turning point in the history of Indian advertising. Doordarshan (DD) started accepting advertisements. On 1st January, 1976, commercial advertising was introduced on television and revenue from commercial advertising had shot up, leading to a flooding of sponsored programs and the opening of a second channel in Delhi and Bombay.⁴

From the 1990s, advertising has gained online platform. At the turn of the 21st century, a number of websites, including the search engine Google, started a change in online advertising by emphasizing contextually relevant advertisements based on an individual's browsing interests. Many advertising agencies for radio advertising, television commercials, newspaper prints, etc., were established.⁶

Since then, setting up advertising agencies for business opportunities has been on the rise as advertisements form an integral part of a company's business.

1.2 Advertisements in the Apparel Industry

Throughout the years, apparel has been a basic human need and forms an important aspect in one's life for their protective, comfort, fashion, creativity or emotional needs. Then why is advertising needed for a basic human need? In the past advertisements were meant to give product information and consumers purchased as per their need. However, with the cut-throat competition in the fashion industry and apparel market, marketing plays a crucial role to differentiate one's products from the rest. New products are introduced; they rule the market for a while and then are made obsolete. The fashion industry has switched to a 'fast fashion' industry due to globalization, disposable income, media exposure and global and psychological trends. To keep from falling, building a brand image is essential for a company or manufacturer.

1.2.1 Importance of Branding

Success in the apparel industry is more than just designing- it is selling the products. The easiest way of selling is with a good brand; on the other hand, building a brand image is not an easy task. On establishing a distinctive brand identity, the quality and style of the product is conveyed by the brand name. Positive features of the product are highlighted by branding. Also, the product is displayed as 'exclusive' in the consumer's eyes, thus encouraging them to buy. Brand image, a psychological aspect of a brand is a symbolical representation created in the mind of the potential consumer, consisting of all product information and expectations of a brand. Brand image is developed over time through advertising campaigns. The brand image carries reputation that helps in sale of the

product among status savvy consumers. A consumer's relation with the brands has the following aspects:

- Higher the cost of the apparel better is the quality.
- Need for uniqueness by consumer is satisfied by limiting distribution of the product.
- A renowned brand image gives confidence and satisfaction to a consumer that a quality product is being purchased.
- Brand indicates status symbol. Clothing is referred to as a 'silent language'. Branded clothing satisfies the consumer's ego that he is wearing a reputed company's outfit.
- On developing brand loyalty for the product, the customer prefers buying from the particular brand only without much thinking.

Making a consumer believe that the particular brand is always associated with quality requires efficient psychological approach. When faith is developed in a particular brand, the customer does not evaluate the brand every time they shop. This reduces their searching time. Also, customer gets a mental satisfaction for quality and/or status, which motivates them to take purchase decision. Positive purchase intentions enhance a company's business and lead them to success.

1.2.2 Channel of Communication

A communication channel refers to a medium through which a message is transmitted to its intended audience, such as print media, electronic media, etc. In order to sustain and succeed in today's vying environment, the apparel companies must be able to formulate effective marketing strategies for their target markets. Apparel brands use various and creative advertising strategies.

The advertising media can be classified as shown in Table 1.1.

A clothing brand makes use of the three channels effectively and efficiently. The target market is analysed and the advertising strategy planned accordingly.

Table 1.1: Channel of Communication

TYPE	MEDIUM	PURPOSE
Above The Line (ATL)	Radio, TV, Newspaper, Magazines, Out-door	Very broad reach
Below The Line (BTL)	Vertical Banners, E-mail Marketing, CSR Activities, Events (e.g. Fashion Show)	Targets specific groups of people
Through The Line (TTL)		Use of both ATL and BTL

Above The line Marketing

Above The Line (ATL) refers to the promotional activities done at a large-scale. The outreach of this type of marketing is to a mass audience. ATL marketing has the potential to create huge brand awareness as well as brand image about the company's product.⁷

- **Television Commercials:**

They are meant to reach a large audience, not necessarily the target audience. Television commercials can deliver enough product information to the consumer, at the same time being entertaining. TV is an expensive mass marketing channel, but fashion houses with a larger budget should not discount the branding power of TV.

- **Newspapers:**

Newspaper advertising has been a very popular and widely used mode of advertisement. Classified advertisements and display advertisements are the two kinds of advertising in a newspaper. Apparel brands use newspaper as a mode to create brand awareness, new product launch and discounts. Simplistic advertising is used by brands as more write up can show desperation. Advertisements on newspapers usually consist of a model displaying a style in a simple background and the brand name is highlighted. A simple, yet sophisticated approach is used for advertising on newspaper.

- **Magazines:**

Magazines are of various types- fashion, science, in-flight, etc. Although magazines have reach to a mass audience, only interested people will read a magazine. Hence, displaying

an advertisement in a magazine needs thought as in which type of magazine will fetch them appropriate customers. Luxury brands mostly use fashion magazine and in-flight magazine to advertise their products. Science journals are used by brands employing new technologies in their products.

- **Billboards:**

Billboards are a traditional Out-of-home (OOH) advertising format. Recently, digital billboards are also being installed at many places. The advertising can be specifically targeted to an area where the billboard is physically located. Billboards typically show large; apparently witty slogans and o beat visuals. Clothing brands use creative advertisements such that they are eye catching for the passerby and brand awareness is created.

Below The Line Marketing

Below The Line (BTL) is an unconventional method of advertising and forms a part of non-media communication. BTL promotions are directed to target consumers as per their needs and preferences. Direct communication is done through event sponsorship, banners, public relations, fashion shows, etc. While ATL is used for branding, BTL serves to generate loyalty among customers and repeat sales. This type of advertising is efficient and cost-effective. Event Sponsorship: Clothing brands sponsor sports events, musical concerts, fashion events to advertise their brand and products to specific consumers. Vertical banners, hoardings and digital logo display are commonly used methods for branding at sponsored events.

- **Corporate Social Responsible (CSR) activities**

Increasingly, CSR activities are being given a lot of importance and companies are incorporating their CSR activities with their marketing activities. Consumers are becoming more aware of the social and ecological environment issues. A positive initiative by a company to address these issues enhances the brand preference. Maintaining ethical working conditions in sweatshop and sustainability are the major steps taken by Apparel Company as a part of their CSR. Medical assistance, tie-up with NGO, rural outreach programs, women empowerment are some of the CSR activities undertaken by apparel companies.

- Fashion show

Fashion weeks are not just about clothes. Fashion houses use innovative digital marketing to outshine each other. Many fashion shows are streamed online; magazine editors, fashion bloggers, digital-savvy celebrities are seated on the front row to give a fashion house's newest lines media exposure

Through The Line Marketing

Through The Line is an integrated approach which combines ATL and BTL marketing. ATL marketing is used to attract customers by sales promotion which is a BTL marketing strategy. An example of TTL marketing incorporated by apparel brands, brands place a newspaper advertisement to invite people for store inauguration or sales. The mass audience gains brand awareness and the target customers reach the store.

1.2.3 Brands and their Advertising Scheme

Apparel brands depict their product style, class and prestige through advertisement that provokes consumers to buy. Apparel brands, both Indian and international, face a constant competition to sell their products. In order to catch the buyers' attention, they need to come up with different modes of advertisement.

Some of the apparel brands are listed below with their common advertising modes.

Local Indian brands

Raymond, Killer Jeans, FabIndia, Biba, Siyarams' are a few Indian apparel brands making use of innovative advertising schemes as their advertising strategy.

- Raymond advertisement:

Raymond advertises a 'Complete Man'- depicting a caring father some-times, at other times a doting husband or a sincere friend. The man is shown to be wearing a crisply ironed Raymond suit, looking suave. The television commercial of Raymond became quite popular and connected well with the upper middle class people. In an advertisement to promote their line 'made to measure', Raymond combined the ideas of 'craft' and

`science'. An article quotes ShailenSohoni, COO, RK Swamy BBDO having said,“We have always taken care to not showcase Raymond as an elitist brand. Emotions and relations are the same across people and that is why the ads connect well”.⁸



Figure 1.1: Raymond advertisement

- Killer Jeans advertisement:

Killer Jeans had launched its water-saver jeans some years back. They claimed that 80 litres of water was saved per pair of jeans. Also, the manufacturing which claimed to save 80 litres of water per pair by tweaking the manufacturing process along with reducing environmental footprint of chemicals and effluents.⁹The brand advertised this in a television commercial. Killer Jeans also carried out an advertising campaign titled `What's your cut?'. Print advertisements and Out-of-Home advertisements like hoardings, bus wraps and panels were used to promote their campaign. The advertisement focused on sustainability. The attempt of the campaign is to encourage and exhort young people to stand up and have their own opinion, no matter how warped", said Rohit Malkani, ECD, Grey Mumbai and the copywriter on the campaign.¹⁰



Figure 1.2: Killer Advertisement

- FabIndia advertisement:

FabIndia never advertises aggressively. They consider their customers to be their best brand ambassador. Branding of FabIndia mainly takes place by word of mouth publicity. The company uses print advertisements, advertorials, mobile marketing, and in-store posters only during promotions.



Figure 1.3: FabIndia advertisement

- Biba advertisement:

The video advertisements by Biba are based on their campaign 'Change is Beautiful'. They address social issues prevalent in India like dowry and arranged marriage system, and also highlight gender equality in the modern era. Apart from these, the ethnic Indian attire is showcased in their print advertisements.



Figure 1.4: Biba Television Commercial

- Siyarams' advertisements:

Siyarams' is known to be a company spending lavishly on advertisements in India. Celebrity endorsement plays an important role in promoting their advertising campaigns. Saif Ali Khan, M.S. Dhoni, Rashmi Nigam have been their brand endorsers. Television commercials and print media are commonly used by them. The company also holds Siyaram fabric shows that aim to increase awareness among its target audience about the company's range of products.



Figure 1.5: Siyarams' advertisement on billboard

Global brands

Indian retailers are tying up with many international brands. They look after the retailing and marketing of these brands in India.

- Levi's Strauss Advertisement:

Creative advertisements by Levi's have always been appreciated by the Indian consumer. Television commercials, print media, internet advertisements are commonly used by Levi's India for marketing. The campaign by Levi's for the launch of its denims 'Revel' carries the intriguing tagline 'Let your body do the talking'. Television commercials deliver the product information and benefits in an entertaining way.



Figure 1.6: Levi's Advertisement

- Marks & Spencer Advertisement:

M&S launched an advertising campaign focusing on linen in the country. Ritesh Mishra, head of buying and merchandising at Marks & Spencer Reliance India, said: "By tailoring our linen over for our Indian customers to have more colours and styles all year round, complemented by our new linen marketing campaign, we're continuing to grow our linen business in India and take our customer engagement to another level".¹¹ Their advertisements remain simplistic yet effective.



Figure 1.7: Marks & Spencer advertisement

- Zara Advertisement

Zara, a fast fashion brand believes in bringing customers to them without going to the customers, implying, they hardly advertise. Zara's parent company Inditex spends just 0.3% of revenue on advertising their products. Their store ambiance, shop window, meeting market needs serves to build a massive brand. The few print advertisements by Zara are during promotion sales. These advertisements are extremely minimalistic.



Figure 1.8: Zara advertisement

Luxury brands

Luxury apparel brands from all around the world are stepping in India as they realise the presence of potential consumers in the country. Burberry, Armani, Louis Vuitton are a few of the luxury apparel brands in India. These luxury labels advertise based on the prestige that they have earned. Apart from advertising on fashion magazines, internet advertising by social media is stepping in. The brands have their Facebook page which is constantly updated with new product launch, fashion show, etc. Through the use of social media campaigns, such as Burberry Acoustic, and the increased courting of an online audience, Burberry has seen its revenue increase by 29% in 2014. A hefty amount is paid to their brand ambassadors. Louis Vuitton paid Angelina Jolie \$10 million in 2011 and Robert Pattison allegedly got \$12 million for his Dior campaign.¹²

Chapter 2

Review of Literature

2.1 The Indian Fashion Market

Fashion is a deep-rooted aspect of human life that gives individuals an opportunity for self-expression.¹³ In its compelling desire to produce innovation that stimulates and multiplies insatiable desire; fashion has turned out to be the most developed form of commodity capitalism. This compulsive innovation leads to the characteristic that the fashion industry is so dynamic and fast moving. Rajput et al. (2012) highlights that fashion industry is a successfully blooming industry and in India, has a growth rate faster than that of the overall Indian retail market.¹⁴ Indian local brands like Raymonds, Provogue, Zodiac, Spykar, Killer, FabIndia have a strong advantage of developing close relationships with consumers. In spite of being constantly confronted and threatened by competition from global brands, India is a manufacturer and exporter of international clothing brands like Gap, Tommy Hilfiger, Espirit, Wills Lifestyle, Peter England, Allen Solly, etc.¹⁵ A report by Technopak Advisors, a leading management consultancy, says that the Indian domestic apparel market, is expected to grow at a compound annual growth rate (CAGR) of 9% over the next decade from 2012.¹⁶

Apart from Indian and Global brands, even global luxury apparel brands are eyeing the Indian markets. Industry analysts assert that the high priced global luxury brands need to sell at discounted rates to sustain in the market.¹⁷ However, as per Rahman et al. (2014), introducing new fashion by apparel companies is not a difficult task but to riddle in the market is a key element for the company's' success.¹⁸ Hence, effective advertisements in the form of print, digital, brand personality, etc., is crucial for increasing brand awareness and influencing consumer's buying behaviour.¹⁹ The perceived performance on various marketing dimensions results in added value of a brand in the consumer's mind.²⁰

2.2 Indian versus Global Brands

The rise in Indian consumers' income and their spending power, gives a boost to domestic retailers and foreign players to exploit the Indian market place.²¹ With globalization, many foreign brands are competing with local ones in the hostcountries and research says that consumers perceive foreign and local brands differently even within the same product category.²² In a developing country like India, it has been evident from various researches that consumers prefer foreign brands over Indian ones and more so for products regarded as status-revealing such as clothing^{23, 24} A survey conducted by Teli et. al. (2014) reported that majority of respondents purchased both Indian and foreign brands, however, out the rest foreign brand purchasers were higher.²⁵ Consumers in developing countries wishing to lead a life similar to western cultures, mimic the western practices by purchasing foreign brands.²⁶ Numerous foreign apparel brands from France, Italy, UK, etc., are available in India, and American apparel companies such as Ralph Lauren, Banana Republic, Nike, Lee, and Levi, are doing business in the Indian market.²⁷ Kumar et. al. (2009) study examined the effects of individual characteristics (consumer's need for uniqueness (NFU) and attitude towards American products) and brand specific variables (quality and emotional value) on purchase intention toward a U.S. retail brand versus a local brand. They found out that Indian consumers with more positive attitude toward U.S. retail brand products considered the local brand to have low quality and emotional value. Usually advertising campaigns impart emotionally-appealing messages stressing the uniqueness of wearing a U.S. clothing brand. For Indian retailers to benefit, investment in advertisements is required to create awareness of local apparel brands. Aggressive marketing strategies should be employed for improving the Indian apparel brand image and consumer perception in terms of product quality and evoke a positive emotional feeling.²⁸

2.3 Apparel Advertisements

An advertisement is a blend of creativity and strategy. Advertisements aim to create awareness of the brand and its products, embed the brand image, and have a positive influence on the consumer's buying behaviour.²⁹ Brand image is a major factor as it assures quality and the customer strategically chooses to buy the product which is branded.³⁰ Advertisements are a source of information, a time saver and assurance of quality for an average consumer.³¹ Consumer judge price according to quality of any product. It has been found out that when brand awareness is effective, the price or convenience does not matter to the consumer and they consider repeated purchase from the brand causing increased sales for the company.³² Lahiri et al. (2013), conducted a study on factors influencing consumers' fashion behaviour in West Bengal and Bangladesh. Their objective of their study was to identify the factors that influence consumers' fashion behaviour and analyzed consumers' preference for apparel items in Bangladesh and West Bengal. They used SPSS software to analyze their data. Their findings proposed that advertisements and creativity, followed by quality and availability are a more influential factor for apparel purchase intentions. Thus, in the fashion industry, fashion marketers play a vital role.³³

Research has been done upon the importance of emotional appeal in advertisements. Pickett, Baker and Ozaki (2008) indicate that companies should utilize emotional appeal in their marketing communications as it has impact on decision making and attitude leading to purchase.³⁴ Music in fashion video advertisements which evoke emotions give a positive response to the brand.³⁵

Television advertising employs attention grabbing trick such as catchy and pleasing music, lyrics, jingles, humor and repeated messages. The result of a re-search by Kotwal et al. (2008) was that television advertisements were entertaining as well as informative to the viewers. Television commercials providing information regarding product quality, brand name, discounts and non-informative catchy slogans, good music, visual effects are appreciated by consumers.³¹ Advertising on television is considered to be effective by many companies not only because they provide information but also millions of people may be watching the same telecast at a particular point of time. Travez et al. (2008), gives an example of event driven advertising method during a boxing event where in brand's logo can be displayed at the centre of the rink. The researchers suggested that

advertising during the event are more effective because viewers of the match will be forced to see the logo unlike during intervals.³⁶

Print apparel advertisements are displayed in outdoor billboards, newspapers, magazines, catalogues, public transport. Roxy et al., attempted to analyze consumer's response to missing information in print apparel advertising. In their view, print apparel advertisements are mainly for displaying the fashion clothing and brand names. The creativity and importance of print advertisements design is important to attract consumers. They lack detailed information. However, as per the survey conducted of 304 individuals, it was found out that consumers tend to find missing information from other sources such as media, word of mouth and salesperson in stores.³⁷ An article by Gross (2005) highlights a creative method for print advertisement. The Cooley Group, Rochester N.Y. sold compressed T-shirts at a local festival with festival information print and sponsor's name printed on it. It served as a walking advertisement.³⁸

Online advertising has gained importance lately and is a new and fast growing way to advertise. Links on sites, banner and small advertisements on sites, pay-per-click advertising are some of the services provided by the internet.³⁹ Krishnan and Vemulpalli (2010), carried out work on web pages and methods for displaying targeted online advertisements in a social networking media space. In their paper's background of invention, they mentioned that online advertisements can build brand awareness among potential consumers and also facilitate online purchasing of products. They say that the chances for the online users to be interested in advertisements are small. Usually they are presented to user with no or little knowledge of the user and hence many choose to ignore it. Their invention filled the need of selecting relevant advertising to the target users by utilizing the knowledge of friends or acquaintances of the target user.⁴⁰ Based on the survey conducted by Teli, M.D. et al., (2015) majority of people came to know about online shopping via advertisements on social networking sites and media. Advertisements on social networking sites have had an impact on consumers and proven to be the best marketing strategy for online purchase.⁴¹ In Souza's review about luxury brands' usage of social media for their branding, he says that visual aspect of fashion advertising in magazine and on billboards have carried over to social media with many of the luxury brands choosing to focus on platforms that are visually heavy. He cites other papers giving examples of brands that have been adopting other visual platforms like Burberry adopting YouTube, and LVMH's brands have adopted interactive social media platforms

such as Instagram. Apart from these, he also mentions about fashion blogging that has become a new trend for creating awareness of luxury brands⁴²

Apparel brands hire brand ambassadors as models in their advertisements. As defined by McCracken (1989), a celebrity endorser is 'any individual' who enjoys public recognition and who uses the recognition on behalf of a consumer good by appearing with it in an advertisement.⁴³ It is a very popular advertising strategy to hire brand endorsers. Past researches have shown that some advertisers believe that hiring celebrity spokesperson will result to higher sales as compared to anonymous models. Rodriguez (2008) reviewed the work of Erdogan et al. (2001), according to which the endorser makes an advertisement stand out of the rest, adds value to the brand and most importantly builds a lasting impression to encourage potential consumers to make a purchase.⁴⁴

Wang et al. (2002) attempted to understand consumers' attitude towards advertisements. They compared traditional media with internet-based media as well as directional and brand building advertisements. It is mentioned that as compared to traditional media, internet has higher potential and thus more opportunities for consumers. An example is given: Internet based advertisements can provide higher interactivity than many of the advertising carried in traditional media and also be customized easily to better suit a consumer's needs. On a concluding note, they say that internet and web are capable of supporting goal-oriented consumers better, thus providing a great potential for Internet-based directional advertising. However, they focused on the different types of advertisement and not the various advertising media.⁴⁵

2.4 Sustainability in the Apparel Industry

"Sustainability" is a buzzword in the research and management arena, often paired with Corporate Social Responsibility. It is a multi-dimensional issue and a comprehensive understanding of humans and their lives is required. Seidman notes, "Sustainability is about much more than our relationship with the environment; it's about our relationship with ourselves, our communities, and our institutions".⁴⁶ The fashion industry has been increasingly under spotlight as a significant contributor to global environmental issues and is an overlooked issue.

Today's fast fashion where in 'here today, gone tomorrow' is the ideology, is one of the

major contributors to unsustainability.⁴⁷ Due to swift changes in consumers' fashion taste, retailers may hold up to 25% to 40% unsold products at the end of the selling season. These can be sold by advertising deals and discounts by the retailers and distribution of some percentage of clothing to the needy for free. Lately, fashion has been regarded as the second largest industrial polluter as clothing producers are increasingly linked to hazardous emissions when fabric processing and large amount of fertilizers and chemicals for growing natural fibre crops.⁴⁸ As per Kong et al. (2016), fashion brands must identify and incorporate effective sources and types of sustainable knowledge into their marketing strategies to expand their business scope.⁴⁹ Closed-loop supply chain management, Corporate social responsibility, and economic sustainability, are all related to sustainable fashion business operations management.⁵⁰ Either through advertisement and promotion of brands, or through endorsement of celebrities companies motivate consumers to follow the new fashion trend and buy their product. Such strategies can drive consumers to purchase green apparel.⁵¹ Numerous consumers are increasingly paying attention to how and what the garments they purchase are made of and demanding fashion manufacturers to be directed by ethical principles at every stage of their supply chains.

Motivated by these consumer demands, fashion companies have started providing more sustainable alternatives of conventional products.⁵² Bin Shen (2014) reports that H&M has constructed its sustainable supply chain in developing eco-materials, providing safety training, monitoring sustainable manufacturing, reducing carbon emission in distribution, and promoting eco-fashion.⁵³ Based on a survey conducted to examine the influence of brand name and message explicitness on marketing eco-fashion, it was found out that attitude toward brand, subjective norm, attitude toward advertisements, eco-fashion involvement, and environmental commitment were strong predictors of intention to purchase an environmentally friendly apparel brand.⁵⁴ However, certain consumers though showing concern for the environment, purchased clothing of ongoing trend and that was cheap i.e. low cost to them, high cost in environmental and social terms. They thought of eco-fashion to be boring and monotonous like those from GAP. Youngsters definitely support the idea of sustainability, but do not apply such ethics when it comes to sustainable fashion.⁴⁷ Bonini and Oppenheim, refer to the lack of awareness, negative perceptions, distrust, high prices, low availability as being barriers to sustainable fashion.⁵⁵ Hiller Connell's (2014) research portrays that consumers can enhance their

sustainable fashion consumption decisions provided they are more aware of details about how a garment was produced, how long was the supply chain, and what is the environment impact in terms of the “carbon outputs” as well as where to purchase sustainable apparel. The advantages and effects of buying sustainable goods are generally not well communicated.⁵⁶ Thus; sustainability should be communicated as an extra advantage, and not aggressively, but rather quietly and implicitly, to prevent consumer scepticism.⁵⁷

2.5 Corporate Social Responsibility by Apparel Companies

Corporate Social Responsibility (CSR) as defined by ISO 26000:2010 is an organisation’s responsibility for its decisions and actions that impact society and the environment. (International Organization for Standardization, 1992).⁵⁸ An article by Teli, S.M. (2011) elaborates on the significance of CSR in the trade of retail branded apparels. A study was conducted to examine how far manufacturers' good ethical practices and respect to environmental protection influenced consumers’ apparel buying behavior. It was found out that conscious consumers were ready to pay a little extra to encourage such positive attitude in suppliers.⁵⁹ Apparel companies are increasingly marketing based on their Corporate Social Responsibility policies and practices to promote their brand and increase their sales. A thesis by Jamie (2000) mentions that numerous research has been done to explore the social responsibilities from apparel consumers' perspective but less on how apparel and textile companies use social responsibility appeals in brand marketing. Researchers have analyzed the efforts taken by apparel companies for brand building and increasing purchase intentions by incorporating social responsibility in their advertising. He conducted a survey and reviewed the corporate social responsibilities undertaken by multinational apparel brands-Gap, Inc., Levi Strauss & Co., and Nike over the years.⁶⁰ Kim et al. (2001) reviews that many well-known apparel manufacturers have been credited for their socially responsible business practices. A few such practices are providing health and safe work environments, ending violence against women, not practicing discrimination in hiring, and not using child labour. They give an example of the apparel brand Only, famous for its outerwear and sportswear. ‘Only’ funded \$100 million to social advertising campaigns addressing drug abuse and voter registration. As a

result, the firm estimates that it received as much as three times the value of its advertising budget. A few studies suggest that social advertising may be helpful to consumers as an influential tool in shaping attitudes and possibly in developing more positive social behaviors; while a few others claim that positive attitude towards social advertisements do not necessarily influence consumers buying behavior.⁶¹ Apparel brands communicate about their socially responsible (SR) practices through marketing messages and advertisements to create a niche for themselves and show their SR efforts.⁶² Hyllegard et al. (2012) carried out a research by conducting an online survey of 764 adults to examine consumers' response to apparel companies' use of hang tags to emphasize their socially responsible (SR) business practices. They concluded that the presentation of information on hang tags could have influence on consumers' responses to the hang tags themselves, which in turn, will influence attitudes and behaviors toward apparel brands.⁶³ A study by Kim and Damhorst (1999) examined consumers' response to environmental claims by advertisements. They considered undergraduate students as respondents. Their study produced a conclusion that environmental advertising claims were not effective in generating more positive consumer response to apparel advertisement.⁶⁴

Chapter 3

Scope of the Survey

This survey report provides an insight to the modes of advertisements that influence a consumer's' apparel buying behaviour and whether they are in correspondence with the ones used by the brands. Two surveys were carried out.

1. Consumer Survey- among 241 consumers belonging to the age group 15 to 50,
2. Apparel Brands Survey- among 41 apparel brands which included Indian, global and luxury apparel brands.

The said demographic in the consumer survey were questioned on their preference of apparel brand, advertising mode influencing their purchase intentions and their views on corporate social responsibility. Also, they were asked to suggest innovative branding ideas that they would like to see in the future. The answer of the similar questions were sought from the apparel brands which included preferable advertising modes, CSR activity undertaken and the concerns over the eco-friendliness of the products.

This survey focused on various sub parts: (1) elements in an advertisement, (2) corporate social responsibility and sustainability, (3) most influencing mode of advertisement.

Chapter 4

Methodology

Research Approach

This report followed a qualitative research approach. A qualitative re-search refers to a method of inquiry employed in many different and social academic disciplines (social sciences and natural sciences), also in non-academic contexts like in market research, business, and service demonstrations by non-profits.⁶⁵

This research aimed to analyse the mode of advertising that works the best for a consumer to purchase apparel and their perceptions relating to corporate socially responsible activities to be undertaken by apparel companies. A thorough examination was done on consumer's purchase attitude as well as brand's sale based on the various modes of advertisements. A few consumers were vocally interviewed while majority had to fill up a questionnaire consisting of multiple choice and text answers. Thus, the nature of this research is investigative and flexible. A qualitative research was hence suitable.

Data Collection

Consumer Survey- Questionnaires were mailed to most physically handed and orally interviewed a few. In all, 241 consumers participated in the survey. The responses were recorded online. The respondents belonged to the age group 15 to 50 years, of which, 38.1% were female and 61.9% male.

Apparel Brands Survey- Questionnaires were mailed to the public relations (PR) or media department person from the respective brand as well as companies website were checked by the surveyor for data. A total of 50 apparel brands were initially chosen for the purpose and 41 out of it were finalized. The 41 apparel brands included Indian origin brands, global brands and luxury brands.

Ethical Considerations

The consumers, who formed a part of the survey, participated voluntarily. They were informed about the background of the research, its purpose and their role in the survey.

Also, it was mentioned that this research work is being done voluntarily and for non-commercial purpose. While vocally interviewing the consumers, their time constraints were taken care of.

Analysis

The responses by consumers and apparel brands were recorded on two separate online forms and were summarized by using graphs and charts. Subjective answers were carefully studied and similar views were grouped. A few interview answers have been mentioned as said by the participants.

Chapter 5

Analysis and Findings

5.1 Consumer Survey

The survey among consumers centered on finding out their preference regarding the best mode of advertisement. Consumers' reaction to CSR activities by apparel brands was also studied. A total number of 241 responses were recorded. The analysis of consumers' response to survey questionnaire is given in the following section.

5.1.1 Preference of Brand

Consumers were asked their brand preference- Indian Brands versus Global Brands.

Table 5.1: Preference of Brands- Indian versus Global

PREFERENCE	RESPONSES
Strongly Indian Brands	21 (8.7%)
Indian Brands	27 (11.2%)
Neutral	93 (38.6%)
Global Brands	66 (27.4%)
Strongly Global Brands	34 (14.1%)

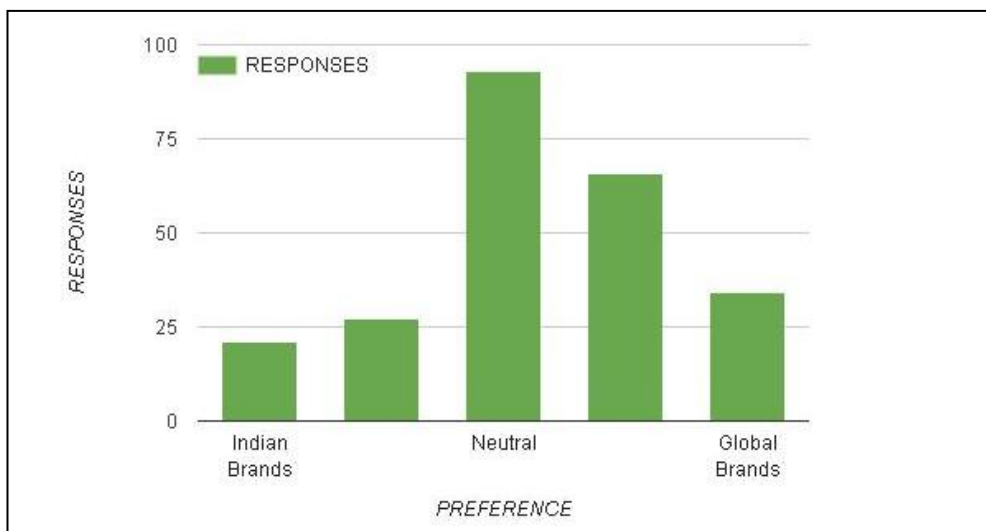


Figure 5.1: Preference of Brands- Indian versus Global

As per the results shown in Figure 5.1 and Table 5.1, majority of the consumers (38.6%) are neutral over their choice of Indian brands and global brands, i.e. they do not have any specific preference and would purchase both brand origins based on other choice factors. It is also seen that higher number of consumers has a positive inclination towards Global brands over Indian brands. In the present survey, 14.1% (34) consumers strongly preferred global brands and 27.4% (66) preferred global brands slightly more than Indian brands. The percentage of consumers preferring Indian brands is on a lower side. 8.7% (21) consumers strongly prefer Indian brands and 11.2% (27) consumers prefer Indian brands slightly above global brands.

The results are quite in line with the earlier surveys²⁵²⁸. As mentioned in the literature review, the possible reasons for this behaviour could be the zeal to follow western culture as well as the notion of considering Indian brands to be of inferior quality over global brands.

5.1.2 Purchase from a Particular Brand

The consumers were asked what factors make them purchase apparel from a particular brand.

Table 5.2: Factors causing purchase intentions from a brand

FACTOR	RESPONSES
Fashion Trend	83 (34.6%)
Cost Effectiveness	122 (50.8%)
Schemes and Discounts	71 (29.6%)
Quality and Comfort	207 (86.3%)
Brand Name	98 (40.8%)
Brand Ambassador	7 (2.9%)
Store Ambiance	34 (14.2%)
Other	6 (2.5%)

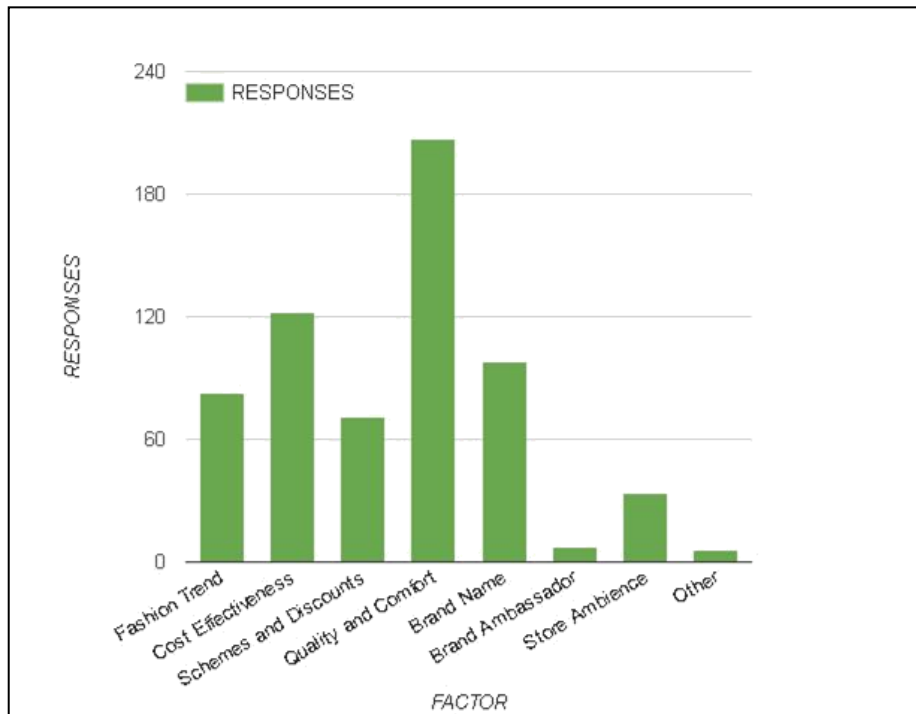


Figure 5.2: Factors causing purchase intentions from a brand

As seen from Figure 5.2 and Table 5.2, a big section of consumers i.e. 86.3% (207) purchase from an apparel brand because of the quality and comfort of the apparel provided by the brand. 50.8% (122) consumers purchase for the cost effectiveness and 29.6% (71) for schemes and discounts. Following this, brand name also played an important role for a consumer's purchase intentions. 40.8% (98) consumer purchase from an apparel brand because of their brand name. 34.6% (83) opted fashion trend, 14.2% (34) opted store ambience. A minimal 2.9% (7) opted brand ambassador and 2.5% (6) mentioned other factors such as CSR activity of the brand, sophistication, 'love at first sight', etc.

5.1.3 Mode of Advertisement

The consumers were asked: What advertisements have most influence on your apparel buying behaviour?

Table 5.3: Effect of Advertising Mode on Influencing Purchase Behaviour

ADVERTISEMENT MODE	RESPONSES
Hoardings	35 (14.5%)
Website Advertisements	89 (36.9%)
Print Media	64 (26.5%)
Television Advertisements	90 (37.3%)
Event Sponsorship	13 (5.4%)
Brand Ambassador	29 (12%)
In-Flight Advertising	8 (3.3%)
Magazines	36 (14.9%)
Word of Mouth	107 (44.4%)
Not Influenced by Advertisements	13 (5.4%)

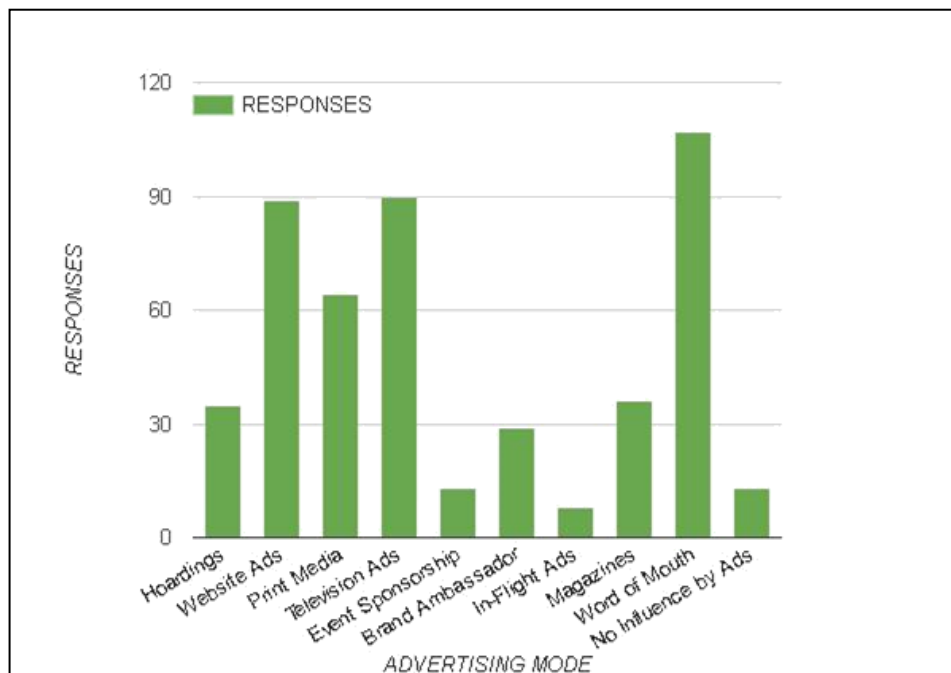


Figure 5.3: Effect of Advertising Mode on Influencing Purchase Behaviour

As seen from Figure 5.3 and Table 5.3, it is quite clear that Word of Mouth has the highest (44.4%) influence on a consumer's purchase behaviour.

Followed by that, Television Commercials (37.34%) and Website Advertisements (36.93%) have almost the same effect. Print media- newspaper advertisements also influence a decent percentage of the consumers (26.55%). It is also observed that certain

consumers (5.39%) are not influenced by any advertisements. When asked the reason for this, they said other factors like comfort, exploration, trying out various brands generally, and store ambiance influenced their purchase intentions.

5.1.4 Viewing of Internet Advertisements

The participants were asked whether they pay attention to internet advertisements.

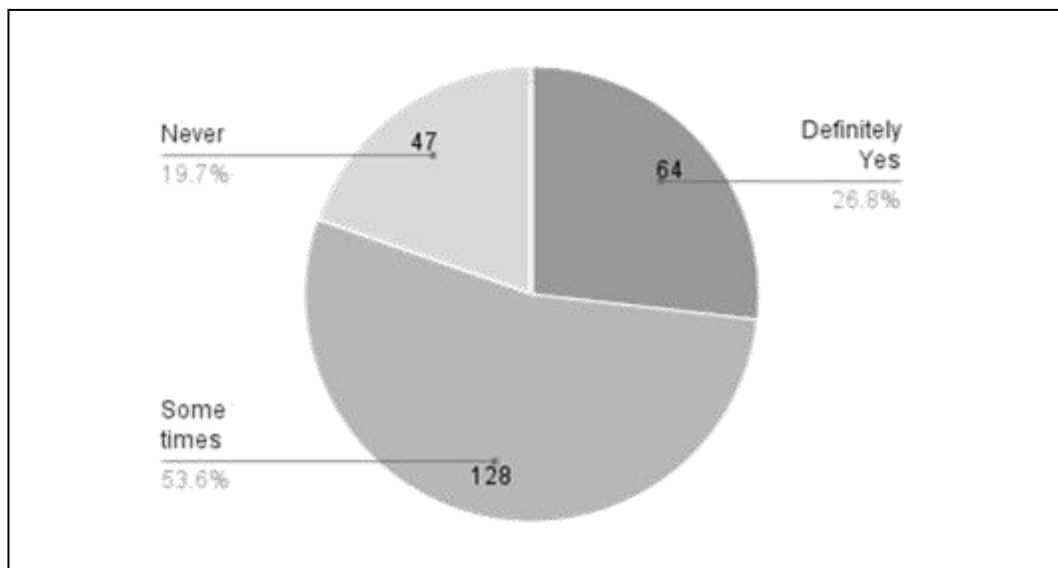


Figure 5.4: Impact of Online Advertisements on Consumers

As the Figure 5.4 depicts, 53.5% (128) consumers pay attention to online advertisements sometimes and 26.8% (6) sincerely do so. Therefore, 80.3% show positive response implying that majority consumers pay attention to online advertisements provided certain parameters are fulfilled which may be: interest field, visuals of the advertisement, time of advertisement display (it could be disturbing when an advertisement pops up in between an important work), etc. Thus, it is essential for a company to study the target customer to present an online advertisement.

5.1.5 Elements in an Advertisement

The participants were asked what is looked out for in an apparel advertisement by them.

Table 5.4: Importance of Elements in an Advertisement

ELEMENT	RESPONSES
Product Information	160 (66.4%)
Theme	65 (27%)
Videography in TVC	32 (13.3%)
Brand Ambassador	27 (11.2%)
Scheme and Discount	112 (46.5%)
A Level of Consumer Interaction	68 (28.2%)
Other	2 (0.8%)

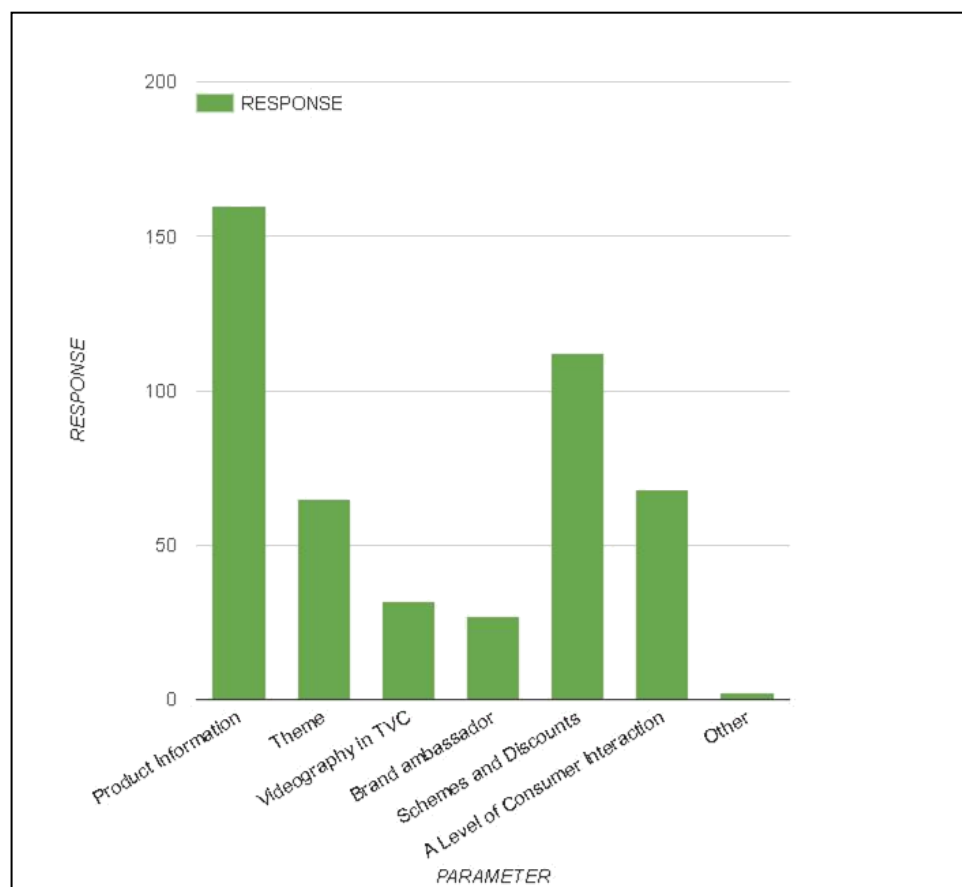


Figure 5.5: Elements in Advertisements that Concerns the Viewer

As observed from Figure 5.5 and Table 5.5, 66.4% (160) consumers said that they look out for product information in an apparel advertisement. It is conspicuous that a majority of the consumers want to know about their product before purchasing it and not do a blind purchase. Roxy et al., attempted to analyze consumer's response to missing information in print apparel advertising. They found out that consumers tend to find missing information from other sources such as media, word of mouth and salesperson in stores³⁷. Schemes and Discounts have always been a customer attraction strategy. This is visible from Table 5.4 as 46.5% (112) are looking out for schemes and discounts in an apparel advertisement. Other parameters gained responses as follows- 28.2% (68) for level of consumer interaction, 27 % (65) for advertisement theme, 13.3% (32) for videography in television advertisement, and 11.2% (27) for brand ambassadors. 0.8% (2) mentioned other parameters that included innovativeness and fun element.

5.1.6 Apparel Brands' Advertisements

The participants were asked an open ended question- What advertisement of any particular brand do they like the most.

20% of the respondents said they liked the television commercials by Raymond- 'made to measure', 'complete man', 'pure linen' and 'smart fabric'. 12% said they liked Levi's television commercial. These were the two brands on majority. Other replies were- Manyavar: TVC, Peter England: TVC, Mango: Kate and Cara TVC, Biba: TVC, Dior: multiple outfits change TVC. This indicates that television commercials are watched by many consumers and appreciated.

The next majority replies were advertisements in which social causes and sustainability were shown. Some of them were- United Colors of Benetton: Print advertisements, Biba: 'change is beautiful' advertising campaign, Killer: 'water saver jeans' advertising campaign, Viva & Diva: Acid attack survivor LaxmiSaa on print advertisements. This shows that Indian consumers are very much concerned about social issues and that being addressed by an apparel company is acknowledged by them. Following this, newspaper advertisements of FabIndia, W, Aditya Birla Group's Liva, Van Heusen, Spykar, and VeroModa were said by many participants.

5.1.7 CSR Activity by Apparel Companies

The participants were asked to mention some Corporate Social Responsibility (CSR) that they would like the apparel companies to undertake.

On analysing their answers, it was found out that about 30% of the respondents wanted companies to incorporate donation of garments as a part of CSR.

A few answers as given by the participants-

- “Brands can put a scheme of buying new on old clothes, we can donate old clothes and brands can give us discounts. This can help in recycling of clothes. Many people just stop using the clothes because they get new ones.”
- “Large clothing or textiles companies should donate apparel to orphan-ages, old age homes, and even in case of floods etc.”
- “Give residual clothing material for weaving and spinning cheap garments for the underprivileged.”
- “Collection of used clothes and unsold stock and its distribution to needy, also donating the rejected apparels to the ones who really need it.”
- “Corporate should find out means to see how they can use the rejected garments or left over cloth to be put to better use so that the less deprived people can have something to wear.”

A similar percentage of the participants said that environmental protection should be a priority for all apparel brand companies. Most of them were aware about the amount of water consumed by an apparel industry and the chemicals released in the effluents.

- “Clothing brands use a lot of water during manufacturing. I'd love to see them reduce water consumption and recycle the water (if possible) as part of CSR.” said a participant.
- Another one said, “I think that every advertisement that is made should consist of a slice of awareness about the environment and the society. That way you don't just sell your product but also enlighten the customers.”

5.1.8 Branding Strategy

Following this, the participants were asked to talk about any innovative branding strategy that they would want to witness in the future. More than innovativeness, the replies obtained were focused on being practical. Some answers implied concern for the environment.

Consumers want the advertisements to be realistic. One of them said, "Plus size models should also be included in the catalogues and advertisements. Not everyone is a size zero." On the same lines, another one said, "Reflecting actual user, normal and plus size body type, not skinny models".

On a practical note, "Branding strategies have always targeted the 20 to 45 age group bracket. There is a large population of people who are in the age group of 45 to 60 where they have made a successful career and would like to spend some amount on good clothing. Branding and clothing which would address this segment should be looked at which would have a mix of trendiness as well as a mellowed down approach considering the age of the user. The branding should portray more on comfort and a decent clothing experience to the user." said a participant.

The ones showing environmental concern answered creative branding strategies which centered around tree plantation on purchase of apparel. A participant mentioned a previous innovative strategy that he had witnessed, "Shoppers Stop's brand 'Life' used to have different environment-related things on their tags. Once I got a mind map showing different ways I could save the environment and once I got a seed."

Advertising strategies like virtual clothing experience, simplistic advertising shows class, promoting organic clothing, focusing Indian customers through their festivals and seasons, were some more replies to the question.

5.2 Apparel Brands Survey

The survey among apparel brands centered on finding out the advertising modes they used and what worked best as per them. Use of CSR as a branding tool was also studied. A total number of 41 responses were recorded. The analysis of consumers' response to survey questionnaire is given in the following section.

5.2.1 Advertising Budget

To have a general idea on the budget decided for advertisements, the apparel brands were thoroughly investigated to find out what percentage of their total sales volume do they allot for advertisement. The responses were as shown in Figure 5.6.

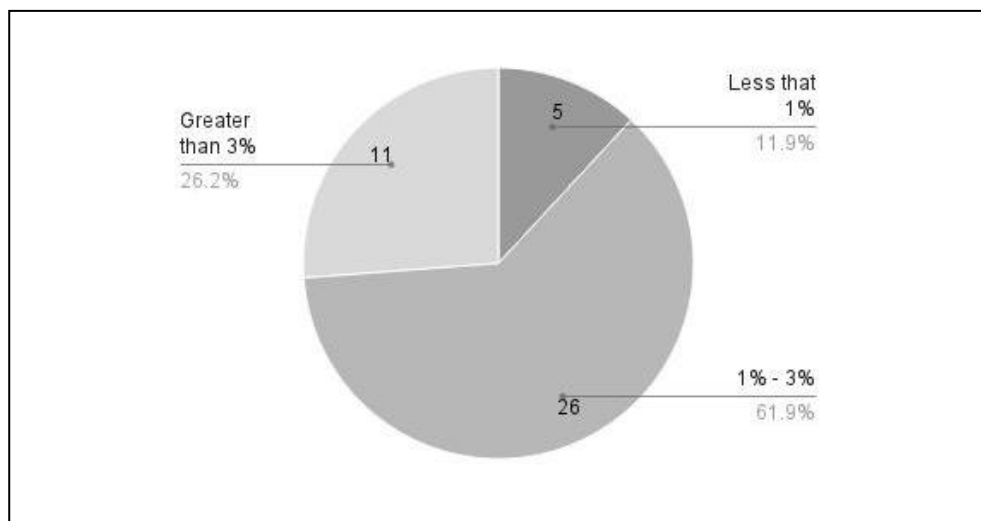


Figure 5.6: Advertisement expenditure

It was observed from Fig. 5.6 that a majority- 61.9% (26) of the participating brands allotted 1%-3% of their total sales volume for advertising. 26.2% (11) allotted greater than 3%. A smaller group 12.9% (5) spent less than 1% on advertising. The advertising cost depends on the mode of advertising and the frequency. Most of the brands spending greater than 3% were luxury brands. Although the frequency of advertisement is not very high by them in order to show exclusivity, selection of brand endorsers and internet advertising have high cost.

5.2.2 Mode of Advertisement

Apparel brands use Above The Line (ATL) and Below The Line (BTL) advertising methods. The ratio of ATL to BTL advertising used and the media used for ATL and BTL advertisement were found out.

The results were as shown in Figure 5.7, Figure 5.8, and Figure 5.9 respectively.

Ratio of percentage of ATL to BTL advertising used

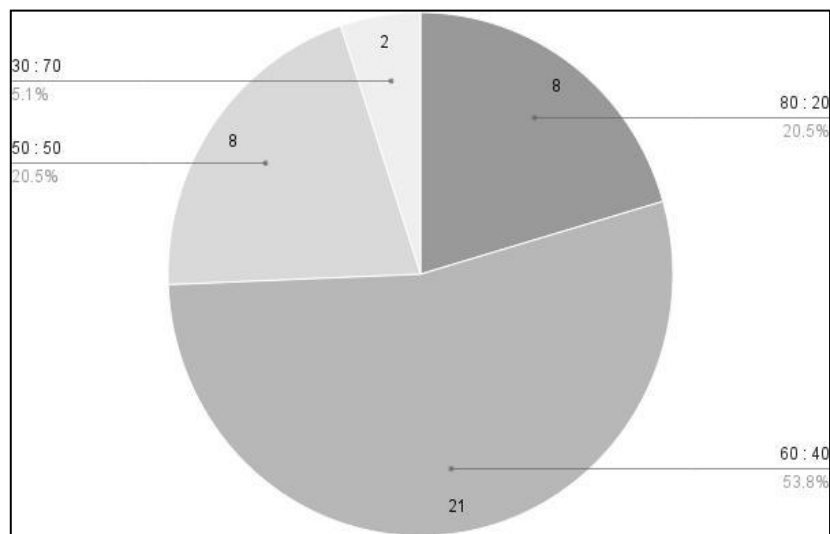


Figure 5.7: ATL: BTL

Figure 5.7 indicates that using ATL and BTL marketing in the ratio 60:40 is the most common among apparel brands

ATL and BTL advertisement modes used

Table 5.5: ATL Advertisement Modes

ADVERTISEMENT MODE	RESPONSES
Billboard	17 (40.5%)
Newspaper Advertisement	35 (82.9%)
Television Advertisement	26 (61%)
In-Flight Magazine	10 (23.8%)
Fashion Magazine	29 (70.7%)
Ads through Social Media	24 (57.1%)

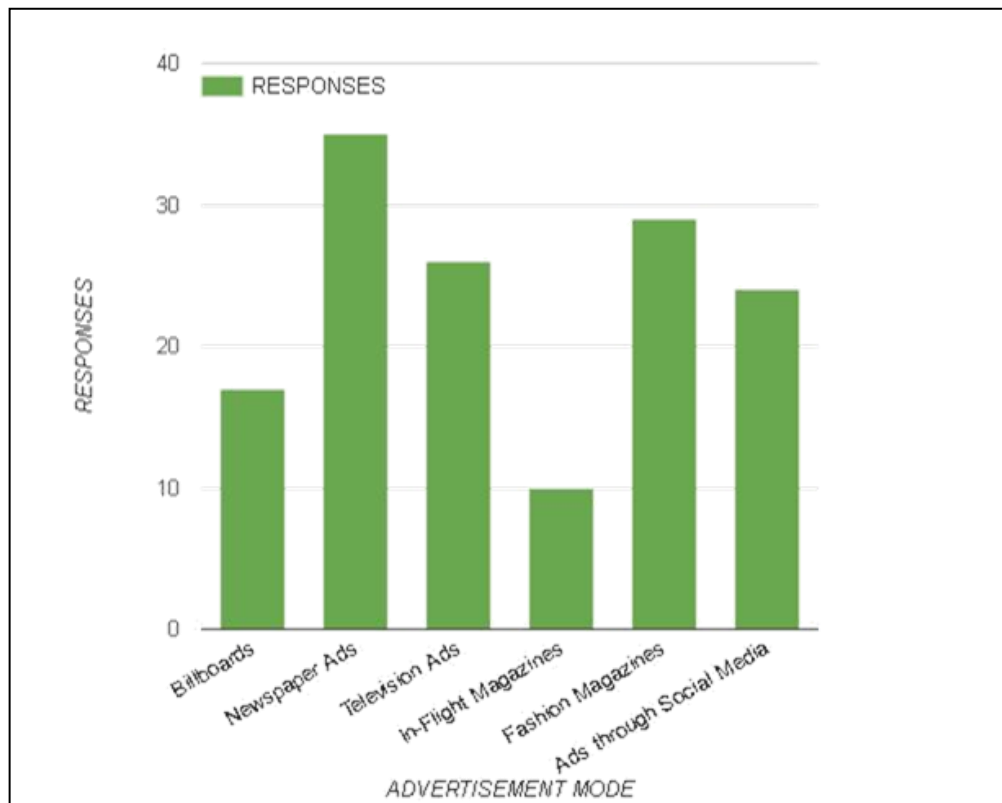


Figure 5.8:ATL Advertising Mode

Newspaper advertisements, Fashion magazine and Fashion show obtained the highest response from 82.9% (34), 70.7% (29) and 53.7% (22) of the participating brands respectively.

61% (25) used television marketing and 57.1% (24) used social media for advertising. This shows that print media advertising is more widely used than digital media.

Other ATL advertising received responses as follows:

40.5% (17) advertise on billboards.

23.8% (10) advertise on in-flight magazines. It has been observed that more than 80% of passengers read the magazines airlines place in front of them, and readers average around 30 minutes a flight with the magazines.⁶⁶

Table 5.6: BTL Advertisement Modes

ADVERTISEMENT MODE	RESPONSES
Event Sponsorship	11 (26.2%)
Hoardings and Banners	15 (35.7%)
Roadshows	4 (9.5%)
CSR Activity	7 (16.7%)
Fashion Show	23 (54.8%)
Other	8 (19%)

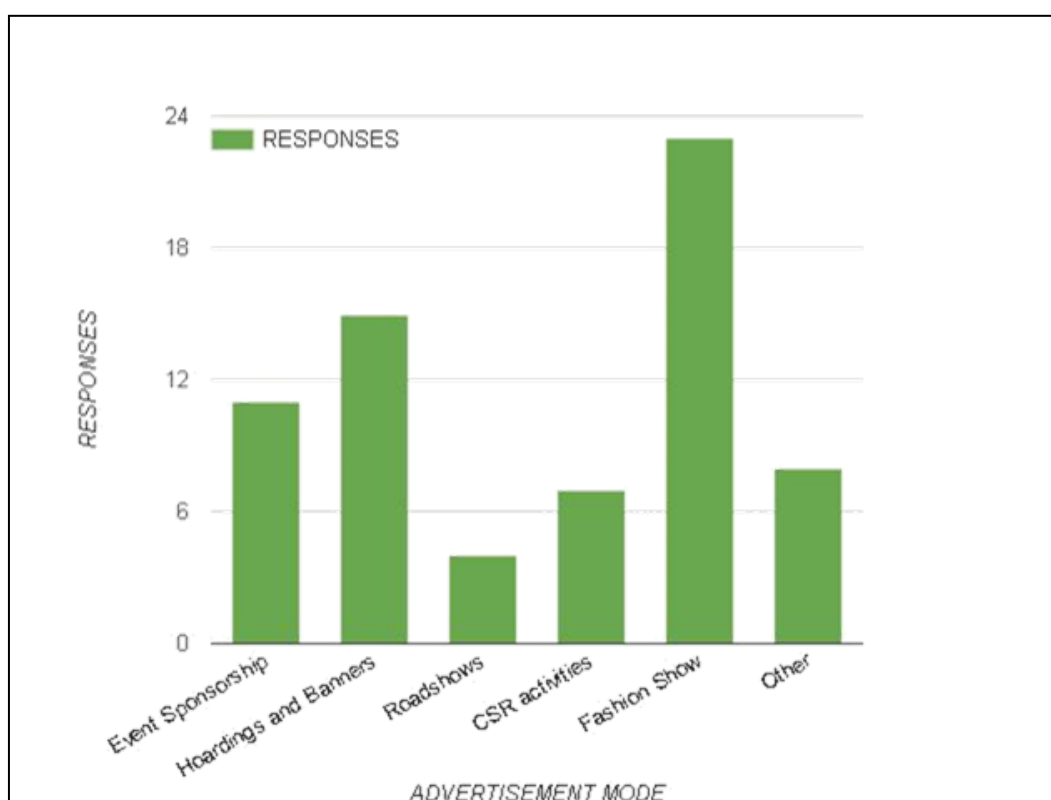


Figure 5.9: BTL Advertisement Modes

Table 5.6 indicates that 54.8% (23) apparel brands use fashion show as a medium for advertising their brand and the newly launched product like. This is the BTL advertising mode that is used by maximum number of apparel brands. Fashion shows are streamed on various digital media which further enhances its advertising efficiency.

Other BTL advertising received responses as follows: 35.7% (15) advertise on hoardings and banners. 26.2% (11) sponsor events for advertising.

16.7% (7) promote their brand through CSR activities.

9.5% (4) promote their brand by roadshows.

19% (8) used other methods like word of mouth, tie up with corporate and offices, concept stores with unique themes, contents on shop window.

5.2.3 Elements in an Advertisement

The elements that apparel brands focus on in their advertisements were found out. The responses were as shown in Figure 5.10 and Table 5.7.

Table 5.7: Elements of an Advertisement

ELEMENT	RESPONSES
Apparel Design and Colour	30 (71.4%)
Feature Benefits	12 (28.6%)
Theme and Background	18 (42.9%)
Field of Celebrity	14 (33.3%)
Brand Name	33 (78.6%)
Other	2 (4.7%)

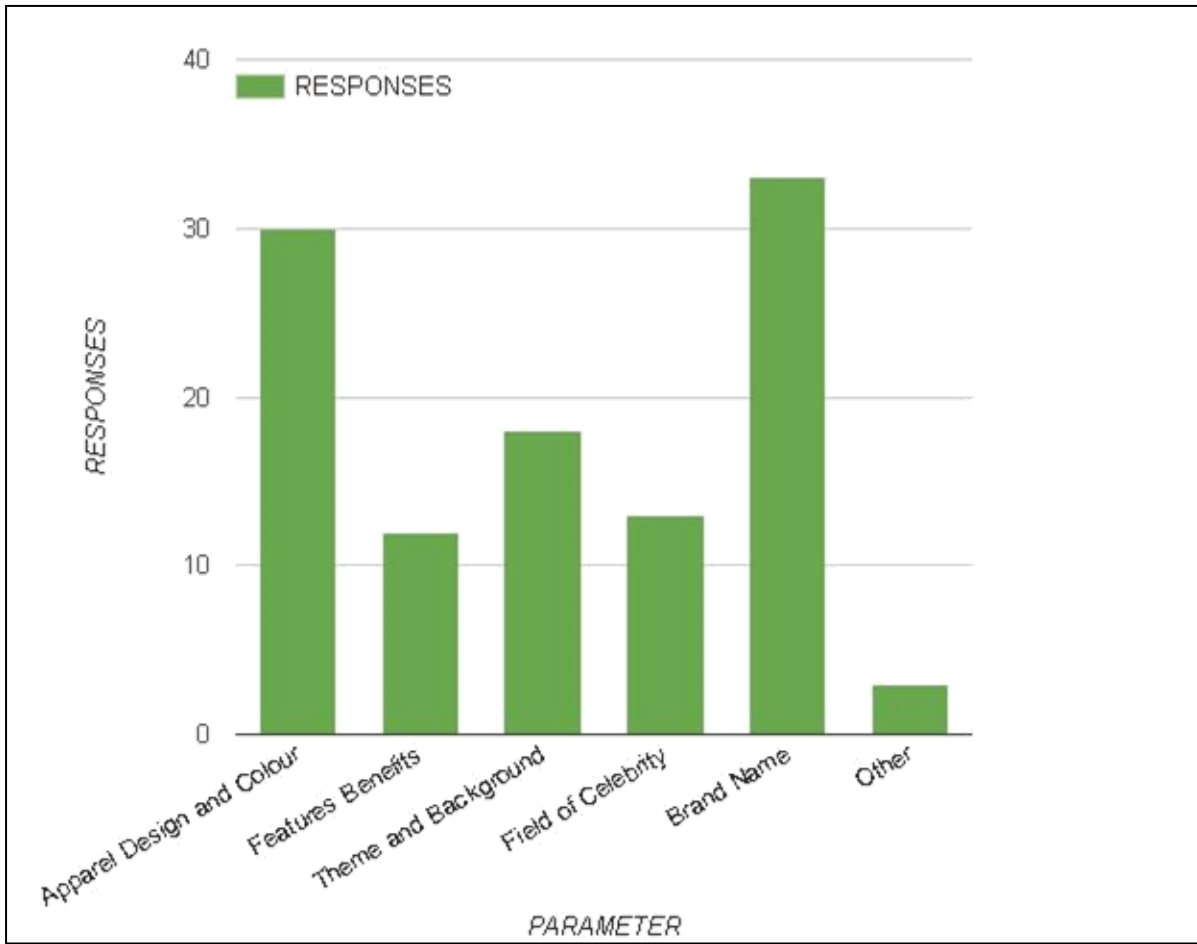


Figure 5.10: Elements of an Advertisement

The responses show that maximum brands have their advertisement based on their brand name (78.6%, 33), followed by Apparel design and colour (71.4%, 30).

42.9% (18) brands focus on the theme and background of the advertisement. 33.3% (14) brands consider the field of the celebrity.

28.6% (12) highlight the features and benefits of the products in their advertisement.

4.7% (2) brands focus on other parameters such as targeting young consumers, go green concepts.

5.2.4 CSR Activity

The participating apparel brands were asked to mention the Corporate Social Responsibility (CSR) activities that their companies incorporate. A few options were given as well as an open answer section was kept. The responses are as shown in Table 5.8 and Figure 5.11.

Table 5.8: CSR Activity

	CSR Activity	RESPONSES
A	Assist Child Education	13 (31%)
B	Assist Medical Help to Cancer Patients and Awareness Campaigns	5 (11.9%)
C	Provision of Maternal and Child Health Services	9 (21.4%)
D	Rural Outreach Programs	9 (21.4%)
E	Distribution of Unsold Garments & Collected Old Garments to the Needy	0 (0%)
F	Waste Management, Ethical Use of Resources, Water Conservation	2 (4.8%)
G	Maintaining Factory Standards, Avoiding Labour Abuse	15 (35.7%)
H	Go-Green, Use of Eco-Friendly Processes and Packaging	19 (45.2%)
I	Cleanliness, Blood Donation, Tree Plantation, etc. Drives	1 (2.4%)
J	Other	20 (47.6%)

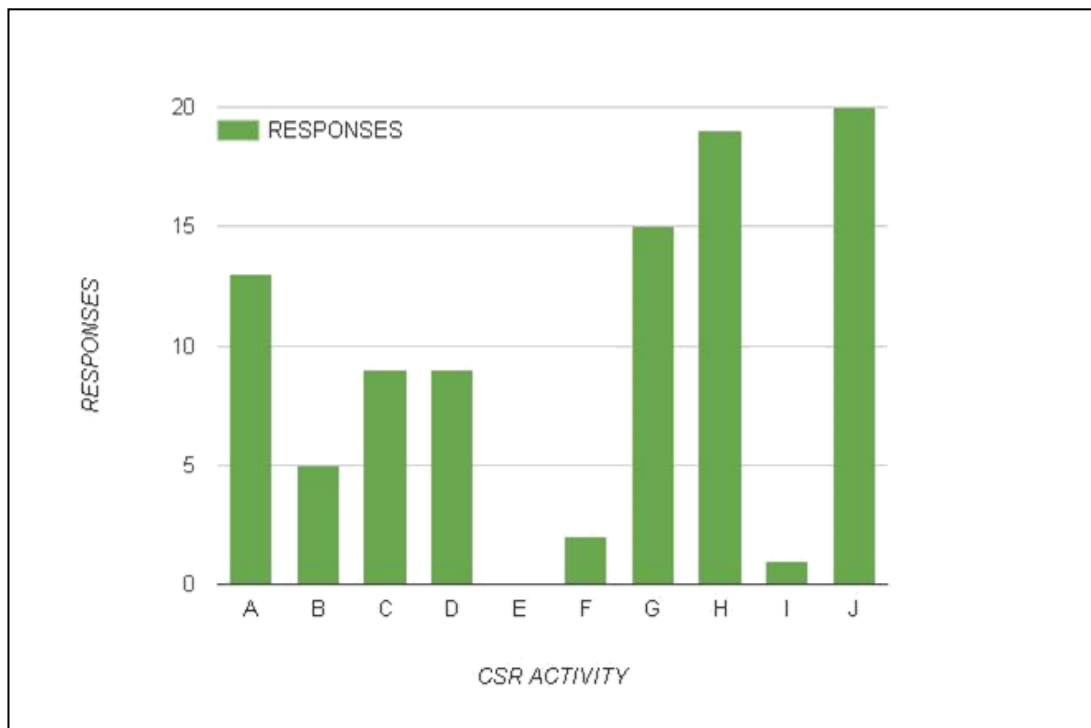


Figure 5.11: CSR Activity by Apparel Companies

Maximum brands 45.2% (19) include Go Green concepts as a part of their CSR activity. 35.7% (15) make sure to maintain factory standards and avoid labour abuse. Also, safety workshops are conducted for the ones working in the industry. 31% (13) contribute to assist girl child education. 21.4% (9) have rural outreach programs and provide aid to maternal and child health services. 11.9% (5) provide medical help to cancer patients. A minimal 4.8% (2) and 2.4% (1) make ethical use of resources and conduct various drives (Blood Donation, Tree Plantation, etc.) respectively. Shockingly, 0% (none) consider donation of rejected, unsold garments to the needy or collect old clothes for recycling purpose. 47.6% (20) brands opted for none of the mentioned activities but answered other activities that their association incorporated.

These included:

- While selling clothes an effort to serve as a homily on women's emancipation
Upgrading slums, Vocational Training, Urban Infrastructure
- Donation to charitable causes Help when natural disasters occur.
- Partnership with the World Wide Fund for Nature and protection of biodiversity.
- Longstanding commitment to the preservation and promotion of the arts and the solidarity initiatives.
- 'I Will Vote' reward campaign to motivate youngsters to vote
- AIDS awareness and education

5.2.5 Effect of CSR activity and Eco-Friendly Activity on Customers

The brands were asked whether they think CSR activities and the Eco-Friendly concept advocated by them, help in increasing their sale or generate positive perception among consumers.

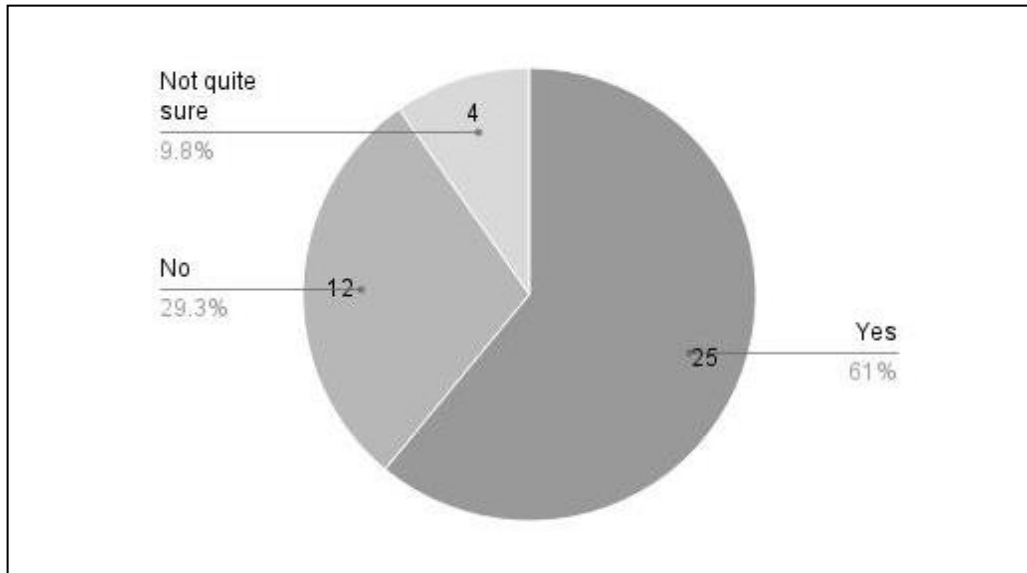


Figure 5.12: Effect of CSR on sales and positive perception by consumer

As seen from Figure 5.12, 61% (25) apparel brands replied yes; 29.3% (12) apparel brands replied No; 9.8% (4) apparel brands weren't sure for the effect of CSR on sales and positive perception by consumers.

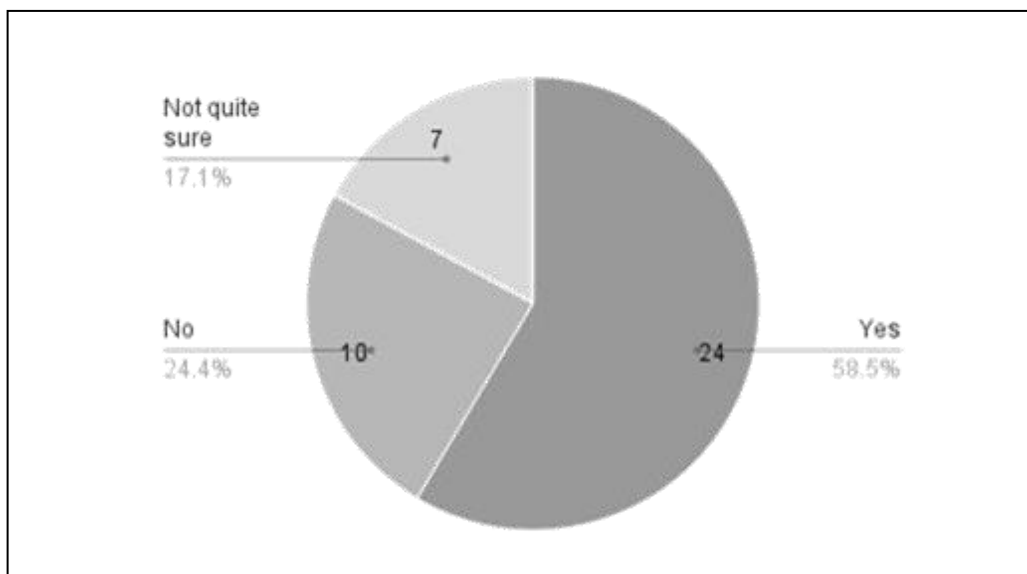


Figure 5.13: Effect of Eco-Friendly Angle on Sales and Positive Perception by Consumer

As seen from Figure 5.13, 58.5% (24) apparel brands replied yes; 24.4% (10) apparel brands replied No; 17.1% (7) apparel brands weren't sure for the effect of eco-friendly angle on sales and positive perception by consumer.

Thus, it is observed that maximum brands do think that CSR activities and Eco-Friendly angle advocated by their brand increase their sales and a positive perception toward the brand is generated by the consumer.

5.2.6 Most Effective Advertising Mode

Finally, it was determined that which particular mode of advertisement does the apparel brand think is the most effective.

Table 5.9: Effective Modes of Advertising

ADVERTISEMENT MODE	RESPONSES
Billboard	2 (4.8%)
Website	3 (7.1%)
Print Media	15 (35.7%)
Television Commercial	11 (26.2%)
Event Sponsorship	0 (0%)
Brand Endorser	2 (4.8%)
In-Flight Advertisements	1 (2.4%)
Magazines	7 (16.7%)

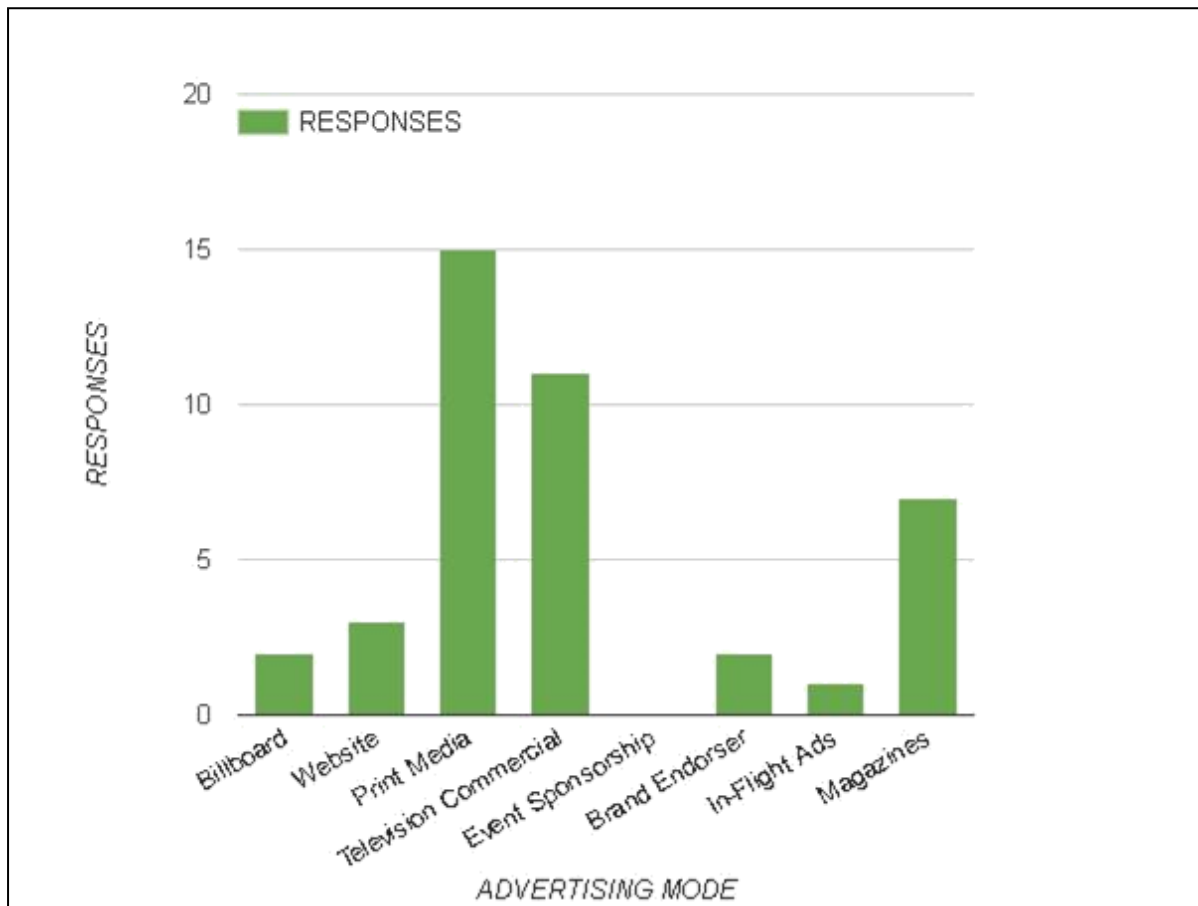


Figure 5.14: Most Effective Advertising Mode

Table 5.9 and Figure 5.14 indicate that apparel brands feel PRINT MEDIA is the most effective form of advertising followed by TELEVISION COMMERCIALS.

35.7% (15) brands opted Print Media.

26.2% (11) brands opted Television Commercial.

16.7% (7) brands opted Magazines.

7.1% (3) brands opted Websites.

4.8% (2) brands opted Brand Endorsers and Billboards respectively.

Chapter 6

Discussions

Based on the analysis and findings, three themes are discussed in the following section:

1. Elements in an advertisement, 2. CSR activity, 3. Advertisement mode that works best.

6.1 Elements in an Advertisement

Majority of the consumers look out for product information in an advertisement. Product information of apparel includes the material, styles, sizes, features, care, eco- labeling, etc. A video advertisement can convey the product information in the best way. Magazines also can include product information.

The response by the consumers is in line with that of the apparel brands. Most of the apparel brands focus on apparel design and colour and the features benefits which come under product information.

An analysis of the factors that influenced a consumer to purchase apparel from a particular brand indicated that 86.3% consumers preferred the quality and comfort of apparel. Hence, mentioning about the same in their advertisements would increase the effectiveness of an advertisement.

Michael Schudson, a professor of Journalism in the Graduate School of Journalism, Columbia University, quotes "The effectiveness of advertising depends on the amount and kind of product information available to consumers... advertising will be more successful the more impoverished the consumer's information environment."

Another important factor in advertisements is the theme, background and appeal. A theme of advertising is the central idea that triggers the desired attention from consumers. Print media and television commercial, both depict a theme. Apparel brands convey emotions of exclusivity, luxury, trendiness, fashion, culture in their advertisements.

Lately, many brands are showing emotions relating to environmental conservation. To not make it look monotonous, eye-catching elements such as schemes, model, and

unique product are also included along with environmental concerns. An example is that of killer jeans advertisement as in Figure 1.2.

A large number of brands (78.5%, 33) focus on displaying their brand name in an advertisement. The intention to focus on brand name is to build brand awareness among consumers. Certain brands use their prestige to entice people to take a look at their product. The minimalistic advertisements by brands like Burberry, Chanel, etc. show class and prestige of the brand. The analysis of factors influencing consumers purchase intention from a particular brand showed a result that 40.8% (98) consumer purchased from an apparel brand because of their brand name.

6.2 CSR Activity

The various answers given by the consumers on CSR activities they would want apparel brands to undertake were analysed.

As mentioned in the analysis and findings, about 30% (biggest section) of the respondents wanted companies to incorporate donation of garments as a part of CSR. However, Table 5.8 shows that none of the apparel brands do the same in India. This indicates a huge gap between what consumers want and what an apparel brand is doing. Many participants' views were centered around donating the rejected, unsold garments to the needy and recycling garments.

Levi Strauss & Co. in the U.S.A. does have a similar program where consumers could drop their clothing or shoes which they do not want any longer in collection boxes at their local Levi's store. The consumers were given a 20% off voucher. Further, their clothing collection partner ensured the garments are re-worn, re-purposed or recycled.⁶⁷ Bringing in such concepts in India will definitely benefit a huge population who still lack the basic need of clothing.

A large number of participants mentioned about environmental conservation practices that should be done by apparel brands. Major fashion brands engage in eco-friendly processes and go-green concepts. Water consumption has brought this industry under spotlight for environmental concern. Apparel companies are slowly undertaking water conservation as a major concern and producing clothing line that consume less water. WWF and H&M work together for implementing water conservation strategy by

educating employees, suppliers and customers.⁶⁸ LS&Co., too takes great efforts in water conservation. They take steps within their industry as well as with consumers. Levi's attempt to educate consumers about water conservation through care labels, awareness campaigns and e-commerce sales channels.⁶⁹ Thus, we see many companies prioritizing environmental sustainability.

Other CSR activities taken up by apparel brands are in line with what participating consumers wanted.

6.3 Advertisement Mode that Works Best

As seen from the survey analysis, word of mouth has most influence on consumers purchase behaviour. However, it is not a standard mode of information and requires other advertising modes for initiation. Not only do advertising generate word of mouth publicity, but also the quality and style of the product do so. In order to utilise this unconventional mode, brands may come up with new ideas. Consumer satisfaction through style, quality and service can trigger word of mouth greatly. Creative advertising strategy that makes the brand stand out from the rest can be implemented.

It is observed that no particular conventional advertising mode had a clear majority. There is a small difference in choice of consumers and what apparel brands think works the best.

Majority of the consumers choose television commercials as the most influencing, whereas most of the apparel brands feel print media based advertisements work the best. However, the difference in opinion is very less.

The possible reasons for consumers opting television commercials over print media could be: In case of survey among the consumers; most of the participants voted online. It is quite natural for them to have an access over digital media like internet, television and smart phone apps. Therefore they have given the highest preference to digital media. It is also seen that they also accepted print media as a useful tool of advertising.

Digital media can include interactive methods and has high capacity for delivering information. From previous analysis, it has been observed that consumers look out for information in an advertisement. Hence, television commercial obtained a higher vote.

Similarly, the possible reasons for apparel brands opting print media over television

commercials could be as follows:

Print media is a vastly used media. Among masses, almost every literate common person reads the daily newspaper. Digital media is still limited.

A television commercial takes lots of time and money for the set-up, videography, etc. To release a television commercial frequently is difficult. While, for frequent advertising, use of print media can be very convenient as it mainly requires just a photo-shoot.

An advertisement in digital media, however attractive may be, has only a few seconds of display. Printed media, on the other hand, stays long and gives slow but almost 100 fold impression.

A large number of consumers are influenced by word of mouth. For generating word of mouth publicity it is essential for brands to advertise their brand and product in efficient ways. Website advertisements also influence a large number of people but fewer brands consider it to be the most effective.

Chapter 7

Summary

Sumarising the survey data and findings, we can say the following:

- A large number of consumers look out for the product information in an apparel advertisement. Schemes and discounts and a level of consumer interaction are also looked out for by many consumers.
- Advertisements focusing on delivering the product information, evoking excitement by price promotion, involving consumer by stressing on personal needs, interest, occasion; enhances consumer's apparel purchase intentions.
- Certain advertisements by apparel brands do focus on the style and feature benefits of the apparel, while most of them focus on the brand name.
- Most of the consumers would like garment donation to be practiced as a CSR activity by apparel companies. Surprisingly none of the apparel brands participating in the survey incorporated garment donation in India.
- People's concern for the environment has risen. Many consumers mentioned that apparel companies 'Go-Green'. Most of the apparel brands ensure to reduce their carbon foot-print as CSR. Fashion brands are re-leasing apparel manufactured in a completely eco-friendly manner.
- Creating environmental awareness through advertisements, including nor-mal body size models, promoting organic clothing, and focusing Indian consumers through festivals were some branding strategies consumers wanted apparel brands to make use of.
- Television commercial and newspaper advertisements influence a similar percentage of consumers for apparel purchase. Television commercial having a higher edge. Website advertisements were also considered to be effective for a considerable number of consumers.
- Apparel brands felt print advertisement on newspaper to be more effective than television commercial. Though, the percentages of brands choosing either were almost similar.
- Overall, the most effective advertising mode depends on the target market.

Chapter 8

Conclusion and Implications

In this research, consumers' perspective and apparel brands perspective towards different modes of advertisements, elements in an advertisement and CSR activity were studied. The motive of our survey was to find out what advertising mode works best in apparel industry. The results of the survey showed that Word of mouth has come up as a promising tool for advertisement and this can be implemented for better sale. This primarily implies that more than any conventional advertising mode, consumer satisfaction plays a major role in sales of apparel. Television commercial, print media, internet advertising also influenced a big section of the consumers. The most effective mode of advertising as considered by apparel brands is print media. However, we believe that advertising mode used based on target customer has the highest potential to influence ones purchase intentions.

There was a slight difference between the consumers' perspective and apparel brands perspectives towards the studied themes. This report can help apparel brands to understand these differences and take steps for bridging this gap.

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