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A Study of Factors Influencing Branded Wears and Their Impact on Demographic Variables

Abstract

Any winning branding strategy must be built upon the concept of difference. Branding should create in your customer's mind the construct that there are no other retailers in the marketplace exactly like you. There is a danger in this created miracle – no well-defined brand can have worldwide appeal. In today's retail environment, customer loyalty can't be bought with discounts, coupons or contests. Customer fidelity is born and grows as a direct result of reliable and pleasing customer experiences – experiences that are better than those delivered by your competitors. The present paper aims to determine the factors responsible for Purchasing Branded Garments and identify the Impact of Demographic variables on these Factors. The six most frequently mentioned factors used in purchasing branded garments were chosen in present study as: Brand Performance, Advertisement Theme, Satisfaction level, Constructive features, Buying Motivators, Layout Theme. The data has been analyzed with the help of SPSS using data reduction technique i.e. factor analysis and further ANOVA has been used. Data has been collected from 200 customers from Sirsa city. With emergent fashion apprehension among men, they demand for better and updated products and if they don't get the preferred apparels, they switch to a better brand very easily. In India, major share of branded apparel is covered by overseas brands.

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Introduction

Your viable benefit and long-term endurance in the 21st century will depend largely upon how well you are able to achieve your branding strategies. Remember, it's not all about being superior or cheaper; it's about building and delivering a unified and pleasurable experience at every point of customer interaction. Never undervalue the power of the brand. Branded products and services play an unquestionable role in driving beneficial growth for any organization, regardless of its size. Brands communicate the reasons why a customer should purchase a specific item. They make claims and set outlook their products have to fulfill. Brands can be a powerful source of competitive advantage. Although there are a number of potential reasons for a brand's partial success, a common root source lies at the heart of these brand issues – the failure of management to construct a brand ladder that will encourage brand equity with customers. Management fails to solicitously establish the brand's essence and to maintain the brand's essence with brand and product line style and brand marketing. You cannot be "all things to all people"; therefore, you must guarantee that your branding hard work do not disenfranchise too large a segment of your market share.

Branded products and services play an unquestionable role in motivating profitable growth for any organization, regardless of its size. Brands communicate the reasons why a customer should purchase a specific item. They make claims and set expectations for their products have to fulfill. Brands can be a powerful source of competitive advantage.

Brand in garments:

Brand management holds the key in the contemporary markets, particularly in Indian markets because Indians are very conventional. India's traditional dress for men is Dhoti but gradually, people transmitted into custom-made dresses. Due to the globalization process, Indians are getting fascinated to convenient dresses, particularly Multinational brands. The increase of readymade men's wear business in India was very slow till the early 1980's. The main reason for this was that Indian men were used to buying cloth and getting their garments customized mainly through local tailoring shops from the unorganized segment.

Maintaining Brand Awareness

It is significant to keep functioning at the issues and activities recognized above. Pay notice to how

customers are responding to products, packaging, displays, and messages. Look for conduct to improve the image you are trying to get across. Ask your consumers for suggestions. Work to maintain a steady presence in the market place. This can mean a location and regular times where customers can reliably expect to find you. The NY Maple Producers booth at the State Fair has been in a prime location for many years. They need to move to gain more sales break and will have to have a plan to help customers find their new location.

Review of Literature:

Lalitha et al., (2008) focused on the brand preference regarding shirts and pants of select consumers living in twin cities of Hyderabad and Secunderabad. It was confined to the customers visited the select showrooms in Hyderabad and Secunderabad. The objectives of this study were to know the reason why customers prefer branded shirts and pants to unbranded ones, to find out the influence of advertisement for branded clothing for the purchase behaviour of the respondent and to know the factors influencing customers while choosing branded shirts or pants. It was concluded that educational qualifications, employment status, age group, convenience of shops, and advertisement were influencing factors for purchasing the branded shirts and pants by the respondents. 94percent of the respondents were highly educated and purchased branded ready wears.

The study reveals that the advertisements play a limited role to choose the brand among ready made dresses available in the market. 54percent of the customers are buying branded ready wear because of quality and status symbol. Ritu Narang (2006) explored the purchase behavior of the buyers of branded men's wear. The research type was exploratory as it was conducted to develop a concept about the purchasing behaviour of buyers of branded men's garments and the impact of advertising on their purchase decision. This study concluded that most of the times buyers visit the showrooms of branded garments with the purpose of shopping (Jaishri and Jethwaney, 1999). The purchasing of branded garments was not impulsive. However, compared to women, male buyers visit the showroom for passing the time; the number of people visiting the showroom with a brand in mind was same as the number of people visiting the showroom with no brand in mind; Advertising has maximum impact in creating brand awareness(Kamalaveni, 2008).Pathak

and Tripathi (2009) made a study entitled "Customer Shopping Behaviour among Modern Retail Formats: A Study of Delhi & NCR". The Study was an exploratory research conducted in Delhi & NCR. It specifically focused on customer shopping behaviour in Indian scenario among the modern retail formats (Sumathi, 2003). On the basis of primary as well as secondary research the authors note that retailers often over look the schemes and offerings expected by the customers and tried to impose their own offerings upon customers which ultimately cause the dissatisfaction (Fornell, *et al.*, 2006; 2009). It was also observed that in the changing retailing environment, understanding the psyche of a customer is critical for success in retailing. It is further stated that the Indian customers have become more sensitive to quality, customer service and status. He/She is ready to pay, sometimes, astronomical sums, provided their needs are satisfied. They are basically looking for an experience which is more of cognitive than physical. Today's young consumers are inclined more towards leading a comfortable and hassle-free life. They have come in possession of money and wish to spend it on trusted goods and services, which are well worth the money that they would pay. 'Brands' cost them dearly and yet, they prefer the same as they are conscious of the fact that branded products give them their money's worth. This generation of consumers may, therefore, be labeled as 'the brand conscious generation' (Sherlaker, 1995). Raymonds, Vimal and Koutons were trusted brands. The problem is that when they started they were pioneers in their line, whereas today, there are multiple brands that are able to deliver the same quality at a lower price perhaps. Unless they reinvent themselves and remain relevant, they cannot sustain.

111. Data Collection:

To Study the purchase behavior of Men towards different brands and impact of advertisement and promotional activities on buying behavior data collected from 200 respondents on 20 statements have been analyzed with the help of SPSS Version-13. The factor analysis yielded six factors which explain the brand awareness of males.

Results and Discussions

Obj-1 to determine the factors responsible for Purchasing Branded Garments

Factor analysis is applied to 20 statements. The following steps have been conducted to analyze the data:

Pilot Survey: A pilot study of 50 respondents was conducted. The responses were carefully reviewed and subsequent changes were made in the questionnaire.

This is a reliability of 5 demographic variables and 20 statements as below:

Table 1.1: Reliability Statistics

Cronbach's Alpha	No. of Items
0.759	20

Scale Reliability: the reliability of the scale was tested for questionnaire used in the present study with the help of Cronbach's coefficient Alpha was 0.759, which is greater than 0.6 and hence acceptable.

Correlation Matrix: The Correlation Matrix is computed and examined. It reveals that there are enough correlations to go ahead with factor analysis.

Test of Sampling Adequacy: the sampling adequacy measure was also tested for questionnaire and the value found to be 0.782, which is greater than 0.5 and falls between permissible limit of 0.5 to 1, which is considered as highly significant.

Table 1.2: KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.782
Bartlett's Test of Sphericity	Approx. Chi-Square	1011.901
	df	190
	Sig.	.000

Test of Sphericity: The overall significance of correlation matrices is tested with Bartlett test of Sphericity (Approx Chi Square = 1011.901 and significant at .000) provided as well as support for validity of the factor analysis of the data set.

The result of Rotated Component Matrix has been presented in Table 1.3

Table 1.3: Rotated Component Matrix

Statements	Component					
	Factor1	Factor2	Factor3	Factor4	Factor5	Factor6

Statements						
2.4 Image, Language and music used in advertisements effects the buying.	**.804**	.189	.083	.002	.085	.013
2.7 Celebrity endorsement in advertisements.	**.791**	.070	-.046	.175	.101	.149
2.20 Advertisement promotion increases the sales.	**.698**	.128	.100	.301	.209	-.163
2.11 Branding makes easy to identify.	.315	**.563**	.068	.380	-.229	.064
2.10 Reputation of company precedes you to purchase the product.	-.022	**.558**	.051	.155	-.003	.034
2.12 Physical facility at store is visually appealing.	.232	**.541**	-.098	.160	.361	-.041
2.16 Brand image attracts the customers.	.300	**.515**	.324	.076	.230	.275
2.5 Trustworthiness of brand attracts the customers.	.344	**.496**	.464	.003	-.089	-.061
2.6 Branding supports your buying behavior.	.344	**.454**	.340	-.095	.012	.421
2.2 The brand you are using provides variety products.	.299	-.062	**.682**	.152	-.157	-.018
2.1 You are satisfied with readymade garments?	-.097	.281	**.656**	.118	.111	.201
2.19 Designer garments impulse the customer to purchase.	.073	.213	.162	**.774**	.065	.073
2.18 Trends and latest fashion creates the demand for branded garments.	.377	.296	.269	**.594**	.029	-.045
2.9 Emotional supportive advertisement is better.	.228	.031	-.370	**.421**	.149	.042
2.8 The store located near to your residence make you to purchase the product.	.042	.206	-.225	.015	**.763**	.129
2.13 Price of branded garments influence the purchasing.	.162	-.069	.102	.057	**.714**	-.160
2.15 Discount and concession increase the sales.	.301	-.190	.199	.252	**.361**	.145
2.3 Layout of store makes it easy for you to move around and find what you need.	.158	-.143	.005	.103	-.187	**.763**
2.14 Good Quality garments generate the customer.	-.135	.322	.047	-.077	.120	**.527**
2.17Appearance and Fabric of garments influence the customer.	-.094	.089	.418	.312	.174	**.444**
Eigen Value	**4.893**	**1.964**	**1.479**	**1.113**	**1.060**	**1.036**
% of Variance	**24.465**	**9.819**	**7.394**	**5.566**	**5.300**	**5.181**
Cumulative Variance	**24.465**	**34.283**	**41.678**	**47.244**	**52.544**	**57.725**

Table 1.4: Communalities

Statements	Initial	Extraction

2.1 You are satisfied with readymade garments?	1.000	**.585**
2.2 The brand you are using provides variety products.	1.000	**.607**
2.3 Layout of store makes it easy for you to move around and find what you need.	1.000	**.673**
2.4 Image, Language and music used in advertisements effects the buying.	1.000	**.696**
2.5 Trustworthiness of brand attracts the customers.	1.000	**.591**
2.6 Branding supports your buying behavior.	1.000	**.627**
2.7 Celebrity endorsement in advertisements.	1.000	**.696**
2.8 The store located near to your residence make you to purchase the product.	1.000	**.694**
2.9 Emotional supportive advertisement is better.	1.000	**.391**
2.10 Reputation of company proceeds you to purchase the product.	1.000	**.339**
2.11 Branding makes easy to identify.	1.000	**.622**
2.12 Physical facility at store is visually appealing.	1.000	**.513**
2.13 Price of branded garments influence the purchasing.	1.000	**.581**
2.14 Good Quality garments generate the customer.	1.000	**.422**
2.15 Discount and concession increase the sales.	1.000	**.381**
2.16 Brand image attracts the customers.	1.000	**.594**
2.17Appearance and Fabric of garments influence the customer.	1.000	**.516**
2.18 Trends and latest fashion creates the demand for branded garments.	1.000	**.659**
2.19 Designer garments impulse the customer to purchase.	1.000	**.686**
2.20 Advertisement promotion increases the sales.	1.000	**.673**

Criteria for the Significance of Factor Loadings: For our sample 200 respondents, a factor loading of .4 and above has been considered significant. In Table-1.5, the 6 factors have been given appropriate names on the basis of variables represented in each case.

Six factors were extracted which accounted for 57.725 percent of variance. The percentages of variance explained by factor 1 to 6 are 24.465, 9.819, 7.394, 5.566, 5.300, and 5.181 percent respectively shown in Table 1.3(last three rows). The communalities have been shown at the right side of the Table 1.4, which explains the amount of variance in the variable that is accounted by the factors taken together. Large communalities indicate that a large amount of variance in a variable has been extracted by the factor solution. The names of the factor statements, factor loadings and Cronbach's Alpha values of factors have been summarized in Table- 1.5.

Table 1.5: Naming of Factors and their loadings

Name of Dimension	Name of Statements	Factor Loading	Cronbach Alpha
Advertisement Theme(F1)	Image, language & music used in advertisement effects the buying.	.804	0.789
	Celebrity endorsement in advertisement	.791	
	Advertisement promotion increases the sales	.698	
Brand Performance(F2)	Branding makes easy to identify.	.563	0.693
	Reputation of company proceedes you to purchase the product.	.558	
	Physical facility at store is visually appealing.	.541	
	Brand image attracts the customers.	.515	
	Trustworthiness of brand attracts the customers	.496	
	Branding supports your buying behavior	.454	
Satisfaction level(F3)	The brand you are using provides variety products	.682	0.555
	You are satisfied with readymade garments	.656	
Constructive features(F4)	Designer garments impulse the customer to purchase	.774	0.363
	Trends and latest fashion creates the demand for branded garments	.594	
	Emotional supportive advertisements are better	.421	
Buying Motivators(F5)	The store located near to your residence make you to purchase the product.	.763	0.393
	Price of branded garments influence the purchasing	.714	
	Discount and concession increase the sales	.361	
Layout Theme (F6)	Layout of store makes it easy for you to move around and find what you need.	.763	0.303
	Good quality garments generate the customer	.527	
	Appearance and fabric of garments influence the customer	.444	

The Factor names, variables loaded on the respective factors and their factor loadings and Eigen values of the factors may be seen in Table 1.5 above.

i) Advertisement Theme (F1): This is the important factor, which accounts for maximum percentage of variation equal to 24.465%. Three out of 20 variables have loaded on this factor. The Eigen value more than 4.893 also highlights that it is most important factor in respect of identifying the purchase behavior of Men towards different brands and impact of advertisement and promotional activities on behavior. The components included in this factor are Image, language & music used in advertisement effects the buying (.804), Celebrity endorsement in advertisement (.791) and Advertisement promotion increases the sales (.698). All these statements therefore account for Advertisement.

(ii) Brand Performance (F2): The Second factor, which account for 9.819

percent of variations, has been named as Brand Performance. Six out of 20 variables have loaded on this factor. The Eigen value more than one i.e. 1.964 also highlights that it is also an important factor in respect for brand performance. The statements included in this factor are Branding makes easy to identify (.563), Reputation of company proceeds you to purchase the product (.558), Physical facility at store are visually appealing (.541), Trustworthiness of brand attracts the customers (.496), Branding supports your buying behavior (.454). All these statements therefore account for Brand Performance.

(iii) Satisfaction level (F3): This factor accounts for 7.394 % of Variance. It Includes The brand you are using provides variety products (.682), What are the satisfaction level regarding garments(.656).So these statements clearly show that satisfaction level of customers are very important for men to purchase garments.

(iv) Constructive features (F4): This is another crucial factor which accounts for 5.566% of variances. This includes Designer garments impulse the customer to purchase (.774), Trends and latest Fashion creates the demand for branded garments (.594), Emotional supportive advertisements are better (.421).Hence

2.1. Effect of Gender on factors:

additional facilities really account for the men's satisfaction for the particular brand.

(v) Buying Motivators (F5): This factor includes Store location (.763), Price Range (.714), Discount and concessions (.361). This factor accounts for 5.300% of the total variance. This clearly shows that accurate price, location and discounts motivates men's satisfaction for the particular brand.

(vi) Layout Theme (F6): Three variables are loaded on this factor. Physical facilities at store are layout of store (**.763**), good quality garments (.527), appearance and fabric of garments (.444). This factor accounts for 5.181% of variations.

Objective 2: To identify the Impact of Demographic variables on Factors

For achieving this objective Null Hypothesis that 'there is no significant relationship between the Demographic variables and the factors' was taken and one way analysis of variance was used. Mean score was calculated for factors where significant relationship between dependent (Factors i.e. Advertisement theme, Brand performance, Satisfaction level, Constructive features, Buying motivators and Layout theme) and Independent Factor (demographic variables i.e. Gender, Age, Qualification, Purchase, and Effect of brand) was observed.

Table 2.1(a): Analysis of Variance between Gender and various Factors

Factors	Sum of Squares	df	Mean Square	F	Sig.
Advertisement Theme	2.050	1	2.050	2.061	.153
Brand Performance	.001	1	.001	.001	.971
Satisfaction level	.183	1	.183	.183	.670
Constructive features	4.624	1	4.624	4.711	**.031**
Buying Motivators	8.791	1	8.791	9.143	**.003**
Layout Theme	4.536	1	4.536	4.642	**.032**

Table 2.1(b): Descriptive Mean Scores of various Factors

Factors	Male	Female
Constructive features	.1544	-.1513
Buying Motivators	.2057	-.2147
Layout Theme	.1513	-.1506

Null hypothesis H_0 (1) is partially rejected as it expounds that there is a significant relationship between the views of males & females on three factors: Constructive features, buying motivators and layout theme. From the descriptive analysis it is evident that the males are giving more importance to the above said factors. The reasons for this may be that in Indian families, males have the responsibility of purchasing branded garments and Females on the other hand give consent to their counterpart.

2.2. Effect of Age on factors:

Null hypothesis H_0 (2) is partially rejected as Age is found to be significantly related to all except brand performance and buying motivators. Respondents of age category 35-44 & above 45 have given high importance to Advertisement theme, while that of 15-24 have given more importance to layout theme, only above 45 age category considered satisfaction level and constructive features are more important while shopping.

Table 2.2(a): Analysis of Variance between Age and various Factors

Factors	Sum of Squares	df	Mean Square	F	Sig.
Advertisement Theme	**55.301**	**3**	**18.434**	**25.238**	**.000**
Brand Performance	3.581	3	1.194	1.197	.312
Satisfaction level	**12.472**	**3**	**4.157**	**4.371**	**.005**
Constructive features	**12.188**	**3**	**4.063**	**4.265**	**.006**
Buying Motivators	2.558	3	.853	.850	.468
Layout Theme	**7.686**	**3**	**2.562**	**2.639**	**.051**

Table 2.2(b): Descriptive Mean Score of various Factors

Factors	15-24	25 - 34	35 - 44	Above 45
Advertisement Theme	-.6060	-.4152	.3887	.6533
Satisfaction level	-.1674	-.1275	-.1359	.4369
Constructive features	-.1397	-.1621	-.1239	.4320
Layout Theme	.2834	-.0205	.0028	-.2728

The difference in their preference can be understood by stage of lifecycle of the respondent. Every age group has different responsibilities as well as objectives. Hence importance of factors also changes with time.

2.3. Effect of Qualification Background on factors:

Null hypothesis H_0 (3) is also partially rejected as it is observed that two factors Advertisement theme and Satisfaction level have significant relationship with the Qualification background. It was observed that undergraduate respondents given more importance to this factor as they go along with the trend and try to copy the same fashion in their lifestyle. Hence for them Advertisement theme plays more important role. Secondly while data collecting it was observed that youngsters like to be trendy in their lifestyle hence they are already well aware about the USP (Unique Selling Proposition) of the Brand .On the other hand undergraduate, graduate and others (housewives and retired people) give more importance to satisfaction level as they don't want to try new brands.

Table 2.3(a): Analysis of Variance between Qualification and various Factors

Factors	Sum of Squares	df	Mean Square	F	Sig.
Advertisement Theme	39.870	3	13.290	16.408	**.000**
Brand Performance	4.002	3	1.334	1.341	.262
Satisfaction level	10.033	3	3.344	3.470	**.017**
Constructive features	3.679	3	1.226	1.230	.300
Buying Motivators	.362	3	.121	.119	.949
Layout Theme	5.390	3	1.797	1.828	.143

Table 2.3(b): Descriptive Mean Score of various Factors

Factors	Under graduate	Graduate	PG	Others
Advertisement Theme	.5746	-.2670	-.3776	-.7481
Satisfaction level	.2456	.0285	-.2763	.1081

2.4. Effect of Purchasing on factors:

Null hypothesis H_0 (4) is also partially rejected as Purchasing branded garments is found to be significantly related to all except brand performance and buying motivators.. Surprisingly respondents never give importance to advertisement theme, as they consider this factor in some situations. The reason for the same may be that these people try to look for the best possible brand from more reliable sources. Some of the respondents never consider satisfaction level of the branded garments as they want to go with the 'innovators' or 'first to adopt anything' hence they keep update with all advertisements and recommendations from operators and earlier visitors. Respondents always consider buying motivators and layout themes as the most important factors while going for purchasing branded garments. Hence it can be concluded that layout and buying motivators plays an important role in purchasing.

Table 2.4(a): Analysis of Variance between Purchase and various Factors

Factors	Sum of Squares	df	Mean Square	F	Sig.
Advertisement Theme	7.352	2	3.676	3.780	**.025**
Brand Performance	2.646	2	1.323	1.328	.268
Satisfaction level	39.682	2	19.841	24.594	**.000**
Constructive features	.826	2	.413	.411	.664
Buying Motivators	7.627	2	3.814	3.922	**.021**
Layout Theme	11.607	2	5.804	6.135	**.003**

Table 2.4(b): Descriptive Mean Score of various Factors

Factors	Always	Never	Sometimes
Advertisement Theme	-.3141	.3525	.0583
Satisfaction level	-.3958	1.3010	-.0490
Buying Motivators	.3465	-.2107	-.0973
Layout Theme	.3993	.1867	-.1641

2.5. Effect of Brand on factors:

Null hypothesis H_0 (5) is also partially rejected as it is observed that three factors Advertisement theme, Satisfaction level and Constructive features have significant relationship with the brand.

Table 2.5(a): Analysis of Variance between Purchase and various Factors

Factors	Sum of Squares	df	Mean Square	F	Sig.
Advertisement Theme	29.114	4	7.278	8.367	**.000**
Brand Performance	5.897	4	1.474	1.489	.207
Satisfaction level	13.374	4	3.344	3.514	**.009**
Constructive features	15.153	4	3.788	4.021	**.004**
Buying Motivators	4.169	4	1.042	1.042	.387
Layout Theme	6.756	4	1.689	1.722	.147

Table 2.5(b): Descriptive Mean Score of various Factors

Factors	Mufti	Levis	Pepe	Spykar	Others
Advertisement Theme	-.2462	-.2504	-.4868	-.4954	.4009
Satisfaction level	.2145	-.1705	-.4461	-.3028	.2445
Constructive features	-.1602	-.1621	.2373	-.5686	.2189

It was being observed that others (Local brands) have given more importance to advertisement theme as these are not popular brands and rarely purchased by the youngsters while respondents are more satisfy with the Mufti Brand as it is liked mostly by young generation. Respondents have given more importance to Pepe because of its constructive features adopted by the retail outlets. Hence it can be concluded that youngsters go with the 'trend' not with the 'money' they spent.

Limitations of the Study:

- The study confines to Sirsa city only. The findings of the study may not be applicable to the entire population of other areas.

- The city is very vast and it was not possible to cover each and every unit in the sample in the available short span of time.

- As the study was to be completed in a short time, the time factor acted as a significant limit on the scope and extensiveness of the study.

Summary and Conclusions:

Men's wear industry being a customer goods industry is growing at a very fast rate. In Olden days men had only limited choice for their apparel but now men have different apparel categories in the market. For every event they want different type of clothing like; party wears, casuals, sports wear, formals, wedding suits and daily wear etc. So there is huge need of men's

apparel. Today's men choose particular brands which fulfill their every demand related to clothing. Deliberate the perception of brand in the minds of customer is very important, this study recommended positioning of the brand in the minds of the customers, which helped marketers to plan and promote their sales and accordingly give same product and features what customers desired in the branded clothes. In this study an attempt was made to find out the customers' brand perception towards branded men's apparels. The findings revealed six factors: Advertisement Theme, Brand Performance, Satisfaction level, Constructive features, Buying Motivators, Layout Theme. Levi's was the most preferred brand and least preferred brand was Wills Lifestyle. This shows that Levi's menswear brand is very famous among the respondents of Sirsa City. Persistent to the history isn't always the answer. Any victorious brand has to reconnect with an image that's relevant to the identity of consumers at that moment in time. To maintain control brands have to shift it across generations, and in fashion clothing and accessories it's particularly tough to make this transfer, just because clothing is an icon intensive product category.

Suggestions:

Clothing Market is very exciting trendy Industry. Domestic brands have to change their policies and upgrade their stock to compete with foreign brands.

- *Trend:* Brands dealing in men's apparel should focus on lifestyle and fashion. As men who prefer wearing branded apparel want to show their status in the form of apparel.

- *Discounts:* Companies should emphasize more on their price strategy as it reflects the image of the company; in addition to this, they should keep in mind discount offers to the customer.

- *Customer's networking:* Companies should create communities for their customers like fan clubs, online fan clubs. This helps to share their experiences with each other and also provide social networking. It's a very good source to spread positive word of mouth and is very advantageous for any brand.

- *Male Effect* Stores and Advertisement: The theme used of store and advertisement should be according to their offerings, as men like trendy, sporty, and robust look. Color and music should also be used of masculine kind.

- *Celebrity Endorsement:* Companies should call celebrities according to their products or target segment. In case of sports product, they should call a sports person and in case of fashionable products, they should hire a film star.

- *Home Market:* Indian domestic textile market is strong enough because of outstanding history, cheap labor cost and high consumption level. But this market is dominated by overseas brands because of high style product and equivalent prices. To compete with overseas brands, domestic brands should have to enhance their positive points and should work on their weak points. They should also go for export.

- *Targeted Customer:* As youth and students prefer to buy branded apparel, so companies should have to arrange concert in universities and clubs, sponsor the sports and games etc. to attract their target customer.

- *Store site:* They should prefer properly select the location of store like it could be near colleges, universities, gyms, social clubs, offices, restaurants and in the heart of the city. It makes more customer visit to the store.

- *Merchandise:* Men's market is not fully captured. Brands should offer more designer, fashionable, customized product categories and different sizes to gain and increase the market share.

- *Brand Preference should be created through Advertisement:* A tone of style, freshness, and energy should be conveyed through advertisements.

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