IJBARR
E- ISSN -2347-856X
ISSN -2348-0653

BRAND PREFERENCE TOWARDS GLOBAL BRANDS VERSUS INDIAN BRANDS IN CHENNAI CITY

M. Suresh* **Dr. K. Jawhar Rani****
**Research Scholar, Management Department, Bharthiyar University, Coimbatore.*
***Professor, Department of MBA, St. Joseph's College of Engineering, Chennai.*

Abstract
This study investigates differences between global and Indian brands in the Indian apparelmarket. Brand preference towards Indian and global apparel brand in the Indian market are examined. It is postulated that global and Indian brands influence brand preference, which is composed of brand name, color, value, quality, loyalty, and purchase intention. Descriptive research design is followed in this research. Under non-probability sampling technique, convenience sampling method was used to select the respondent from population. The data were collected through questionnaire method. Sum of 552 Respondents met at the time of purchase in specified mall (Forum Vijaya mall and Express avenue mall), in Chennai City during their leisure time, with a request to fill in the questionnaire, this study finds that Indian consumers Brand preference towards Indian and global brands.

Keyword: Brand preference, Indian and global apparel brands.

1. Introduction

This research is mainly focusing on the Indian consumers brand preference about the global and Indian apparel brands. The Indian consumer's purchase decisions are based upon the consumer taste, andpreference, but now their focus is totally changed. Global marketing has had a huge impact on both Indian and global brands present in a market. Given the fact that strong Indian brands have an advantage of developing close relationships with domestic consumers, it can be challenging for global retailers to convince consumers to use their products and brands.To succeed in a local market, retailers must understand consumer preference for Global and Indian brands. Consumer preferences for products made in different countries are influenced by level of economic development of nations (Schoolar&Sunno, 1971), ethnocentric bias (Han &Terpstra, 1988), and different demographic characteristics of consumers (Hester & Yuen, 1987),The literature further reveals that preference for Global brands over Indian brands prevails among consumers in developing countries such as India (Sharma, Shimp, & Shin, 1995),for different consumer perspectives in Indian market is a crowded one with many options. The competition is fierce and brands, both global and local need to be adapted to the complexity of the Indian market. It has been noted that European origin brands have significant market penetration and attracted consumers in India, tough American brands had entered the market early in the 1980s. European brands entered the Indian market in last decade and have followed more aggressive strategies for expansion than their American counterparts..

2. Objectives of the Study

- To Study Gender and brand preference of customer's towards Indian, American and European apparel brands.
- To Examine Age and brand preference of customer's towards Indian, American and European apparel brands.
- To Study Income and brand preference of customer's towards Indian, American and European apparel brands.

3. Review of Literature

"A brand is both, tangible and intangible, practical and symbolic, visible and invisible under
Conditions that are economically viable for the company" (Kapferer, 1986).Brands are built up by persistent difference ever the long run. They cannot be reduced just to a symbol on a product or a mere graphic and cosmetic exercise. A brand preference is the signature on a constantly renewed, creative process which yields various products. Products are introduced, they live and disappear, but brands endure. The consistency of this creative action is what gives a brand its meaning, its content, and its characters': creating a brand requires time and identity.

"In the 1970's, products were made from the manufacturing, rather than the customer point of view. But with the focus shifting to the consumer brand preference, marketing has assumed a much largerrole".. A traditional definition of a typical brand preference was: "the name, associated with one or more items in the product line, which is used to identify the source of character of the item(s)" (Kotler, 2000). He recognizes, however, that brands preference today are much more than that. As can be seen, according to these definitions brands had a simple and clear function as identifiers. Before the shift in focus towards brands preference and the brand building process, brands were just another step in the whole process of marketing to sell products. For a long time, the brand has been treated in an off-hand fashion as a part of the product, (Urde, 1999). Brand preference is a major issue in product strategy (Kotler, 2000). As the brand preference was only part of the product, the communication strategy worked towards exposing the brand and creating a brand image. Within the traditional branding

IJBARR
E- ISSN -2347-856X
ISSN -2348-0653

model, the goal was to build a brand image, (Aaker and Joachimsthaler, 2000); a tactical element that drives short-term results. It is mentioned that the brand is a sign–therefore external-whose function is to disclose the hidden qualities of a product which are inaccessible to contact (Kapferer, 1997). The brand served to identify a product and to distinguish it from competition. In the journey from product-centric brands to customer-centric brands, many consumer companies have locked in on a transitional concept – segment-specific brands. While brand preference Nike focuses on physically active consumers, brand Disney focuses on parents with small children. This is a significant step in the right direction and it reflects growing awareness of the power of customers. A brand preference differentiates a product in several forms and it can be broadly divided into two categories- The tangibles (rational), and the intangibles (emotional and symbolic). Either way while the product performs its basic functions, the brand preference contributes to the differentiation of a product (Keller, 2003). These dimensions "distinguish a brand from its unbranded commodity counterpart and gives it equity which is the sum total of consumers' perceptions and feelings about the product's attributes and how they perform, about the brand name and what it stands for, and about the company associated with the brand" (Achenaum, 1993). A strong brand provides a consumer multiple access points towards the brand by attracting them through both functional and emotional attributes (Keller, 2003). The tangible dimensions thata brand creates are product innovations, high qualities, and/or attractive prices etc. Those are often observable from the product's marketing mix and brand preference (Keller, 2003).

4. Research Methodology

Descriptive research design is followed in this research. Convenience sampling method was used to select the respondent from population (Those who have knowledge about apparel brands). The data were collected through questionnaire method. Sum of 560 Respondents met at the time of purchase in specified mall (Forum Vijaya mall and Express avenue mall), in Chennai City during their leisure time at the time of visit, with a request to fill in the questionnaire. The researcher had provided questionnaire to 560 respondents out of which only 552 filled-in questionnaires were considered for analysis. Cross tabulation is used for analysis.

5. Data Analysis

Table 1: Shows Gender and Brand Preference of customer's towards Indian, American and European apparel brands

	American Brand								Indian Brand										European Brand									
Gender	Levis		Lee		Tommy Hilfiger		Nike		Wills Lifestyle		AllenSolly		Vaheusen		Peter England		Louis Philippe		Jack & Jones		Benetton		Hugo Boss		Guess		Next	
Men	236	69%	30	9%	32	9%	44	13%	168	49%	74	22%	12	4%	76	22%	12	3%	192	56%	60	18%	82	24%	2	0.5%	6	1.5%
Women	173	83%	12	6%	8	4%	16	7%	6	3%	169	81%	8	4%	26	12%	0	.0%	165	79%	24	11%	14	7%	6	3%	0	.0%

It could be observed from the table no.1that 69%of the men preferred Levis, 13% preferred Nike, and 9% preferred Tommy Hilfiger & Lee. But 83% of the women preferred Levis, 7% preferred Nike, 6% preferred Lee and 4% preferred Tommy Hilfiger. It is inferred that most of the men and women respondents preferred Levis among American brands. 49% of the men preferred wills Lifestyle, 22% preferred peter England & Allen solly and 4% preferredVaheusen&3% preferred Louis Philippe. But 81%of the women preferred Allen solly, 12% preferred peter England, 4% preferred Vaheusen and 3% preferred wills Lifestyle. It is inferred that most of the men preferred wills Lifestyle and most of the women respondents preferred Allen solly among Indian brands. 56%of the men preferred Jack & Jones, 24% preferred Hugo Boss, 18% preferred Benetton and 1.5% preferred next and 0.5%preferred Guess but 79% of women preferred Jack & Jones, 11% preferred Benetton, 7%preferred Hugo Boss and 3%preferred Guess. It is inferred that most of the men and women preferred Jack & Jones among European brands.

IJBARR
E- ISSN -2347-856X
ISSN -2348-0653

Table 2: Shows Age and Brand Preference of customer's towards Indian, American and European apparel brands

	American Brand								Indian Brand										European Brand									
Age	Levis		Lee		Tommy Hilfiger		Nike		Wills Lifestyle		AllenSolly		Vaheusen		Peter England		Louis Philippe		Jack & Jones		Benetton		Hugo Boss		Guess		Next	
18-29	223	67%	24	7%	38	11%	50	15%	38	11 %	191	57%	18	5%	86	26%	2	1%	195	58%	50	15%	76	23%	8	2%	6	2%
30-39	50	63%	18	22%	2	3%	10	12%	14	17%	52	65%	2	3%	2	3%	10	12%	32	40%	34	43%	14	17%	0	.0%	0	.0%
40-49	136	100%	0	.0%	0	.0%	0	.0%	122	90%	0	.0%	0	.0%	14	10%	0	.0%	130	96%	0	.0%	6	4%	0	.0%	0	.0%

It could be observed from the table no.2 that 67% of the respondents were under the age group of 18 to 29 years preferred Levis, 15% preferred Nike, and 11% preferred Tommy Hilfiger and 7% of preferred Lee, Under The age group of 30 to 39 years, 63% preferred Levis, 22% preferred Lee, 12% preferred Nike and 3% preferred Tommy Hilfiger but the age group of 40-49 years concerned, 24.7% preferred Levis. It is inferred that all age group that is 18 to 49 years preferred Levis among American brands.57% of the respondents who fall in theage group of 18-29 years preferred Allen Solly, 26% preferred Peter England, 11 %preferred wills Lifestyle,5% preferred Vaheusen and .1% preferred Louis Philippe, under the age group of 30 to 39 years ,65% preferred Allen Solly, 17% preferred wills Lifestyle, 12% preferred Louis Philippe and 3% preferred Vaheusen and Peter England but the age groupof 40-49 years,90% preferred wills Lifestyle and 10% preferred Peter England. It is inferred that most of the respondents are in the age group of 18 to 39 years preferred Allen Solly and 40 to 49 years age group have preferred Peter England among Indian brands.58% of the respondents were in the age group of 18 to 29 years preferred Jack & Jones, 23%preferred Hugo Boss, 15% preferred Benetton, 2% preferred Guess and Next,under the age group of 30-39 years,43% preferred Benetton, 40% preferred Jack &Jones and 17% preferred Hugo Boss but 96% of the respondents who fall in the age groupof 40-49 years preferred Jack & Jones and 4% preferred Hugo Boss. It is inferred that most of the respondents are in the age group of 18 to 29 and 40-49 years preferred Jack & Jones among European brands.

Table 2: Shows Income and Brand Preference of customer's towards Indian, American and European apparel brands

	American Brand								Indian Brand										European Brand									
Income	Levis		Lee		Tommy Hilfiger		Nike		Wills Lifestyle		AllenSolly		Vaheusen		Peter England		Louis Philippe		Jack & Jones		Benetton		Hugo Boss		Guess		Next	
Less than Rs.20,000	32	36%	14	16%	14	16%	28	32%	12	14%	28	32%	6	7%	42	47%	0	.0%	16	18%	30	34%	28	32%	8	9%	6	7%
Rs 20,000 to 40,000	206	76%	10	4%	26	10%	26	10%	14	5%	188	71%	14	5%	44	16%	8	3%	194	72%	32	12%	42	16%	0	.0%	0	.0%
Rs40,00 0 to 60,000	172	88%	18	9%	0	.0%	6	3%	148	76%	28	14%	0	.0%	16	8%	4	2%	148	76%	22	11%	26	13%	0	.0%	0	.0%

It could be observed from the table no.3that 36% of the respondents in the income group of less than Rs.20,000 preferred Levis, 32% preferred Nike and 16% preferred Lee &Tommy Hilfiger,the income group of Rs 20,000 to 40,000,76% preferred Levis, 10% preferred Tommy Hilfiger & Nike and 4% preferred Lee but 88% under the income of Rs 40,000 to 60,000preferred Levis, 9%preferred Lee and 3%preferred Nike.It is inferred that the entireincome group that is less than Rs.20,000 to 60,000 preferred Levis among American brands. 47% in the income group of less than Rs.20,000preferred Peter England, 32%preferred Allen Solly and 7%preferredVaheusen,71% of the respondents in the income group of Rs 20,000 to 40,000 preferred Allen Solly, 16%preferred Peter England, and 5%preferred wills Lifestyle&Vaheusenand3%preferred Louis Philippe but76% income group of Rs 40,000 to 60,000 preferred wills Lifestyle, 14%preferred Allen Solly, 8% preferred Peter England and 2% preferred Louis Philippe. It is inferred that most of respondents in the income of less than Rs.20,000 preferred Peter England and Rs. 20,000 to 40,000 income group preferred Allen Solly but Rs. 40,000 to 60,000incomegroup preferredwill Lifestyle among Indian brands.34% of the respondents in the income of less than Rs.20,000 preferred Benetton, 32%preferred Hugo Boss 18%preferred Jack &Jones, 9%preferredGuess and 7% preferred Next, 72%of respondents under the income of Rs 20,000 to 40,000 preferredJack &Jones, 16%preferred Hugo Boss, and 12%preferred Benetton but 76%of Rs 40,000 to 60,000income group preferred Jack &Jones, 13%preferred Hugo Boss and 11%preferred Benetton. It is inferred that most of respondents in the income of Rs 20,000 to 60,000 preferredJack &Jones but less than Rs.20, 000 income group preferredBenetton.

6. Findings of the Study

The findings state that most of the men and women respondents preferred Levis among American brands butIn Indian brandsmost of the men preferred wills Lifestyle and most of the women respondents preferred Allen solly, where as in European brands most of the men and women preferred Jack & Jones.Another findings indicate that all age group that is 18 to 49 years preferred Levis among American brands,where asin Indian brands most of the respondents are in the age group of 18 to 39 years preferred Allen Solly and 40 to 49 years age group preferred Peter England but in European brandsmost of the respondents are in the age group of 18 to 29 and 40-49 years preferred Jack & Jones.The study found that the entire income group that is less than Rs.20,000 to 60,000 preferred Levis among American brands but in In Indian brands most of respondents in the income of less than Rs.20,000 preferred Peter England, Rs. 20,000 to 40,000 income group preferred Allen Solly and Rs. 40,000 to 60,000income group preferred will Lifestylewhere as in European brandsmost of respondents in the income of Rs 20,000 to 60,000 preferred Jack &Jones and less than Rs.20, 000 income group preferred Benetton.

7. Conclusion

The findings demonstrated that Indian consumers do perceive global and local brands differently based on Brand preference. These higher levels of brand preference among Indian consumers can emotionally giving more important for particular Indian or global brand. The Indian consumer giving more priority to the brand preference based on the quality, quality of the product at the same time benefits of the product and customer needs and wants try to fulfillment. Sometimes, the manufacturers may even gain greater bargaining power over their retailers, and are presented with more distribution channels. Furthermore, a price premium can be imposed on a strong brand preference because of the brand's perceived higher quality over the competitors' brands a unique product positioning can be created by a strong brand preference, which may act as an entry barrier, such as the retention of intellectual property rights, patents, or trademarks. This entry barrier can also be established through consumer's repurchase behavior, because it enhances of the brand preference in Indian and global brand.

References

1. Schoolar, R. D., & Sunno, D. H. (1971). Bias phenomenon attendant to the marketing of foreign goods in the USA. Journal of International Business Studies, 2, 71–80.
2. Han,C.M.,&Terpstra,V. (1988).Country-of-origin effects for uni-national and bi-national products. Journal of International Business Studies, 19, 235–256.
3. Sharma, S., Shimp, T. A., & Shin, J. (1995). Consumer ethnocentrism: A test of antecedent and moderators. Journal of the Academy of Marketing Science, 23, 26– 37.
4. Kapferer, 1986. 'Some co-branding preference caveats to obey', Marketing News,vol. 28, no. 3, pp. 4.
5. Kotler, 2000,'Symbolic and functional positioning of brands', Journal of Consumer Marketing, vol. 15, no. 1, pp. 32-43.
6. Urde, 1999,'The Impact of Parent Brand Attribute Associations and Affect on Brand Extension Evaluation', Journal of Business Research, vol. 53, pp. 111-122.
7. Aaker, DA & Kller, KL 1990,'Consumer evaluations of brand preference ', Journal of Marketing, vol. 54, no. 1, pp. 27-41.
8. Achenaum, 1993,'The malleable self: the role of self-expression in persuasion', Journal of Marketing Research, vol. 36, no. 1, pp. 45-57.
9. Keller, 2003, 'The product life cycle (PLC) approach to causal modelling: Personal brand preference adoption and use as an illustration', management and Technology Studies, vol. 2, pp. 285-309.