ISSN PRINT 2319 1775 Online 2320 7876
 UGC CARE Listed (Group -I) Journal Volume 9 ,Iss 3, 2020

Raymond Customers' Brand Awareness, Perceptions, Preferences, and Loyalty Attributes

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Abstract:

The purpose of this study is to learn about client retention for the Raymond brand. The primary goal is to determine the causes behind Raymond's brand awareness and retention, as well as how customers are drawn to Raymond products and how many customers make repeat purchases from this brand rather than switching to another brand. Raymond is a historic and traditional brand that is mostly owned by the Raymond Company; hence, many traditional and loyal customers prefer Raymond. The study is undertaken to learn about Raymond's customer retention, perception, and awareness, using a sample size of 110 consumers from all age groups and occupations in the market.

The primary goal of this study is to learn about the customer's lifestyle, income level, perceptions, and behaviors regarding the apparel brand Raymond. The primary criteria found include quality, price, designs, new arrivals, and advertisements. It also focuses on customer perception, awareness, and brand retention for Raymond in retail stores branded with Shore rooms in Hyderabad, Vijayawada, and Guntur.

Key Words: *Customer Perception, Customer behavior, Customer Retention, lifestyle.*

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INTRODUCTION

The ultimate goal of every firm is to increase sales and revenue. Ideally, we want to attract new customers to our client's items and encourage repeat purchases. Brand awareness refers to how well current and potential customers understand our clients' businesses and products. To others, branding may not feel like a tangible component of running a business because it cannot be immediately quantified in terms of money. Branding is why customers may pay three times more for a product at one store than another. However, with little resources, developing a brand identity might be difficult. Here are some ideas for increasing brand awareness that would benefit a corporation if combined with other market research methods.

Roche-Renker's Brand Awareness Overview:

1. Identify and understand your target customers
2. Create a company name, logo, and slogans
3. Add value through packaging, location, service, special events, etc.
4. Investing on market niche Advertising
5. Hosting an after-sale follow-up and customer relations management

Creating brand awareness in three simple steps:

1. It is important that the message of what a brand is offering to the consumer should be consistent. Whole Foods™, for example, offers fresh, high-quality foods for purchase and advertises the advantages that their goods can provide. So the impressions we hope to make on consumers and potential consumers should be consistent across various mediums, situations, and promotional attempts.

2. The image we present should be consistent in order to increase brand awareness. It is important that we are consistent in use of image so that we maximize recognition and positive impressions. For example, the image has to be consistent, on the products we produce, on the receipt consumers receive after purchase, on the bags customers carry out of the store, and in many of distributed informational material.

3. The slogans and taglines used should be consistent throughout mediums and material. Once again, consistency is important in conveying a message that promotes awareness of a brand in an organized, recognizable manner. Whole Food's tagline, "Selling the Highest Quality Natural and Organic Products" (Translation: We sell only the best natural and healthy organic goods), is consistent throughout its promotional materials, website, and logo. It presents the consumer with an image that in the future the consumer can continue to associate with our products. Creating brand awareness, through a collaborative, well-developed overall image, is essential to develop a successful brand that achieves maximum benefits.

The next point is maintaining Brand Awareness. It is important to keep working at the issues and activities identified above. We have to pay attention to how customers are responding to products, packaging, displays, and messages. Always we have to look for ways to improve the image we are trying to deliver towards potential prospects. Ask your customers for suggestions, and work to maintain a consistent presence in the market-place. Having identified the importance of creating brand awareness and ways to achieve it, it certainly pays well for an organization strategically inducing methods towards monitoring brand awareness and brand retention programs.

Raymond Company Details:

A 100% subsidiary of Raymond Limited, Raymond Apparel Ltd. (RAL) ranks amongst India's largest and most respected apparel companies. We bring to our customers the best of fabric and style through some of the country's most prestigious brands – Raymond Premium Apparel, Park Avenue, Parx and Notting Hill.RAL entered into the ready-to-wear business with the introduction of Park Avenue in 1986 catering to the men's formal wear market. Parx was launched in 1998 to address the growing trend of smart casuals. Raymond identified the vacuum for a high end, casual wear brand and hence decided to acquire ColorPlus as a part of strategic expansion plan for their ready-to-wear business. Notting Hill was launched in 2007 to cater to the popular price segment.Park Avenue launched the Western Women's wear collections. 'Park Avenue Woman'- A complete range of Premium Business Wear for women is designed specially for the working women professionals of today.All their brands are available at exclusive brand stores, 'The Raymond Shop' retail outlets and multi-brand outlets across India and the Middle East.

Brand Portfolio

Park Avenue

Park Avenue is a premium contemporary formal wear brand and the single largest formal and occasion wear brand in India. Park Avenue has been constantly reinventing itself successfully addressing the changing needs of the consumer – whether in formalwear, relaxed work wear, heritage wear or evening wear.

Park Avenue Woman: Park Avenue Woman is a complete range of Business Wear for women. 'Park Avenue Woman' is designed specially for the working women professionals of today.

ColorPlus: ColorPlus is among the largest premium category smart casual wear brand in the country. The company acquired by Raymond caters to the growing demand for a high-end, casual wear brand in India. Some of the technological innovations by ColorPlus are thermo-fused buttons, golf ball wash, soft jeans, wrinkle free technology, stain-free fabric, and cone dyed technique.

Parx

Parx is a premium casual lifestyle brand, which is positioned to cater to the needs of consumers who are looking for dressing up for life across occasions and events. Parx makes available the latest international trends through differentiated designs and styles. It has always been part of the consumer who is looking at making lifestyle statements.

Notting Hill

Notting Hill reflects style and manifests originality of today's fashion-conscious and discerning young professionals at an affordable price. With exceptional fits, styling and colour range. Notting Hill promises to be an instant hit with the young working professionals.

TRIGGER POINTS THAT CREATE PERCEPTION ABOUT A BRAND

When we explore brand perception, we can focus on eight common areas that are involved in the creation of brand perception. These triggers take us beyond the typical attributes of brand awareness while encompassing consumer feelings about a brand, what is their response to it, what they talk about it, and their interaction with it.

1. Emotion-What is the broad emotional connect consumers have with the brand? What are the emotional triggers and factors that arouse positive and negative reactions about a brand?

2. Individuality-What are the various characteristics that help a brand differentiate from the rest-and on association-the consumers using it? How the brand sets itself apart from competitors and whether the difference by which it leads is substantial and has value?

ISSN PRINT 2319 1775 Online 2320 7876
 UGC CARE Listed (Group -I) Journal Volume 9 ,Iss 3, 2020

3. Communication-Is the brand able to communicate its origin and purpose at the first instance? Is the message consistent or is it changing with factors like timing, the experience, or with sub-brands?

4. Social influence-Does our brand possess the power needed for changing or improving lives? Can it become an agent for personal or social transformation?

5. Competitiveness- Is the brand well-poised to separate itself from competition? Do we know its key differentiators and their importance to consumers?

6. Innovation-Does our brand possess the capacity to grow and reinvent itself? Is it having a reputation in innovation and in having the potential to redefine a market?

7. Leadership and durability-Does the brand have leadership position in its category? Is it commanding the authority and desired respect in its marketplace? Is the brand considered stable, secure, and relevant from generations?

8. Comfort and inspiration-Did the brand uplift people and comfort them? Is the brand successful in generating confidence and inspiration among consumers?

The positive and negative aspects that are studied using perception studies will create starting point that can create a targeted marketing strategy useful in providing required information to business owners and empower them. By having a clear idea about consumer’s experiences with a brand, marketers can advertise positive associations and erase the negative ones.

USE OF BRAND PERCEPTION STUDIES

Conducting perception studies in most of the mature market segments will help well-established companies in the development of various strategies to breathe life into the brand’s unique value propositions and sustaining its competitive advantage. For startups, data from these studies will help in guiding a marketing approach imbibed with knowledge about the strengths and weaknesses of competitors.

Perception studies are useful critical branding moments like rebranding, or brand extension, in cases of merger, or knowing the need to revitalize a brand. They will provide an Insight whether there is a need for marketing strategy that strengthens the legacy of an already strong brand or there is a need to set the stage for the bran’s successful evolution. In the present day hyper-competitive environment, these studies act as a fundamental tool to empower us with every marketing penny we invest. Perception Studies can help us answer various questions about the brand like

What is your brand’s share of voice compared to competitors?

Which of your products is most talked about?

What is the overall sentiment towards your brand?

How does sentiment about your brand change over time?

What has caused spikes in conversation about your brand?

What are the top topics talked about in relation to your brand?

What do people like most about your brand or your products?

Literature Review

From the consumer perspective, brand equity (The value of a brand) is based on consumer attitudes about positive brand attributes and favorable consequences of brand use." – American Marketing Association - Branding expert David Aaker defined brand equity back in 1991 as:"A set of assets and liabilities linked to a brand, its name and symbol, that adds to or subtracts from the value provided by a product or service to a firm and/or to that firm's customers."According to renowned brand Author Susan Gunelius brand equity can be defined as "The tangible and intangible value that a brand provides positively or negatively to an organization, its products, its services, and its bottom-line derived from consumer knowledge, perceptions, and experiences with the brand."

Customer's Experience of a Brand has 5 Phases

1. Brand awareness: Consumers will be aware of the brand.
2. Brand recognition: Here Consumers do recognize the brand and have knowledge about what it will offer vis-à-vis its competitors.
3. Brand trial: The Consumer should have tried using the brand.
4. Brand preference: Once the Consumers begin to like the brand and become its repeat purchasers, they will be developing an emotional connect with the brand.
5. Brand loyalty: After repeatedly preferring the brand Consumers always demand the same and would even travel distances for it. With loyalty on the rise so will the emotional connect to the time of availability of a suitable substitute for the brand in his mind.

The Brand Owner's work isn't done once the consumers reach brand loyalty stage. The challenge will be not end with building the brand equity for having widespread loyalty, but it is the ability to sustain it and create positive brand equity for the long run.

Brand equity will result from brand loyalty, and it in turn will help the Product increase its market share. There are many Benefits of having Brand Equity. Positive brand equity will help the company in so many ways. The common financial benefit is it will enable the company to charge premium price for its brand. Tiffany's as a brand has enough equity that a price premium on it isn't just accepted by the consumers, it's even expected. A high brand equity quotient can help a company in case of future brand extensions and its Line expansion if needed. Not only will brand equity help in increasing sales and revenue, it also helps in reduction of the various costs involved. There will be little need to have Brand Awareness promos for brands that have a high equity. The costs saved here can be invested in other initiatives needed to obtain short-term results. Brands with strong equity are positioned for a long-term successful journey because in their case consumers will be ready for minor variance in conformance of specified standard as they have their deep emotional connect and high level of loyalty with the brand. Having high brand equity will help any company in navigating through various macro level changes in the Economic environment.

Brand Audit and Review

Brand audit will provide information analysis about the organization's brand and provides an insight into the various aspects involved in brand management along with the effectiveness in marketing the Brand. It will give an assessment of the brand's strengths, its weaknesses, the opportunities, and also the threats that it will face. It will help in identification of the various opportunities for brand growth which can be achieved through brand positioning and extensions. The audit will give recommendations for improving brand equity, positioning the brand, its management and also effectiveness in its marketing. Brand review will help the company to thoroughly examine the health of a brand at a given moment of time and the results will give it an idea about where brand is on its lifecycle roadmap. On comparison it can be identified whether the brand is going on the right track, if there is a need for revitalizing it, or there is a need for going to completely rebrand it.

Brand Review Benefits

A successful brand review will provide a lot of information that can be used to get many answers to far-reaching questions and will help in planning the brand strategy in future. A brand review enables in identification of various opportunities and threats that are related to Brand strengths and weaknesses, its awareness, recognition, and recall, the inconsistencies involved, Internal brand perception, the Brand promise as part of the corporate culture, Brand architecture, Market position, Brand differentiators, External brand perceptions and expectations, Internal brand management, Brand marketing (including brand identity, brand pricing, brand messaging, and so on), Brand resources, budget, and strategy. If at all any of the specified areas of the business are not aligned with the brand's values, then brand will suffer with decline in its equity. Brand review will help in identifying the areas of the business that are not aligned with the brands values and also getting them back to track**Objectives of the Study:**

1. To know about the consumer perception, behavior, lifestyle about the apparel brands.
2. To assess the different roles in brand retention.
3. To understand the problems in brand retention.
4. To suggest different ways to create brand retention.

Scope of Study:

The Inferences from the study are based on the responses given by the consumers in a specific area. This study will be helpful in getting an insight into the perception of Apparel Buyers at Retail Outlets and some findings may be slightly deviating towards the Brand as we are asking the questions specifically on the Brand itself. It may not fully reflect the mindset of the consumers as they may shy from answering all the questions straight forwardly and it focuses on the Core Brand Park Avenue.

Research Methodology

Research design

The study is based on both primary data and secondary data. The primary data was collected through structured questionnaire for which samples of 110 respondents were selected for this study. The collected samples using convenient sampling method was validated and took it for further analysis. Secondary data is also been collected from database sites and articles. The collected data were analyzed with the suitable tools like Chi – Square tools with the following assumptions were made on the onset of the project.

Area of the study

The respondents are randomly selected for this study.

Research approach

Survey and questionnaires method

Survey method is used for collecting data from Apparel Buyers from Various Retail Outlets and Brand Showrooms at various Locations. We requested all respondents to fill in the questionnaire, by self after explaining the various aspects mentioned in it. It contained both open and closed ended questions in a structured format very easy to understand on the first look.

Sampling Technique

A convenient sample (non – probability sampling method) of 110 Apparel Buyers was collected for the current study in which respondent of the study was request to complete the questionnaire on voluntary basis.

Sample Size

The Size of the sample taken in this study is 110.

Data Usage:

For analysis and interpretation, only primary data is used. However for conclusion and recommendations both primary and the secondary data along with the verbal knowledge and information although obtained from respondents, though they are outside the parameters of questionnaire were also included. The data collected from these sources were analyzed using various tools like percentage analysis, chi-square test, cross table analysis method.

Tools:

Frequencies and cross tabulation have been calculated for the responses of the respondents. Chi – Square test analysis was conducted on the data of part II in questionnaire.

Analysis and Interpretation

General Profile of the Respondents

Interpretation:

From the table below, we infer that 86 of the total respondents are male and 24 are female. On further classification according to age group, we find that of all the respondents 21 are 20-24 Years old, 58 are of the age group 25-29 Years, 17 of the age group 30-40, 14 are of the age group with more than 40 years. From the responses collected 29 respondents are Diploma holders, 40 are Graduates and 41 are Post-Graduates. On the Monthly Income basis 39 Respondents earn less than 20,000 Rs, 28 of them earn 20,000-40,000 Rs, while the remaining 43 earn more than 40,000 Rs. When asked about the number of Brands they know in the Apparel market 37 Respondents answered that they know "MORE THAN THREE" while 26 know "THREE",24 know "TWO" Brands. When asked about level of familiarity and involvement with Raymond, 45 Respondents told that they have used their products in the last 12 months, 41 had used their products, but not in the last 12 months,9 know something about them, but never used their products,7 have heard the name, but know nothing about them,8 never heard of it. When asked about attributes through which they associate with Raymond, 34 find it AFFORDABLE, 11 find it DEPENDABLE, 8 find it MODERN, 9 find it STYLISH and 14 find it POPULAR. When queried about where they saw seen advertisements for RAYMOND the response is BILLBOARDS(22),FM(4), MAGAZINES(18),TV(9),NEWSPAPERS(24),ONLINE(17),PUBLIC TRANSPORTATION(7) and 9 of them have never seen any of their advertisements. When asked about time taken for upgrading the product line the response is SIX MONTHS (41), ONE YEAR (37) and TWO YEARS (32). When asked what they will do if the brand of product they wish to purchase is out of stock, the response is DELAY PURCHASE TILL THE SAME PRODUCT ARRIVES (39), PURCHASE OTHER PRODUCTS FROM THE SAME BRAND (46) and PURCHASE A DIFFERENT BRAND (25).

IJFANS INTERNATIONAL JOURNAL OF FOOD AND NUTRITIONAL SCIENCES
ISSN PRINT 2319 1775 Online 2320 7876
Research paper UGC CARE Listed (Group -I) Journal Volume 9 ,Iss 3, 2020

SEX	Male	Female		
	86	24		
AGE	20-24	25-29	30-40	>40
	21	58	17	14
EDUCATION	DIPLOMA	GRADUATION	PG	
	29	40	41	
PROFESSION	JOB-FRESHER	BUSINESS	IT-EMP	MFCTG-EMP
	21	37	28	24
INCOME	<20,000	20,000-40,000	>40000	
	39	28	43	
HOW MANY BRANDS DO YOU KNOW IN APPAREL MARKET?	ONE	TWO	THREE	MORE THAN THREE
	23	24	26	37
WHICH BRAND COMES TO MIND WHEN YOU THINK ABOUT APPARELS?	RAYMOND	PETER ENGLAND	OTHER	
	76	18	16	
WHAT IS YOUR LEVEL OF FAMILIARITY AND INVOLVEMENT WITH RAYMOND?	NEVER HEARD OF	HAVE HEARD THE NAME, BUT KNOW NOTHING ABOUT THEM	KNOW SOMETHING ABOUT THEM, BUT NEVER USED THEIR PRODUCTS	HAVE USED THEIR PRODUCTS, BUT NOT IN THE LAST 12 MONTHS
	8	7	9	41
	HAVE USED THEIR PRODUCTS IN THE LAST 12 MONTHS		45	
WHICH OF THE FOLLOWING ATTRIBUTES DO YOU ASSOCIATE WITH RAYMOND?	AFFORDABLE	DEPENDABLE	MODERN	STYLISH
	34	11	8	9
	POPULAR	DON'TKNOW		
	14	34		
WHERE HAVE YOU SEEN ADVERTISEMENTS FOR RAYMOND?	BILLBOARDS	FM RADIO	MAGAZINES	TV
	22	4	18	9
	NEWSPAPERS	ONLINE	PUBLIC TRANSPORTATION	I'VE NEVER SEEN ANY OF THEIR ADVERTS
	24	17	7	9
OF YOUR LAST FIVE PURCHASES, HOW MANY WERE RAYMOND PRODUCTS?	ONE	TWO	THREE	NONE
	17	22	37	34
WHICH BRAND OF PRODUCT DID YOU PURCHASE LAST TIME?	RAYMOND	PETER ENGLAND	0THER	
	59	27	24	
HOW MANY PRODUCTS DO YOU HAVE NOW?	ONE	TWO	THREE	MORE THAN THREE
	32	35	24	19
HOW LONG IT TAKES YOU TO UPGRADE YOUR PRODUCT LINE?	SIX MONTHS	ONE YEAR	TWO YEAR	
	41	37	32	
WHAT WILL YOU DO IF THE BRAND OF PRODUCT YOU WISH TO PURCHASE IS OUT OF STOCK?	DELAY PURCHASE TILL THE SAME PRODUCT ARRIVES	PURCHASE OTHER PRODUCTS FROM THE SAME BRAND	PURCHASE A DIFFERENT BRAND	
	39	46	25	

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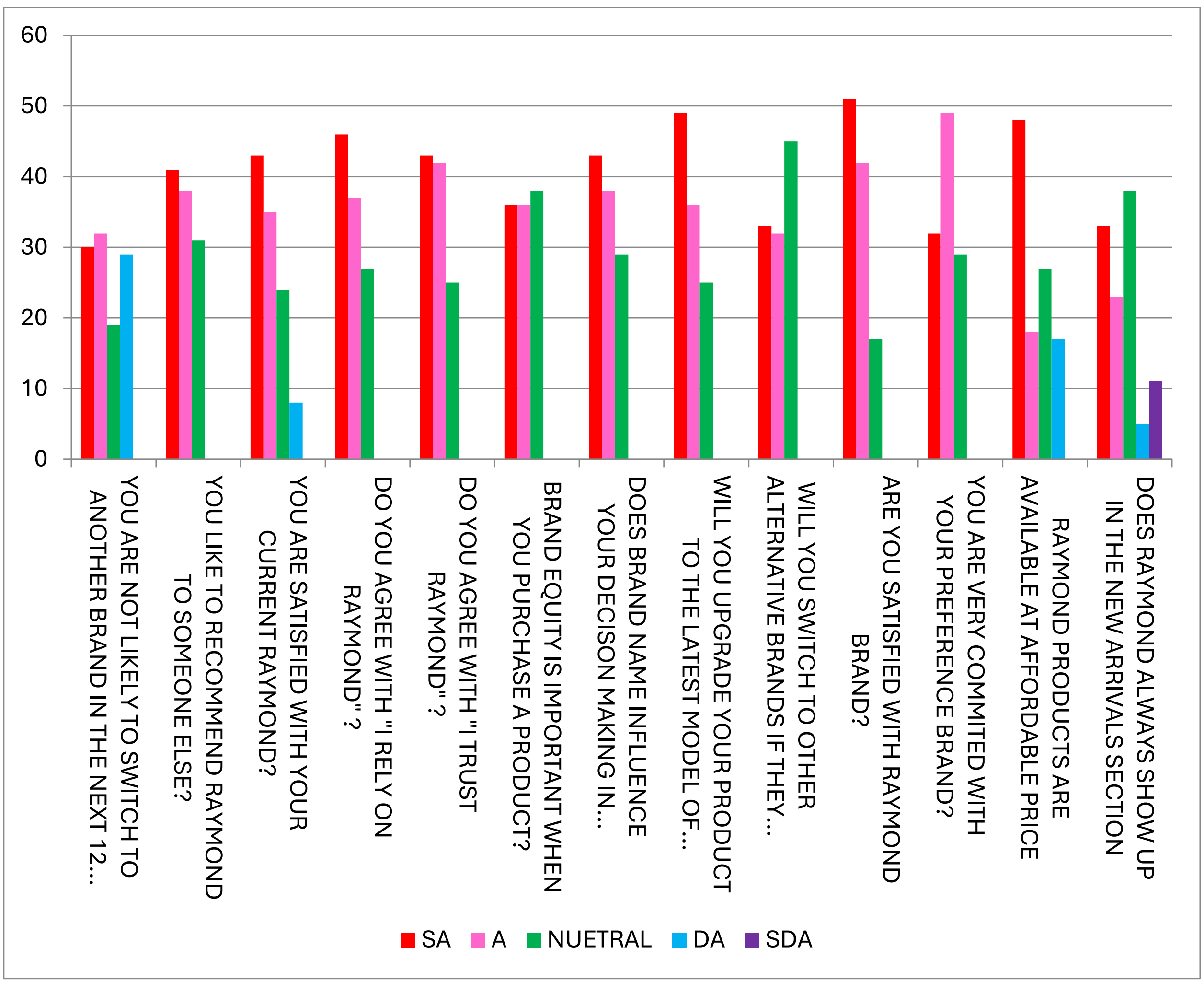
Table.Respondents views about RAYMOND

PARAMETER	SA	A	NUETRAL	DA	SDA
YOU ARE NOT LIKELY TO SWITCH TO ANOTHER BRAND IN THE NEXT 12 MONTHS?	30	32	19	29	
YOU LIKE TO RECOMMEND RAYMOND TO SOMEONE ELSE?	41	38	31		
YOU ARE SATISFIED WITH YOUR CURRENT RAYMOND?	43	35	24	8	
DO YOU AGREE WITH "I RELY ON RAYMOND" ?	46	37	27		
DO YOU AGREE WITH "I TRUST RAYMOND" ?	43	42	25		
BRAND EQUITY IS IMPORTANT WHEN YOU PURCHASE A PRODUCT?	36	36	38		
DOES BRAND NAME INFLUENCE YOUR DECISON MAKING IN PURCHASING?	43	38	29		
WILL YOU UPGRADE YOUR PRODUCT TO THE LATEST MODEL OF RAYMOND?	49	36	25		
WILL YOU SWITCH TO OTHER ALTERNATIVE BRANDS IF THEY OFFER A SIMILAR BUT CHEAPER PRODUCT?	33	32	45		
ARE YOU SATISFIED WITH RAYMOND BRAND?	51	42	17		
YOU ARE VERY COMMITED WITH YOUR PREFERENCE BRAND?	32	49	29		
RAYMOND PRODUCTS ARE AVAILABLE AT AFFORDABLE PRICE	48	18	27	17	
DOES RAYMOND ALWAYS SHOW UP IN THE NEW ARRIVALS SECTION	33	23	38	5	11

Figure 6.3



Chi-Square Test

Is There a Relation between EDUCATION OF THE RESPONDENT and HIS KNOWLEDGE ABOUT various BRANDS IN APPAREL INDUSTRY?

Case Processing Summary						
	Cases					
	Valid		Missing		Total	
	N	Percent		Percent	N	Percent
EDUCATION	110	100.0%	0	.0%	110	100.0%

EDUCATION * KNOWN NUMBER OF BRANDS						
Count						
		KNOWN NO OF BRANDS				Total
		1	2	3	4	
EDUCATION	1	6	7	8	8	29
	2	11	9	8	12	40
	3	6	8	10	17	41
Total		23	24	26	37	110

CHI-SQUARE:

EDUCATION			
	Observed N	Expected N	Residual
1	29	36.7	-7.7
2	40	36.7	3.3
3	41	36.7	4.3
Total	110		

KNOWN NO OF BRANDS			
	Observed N	Expected N	Residual
1	23	27.5	-4.5
2	24	27.5	-3.5
3	26	27.5	-1.5
4	37	27.5	9.5
Total	110		

Test Statistics		
	EDUCATION	KNOWN NO OF BRANDS
Chi-Square	2.418a	4.545b
df	2	3
Asymp. Sig.	0.298	0.208

a. 0 cells (.0%) have expected frequencies less than 5. The minimum expected cell frequency is 36.7.
b. 0 cells (.0%) have expected frequencies less than 5. The minimum expected cell frequency is 27.5.

From the above SPSS calculation we infer that there is a significant relation between EDUCATION OF THE RESPONDENT and HIS KNOWLEDGE ON BRANDS IN APPAREL INDUSTRY.

ISSN PRINT 2319 1775 Online 2320 7876
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Is There a Relation between INCOME OF THE RESPONDENT and THE IMPORTANCE HE GIVES TO BRAND EQUITY WHILE PURCHASING APPAREL?

INCOME * BRAND EQUITY IMPORTANT WHILE BUYING					
Count					
		BRAND EQUITY IMPORTANT WHILE BUYING			Total
		1	2	3	
INCOME	1	5	17	17	39
	2	9	9	10	28
	3	22	10	11	43
Total		36	36	38	110

CHI-SQUARE:

INCOME				BRAND EQUITY IMPORTANT FOR BUYING			
	Observed N	Expected N	Residual		Observed N	Expected N	Residual
1	39	36.7	2.3	1	36	36.7	-0.7
2	28	36.7	-8.7	2	36	36.7	-0.7
3	43	36.7	6.3	3	38	36.7	1.3
Total	110			Total	110		

	INCOME	BRAND EQUITY IMPORTANT FOR BUYING
Chi-Square	3.291a	.073a
df	2	2
Asymp. Sig.	0.193	0.964
a. 0 cells (.0%) have expected frequencies less than 5. The minimum expected cell frequency is 36.7.		

From the above SPSS calculation we infer that there is a significant relation between INCOME OF THE RESPONDENT and THE IMPORTANCE HE GIVES TO BRAND EQUITY WHILE PURCHASING APPAREL.

Is There a Relation between EDUCATION LEVEL OF THE RESPONDENT and THE SCOPE OF INFLUENCE A BRAND HAS IN INFLUENCING HIS DECISION MAKING?

EDUCATION * BRAND INFLUENCES DECISION MAKING Crosstabulation					
Count					
BRAND INFLUENCES DECISION MAKING					Total
		1	2	3	
EDUCATION	1	7	11	11	29
	2	16	14	10	40
	3	20	13	8	41
Total		43	38	29	110

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CHI-SQUARE:

	EDUCATION			BRAND INFLUENCES DECISION MAKING			
	Observed N	Expected N	Residual		Observed N	Expected N	Residual
1	29	36.7	-7.7	1	43	36.7	6.3
2	40	36.7	3.3	2	38	36.7	1.3
3	41	36.7	4.3	3	29	36.7	-7.7
Total	110			Total	110		

Test Statistics		
	EDUCATION	BRAND INFLUENCES DECISION MAKING
Chi-Square	2.418a	2.745a
df	2	2
Asymp. Sig.	0.298	0.253

a. 0 cells (.0%) have expected frequencies less than 5. The minimum expected cell frequency is 36.7.

From the above SPSS calculation we infer that there is a significant relation between EDUCATION LEVEL OF THE RESPONDENT and THE SCOPE OF INFLUENCE A BRAND HAS IN INFLUENCING HIS DECISION MAKING.

Is There a Relation between AVERAGE MONTHLY INCOME OF THE RESPONDENT and THE TIME TAKEN BY HIM TO UPRAGE TO NEW APPAREL?

INCOME * UPGRADE TIME Crosstabulation

Count					
		UPGRADE TIME			Total
		1	2	3	
INCOME	1	11	17	11	39
	2	12	9	7	28
	3	18	11	14	43
Total		41	37	32	110

CHI-SQUARE:

	INCOME			UPGRADE TIME			
	Observed N	Expected N	Residual		Observed N	Expected N	Residual
1	39	36.7	2.3	1	41	36.7	4.3
2	28	36.7	-8.7	2	37	36.7	0.3
3	43	36.7	6.3	3	32	36.7	-4.7
Total	110			Total	110		

IJFANS INTERNATIONAL JOURNAL OF FOOD AND NUTRITIONAL SCIENCES
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	INCOME	UPGRADE TIME
Chi-Square	3.291a	1.109a
df	2	2
Asymp. Sig.	0.193	0.574

a. 0 cells (.0%) have expected frequencies less than 5. The minimum expected cell frequency is 36.7.

From the above SPSS calculation we infer that there is AVERAGE MONTHLY INCOME OF THE RESPONDENT and THE TIME TAKEN BY HIM TO UPRAGE TO NEW APPAREL.

Is There a Relation between RESPONDENTS FEELING THAT RAYMOND IS AN AFFORDABLE BRAND AND HIS INTEREST IN ALTERNATIVE CHEAP BRANDS?

AFFORDABLE BRAND * INTERESTINALTERNATIVECHEAPBRANDS

Count					
		INTEREST IN ALTERNATIVE CHEAP BRANDS			Total
		1	2	3	
AFFORDABLE BRAND	1	10	11	27	48
	2	6	5	7	18
	3	10	11	6	27
	4	7	5	5	17
Total		33	32	45	110

CHI-SQUARE:

AFFORDABLE BRAND

	Observed N	Expected N	Residual
1	48	27.5	20.5
2	18	27.5	-9.5
3	27	27.5	-0.5
4	17	27.5	-10.5
Total	110		

INTEREST IN ALTERNATIVE CHEAP BRANDS

	Observed N	Expected N	Residual
1	33	36.7	-3.7
2	32	36.7	-4.7
3	45	36.7	8.3
Total	110		

Test Statistics

	AFFORDABLE BRAND	INTEREST IN ALTERNATIVE CHEAP BRANDS
Chi-Square	22.582a	2.855b
df	3	2
Asymp. Sig.	0	0.24

a. 0 cells (.0%) have expected frequencies less than 5. The minimum expected cell frequency is 27.5.

From the above SPSS calculation we infer that there is RELATIONSHIP BETWEEN RESPONDENTS FEELING THAT RAYMOND IS AN AFFORDABLE BRAND AND HIS INTEREST IN ALTERNATIVE CHEAP BRANDS.

Is There a Relation between PEOPLE TRUSTING RAYMOND BRAND and THEM LESS WILLING TO SWITCH TO OTHER BRANDS?

IJFANS International Journal of Food And Nutritional Sciences
Official Publication of International Association of Food and Nutrition Scientists

ISSN PRINT 2319 1775 Online 2320 7876
 UGC CARE Listed (Group -I) Journal Volume 9 ,Iss 3, 2020

TRUST THE BRAND * LESS LIKELY TO SWITCH TO OTHER BRAND Crosstabulation						
Count						
		LESS LIKELY TO SWITCH TO OTHER BRAND				Total
		1	2	3	4	
TRUST THE BRAND	1	17	14	5	7	43
	2	7	12	9	14	42
	3	6	6	5	8	25
Total		30	32	19	29	110

CHI-SQUARE:

TRUST THE BRAND			
	Observed N	Expected N	Residual
1	43	36.7	6.3
2	42	36.7	5.3
3	25	36.7	-11.7
Total	110		

LESS LIKELY TO SWITCH TO OTHER BRAND			
	Observed N	Expected N	Residual
1	30	27.5	2.5
2	32	27.5	4.5
3	19	27.5	-8.5
4	29	27.5	1.5
Total	110		

Test Statistics		
	TRUST THE BRAND	LESS LIKELY TO SWITCH TO OTHER BRAND
Chi-Square	5.582a	3.673b
df	2	3
Asymp. Sig.	0.061	0.299
a. 0 cells (.0%) have expected frequencies less than 5. The minimum expected cell frequency is 36.7.		
b. 0 cells (.0%) have expected frequencies less than 5. The minimum expected cell frequency is 27.5.		

From the above SPSS calculation we infer that there is a significant relation between PEOPLE TRUSTING RAYMOND BRAND and THEM LESS WILLING TO SWITCH TO OTHER BRANDS.

Is There a Relation between PEOPLE TELLING THAT THEY WOULD RELY ON RAYMOND and THEM WAITING FOR THE SAME BRANDED PRODUCT?

RELY ON THE BRAND * WAIT FOR THE SAME BRANDED PRODUCT					
Count					
		WAIT FOR THE SAME BRANDED PRODUCT			Total
		1	2	3	
RELY ON THE BRAND	1	17	18	11	46
	2	15	13	9	37
	3	7	15	5	27
Total		39	46	25	110

ISSN PRINT 2319 1775 Online 2320 7876
 UGC CARE Listed (Group -I) Journal Volume 9 ,Iss 3, 2020

CHI-SQUARE:

	RELY ON THE BRAND				WAIT FOR THE SAME BRANDED PRODUCT		
	Observed N	Expected N	Residual		Observed N	Expected N	Residual
1	46	36.7	9.3	1	39	36.7	2.3
2	37	36.7	0.3	2	46	36.7	9.3
3	27	36.7	-9.7	3	25	36.7	-11.7
Total	110			Total	110		

Test Statistics		
	RELY ON THE BRAND	WAIT FOR THE SAME BRANDED PRODUCT
Chi-Square	4.927a	6.236a
df	2	2
Asymp. Sig.	0.085	0.044

a. 0 cells (.0%) have expected frequencies less than 5. The minimum expected cell frequency is 36.7.

From the above SPSS calculation we infer that there is a significant relation between PEOPLE TELLING THAT THEY RELY ON RAYMOND and THEM WAITING FOR THE SAME BRANDED PRODUCT.

ISSN PRINT 2319 1775 Online 2320 7876

Findings

1. The knowledge on Raymond is different among Males & Females.
2. Mostly the customers want to purchase the apparel they look the price, quality, special offers, and new arrivals.
3. Raymond customers are looking the price, quality, new designs for purchasing the apparel.
4. So Raymond should increase the Advertisements in Tele-media, paper ads, etc.
5. Raymond is providing all types of facilities to the customers but also only 30% of customer's favorite brand is Raymond.
6. Compare with the Raymond apparels other brands are providing more facilities to the customers in all the purposes like price, quality, new arrivals, advertisements, new loyalty programs, customer care services.
7. According to the lifestyle most of the customers are purchasing the Raymond for showing the luxuries in the society.
8. Business people they are using the Raymond for showing the Prestige's in the society.
9. Most of the employees they are using the Raymond for showing the Professionalism in the organization.
10. Raymond should increase their loyalty programs to make customer retention towards the brand.
11. Main problem for customer retention towards the brand are High price, less loyalty programs, less designs & less advertisements in the market.

Suggestions:

Suggesting the way to create the brand retention are Price should be reasonable, quality should be good, loyal programs should be arrange in special periods, customer service should be very perfect, advertisements should be very populated through internet, paper, social media, Tele-media.

Conclusion

The success of a brand is determined by the satisfaction of its customers. With new fabric and new and latest designs, the product can be purchased by all types and levels of customers, and the brand is ultimately successful because Raymond's old and traditional customers will prefer the Raymond brand. In India, more women than men use the Raymond brand, and the brand was eventually utilized in India and other nations.

According to the lifestyle, most of the consumers purchase the Raymond to show the luxuries in the society; business people use the Raymond to show the prestige in the society; and most of the employees use the Raymond to show the professionalism in the employees they are using the Raymond for showing the Professionalism in the organization. Raymond should increase their loyalty programs to make customer retention towards the brand, Main problem for customer retention towards the brand are High price, less loyalty programs, less designs & less advertisements in the market & no perfect Brand ambassador for advertising the Raymond.

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