



## **A STUDY ON BRAND MANAGEMENT WITH REFERENCE TO LOUIS PHILIPPE BRAND**

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### **Abstract:**

*A brand is defined as a consistent and clearly stated promise to deliver unique, focused and relevant benefit that differentiates an offering from those competitors. The function of branding is to create preference by managing consumer's awareness and expectations of the brand. This is accomplished by developing a brand strategy that outlines rules and guidelines to ensure that the brand owner's goals and objectives are met. The role of branding has become the integral part of business strategy as it defines a realistic and manageable brand promise, dealing what the brand owner must deliver as what consumers expect of the brand. The study entitled "A study on brand management of Louise Philippe brand" of Madura Fashion and Lifestyle among its customer's aims to understand more about the brand managing activities in today's dynamic business environment. The primary interest in choosing this area of study is to gain more information about the current trends related to the topic. Perception can be created in the mind of target markets if the brand is effectively managed. Branding is creating that right perception. The perception of the target market has to be analyzed and that has to be adjusted with the companies positioning statements so that perceptions match. This enjoys higher brand equity in the market place. The main objective of the study is to know about the brand management of Louise Philippe of Madura Fashion and Lifestyle. In this research study the size of sample selected is 100 customers from the population of customers of Trissur. Data is collected with the help of structured questionnaire, which includes open end and closed end questions. Here the hypothesis is done with the help of the chi-square test; this is done to know the relation between age group and brand loyal customers and also to know the relation between age group and online purchase of LP. The next important step in this research process is analysis and interpretation of data collected from respondents. The analysis and interpretation is done with the help of graphs and tabulation. From data analysis and interpretation, findings were drawn and some suggestions also been given to help Louise Philippe showroom to improve their strategies.*

**Index Terms:** Brand Management, Louis Philippe & Loyalty, Brand Equity

### **1. Introduction:**

Marketing professionals or brand managers define the word brand in different manners. The common factors are to be considered when the definition of branding is done. Brand and products are different from a consumer angle. Brands are the reasons why consumers buy and products are more related to what companies make. Brand is a collection of emotional and operational affiliations. Brand is a promise that the product will perform as per customer's anticipations. It shapes customer's expectations about the product. Brands usually have a trademark which defends them from use by others. A brand gives particular information about the organization, good or service, distinguishing it from others in marketplace. Brand carries a confidence about the characteristics that make the product or service unique. A strong brand is a means of making people aware of what the company symbolizes and what its offerings are. A brand is an identifiable distinct entity that makes specific promises of value. Brands are established with the continuous effort put in by advertising and still intensified public

relations. Establishing is important but maintaining a brand is still a challenging task in the hands of the marketing team

Branding is to communicate what the brand distinctively stands for using as few words or images as possible. So, branding is all about creating singular distinction, strategic awareness, and differentiation in the mind of the target market-not just awareness. A strong brand influences the buying decision and shapes the ownership experience Branding creates trust and an emotional attachment to your product or company. This attachment then causes your market to make decisions based, at least in part, up on emotion- not necessarily just for logical or intellectual reasons. Brand can command a premium price and maximize the number of units that can be sold at that premium. If a brand is not effectively managed then a perception can be created in the mind of target market that company does not necessarily desire. Branding is all about perception. Brand management recognizes that target markets perceptions may be different from what company desire while it attempts to shape those perceptions and adjust the branding strategy to ensure the market's perception are exactly what company intend. Point of Parity is those associations that are often shared by competing brands. Consumers view these associations as being necessary to be considered a legitimate product offering within a given category. Brand equity is the sum total of all different values people attach to the brand, or the holistic value of the brand to its owner as a corporate asset. Brand equity can include: the monetary value or the amount of additional income expected from a branded product over and above what might expected from an identical, but unbranded product; the intangible value associated with the product that cannot be accounted for by price or features; and the perceived quality attributed to the product independent of its physical features. Brand awareness is vitally important for all brands but high brand awareness without an understanding of what sets you apart from the competition does you virtually no good. Many marketers experience confusion on this point.

Brand management begins with having a thorough knowledge of the term "brand". It includes developing a promise, making that promise and maintaining it. It means defining the brand, positioning the brand, and delivering the brand. Brand management is nothing but an art of creating and sustaining the brand. Branding makes customers committed to your business. A strong brand differentiates your products from the competitors. It gives a quality image to your business. The aim of branding is to convey brand message vividly, create customer loyalty, persuade the buyer for the product, and establish an emotional connectivity with the customers. Branding forms customer perceptions about the product.

Brand Attributes portray a company's brand characteristics. They signify the basic nature of brand. Brand attributes are a bundle of features that highlight the physical and personality aspects of the brand. Attributes are developed through images, actions, or presumptions. Brand attributes help in creating brand identity.

A strong brand must have following attributes:

- ✓ Relevancy- A strong brand must be relevant. It must meet people's expectations and should perform the way they want it to. A good job must be done to persuade consumers to buy the product; else in spite of your product being unique, people will not buy it.
- ✓ Consistency- A consistent brand signifies what the brand stands for and builds customers trust in brand. A consistent brand is where the company communicates message in a way that does not deviate from the core brand proposition.

- ✓ Proper positioning- A strong brand should be positioned so that it makes a place in target audience mind and they prefer it over other brands.
- ✓ Sustainable- A strong brand makes a business competitive. A sustainable brand drives an organization towards innovation and success. Example of sustainable brand is Marks and Spencer's.
- ✓ Credibility- A strong brand should do what it promises. The way company communicates their brand to the audience/ customers should be realistic. It should not fail to deliver what it promises. Do not exaggerate as customers want to believe in the promises company make to them.
- ✓ Inspirational- A strong brand should transcend/ inspire the category it is famous for. For example- Nike transcendent Jersey Polo Shirt.
- ✓ Uniqueness- A strong brand should be different and unique. It should set company apart from other competitors in market.
- ✓ Appealing- A strong brand should be attractive. Customers should be attracted by the promise company make and by the value they deliver

Branding is important for all the products and service across the globe. The Retail sector in India is the great example for revolution created by the Major brands in the country. The readymade garments industry is increasing day by day due to changes of fashion in day to day life. The readymade garment industry in India owes its existence to the emergence of a highly profitable market for exports. The Industry account for approximately 45% of India's total textile exports. They represent value added and less import sub sector. In the recent years, however, the domestic demand has also been growing rapidly. India's garment industry is a well-organized enterprise and is among the best in the world. It constitutes of designers, manufactures, exporters, suppliers, stock lists and wholesalers. Indian garment industry has carved out a niche in the global markets and earned a reputation for its durability, quality, and beauty. Today's changing consumer preferences-buying branded apparels and fashion accessories, major boom in retail industry, people shopping at department and discount stores shopping malls, with rising disposable incomes, government policy focused on fast-track textile export growth, ambitious goals have created several investment opportunities in India.

**Top Leading Companies:**

- ✓ Pantaloons Retail India Ltd
- ✓ Shopper's Stop
- ✓ Tata-Trend
- ✓ Globus Stores Pvt Ltd
- ✓ Pirmayd Retail Ltd
- ✓ Aravind Brands Ltd
- ✓ Provogue India Ltd
- ✓ The Raymond Group
- ✓ Madura Garment
- ✓ Reliance Retail Ltd
- ✓ Wills Lifestyle Ltd
- ✓ Murjani Group
- ✓ Landmark Group
- ✓ Gokalda Group
- ✓ Zodiac Clothing

Aditya Birla Nuvo Ltd. (ABNL) is a US\$ 4 billion premium conglomerate. It is part of the Aditya Birla Group, a US\$ 40 billion Indian multinational operating in 36 countries in six continents. Madura Fashion & Lifestyle, a division of Aditya Birla Nuvo

Ltd, is one of India's fastest growing branded apparel companies and a premium lifestyle player in the retail sector. After consolidating its market leadership with its own brands, it introduced premier international labels, enabling Indian consumers to buy the most prestigious global fashion wear and accessories within the country. The company's brand portfolio includes product lines that range from affordable and mass-market to luxurious, high-end style and cater to every age group, from children and youth to men and women. Madura Fashion & Lifestyle is defined by its brands — Louis Philippe, Van Heusen, Allen Solly, Peter England and People — that personify style, attitude, luxury and comfort. Among all these famous this paper will concentrate on Louis Philippe which symbolizes elegance, class, status, and a lifestyle that is distinctly majestic and opulent. The brand draws its name and inspiration from King Louis Philippe of France, who was famed for his generosity of spirit and his appreciation of the arts. Garments under this brand combined the finest fabrics with designs inspired by the latest global trends, addressing the needs of the style-conscious contemporary male. Since 1989, the year of its launch in India, Louis Philippe has stood for excellence. The unmistakable Louis Philippe Crest signals that not only has the wearer arrived, but has done so by insisting on nothing less than excellence. A tradition that dates back to the 60's when the brand was first introduced in England, inspired by the golden age of King Louis Philippe of France.

The brand management survey is designed and developed to identify and understand the level of customer's satisfaction towards their choice in readymade clothes that is casual and formal wears of men. . LP is the leading and costlier brand of Madura F&L by Aditya Birla Nuvo Ltd which is usually preferred by the high income class group which include business man and professionals. The various activities that are done by the company to manage and increase the satisfaction level of customers towards the brand LP is to be analysed. LP is the leading and costlier brand of Madura F&L by Aditya Birla Nuvo Ltd which is usually preferred by the high income class group which include business man and professionals.

## **2. The Scope and Objective of Study:**

- ✓ To identify the most preferable brand of Madura fashion and lifestyle.
- ✓ To analyze the brand popularity of LP among the customers.
- ✓ To get an idea of the various products ranges offered by LP.

This study is conducted to find the brand management of the readymade cloth LP of AB Group. Brand management study will help the company in taking decisions regarding the promotional campaign, advertisement strategies, and positioning strategies to build more brand popularity among the consumers to compete with others in the readymade industry.

## **Hypothesis Testing:**

In this study hypothesis testing is also used as a method of data analysis as it helps to know whether there is any relationship exists between any of the questions. The test analysis the check whether there is any relationship between age group and regularity of customers purchase and also age group and online purchase of LP. The study includes the customers of LP showroom. The Sample size is 100 selected customers from Thissur outlet. The convenience sampling method is used for the research. The data interpretation is carried out with the help of Chi square test.

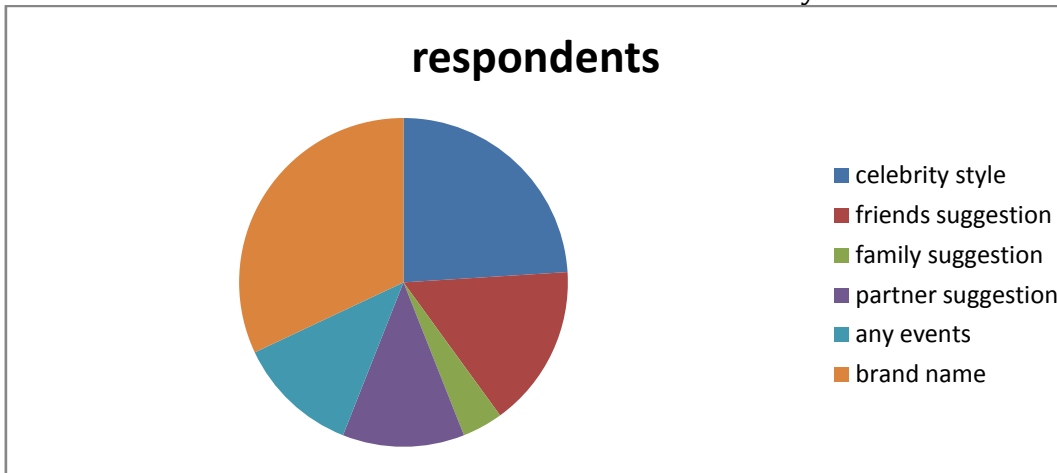
Table 1: Factors Leading to New Fashion and Lifestyle

	Respondents	Percentage
Celebrity Style	24	24
Friends Suggestion	16	16

Family Suggestion	4	4
Partner Suggestion	12	12
Any Events	12	12
Brand Name	32	32

The graph shows the various factors that lead the customers to buy the readymade garments. The factors are listed above and most of the customers are influenced by the brand name that is they choose the readymade garments because of the brand name.

Chart 1: Factors leads to fashion and lifestyle



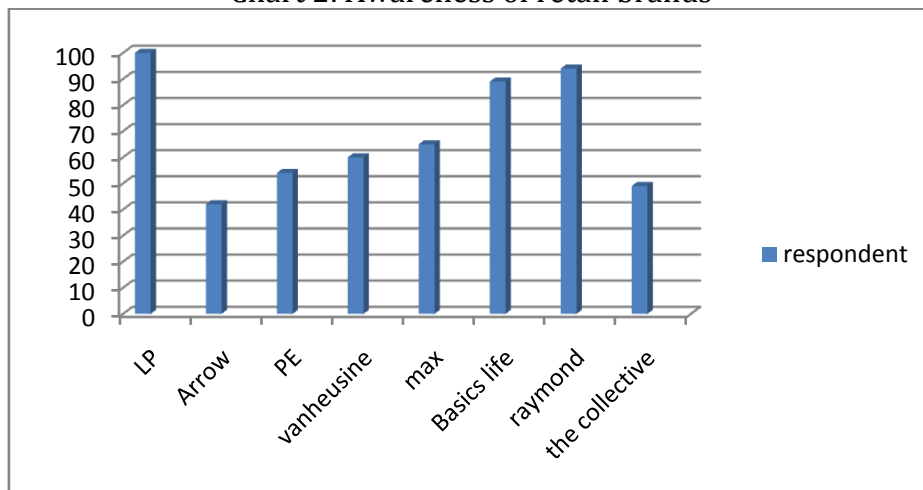
32% of the respondents are influenced by the brand name to purchase the readymade garments. So it is clear that brand name is of LP is a major factor behind the purchase made by customers.

Table 2: Awareness of Retail Brands

Brands	Respondents	Percentage
LP	100	100
Arrow	42	42
Peter England	54	54
Vanheusine	60	60
Max	65	65
Basics Life	89	89
Raymond	94	94
The Collective	49	49

The graph shows the awareness about the various brands by the customers in the Trissur district. Among all the brands LP is the most preferable brand.

Chart 2: Awareness of retail brands



From the entire brand LP is the most popular brand. From the survey it is clear that 100 respondents know about the brand LP.

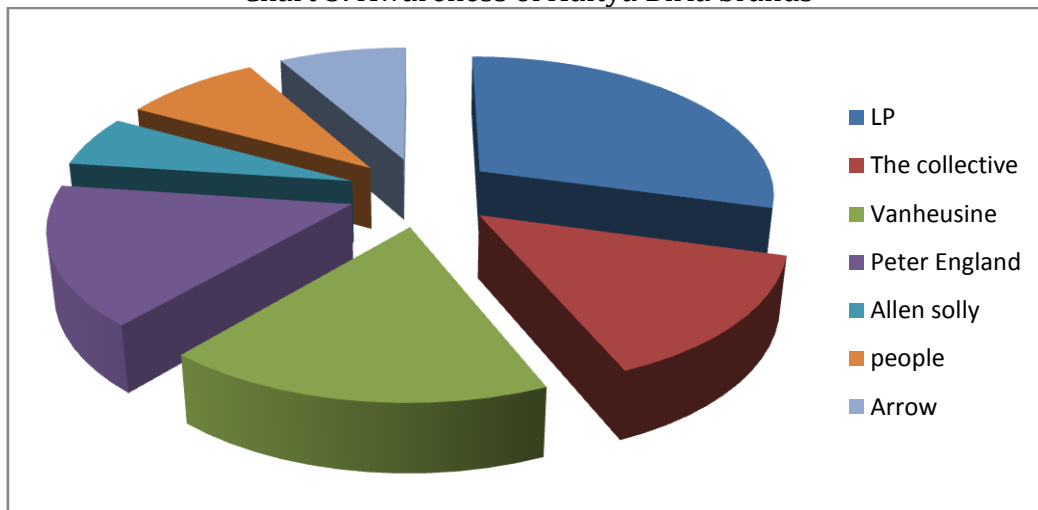
**Table 3: Awareness of Aditya Birla Brands**

<b>Brands</b>	<b>Response</b>	<b>Percentage</b>
LP	100	100
The collective	49	49
Vanheusine	60	60
Peter England	54	54
Allen solly	20	20
people	30	30
Arrow	28	28

**Interpretation:**

The graph shows the awareness of Aditya Birla brands among the thrissur district customers. And most of them are aware of all the Aditya Birla brands and Louis Phillipe is the major among them.

**Chart 3: Awareness of Aditya Birla brands**



**Interpretation:**

Most of the AB brands are popular among the respondent. From all the brands LP is known by all the customers who visited the showroom

**Hypothesis Testing - Chi Square Test Regularity of Customers:**

**Table 4**

<b>Age</b>	<b>Yes</b>	<b>No</b>	<b>Total</b>
16-23	12	6	18
23-30	26	6	32
30-40	8	6	14
40-50	15	5	20
50 Above	11	5	16
Total	72	28	100

H0: Null Hypothesis- there is no relation between age and brand loyalty with reference to LP brands

H1: Alternative hypothesis there is a relation between age and brand loyalty with reference to LP brand.

O <sub>i</sub>	E <sub>i</sub>	O <sub>i</sub> -E <sub>i</sub>	(O <sub>i</sub> -E <sub>i</sub> ) <sup>2</sup>	(O <sub>i</sub> -E <sub>i</sub> ) <sup>2</sup> /E <sub>i</sub>
12	12.96	-0.96	0.921	0.071
6	5.04	0.96	0.921	0.182
26	23.04	2.96	8.761	0.380
6	8.96	-2.96	8.761	0.977
8	10.08	-2.08	4.32	0.428



6	3.92	2.08	4.32	1.10
15	14.4	0.6	0.36	0.025
5	5.6	-0.6	0.36	0.064
11	11.52	-0.52	0.27	0.023
5	4.48	0.52	0.27	0.060
				=3.31

$$\begin{aligned}
 DF &= (C-1)(R-1) \\
 &= (2-1)(5-1) \\
 &= 4 \\
 X^2 &= 5\% = 9.448
 \end{aligned}$$

9.448 (table value) is greater than 3.331 (calculated value) so there is no association between age and brand loyal customers. Hence H<sub>0</sub> alternative hypothesis is accepted.

### 3. Conclusion:

The study made at Louise Philippe showroom on the topic brand management reveals that from all the varieties of brands of Madura fashion and life style of Aditya Birla Nuvo Ltd the Louise philippe is the most leading and preferable brand. The Louise Phippe is preferred by the customers are because of its brand name and its quality. They have a good management system and well trained employees that act as a wealth for the organization. Apart from all these they are providing privilege cards for their customers which are also a part of their brand management activities. The types of privilege cards include platinum, gold and silver cards. The Louise Philippe is known as the premium brand of AB Madura Fashion and lifestyle. As the study reveals that it essential to have brand management system in every organization so that they can sustain and create a brand image among its customers. So the brand management concept has a great Value in today's environment as it is one of the major factor which leads the customers to prefer the brand from competitors. As the brand LP is leading because of this brand management activities. They have also home delivery services and a better customer service programme.

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