A STUDY ON THE EFFECTIVENESS OF BRAND ELEMENTS ADOPTED BY TEXTILE AND WAREHOUSE FIRMS IN BANGALORE

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Abstract
The study is aimed at the effectiveness of brand elements adopted by textile and warehouse firms in Bangalore."

One of the mainly essential success factors for any textile and warehouse firms is location, According to the author textile and warehouse firms business is no exception, you must place your textile and warehouse firms in a high trade zone such as a strip mall, busy junction/ up down at a major college, furthermore make definite you are located near consumers you desire to mark, for paradigm people with middle/upper middle income cover more to use on textile and warehouse firms.

Only in one case consumers attributed their personal characteristics to the same dimension of brand personality: the consumers, who scored high on extraversion dimension, were inclined to attribute excitement characteristic to brand personality.

Business chiefly provided the domestic market, whereas exports were managed by one administrative unit. After Nineteen ninety (1990), most of the enterprises/business went through a privatization system.

Key Words: Brand Elements, Consumers, Brand Personality, Knowledge Distribution Textile and Warehouse, Meaningfulness and Memorability.

1.1 Introduction
This project aims at creating a practical awareness, experience and introduction for the students by giving a chance to know, observe and learn the nature, vision, purposes and performance of an organization and the activities in the organization. This would allow me to get a practical and immediate feel of the various aspects of an organization and relate it to the concepts and theories studied so far in the class room. This exercise would enable the future managers to face the challenges lying ahead. It also enables to create a good relationship with the officials.

A study on the effectiveness of brand elements adopted by textile and warehouse firms in Bangalore.

1.2 Need for Study
There is an enormous competition in the field of Textile Industry to attract the customers. The outcome of this study helps the organization to understand the criteria for choosing the brand elements that would attract customers which would be helpful in understanding the mindset of customer towards brand elements.

As the company is wants to understand the customer mindset towards brand elements. This study would serve as a guide in criteria for choosing brand elements.

The need to understand the customer expectation is very important to understand the criteria for choosing brand elements and which criteria plays a vital role is recognition or recall of brand.

1.3 Objectives
1. To study the   effectiveness of brand elements
2. To analyze the criteria for building brand elements.
3. To understand and determine the factors that attracts specific brand elements.

1.4 Hypothesis
Ho:"Memorability" has no significant impact on branding.
H1:"Memorability" has significant impact on branding.
Ho:"Meaningfulness" has no significant impact on branding.
H1:"Meaningfulness" has no significant impact on branding.

1.5 Scope of the Study
This project is relevant to garment industry only. The scope of the study is limited to brand attributes like memorability, meaningfulness, likability, adaptability and transferability only .The geographical area under consideration for this study is Bangalore.

1.6 Research Design/Methodology

1. Sample Size

Sample size purpose is the work of choosing the figure of explanation or replicates toward comprise in a statistical sample. The sample dimension is a important peculiarity of any pragmatic revise in which the goal is to create inference about a inhabitants commencing a sample. In practice, the sample size used in a study is unyielding base on the layout of data collection, and the need to have sufficient statistical control. For a revise to scrutiny the criteria for choosing the effectiveness of brand elements it was assumed that a sample size of 100 respondents was considered for the study.

2. Research Instrument

A structured questionnaire is stiff with responses which you tick(mark) off such as yes(✓) or no(✗), or select from a list of options. Responses are inadequate only to what is on the questionnaire. Structured questionnaire consists of matter or questions with totally pre-categorized response options. It can be yes/no, or multiple-choice, or Likert scale, or other rating scale format in nature.

3. Scaling

A diversity of kinds of rating (score) scales have been urbanized to work out attitudes directly (i.e. the person knows their attitude is being studied). The mainstream widely used is the Likert Scale. Likert (1932) developed the code of measuring attitudes by asking people to respond to a series of statements about a matter, in circumstances of the degree to which they harmonize with them, and so beating into the cognitive and affective mechanism of attitudes.

Likert-type or incidence scales use static option response formats and are intended to measure attitudes or opinions (Bowling, 1997; Burns, & Grove, 1997). These ordinal scales compute levels of agreement/disagreement. A Likert-type scale assumes that the strength/moderation of information is linear, i.e. on a range from effectively agree to strongly disagree, and makes the supposition that attitudes can be deliberate. Respondents may be offered a choice of five (5) to seven (7) or even nine (9) pre-coded responses with the impartial point being neither agree nor disagree. In its ultimate outward appearance, the Likert Scale is a five (or seven) point scale which is used to allow the person to express how much they agree or disagree with a particular declaration.

4. Statistical Tool: Chi-Square Test

A statistical method assessing the goodness of fit between a set of observed values and those expected theoretically.

1.7 Literature Review

1. Keller, 1993(ninety ninety three), 2008; Fournier, 1998; Kapferer, 2010; Lin, 2010). However, solitary quite a few researchers examine the elements, attributes or factors that shape perception of brand traits or see the sights the character of brand personality and the sources it is formed from (Maehle & Supphellen, 2008; Arora & Stoner, 2009; Maehle, Otnes & Supphellen, 2011(two thousand eleven); Dikcius, Seimiene & Zaliene, 2013).

2. Maehle, Otnes and Supphellen (2011) investigated how purchasers shape their perceptions of numerous dimensions of emblem character scale and found that concrete product classes traits influence brand character understanding according brand persona scale dimensions.

3. Maehle, Otnes and Supphellen (2011) additionally observed that brands named as strong on precise personality dimensions have traits related now not simply with a product: sincere brands percentage own family-associated associations and excessive morals, exciting brands are associated with unique exciting events and moments, capable manufacturers are normally related to quality and expertise, state-of-the-art brands are generally of feminine nature, and rugged brands are of masculine one. character of patron additionally impacts the belief of emblem persona (Dikcius, Seimiene and Zaliene, 2013).

4. Study done by Dikcius, Seimiene and Zaliene (2013) revealed variety of matches between dimensions of human personality and brand personality. However, only in one case consumers attributed their personal characteristics to the same dimension of brand personality: the consumers, who scored high on extraversion dimension, were inclined to attribute excitement characteristic to brand personality.

5. This match was also proved by previous studies (Aaker, 1997; Caprara, Barbaranelli & Guido, 2001; Fennis, Pruyn&Maasland, 2005; Lin, 2010). Brand personality perception in consumer's mind can be changed by any direct or indirect experience that consumers have with the brand (Aaker, 2010).

1.8 Limitations of the Project

- This project is proscribed owing to time constraint because it involves lots of complicated variables that need an in depth study over a amount of your time.
- The customers were terribly reluctant to answer the question and therefore the response is also biased.

2.1 Industry Profile
The olden times of the Albanian fabric and rag buy and sell lie in a nearly forty year's (40) amount of state owned enterprise that operate beneath the centralized socialism. The previous business production was derived through an outsized household extra chain that accustomedturn out from fiber till final manufactured goods. Business chiefly provided the domestic market, whereas exports were managed by one administrative unit. After Nineteen ninety (1990), most of the enterprises/business went through a privatization system. As big a part of these enterprises/business didn't amendment their destination, they unbroken manufacturing textiles and clothes however their activity was currently focused on production beneath outward process regime of garments that comprise the bulk of the Albania's exports. The business inputs are primarily equipped by imports, victimization a budget labor benefit. The garment manufacturing companies don't have any special technical processes, no promoting methods and poor vertical integration; consequently feat abroad most of the worth else during this sector.

Exports and imports area unit interconnected as results of re-exportation. Imports principally contains semi-final merchandise, that area unit re-exported when some collecting operations. Garment export Associate in nursing the import levels are characterized by an increasing trend.

Standard Industrial Classification (SIC code)
1820 - Manufacture of different wear and accessories.
1821 - Manufacture of labor wears.
1822 - Manufacture of different article of clothing.
1823 - Manufacture of undergarment.
1824 - Manufacture of different wear and accessories n.e.c.

Main Product Existing
The foremost product of this big business area unit blazers (suits), pants (trousers), coats (jackets), button shirts and round neck t-shirts/polos, cotton cherished garments,

Processors
Skills would be pattern and style, unique innovation and promoting for niche markets that they feel risk-averse. Packaging takes place as a part of collection processes, supported specifications and Conditions kicked off by western partners.

Buyers
Buyers are suppliers of raw materials like threads cotton and fabric,

The textile trade includes the subsequent,
- Intended/planned Cotton/Man-made fiber textiles mill trade.
- Man-made Fiber /Filament yarn trade.
- Wool and woolen Textiles trade.
- Textiles Exports.

3.1 Elaborative Information on the Subject Chosen for Better Understanding
Brand
"Brand" owes its inception to the Norwegian word "brand" which intends to blaze. Ranchers used to put some ID mark on the body of the domesticated animals to recognize their ownership. Items are what organizations make, however clients purchase brands. In this way advertisers depended on marking to recognize their offerings from comparable items and administrations gave by their rivals. Furthermore, it conveys a characteristic confirmation to the clients that the nature of a buy will be like prior buys of the same brand.

A brand is a name, term, sign, image or outline or a mix of one dealer or a gathering of merchants and to separate them from those of contenders.

Branding
Branding is a procedure, an instrument, a system and an introduction.
- Branding is the procedure by which an advertiser tries to manufacture long haul association with the clients by taking in their necessities and needs so that the offering (brand) could fulfill their shared goals.

- Branding can be utilized as a separation technique when the item can't be effectively recognized as far as substantial elements (which constantly happens in the event of numerous administrations, durables and so forth.) or in items which are seen as a ware (e.g. bond, manures, salt, potato chips and so forth.).
- Brand building is a cognizant consumer loyalty introduction process. The brand proprietor tries to hold clients to its fold over their rivals by a blend of equipment programming since when a client feels fulfilled he/she add to a sort of steadfastness for the same.

Kevin Lane *Keller* explains on the concept of criteria for choosing brand elements through which a brand can be recalled. "Five main criteria for the brand elements are"

| Memorability | A fundamental condition for building brand value is accomplishing an abnormal state of brand mindfulness toward that objective, brand components can be picked that are inalienably huge and in this manner encourage review or acknowledgment in buy or utilization settings. |
| Meaningfulness | Other than picking brand components to construct meaningfulness, brand components can likewise be picked whose intrinsic significance improves the development of brand affiliations. Brand components might tackle a wide range of significance, fluctuating in unmistakable, and additionally influential, content. |

4.1 Analysis and Interpretation of Data
1. Memorability

Table No 4.1: Brand Name to Enhance Brand Recall and Recognition

Parameters	Observed	Excepted	(O-E)	(O-E)^2	(O=E)^2/E
Strongly Disagree	0	20	-20	400	20
Disagree	3	20	-17	289	57.8
Neutral	2	20	-18	324	64.8
Agree	50	20	30	900	180
Strongly Agree	45	20	25	625	125
Total	100				447.6

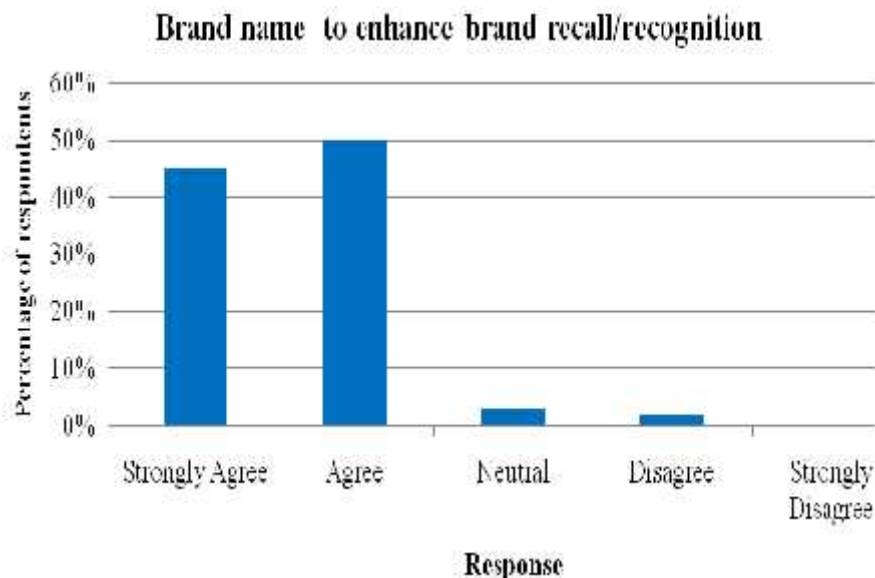Chi^2(0.05) (tabulated value) = 9.488 < chi^2(calculated value) = 447.6.

Fig 4.1: Shows That Brand Name to Enhance Brand Recall/Recognition

Analysis: From the above bar graph one can perceive that 45% of respondent strongly agree that Brand name can be chosen for recognition, 57% agree that Brand name can be chosen for recognition, where 'as 15% are neutral for Brand name can be

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chosen for recognition, 6% disagree that Brand name can be chosen for recognition, 0% of it strongly disagree for Brand name can be chosen for recognition.

Inference
Since the calculated value of chi^2 is greater than the tabulated value, it is considered, brand name enhance the brand recognition. The above analysis we can inference that the Brand name can be chosen for recognition. The Graph represents that One can also observe that highest percentage of people agrees with the same statement. This shows that lots of Brand name can be chosen for recognition projected through out

Table No 4.2: Logos/Symbols to Enhance Brand Recall and Recognition

Parameters	Observed	Excepted	(O-E)	(O-E)^2	(O=E)^2/E
Strongly Disagree	2	20	-18	324	64.8
Neutral	4	20	-16	256	51.2
Agree	49	20	29	841	168.2
Strongly Agree	45	20	25	625	125
Total	100				429.2

Chi^2(0.05)(tabulated value)= 9.488 < chi^2(calculated value) = 429.2.
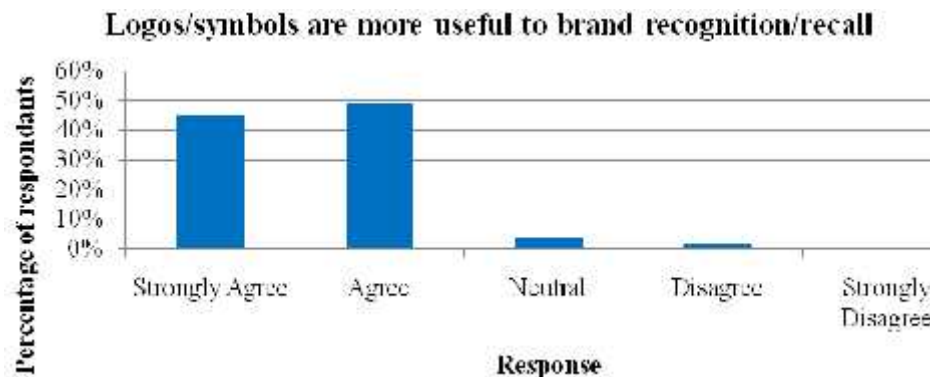

Fig 4.2: Shows That Brand Name can be Chosen to Enhance Brand Recall/Recognition

Analysis
From the above bar graph one can perceive that 45% of respondent strongly agree that Logos/Symbols can be chosen for recognition, 49% agree that Logos/Symbols can be chosen for recognition, where 'as 4% are neutral for Logos/Symbols can be chosen for recognition, 2% disagree that Logos/Symbols can be chosen for recognition, 0% of it strongly disagree for Logos/Symbols can be chosen for recognition.

Inference
Since the calculated value of chi^2 is greater than the tabulated value, it is considered, Logos /symbols are more useful to brand recognition. The above analysis we can inference that the Logos/Symbols are useful for brand recognition. The Graph represents that One can also observe that highest percentage of people agrees with the same statement. This shows that lots of characters are useful for brand recognition projected through out.

Table No 4.3: Characters are Useful for Brand Recognition (Primary Data)

Response	Respondents	Percentage
Strongly Agree	22	22%
Agree	57	57%
Nanda	15	15%
Disagree	6	6%
Strongly Disagree	0	0%
Total	100	100%

Analysis
From the above Table one can perceive that 22% of respondent strongly agree that Characters are useful for brand recognition, 57% agree that Characters are useful for brand recognition, where 'as 15% are neutral that Characters are useful for brand recognition, 6% disagree that Characters are useful for brand recognition, 0% of it strongly disagree that Characters are useful for brand recognition.

Table No 4.4: Slogans/Jingles Enhance Brand Recognition and Recall (Primary Data)

Response	Frequency	Percentage (%)
Strongly Agree	31	31%
Agree	48	48%
Nanda	14	14%
Disagree	5	5%
Strongly Disagree	2	2%
Total	100	100%

Analysis
From the above Table one can perceive that 31% of respondent strongly agree that Slogans/Jingles are useful for brand recognition, 48% agree that Slogans/Jingles are useful for brand recognition, where 'as 14% are neutral that Slogans/Jingles are useful for brand recognition, 5% disagree that Slogans/Jingles are useful for brand recognition, 2% of it strongly disagree that Slogans/Jingles are useful for brand recognition.

Table No 4.5: Packing and Signage are Useful for Brand Recognition/Recall (Primary Data)

Response	Frequency	Percentage (%)
Strongly Agree	31	31%
Agree	53	53%
Nanda	11	11%
Disagree	2	2%
Strongly Disagree	3	3%
Total	100	100%

Analysis
From the above table one can perceive that 31% of respondent strongly agree that Packing and Signage are useful for brand recognition, 53% agree that Packing and Signage are useful for brand recognition, where 'as 11% are neutral with Packing and Signage are useful for brand recognition, 2% disagree that Packing and Signage are useful for brand recognition, 3% of it strongly disagree that Packing and Signage are useful for brand recognition.
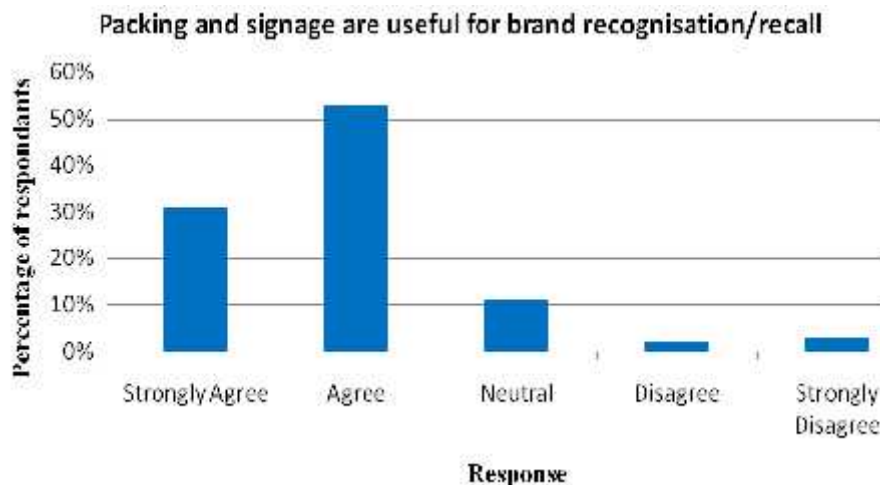

Fig 4.5: Shows That Character are Useful for Brand Recognition

Inference
The Graph represents that one can also observe that highest percentage of people agrees with the same statement. This shows that Packing and Signage are useful for brand recognition projected throughout. Only 2% People does not disagree with the statement, that Packing and Signage are useful for brand recognition.

2. Meaningfulness

Table No 4.6: Brand Name to Enhance Brand Recall and Recognition

Parameters	Observed	Excepted Frequency	(O-E)	(O-E)^2	(O=E)^2/E
Strongly					
Disagree	2	20	-18	324	64.8
Neutral	15	20	-5	25	5
Agree	33	20	13	169	33.8
Strongly Agree	50	20	30	900	180
Total	100				303.6

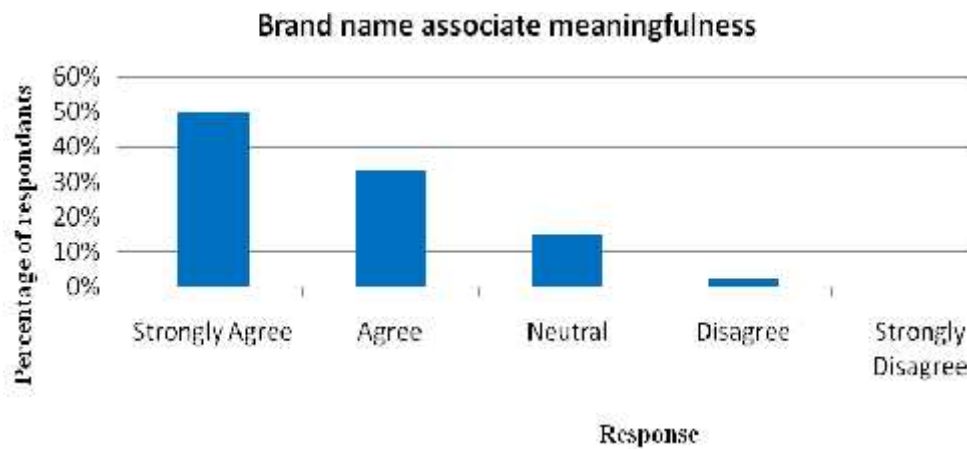Chi^2(0.05)(tabulated value)= 9.488 < chi^2(calculated value) = 303.6.

Fig 4.6: Shows that Brand Name Associate Meaningfulness

Analysis
From the above bar graph one can perceive that 45% of respondent strongly agree that Brand name associate meaningfulness, 49% agree that Brand name associate meaningfulness, where 'as 4% are neutral for Brand name associate meaningfulness, 2% disagree that Brand name associate meaningfulness, 0% of it strongly disagree for Brand name associate meaningfulness.

Inference
Since the calculated value of chi^2 is greater than the tabulated value, it is considered, Brand name associate meaningfulness. The above analysis we can inference that the Brand name associate meaningfulness. The Graph represents thatOne can also observe that highest percentage of people Strongly Agrees with the same statement. This shows that lots of Brand name associate meaningfulness projected through out.

Table No 4.7: Brand Name to Enhance Brand Recall and Recognition

Parameters	Observed Frequency O	Excepted Frequency E	(O-E)	(O-E)^2	(O=E)^2/E
Strongly Disagree	0	20	-20	400	20
Disagree	3	20	-17	289	57.8
Neutral	28	20	8	64	12.8
Agree	53	20	33	1089	217.8
Strongly Agree	16	20	-4	16	3.2
Total	100				311.6

Chi^2(0.05)(tabulated value)= 9.488 < chi^2(calculated value) = 311.6.

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Inference
Since the calculated value of chi^2 is greater than the tabulated value, it is considered, Brand name associate meaningfulness. The above analysis we can inference that the Logos/Symbols associate meaningfulness. The Graph represents that One can also observe that highest percentage of people Agrees with the same statement. This shows that lots of Brand name associate meaningfulness projected through out.

5.1 Findings
1. It is found out from chi square test that Brand name has a significant impact on memorability. Brand recall/recognition influence memorability to a greater extent.
2. Out of the one hundred respondents, 22% of respondent strongly agree that characters are useful in brand recognition, 57% of the respondents agree , where 'as 15% are neutral & 6% of the respondents disagree that characters are not useful; None of the respondents of it strongly disagree that characters are not useful .
3. It is found out that 31% of respondent strongly agree, 48% agree that Slogans/Jingles are useful for brand recognition, where 'as 14% are neutral, 5% disagree, 2% of it strongly disagree that Slogans/Jingles are useful for brand recognition.

5.2 Suggestions
1. Consumers do not get satisfied with the promotional policies of the companies. New techniques of promotion are required to create awareness about the entire range of company's products.
2. Since brand name has a significant impact on memorability it is suggested that the company focus its brand strategy on developing brand that creates a positive & long lasting impression in the minds of the customer.
3. Symbols, logos characters & jingles are useful as brand recognizers, therefore it is suggested that company spends sufficient time in designing these elements as it enhances the memorability of the brand among the customers.

5.3 Conclusion
The best brand components would be those which fulfill each and every criteria. It is difficult to have a brand element that would satisfy all criteria. For e.g.:, on the off chance that we pick a brand name which is most important in a nation or culture or a market portion, it would be very complicated to make it transferable to other brand extension and to other cultures and marketplace segment.

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