



BRANDING STRATEGIES AND ITS IMPACT ON CONSUMER BUYING BEHAVIOUR – A STUDY OF SELECT TEXTILE BRANDS

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Abstract

Modern consumer in the 21st century is gifted with the technology like internet, mobile, media that allows him to know the changing trends in the market, styles, brands, products and services. With the increasing disposable income population, their per capita consumption of electronic goods and other products is increasing.

They are desirous of improving their standard of living with the hygienic and reasonably high quality products and get rid of the spurious and sub- standard products being supplied to them. They deserve quality products, correct information about a product and door step delivery. Consumer behaviour is characterized by both internal as well as external factors. Increasing competition in the era of globalization has created the companies and its marketers to carefully analyze the behaviour of consumers. As the success or failure of the companies in meeting the objectives will depend on the acceptance of consumers, study of consumer behaviour on textile brands with reference to buying and consumption is extremely important to determine the decision making of consumers with regard to various type of textile brands. In view of the importance, the present study focuses on understanding of consumer buying behaviour towards 3 select textile brands. A comparative study is been made to understand the difference in the perception of urban and rural consumers towards textile brands and their buying patterns. The study is based on both primary and secondary data sources.

Keywords: Buying Behaviour, GDP, Textile Brand, Rural and Urban.

1. Conceptual Overview of Consumer Buying Behaviour

According to Boone Kurtz, Buyer behavior is the outcome of both individual and environmental influences. Buyer behavior is a study of how individuals make decision to spend their available resources (time, money and effort) on consumption related items (what they buy, why they buy, When they buy, Where they buy, How often they buy and use a product or service).

Buyer behaviour is comparatively new field of study. It is the attempt to understand and predict human activities in the buying role. It has assumed giving importance under the marketing oriented or consumer oriented marketing, planning and management. Kardes, F.R.(2002) has defined Consumer behaviour as the study of human response to products or services and the marketing of products and services. Consumer behaviour is the behaviour that consumers display in searching for, purchasing, using, evaluating products or services and ideas that they expect will satisfy their needs (Schiffman, G.L and Kanuk, L.L.2002).

Philip Kotler et al.(1985) assumed Consumer behaviour as the buying behaviour of final consumers, individuals and households. Consumer is the behaviour of the ultimate consumers, those who purchase products for personal or household use, not for business purpose (Ferrell, O.C. and Pride, W.M., 1989). Consumer decision-making styles in the modern world has recognized with cognitive and affective or mental orientation characterizing a consumer's approach to the overall decision-making process (Sproles & Kendal 1986).

Driven by a young population with access to disposable incomes and easy finance options, the consumer market has been throwing up staggering figures. Marketing problems confronted from the consumers' behaviour has a greater degree of similarity with behavioural problems. The use of durable goods is becoming increasingly popular in recent years in India.

2. Brief Overview of Indian Textile Industry

Indian textile industry has historic recognition in the world due its great evolution and wide spread usage in the world. Indian textile industry largely depends upon the textile manufacturing and export. It also plays a major role in the economy of the country. India earns about 27% of its total foreign exchange through textile exports. Further, the textile industry of India also contributes nearly 14% of the total industrial production of the country. It also contributes around 3% to the GDP of the country. Indian textile industry is also the largest in the country in terms of employment generation. It not only generates jobs in its own industry, but also opens up scopes for the other ancillary sectors. India textile industry currently generates employment to more than 35 million people. The evidences of Indian textile were found during Harappan Civilization.



During that era, people from India knew weaving and the spinning of cotton fourth and years ago. It has the glorious tradition. India's pride in the world of textiles is most on cotton, since it was this textile that was fully developed in India right from its source of raw materials. Cotton textile is one of the oldest industries of India and really considered to be India's gift to humanity. The Indian Muslim is also equally well known.

Indian Textiles have a rich tradition in the world market. In 445 BC, the Greek historian Herodotus made descriptions about Indian Cotton. He has praised it as "King Cotton". Further, he goes on to record in his book that in the city of Mohanjo-Daro in the Indus Valley, people were weaving the cotton into fabrics from 3000BC onwards. He also certified that by 63 BC, cotton was being exported to Europe from India as a luxury material. India perhaps the only country that has maximum contribution in textiles to the world right from the era of Indus Valley Civilization till today. The earliest cotton textiles, found at the site of Indus Valley excavations can be reliably dated to 3000 B.C. Harappan not only grew cotton but also devised methods of ginning, spinning and weaving it into cloth. Cotton fabrics were the main export items by Harappans to Mesopotamia, which were carried in ships. India was probably the first among all countries that perfected the art of weaving silk with gold brocades' and fine Muslim fabric with dyeing and printing in an indigenous way. Till the middle ages, Europe depended on India for her supply of gorgeous silk textiles. So efficient was Indian Khadi and Handloom industry before the industrial revolution that even the rising machine industry could not compete with it.

3. Emerging Scenario of Indian Textiles

Indian Textile industry contributes about 11 percent to industrial production, 14 per cent to the manufacturing sector, 4 percent to the GDP and 12 per cent to the country's total export earnings. It provides direct employment to over 35 million people, the second largest provider of employment after agriculture. Besides, another 54.85 million people are engaged in its allied activities. The fundamental strength of this industry flows from its strong production base of wide range of fibres / yarns from natural fibres like cotton, jute, silk and wool to synthetic /man-made fibres like polyester, viscose, nylon and acrylic. One of the very few industries largely helped to the growth of economy is the Indian textile industry. Presently it constitutes 4% of India's GDP, 12% of the industrial production and 10.5% of total exports of goods. 35 million people directly and 45 million people indirectly associated with textile industry in India. Textile production estimated at US \$85 Billion in 2012: US \$51 billion worth goods for domestic market and US \$34 billion for exports.

The Textile Industry occupies a vital place in the Indian economy and contributes substantially to its exports earnings. Textiles exports represent nearly 30 per cent of the country's total exports. It has a high weight age of over 20 per cent in the National production. It provides direct employment to over 15 million persons in the mill, powerloom and handloom sectors. India is the world's second largest producer of textiles after China. It is the world's third largest producer of cotton-after China and the USA-and the second largest cotton consumer after China. The textile industry in India is one of the oldest manufacturing sectors in the country and is currently it's largest. The Textile industry occupies an important place in the Economy of the country because of its contribution to the industrial output, employment generation and foreign exchange earnings. The textile industry encompasses a range of industrial units, which use a wide variety of natural and synthetic fibres to produce fabrics. The textile industry can be broadly classified into two categories, the organized mill sector and the unorganized mill sector. Considering the significance and contribution of textile sector in national economy, initiative and efforts are being made to take urgent and adequate steps to attract investment and encourage wide spread development and growth in this sector.

4. Review of Literature

Kwok Keung Tam(2007) made analysis on purchasing behaviour of consumer on clothing in two different geographical locations. The study aimed to proved analysis on the effect of brand image on the consumer purchasing behaviour in clothing, with the comparison between the Chinese and British Consumers. The study further provided the relationship between brand image and consumer purchasing behaviour, markets and practitioners could devise strategies to increase the sales revenues.

Rajagopal(2009) presented the paper specifying the importance branding paradigm for the bottom of the pyramid markets. The paper examined the deliver new models of brand management in bottom-of-the-pyramid (BoP) markets, considering the personality traits, image, technology and reputation of firms associated with the brands. The study argues that the performance of global brands in low-profile consumer market segments is constrained by high transaction costs and coordination problems along the brand promotions, consumption and consumer value chain. Hence, firms looking towards managing brands in BoP market segments need to reduce brand costs by increasing the volume of sales and augmenting consumer value.

Eugene Boateng Offeh Rita Addo(2010) in the research study on "The effects of branding on consumer buying behaviour in local Ghanain Move Industry" critically analyzed on the level of satisfaction of consumers on buying behaviour. Further, the



study also investigated the effect of pricing on the brand preference by the consumers. The study concluded that, branding plays a very important role in enabling consumer to arrive a decision to purchase a product. The study further proved that, the due to the level of branding, consumer preferences towards services have gained improvement. Shilpi Agarwal and Amit Aggrawal(2012) have made study on “A critical analysis of Impact of pricing on Consumer buying behaviour in Apparel Retail sector: A study of Mumbai City”. In the study, the authors have found that, socio economic factors are important while deciding on shopping for apparels, the retailers need to work on the expectations of the consumers as replicated in the study, as this study been conducted in Mumbai city including Greater Mumbai, Navi Mumbai and Thane can be treated as a helpful catalyst for retailers while introspecting the pricing and marketing strategies in apparel sector.

Vikkraman et al.(2012) in the joint paper concentrated on Indian Apparel market have analyzed the purchase behaviour of Indian consumers with reference to select apparel brands. The study concluded that, the factors namely self concept, need for uniqueness directly influence clothing interest and indirectly influence the purchase intention in the case of global and local brands. Clothing interest and emotional value are the other important predictors of the purchase intention.

Muhammad Ehsan Malik et al.(2013) made study on the impact of brand image and advertisement on consumer buying behaviour. The authors have opined that brand image play a crucial role to boost up any business performance as brand image is an implied tool which can positively change people’ buying behaviour and advertisement is behaving as a driving force for any business as it’s an effective source to convey your message and stay in customer’s mind.

Jain PK and Sangeetha Bhatnagar(2014) made a critical analysis on purchase behaviour of branded men’s wear. The study has revealed that, 33.33% of students and 58.67% of professionals visit Branded men’s wear showroom with the purpose of shopping where as 6.67% and 1.33% of students & professionals visit showroom to pass time respectively. 29.33% of students and 48% professionals purchase by keeping particular brands in mind. The study result shows 33.33% of the respondents come to know of the brand through friends & relatives followed by TV that is 26.67% and very few by hoardings & banners on road sides.

Suparna Karmakar and Meenu Tewari(2014) in the joint paper titled “Using IPRs to Protect Niches? Evidence from the Indian Textile and Apparel Industry” have made a critical examination on forming Intellectual Property Rights for Indian textile brands. The authors have opined that, in the fiercely competitive global environment that has prevailed since the removal of MFA quotas in 2005, many textile and apparel suppliers of various brands have sought to compete by forming and protecting niches.

Syed Irfan et al.(2014) in the joint paper titled “An Investigation on Shoppers’ Buying behaviour towards Apparel products in Bangalore City”, explored the relationship between elements which affect consumer buying behaviour for apparel products in Bangalore city. The study concluded that, there is significant relationship between reference group and purchase intention also promotion, store attributes, product attributes, income of the respondent and occupation have positive significant relation between consumer buying behaviour.

5. Objectives of the Study

The Primary objective of the study is to analyze the branding strategies and its impact on consumer behaviour towards select textile brands. More specifically, the present paper focuses on understanding the demographic profile of consumers and the buying behaviour towards select textile brands.

6. Methodology and Sample Design

The methodology adopted for collection of the data, selection of samples, and analysis of data and interpretation of data is discussed below.

The primary data is collected with the help of a detailed questionnaire which is used to analyze the perceptions of consumers with reference to various determinants and its impact on buying behaviour. The secondary data is collected from the sources which include the Annual reports select textile companies, distributors’ reports, research reports, magazines, various marketing & management books and the latest updates will also be collected from the news papers and internet sources. A sample size of 300 is selected in order to analyze the perceptions of the consumers who have been consuming select Textile brands.

7. Demographic Profile of Sample Respondents

Demographic characteristics of consumers play a crucial role in their behavior towards consumption. The status of respondents in the family, in terms of gender wise, age wise, marital status, back ground, education, qualification,



occupation, family size, income, expenditure, savings, investments may influence their consumption patterns. The Table 3.1 to Table 3.10 represents the demographic profile of the respondents.

To examine the Urban and rural consumer Behavior towards Urban and rural consumer Durables in Urban and rural Areas through primary survey, opinions were collected from the respondents from the selected villages. The analysis was done under seven heads viz. Urban and rural consumer Profile, Urban and rural consumer Behaviour of Durable Goods, Urban and rural consumer Shopping Behaviour, Brand Preferences, Urban and rural consumer Buying Decisions, and Consumer Satisfaction.

The present table shows the detailed break up of sample respondents selected for the research study.

Table-1: Demographic profile of Sample respondents

S. No	Category of respondents	Details	Total
1.	Categories of Textile Brands owned consumers	Arvind Mills	100 (33.3%)
		Aditya Birla Nuvo Limited	100 (33.3%)
		Raymonds	100 (33.3%)
2.	Area/region of sample respondents	Urban	150 (50%)
		Rural	150 (50%)
	Gender classification	Male	174 (58%)
		Female	126 (42%)
3.	Age classification	Below 20 years	13
		20-30 years	88
		30-40 years	98
		40-50 years	60
		More than 50 years	41
4.	Marital Status	Married	207
		Unmarried	93
5.	Occupational Status	Government Employee	80
		Private Employee	122
		Student	38
		Professional	51
		Others	9
6.	Educational Qualification	Matriculation	13
		Under Graduate	88
		Graduate	139
		Post Graduate	49
		Diploma	11
7.	Monthly Income of sample respondents	Rs.15000-25000	22
		Rs.25001-35000	126
		Rs.35001-45000	74
		Rs.45001-55000	30
		Rs.55000-65000	32
		More than Rs.65000	16

Source: field survey results

From the table, it is clear that, equal proportion of sample respondents, i.e., 33.3% of them were selected from each category of textile brand owned Further, each textile brand owned comprise of 100 sample respondents. From the results, it is to interpret that from both urban and rural regions, an equal proportion of 50% of sample respondents, i.e, 150 each from are considered for the sample study. The table reveals that out of 300 respondents maximum of 174 (58.00 per cent) of them are male and remaining 126 (42.00 per cent) of them are female. The percentage of male is slightly more because during the day time when interview made, the women folk found engaged in their work. Further, the majority of the age group for the present study is in between 30-40 years age group. From the results, it is clear that majority of the sample respondents from both urban and rural region were found married and the representation of unmarried is almost equal for both urban and rural regions. With reference to occupational status, majority of the sample respondents are from the category of Private Employment and 80 respondents are from Government Employee category. With reference to educational qualification,



majority of the sample respondents for the present study possesses 'Under graduation' as educational qualification. Further, with reference to monthly income of sample respondents, majority of the sample respondents have the income range of Rs.25001 to Rs.35000.

8. Comparative Study on Consumer Buying Behaviour in Urban and Rural Regions

Consumer buying behavior is the sum total of a consumer's attitudes, preferences, intentions and decisions regarding the consumer's behavior in the marketplace when purchasing a product or service. In this section, an attempt is made to present the comparative analysis on rural and urban consumer behaviour towards decision making process for the purchase of Textile.

A) Comparative Analysis on Consumers' Willingness to Visit Textile Store to Purchase Textile Brand

An attempt is made to understand whether the consumers have the willingness to visit the textile store for purchase of Textile brand is made and the results are presented here.

Table 2: Consumers' willingness to visit store

S. No	Consumers' willingness' to visit Textile store	Area/region of sample respondents		Total
		Urban	Rural	
1	Yes (Willing to visit textile store)	148	147	295
2	No (Not willing to visit textile store)	2	3	5
	Total	150	150	300
	Chi-square test results	Chi-square = 0.203 degrees of freedom = 1 probability = 0.652		

Source: field survey

From the results, it is to interpret that majority of the sample respondents from urban and rural region have clearly opined 'yes' which indicates that the consumers are willing to visit textile store for the purchase of Textile. The chi-square test proved that null hypothesis is accepted, hence, it is to conclude that, there is no significant association between the area of sample respondents and their willingness to the visit the Textile store for purchase.

B) Comparative Analysis on Consumers' Response on Type of Store Visited for Buying the Textile

Urban wise and semi-urban wise comparison is made to understand the responses of the consumers towards type of textile brand store they visited for buying the Textile.

Table 3: Consumers' response on type of Textile Store visited for buying

S. No	Consumers' response on type of textile store visit for buying	Area/region of sample respondents		Total
		Urban	Rural	
1	Branded Store	26	25	51
2	Multi branded Textile store	43	51	94
3	Non-branded stores	36	34	70
4	Online purchase	45	40	85
	Total	150	150	300
	Chi-square test results	Chi-square = 1.05 Degrees of freedom =3 Probability = 0.78		

Source: field survey

From the results, it is to interpret that majority of the urban and rural consumers prefer to purchase textile brand from multi branded textile stores. From the results, it is to conclude that the calculated value of Chi-square is 1.05 which is higher than the tabular value, hence null hypothesis is accepted. Hence, it is to conclude that, there is no significant difference in the perception of consumers from both the regions towards preference of buying textile.



C) Comparative Analysis on Consumers' Response on Distance Covered for Visiting the Store for Purchase of Textile
Comparative analysis is made to understand the distance covered by the consumers for the purchase of Textile good. Consumers are asked to select the options which include less than 1 km, 1-3 km, 3-5 km and more than 5 km. The responses given by the consumers are summarized and presented below.

Table-4: Consumers' response on distance covered for visiting the textile outlet

S. No	Consumers' response on distance covered for visiting the Textile	Area/region of sample respondents		Total
		Urban	Rural	
1.	Less than 1 Km	36	49	85
2.	1-3 Km	27	29	56
3.	3-5 Km	62	48	110
4.	More than 5 Km	19	20	39
5.	No response	6	4	10
	Total	150	150	300
	Chi-square test results	chi-square = 3.27 degrees of freedom = 4 probability = 0.371, tabular value = 9.49		

Source: field survey

From the results, it is clear that, majority of the urban and rural consumers have opined that they cover around 3-5 kilometer for visiting the Textile store to purchase Textile . Further, the second highest majority of them have opined that they prefer to travel less than 1 Km to cover the Textile store for the purchase of Textile. Chi-square test is applied to analyze whether there is a significant difference in the perception of urban and rural consumers towards the distance covered for the purchase of Textile. From the results, it is to conclude that the calculated value of Chi-square is lesser than the tabular value hence it is proven that there is a no significant difference in the perception of urban and rural consumers towards the distance covered for the purchase of Textile.

D) Comparative Analysis on Consumers' Response on Preferred Destination for Buying Textile

Consumers are asked whether they have preferred to purchase from the nearest textile store or any other store which is nearer to the city. Urban and rural wise comparison is made and presented here.

Table 5: Consumers' response on preferred destination for buying goods

Consumers' response on preferred destination for buying goods	Area/region of sample respondents		Total
	Urban	Rural	
Nearest Textile Store	122	108	230
Purchase at Nearest City Store	28	42	70
Total	150	150	300
Chi-square test results	Chi-square = 3.65, Degrees of freedom = 1 Probability = 0.056		

Source: field survey

From the results, it is to interpret that majority of the urban consumers have opined that they prefer to buy Textile from the nearest Textile store and the same is opined by the rural consumers with regard to preferred destination for buying Textile. Chi-square test is applied to analyze the significant association between area of the sample respondents and their preference to buy textile. From the results of Chi-square test, it is proven that the calculated value of Chi-square is lesser than the tabular value, hence null hypothesis is rejected, hence it is to conclude that, there is a significant association between area of the sample respondents and their preference to buy textile.



E) Comparative Analysis on Consumers' Response on Average Duration they spend for Buying Textile

An attempt is made to analyze how much of time that the consumers spend for the purchase of textile in Textile store. Urban and rural wise comparison is made and presented here.

Table-6: Consumers' response on average duration they spent for buying Textile

S. No	Consumers' response on average duration they spent for buying Textile in Textile store	Area/region of sample respondents		Total
		Urban	Rural	
1.	Less than Half hour	10	6	17
2.	Half hour - One hour	49	34	83
3.	One hour	8	19	27
4.	More than One hour	83	92	175
	Total	150	150	300

Source: field survey

From the results, it is to interpret that majority of the consumers from both urban and rural region have opined that the consumers spend more than one hour to take decision on purchasing of Textile.

F) Comparative Analysis on Source of Information for the Consumers about Textile Brand

Impact of media as a source of information for the consumers towards textile brand is cross examined for the urban and rural consumers and the results are presented here. From the results, it is to interpret that majority of the consumers from urban region have opined that the source of awareness about the type of Textile to be purchased is 'Textile advertisements'. Further, second highest majority of the consumers have come to know from Hoarding boards.

Table-7: Consumers' perception on source of awareness about Textile Brand

S. No	Perception on awareness about textile store	Area/region of sample respondents		Total
		Urban	Rural	
1.	News Papers	34	44	78
2.	Textile advertisements	54	50	104
3.	Hoarding boards	52	23	75
4.	Radio/internet	10	33	44
	Total	150	150	300

Source: field survey

Overall, the study clearly shows that, there is lot of similarity for the urban and rural consumers with regard to their perception on type of Textile to be purchased. Chi-square test is applied to analyze whether there is a significant difference in the perception of the consumers from both urban and rural region with reference to source of information for the consumers about textile brand. From the results, it is to conclude that, the calculated value of Chi-square is 25 which is higher than the tabular value, i.e, 7.81, hence null hypothesis is rejected, hence it is proven that there is a significant difference in the perception of the consumers from both urban and rural region with reference to source of information for the consumers about textile brand.

G) Comparative Analysis on Consumers' Perception on Prices of the Textile Products at Textile Stores

Perception of the consumers towards the prices of textile brands is examined for both urban and rural consumers and the results are presented here.

Table -8: Consumers' opinion on prices of the Textile at textile stores

S. No	Consumers' opinion on prices of the products at textile outlets	Area/region of sample respondents		Total
		Urban	Rural	
1.	Reasonable	46	68	114
2.	Affordable	72	55	127



3.	Slightly higher	17	11	28
4.	Price doesn't matter	3	2	5
5.	Almost the same	12	14	26
	Total	150	150	300

Source: field survey

From the results, it is clear that majority of the sample respondents from urban region have opined that the prices of Textile brand is affordable for purchase. Further, 46 respondents have opined that the prices are reasonable for the purchase. From the rural region, it is observed that, majority of them have opined that the prices are reasonable. Overall, the study clearly shows that majority of the consumers selected for the study opined 'affordable' for the purchase. Chi-square test is applied to interpret that the calculated value of chi-square is lesser than the tabular value; hence it is proven that, there is no significant difference in the perception of rural and urban consumers with regard to prices of textile product.

9. Conclusions and Suggestions

The study revealed that most of the consumers selected for the study were preferred to visit the textile store for the purchase instead of online purchase. Further, the opinions revealed that majority of the consumers prefer to purchase textile brands from multi brand retail stores rather single branded store. Hence, it suggest that the consumers were willing to test the different brands before they take purchase decision. Further, less proportionate of consumers prefer to purchase through online and it show that consumers are still wish to go for thorough selection. Further, majority of the consumers prefer to visit the textile show room with in a distance of 3-4 km and it show that the available of textile show room and the availability of textile brands were found to be the most influencing factors in consumer decision making process. Overall, from the study it is suggested that the marketers of select textile brands must keep in view of the availability of select textile brands in the convenient locations and further they must ensure that the textile brands must be visible in the show room to make attention and impact on consumer buying behaviour.

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