# ok“ ROLE OF BRANDING IN CONSUMER BUYING BEHAVIOR TOWARDS BRANDED DHOTIS A STUDY DONE FOR KITEX LIMITED ”

*project report Submitted in partial fulfillment of the requirement for the award Degree*

# MASTER OF BUSINESS ADMINISTRATION



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## **Naipunnya Business School**

## **Pongam, Koratty East, Thrissur**

**2020-2022**

**UNIVERSITY OF CALICUT**

**BONAFIED CERTIFICATE**

Certified that this project report “**ROLE OF BRANDING IN CONSUMER BUYING BEHAVIOR TOWARDS BRANDED DHOTIS A STUDY DONE FOR KITEX LIMITED**” is the Bonafide work of **FEBIN FRANCIS, YPAUMBA030** who carried out the project work.

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Pongam, Koratty East Asst. Prof. Ms.Nayana S

Project Guide

# DECLARATION

I FEBIN FRANCIS, hereby declare that the Project Report entitled “**ROLE OF BRANDING IN CONSUMER BUYING BEHAVIOR TOWARDS BRANDED DHOTIS A STUDY DONE FOR KITEX LIMITED**” has been prepared by me and submitted to the University of Calicut in partial fulfillment of requirements for the award of the Master of Business Administration, is a record of original work done by me under the supervision of Dr./Pro Ms NAYANA S of Naipunnya Business School, Pongam, Koratty East, Thrissur.

I also declare that this Project work has not been submitted by me fully or partly for the award of any Degree, Diploma, Title or recognition before any authority.

Place: Pongam, Thrissur FEBIN FRANCIS

Date: YPAUMBA030

**ABSTRACT**

Branding play a crucial role to boost up any business performance, is an implied tool which can positively change people’s buying behaviors. In Present marketing scenario, the Study of Consumer Behavior has become essential. Consumers are the kings of markets. Without consumers no business organization can run. All the activities of the business concerns end with consumers and consumer satisfaction. Customer behavior study is based on consumer buying behavior, with the customer playing the three distinct roles of user, payer and buyer. Consumer buying behavior has become an integral part of strategic market planning.

The study presented into five chapters the introduction, literature review, research methodology, presentation of the research findings, data analysis and discussion, and summary, conclusion and recommendations. The objectives of the study focus on Role of branding in consumer behavior towards branded dhotis.

Customers all over the world now prefer branded products. This study is aimed at analyzing the effect of brand on consumer buying behavior. Along with finding the effect of brand on consumer buying behavior the purpose of the study is to have an in depth knowledge of what actually is branding and consumer behavior. To study the relationship between brand and consumer behavior the following methodology is opted: Consumer Survey on the effect of brands on their buying behavior through questionnaire. The key results of the study are: The degree brand of consciousness goes on decreasing in higher age groups; price & brand were the major attributes that customer’s gave most importance and 80% people believe that Brands in fashion industry have become a status symbol.

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**CHAPTER 1**

**INTRODUCTION**

**1.1 INTRODUCTION**

Brand is a crucial a part of brand equity, which refers to consumer’s feeling and emotions towards a particular brand which ultimately results in impact on consumer buying behavior. Consumers prefer branded products quite ordinary products; branded products are more durable and may be used for an extended period of your time. Also using branded products today has become important and lots of see using brand as a standing symbol. This study is aimed toward learning the effect of brand name on consumer buying behavior and their perception towards branded products.

Aeker (1991) defines “A brand is a distinguishing name and/or symbol which intended to identify the goods, services of either one seller or group of sellers and to differentiate those goods or services from those of competitors”. Holistic view (brand is more than just the product) has been proposed by Ambler (1992) who defines “brand as the promise of the bundles of attributes brand”. According to Business Dictionary branding is, “The process involved in creating a unique name and image for a product in the consumers' mind that someone buys which provides satisfaction and attributes that make up a, mainly through advertising campaigns with a consistent theme.

In the past few decades, we have absorbed the understanding of the different factors that affect consumer judgments about brands and the processes which underlie choosing a specific brand. Considering the domain of branding. There are numerous kinds of literature on branding which has amassed more than a hundred studies in leading journal, these studies have identified various determinant which affects the customer's perception toward a given brand. Branding can be acknowledged as one of the most crucial and fascinating strategies, which can be used for wining over competitors. In today's modern world, time is changing swiftly, and so the marketing strategies that are being adopted by various firms to stay competitive in the market. Organizations continuously seek to comprehend the buying behavior of consumers which can help them to grow and predict future trends. Gradually, organizations are now changing their focus from the market line or products to marketing strategies and consumers. In the modern world, an organization emphasizes consumer display with regards to the 4P’s of marketing (Product, Price, Promotion, and Place). Today, clothing brands have turned into a status symbol. More and more customers across the globe choose branded apparel.

**1.2 STATEMENT OF THE PROBLEM**

Consumers have their attributes and forces behind before and during the process of purchasing branded goods/product. If customers trust a brand quality it makes a positive connection to the brand and customers will have a reason to become a loyal to the brand. Loyalty and trust of the customers is very important for a company because it reduces the chance of attack from competitors. In this increasable competitive market, companies are attempting to gain better position for them by becoming more customer-oriented. Brand preference is strongly linked to brand choice what attracts consumers towards that can influence the consumer decision making or their taste too and activate brand purchase.

"Brand Preferences can be defined as the subjective, conscious and behavioral tendencies which influence consumer's predisposition toward a brand". Understanding the brand preferences of consumers' will dictate the most suitable and successful Marketing Strategies. One of the indicators of the strength of a brand in the hearts and minds of customers, brand preference represents which brands are preferred under assumptions of equality in price and availability. Measures of brand preference approach to quantify the impact of marketing activities in the hearts and minds of consumers and potential consumers. Higher brand preference usually indicates more revenues (sales) and profit, also making it an indicator of company financial performance. This study concerns on brand preference, consumer buying behavior and customer satisfaction.

India's textile and apparel industry (domestic and exports) is expected to grow from `3.27 lakh crores to `10.32 lakh crore by 2020. It is estimated that by 2017, the overall Indian apparel industry worth would be 2.89 lakhs crores and the market share of the organized sector is 25%. Therefore, it is clear from the report that the branded apparel will have great significance in the market. Hence, the research is planned to identify consumer preferences, buying behavior, reasons to go for branded dhotis.

**1.3 SIGNIFICANCE OF THE STUDY**

This study is exploring the relations between variables that affect the buying decision of consumer on brands. Understanding of variables such as price, quality, brand name and societal status if are able to help further understand how these variables affect the choice making of consumer. The study is done to focus on influence of branding on consumer buying behavior. This study intends to find out if consumer buying behaviour is influenced by factors such as premium price of branded goods, perceived quality of branded goods, societal status and brand name associated with the consumption of brand.

In present era we live in fashionable and modern India. Everybody wants to look fashionable in modern India. Increase in purchasing power and literacy level among consumers makes them easy to find out what is new in clothing and now consumers have the ability to purchase costly branded dhoti to look stylish. In comparison to unbranded dhotis, consumers now give branded dhoti a high priority. As the result, studies are required to determine what aspects people consider when purchasing branded dhoti, as well as which brands they prefer.

**1.4 OBJECTIVES OF THE STUDY**

* To Understand the Concept of branded Apparel
* To Observe the Brand awareness of different Dhoti Brands.
* Discover significant factors which persuade a consumer to choose any brands from available brands.

**1.5 LIMITATION OF THE STUDY**

* The sample 110 was limited, Compare to the whole population
* Study is limited to Dhotis segment only
* The study is bound to the specific regions in Ernakulam and Trissur district.
* The study is based on the data collection from the respondents through suitable sampling which is a method of non-random sampling.

**1.7 INDUSTRY PROFILE**

The textile and apparel industry is one of the leading segments of the Indian economy and the largest source of foreign exchange earnings for India. This industry accounts for 4 percent of the gross domestic product (GDP), 20 percent of industrial output, and slightly more than 30 percent of export earnings. The textile and apparel industry employs about 38 million people, making it the largest source of industrial employment in India. The study identifies the following structural characteristics of India’s textile and apparel industry

India has the second-largest yarn-spinning capacity in the world (after China),accounting for roughly 20 percent of the world’s spindle capacity. India's spinning segment is fairly modernized; approximately 35 to 40 percent of India's spindles are less than 10 years old. During 1989-98, India waste leading buyer of spinning machinery, accounting for 28 percent of world shipments. India's production of spun yarn is accounted for almost entirely by the “organized mill sector,” which includes 285 large vertically-integrated “composite mills” and nearly 2,500 spinning mills.

India has the largest number of loom sin place to weave fabrics, accounting for 64percent of the world’s installed looms. However, 98 percent of the looms are accounted for by India’s power loom and handloom sectors, which use mostly outdated equipment and produce mostly low-value unfinished fabrics. Composite mills account for 2 percent of India’s installed looms and 4 percent of India's fabric output. The handloom and power loom sectors were established with government support, mainly to provide rural employment. These sectors benefit from various tax exemptions and other favorable government policies, which ensure that fabrics produced in these sectors are price competitive against those of composite mills. The fabric processing (dyeing and finishing) sector, the weakest link in India's textile supply chain, consists of a large number of small units located in and around the power loom and handloom centers. The proliferation of small processing units is due to India’s fiscal policies, which favor small independent hand- and power-processing units over composite mills with modern processing facilities. The production of apparel in India was, until recently, reserved for the small-scale industry (SSI) sector, which was defined as a unit having an investment in plant and machinery equivalent to less than $230,000. Apparel units with larger investments were allowed to operate only as export-oriented units (EOUs). As a result, India’s apparel sector is highly fragmented and is characterized by low levels of technology use.

New innovation in clothing production, manufacture and design came during industrial revolution- these new wheels, looms and spinning process changed manufacture forever. There were various stages from a historical perspective where the textile industry evolved from being domestic small-scale industry, to the stage of supremacy it holds now. The cottage was the first stage in history where textile was produced on domestic basis. Clothing manufacture during industrial revolution formed a big part of the exports made by Great Britain. They accounted almost for 25% of the total exports made at that time doubling in the period between 1701-1770 had grown 10 times, however wool was the major export items at that point of time. In industrial revolution era a lot of effort was made to increase the speed of the production through inventions such as flying shuttle in 1773, flyer and bobbin system and the roller spinning machine by john Wyatt and Lewis Paul in 1738. During this period the cloth was made of the materials including wool, flax and cotton. The material depended on the area where the cloth was being produced and the time they were being made. In the latter half of the medieval period in the northern part of Europe, Cotton comes to be regarded as important fiber. During the later phase of 16th century cotton was grown in warmer climes of America and Asia. During industrial revolution new machines such as spinning wheels and handlooms came into picture. Making cloth material quickly became an organized industry as compared to domesticated activity it had been associated with before. A number of new innovations led to industrialization of textile industry in Great Britain. In the initial phase, textile mills were located in and around the rivers since they were powers by the water wheels. After the steam engine was invented, the dependence on river ceased to great extent. In the later phase of 20th century shuttle was used in textile industry were developed and became faster and thus more efficient. The led to replacement of old shuttle with new one.

Today, modern technology, electronics and innovation have led to competitive low priced textile industry offering almost any type of cloth or design a person could desire. With its low cost labor base, china has to dominate the global textile industry.

**Indian Scenario**

India has been well known for the textile goods since very ancient times. The traditional textile industry of India was virtually decayed during the colonial regime. However, the modern textile industry however made its real beginning in Mumbai in 1850s. The first cotton textile mill of Bombay was established in 1854 by a Paris cotton merchant then engaged in overseas and internal trade. Indeed, the vast majority of the early mills were the handiwork of Paris merchant engaged in yarn and cloth trade at home and Chinese and African market. The first cotton mill in Ahmadabad, which was eventually to emerge as arrival centre to Bombay, was established in 1861. The spread of the textile industry to Ahmadabad was largely due to Gujarati trading class. The cotton textile industry made rapid progress in the second half of the nineteenth century and by the end of the century there were 178 cotton textile mills, but during the year 1900 the cotton textile industry was in had state due to the great famine and a number of mills of Bombay and Ahmadabad were to be close down for long periods.

Indian scenario India's textiles sector is one of the oldest industries in Indian economy dating back several centuries. Even today, textiles sector is one of the largest contributors to India's exports with approximately 11 per cent of total exports. The textiles industry is also labor intensive and is one of the largest employers. The industry realized export earnings worth US$ 41.4 billion in 2014-15, a growth of 5.4 per cent, as per the cotton textiles export promotion council (Texprocil). The textile industry has two segments. First, the unorganized sector consists of hand loom, handicrafts and sericulture, which are operated on a small scale and through traditional tools and methods. The second is the organized sector consisting of spinning, apparel and garments segment which apply modern machinery and techniques such as economic scale. The Indian textiles industry is extremely varied, with the hand-spun and hand-woven textiles sectors at one end of the spectrum, while the capital intensive sophisticated mills sector at the other end of the spectrum. The decentralized power looms/hosiery and knitting sector form the largest component of the textiles sector. The close linkage of the textile industry to agriculture (for raw materials such as cotton) and the ancient culture and tradition of the country in terms of textiles make the Indian textiles sector unique in comparison to the industries of other countries. The Indian textiles industry has the capacity to produce a wide variety of products suitable to different market segments, both within India and across the world.

**Strengths of Indian textile industry**

1. India has rich resources of raw materials of textile industry. It is one of the largest producers of cotton in the world and is also rich in resources of fibres like polyester, silk, viscose etc.
2. India is rich in highly trained manpower the country has a huge advantage due to lower wage rates. Because of low labour rates the manufacturing cost in textile automatically comes down to very reasonable rates.
3. India is highly competitive in spinning sector and has presence in almost all processes of the value chain
4. Indian garment industry in very diverse in size, manufacturing facility, type of apparel produced, quantity and quality of output, cost, requirement for fabric etc..it comprises suppliers of ready-made garments for both domestic or export markets.

**Weakness of Indian textile industry**

1. Indian textile industry is highly fragmented in industry structure, and is led by small scale companies. The reservation of production for very small companies that was imposed with the intention to help out small scale companies across the country, led substantial fragmentation that distorted the competitiveness of industry, smaller companies do not have the fiscal resources to enhance technology or invest in the high-end engineering of processes. Hence they lose in productivity.
2. Indian labor laws are relatively unfavourable to the trades and there is an urgent need for labor reforms in India.
3. India seriously lacks in trade pact memberships, which leads to restricted access to the other Major markets.

**Problems faced by Textile Industry in India.**

**Sickness**

Sickness is widespread in the cotton textile industry. After the engineering industry, the cotton textile industry has the highest industry incidence of sickness. As many as 125 sick units have been taken over by the Central Government.

**Obsolescence**

Plant, machinery and technology employed by a number of units are obsolete. The need today is to make the industry technologically up-to-date rather than expand capacity as such. This need was foreseen quite some time back and schemes for modernization of textile industry had been introduced. The soft loan scheme was introduced a few years back and some units were able to take advantage of the scheme and modernize their equipment. However, the problem has not been fully tackled and it is of utmost importance that the whole industry is technologically updated.

**Government Regulations**

Government Regulations like the obligation to produced controlled cloth are against the interests of the country. During the last two decades the excessive regulations exercised by the government on the mill sector has promoted inefficiency in both production and management. This has also resulted in a colossal waste of raw materials and productive facilities. For example, the mills are not allowed to use filament yarn in warp in order to protect the interest of art silk and power loom sector which use this yarn to cater to the affluent section of society.

**Outlook for Indian textile industry**

The outlook for textile industry in India is very optimistic. It is expected that Indian textile industry would continue to grow at an impressive rate. Textile industry is being modernized by an exclusive scheme, which has set aside $ 5 billion for investment in improvisation of machinery India can also grab opportunities in the export market. The textile industry is anticipated to generate 12million new jobs in various sectors.

**State scenario**

The southern states have a rich legacy of traditional textiles. They are the irrefutable textiles maharajas of the country, churning out enviably stunning silks and cottons that are lapped up by people all across the continent. The textile industry generates huge revenues for Kerala.

Thrissur is famous for the textile industry. Trissur is also famous for its hosiery mills. Lakshmi mills of pullazhi Rajagopal textiles of Athani, Alagappa textiles of Alagappanagar are famous for their textile industry. Besides weaving saris, Kerala also produces premium quality lace and embroidered goods. It is usually done by women artisans, Caps are produced in bulk at Kasargod which is then exported to Gulf and African countries.

Kannur, around 350 km north of Kochi, is Kerala's leading textile export hub Its export of textile products is worth around Rs.3 billion a year, according to industry sources. Kannur has around 40 textile export units. The sector employees around 50,000 people in the district.

The first cotton textiles mill was established in 1883 in Kallai near Kozhikode by P.S SanthappaChettiyar and M. GuptanNamboothiripad, known as Malabar Spinning and Weaving Mill. The commercial production was started in 1887. Later in 1976 the mill was taken over by Government of Kerala and handled over to Kerala state textiles corporation. The second mill presently called Parvathi Mills Ltd was started in 1884 by James Darragan, an English man using 19 acres of land donated by the Maharaja of Travancore. In 1888, the mill was sold to another British industrialist named AT VIN. In 1932 the management was taken over by Kerala Textiles Corporation. In April 1974, the mill was nationalized under sick textiles undertaking (nationalization) Act and was made a unit of National Textiles Corporation (NTC) Limited Bangalore, which is a subsidiary of NTC Delhi. Sitaram Textiles Ltd., another oldest mill was established in 1903 as a Private Limited Company. Balaramalyyer started it. Later due to mismanagement and labor trouble, company was liquidated in 1954. The factory was gutted down due to fire in 1959 and spinning production was completely stopped. The Government of Kerala purchased this unit as a result of liquidation and public auction in 1972, with the modest start of these mills, the number of cotton textile mill rose to 31. The government of Kerala has announced in state assembly on March 29, 1994, its Willingness to start 5 more spinning mills, one each of Kazargod, Kozhikode, Thrissur, Kottayam and Malapuram along with the commissioning of corporative spinning mill at Alappy with a spindle capacity of 6000 spindles.

Cotton textiles industries are concentrated in district of Trissur and Palakkad followed by Ernakulum and Kannur. These four districts together account for nearly 3/4th of the spinning mills in Kerala. The numbers of existing composite mills are quite low i.e., only four in number, its growth during the last 10 years is nil. Due to the unprofitable nature of composite mill, Malabar spinning and weaving mill discontinued its weaving operation and concentrated on spinning only. Calicut modern spinning mill once turned sick is now taken over by a financially sound third party and found earnings before the last, decade. There are 7 cotton textile mills in Thrissur including one composite mill. Kottayam stands last in the list with only one state owned mill. There are 16 private mill in Kerala of which 14 are spinning mills and the rest 2 are composite mills. The national textile corporation has got under it. 4 spinning mills and 1 composite mill. The corporate sector owns only 2 spinning mills. In Kerala the Thrissur Corporative spinning mills with an installed spindle capacity of 12,000 spindles is the smallest mill followed by Kathayee Cotton Mills Limited with 14,860 spindles. Another welcome feature was that a 100% export oriented unit, Past Pin India Ltd. Started commercial production at Palakkad. These units are located at Palakkad near Tamilnadu border. Another corporative mill, Allepey Corporative spinning mill at Kayamkulam is yet to be commissioned. Out of the 31 mills in Kerala, 14 are private sector, 8 under National Textiles Corporation, 4 under Corporative Sector and 5 under K.S.T.C.

**HISTORY OF DHOTI**

Andhra Pradesh it is called Pancha, in North India it is called dhoti in Hindi, ‘Laacha’ in Punjabi, ‘mundu’ in Malayalam, ‘dhuti’ in Bangla, ‘veshti’ in Tamil, ‘dhotar’ in Marathi and ‘panche’ in Kannada, is the traditional garment of men’s wear in India. Dhoti is a rectangular piece of unstitched cloth, usually around 5 yards long, wrapped about the waist and the legs, and knotted at the waist.

Dhoti, a cloth-piece covering the lower part of the body from the waist, is a kind of traditional drapery, bearing the signature of the heritage of Indian civilization. This single piece of rectangular stitch less cloth, measuring about 5 yards in length, can give a man an air of elegance, inherent to his culture.

In northern India the dhoti is worn with a Kurta on top, the combination known simply as “dhoti kurta”, or a “dhutipanjabi” in the East. In southern India, it is worn with an angavastram which is a another unstitched cloth draped over the shoulders in Tamil Nadu or else with a “chokka” (shirt) in Andhra Pradesh or “jubba” (a local version of kurta). On occasions Dhoti kurta is considered formal wear in India.

Dhoti is a traditional Indian men’s wear and even in the developed world today men love to wear this ethnic wear occasionally. To tie a dhoti is a difficult task. This attire worn by important political persons makes a political statement. Many people say that clothes may or may not make a man but they certainly make a point when political

Prominent Indian citizen who gets all credit for popularizing this attire beyond the Indian borders and he is Mahatma Gandhi.

There are various styles of wearing the Indian dhoti. The Bengali style is- men usually make pleats in their dhoti. In south India, the dhoti wearers add the angavastram to their attire, which is an extra piece of unstitched cloth kept on the shoulders. For convenience purpose, many south Indian men fold their dhoti in half and tuck it at the waist So that it reaches only till the knees. In certain Indian communities in Rajasthan, wearing the dhoti-kurta mandatory. A dhoti is the conventional male costume for attending official meetings, or ceremonial

Occasions, in the Entire nation. Even today’s young generation, flaunt themselves in Dhotis, ornately designed, happen to be their foremost priority, during festivals, social gatherings and ceremonies. It not only furnishes them with an ethnic look, which is the in-thing now, but increases the element of dignity, related to manliness.

This attire of Eminence, Dhoti is the costume of most of the national icons too. Ranging from the ministers, politicians, national leaders, to the cultural cultivators, like musicians, poets, and men of letters, represent the nation, being Dhoti clad.

Indeed, dhoti was the insignia of national tradition, a strong pillar of Gandhi's championing indigenous culture, in of the face of the oppressive enforcement cast by the British regime in India. The glorification of Dhoti, was a programmed Satyagraha movement, venerated Bapu, the Gandhi, during the national war Independence in India.

Gandhi, himself used to wear Dhoti, to personify the teeming millions of the country, starting from the humble farmers to the elite class, as all had Dhoti as their common dress. Dhoti, in this hi-tech age, is till date, the daily garment for many regions in India. For example, the royal Rajputs, proudly display themselves in Dhoti. The Bengali manner of Dhoti draping is quite artistic .Dhoti, with sober but attractive patterns, are arranged in proper pleats, with the front portion of the cloth being held firmly as a Japanese fan. Dhoti is the hereditary groom's costume in Bengali marriages. Again, the manner of wearing is different in Tamil Nadu. One famous style is the PanchaKatcham, i.e. five knots or five folds. A Dhoti, normally comes in shades of white, crme or beige. In South India specifically in Tamil Nadu, the material of Dhots known as Magatam or PattuPancha, is in general, silk, while the fabric could be of tussar, or silk, or comfortable cotton in Bengal. Crimson, Dhotis called Sowlay, is the uniform of the temple-priests in Maharashtra.

The Dhoti is an integral part of our cultural context, and daily customs and religion. Dhoti, as an Indian traditional costume, contains, the very impression of Indianans, needful to project our national identity, before the entire world.

**MCR **

MCR has established itself as a true market leader when it comes to sheer range and quality of its apparel. Through cutting-edge designs, innovative manufacturing processes and exceptional fabric quality, we have developed products that speak volumes of our high standards and brand excellence. We strive to create a visual treat for our customers when they enter the store and enchant them with our range of beautifully designed clothing. Our customers always find what they are looking for when they browse through the many exquisite brands in our textile repertoire. Our long and lasting legacy has ensured that we are the textile of choice when it comes to quality, fashion and versatility.

Majority of our prominent collections are distributed via brand MCR. The watchwords here are tradition and innovation. Our exquisitely designed Kerala sarees and our elegant traditional dhotis for men are designed for style as much for conventional value. They keep us rooted to our history while also growing with emerging trends. Our Dhoti range is prominent in the market for its unique stain-free, wrinkle-free features and the original and creative jari work by highly skilled craftsmen. It is about comfort as much as making a statement. Our white and cream linen shirts are tailored specifically to match our trademark dhotis. All our men’s festival and groom collections are colorfully made with attractive designs to suit the occasion. You can also purchase our elegant and classic Dhotis for men online or browse around the women’s kurtis online store.

#### MCR Dhotis

The usage of Dhoti has been in vogue in India since very ancient times and still holds sway despite the advent of several western trends. They may have replaced them to some extent but for important traditional occasions there is no substitute for the vintage dhoti. At MCR we produce both white dhotis and cream dhotis that go well with any shirt. We have a wide variety of designs when it comes to the jari borders, embroidered and patterned by some of the most skilled indigenous weavers using state-of-the-art looms. Our designer dhotis aim to combine this traditional drapery with comfort and style. We want our dhotis to be a symbol of inherent culture and a fashion statement at the same time and to represent our cultural richness and exuberance.

We want to redefine the image of the cotton dhotis by successfully adapting it to today’s fashion all the while retaining its dignified integrity. We have a range of dhotis for men that can go well with different occasions whether it is for casual and daily wear or for formal and festive junctures such as a wedding or other religious functions. We have a total of 120 varieties of dhotis including stain free, wrinkle free, perfumed and jari worked. We can also customize upon customer’s request.

There are not many that can match us when it comes to quality. A lot of care goes into the production and a great attention to detail. In order to serve our customers better and makes things more convenient for, we have made our 100% cotton dhotis available on our online shopping. This is in addition to our massive textile wholesale showroom. You can go through our online galleries, pick the style of your choice, send us your queries, book the merchandise online and have it delivered to your doorstep. Our customer service team is always there to serve you in case of issues. We always ensure that your shipments arrive within the promised time frame.



**RAMRAJ ramraj-cotton-logo-120x120.jpg**

The story of Ramraj Cotton is the story of one man's pursuit of success against all odds. It's the story of how dedication, hard work, diligence and perseverance can inspire unparalleled levels of success. Mr. K.R. Nagarajan was born and raised in a small village near Avinashi, Tamilnadu. A boisterous Child, Mr. K.R. Nagarajan exhibited great curiosity and an innate exuberance from a very small age.

Here's how a simple incident helped shape his future course of actions. As a child, he once saw a man dressed in white, riding a huge white car . He learnt that this person was a textile mill owner. It immediately dawned on him that only a textile business can get him a huge car and a lot of success. This was the small seed that grew into the huge Ramrajyam.

After studies, Mr. K.R. Nagarajan took up textile marketing and was a hugely successful player. He was a top-tier marketing guy who managed to get orders worth 1.48 lakhs within 18 months in Andhra Pradesh. That too without much knowledge of the local language! He later went on to start a joint business venture with his friends. It didn't quite work out. He walked away with surplus dhothis from his failed business venture to start off on his own. Thus, Ramraj Cotton was born. Since then, there was no looking back.

Today, Mr. K.R. Nagarajan heads a crores in business, employs many people and sells thousands of dhothis in every day . He is a regular tax payer and a socially-conscious citizen.So, what's behind all his incredible achievement? Strong work ethics, passion and the ability to convert failures into success, plus the divine blessing of his Guru Vedathrimaharishi.

The dhoti is the traditional attire for the South Indian male. It has been in vogue since time immemorial with kings, poets and the common man who draped it with grace and finesse. It's a long piece of white cloth that is wrapped around the waist. Dhoti signifies elegance and poise.  
Even in these modern times, dhoti has still not lost its sheen. In fact, it's significance as a formal ethnic wear for men has increased dramatically in recent times. South Indian men still wear the dhoti with great pride during marriages, festivals and so on. The dhoti is known by different names in different places. Its veshti in Tamil, panche in Kannada, mundu or veshti in Malayalam, pancha in Telugu and so on. But whatever be its name, dhoti is undoubtedly majesty woven in white



**UATHAYAM **

Uathayam is a part of the prestigious three-decade old company in Erode started in the year 2003. Banking on the company’s reputation for quality and service, the company launched its first product, Uathayam dhotis.

Dhotis are not just traditional costume for the South Indian men, but it is also a symbol of prestige, culture and character. The whiteness of Uathayam dhotis denotes purity & perfection. Straight after launch, Uathayam dhotis have become a part of popular traditional wear in the southern states.

From dhotis, we moved on to manufacturing and marketing of Uathayam white shirts for the man on the move. The latest arrival in our line of men’s products is the range of inner wear which is soft, comfortable & trendy ,Of course, we are focused on our future products. We want to develop further and cover newer markets. We want to do a lot more in terms of increasing our product range and delivering quality and value to our customers, each and every time.



**1.8 COMPANY PROFILE**

**ANNA-KITEX Group of companies:-The emerging new corporate force**

About three decades ago, in 1968 Mr.M.C.Jacob found ANNA Aluminum Co. He ventured into the risky world of manufacturing industry and hoped for the best and worked hard to make his venture a success. The fledging Co. of forty years ago has today grown into a multi-product. Multi-market, multi-core industrial group. Today the group is involved in the manufacturing. Of aluminum sheet, circle, vessels and utensils from aluminum ingots and they enter into the production of spices. fabrics, garments and marine exports.

Anna Group wearing units Kitex Limited was established in 1975 at Kizhakkambalam. Kitex is engaged in the production of fabrics made of Cotton and other Blends. Grey Cloth. Bed Sheets & Lungies. Through the year the company has carved a niche itself in this highly competitive industry with its tradition of excellent quality. They are marketed through a network of over 2000 authorized dealers. Kitex fabrics are now exported to many parts of the world.

The Anna Group is one of the leading industrial group in the State of Kerala employing more than 12500 personnel for the past 40 years. The group is engaged in the manufacturing of diverse products like garments, textile, school bags, travel bags, umbrellas, aluminum utensils, kitchen appliances, branded spices, curry powders and ready to eat food which is marketed in the famous brands of kitex, Scooby-day, Anna Aluminum, Chakson and Sara's. The Anna-Kitex group is a pioneer in the fashion industry Anna Group, where quality the buzzword-has built success.

The Anna range of vessels and utensils are highly popular in the Middle East, USA Africa and Australia. The organizations come under Anna Group are as follows:

* Anna Aluminium Company
* Sara's Spices
* Kitex Limited
* Chakson

**ANNA ALUMINIUM COMPANY**

Anna Aluminum wad started in 1968 at Kizhkkambalam as a small company of only eight employees. Now it has grown into the single largest private sector employer in Kerala with nearly 5000 employees. This is the flagship company of Anna Group, engaged in the manufacturing and marketing of Vessels and Utensils as per ISI standard for the past three decades, it is presently the only company having ISI certification for vessels in Kerala. The company manufactures vessels only using 99.5% pure aluminum ingots. The brand ANNA' has become a household name in Kerala due to its high standards of quality and workmanship.

The company has more than 525 different varieties of vessels and utensils, marketed through more than 1200 dealer outlets in India. Its Chakson range of packaged products includes pressure cooker, compact idly cooker etc. are highly popular in the South Indian market. It is presently only manufacture with ISI certificate for its vessels in Kerala.

Chakson‟ is the brand name under which Anna Aluminum Company markets its range Of packaged household products. Chakson brand pressure cooker commenced production in 1993, and the product captured one fourth market share within a short span of 4 years. As a hallmark quality, Chakson pressure cooker it also approver by Bureau of Indian Standard with its ISI certification.

**Product Range**

* Pressure Cooker
* Thermal Cooker
* Multi Steamer
* Idly Cooker
* Compact Idly Cooker
* Milk cooker
* Puttu Maker
* Cooking Put
* Fry Pan
* Kettle

**SARA'S SPICES**

The saga of SARAS began in 1976 as saras spices. It soon become a major player in the domestic as well as international market place by processing and distributing spice like pepper, turmeric, chilly, coriander, etc. Saras masalas and curry powder also become very much popular among different part of the world.

The SARAS research and development team has always been keen to understand the wants of the modem day family and come up with nifty product that would make life easier for them. Saras ‘Ready to Cook product have been prepared keeping this motto in mind. Convenient, economical and time saving, these products are delicious, nutritious and safe. The company has ”Agmark” Certificates for its products’ quality & purity. Ready to cook/ eat items are manufactured in HACCP certified unit are also approved by export promotion council and FDA of USA.

With its state-of-the-art grinding mill and processing plant, SARAS assure 100% hygiene quality in raw material selection, process of operation, packaging and shipping. Any wet product is susceptible to bacterial spoilage and poisoning and this is solved by the sterilization. In this process the microorganisms are completely destroyed and re contamination are prevented.

**Sara’s Ready-To-Eat and Ready-To-Cook Gravies**

At the highest standards of quality, Sara whole Spices and Curry Powders have Been approved by

* Food and Drug, Administration (FDA) of USA.
* A-Mark of India.
* Recognized by Spices Board of India.
* Spice House Certificate.

**KITEX GARMENTS**

It is a readymade Apparels type of company. This unit is Manufacturing and exporting garments items like hosiers, shirt woven, Polar fleece, T-shirts, kids wear, nylon jackets. Pants, shorts, night wear Etc..

The company is mainly oriented towards exporting of garments And many multinational companies are outsourcing their production to This company. The company and its premises are of the highest standard Meeting international levels.

Kitex Children’s Wear Ltd will commence knitting operations in February and will be full commissioned by December 2008 KGL is The only company manufacturing specification 222’ for children’s wear. This company also obtained A-Level Certification from world Wide Responsible Apparel Production (WRAP), which is a federation of American Apparel and footwear association. Only two companies have achieved this Certification in India.

**KITEX COMMUNITY COLLEGE**

It was established and administered in January 2003. Formally it wasinaugurated on 10-05-2003 by Sree C. Rajagopal. Honorable minster of state of defense. This college is affiliated with Madras Centre for Research and Development of Community Education (MCRDCE).The College mainly started for the purpose of training person to provide Employment opportunity and personality. The courses available in the Community college General English, apprenticeship and training, tailoring, bag making and utensil manufacturing.

**ELLYS HERBAL EXTRACTIONS**

Ayurveda is a Traditional Indian System of medicine. Ellys Herbal Extractions makes use of the ancient secrets of Ayurveda, to provide you with everyday food supplements that can enhance the user's health. This product's having no side effects. It enhances digestion process Natural relief to gastric problems and gives the stomach an easy feeling.

**SCOOBEE PRODUCTS**

At the dawn of new millennium the new generation was presented with an innovative school bag from Kitex, the main offshoot of Anna Group. Scoobee day bags are compactly designed with unique features that make it durable, colorful, comfortable and designed to minimize the stain on the back and shoulders.

Following are the types of bags:

* School Bags
* College Bags
* Kinder Garden Bags

**TRAVELDAY BAGS**

The company ventured into a new segment of hag production as Travel day bags. This wide range of luggage and baggage products with latest trends and design and is made from imported raw materials. The bags are priced premium and has good market share.

The price range is from Rs. 650/- to Rs. 3000/-. The range includes:

* Trolley Bags
* Travel Bags
* Business Bags
* Lap-top Bags
* Back-pack Bags
* Beauty case Bags

**DAGO BERT SHIRTING AND SUITING**

Dago Bert Shirting and Suiting are woven from the finest cotton, using the toughest materials that are soft to touch hen draped on your body. Featuring most contemporary designs along with the latest weaving techniques. Dago Bret Shining and Suiting are available in variety of colors and shades.

**AGNA AND ADONIS INNERWEAR**

Kitex has made its foray into the untapped lingerie segment with brand names Adonis and Agna. Adonis inner wear for men and Agna inner wear for ladies, with Anna Group promises quality, both Adonis and Agna come competitively priced and ensure complete value for money.

Adonis a range of refined vests and briefs and Agna a range of bras and panties ensure seamless fit and finish. Both brands use specially processed fabric which feels smooth and healthy even on the soft skin of newborns. It provides ample space for stretching, bending and rigorous exercise without tearing.

**LATEST VENTURES**

Recently Anna Group has ventured into a number of areas. These include manufacture of instant food hard projects. It has also started Fashion Technology Institute to cater to increase demand for qualified persons in the world of fashion.

Kitex got ISI 9001-2000 in February, they are committed to manufacture and deliver quality. Fabric and processed fabrics as pre customer specification efficiently in professionals and environment friendly manner, on time and at right cost with almost customer satisfaction to become a world class organization through continuous improvement

**KITEX LIMITED**

Anna Group's weaving unit, Kitex Limited was established in 1975. The company is engaged in the production of fabrics made of cotton fabrics, polyester blends, Greige Cloth, Bed Sheets and Lungies. They are marketed through a network of over 2000 authorized dealers. Through the year the company has carved a niche for itself in this highly competitive industry with its tradition of world class quality.

Kitex White' gives an array of white dhotis-single as well as double. It comes with streaks of color and gold to add to the look of your dhoti. We also have Beautiful and wide range of bedspreads under the label of sweet dreams.

**Product Gallery**

* **Lungies**
* Executive
* Medium Super
* Medium
* Economic
* **Dhotis**
* Smart line
* Smart line gold
* Ready wear
* **Bed sheets**

Following are the types of bed sheets:

* Sweet dreams 50
* Sweet dreams 60
* Sweet dreams double sheet
* Duo 60 bed sheet + 2 pillow cover
* Solitude double sheet
* Sweet dreams king knight
* Duplex / solitude bed sheet + 2 pillow cover
* Soft dreams king size + 2 pillow cover
* Sweet dreams DS + 2 pillow cover

**Legal framework of the company**

Legal framework of the company means the rules and regulations which govern the company. To be more precise it means that the rules and regulations that each and every individual employee or employer of an organization should perform. Kitex limited has a well-structured legal framework which can be considered as the most important factor for the success of the organization. A standing order has been introduced to each and every member of the organization. This order prescribes the manner in which every member should perform; it is also a detailed report on the right of each individual in the organization; an employer cannot dismiss a particular employee in the organization without following certain procedures and they act within the legal framework of the organization. It contains details regarding how an employee should perform in an organization or details of how an employee must behave in an organization.

**VISION**

"To effectively contribute to the social and economic development of the communities in which we operate. In doing so we intend to build a better, sustainable way of the life the weaker sections of society and raise the country's human development index."

**MISSION**

To manufacture fabrics and processed fabrics as per the specification effectively in a professional and environmentally friendly manner, on time and at the right cost with high consumer specification to become a world class organization through continuous improvement.

**GOALS AND OBJECTIVES**

a) Increase sales of value-added items by 20%

from the existing level.

b) Reduce rejection by 10% from the present level reduce customer complaint by 10%

c) To organize supply of materials at minimum cost with maximum efficiency

**ISO Certification**

Kitex got ISO 9001-2000 IN February-2007. They are committed to manufacture and deliver quality. Kitex Limited is the leading manufacturer with ISO 9001-2000 in South India of all varieties of Greige Fabrics, Yarn dyed fabrics. Dobby and Leno dobby fabrics made of Cotton, Polyester cotton, Cotton Nylon, Cotton Flax, Linen, Cotton Linen, Cotton Lycra, Polyester Lycra etc. They can do any weaves/qualities like cambric's, sheeting's, poplins, mulls, casements, drills, twills, linos, satins, bed fords, oxfords, stripes etc. They have 525 running Looms of Sulzer, Picanol, Dornier & Cimmoo making around 13,00,000 Meters of fabrics every month. They are the leading manufacturer with ISO 9001-2000 in South India of all varieties of Greige Fabrics, Yarn dyed fabrics, Dobby and Leno dobby fabrics made of Cotton, Polyester cotton, Cotton Nylon, Cotton Flax, Linen, Cotton Linen, Cotton Lycra etc.

**Policies of Kitex**

* Consumer satisfaction
* Social obligation
* Quality and standard products for domestic customers
* Profit maximization and consistency in the profitability level
* Optimum utilization of men, machine and material
* Employee growth and satisfied work force
* Consistent and diversified growth
* Optimum inventory control
* Extensive marketing in Indian markets
* Autonomy in organizational hierarchy
* Production through environment friendly and safer methods

**Location of the company**

The company is located at Kizhakkambalam in Ernakulam district, Kerala. The nearest Municipality is Aluva, the industrial capital of Kerala. The location is connected to other places Only through road

**Contribution to society**

The company provides employment opportunities to approximately 2000 people in the society. They also provide many incentives, allowances etc to their employees which benefit these employees a lot. The company also provides food, good working environment to the workers and always think about their safety and invest the goods produced as eco-friendly and cause no harms or hazards to the environment and the people lives.

**Management responsibility**

* To design the quality policy and objectives, responsibility, authority and organizational Interface of the management.
* Personal methodology for the preparation of business planning analysis of the company level data measurement of customer satisfaction index.
* To define environmental policy and rules responsibilities and authorities of personal With respect to environmental manager system

**Environmental policy**

* Enable utilization of resources to reduce waste
* Abide by environmental laws and regulations
* Continuous improvement of environment performance
* Establish awareness about employee and business associate

**VITAL STATUS**

Name : Kitex Limited

Address : Kizhakkambalam, aluva, Ernakulam

Registered office/factory : Kizhakkambalam

Nature of Incorporation : Private Limited Company

Nature of Business : Manufacturing

Nature of Product : Consumer Product, Industrial Product

Founder : Mr. M.C Jacob

Chairman & MD : Mr. Bobby M Jacob

Director : Mr. Bobby M Jacob, Mr. K.C Pillai

Mr. Donny Domenic

Banker : Federal Bank, SBI, ICICI

Auditor : Varma & Varma Auditors, Cochin

Annual Turnover : 200 crores

Brand Name : Kitex

Employment Potential : 2000

**Competitors**

* IN KITEX BAGS
* Puma
* American tourister
* Nike
* Decathalon
* Candy man
* Diesel
* Reebok
* Dobby Dobby
* IN TEXTILES INDUSTRY
* Raymond Ltd Mumbai
* Reliance industries Ltd Mumbai
* MCR cotton mills
* The Bombay Dyeing and manufacturing private Ltd. Mumbai
* Ram Raj cotton mills
* Mafathal industries Mumbai
* Grasim industries Ltd Nada
* Aravind mills Ltd Ahmadabad
* Nirmala fabrics Thana
* S. Kumar Kolkata

**ORGANIZATION STRUCTURE**

Kitex Ltd follows the line or military organization structure. Managing Director is the top level, other functional managers followed by him. The spam of management in the organization is narrow span. The main advantage of this type of control is that close supervision, clear chain command, and close control and fast communication between subordinates and supervisors. The model of the organization design is mechanistic model.

An efficient management system plays a dominant role in the success of all business units. It is this section that declares the levels of output, its product in pattern, pricing technique, marketing style and even the mode of conduct to its executives.

Managing director who are the representatives of the shareholders take the important decisions of the group concerns. They perform strategic planning and policy making functions of Kitex Ltd. For their help General Manager, top executives of the company management are appointed. General Manager is responsible for the smooth, efficient and productive functioning of the units from the production to the marketing.

The middle level management comprises of production manager, marketing manager, financial manager, personnel manager and purchase manager, and store manager and quality controller.

**DEPARTMENTS**

The major departments in Kitex Limited are;

* Marketing Department
* Production Department
* Finance Department
* Quality Control Department
* Store Department
* Purchase Department
* Human Resource Department

**Marketing Department**

The marketing department of Kitex is managed by efficient and dynamic marketing managers. Marketing managers report to the general manager and the managing director. Marketing department is divided into three sections such as griege fabrics, finished fabrics/bags. Advertising and sales promotion. Each section having assistant manager, marketing executives and salesmen to assist them.

Kitex markets its processed product like lungies, dhotis, bed sheets and mulls etc.. mainly through dealers. Almost all Kitex products are available at the dealer shops. The products are transported to the dealers by deliver vans Sale executives take orders of different items from the dealers once in a month.

The company is having 1000’s dealers spread all over Kerala. In Greige market, garment manufactures all 54er over India use various textiles sorts manufactured by the company. The company is selling their Griege fabrics as such to various garments exports to Mumbai, Bangalore, Delhi, Chennai, Calcutta, Ahmadabad, etc… 75% of the sale is done through authorized agents on commission basis and balance is through direct marketing. The garments manufactured by the group under the brand name Kites are accepted all over the world. Marketing manager is the one who decides the marketing strategies for every major decisions. Which effects marketing. But while marketing some strategic and important decisions, approval of the managing director is required. After collecting the orders, marketing managers forward their order to production departments marketing manager sits together and decides the production plan.

**Production Department**

The production is the process in which raw materials and other inputs are converted into the finished products. The cost of production system is its conversion system where in workers. Materials and machineries are used to convert into products and services. The process of conversion is the heart of production function and is present in the entire organization. New manufacturing processes are being introduced and existing ones are being developed further for more improvement. Improvements in quality of products can be achieved with a proper design that takes into consideration the products functional requirements and its manufacturing aspects. The design process which takes proper care of manufacturing process would be the ideal ones as it ensures a better produce being made available at economical cost. Production manager in Kitex is also known as weaving master. In Kitex the plant layout followed is product layout which is also known as straight line layout. It involves the arrangement of machines in a straight line. It has many advantages like low cost of material handling, there will be product standardization. The company has a production of about 18000 meters of grey cloth per day.

**Functions of Production Department**

* Design of the product
* Design of the production system
* Production planning and control
* Selection of location
* Layout of plant
* Selection of plant and equipment
* Research and development

The products by the company are industrial goods and consumer durable goods. 85% of the goods (grey cloths) are sold as such to other company or production units in the textile industry where the same are converted into useful consumer durable into lungies, dhotis, mulls and bed sheets. The conversion is done by various units at Coimbatore. The conversion process includes bleaching, dying, re-sizing, printing etc. After the work is done, different varieties of goods are recollected, quality checked, packed and marketed by the company.

1. **Warping**

This process consist in winding of a number of wrap threads of a definite length parallel to each other on warping beam from the cones according to the number of ends from particular quality there a limit for the number of ends to be taken in a warping beam. It is known as the creel capacity of a warping machine.

1. **Sizing**

It is a process of strengthening the yarn wound on beam. In the process, the wrap is passed through sized chemicals, which are mainly starch and other adhesiveness. This process makes the yarn more rigid and prevents from breakage.

1. **Beam draw-in**

The warp from sized beam is first drawn through dropped wire, healds and clothes and then read dets according to the design to weave. These drawn beam are gaited or knotted in the loom for weaving.

1. **Pirn winding**

It is the process of winding gain on pirns for perception of weft yalm for weaving After winding, the yarn has more uniform and balanced structure.

1. **Weaving**

The method or process of interacting two yarns so that they cross each other at right angles to produce fabrics. The warp threads length wise fabrics and filling threads run front side in side.

1. **Folding**

After classified the fabrics is folding by machine (1 meter printing) and counting the meter length and marked.

1. **Recounting**

The meter length is again recounted and assured the fabric and sealed and gone for bailing

1. **Grading/sorting**

In the quality department, the following operations are carried out

-Sorting or grading of Griege fabrics

-Checking all technical conditions stipulated of fabrics from fluff, thread ends

1. **Bailing**

The graded or sorted fabrics packed in bailed condition under the supervision on the basis of quality. The standard packing in ine ball contains 10000 meters.

**Finance Department**

The finance department is headed by the General Manager having sufficient industry experience in the field of accounting, taxation, company law and financial management. Finance is the life blood of business. Finance department consists of all the managerial activities of raising funds and effective utilization. Finance department lies in the decision making area of investment, finance and dividend. Recruitment and promotion in production are the activities of HR department, but the payment of wages, salaries and other benefits are done by the finance department. Finance department in Kitex Ltd is headed by the finance manager. He decides from when and where to acquire funds, to meet firm's investment needs He should determine the proportion of debt to equity. The finance should strive to achieve the optimum capital structure for the organization.

**Quality Control department**

The company has got ISO Certification. The company had different equipment and mechanism to ensure quality at different stages of production at minimum cost. The main aim is to provide maximum quality at minimum cost. Before purchasing yarn, the quality parameters are checked and getting assurance from the yarn supplier relating to count, strength, twist etc. for checking or measuring the above parameters various equipment’s are available in the company. The company used to purchase good quality yarn Le, auto cone, auto spliced, electronically zero cleaned combed yarn for making 100% dying standard quality fabric for export garments.

**Store Department**

The manager heads the store department. The store manager reports to the manager, and the store manager is assisted by four persons, two in general shift and one each in two shifts. Stores manager reports to general manager. Stores department in Kitex controls the movement of materials to all activities. Materials in stores department includes sizing chemicals, yarn of different specification, adhesives, spare parts, electronic goods, lubricant tools, office stationary, packing materials etc. items are coded for easily handling. Packing materials and yarn are stored in corresponding department but the issue of raw materials is controlled by the stores department. Stores manager with the help of purchase manager and production manager plans material storage.

Storage of all items of raw materials including sizing materials, yarn of different specification, spare parts, electrical items, lubricant tool, office materials, packaging materials etc, is the responsibility of store department Material storage is planned by the store manager with the help of purchase and production department. Yarn and packing materials are stored in the production department go down due to due to lack of sufficient space in the store and to facilitate easy handling of both the items.

**Purchase Department**

The firm has a centralized structure to the purchase department. It is headed by the purchase manager assisted by two purchase officers and purchase assistants. The purchase manager, assisted by two purchase officers and purchase assistants. The purchase manager has to report to the general manager and managing director. Its objectives are to make continuous availability of raw materials and to make purchase competitive and wise at most economic price, to develop alternative source of supply, to serve as information centre on material.

Knowledge relating to price, source of supply and mode of delivery ete. The purchase department has to purchase good quality of materials to have a minimum possible wastage of materials and loss in production. Purchasing is the most important function of materials management and starts at the moment an order is placed, for the purchase of materials a substantial part of the company’s finance is committed, which affects the cash flow position of the company.

**Purchase Procedure**

1. **Purchase Indent**

Indenter raise materials requisition note to stores department. If not available stores department issues purchase requisition to purchase department and is documented in purchase department.

1. **Enquiry**

Purchase department sends enquiries to appropriate vendors on receipt of indent and they in turn send quotations.

1. **Receiving quotation**

Quotations are checked by the managers of purchase and finance department and they Check the appropriate quotations.

1. **Preparation of Competitive Statement**

Quotations are better tabulated a purchase department prepare the comparative statement and send in intender.

1. **Approval**

After studying all the details and analyzing the decision relating to approval is taken by the finance department.

1. **Issuing Purchase Orders**

The purchasing order is given relates to the needed quantity to the respective suppliers.

1. **Receiving and Inspection of the Materials**

After receiving the materials ordered, they are inspected to ensure the quantity of the materials received.

1. **Checking and Passing of Bills**

The materials are checked to see the quality of materials and the bills are passed for payments. Before fixing the contracts for purchase, price variation clauses are included in terms and conditions of purchase.

**Human Resource Department**

The human resource department in Kitex performs the administrative roles, operational roles, strategic roles. The department has other office assistants also. The HR manger coordinates all the policies and programs of human resource department. In the circle level GM or DGM are in the charge of HRD section.

Nowadays, human resource is considered as the most important asset of an organization. Behind every successful company there needs a great people making recruitment and retention. Companies must find new ways to engage the knowledge, experience talents of the employees to find the hidden values in organization and leverage that value in achieve strategic goods. Demands and rights. The company has an efficient administrative department which carried out the several functions.

**FUNCTIONS**

The main function or role of personnel and administration manager,

1. Advisory role: Industrial psychology and sociology
2. Operative and service role
3. Conciliators role
4. Specialist advisory role
5. Formulation of HRD function and suggesting the HRD needs of the organization.
6. To find out ways and means of implementation of HRD function.
7. Monitoring the HRD activities of the organization.

ROLE OF PERSONNEL MANAGER

1. To create necessary infrastructure for HR development activities.
2. To lease with HR manager in identifying areas for HR development.
3. To arrange proper placement to trained employees.
4. To activate association and employees to take part in HR development activities which are beneficial to both employee and management.
5. To monitor utilization and effectiveness of HR development training

CRITERIA FOR EVALUATION OF MANAGERIAL AND SUPERVISORY LEVEL

1. Conceptual skills – Innovation, creativity
2. Decision making skills – Analysis problem solving
3. HR skills – Motivation, communication, built team spirit
4. Organizing skills-Organizing on work and other work

THE ACTIVITIES NORMALLY ASSOCIATED WITH HR DEPARTMENT

* HUMAN RESOURCE PLANNING

Human resource planning is understood as the process of forecasting and organizations future demand for, and supply, of the right type of people in the right number. In Kitex Limited, the concerned department is always updating the list of people after all preliminary formalities.

* RECRUITMENT

Recruitment process of searching for and obtaining applicants for Job from among whom the right candidate can be selected. Recruitment process is done after job analysis and job design which specifies the taste and duties of job and qualification expected from the respective job holders.

In Kites Limited, the personnel and administration department have a clear cut recruitment planning. For this they give advertisement in newspapers and other medias. After collecting all application, department sorts this application and call up the right candidate for the interview. This process comprises of five interrelated stages.

They are:

1. Planning
2. Strategy Development
3. Searching
4. Screening
5. Evaluation and control

In Kitex Limited, internal recruitment also takes place. This includes present employees, employee reference, formal employees and former applicants. For the recruitment of office staff and managerial personnel external advertisement in newspapers, employees weekly etc, are used. Other sources advertisement in company website, employee references and resume of the candidates which the company passes. While selecting the weaver trainees and helpers, qualification along with sufficient experience in the industry is also required. They can directly apply for interview Sometimes selection order is on the bases of the recommendation from the known person. For the skilled jobs like finer, electrician instrument technician, jobber, etc, information is paned through advertisement For this, experience in perspective field is good advantage.

* INTERVIEW AND SELECTION

The selection is made through direct interview with reference of application. There is no specializing interview board for the company. Those who have applied for the skilled posts will have to appear for skilled tests By recommendations and proper reference also employees were selected.

* SELECTION PROCEDURE

A person before being appointed to any levels of management a thorough analysis of post is to be done. Through print media, various vacancies are informed to prospective candidates.

* TRAINING AND DEVELOPMENT

Employees are given proper training and development after they have been recruited, selected and induced. The company gives training to develop and increase skills for performing a specific job for each trainee. The company also assures education through companies own community college to increase general knowledge and to understand total environment.

* PERFORMANCE APPRAISAL

Yearly evaluation of performance is done for the employees. The evaluation criteria for the managerial and supervisory levels are:

1. Conceptual skills ability
2. Decision making skills ability
3. HR skills ability
4. Organizational skills ability
5. Personal characteristics
6. Job ability
7. Integrity and honesty

* EMPLOYEE REMUNERATION

Remuneration instead by the Government of India and Government of Kerala includes

1. Wages and salaries
2. Incentives

The elements of companies employee reward is BP-HRA+DA+Children education allowance.

* BONUS

Based on previous year’s profit, 8.33%-20% is given as bonus every year. Gratuity is paid to employees who have completed 5 years of service.

* STATUTORY RULES FOR EMPLOYEES

EPF, ESI, Medic-claim insurance and maternity benefit also provided for Employees.

* LEAVE RULES

Earned leave is calculated at one leave per 20days and will be less than 15 days per year. In addition to casual leave, 16 annual holidays

* SHIFTS

The company is undertaking production on job order basis. The production Department works in 3 shifts

* AMBULANCE AND BUS FACILITIES

Company has its own ambulance for emergency use for both workers and public medical facilities in the organization is also good

* DRINKING WATER FACILITIES

Water coolers are installed in the company where ever necessary for the employees. The company is very caution about the health of their employees who faithfully work For their company. Employees strictly agreed that drinking water provided by the Organization is very good

* EMPLOYEE WELFARE MEASURE

In India labor welfare measures can be divided in to statutory welfare measures and non-statutory or voluntary welfare measures

1. STATUTORY WELFARE MEASURE

* Accident benefits

If the employee, who is covered under the Employee Insurance Scheme (ESI), during the works, suffered with an accident he will be paid as per ESI scheme. If the employee is not covered under ESI, the company will meet all expenses and grant him special leave in case of any accident. A group accident policy is also taken by the company by which all the employees will be benefited.

* Annual bonds

The company pays annual bonds to its employees based on the Company's performance in the previous year. 8.33% to 20% of the profit is Given as bonus every year.

* Canteen

The company has separate canteen for male and female employees For drinking water, coolers are also installed in the company wherever necessary

* Gratuity

Kilex Lad maintains a gratuity scheme for its employees who have completed 5 years of experience including training period

* Provident fund

The company contributes 12.5% in the employees PF scheme

1. NON-STATUTORY OR VOLUNTARY MEASURES

* Attendance allowance Uniform allowance
* Children’s education allowance
* Free tea and coffee for office staff
* Funeral expenses on the death of family members of the employees
* Saving schemes for employees
* Stands as guarantee for the employees to buy vehicles and house Holder on hire purchase
* Night shift allowances and OT allowances
* Free accommodation is granted to female employees
* Leave-earned leave for 15days is granted to employees. Maternity lease of 12weeks is granted to the female employees
* One day tour program is conducted once in every 2years
* Health and safety measures
* Hostel

In Kitex Ltd, organization provides separate hostel facilities for the ladies and gents: It includes canteen, accommodation and entertainment facility. For the purpose of administration of ladies hostel, organization has appointed a hostel warden and two assistant warden and hostel staff. In every weekend the P&A manager or personnel officer visits and check the facilities and function of the hostel Also, the department conducts performance appraisal and anal day celebration for the employees.

* Security department

For the security and discipline of Kitex Ltd, the organization provides a security department under the P&A Department. This includes a security officer and staff. The main function of the security officer is to check the baggage and carriers coming into the organization and the products delivered from the packing section. The security department marks in the register the quantity of the product, place, time etc.

* Trade unionism

There are companies which are non-unionized. Kitex Lad is such a company. In Kerala we can see a lot of trade unions and problems created by them. In this is great privilege for the company as a union free company. This is maintained in Kitex through good employee relation

* Industrial relation

Industrial relation is concerned with the relationship between management and workers. Kitex Ltd and all other Anna group of companies the management is very conscious about maintaining good industrial relation between management and workers and the role of regulatory mechanism helps in resolving any industrial dispute

* Promotion

Promotional activities contribute to the employee’s satisfaction and motivation. If mishandled it leads to discontentment, frustration Among employees and culminates in a high rate of labour turn over. In Kitex Ltd within the limitation the personnel department, it lays down a sound promotional policy and ensures its implementation.

**CHAPTER 2**

**LITERATURE REVIEW**

**2.1 INTRODUCTION**

A literature review is a comprehensive summary of previous research on a topic. The literature review surveys scholarly articles, books, and other sources relevant to a particular area of research. The review should enumerate, describe, summarize, objectively evaluate and clarify this previous research. It should give a theoretical base for the research and help you (the author) determine the nature of your research. The literature review acknowledges the work of previous researchers, and in so doing, assures the reader that your work has been well conceived.

It is assumed that by mentioning a previous work in the field of study, that the author has read, evaluated, and assimilated that work into the work at hand. Review of literature shows the previous studies carried out by the researcher in this field. Previous studies are reviewed in order to gain insight into extent of research. The research problem can be more understood and made specific referring to theories, reports, records and other information made in similar studies. This will provide the researcher with the knowledge on what lines the study should proceed and serves to narrow the problem.

**Apparel**

Clothing (also known as clothes, apparel, and attire) are items worn on the body. Typically, clothing is made of fabrics or textiles, but over time it has included garments made from animal skin and other thin sheets of materials and natural products found in the environment, put together. The wearing of clothing is mostly restricted to human beings and is a feature of all human societies. The amount and type of clothing worn depends on gender, body type, social factors, and geographic considerations. Garments cover the body, footwear covers the feet, gloves cover the hands, while hats and headgear cover the head. Eyewear and jewelry are not generally considered items of clothing, but play an important role in fashion and clothing as costume.

Clothing serves many purposes: it can serve as protection from the elements, rough surfaces, sharp stones, rash-causing plants, insect bites, by providing a barrier between the skin and the environment. Clothing can insulate against cold or hot conditions, and it can provide a hygienic barrier, keeping infectious and toxic materials away from the body. It can protect feet from injury and discomfort or facilitate navigation in varied environments. Clothing also provides protection from ultraviolet radiation. It may be used to prevent glare or increase visual acuity in harsh environments, such as brimmed hats. Clothing is used for protection against injury in specific tasks and occupations, sports, and warfare. Fashioned with pockets, belts, or loops, clothing may provide a means to carry things while freeing the hands.

Clothing has significant social factors as well. Wearing clothes is a variable social norm. It may connote modesty. Being deprived of clothing in front of others may be embarrassing. In many parts of the world, not wearing clothes in public so that genitals, breasts, or buttocks are visible could be considered indecent exposure. Pubic area or genital coverage is the most frequently encountered minimum found cross-culturally and regardless of climate, implying social convention as the basis of customs. Clothing also may be used to communicate social status, wealth, group identity, and individualism.

Some forms of personal protective equipment amount to clothing, such as coveralls, chaps or a doctor’s white coat, with similar requirements for maintenance and cleaning as other textiles (boxing gloves function both as protective equipment and as a sparring weapon, so the equipment aspect rises above the glove aspect). More specialized forms of protective equipment, such as face shields are classified protective accessories. At the far extreme, self-enclosing diving suits or space suits are form fitting body covers, and amount to a form of dress, without being clothing per se, while containing enough high technology to amount to more of a tool than a garment. This line will continue to blur as wearable technology embeds assistive devices directly into the fabric itself; the enabling innovations are ultra low power consumption and flexible electronic substrates.

Clothing also hybridizes into a personal transportation system (ice skates, roller skates, cargo pants, other outdoor survival gear, one-man band) or concealment system (stage magicians, hidden linings or pockets in tradecraft, integrated holsters for concealed carry, merchandise-laden trench coats on the black market — where the purpose of the clothing often carries over into disguise). A mode of dress fit to purpose, whether stylistic or functional, is known as an outfit or ensemble.

**Brand**

Brand is a name ,term, sign, symbol, or design, or a combination of these, intended to identify the goods of one seller or group of sellers and to differentiate them from those of

Competitors. “Brand is something what remains us when Our factory is burned”. These are the words of David Ogilvy who is considered “the father of advertising”. Brands are important to brand owners at two quite different

Levels. Firstly, they serve as a focus for consumer loyalties And therefore develop as assets which ensure future demand And hence future cash flows. They thus introduce stability Into businesses, help guard against competitive

Encroachment, and allow investment and planning to take Place with increased confidence (Loken, Ahluwalia, Houston, 2010). Brands are business assets, legally Protected and shielded from duplication. They are valuable, Rare, and non-substitutable and provide sustainable Competitive advantages – and therefore superior financial Performance. A brand is built over time, by the impressions One has of the company, its products or services, and is Confirmed (or destroyed) by experiences. People use brands To categorize their choices (Transparency, 2005). On the Basis of existing definitions of the brand we define brand As:“Perceptible sign of the organization and its products to The human senses, through which the customer is able to Differentiate an organization and its products from others” (Babčanová 2010).

Strong brands have a number of benefits for a company, the retailer, the consumer and for society as a whole. Strong brands help the consumer locate and identify products and evaluate their quality and makes it easier for them to develop attitudes and expectations (Pelsmacker. Geuens, and Van den Bergh, 2001). Branding also makes shopping more efficient as it tends to reduce the amount of decision-making time required and the perceived risks of purchase since a brand promises a constant level of quality (Pelsmacker et. al., 2001).

Well-known brands are capable of developing favorable attitudes and perceptions more easily, leading to increase sales. Higher perceived quality gives the consumer a good reason to purchase the product (Pelsmacker et. al., 2001). The same brand equity components may give the manufacturer an efficient base for line or brand extensions. The image and personality of the brand is easily carried over to the new products, giving it a head start. An extension set of brand helps the consumer retrieve information from memory, thus it facilitates the purchasing process and bias towards the brand (Pelsmacker et al, 2001).

In a competitive business environment, brands are not just symbols that serve as identifiers but have an economic function. The value of brands is its ability to form an exclusive, positive and prominent meaning in the minds of commas (Kapferer, 1977). A brand can create a lasting impression on consumers and this may result in brand loyalty or attract loyal customers.

A brand is a product, service or concept that is publicly distinguished from other products, services or concepts so that it can be easily communicated and usually marketed. A brand name is the name of the distinctive product, service, or concept. Branding is the process of creating and disseminating the brand name. Branding can be applied to the entire corporate identity as well as to individual product and service names. Brands are usually protected from use by others by securing a trademark or service mark from an authorized agency, usually a government agency. Before applying for a trademark or service mark, you need to establish that someone else hasn't already obtained one for your name. Although you can do the searching yourself, it is common to hire a law firm that specializes in doing trademark searches and managing the application process, which, in the United States, takes about a year. Once you've learned that no one else is using it, you can begin to use your brand name as a trademark simply by stating it is a trademark (using the "TM" where it first appears in a publication or Web site). After you receive the trademark, you can use the registered symbol alter your trademark.

Brands are often expressed in the form of logos, graphic representations of the brand. In computers, a recent example of widespread brand application was the "Intel Inside" label provided to manufacturers that use Intel's microchips. A company's brands and the public's awareness of them is often used as a factor in evaluating a company. Corporations sometimes hire market research firms to study public recognition of brand names as well as attitudes toward the brands.

**Importance of a strong Brand**

The importance of having a strong brand the brand itself is not just a product with a sign or symbol; the brand is rather an idea that for example turns the product to something of value (Ind, 2003). It provides uniqueness, and it is the identifiable factors that one can link to the specific brand. The brand exists to a large extent due to customers, in particular loyal customers- it is not only the organization that makes up a brand (Ind, 2007). This is agreed by Randall (2000) who states that the brand is defined by the customers' point of view and that the brand always needs to deliver value. It is therefore pivotal that the organization realizes the customer's perception of its brand (Ind, 2007). Furthermore, in order to have a strong brand, brand awareness is of high importance (Keller, 1998).

Brand awareness is created by the familiarity of the brand, meaning that the consumer should be exposed to it repeatedly through, for example, advertisement campaigns. However it is important to note that a brand develops over time, and can be divided into levels of progress(Ghodeswar, 2008). For newly established companies, there are three levels particularly interesting. At the first level, the brand owner seeks to express its identity, in the form of different labels that can be associated with the company. At the second level, the brand owner aims to provide the customers with a point of differentiation. The brand seeks to establish desired perception in the mind of it's the customers. Finally, at the third level, the brand want to establish an emotional connection with its customers to become a distinguished alternative (Ghodeswar, 2008) Christensen and Askegaard(2001) argue that an organization with a strong brand, clearly associated with specific benefits, can attract high-quality personnel. This is agreed in the article 'Better than Brand X (2007) when it is stated that a strong brand does not only benefit a company through attracting customers. In a market where companies are competing over employees it can also have the potential of attracting the best employees available.

According to Le Pla& Parker (2002), a strong brand is valuable for an organization since it can provide the company with benefits such as clear companywide focus, higher margins, deep customer loyalty and a higher success rate with new product launches. One need to realize the importance of having a clear focus throughout the organization and make sure that focus is not only centered at the top management, but also that it is congruent in the different levels of the organization. Otherwise, the management's view of the brand will lose its focus in the other parts of the organization and the company might not communicate it congruently to the customers. Hence, the identity of the brand will not be the same throughout the company.

**Brand Image**

Since 1950s, “Brand Image” becomes a significant concept for customer’s behavior research.

The brand image is a glass reflection of the brand personality. Keller’s was proposed by Aaker Who defined that “brand image is stated as a set of associations, which are organized in some Meaningful way”. Brand image is developed from consumer interpretation, whether emotional or Logical. According to Hsieh, Pan, and Setiono (2004), “a successful brand image allows Consumers to recognize the needs that the brand satisfies and to distinguish the brand from its Competitors, and increases the probability that consumers will purchase the brand” (p. 252). A Company’s product or services can gain a better position in the market, sustainable competitive Advantage, and increase market share (Park, Jaworski, &MacInnis, 1986).

Hence several empirical findings have confirmed that a favorable image will lead to brand equity (Faircloth, Capella, & Alford, 2001; Biel, 1992; Aaker, 1991; Keller, 1993), loyalty (e.g. Koo, 2003; Kandampully&Suhartanto, 2000; Nguyen & LeBlanc, 1998), purchase behavior (Hsieh et Al., 2004) and brand performance (Roth, 1995). Reynolds (1965) noted that “an image is the Psychological concept established by the consumer on the basis of a few particular impressions Among the total impressions; it comes into being through an innovative process in which these Selected impressions are expanded, exaggerated, and systematic” (p. 69). Kotler (2001) defined Image as “the set of impressions, beliefs and ideas that a person holds about an object” (p. 273). On the other hand, Keller (1993) considered brand image as “a set of perceptions related with Brand associations in consumer’s memory” (p. 3).

Aaker (1991) proposed a similar definition to Keller; brand image is referred to as “a set of Associations which are generally systematized in some meaningful way” (p. 109). However Biel (1992) defined brand image as “a cluster of associations and attributes that consumers associate To the brand name” (p. 8). Past purchasing experiences and familiarity with the brand can Generate consumer perception and can enhance their buying decision (Aaker, 1991). Brand Image plays an important role in customer’s perception about overall quality of a product or Service (Aaker, 1991; Keller, 1998; Yasin, 2007).

**Benefits of Branding**

Strong brands have a number of benefits for a company, the retailer, the consumer and for society as a whole. Strong brands help the consumer locate and identify products and evaluate their quality and makes it easier for them to develop attitudes and expectations (Pelsmacker, Geuens, and Van den Bergh, 2001). Branding also makes shopping more efficient as it tends to reduce the amount of decision-making time required and the perceived risks of purchase since a brand promises a constant level of quality (Pelsmacker et al., 2001).

Well-known brands are capable of developing favorable attitudes and perceptions more easily. leading to increase sales. Higher perceived quality gives the consumer a good reason to purchase the product (Pelsmacker et. al., 2001). The same brand equity components may give the manufacturer an efficient base for line or brand extensions. The image and personality of the brand is easily carried over to the new products, giving it a head start. An extension set ofbrand helps the consumer retrieve information from memory, thus it facilitates the purchasing process and bias towards the brand (Pelsmacker et al., 2001).

In a competitive business environment, brands are not just symbols that serve as identifiers but have an economic function. The value of brands is its ability to form an exclusive, positive and prominent meaning in the minds of consumers (Kapferer, 1977). A brand can create a lasting impression on consumers and this may result in brand loyalty or attract loyal customers.

**The important roles of brand**

Brand is a name which is present in every consumer’s mind (Mooij, 1998) and it is categorized By a symbol or a name which can provide the importance and differentiate the goods and Services from the rivals’ (Aaker, 1991; Keller, 1998). Hence brand is a combination of manyThings which are related to packaging, advertisement, products, promotion and its overall Presentation (Murphy, 1998). From the consumers’ point of view, brand is a name of reliability And quality of products (Roman et al., 2005). Consumers would like to buy and use branded Products to highlight their personality in different situations (Aaker, 1999; Fennis and Pruyn, 2006).Successful branding can make consumers aware about the brand and can increases the Chances of profitability for an organization and this is possible by buying the company’s Products and services (Doyle, 1999).

**The characteristics of successful brands**

A brand can survive for long term if it maintains in a good manner that can satisfy consumers’ Needs continuously (Batchelor, 1998; Murphy, 1998). Successful brands can be totally different In nature but they share some common things, for examples consistent quality and well-priced Products (Murphy, 1998).Quality can be further divided into service quality & product quality. Service quality is judged by its Empathy, Responsiveness, competence, reliability & Tangibility. While product quality is perceived by its seven dimensions; Features, Performance, Durability, Reliability, Conformance with specification and Serviceability (Aaker 1991).When consumer Find all the above mentioned things in a brand then they show reliability with that brand. There Are four elements for building a successful brand, namely tangible product, augmented brand, Basic brand and potential brand as mentioned by Levitt (1983)

**Branding and Brand Management**

Branding is the process of stamping a product with some Identifying name or mark of combination of both. It gives Distinct individuality to a product. Branding ultimately Works as a signal. It allows consumers to quickly recognize A product as one they are familiar with or one they like. It Acts as a memory cue, allowing consumers to retrieve Relevant information from memory. This information may Be about past experience of the brand, brand perceptions or Brand associations. The information we have stored about Brands is crucial in guiding our decisions (Winkielman et Al, 2000). Branding has become one of the most important Aspects of business strategy. Branding is central to creating Customer value, not just images and is also a key tool for Creating and maintaining competitive advantage (Holt, 2015). Branding is the process of creating a relationship or A connection between a company’s product and emotional Perception of the customer for the purpose of generating Segregation among competition and building loyalty among Customers (Hislop, 2001). Brand management is the Integral part of holistic marketing (Kotler et al, 2013). It is, In our opinion, a specific area of marketing, which uses Special techniques in order to increase the perceived value Of a brand. Branding and brand-based differentiation are Powerful means for creating and sustaining competitive Advantage. According to Aggarwal (2004) prior research Has examined differences in how consumers perceive and Evaluate brands, for example, through investigating brand Equity, brand personality and brand extensions. More Recently, researchers have noted that consumers differ not Only in how they perceive brands but also in how they Relate to brands. This line of research has suggested that People sometimes form relationships with brands in much The same way in which they form relationships with each Other in a social context (Aggarwal, 2004). Branding has Become one of the most important aspects of business Strategy. Branding is central to creating customer value, not Just images and is also a key tool for creating and Maintaining competitive advantage (Holt, 2015). Activities Within brand management enable to build loyal customers.

**Consumer Perception and Consumer awareness**

Many studies have been done on consumer perception and awareness about brand. Keller (1993; 1998) described consumer perceptions about brands as brand knowledge, which consist on brand Image and brand awareness. Hence according to Keller Brand awareness means recognition and Recall of brand. Brand Image is defined as, "a perception about a brand which is reflected by the Brand associations and it is held in consumer memory” (Keller). These associations are related With attitude towards brand and brand quality. Similarly, Aaker (1991, 1996) refers that brand Associations are anything which are related to consumer’s memory. Not only creating the brand Image is important but also maintaining brand image is an essential part of a firm’s marketing Program (Roth, 1995) and branding strategy (Keller, 1993; Aaker, 1991).

Band image also related with the prestige and non-prestige of product K Amna& S Sood (1999). Wright and Lynch (1995) stated that the general knowledge of consumers about the product and Their buying decision put great impact on brand image because brand image is directly related With the product and is very essential element of product also they said” image always define the Reality of product”. McFadden (1974) argued that a brand can sustain for a long time if its image Help consumer in his buying decision for the first time.

Brand image plays an important role in customer’s perception about overall quality of a product Or service (Aaker, 1991; Keller, 1998; Yasin, 2007). Brand serves a fundamental role for Differentiating goods and services from those of the competitors (Aaker, 1991; Murphy, 1998). The development of brand equity underlies the importance of brand in marketing strategies and Hence provides clear understandings for managers and further research (Keller, 2003).

**Consumer buying behavior**

Schiffmanand Kanuk (2000) mentioned that consumer behavior is about how people make Decisions on the basis of available resources i.e. money, effort and time. A holistic view provided By Gabbott and Hogg (1998) and Blackwell et al. (2006) on consumer behavior. They defined That consumer behavior are actually those processes and activities in which individuals or groups Choose and consumer products, experiences, ideas and services. Consumer behavior can affect the Economy of a nation (Blackwell et al., 2006). Organizations make marketing strategies in Response to fulfill consumer’s needs (Blackwell et al., 2006).Blackwell et al. (2001) define that Consumer behavior is a combination of purchase and consume products or services. Hence seven Steps of consumer buying decision are “need recognition, search for information, pre-purchase, Evaluation, purchase, consumption, post-consumption evaluation and divestment (Blackwell et Al., 2006)”.

**CHAPTER 3**

**RESRARCH METHODOLOGY**

**3.1 INTRODUCTION**

Research refers to search of knowledge. It is a systematic enquiry seeking facts through objective verifiable methods in order to discover the relationship among them and to presume board principles or laws from them.

The purpose of research is to discover answers to questions through the application of scientific procedures. Research in common parlance to search for knowledge. One can also define research as I scientific and systematic search for pertinent information on a specific topic. In fact, research is an art of scientific investigation. According to Redman and Moray (I923) defined research as a “systematized effort to gain new knowledge”. Some people consider research as a voyage of discovery that involves movement ham the known to the unknown.

According to Kothari (2004), research design is a plan, a roadmap and blueprint strategy of investigation conceived so as to obtain answers to research questions; it is the heart of any study. Research methodology is the systematic, theoretical analysis of the procedures applied to a field of study (Kothari, 2004). Methodology involves procedures of describing, explaining and predicting phenomena so as to solve a problem. Research methodology comprehends perception such research designs, target population, sample size and sampling procedures, data collection instruments and data analysis procedure. Research in technical sense is an academic activity. ‘Clifford Woody (Kothari 1988) defined research as “an activity that defining and redefine problems, formulating a hypothesis; collecting and evaluating data; making deductions and reaching conclusions; and carefully testing the conclusions to determine if they support the formulated hypothesis. According to D. Slazenger and M. Stephenson (1930), in the encyclopedia of social science, defined as the manipulation of things, concepts or symbols for the of purpose of generalizing, extending, correcting or verifying the knowledge, whether that knowledge aids in the construction of theory or in the practice of an art. Research is thus an original contribution to the existing stock of knowledge making for its advancement.

Research is also a way of preparing the mind to look at things in a fresh or different way. Out of such an orientation would come new and innovative observation about everyday events and happenings?

The formidable problem that follows the task of the define the research problems is the preparation of the design of the research project, popularly known as the “research design “. Decision regarding what, where, when, how much, by what means concerning an inquiry or a research study constitute a research design

**3.2 RESEARCH DESIGN**

Research design is the conceptual structure with in research is conducted. It constitutes the blue print for the collection, measurement and analysis of data. The research design specifies the method of study. Research design is prepared after formulating the research problem. According to Claire sellitz

“A research design is the arrangement of conditions for collection and analysis of data in a manner that aims to combine relevance to research purpose with economy in procedure”. The research design adopted here is descriptive research. Descriptive research is a fact-finding type of research. It is generally used in physics, natural science, and social science. The major purpose of descriptive research is description of the state of affairs as it exists at present.

A research design provides a framework for the collection and analysis of data. A research design is also known by different names such as outline. It implies the plan, structure and strategy of investigation proposed to be undertaken. According to Pauline V. Young, “A research is the logical and systematic planning and a piece of research”. Research designs provide a framework for the collection and analysis of data. Research design is, therefore, the base on which we proceed towards the study of the problem after formulating the hypothesis.

The methodology used in a study is integral to the reliability of the findings and validity of the study. Therefore, this section focuses on the research technique adopted and used for this study with the aim of achieving the research objectives. This section of the document also contains description of instruments used to measure various constructs applicable to this study.

Research design is basically classified as exploratory or descriptive research. Exploratory research, the main objective of exploratory research is to explore or search through a problem or situation to provide insight and understanding. In general, exploratory research is meaningful in any situation where the researcher does not have enough understanding to proceed with research project. The research process that is adopted is fixing and unstructured. It rarely involves structured questionnaires. The primary data are qualitative in nature and are analyzed accordingly.

The method which I used for study is Descriptive research. Descriptive research is defined as a research method that describes the characteristics of the population or phenomenon that is being studied. This methodology focuses more on the “what” of the research subject rather than the “why” of the research subject.

In other words, descriptive research primarily focuses on describing the nature of a demographic segment, without focusing on “why” a certain phenomenon occurs. In other words, it “describes” the subject of the research, without covering “why” it happens.

Descriptive research, when a particular phenomenon is under study, the research is needed to describe it, to clarify and explain its inner relationships and properties. The descriptive research will portray an accurate profile of people, surveyed and the method of analysis prior to beginning of data collection. In other words, people, events and situations. Descriptive research in contrast with exploratory research defines questions, people surveyed and method of analysis prior beginning of data collection

**3.3 POPULATION OF THE STUDY**

Population refers to the total number of people that are the subjects/respondents of the study. The population here is the general public.

**3.4 SAMPLING**

Sampling is the process of selecting a sample from the entire population. Convenience sampling was used to select the sample. In this project the researcher selected convenience sampling because the population is large. Sample Design is a method of collecting data in which information are collected from a small portion of the total population.

**Convenience Sampling**

Convenience sampling is a sampling method that uses participants who are most conveniently available. This sort of sample is usually biased. It most likely does not fit the correct definition of random sample, where everyone in the population has an equal chance of being selected. Since it does not truly represent the population, it is limited when it comes to generalization. Valid inferences about the large groups cannot be made based on the results drawn from the convenience samples. Convenience sampling is a non-probability method, which may be appropriate when a researcher wants to get a gross approximation of the truth, while avoiding the time and cost of a random sample.

The scaling used for the study is ‘Five Point Likert scale’. Scaling is the branch of measurement that involves the construction of an instrument that associates qualitative constructs with quantitative metric units. A Likert scale is a scale used to represent people's attitudes to a topic. It is the most widely used approach to scaling responses in survey research. The Likert Scale is used to allow the individual to express how much they satisfied or dissatisfied with a particular statement.

**3.5 SAMPLING FRAME**

The sampling frame is the source list from which samples is drawn. It is means of representing the elements of the population. Here the sample frame is Thrissur and Ernakulum district.

**3.6 SAMPLING UNIT**

The sampling unit is the place from where the sample is drawn the sampling unit in this study is general public.

**3.7 SAMPLE SIZE**

Sample size refers to items to be selected from the population to constitute a sample. When dealing with people, it can be defined as a set of respondents (people) selected from a large population for the purpose of a survey.Sample size is small group of 110 people is taken under consideration from total customer population. This small group represent the total population. In this project sample is taken from Ernakulam and Thrissur district.

**3.8 METHODS OF DATA COLLECTION**

The task of data collection begins after a research problem has been defined and research design is chalked out. While deciding about the method of data collection to be used for study, the researcher should keep two types of data they are

A) Primary data B) Secondary data

**Primary data**

Primary data are those data which are collected for the first time. Primary data can be obtained either through observation or through direct communication. In this sample, sample survey was used for collecting the primary data. The primary data is collected using a questionnaire which are sent through online resources.

**Secondary Data**

Secondary means the data that are already that has been collected by someone and which have already been passed through the statistical processes. In this project work the researcher has taken journals, magazines, websites as the sources of Secondary data.

**3.9 DATA COLLECTION TOOL**

The tool used for data collection is through questionnaire using Likert scale, which is termed as summated instrument scale. It consists of number of statements which express whether a positive or negative attitude towards the object of interest. The respondent is asked to agree or disagree with each statement. Each response is given a numerical score to reflect its degree of attitude, and the score are totaled to measure the respondent’s attitude. Here in this project researcher used 5-point scale for questionnaire for data collection.

**The statistical tool used for the interpretation are:**

**Percentage analysis**

Percentage analysis is the method to represent raw streams of data as a percentage (a part in 100 – percentage) for better understanding of collected data. Percentage analysis is applied to create a contingency table from the frequency distribution and represent the collected data for better understanding.

**Weighted Average Method**

A weighted average, each data point value is multiplied by the assigned weight which is then summed and divided by the number of data points. In a weighted average, the final average number reflects the relative importance of each observation and is thus more descriptive than a simple average.

**Software used for Analysis**

This project research used the **MS Excel** software in order to analyze the data and find out conclusions.

**CHAPTER 4**

**DATA ANALYSIS**

**DATA COLLECTION AND ANALYSIS**

Table 4.1 Sample composition based on gender

|  |  |  |
| --- | --- | --- |
| **Gender** | **Total** | **Percentage** |
| Male | 110 | 100 |
| Female | 0 | 0 |
| Grand Total | 110 | 100% |

figure 4.1 Sample composition based on gender

Inference

The study is basically related to Dhotis. So the interview is conducted among 110 male respondents.

Table 4.2 Sample composition based on age groups

|  |  |  |
| --- | --- | --- |
| **Criteria** | **Frequency** | **Percentage** |
| Less than 30 years | 25 | 22.7% |
| 31-40 years | 35 | 31.8% |
| 41-50 | 30 | 27.2% |
| 50 and above | 20 | 18% |
| **TOTAL** | **110** | **100** |

fig 4.2 Sample composition based on age groups

Inference

Out of 110 respondents, 31.80% of them belongs to the age group of 31-40 years. A closer to this percentage (27.20%) was found in the age group of 41-50. A 22.70% of the respondents is in the age group of less than 30 years. And the remaining smaller portion (18%) were in the age group of 50 and above.

Table 4.3 Respondents Location ?

|  |  |  |
| --- | --- | --- |
| **Criteria** | **Frequency** | **Percentage** |
| Ernakulam | 74 | 68% |
| Thrissur | 36 | 32% |
| **TOTAL** | **110** | **100%** |

fig 4.3 Location

Inference

Among the respondents, 68% of them are located at Ernakulam district. And the rest 32% is from Thrissur district

4.4 Do you use branded Dhotis ?

|  |  |  |
| --- | --- | --- |
| **Criteria** | **Frequency** | **Percentage** |
| Always | 88 | 81% |
| Sometimes | 14 | 12% |
| Never | 8 | 7% |
| **TOTAL** | **110** | **100%** |

fig 4.4 Use of Branded dhotis

Inference

As per the table, 81% among 110 respondents are always using branded Dhotis. A 12% of them are using branded Dhotis sometimes. And the remaining respondents (7%) are not using any kind of branded Dhotis.

4.5 How frequently do you use Dhotis?

|  |  |  |
| --- | --- | --- |
| **Criteria** | **Frequency** | **Percentage** |
| Daily | 44 | 40% |
| Occasionally | 28 | 26% |
| Special occasion | 26 | 23% |
| Rarely | 12 | 11% |
| **TOTAL** | **110** | **100%** |

fig 4.5 How frequently do you use Dhotis?

Inference

From the data, it is very clear that 40% of the respondents use branded Dhotis daily. 26% of them are using it occasionally. And nearer to that a 23% used the branded dhotis on special occasion. And only 11% of the respondents says that they uses it rarely.

4.6 Which all Dhoti Brands are you aware of?

|  |  |  |
| --- | --- | --- |
| **Criteria** | **Frequency** | **Percentage** |
| MCR | 28 | 26 |
| Ramraj | 26 | 24 |
| Kitex | 25 | 22 |
| Udayam | 22 | 20 |
| Prakasam | 9 | 8 |
| **TOTAL** | **110** | **100** |

fig 4.6 Which all Dhoti Brands are you aware of?

Inference

From the fig. it can be seen that most of the respondents are aware of four major Brands. and MCR brand is slightly ahead compared to others.

4.7 . Which is your most preferred brand of dhotis?

|  |  |  |
| --- | --- | --- |
| **Criteria** | **Frequency** | **Percentage** |
| MCR | 38 | 35 |
| Ramraj | 30 | 28 |
| Kitex | 24 | 21 |
| Udayam | 13 | 12 |
| Prakasam | 5 | 4 |
| **TOTAL** | **110** | **100** |

fig 4.7 . Which is your most preferred brand of dhotis?

Inference

The self-reported data collected from the respondents will be more appropriate and relevant to measure consumer buying behavior towards branded Dhotis. When questioned about the most preferred brand of Dhotis, 35% of the respondents are preferring MCR brand. Nearly 28% of them are preferring Ramraj. At the same time 21% of them prefers to Kitex. A smaller portion (12%) is going with Udayam and only a a very small percentage (4%) is preferring to the brand Prakasam.

* Please State as to What extent you agree with the following statements.
* 4.8 How do you recognize a dhoti brand?

1. customers recognize the product name

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **OPINION OF RESPONDENTS** | | | | | **TOTAL** | **TOTAL WEIGHTED SCORE** | **WEIGHTED MEAN SCORE** |
| Strongly Agree | Agree | Neutral | Disagree | Strongly Disagree |  |  |  |
| 70 | 29 | 10 | 1 | 0 | 110 | 498 | 4.5 |

recognize the product name

inference

majority of the respondents (63%) are strongly agree that they are recognize the brand by the product name.

b. customers recognize based on product features (Quality, Comfort, Price, Durability)

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **OPINION OF RESPONDENTS** | | | | | **TOTAL** | **TOTAL WEIGHTED SCORE** | **WEIGHTED MEAN SCORE** |
| Strongly Agree | Agree | Neutral | Disagree | Strongly Disagree |  |  |  |
| 65 | 23 | 20 | 2 | 0 | 110 | 481 | 4.3 |

recognize based on product features

inference

Most of the respondents 59% are strongly agree that they are recognize brand by the product features.

c. customers recognize based on product category (Dhotis, Shirts, Ready-mades)

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **OPINION OF RESPONDENTS** | | | | | **TOTAL** | **TOTAL WEIGHTED SCORE** | **WEIGHTED MEAN SCORE** |
| Strongly Agree | Agree | Neutral | Disagree | Strongly Disagree |  |  |  |
| 40 | 33 | 35 | 2 | 0 | 110 | 441 | 4.1 |

Interpretation

From the data, it can be understood that 36.3% of respondents strongly agree with the statement that they recognize based on product category (Dhotis, Shirts, Ready-mades)

4.9 What is the reason for your brand preference?

a. Celebrity Endorsement

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **OPINION OF RESPONDENTS** | | | | | **TOTAL** | **TOTAL WEIGHTED SCORE** | **WEIGHTED MEAN SCORE** |
| Strongly Agree | Agree | Neutral | Disagree | Strongly Disagree |  |  |  |
| 69 | 22 | 18 | 1 | 0 | 110 | 489 | 4.4 |

From the data, it can be understood that 63.2% of respondents strongly agree with the statement that the celebrity endorsement is the main reason for their brand preference on buying branded dhotis.

b. Design

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **OPINION OF RESPONDENTS** | | | | | **TOTAL** | **TOTAL WEIGHTED SCORE** | **WEIGHTED MEAN SCORE** |
| Strongly Agree | Agree | Neutral | Disagree | Strongly Disagree |  |  |  |
| 25 | 46 | 38 | 1 | - | 110 | 425 | 3.8 |

From the data, it can be understood that 42.1% of respondents strongly agree with the statement that design is the main reason for their brand preference on buying branded dhotis.

c. Price

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **OPINION OF RESPONDENTS** | | | | | **TOTAL** | **TOTAL WEIGHTED SCORE** | **WEIGHTED MEAN SCORE** |
| Strongly Agree | Agree | Neutral | Disagree | Strongly Disagree |  |  |  |
| 32 | 53 | 24 | 1 | 0 | 110 | 446 | 4.1 |

From the data, it can be understood that 48.2% of respondents is in a neutral situation with the statement that price is the main reason for their brand preference on buying branded dhotis.

d. Brand Image

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **OPINION OF RESPONDENTS** | | | | | **TOTAL** | **TOTAL WEIGHTED SCORE** | **WEIGHTED MEAN SCORE** |
| Strongly Agree | Agree | Neutral | Disagree | Strongly Disagree |  |  |  |
| 65 | 20 | 25 | 0 | 0 | 110 | 480 | 4.3 |

From the data, it can be understood that 60% of respondents strongly agree with the statement that Brand Image is the main reason for their brand preference on buying branded dhotis.

4.10. How is your Brand association?

a. Customers ready to pay a higher price for the brand their like?

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **OPINION OF RESPONDENTS** | | | | | **TOTAL** | **TOTAL WEIGHTED SCORE** | **WEIGHTED MEAN SCORE** |
| Strongly Agree | Agree | Neutral | Disagree | Strongly Disagree |  |  |  |
| 30 | 45 | 33 | 1 | 1 | 110 | 431 | 3.9 |

From the data, it can be understood that 40.9% of respondents strongly agree with the statement that they are ready to pay higher for the brand they like.

b. Is the brand you purchased similar to your personality ?

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **OPINION OF RESPONDENTS** | | | | | **TOTAL** | **TOTAL WEIGHTED SCORE** | **WEIGHTED MEAN SCORE** |
| Strongly Agree | Agree | Neutral | Disagree | Strongly Disagree |  |  |  |
| 26 | 53 | 30 | 1 | 0 | 110 | 434 | 3.9 |

From the data, it can be understood that 48% of respondents strongly agree with the statement that the brand purchased is similar to their personality.

c I will promote any preferred brand ?

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **OPINION OF RESPONDENTS** | | | | | **TOTAL** | **TOTAL WEIGHTED SCORE** | **WEIGHTED MEAN SCORE** |
| Strongly Agree | Agree | Neutral | Disagree | Strongly Disagree |  |  |  |
| 20 | 35 | 48 | 5 | 2 | 110 | 396 | 3.6 |

From the data, it can be understood that 40% of respondents strongly agree with the statement that they will promote their preferred brand.

4.11. How far you are loyal to the brand ?

a. I repeatedly buy the same brand.

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **OPINION OF RESPONDENTS** | | | | | **TOTAL** | **TOTAL WEIGHTED SCORE** | **WEIGHTED MEAN SCORE** |
| Strongly Agree | Agree | Neutral | Disagree | Strongly Disagree |  |  |  |
| 52 | 34 | 21 | 2 | 0 | 110 | 463 | 4.2 |

From the data, it can be understood that 90% of respondents strongly agree with the statement that they repeatedly buy the same brand.

b. customers trust their preferred brand.

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **OPINION OF RESPONDENTS** | | | | | **TOTAL** | **TOTAL WEIGHTED SCORE** | **WEIGHTED MEAN SCORE** |
| Strongly Agree | Agree | Neutral | Disagree | Strongly Disagree |  |  |  |
| 60 | 38 | 11 | 1 | 0 | 110 | 487 | 4.4 |

From the data, it can be understood that 54% of respondents strongly agree with the statement that they trust their preferred brand.

c. customers fear purchasing from other brands.

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **OPINION OF RESPONDENTS** | | | | | **TOTAL** | **TOTAL WEIGHTED SCORE** | **WEIGHTED MEAN SCORE** |
| Strongly Agree | Agree | Neutral | Disagree | Strongly Disagree |  |  |  |
| 31 | 40 | 36 | 2 | 1 | 110 | 428 | 3.8 |

From the data, it can be understood that 36% of the respondents agree with the statement that they fear purchasing from other brands.

d. customers may shift to another brand in case of change in features, price and quality

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **OPINION OF RESPONDENTS** | | | | | **TOTAL** | **TOTAL WEIGHTED SCORE** | **WEIGHTED MEAN SCORE** |
| Strongly Agree | Agree | Neutral | Disagree | Strongly Disagree |  |  |  |
| 5 | 5 | 45 | 30 | 25 | 110 | 265 | 2.4 |

From the data, it can be understood that 40% of respondents is in a neutral situation. They may or may not shift to another brand in case of change in features, price and quality.

**Discussion**

**FINDINGS**

* All Respondents are Male (100%)
* Majority of the respondents are 31-40 years of age
* 75% of the respondents are using branded dhotis.
* Major of respondents (40%) uses branded Dhotis daily and 26% of them are using occasionally.
* Most of the respondents (90%) are aware of the major Brands,

(MCR,RAMRAJ,KITEX,UATHAYAM) and MCR brand is slightly ahead compared to others.

* Majority of the respondents (35%) are preferring MCR brands.
* Majority of the respondents 63% strongly Agree by recognizing the product name, 59% of the respondents Strongly agree by recognizing based on the product features, such as quality, comfort, price, durability and 36% of the respondents strongly agree that they recognize based on the product category.
* Majority of the respondents 62% strongly agree that the reason for their brand preference is celebrity endorsement, and 41% of the consumers agree that Design is the basic reason for their brand preference, 48 % of the respondents agree that Price is the basic reason for their brand preference and 59% of the respondents Strongly Agree that Brand Image is the reason for their brand preference.
* Most of the respondents 40% agree that they ready to pay a higher price for the brand as a their brand association, 48% of the respondents brand association is based on the brand that the customer purchased similar to their personality, 43% of the respondents neutrally promote any preferred brand.
* 47% of respondents strongly agree that buying the same brand repeatedly makes the customers loyal towards the brand, 54% of the respondents strongly agree they trust their preferred brand make customers loyal towards the brand, 36% of the respondents neutrally loyal to the brand because they fear purchasing other brand and 40 % of the respondents neutrally loyal to the brand because they may shift to another brand in case of change in features, price and quality

**SUGGESTIONS**

The strength of any brand is its customer loyalty. Because this generation

lives in a different way than previous generations, they have a higher

standard of living due to their brand knowledge and use. For any firm or

brand, brand loyalty is a motivator that allows them to withstand any crisis

and introduce risky changes like innovation. As a result, brand loyalty is key

to any companies’ success. There are many other companies in the market

with a high profile and competitive advantage, and other brands may analyse

their strategies in order to improve brand loyalty and processes by

understanding customer demands. There are some suggestions to maintain

and improve the brand loyalty.

* Marketers should bring awareness of brand to the age above 40.
* Personalising your marketing efforts will increase brand loyalty.
* The Consumers are less loyal towards Kitex brands of dhotis as compared to other brand so kitex brand have to improve the brand image among the consumers of branded dhotis.
* Kitex brand create a brand image into the customers, but kitex facing issues to maintaining the image of the brand, sofollow by delivering high quality products and services and by staying on top trends, your customers will stick with you.
* Marketers should take utmost care when formulating promotion strategy for brands/products.
* 61% of the respondents are saying that celebrity endorsement important to promotion the brand. Brand ambassadors have a great importance in promotional activities of dhotis. So use brand ambassadors for increasing the sales for good promotion.

**CONCLUSION**

As the consumer is more aware of the aware of the brand and he has all the knowledge about the price, quality etc. more he will be attracted towards the brand. advertisement plays a major role in buying decisions. it influences the customers to buy the product.

This study is aimed at analyzing the role of branding in consumer buying behavior towards branded dhotis. Along with finding the effect of brand on consumer buying behavior the purpose of the study is to have an in depth knowledge of what actually is branding and consumer behavior. To study the relationship between brand and consumer behavior the following methodology is opted: Consumer Survey on the effect of brands on their buying behavior through questionnaire. In this study of research limitations with regard to the convenience sampling as the number of respondents are Ernakulam and Thrissur district . Hence, it may not be a perfect Representation of the population. Furthermore, there is a Chance of response errors due to many factors such as Misinterpretation, hesitation, unawareness and so on among The respondents. The study shows that branded apparels has an influence on buying behavior of the consumers. The Paper also concludes that independent of age, The key results of the study are: The degree brand of consciousness goes on decreasing in higher age groups; From this paper, it was Found that advertisements play a major role in making Consumers know about a branded dhotis. price & brand were the major attributes that customer's gave most importance and 80% people believe that Brands in Dhoti industry have become a status symbol. It was also Concluded that consumers feel more comfortable and Satisfied in purchasing the branded apparels they already Experienced.