A STUDY ON FASHION BRAND WITH REFERENCE RAYMONDS AND ARVIND COMPANY

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Abstract: The key to a fashion brand's impact is its ability to capture consumers' imagination and set trends that spread throughout the market. By creating innovative designs, captivating marketing campaigns, and strategic collaborations, brands create a unique identity that resonates with their target audience. This connection leads to loyal customers who keep demanding their products and services, establishing the brand's presence in the market. But it doesn't stop there. Fashion brands also contribute to the economy by generating revenue, creating jobs, and feeling growth in various sectors. The global fashion industry is made up of designers, manufacturers, retailers, and service providers, all of whom contribute to its strong economic impact. These brands stimulate consumer spending, both at home and abroad, driving sales of clothing, accessories, cosmetics, and other related products. Additionally, they support a network of suppliers, artisans, and workers, creating employment opportunities and sustainable livelihoods within their supply chains.

Index Terms – Brands, fashion, accessories, opportunities.

INTRODUCTION

A brand is more than a label, it's a concept of identity, creativity, and aspiration. It wraps up a unique aesthetics and ethos that appeals to its target audience. In other words, a fashion brand is a storyteller, telling stories through designs, campaigns, and collaborations. It sets trends, defines styles, and influences cultural perceptions of beauty and self-expression. Powered by craftsmanship, innovation, and marketing acumen, every fashion brand weaves out a special brand image and creates a fan base. From high-end haute couture houses to street wear labels, each brand creates its unique brand image. In a very globally integrated and digitalized 21st century, fashion brands are no longer restricted to geographies; they cross boundaries with social media, influencers, and e-commerce to connect with customers anywhere in the world. Finally, it is a denouement of the founder's vision, values, and relentless pursuit of sartorial excellence. Fashion brands are like the physical embodiment of creativity, culture, and commerce in the ever-changing world of style. They're not just about clothes - they tell stories that resonate with individuals, communities, and even whole societies. They give us a sense of identity, something to aspire to, and a way to express ourselves. In this fast-paced world, fashion brands become storytellers, setting trends, breaking the rules, and influencing how we see ourselves and others. Whether it's a famous luxury brand or a fresh indie label, each one brings its own unique voice, style, and values, inviting us into a world where skill, innovation, and imagination come together. So, the world of fashion brands is more than just a marketplace.

REVIEW OF LITERATURE

McNeill and Moore (2015),

A culture of impulse of buying prevails with new garments accessible to consumers weekly. Its crucial for consumers to discern between the consequences of fast fashion and genuine concerns for environmental sustainability.

Barnes and Lea-Greenwood (2006),

The fashion industry stands in contrast to sustainable principles. It particular contribute significantly to environmental degradation due to the widespread use of plastic fibres in their clothing manufacturing processes.

Jackson and Shaw (2009)

With the combination of low clothing prices and high household incomes, there has been a surge in the consumption of extremely cheap and disposable clothing items.

Barnes and Lea-Greenwood (2006)

Fast fashion chains significantly harm the environment due to various factors, including prevalent use of plastic fibres in clothing production. The rapid turnover of clothing collections exhibits the issue over leading waste generation and resource depletion.

Sesini et al. (2020)

The primary challenge of sustainable consumption is lies in satisfying current desires without compromising the well-being of future generations and the environment over time.

Wiederhold and Martinez (2018)

Literature provides an insight into the gap between consumer attitude and purchase behaviour, implies that a positive attitude towards sustainable fashion in not always followed by purchasing.

Harris et al. (2016)

Clothing sustainability is intricate, and consumers often lack awareness of fashion brands' sustainable practices. Additionally, consumer concerns vary widely, with sustainability ranking low in purchase criteria. Buying clothes isn't inherently altruistic, and research indicates that sustainability isn't a top consideration for most consumers.

Negrete and López (2020)

It is imperative for both textile companies and consumers to take responsibility for the second biggest polluter in the world which is textile industry. In order to lessen environmental damage, sustainability strategies are essential; Technology innovation should take priority in the sector while fashion businesses rethink their strategies. Besides, firms should work together in order to come up with a common method of measuring sustainability in their industry

RESEARCH METHODOLOGY

RESEARCH GAP

The research gap concerning the comparative analysis of sustainability practices between fashion brands like Raymonds and Arvind. It compares the impact of specific brands. Investigating factors such supply chains transparency, environmental footprint on how different brands contribute to mitigate the environmental and social impact. It concerns about their policymakers, and industry stakeholders about best practices and improvement within fashion sector.

NEED OF THE STUDY

The study creates sustainability practices between fashion brands, which evaluates how individual's brands are addressing the strengths and areas of improvement. Its analysis of brands like Raymonds and Arvind which empower consumers to make informed purchasing decisions aligned with their values and preferences. Understanding how leading brands like Raymonds and Arvind where it integrates sustainability into their operations and make foster collaboration.

PURPOSE OF THE STUDY

It aims to evaluate and compare the environmental and social impact of brands operations. It demonstrates the feasibility and benefits incorporating sustainability into fashion business practices. Its offerings desirable products and services, maintaining competitive pricing strategies and optimizing operations efficiency and contribute to a more sustainable and inclusive future. fashion brands often pursue corporate social responsibility initiatives, including sustainability, diversity, and ethical sourcing, reflecting a commitment to making a positive impact on the environment and society.

PROBLEM STATEMENT

The fashion industry is influenced by various factors, including pricing strategies, evolves trends in clothing styles, and the growing emphasis on sustainability and maintenance. However, a significant challenge arises from the disparity between high end exclusive brands and the broader market standards. These high tier brands often set exceptionally high pricing reflecting their perceived value and exclusivity challenges requires a multifaceted approach. Fashion brands need to strike a balance between affordability and sustainability, making ecosystems with more accessible to consumers on quality.

OBJECTIVES OF THE STUDY

1. To understand nature on how it impacts on fashion brand by comparing with Raymonds and Arvind.
2. To explore the fashion brand by identifying different strategies.

RESEARCH TYPE

Descriptive in nature

Sampling Technique: A random sampling technique was utilized for the study.
Random Sampling: Random sampling is a technique where participants are selected from a population in a purely random manner, ensuring that each member has an equal chance of being included.

DATA COLLECTION METHODS:

Primary data are those that have been personally collected or have been obtained with direct observation. It refers to original information collected specifically for a study from the field of inquiry. It was mainly obtained through the survey method using a questionnaire as the tool.
Secondary data refers to information that has already been gathered and subjected to statistical analysis. It developed through articles, journals, and websites.

Population: 100

Sample size: 50 **Sample Unit:**
Hyderabad

QUESTIONNAIRE

For data collection, a well-designed questionnaire with clear questions was utilized. The survey instrument consisted of closed-ended questions, multiple-choice options and Likertscale items.

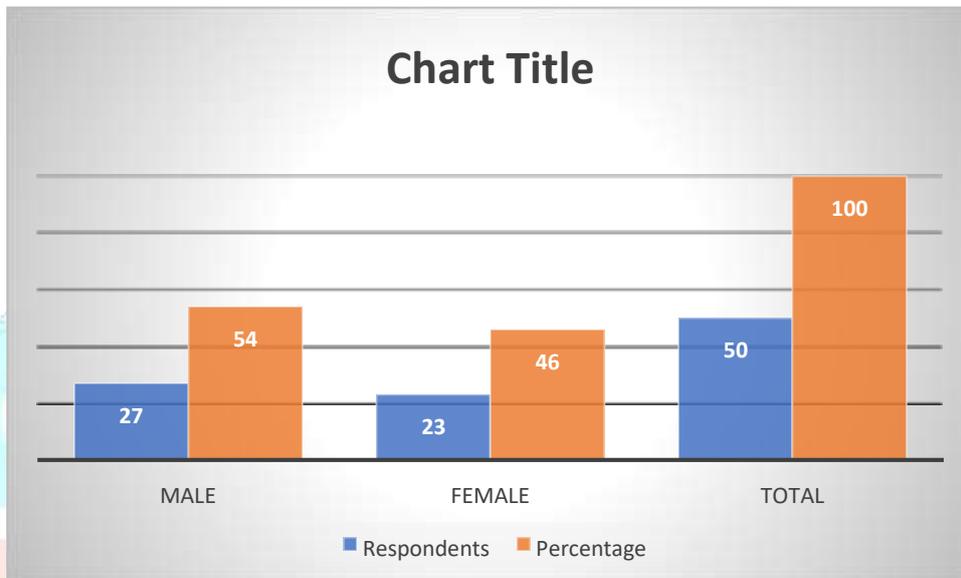**TOOLS USED:** Google forms, Microsoft Excel, Charts, Bar graphs

HYPOTHESIS:

H0: There is no significance influence on your decisions to purchase fashion brands.

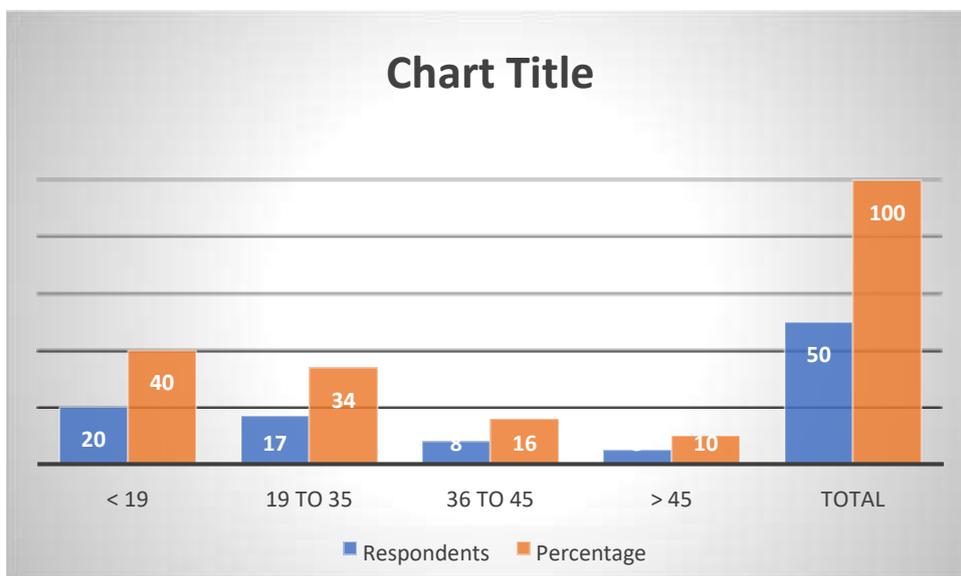**H1:** There is significance influence on your decisions to purchase fashion brands.

DATA ANALYSIS

Gender	Male	Female	Total
Respondents	27	23	50
Percentage	54	46	100

Interpretation: Most of the respondents are male with 54% and female follows as 46%.

| Age	< 19	19 to 35	36 to 45	> 45	Total
Respondents	20	17	8	5	50
Percentage	40	34	16	10	100

Interpretation: Most of the respondents are below 19 years with 40% and sight difference with 6% between 19 to 35 years where it has 34%.

| Qualification	SSC	Inter	UG	PG	Total
Respondents	7	21	8	14	50
Percentage	14	42	16	28	100

Chart Title
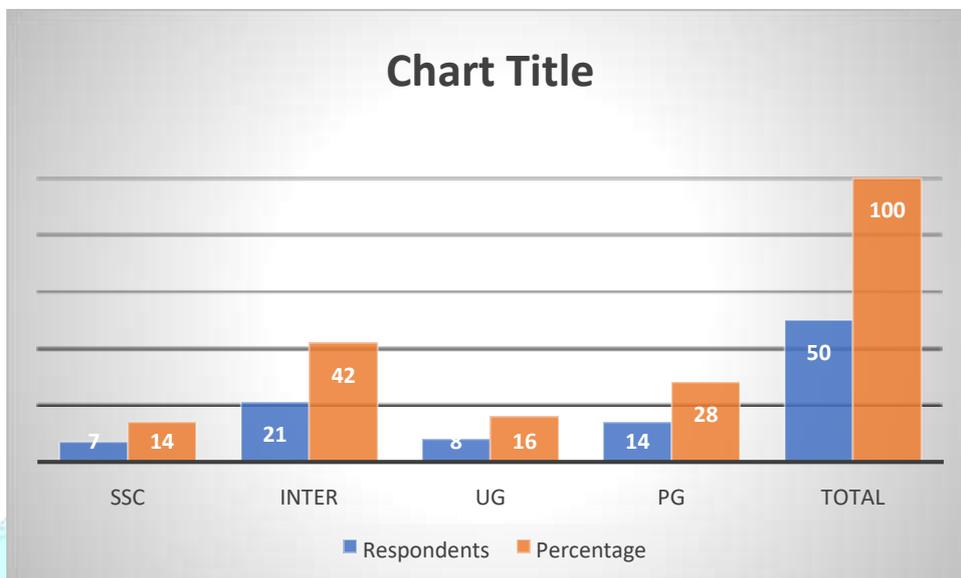
Interpretation: Most of the respondents are with Inter qualification of 42%.

Occupation	Student	Employee	Professional	Total
Respondents	24	15	11	50
Percentage	48	30	22	100

Chart Title
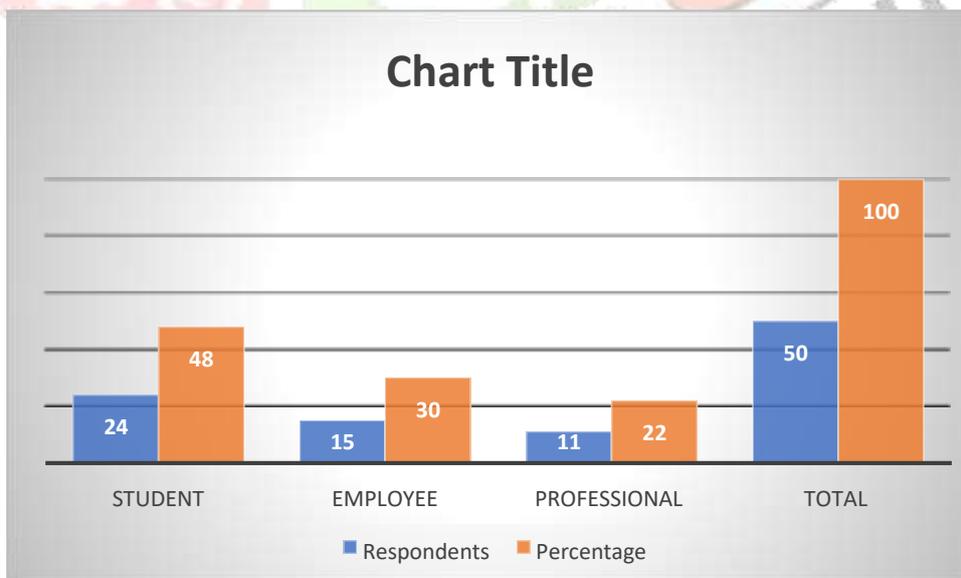
Interpretation: 48% students were the respondents and follows 30% with employees.

| Marital Status	Married	Unmarried	Total
Respondents	22	28	50
Percentage	44	56	100

Chart Title
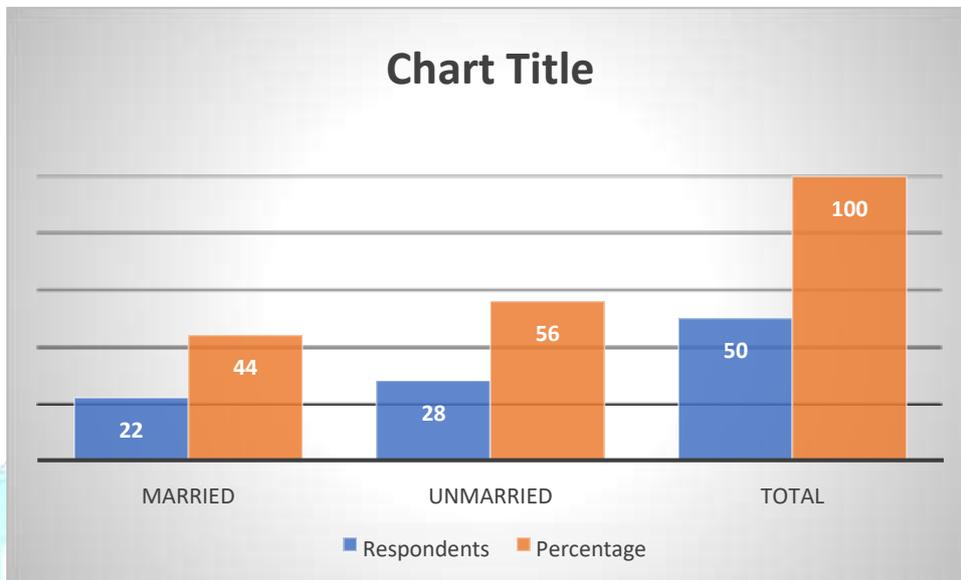
Interpretation: Most the respondents were unmarried with 56% and remaining with married.

| What factors influence your decision to purchase fashion brands?	Brand Reputation	Quality	Unique Identity	Total
Respondents	18	14	18	50
Percentage	36	28	36	100

Chart Title
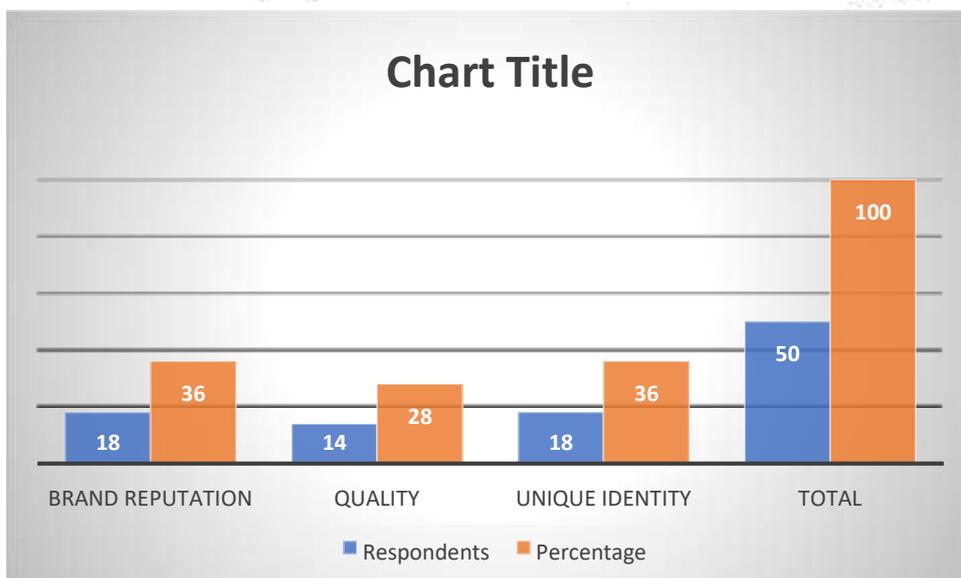
Interpretation: 36% respondents influence over unique identity and brand reputation of the product.

| Which influencing public in Brand fashioning?	Advertising	Branding	Marketing	Total
Respondent	21	21	8	50
Percentage	42	42	16	100
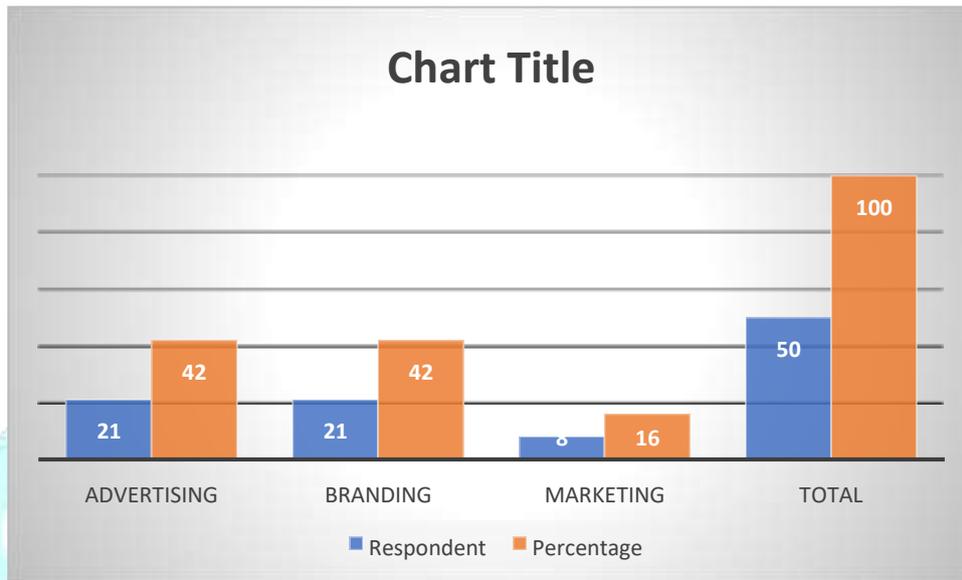
Interpretation: 42% respondents of different stand influenced by advertising and branding in fashioning.

| When do you prefer fashion brands?	Frequently	On occasions	Regularly	Total
Respondents	22	19	9	50
Percentage	44	38	18	100
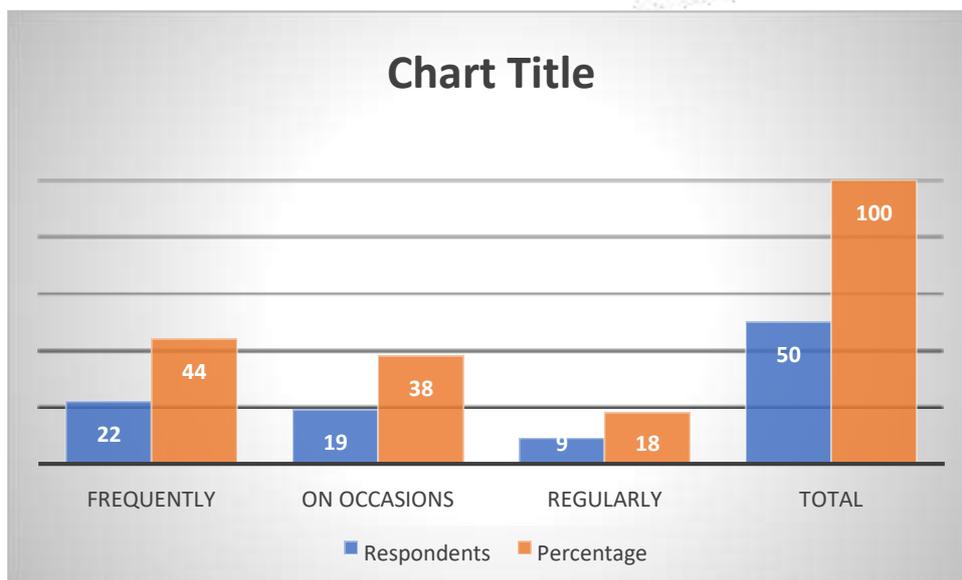
Interpretation: With 44% respondents prefer frequently fashion brands and on occasionally with 38% prefer fashion brands.

| Have you faced any negative experiences in fashion clothing?	Yes	No	Total
Respondents	36	14	50
Percentage	72	28	100
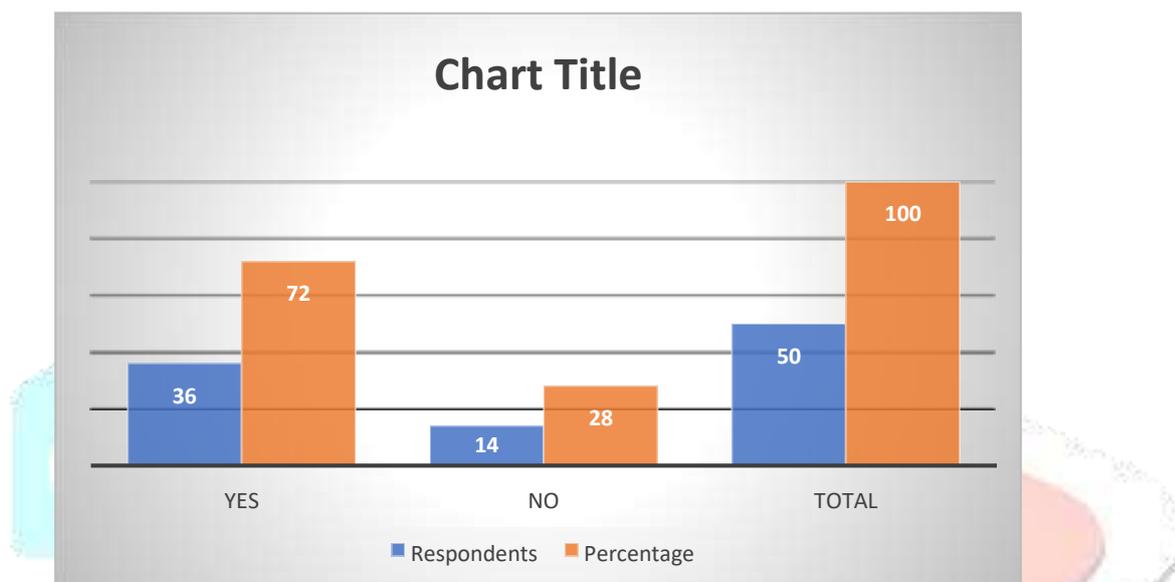
Interpretation: Most of the respondents with 72% faced the negative expression in fashion clothing.

| Does it impact that if Raymond's enters to different fashioning Sectors	Yes	No	Total
Respondents	31	19	50
Percentage	62	38	100
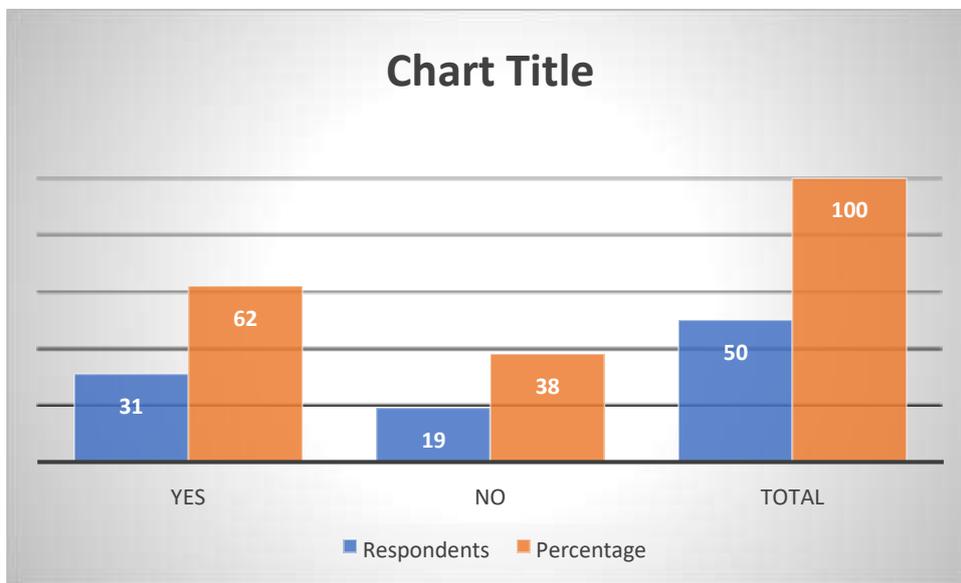
Interpretation: 62% of the respondents think that there is an impact if Raymond enters in different fashioning sectors.

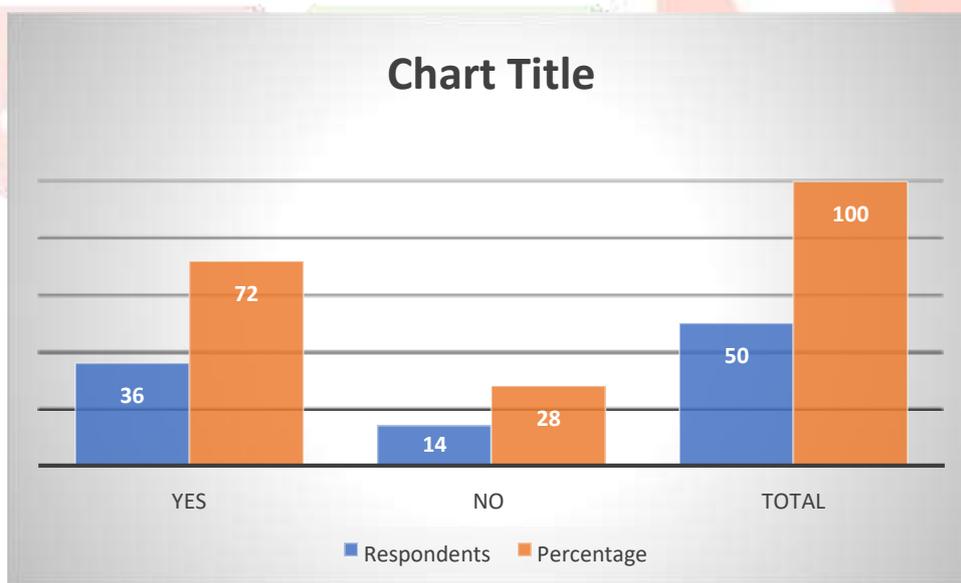| Does Raymond's Providing Quality Clothing?	Agree	Disagree	Neutral	Strongly Agree	Strongly Disagree	Total
Respondents	16	6	14	8	6	50
Percentage	32	12	28	16	12	100
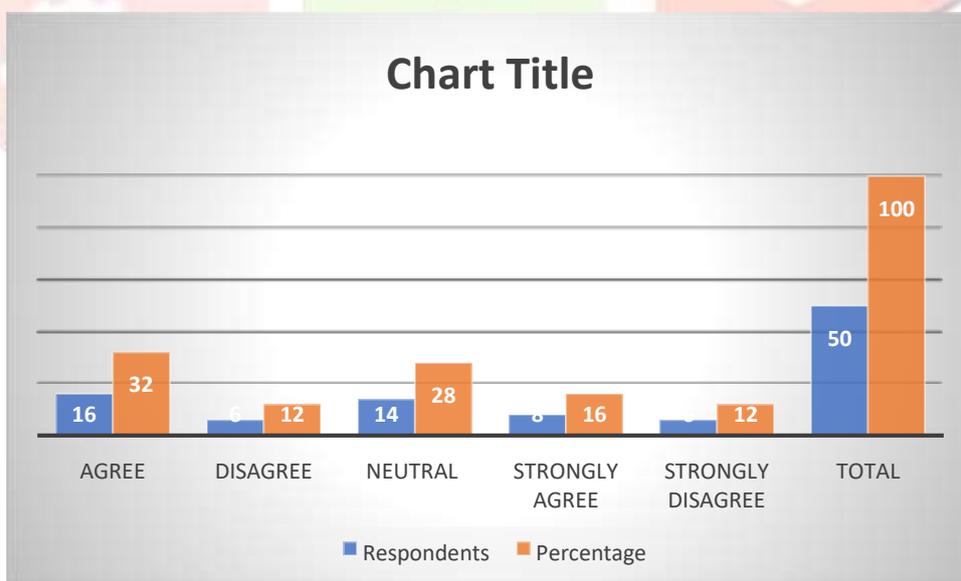
Interpretation: 32% agree that Raymond provide quality clothing and 28% with neutral.

| Does Arvind satisfy customers in fashion clothing?	Absolutely Yes	Absolutely No	Yes	No	Total
Respondents	6	19	6	19	50
Percentage	12	38	12	38	100
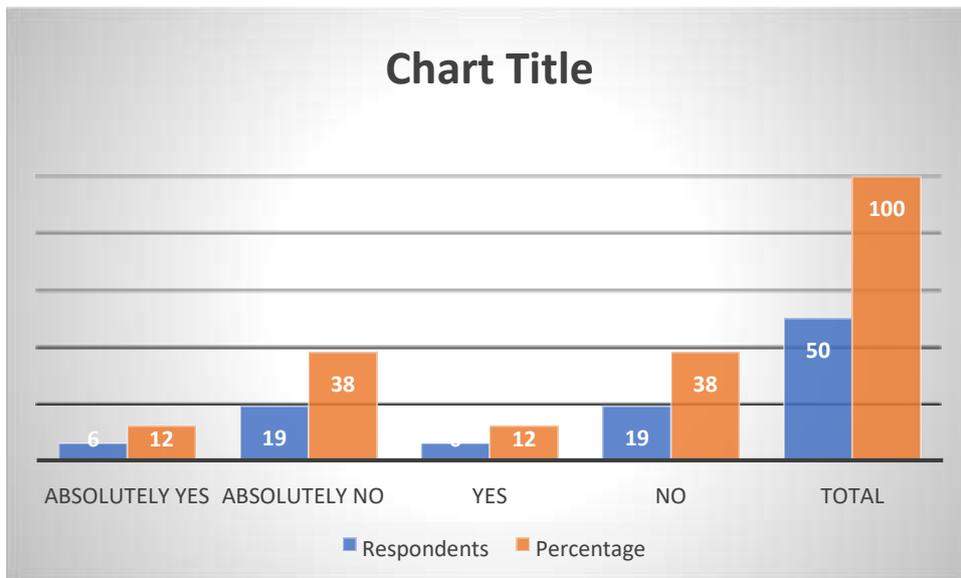
Interpretation: 38% respondents feels that it may have satisfying customers in fashion branding.

| Does Arvind fashion clothing make us to feel unique in public?	Yes	No	Total
Respondents	36	14	50
Percentage	72	28	100

Interpretation: 72% of respondents found that Arvind clothing make them feel unique.

| Count of Do you agree Raymond's currently Providing Good service	agree	Disagree	Neutral	Strongly Agree	Strongly Disagree	Total
Respondents	18	6	11	10	5	0
Percentage	36	12	22	20	10	100
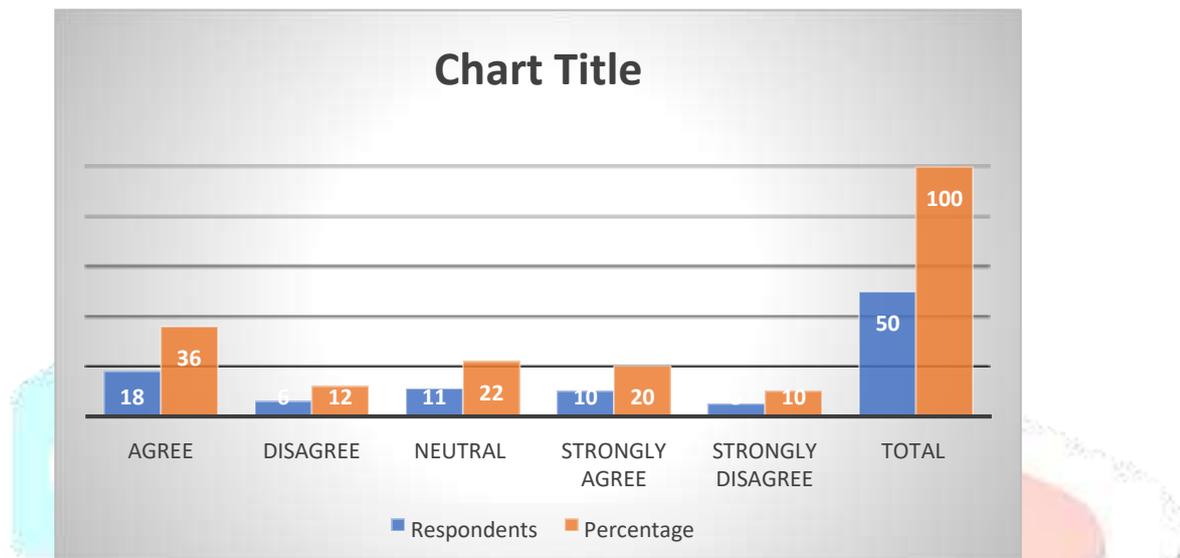
Interpretation: 36% respondent agree that Raymond currently providing good service.

Count of Do you agree Raymond's to upgrade in fashioning	Yes	No	Total
Respondents	39	11	50
Percentage	78	22	100
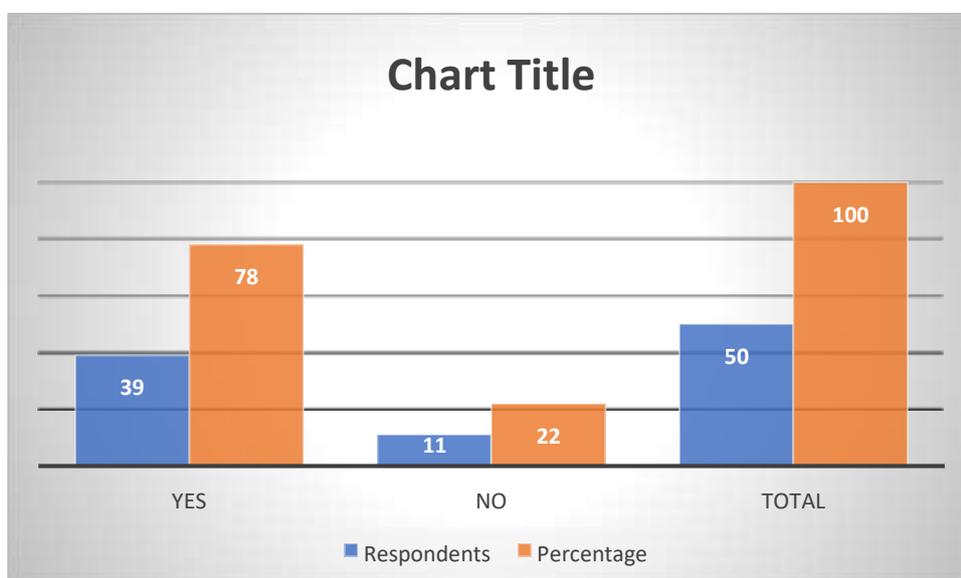
Interpretation: 78% respondents agree with Raymond to upgrade in fashioning.

Count of Are you aware of Raymond's and Arvind	Yes	No	Total
Respondents	36	14	50
Percentage	72	28	100
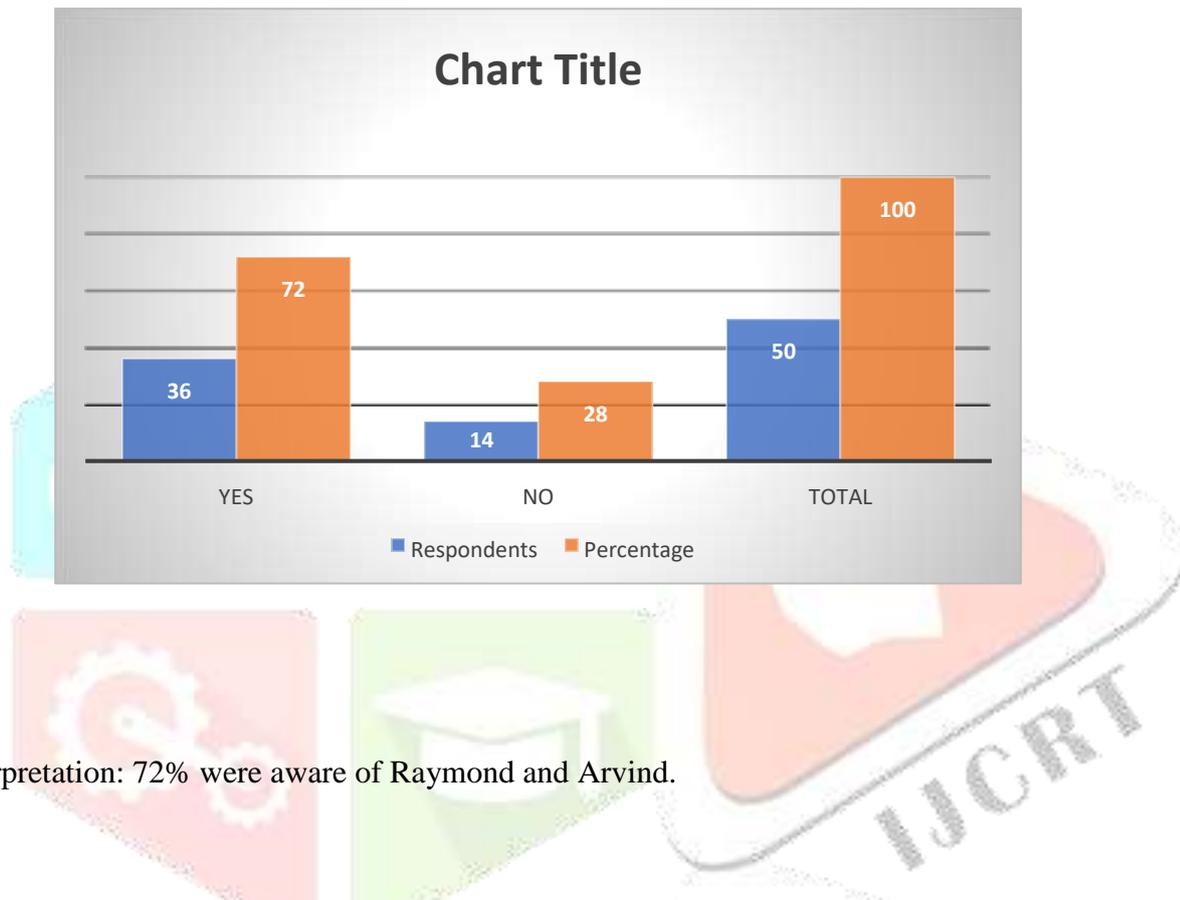
Interpretation: 72% were aware of Raymond and Arvind.

Count of Which fashion brand do you prefer	Arvind	Raymond	Total
Respondents	19	31	50
Percentage			100
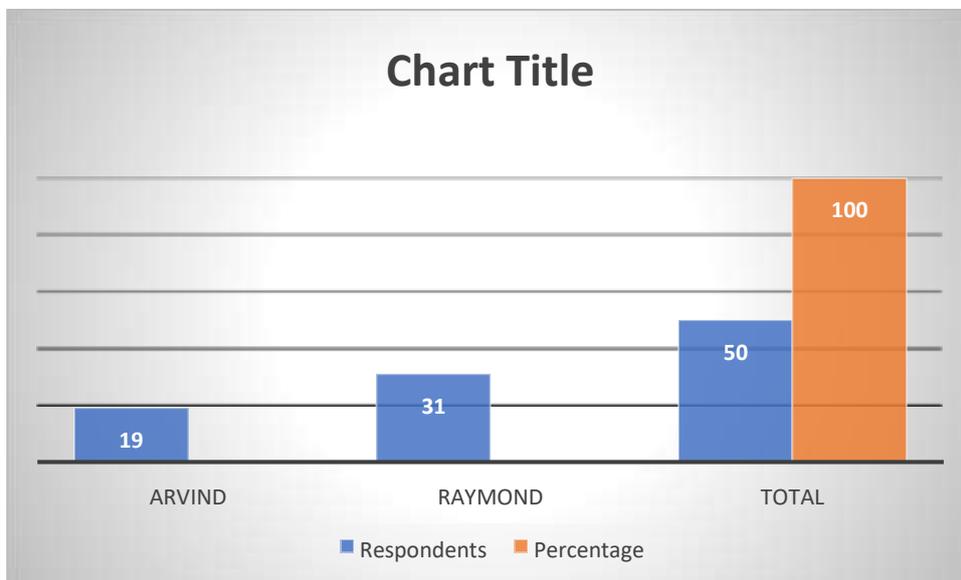
Interpretation: 51% of respondents prefer fashion brands in Raymond and remain with Arvind.

STATISTICAL TOOL FOR ANALYSIS

Results					
	Brand Reputation	Quality	Unique Identity		Row Totals
Male	9 (9.72) [0.05]	8 (7.56) [0.03]	10 (9.72) [0.01]		27
Female	9 (8.28) [0.06]	6 (6.44) [0.03]	8 (8.28) [0.01]		23
Column Totals	18	14	18		50 (Grand Total)

The chi-square statistic is 0.1891. The p-value is 0.909761. The result is not significance at $p<0.05$.
Since, p is less than 0.05, we Reject H0 and Accept H1, i.e. There is a significance influence on your decisions to purchase fashion brands

FINDINGS

Most of the respondents are male with 54% and female follows as 46%.
Most of the respondents are below 19 years with 40% and sight difference with 6% between 19 to 35 years where it has 34%.

Most of the respondents are with Inter qualification of 42%.

48% students were the respondents and follows 30% with employees.

Most the respondents were unmarried with 56% and remaining with married.

36% respondents influence over unique identity and brand reputation of the product.

42% respondents of different stand influenced by advertising and branding in fashioning.
With 44% respondents prefer frequently fashion brands and on occasionally with 38% prefer fashion brands.

Most of the respondents with 72% faced the negative expression in fashion clothing.
62% of the respondents think that there is an impact if Raymond enters in different fashioning sectors.

32% agree that Raymond provide quality clothing and 28% with neutral.

38% respondents feels that it may have satisfying customers in fashion branding.

72% of respondents found that Arvind clothing make them feel unique.

78% respondents agree with Raymond to upgrade in fashioning.

72% were aware of Raymond and Arvind.

51% respondent prefer fashion brand in Raymond and remaining with Arvind.

CONCLUSION

In fashion brands several companies providing different types of clothing. In those companies different from each other and every clothing brands has its own identity and specific nature from maintaining good quality cloths to modern fashion cloths every companies-maintained strategy to attract public in these things. And maintained high level standard in fashion branding and creating the image in market by providing quality services which builds a strong mark in the fashion brands. It would be expensive to buy an even though it built positive attitude and makes us to feel unique.

Raymond shows the impact in the market which it focuses on traditional wear and modern wear which is balancing on both clothing. It shows the company's focus which is balancing and making people interested on Raymond which is in a promising way for customers to deliver a satisfactory level of trust.

Whereas Arvind focuses on the upgrading in the fashion industry. Which gives tough competition to the market.
Arvind maintains the clothing with quality and classy which influences the fashion. The Arvind mainly focuses on customer satisfaction. which builds the trust in fashion industry. It focuses on sustainability and the maximum level of fashion possibilities.

Thus, in fashion branding both the companies Raymond and Arvind both maintained high standards, With good quality. Both the brands have their unique identity in the market and create a good fashion among the customers in the market.

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