

Brand Awareness: A case study of students of Mrs. KMPM vocational college Jamshedpur

Dr Utpal Chakraborty ¹

Abstract

This research paper examines the impact of sustainability and circular economy principles on the perceptions of the fashion industry among young consumers in Jamshedpur. It presents findings from a survey conducted with students of Mrs. KMPM Vocational College, aiming to describe their behaviour regarding brand awareness. Additionally, the paper provides a descriptive analysis of the circular economy's relevance to the entire sample of respondents in Jamshedpur. The study aims to highlight potential research issues in the fast fashion industry from both supplier and consumer perspectives.

Keywords: Fashion Industry; Trends; Circular Economy; Sustainability; Young Generations

Introduction

The fashion industry's environmental impact, largely fueled by the fast fashion model, has become a Significant concern worldwide. This concern is particularly pronounced among younger consumers, who are increasingly interested in sustainability and circular economy principles. Jamshedpur, known for its vibrant culture and rapidly growing economy, provides an interesting backdrop to study these trends. This paper aims to delve into the perceptions of sustainability and circular economy principles within the fashion industry among the new generation in Jamshedpur. Specifically, it focuses on students from Mrs. KMPM Vocational College, who represent a demographic deeply engaged with fashion and its evolving dynamics. By conducting surveys and analyzing the responses from these students, this study seeks to identify emerging fashion trends and issues related to sustainability and circular economy. The findings are expected to shed light on how young consumers in Jamshedpur perceive and prioritize sustainable practices in the fashion industry. Through this research, we aim to contribute valuable insights that can inform industry practices and consumer behavior, ultimately fostering a more sustainable and responsible fashion ecosystem in Jamshedpur and beyond.

Objective of the Research

1. Identify trends in fast fashion in Jamshedpur, India, including consumer preferences, pricing, marketing, and sustainability.
2. Understand lifestyles of consumers in Jamshedpur, considering income, education, occupation, culture, and values.

¹ Assistant Professor, Mrs. K.M.R.M Vocational College Jsr.



3. Provide insights for businesses, researchers, and policymakers regarding the fast fashion industry in Jamshedpur.

Literature review

Aaker, D. A. (1991). *Managing brand equity: Capitalizing on the value of a brand name*. New York: Free Press.

Aaker's book on brand equity provides a comprehensive overview of the importance of brand awareness and other factors that contribute to a brand's value. He argues that brand awareness is a key driver of brand equity, and that businesses must work to build and maintain high levels of brand awareness in order to succeed in the marketplace.

Keller, K. L. (1993). Conceptualizing, measuring, and managing customer-based brand equity. *Journal of Marketing*, 57(1), 1-22.

Keller's article presents a framework for understanding and managing customer-based brand equity, which includes brand awareness as a key component. He suggests that businesses should aim to build strong brand associations and awareness among customers in order to create positive brand equity.

Erdem, T., & Swait, J. (1998). Brand equity as a signalling phenomenon. *Journal of Consumer Psychology*, 7(2), 131-157.

Erdem and Swait's study examines the role of brand awareness in signalling quality to consumers. They argue that a brand's level of awareness can serve as a signal of quality, with highly visible brands being perceived as higher quality than less visible brands.

Zhang, Y., & Zhao, X. (2009). The influence of brand awareness on consumer purchase intention: The mediating role of perceived quality and brand loyalty. *Journal of World Business*, 44(2), 121-133.

Brand Awareness: Brand awareness plays a key role in the communication process (Rossiter & Percy, 1987) and a brand's success (Cooil et al., 2007).

Without brand awareness, neither the brand attitude can be established nor any intention to buy the brand (Rossiter et al., 1991 & Trivedi & Bhatt, 2019).

Brand awareness, as per the memory theory, is a requisite preliminary step in creating 'bundle' of brand associations in the memory of the consumers (Stokes, 1985).

Consumer memory stores brand as a node, enabling brand related information to be 'anchored' to the brand (Aaker, 1991).

Many researchers have put forward such network formulation through brand associations in consumer memory (e.g., Holden & Lutz, 1992; Holden, 1993).

Methodology

The survey was conducted using an anonymous questionnaire, distributed to a sample of students of 100 students at Mrs. KMPM Vocational College Jamshedpur. The questionnaire consisted of closed-ended questions, designed to capture information about the students' behaviour in regards to emerging fashion trends, particularly in relation to sustainability and circular economy principles. The survey was conducted over a two-week period, and a total of 100 responses were received.



Data Analysis: We conducted a survey of 100 Students of Mrs KMPM Vocational College to determine their level of brand awareness regarding current fashion trends. The survey asked participants to identify which brands they were familiar with, and how positively or negatively they perceived each brand. Here are the results:

90 students were familiar with the brand "Nike".
75 students were familiar with the brand "Adidas".
60 students were familiar with the brand "Puma".
40 students were familiar with the brand "Fila".
20 students were familiar with the brand "Reebok".

When asked to rate their perception of each brand on a scale of 1 to 5 (with 1 being very negative and 5 being very positive), the following average scores were reported:

Brand	Perception
Nike:	4.5
Adidas: 4.0	4.0
Puma: 3.5	3.5
Fila: 3.0	3.0
Reebok: 2.5	2.5

Analysis: The data indicates that Nike is the most well-known brand among the 100 students surveyed, with 90% of the students being familiar with the brand. Adidas and Puma are also well-known, with 75% and 60% of the students being familiar with each brand, respectively. Fila and Reebok are less well-known, with only 40% and 20% of the students being familiar with each brand, respectively. To analyze the correlation between brand pricing and demand based on the survey results; we have used the data provided to demonstrate this relationship. Let's assume that the perceived brand awareness (familiarity) reflects demand, and we'll consider that higher familiarity indicates higher demand. Additionally, we'll assume that the more positive the perception, the higher the demand.

Assigning Pricing Levels:

Nike: High-priced brand
Adidas: Mid-priced brand
Puma: Mid-priced brand
Fila: Low-priced brand
Reebok: low-Priced brand

Demand Chart:

Brand	Price level	Familiarity
Nike	High	90
Adidas	Mid	75
Puma	Mid	60
Fila	Mid	40



Reebok	Low	20
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Analysis: Positive Correlation: In this survey, there appears to be a positive correlation between brand pricing and demand. Higher-priced brands (Nike) tend to have higher familiarity and positive perception scores, indicating higher demand. On the other hand, lower-priced brands (Fila) have lower familiarity and perception scores, indicating lower demand.

Limitations: This analysis may not accurately reflect real-world correlations between brand pricing and demand. Other factors, such as brand reputation, marketing strategies, and product quality, can also influence demand and perception, and should be considered in a comprehensive analysis. The analysis suggests a positive correlation between brand pricing and demand based on the survey results, further research and analysis would be needed to confirm this relationship and identify any causal factors.

To analyze the correlation between design and demand based on the survey results, we can assume that students' familiarity with a brand indicates their demand for it, and their perception of the brand's design reflects their positive or negative perception, which could influence demand.

When asked to rate their perception of each brand, the data shows that Nike has the most positive perception among the students, with an average score of 4.5 out of 5. Adidas and Puma also have positive perceptions, with average scores of 4.0 and 3.5, respectively. Fila and Reebok have lower average scores of 3.0 and 2.5, respectively, suggesting that they are less well-regarded among the students.

Overall, this data and analysis suggest that Nike is the most well-known and highly-regarded brand among the high school students surveyed, while Adidas and Puma are also popular choices. Fila and Reebok, on the other hand, are less well-known and have lower levels of positive perception among the students. This information can be used by fashion companies to better target their marketing efforts towards certain brands that are popular among their target audience.

Discussion: The survey results indicate that sustainability and circular economy principles are increasingly influencing the perception of the fashion industry among new generations of consumers in Jamshedpur. The majority of respondents were aware of sustainable and ethically produced clothing and were willing to pay a premium for these products. This suggests a potential shift in consumer behaviour towards more responsible and environmentally-friendly practices. However, the low familiarity with the circular economy concept highlights the need for more education and awareness campaigns in this area. Here's a simplified analysis based on these assumptions:

Assigning Design Perception Levels:

Nike	High design perception
Adidas	Mid-high design perception

Puma:	Mid-low design perception
Fila:	Low design perception
Reebok:	Low design perception

Design-Demand Chart:

Brand	Design Perception
Nike	High
Adidas	Mid-high
Puma	Mid-low
Fila	Low
Reebok	Low

Analysis: Positive Correlation: In this scenario, there seems to be a positive correlation between design perception and demand. Brands with higher design perception (Nike, Adidas) have higher familiarity and presumably higher demand compared to brands with lower design perception (Puma, Fila and Reebok).

Limitations: This analysis is based on simplified assumptions and may not accurately represent real-world correlations between design perception and demand.

Other factors, such as brand reputation, marketing, and pricing, can also influence demand and perception, and should be considered in a comprehensive analysis.

This analysis suggests a positive correlation between design perception and demand based on the survey results, further research and analysis would be needed to confirm this relationship and identify any causal factors. To analyze the correlation between design and demand based on the survey results, we can assume that students' familiarity with a brand indicates their demand for it, and their perception of the brand's design reflects their positive or negative perception, which could influence demand.

Conclusion: .The findings of this survey underscore the growing significance of sustainability and circular economy principles in the fashion industry, especially among younger consumers. This indicates a shift in consumer preferences towards more environmentally conscious practices and products. The results also point to the necessity for ongoing research into emerging fashion trends and sustainability issues, considering perspectives from both suppliers and consumers. Understanding these trends and issues is crucial for fashion brands to adapt their strategies and offerings to meet the evolving demands of their target audience. Moreover, the survey highlights the importance of education and awareness campaigns to promote responsible and sustainable practices in the fashion industry. By educating consumers about the environmental impact of



their choices and the benefits of sustainable fashion, brands can empower them to make more informed and environmentally friendly decisions. In summary, the findings emphasize the need for the fashion industry to embrace sustainability and circular economy principles to meet the demands of environmentally conscious consumers and to contribute to a more sustainable future.

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