

A Study on Effectiveness of Advertisements on Allensolly Apparels With Special Reference To Coimbatore City

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Abstract- Indian consumers were known to exhibit a distinctively higher preference for imported goods and foreign brands. During this study, Consumer preferences toward apparel Brands were considered based on supporting factors like name, Product Category, Preference for cloth type, Advertisement trends, Effect on Discount offers and Current Fashion Trends. About 120 questionnaires were distributed among the respondents in an organization that has been randomly selected, of which 116(96.6%) were responded. Nearly 74% spent below Rs.10000/ during a month. Discount offers and current advertisement trend plays a decisive role within the shopping of apparels besides the value of purchase. Consumer behavior towards Apparel Brands not only relies on brand, but it's other impact factors also was most preferred.

Keywords- Allen Solly, consumer, satisfaction

I. INTRODUCTION

Allen Solly was launched in India in 1993, inspiring the birth of an entirely new consumer class. It's edgy positioning, smart communication, and great fashion created the 'smart casuals' category in India. A quintessential British Brand, Allen Solly was launched in India by Madura Fashion & Lifestyle A Division of Aditya Birla Fashion & Retail Limited. Allen Solly is among the topmost brands in India and it scored the best amidst all brands in its segment by the Economic Times Brand Equity survey.

Allen Solly could be a pioneer for western wear for women in India and redefines work wear in India with its 'Friday Dressing' fashion concept. It is the fastest growing brand within the industry and is that the only brand with extensive men, women and kids' presence across the country. Allen Solly was founded in 1744 by William Hollin and Co Ltd. The brand was bought within the 90's by a firm called Madura Garments. Madura Garments was an element of Madura coats and a big producer of threads. Aditya Birla Group acquired Allen Solly in 2001. Allen Solly accomplished

a proximate fashionable position in a very highly competitive readymade market within a brief span of time. Allen Solly comes into the market with the hit idea of "Friday Dressing". Allen Solly launched office apparels in colored shirts and Khaki trousers which became a prompt hit. A brand tagline "My World, My Way" was formed to indicate the brand's new trend. In 2002, Allen Solly became the one of the first Indian brand to introduce work fashion for ladies. In 2013, the kid's apparel was expanded into an entire smart young wardrobe, "Allen Solly Junior" for boys and girls. Solly Jeans Company was launched in 2014 and Solly Sport was introduced as a tennis-inspired lifestyle sports brand.

The film targets to imbue the casual spirit of a Friday on any day of the week and make work less stressful. Allen Solly follows a unique model of brand growth and values outlets and mixed stores alike. The apparels can be seen in Malls as well as Retail Stores. The brand, at present, retailed from 207 exclusive stores across India and with the plans of International Expansion; the count is going to extend very soon. In the last fiscal, its revenue mounted at INR 600 crore. The company has been growing aggressively at a CAGR of 34% and stands poised to cross net sales of INR 1,000 crores in FY 2017. The flawless branding and therefore the remarkable apparels are what attract most consumers to the retail outlets of Allen Solly. With the rise of E-commerce, consumers will also find Allen Solly apparels being sold online in massive numbers.

Statement of the problem

Consumer needs are focused on marketing. India is emerging as one of the fastest developing nations within the world with economic liberalization. Advertising is the best way to communicate with the customers. Advertising helps to inform the customers about the brand's product available in the market and the variety of products useful to them. Advertising is for everybody including kids, young and old. It is done using various media types, with different techniques and methods most suited. Businesses create awareness about

their brand and to make their new product known. Advertisement is an investment. It increases the chance to reveal your product and brand which can change the way you're doing business. The key to heart of customers is that the proper mixture of excellent product and effective media ads.

Objectives

- To determine forms of advertisement used by Allen Solly apparels.
- To examine the impact of Advertising on brands.
- To evaluate advertising costs and returns on after sales.
- To identify the influence of advertisement on established or perceived quality.

Scope of study

Advertising management enables in creating wide awareness of brand products among audiences. It's one through which a corporation communicates all information regarding features, uses and advantages of a product within the market. Advertisement management process requires many steps to be followed to derive better results from advertisement activities. These steps include deciding advertising objectives, setting advertising budget and techniques for doing campaigns, recognizing target market, creating effective messages and also measuring overall efficiency of whole advertisement activities.

II. REVIEW OF LITERATURE

MARIANNA DI BARTOLO (2014) In her study captioned, "A qualitative research study exploring the impact of Puma's celebrity brand endorsement deals with special relation to South African sportswear industry", within the study celebrity endorsement has the foremost integral role in creating branding preference among consumers. Celebrity endorsement helps to create branding campaigns to much popularity/reach.

R. SUNDERARAJ (2018) In his study captioned, "Impact of advertising on buying behaviour of consumer in 'Sivakasi', only well-educated and rich consumers utilize the highest national brands but even low-level income consumers were found to be captivating such brands. The study concluded that company should use attractive and informative content to form the attention within the consumer. It'll easy for each company to alter the buying behaviour of consumer by creating awareness.

NKRUMAH BENJAMIN (2018), In his study captioned "the effect of advertisement on consumer brand preference of 'Sachet water' with special relevancy to La-Nkwantanang Municipality", the study identified the actual fact the standard of product is that the most driving factor among consumer brand reference. The study revealed that there's a weak positive relationship between advertisement and consumer brand preference within the sachet water industry. This means that the advertisement of a sachet water brand doesn't cause consumers preferring a brand of sachet water to a different. The findings during this study also revealed that advertisement creates awareness of the brand of sachet water but doesn't stimulate the required action.

Ms. ROSHNI P SAWANT (2012), In her study captioned "Impact of Advertising on Brand Awareness and Consumer Preference (with special relevance to Men's wear)". The study concluded that Personal choice was the foremost reason in selecting a brand followed by rigorous advertising and approbations of close contact and acquaintances demonstration effect figured last. Although advertising was found to be primarily chargeable for popularizing brands but it had been found meaningful in creating brand awareness and elicit interest only.

MOHANRAJ P, GOPALKRISHNAN S (2017), In their study captioned "Consumer Behaviour Towards Apparel Brands in Chennai". The conclusion of study is that it helps to spot the brand preferred by the consumers besides the sort of Product Category preferred by the consumers. The overall shopping pattern of the consumers and therefore the criteria for attire purchase were also identified. The Shopping frequency, Spending Pattern on Apparel, and the Preference of Shopping by the consumers were elucidated. The Factors Influencing on Shopping by the consumer and the Preference of Fabric type among the consumers were also identified. The Effect on Discount offer, Current Fashion Trends and worth of purchase was also identified. This study also indicates that there exists direct relationship between individual dimensions such as purchase intention, attitude, shopping orientation etc.

2.2 Sources of Data

- Primary data
- Secondary data

Primary Data: The data is collected by preparing a questionnaire. A well framed questionnaire is created for collection of data.

Secondary Data: Secondary data relevant to the study is gathered from published sources like as standard text books, magazines and internets.

2.3 Methodology

Within the present study, primary data was collected through questionnaire from 120 college students in Sri Ramakrishna college of arts and science in Coimbatore, the information collected was analyzed through statistical tools for fulfilment of the objective within the study.

2.4 Sample Design

- A convenient sampling was adopted to understand the sample respondents from a total group. Total of 120 respondents were selected from various department students.
- To collect accurate and true information, the researcher meets college students and explained the research problem and got their consent for responding to the questionnaire.

2.5 Tools and Techniques

The tools and techniques have been applied by the researcher to analysis the primary data is as follows;

- Simple percentage analysis: Simple percentage analysis describe the classification of the respondents falling in each category. It is mainly used for standardization and comparisons of the data collected.

FORMULA: Percentage = Number of res respondents / Total respondent*100

2.6 Hypothesis

- There is no significant relationship between income of the respondent and satisfaction with advertised product at the time of using.
- There is no significant relationship between education level of the respondents and opinion about advertisement.

III. ANALYSIS

Demographic Profile of the Respondents

Table 3.1

Demographic variables		No. of Respondent	Percentage
Gender	Male	90	75%
	Female	25	25%
Age	18-20 Years	42	35%
	21-22 Years	54	45%
	23-25 Years	12	10%
	Above 25 Years	12	10%
Household Size	2 – 3	24	20%
	3 – 5	78	65%
	5+	18	15%
Educational Qualification	UG	78	65%
	PG	24	20%
	Others	9	7.50%
	Up to school level	9	7.50%
Occupation	Business	24	20%
	Self-employment	0	0%
	Students	96	80%
Annual Family income	Below 3,00,000	96	80%
	RS 1,00,000 –	24	20%
	Rs 3,00,000		

Interpretation

From the analysis, it shows that 35% of them were under the age group of 20, 54% of them were under the age group of 20 - 22, 10% of them were under the age group of 23 - 25 and 10% were above the age of 25. 75% of respondents were male and the rest 25% were females. 65% of the respondents were pursuing their UG graduation, 7.5% were of with school level education, 20% were with Post graduate level of education and rest 7.5% were with Intermediate level of Education. As in case of occupation 80% were students and the rest 20% were pursuing a business career. 18% of the household has under 3 members in their family, 72% of household have 3 – 5 members and the rest 10% have members 5 or above. 80% of the household’s annual income falls under 3 Lakh and the rest 20% household income consists of 3 Lakh or above.

Buying Behavior of Consumers

Table 3.2

VARIABLES	FACTORS	FREQUENCY	PERCENTAGE
Customer’s usage Period	Less than 1 year	65	55.6%
	1 – 3 years	47	40.2%
	More than 3 years	2	1.7%
	Haven’t tried the Product	3	2.6%
Annually spend Money on Apparels	Less than 10000	35	30%
	10000 – 20000	33	28%
	20000 – 30000	3	2.5%
	More than 30000	38	33%
Usage and familiarity of Brand	Used one time	65	54.1%
	Used multiple times	20	16%
	Generally aware of the product	33	27.5%
	Not aware of such Product	2	1.6%
Reason of choosing	Recognition	60	50%
	Satisfaction	30	25%

branded clothes	Social capability	20	16.6%
	Value of money	10	8.3%

Interpretation

From the analysis, it is depicted that average usage span of 55.6% respondents were less than 1 year, 40.2% of them were under 1- 3 years, 1.6% of them have used the product for more than 3 years and the rest 2.6% haven’t tried the product. 30% of the respondents spends less than Rs10000 annually on apparels, 28% of them spend 10000 – 20000 on apparels annually, 2.5% of them spends 20000 – 30000 annually and the rest 33% spends more than 30000 on apparels annually. 54.1% of respondents have used the brand at least once a time, 16% of them have used the brand multiple times, 27.5% of respondents who were generally aware of the product haven’t tried it and 1.6% of respondents were not aware of such a product. 50% of respondents have chosen branded clothes as a medium for recognition, whereas 25% have chosen branded clothes as means for satisfaction, 16.6% of them have considered the acquisition of branded clothes a method of showcasing Social Capability and the rest 8.3% have chosen branded clothes over the other clothes by valuating as value for money.

Classification of advertisements

Table 3.3

Forms of Advertisement	No of respondents	Percentage
Social Media	40	33.3%
T V	42	35%
Magazines	20	16.6%
Newspapers	18	15%
	120	100%

Interpretation

From the analysis it shows that 33% of respondents often watches advertisements through social media, 35% of them watches Advertisement through forms of TV, 16.6% of them through Magazines and the rest 15% views Advertisement through newspapers.

Branding Advertisement of respondents**Table 3.4**

Repetitiveness of Advertisement	No of respondents	Percentage
Daily	32	26.6%
Weekly	54	45%
Monthly	34	28.3%
	120	100%

Interpretation

From the analysis, it shows that 26.6% of them came across Advertisements on a daily basis, 45% of them on a weekly basis and the rest 28.3% on a monthly basis.

Branding preference of respondents**Table 3.5**

Effectiveness of Ad's	No of respondents	Percentage
Very Bad	20	16.6%
Bad	18	15%
Average	48	40%
Well	24	20%
Very Well	10	8.3%
	120	100%

Interpretation

From the analysis, it proves that 16.6% of respondents feels ads efficiency as 'very bad', 15% of them describes ads as 'bad', 40% describes ads as 'Average', 20% of them describes it as 'Well', and finally the rest 8.3% describes it as 'Very Well'.

Preference of Advertisement of respondents**Table 3.6**

Advertising Preference	No of respondents	Percentage
Active	18	15%
Attention gaining	48	40%
Irritating	32	26.6%
Boring	10	8.3%
Meaningful	6	5%
Wouldn't mind seeing it again	6	5%
	120	100%

Interpretation

From the analysis, it shows that 15% of them feels that ads to be active, 40% of them feels it as Attention Gaining, 26.6% of them feels it as Irritating, 8.3% of them feels it as Boring, 5% of them describes the ads as meaningful and the rest 5% wouldn't mind seeing it again.

Satisfaction level of respondents**Table 3.7**

Satisfaction Level	No of respondents	Percentage
Very satisfied	20	16.6%
Satisfied	24	20%
Neutral	48	40%
Dissatisfied	18	15%
Very dissatisfied	10	8.3%
	120	100%

Interpretation

From the analysis, it shows that 16.6% of them are 'Very Satisfied', 20% of them are 'Satisfied', 40% of them have 'Neutral' level of satisfaction, 15% of them are 'Dissatisfied' and the rest 8.3% are 'Very Dissatisfied'.

Buyer's responses on Allen Solly Brand**Table 3.8**

Particulars	No of respondents	Percentage
Yes	60	50%
No	20	16.6%
Maybe	40	33.3%
	120	100%

Interpretation

From the analysis, it shows that 50% of them are willing to buy the brand again, 16.6% of them are not willing to buy or use it again and the rest 33.3% doesn't have a specific answer.

Customer Classification of Allen Solly

V. SUGGESTIONS

Table 3.9

Particulars	No of respondents	Percentage
More women	18	15%
More Men	48	40%
Both men & women	10	8.3%
Youth	24	20%
Senior Citizens	8	6.6%
Both Youth & Senior	12	10%
	120	100%

Interpretation

From the analysis it shows that 15% of respondents believes that mire women will use the brand, 40% of them believes that more men will use it, 8.3% of them believes that both men and women will use the brand, 20% of them believes that youth will use it much over than the senior citizens (6.6%).

IV. FINDINGS

- It is found that Allen Solly is a widely accepted International Brand.
- Most of the respondents educational Qualification is UG.
- 82% of respondents have tried the brand at least once and rest 18% of them haven't tried it.

From the analysis, it is found that 52% respondents rate the fit of brand into their daily workflow as 4 out of 5.

- Most of the people come across ads through the form of TV.
- Most of the people prefer branded clothes as a measure satisfaction and recognition.
- Most of the respondents believes that both men and women equally make use of the brand.
- From the study, it shows that 20% are satisfied with the brands advertisements campaign and will go for purchasing it next time, whereas 38% are not satisfied with advertisement efforts and will not be willing to try it out next time.
- Most of the respondents (46%) are very satisfied with the brand and 16% are Dissatisfied with the brands apparels.

- Majority of the respondents are in the age group of 18-23, therefore the company should take measures to attract them.
- Majority of respondents are students; therefore, the company should work on to provide much allowances and collections for them.
- Brand should work on keep up their quality.
- Prices are little bit higher for the middle-class people. The brand should focus on reducing their operating costs so that they can sell it for reasonable prices.
- There has been a visible lack of accessibility for rural households as compared to urban areas. The brand should work on fact so that everyone will have accessibility towards it.
- Providing much offers and discounts can attract a huge crowd. The company has to improve its marketing strategies in a better way.
- Through expansion the brand can help top create more employment opportunities to seekers.

VI. CONCLUSION

Advertising effectiveness helps brands determine if their ads are hitting the mark with their audience, and whether they're getting the best returns. This enables them to measure the strengths, weaknesses and ROI of specific campaigns, so they can adjust accordingly. With more consumers taking control and blocking ads they don't want to see, brands must take care to ensure they have hit the mark, with the perfect mix of reach and relevance. Some of the benefits of study on Advertising is as follows;

- To ascertain the true reach of a campaign.
- To evaluate the true impact of a company's advertisement campaigns.
- To identify which media types are most valuable.

The analysis concluded that few of the respondents were not generally aware of the product. Certain measures should be taken to make the brand reach out to a large population. The advertisements campaign has many drawbacks which needed to be dealt with. Ads seems to be so repetitive so that it becomes so annoying for consumers. As the role of advertisement is important in influencing the buying behavior of the consumer, the company should use attractive and information content to create the awareness in the consumer.

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