

**An empirical study on Retail branding and brand extension strategies in the Chennai Silks,  
Tamil Nadu**

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**Abstract**

An empirical research about the value of domestic retail brand and its support for brand extension through launching own brands, we recognize, is the need of the hour when Wal mart, Tesco storms into Indian market. We analyzed many retail brands and finalized THE CHENNAI SILKS as our focus of study because this retail brand which is most successful due to its brand extension. This study examines the consumer behaviors and preferences towards different kinds of extensions in fast fashion brands (FFBs). The major objectives are i) to identify the major attributes of a retail brand recognized by the customers. ii) to examine whether the people's trust on a retail brand leads to their commitment and iii) How far the personality of the customer soars the retail brand's trust.

The research used here is descriptive research. The Secondary research was exploratory in nature and the various models involved in the Brand Extension process were investigated. The Primary research done was conclusive in nature and involved a pilot survey to check the appropriateness of the questionnaire and determine the sample size (300) of the final research. This study is an attempt to enhance the brand extensions based on the customer's personality. If all the hypothesis are accepted, it implies the strength of retail brand, its trust and commitment over extending through their own brands. It also studies the risk of this kind of extension over established retail brand trust.

Keywords: Retail brands, personality, customer, The Chennai Silks.

## **INTRODUCTION**

The largest textile kingdom in Tamilnadu, The Chennai Silks (TCS) has proven to be a shopper's delight for generations of families. Chennai silks were established in early 1960's. It started as a khadhi showroom. The founder of The Chennai Silks Shri.A.Kulandaivel Mudaliar has started this industry with modest beginnings; he envisioned a grand future, one that would transcend time for generations to come. It was his vision that revolutionized a humble weaving unit into what is today, a conglomerate with diverse business interests. His extraordinary spirit continues to inspire us to scale new heights of success in all our endeavors....

Due to rapid increase of textiles the company grown to various cities of Tamilnadu. Chennai Silks is the number one brand in south India. The company has prominent exporter group called SCM-which is the largest exporter of Textile showrooms in Europe and USA. It is located in Tirupur in south India. It has a widespread reach with sprawling showrooms in Chennai, Coimbatore, Tirupur, Erode, Trichy, Karur and Ernakulum. With a franchisee showroom in Paris (France), The Chennai Silks continues its endeavors to reach out to customers, beyond barriers and beyond boundaries.

In today's fast changing fashion world, fast fashion is one of the effective strategies to compete with the speedy change in the industry. The research involves the study of the leverage of the mother brand (Chennai silks) on the brand extension. This research will prove useful to eventually find out any new possibilities of brand extensions as well as line extensions that the company is looking for the understanding the Indian consumer mindset.

It has always been known to extend an exclusive and exquisite collection that keeps pace with the discerning customer's taste. It has the most exhaustive collection of clothing for men, women and children, under one roof. These include Wedding Silks, Designer Sarees, Cotton & Silk Sarees, Chudidars, Dress Materials, Traditional & Western Wear, Suitings & Shirtings, Formal & Casual Wear, Dhoties, and Sherwanis & Children's Wear. With clothes for every season and every occasion, TCS has indeed become the favourite family shop.

## **OBJECTIVES OF THE STUDY**

1. The study is to know about the value of domestic retail brand and its support for brand extension.
2. It helps to identify the major attributes of a retail brand recognized by the customers to examine the people trust.
3. This study was mainly focused on the general retail brand as well as their preferences towards brand extensions.
4. It helps to analyze the personality and buying behavior of the customer keeping in mind the various attributes of the product.
5. To identify the effect of brand extensions on the mother brand for enumerating other possible brand extension.

## **RESEARCH DESIGN**

The research used here is descriptive research. The major purpose of descriptive research is description of the state of affairs, as it exists at the present. The Secondary research was exploratory in nature and the various models involved in the Brand Extension process were

investigated, as also case studies of a few successful brands. The Primary research done was conclusive in nature and involved a pilot survey to check the appropriateness of the questionnaire and determine the sample size of the final research.

A point to note is that separate research instruments were used for the mother brand Chennai Silks and the Brand Extension. The Data collection was done through personally administered structured questionnaires. The target respondents were carefully selected on the basis of sampling decision. The results of the research were very conclusive. After using the statistical tools on the data obtained it was observed that the main focus of the research, that of leverage of the Mother Brand on the Brand extension and vice-versa, was present.

### **SAMPLING TECHNIQUE**

In this study, Convenience samplings have been used. Research was focused towards 150 respondents (50 each in all 3 cities Coimbatore, Tripur and Karur, where The Chennai silks are located at Tamilnadu). Respondents were chosen based on their past purchases. Respondents with a minimum number of 3 previous purchases were considered. A structured questionnaire with 20 questions was prepared. Among 20 first 6 questions used to examine the general behaviour during their purchase and remaining are used to know about the preference towards the retail brand of The Chennai Silks. Separately 30 personality vocabulary used to find their personality. Questions were focused on the respondents' attitudes towards the general retail brand as well as their preferences towards different brand extensions.

### **RESULT & DISCUSSION**

#### **GENERAL CUSTOMER PREFERENCE TOWARDS THE PURCHASE**

Most of the customer prefers their shopping once in a month and their spending is around 1000 to 2000. Maximum number of customer spends with in 1000 to 2000 for their purchase. And also by the study it reveals that most of the customer prefers their purchase mostly during festival period.

**ATTRIBUTES PREFERENCE WHILE SELECTING APPARELS:** Table 1 reveals that customers are mostly preferred only quality products after that only they are considering price and design and the other attributes

**Table - 1**

Attributes	Rank 1	Rank 2	Rank 3	Rank 4	Rank 5	Rank 6
Brand	8	64	38	26	13	1
Price	57	28	23	33	3	6
Design	34	30	29	43	4	9
Ambience of Store	7	6	16	11	73	37
Quality	43	16	33	26	20	12
Proximity of Store	1	6	11	10	37	85

**Table – 1.1**

Attributes	Total Score	Mean Score	Rank
Brand	758	5.05	4
Price	807	5.38	2
Design	779	5.19	3
Ambience of Store	757	5.05	4
Quality	793	5.29	1
Proximity of Store	751	5.01	5

**CUSTOMER PREFERENCE TOWARDS THE CHENNAI SILKS:**

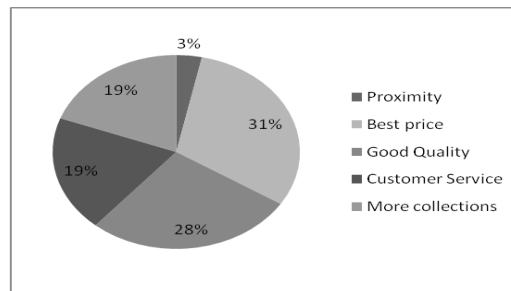
From the Table 2 it indicates that among 150 customers 30% of the customer prefers the Chennai Silks for the Best price and 27% for good quality and 19% for the customer services and more collection and 3% for the proximity

**REASON FOR PREFERRING THE CHENNAI SILKS**

**Table 2**

Reason	Frequency	Percent
Proximity	5	3.33
Best price	46	30.67
Good Quality	41	27.33
Customer Service	29	19.33
More collections	29	19.33
Total	150	100

**Chart 1**



**GENDER OPINION TOWARDS BRAND LOYALTY**

H<sub>0</sub>: Significant relationship between Gender and Brand Loyalty

H<sub>1</sub>: No Significant relationship between Gender and Brand Loyalty

Level of Significance 5%

**Table 3**

		Brand Loyalty			Total
		Make an order in TCS and postpone the purchase	Switchover to other brand	Go to other shop for search of preferred brand	
Gender	Male	6	37	19	62
	Female	20	52	16	88
Total		26	89	35	150

**Table 3.1**

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	5.997(a)	2	.050
Likelihood Ratio	6.221	2	.045
Linear-by-Linear Association	5.835	1	.016
N of Valid Cases	150		

a 0 cells (.0%) have expected count less than 5. The minimum expected count is 10.75. The p value is 0.45 which is less than .05. So we reject the null hypothesis. So there is a significant relationship between gender and the brand loyalty

**GENDER OPINION TOWARDS BRAND EXTENSION:**

H<sub>0</sub>: Significant relationship between Gender and Brand Extension

H<sub>1</sub>: No Significant relationship between Gender and Brand Extension

Level of Significance 5%

**Table - 4**

		Opinion about brand extension in TCS			Total
		Need more collection	Already more collection are present	Collections are not enough	
Gender	Male	18	17	27	62
	Female	49	17	22	88
Total		67	34	49	150

**Table – 4.1**

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	10.667(a)	2	.005
Likelihood Ratio	10.886	2	.004
Linear-by-Linear Association	9.725	1	.002
N of Valid Cases	150		

a 0 cells (.0%) have expected count less than 5. The minimum expected count is 14.05. The p value is 0.45 which is less than .05. So we reject the null hypothesis. So there is a significant relationship between gender and the brand Extension Strategies

**GENDER AND PREFERENCE OF RETAIL BRAND OF TCS**

H<sub>0</sub>: Significant relationship between Gender and Retail Brand of TCS

H<sub>1</sub>: No Significant relationship between Gender and Retail Brand of TCS

Level of Significance 5%

**Table -5**

		Materials preferred to purchased in retail brand of TCS				Total
		Sarees and chudithars	Shirts and trousers	Kids wear	Silk Sarees	
Gender	Male	3	55	4	0	62
	Female	64	10	6	8	88
Total		67	65	10	8	150

**Table – 5.1**

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	93.390(a)	3	.000
Likelihood Ratio	109.642	3	.000
Linear-by-Linear Association	13.492	1	.000
N of Valid Cases	150		

a 3 cells (37.5%) have expected count less than 5. The minimum expected count is 3.31. The p value is .00 which is less than .05. So we reject the null hypothesis. So there is significant relationship between Gender and preference of retail brand of TCS

**THE PROMOTIONAL FACTORS INFLUENCES THE PREFERENCE OF RETAIL BRAND:**

Table 6 reveals that customers are mostly influenced to prefer the retail brand by advertisement which is ranked as first and next by sales promotion and by next to name of the garment and finally by brand ambassador.

**Table - 6**

Promotional Factors	Rank 1	Rank 2	Rank 3	Rank 4	Total Score	Mean Score	Rank
Advertisement	43	88	9	10	464	3.09	1
Name of the garment	42	15	62	31	368	2.45	3
Sales promotion	51	37	33	29	410	2.73	2
Brand Ambassador	14	11	46	79	260	1.73	4

**GENDER AND AWARENESS OF OWN RETAIL BRAND OF TCS:**

H<sub>0</sub>: Significant relationship between Gender and awareness of Retail Brand of TCS

H<sub>1</sub>: No Significant relationship between Gender and awareness of own Retail Brand of TCS

Level of Significance 5%

**Table - 7**

		Awareness of own retail brand of TCS			Total
		Yes, I know exactly	Yes, I know few	No	
Gender	Male	19	35	8	62
	Female	18	60	10	88
Total		37	95	18	150

**Table – 7.1**

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	2.393(a)	2	.302
Likelihood Ratio	2.377	2	.305
Linear-by-Linear Association	.771	1	.380
N of Valid Cases	150		

a 0 cells (.0%) have expected count less than 5. The minimum expected count is 7.44. The p value is .30 which is greater than .05. So we accept the null hypothesis. So there is no significant relationship between Gender and awareness of own retail brand of TCS

**LEVEL OF INCOME AND DURATION OF PURCHASE:**

H<sub>0</sub>: Significant relationship between Income and duration of purchase

H<sub>1</sub>: No Significant relationship between Income and duration of purchase

Level of Significance 5%

**Table - 8**

		Preferable Duration for Purchase			Total
		Festival	Occasionally	Discount Period	
Income	Below 10000	23	10	14	47
	10001- 15000	15	9	4	28
	15001 - 20000	19	15	6	40
	Above 20000	9	14	12	35
Total		66	48	36	150

**Table -8.1**

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	11.031(a)	6	.087
Likelihood Ratio	11.778	6	.067
Linear-by-Linear Association	1.650	1	.199
N of Valid Cases	150		

a 0 cells (.0%) have expected count less than 5. The minimum expected count is 6.72. The p value is .06 which is greater than .05. So we accept the null hypothesis. So there is no significant relationship between level of income and duration of purchase.

**GENDER OPINION DURATION OF PURCHASE:**

H<sub>0</sub>: Significant relationship between Gender opinion and duration of purchase

H<sub>1</sub>: No Significant relationship between Gender opinion and duration of purchase

Level of Significance 5%

**Table - 9**

		Preferable Duration for Purchase			Total
		Festival	Occasionally	Discount Period	
Gender	Male	21	20	21	62
	Female	45	28	15	88
Total		66	48	36	150

**Table – 9.1**

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	6.757(a)	2	.034
Likelihood Ratio	6.745	2	.034
Linear-by-Linear Association	6.561	1	.010
N of Valid Cases	150		

a 0 cells (.0%) have expected count less than 5. The minimum expected count is 14.88.

The p value is .03 which is less than .05. So we reject the null hypothesis. So there is significant relationship between gender and duration of purchase.

**ONE-WAY ANOVA BETWEEN PROMOTIONAL INFLUENCING FACTORS AND AGE**

**Table - 10**

		Sum of Squares	df	Mean Square	F	Sig.
Advertisement	Between Groups	5.875	3	1.958	3.371	.020
	Within Groups	84.818	146	.581		
	Total	90.693	149			
Name of the garment	Between Groups	12.582	3	4.194	3.589	.015
	Within Groups	170.591	146	1.168		
	Total	183.173	149			
Sales promotion	Between Groups	.974	3	.325	.252	.860
	Within Groups	188.360	146	1.290		
	Total	189.333	149			
Brand Ambassador	Between Groups	1.572	3	.524	.572	.634
	Within Groups	133.762	146	.916		
	Total	135.333	149			

If the significance is less than 0.05 then reject the null hypothesis

If the significance is greater than 0.05 then accept the null hypothesis

Here influencing factors, advertisement and name of the garment have great impact over the Age



**THE PROMOTIONAL FACTORS INFLUENCES THE PREFERENCE OF RETAIL BRAND:**

Table 11 indicates that advertisement is the most desirable promotional factors among the customers next choice preferred by customer is sales promotion

**Table - 11**

Promotional Factors	Rank 1	Rank 2	Rank 3	Rank 4	Total Score	Mean Score	Rank
Advertisement	43	88	9	10	464	3.09	1
Name of the garment	42	15	62	31	368	2.45	3
Sales promotion	51	37	33	29	410	2.73	2
Brand Ambassador	14	11	46	79	260	1.73	4

**ATTRIBUTES PREFERENCE WHILE SELECTING APPARELS:**

Table 12 stated that customer are very much preferred the quality while they purchasing the goods, then they prefer the price. Rests of the attributes are determining next to these two.

**Table - 12**

Attributes	Rank 1	Rank 2	Rank 3	Rank 4	Rank 5	Rank 6	Total Score	Mean Score	Rank
Brand	8	64	38	26	13	1	758	5.05	4
Price	57	28	23	33	3	6	807	5.38	2
Design	34	30	29	43	4	9	779	5.19	3
Ambience of Store	7	6	16	11	73	37	757	5.05	4
Quality	43	16	33	26	20	12	793	5.29	1
Proximity of Store	1	6	11	10	37	85	751	5.01	5

**RETAIL BRAND ATTRIBUTES PREFERRED BY CONSUMERS:**

Table 13 reveals about the consumer’s preference towards the retail brand attributes. Most of the consumers preferred most retail brand when they are offered with more discounts and then for fewer price. Then they chose if they offered with more quantities.

**Table - 13**

Attributes	Rank 1	Rank 2	Rank 3	Rank 4	Rank 5	Total Score	Mean Score	Rank
Fewer Price	10	65	61	10	4	517	3.45	2
They maintained the same quality as branded items	45	6	19	64	16	450	3.00	4
They offer more discounts	56	29	19	24	22	523	3.49	1
They have plenty of own brands	4	12	24	25	85	275	1.83	5
They have more quantities	36	36	28	27	23	485	3.23	3

**REASON FOR BUYING RETAIL BRAND IN THE CHENNAI SILKS:**

Table 14 indicates that customers buying retail brand in TCS due to good customer service and more varieties and more items.

**Table - 14**

Particulars	Rank 1	Rank 2	Rank 3	Rank 4	Rank 5	Rank 6	Rank 7	Rank 8	Total Score	Mean Score	Rank
Customer Service	11	68	36	24	8	2	1	0	940	6.27	1
Sales person support	13	3	21	50	33	19	8	3	709	4.73	5
Internal Atmospherics	22	2	11	8	8	24	51	24	526	3.51	7
Varieties	53	34	16	14	20	5	1	7	932	6.21	2
More Items	13	31	31	15	25	13	17	5	760	5.07	3
After sales services	3	3	11	19	33	40	24	17	523	3.49	6
Parking Facilities	0	0	5	2	10	29	28	76	299	1.99	8
Offers	35	9	19	18	13	18	20	18	711	4.74	4

**OPINION ABOUT RETAIL BRAND IN THE CHENNAI SILKS:**

Table 15 states that consumers are highly satisfied and given first position with respect to the price, second with quality and third with the offers.

**Table - 15**

Particulars	Highly satisfied	Satisfied	Neither satisfied nor dissatisfied	Dissatisfied	Highly dissatisfied	Intensity Value	Rank
Price	61	85	4	0	0	657	1
Quality	52	90	7	1	0	643	2
Collections	33	73	43	1	0	588	4
Fashion changes	12	35	101	2	0	507	5
Offers	43	92	11	4	0	624	3

**PERSONALITY OF THE CONSUMER:**

Table - 16

Personality	High	Average	Low
Extraversion	73	52	25
Neuroticism	34	29	87
Openness to experience	26	37	87
Agreeableness	9	67	74
Conscientiousness	20	79	51

Table – 11.1  
Correlations between consumer personality and reason for preferring the Chennai Silks

		Extraversion	Neuroticism	Openness to experience	Agreeableness	Conscientiousness	Reason for preferring The Chennai Silks
Extraversion	Pearson Correlation	1	.717(**)	.709(**)	.814(**)	.752(**)	.199(*)
	Sig. (2-tailed)	.	.000	.000	.000	.000	.014
	N	150	150	150	150	150	150
Neuroticism	Pearson Correlation	.717(**)	1	.963(**)	.802(**)	.739(**)	.291(**)
	Sig. (2-tailed)	.000	.	.000	.000	.000	.000
	N	150	150	150	150	150	150
Openness to experience	Pearson Correlation	.709(**)	.963(**)	1	.813(**)	.774(**)	.301(**)
	Sig. (2-tailed)	.000	.000	.	.000	.000	.000
	N	150	150	150	150	150	150
Agreeableness	Pearson Correlation	.814(**)	.802(**)	.813(**)	1	.782(**)	.307(**)
	Sig. (2-tailed)	.000	.000	.000	.	.000	.000
	N	150	150	150	150	150	150
Conscientiousness	Pearson Correlation	.752(**)	.739(**)	.774(**)	.782(**)	1	.136
	Sig. (2-tailed)	.000	.000	.000	.000	.	.098
	N	150	150	150	150	150	150
Reason for preferring The Chennai Silks	Pearson Correlation	.199(*)	.291(**)	.301(**)	.307(**)	.136	1
	Sig. (2-tailed)	.014	.000	.000	.000	.098	.
	N	150	150	150	150	150	150

\*\* Correlation is significant at the 0.01 level (2-tailed).

\* Correlation is significant at the 0.05 level (2-tailed).

**Inference:** Hence the calculated Pearson Correlation is positive (0.717, 0.709, 0.814, 0.752, 0.199) personality of the consumer having influence over reason for preferring the Chennai Silks

**SUGGESTIONS AND CONCLUSIONS:**

The compilation of this report bears a judgmental mark on the brand building process of The Chennai Silks. The perception of the consumers and the attitude of the retailers have no doubt added a new dimension to the existing advertising strategy in use by the company. The various models explained here in have helped in assimilating the core branding Elements of the proposed brand study. The study also reveals that some respondents are having less awareness about the

brands available in the TCS. Also the respondents having low experience on shopping do not give clear opinion about the retail brands. From the study it is analyzed that most of the respondents do not like to purchase accessories in the same complex so they always avoid visiting that section. Also it is evident from the study that most of the respondents are switch over to other brands which is available in TCS. The objective of the study has been attained for the sample selected, the respondent perception has been analyzed and the probability of new method has been measured and is probably high.

Thus the final result divulges the The Chennai Silks is a well known shop in TamilNadu. The consumer prefers this retail shop for the superior customer service and more collections and variety of brands. At the same time customer have less awareness of the own retail brand. Hence proper advertisements have to be given to bring out their own retail brands. Even peoples personality plays an important role in preferring the brand. Thus this study discloses the personality of the consumer having influence over their buying behavior.

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