

**Advanced Brand Management with Reference to Louis Philippe Brand**

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**Abstract:** A complete is made public as a daily and clearly expressed promise to deliver distinctive, targeted associated relevant profit that differentiates AN providing from those competitors. The operate of stigmatization is to make preference by managing consumer's awareness and expectations of the whole. usually often accomplished by developing a whole strategy that outlines rules and tips that could make sure that the whole owner's goals and objectives area unit met. The role of stigmatization has become the integral a section of business strategy as a result of it defines a wise and manageable complete promise, dealing what the whole owner ought to deliver as what customers expect of the whole. The study entitled "A study on complete management of Louise Philippe complete" of Madura Fashion and manner among its customer's aims to know plenty of regarding the whole managing activities in today's dynamic business surroundings. the primary interest in choosing this area of study is to comprehend plenty of information regarding this trend related to the topic. Perception is created at intervals the mind of target markets if the whole is effectively managed. stigmatization is creating that right perception. The perception of the target market has to be analysed that has to be adjusted with the companies positioning statements thus perceptions match. This enjoys higher complete equity at intervals the market place. throughout this analysis study the dimensions of sample selected could be a hundred customers from the population of shoppers of Trissur. information is collected with the help of structured kind, that has open end and closed end queries. Here the hypothesis is completed with the help of the chi-square test; usually often done to know the relation between cohort and complete loyal customers and to boot to know the relation between cohort and on-line purchase of record. future necessary step throughout this analysis technique is analysis and interpretation of data collected from respondents. The analysis and interpretation are completed with the help of graphs and tabulation. From information analysis and interpretation, findings were drawn and many suggestions to boot been given to help Louise Philippe salesroom to spice up their ways that.

**Index Terms:** complete Management, Louis Philippe & Loyalty, complete Equity

**Introduction:**

Marketing professionals or whole managers outline the word whole in several manners. The common factors are to be thought of once the definition of stigmatization is finished. whole and merchandise are completely different from a client angle. Brands are the explanations why customers get and merchandise are additional associated with what corporations build. whole may be an assortment of emotional and operational affiliations. whole may be a promise that the merchandise can perform as per customer's anticipations. It shapes customer's expectations regarding the merchandise. Brands

sometimes have a trademark that defends them from use by others. A whole offers specific data regarding the organization, smart or service, distinctive it from others in marketplace. whole carries a confidence regarding the characteristics that build the merchandise or service distinctive. a robust whole may be a suggests that of creating folks' conscious of what the corporate symbolizes and what its offerings ar. A whole is Associate in Nursing placeable distinct entity that creates specific guarantees important. Brands are established with the continual effort place in by advertising and still intense promotion. Establishing is very important however maintaining a whole remains a difficult task within the hands of the promoting team

Branding is to speak what the whole distinctively stands for mistreatment as few words or pictures as potential. So, stigmatization is all regarding making singular distinction, strategic awareness, and differentiation within the mind of the target market-not simply awareness. a robust whole influence the shopping for call Associate in Nursing shapes the possession expertise stigmatization creates trust and an emotional attachment to your product or company. This attachment then causes your market to create selections primarily based, a minimum of partly, au courant emotion- not essentially only for logical or intellectual reasons. whole will command a premium worth and maximize the quantity of units which will be sold at that premium.

If a whole isn't effectively managed, then a perception may be created within the mind of target market that company doesn't essentially want. stigmatization is all regarding perception. whole management acknowledges that focus on markets perceptions is also completely different from what company want whereas it tries to form those perceptions and modify the stigmatization strategy to make sure the market's perception is precisely what company intend. purpose of Parity is those associations that are typically shared by competitor brands. customers read these associations as being necessary to be thought of a legitimate product giving inside a given class. whole equity is that the sum of all completely different values folks attaches to the whole, or the holistic price of the whole to its owner as a company plus.

Whole equity will include: the price or the quantity of extra financial gain expected from a branded product over and on top of what would possibly expect from the same, however unbranded product; the intangible price related to the merchandise that can't be accounted for by worth or options; and also, the perceived quality attributed to the merchandise freelance of its physical features. whole awareness is vitally vital for all wholes however high brand awareness while not Associate in Nursing understanding of what sets you excluding the competition will you just about no smart. several marketers' expertise confusion on now.

Brand management begins with having a radical information of the term "brand". It includes developing a promise, creating that promise and maintaining it. It suggests that process the whole, positioning the whole, and delivering the whole. whole management is nothing however Associate in Nursing art of making and sustaining the whole. stigmatization makes customers committed to your business. a robust whole differentiates your merchandise from the competitors. It offers a top-quality image to your business. The aim of stigmatization is to convey whole message vividly, produce client loyalty, persuade the client for the merchandise, Associate in Nursing establish an emotional property with the purchasers. stigmatization forms client perceptions regarding the merchandise.

Brand Attributes portray a company's whole characteristics. They signify the fundamental nature of brand name. whole attributes area unit a bundle of options that highlight the physical and temperament aspects of the whole. Attributes area unit developed through pictures, actions, or presumptions. whole attributes facilitate in making whole identity.

A strong whole should have following attributes:

1. Relevancy- a robust whole should be relevant. It should meet people's expectations and may perform the manner they require it to. a decent job should be done to steer customers to shop for the product; else in spite of your product being distinctive, folks won't pass away.
2. Consistency- A uniform whole signifies what the whole stands for and builds customers trust in whole. a uniform whole is wherever the corporate communicates message in a very manner that doesn't deviate from the core whole proposition.
3. Proper positioning- a robust whole ought to be positioned in order that it makes an area in audience mind and that they like it over different brands.
4. Sustainable- A property whole drives a company towards innovation and success. Example of property whole is Marks and Spencer's.
5. Credibility- a robust whole ought to do what it guarantees. The manner company communicates their whole to the audience/ customers ought to be realistic. It mustn't fail to deliver what it guarantees. don't exaggerate as customers need to believe the guarantees company build to them.
6. Inspirational- a robust whole ought to transcend/ inspire the class it's illustrious for. For example- Nike transcendent Jersey shirt.
7. Uniqueness- a robust whole ought to diverge and distinctive. It ought to set company except for different competitors in market.
8. Appealing- a robust whole ought to be engaging. Customers ought to be attracted by the promise company build and by the worth they deliver.

Branding is vital for all the merchandise and repair across the world. The Retail sector in Asian nation is that the nice example for revolution created by the most important brands within the country. The readymade clothes trade is increasing day by day thanks to changes of fashion in day-to-day life. The readymade industry in Asian nation owes its existence to the emergence of an extremely profitable marketplace for exports. The trade account for about forty fifth of India's total textile exports. They represent price additional and fewer import sub sector. within the recent years, however, the domestic demand has additionally been growing chop-chop. India's industry could be a well-organized enterprise and is among the most effective within the world. Indian industry has incised out a distinct segment within the international markets and earned a name for its sturdiness, quality, and beauty. Today's dynamic client preferences-buying branded apparels and fashion accessories, major boom in retail trade, folks looking at department and discount stores looking malls, with rising disposable incomes, government policy cantered on fast-track textile export growth, bold goals have created many investment opportunities in Asian nation.

### **Top Leading Companies:**

1. Pantaloons Retail India Ltd
2. Shopper's Stop
3. Tata-Trend
4. Globus Stores Pvt Ltd
5. Primary Retail Ltd
6. Aravind Brands Ltd
7. Prorogue India Ltd
8. The Raymond Group
9. Madura Garment
10. Reliance Retail Ltd
11. Wills Lifestyle Ltd
12. Murjan Group
13. Landmark Group
14. Gokaldas Group
15. Zodiac Clothing

Aditya Birla Nuvo Ltd. (ABNL) could be a US\$ four billion premium conglomerates. it's a part of the Aditya Birla cluster, a US\$ forty billion Indian international operatives in thirty-six countries in six continents. once consolidating its market leadership with its own brands, it introduced premier international labels, sanctionative Indian customers to shop for the foremost prestigious international fashion wear and accessories at intervals the country. The company's whole portfolio includes product lines that vary from cheap and mass market to luxurious, high-end vogue and cater to each cohort, from kids and youth to men and ladies. Among of these illustrious this paper can think about Louis Philippe that symbolizes magnificence, class, status, and a way of life that's clearly majestic and princely.

The whole attracts its name and inspiration from King Louis Philippe of France, United Nations agency was celebrated for his generosity of spirit and his appreciation of the humanities. clothes beneath this whole combined the best materials with styles galvanized by the newest international trends, addressing the requirements of the style-conscious modern male. Since 1989, the year of its launch in Asian nation, Louis Philippe has stood for excellence. The clear Louis Philippe Crest signals that not solely has the user arrived, however has done thus by demand on nothing but excellence. a convention that dates back to the 60's once the whole was initial introduced in European country, galvanized by the golden age of King Louis Philippe of France.

The whole management survey is meant and developed to spot and perceive the amount of customer's satisfaction towards their alternative in readymade garments that's casual and formal wears of men. L-P is that the leading and costlier whole of Madura F&L by Aditya Birla Nuvo Ltd that is typically most popular by the high financial gain category cluster that embody business man and professionals. the assorted activities that area unit done by the corporate to manage and increase the satisfaction level of shoppers towards the whole L-P is to be analysed. L-P is that the leading and costlier whole of Madura F&L by Aditya Birla Nuvo Ltd that is typically most popular by the high financial gain category cluster that embody business man and professionals.

**The Scope and Objective of Study:**

1. To determine the foremost desirable complete of Madura fashion and style.
2. Analyse the complete quality of L-P among the shoppers.
3. To get a concept of the assorted merchandise ranges offered by L-P.LP.

This study is conducted to search out the complete management of the readymade textile L-P of AB cluster. complete management study can facilitate the corporate in taking choices concerning the promotional campaign, advertisement ways, and positioning ways to create a lot of complete quality among the shoppers to contend with others within the readymade trade.

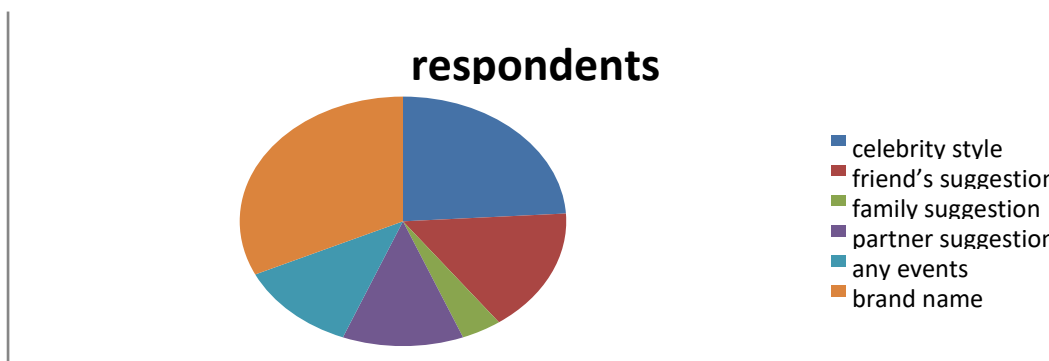
**Hypothesis Testing:**

In this study hypothesis testing is additionally used as a way of knowledge analysis because it helps to grasp whether or not there's any relationship exists between any of the queries. The take a look at analysis the check whether or not there's any relationship between people and regularity of consumers purchase and additionally people and on-line purchase of L-P. The study includes the shoppers of L-P salesroom. The Sample size is a hundred elite customers from Thrissur outlet. The convenience sampling methodology is employed for the analysis. the info interpretation is allotted with the assistance of Chi sq. take a look at Lifestyle.

	Respondents	Percentage
Celebrity Style	24	24
Friends Suggestion	16	16
Family Suggestion	4	4
Partner Suggestion	12	12
Any Events	12	12
Brand Name	32	32

The graph shows the assorted factors that lead the shoppers to shop for the readymade clothes. The factors square measure listed on top of and most of the shopper’s square measure influenced by the brand that's they opt for the readymade clothes attributable to the brand.

Chart 1: Factors leads to Modern fashion and lifestyle

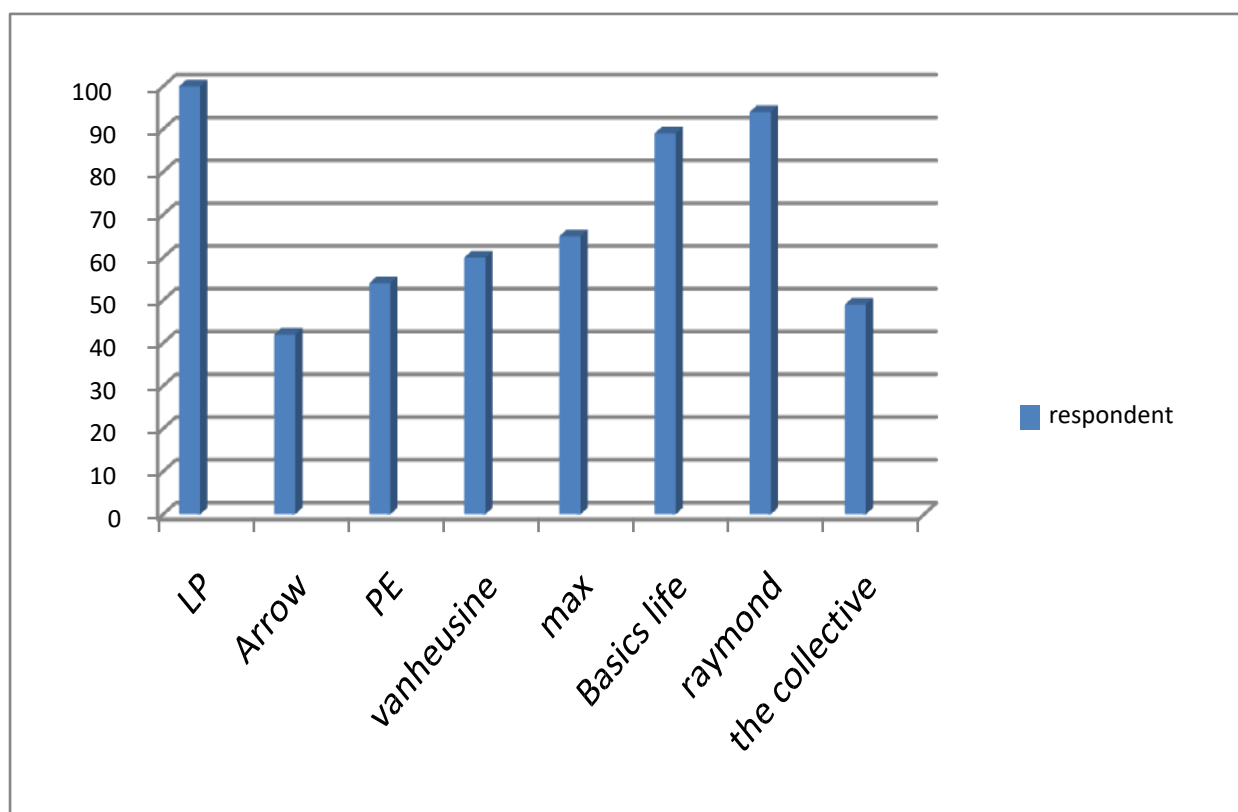


32% of the respondent's square measure influenced by the brand to get the readymade clothes. therefore, it's clear that brand is of L-P may be a major issue behind the acquisition created by customers.

Table 2: Awareness of Retail Brands

Brands	Respondents	Percentage
LP	100	100
Arrow	42	42
Peter England	54	54
Vanheusine	60	60
Max	65	65
Basics Life	89	89
Raymond	94	94
The Collective	49	49

The graph shows the attention concerning the assorted brands by the shoppers within the Trissur district. Among all the completes L-P is that the most desirable brand. Chart 2: Awareness of retail brands.



From the entire brand LP is the most top brand. From the survey it is clear that 100 respondents know about the brand LP.

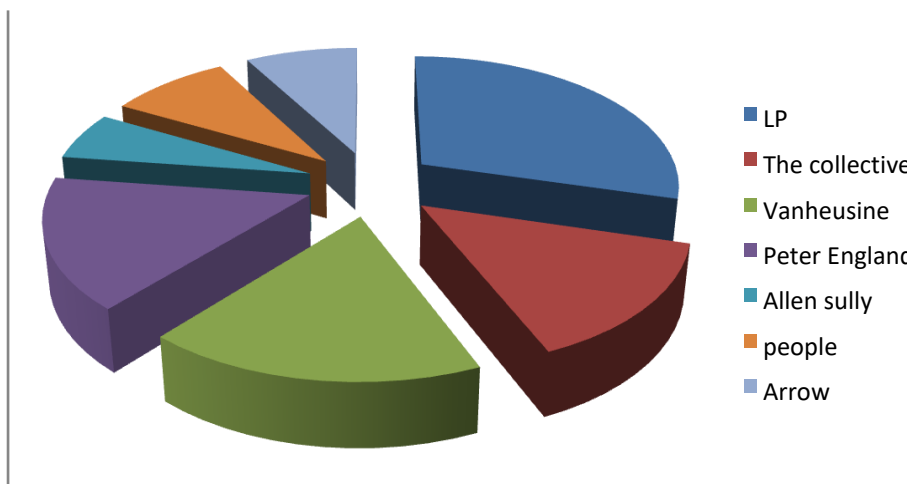
Table 3: Awareness of Adity Birla Brands

Brands	Response	Percentage
LP	100	100
The collective	49	49
Vanheusine	60	60
Peter England	54	54
Allen solly	20	20
people	30	30
Arrow	28	28

**Interpretation:**

The graph shows the attention of Hindu deity Birla brands among the thrissur district customers. And most of them square measure tuned in to all the Hindu deity Birla brands and Louis Phillipis the key among them.

Chart 3: Awareness of Aditya Birla brands



**Interpretation:**

Most of the AB brands square measure well-liked among the respondent. From all the brands record is thought by all the purchasers WHO visited the salesroom Hypothesis take a look acting - Chi Sq. Test Regularity of Customers:

Table 4

Age	Yes	No	Total
16-23	12	6	18
23-30	26	6	32
30-40	8	6	14
40-50	15	5	20
50 Above	11	5	16
Total	72	28	100

H0: Null Hypothesis- there's no relation between age and complete loyalty with relevance record brands

H1: different hypothesis there's a relation between age and complete loyalty with relevance record complete.

O <sub>i</sub>	E <sub>i</sub>	O <sub>i</sub> -E <sub>i</sub>	(O <sub>i</sub> -E <sub>i</sub> ) <sup>2</sup>	(O <sub>i</sub> -E <sub>i</sub> ) <sup>2</sup> /E <sub>i</sub>
12	12.96	-0.96	0.921	0.071
6	5.04	0.96	0.921	0.182
26	23.04	2.96	8.761	0.380
6	8.96	-2.96	8.761	0.977
8	10.08	-2.08	4.32	0.428
6	3.92	2.08	4.32	1.10
15	14.4	0.6	0.36	0.025
5	5.6	-0.6	0.36	0.064
11	11.52	-0.52	0.27	0.023
5	4.48	0.52	0.27	0.060
				=3.31

$$DF = (C-1)(R-1)$$

$$= (2-1)(5-1)$$

$$= 4$$

$$X^2_{5\%} = 9.448$$

9.448 (table value) is larger than three.331 (calculated value) thus there's no association between age and complete loyal customers. therefore, H0 different hypothesis is accepted.

**Conclusion:** The study era at Louise Philippe salesroom on the focus their subject complete control management reveals that from all the lot of varieties of completes of Madura top fashion and life style type of Aditya Birla Nuvo Ltd the Louise Philippe is sthe most leading and preferred brand in the market place. The Louise Philippe is most popular by the purchaser's square measure attributable to its name and its quality. they need a decent management system and well-trained workers that act as a wealth for the organization. except of these they're providing privilege cards for his or her customers that also are a district of their complete management activities. the kinds of privilege cards embody Pt, gold and silver cards. The Louise Philippe is thought because the premium complete of AB Madura Fashion and mode. because the study reveals that it essential to own complete management system in each organization in order that they'll sustain and build a complete image among its customers. that the complete management idea encompasses a nice price in today's atmosphere because it is one in all the main issue that leads the purchasers to like the complete from competitors. because the complete record is leading attributable to these complete management activities. they need conjointly home delivery services and a stronger client service programme.



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