



A STUDY ON IMPACT OF BRAND MANAGEMENT ON BUSINESS PERFORMANCE OF S.P.APPARELS LIMITED, TIRUPUR.

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ABSTRACT :

Organization branding entails regulations for controlling marketing communications with target markets and consumers. The company creates and enforces limits which govern advertising methods as well as linguistic communication styles and the rhythmic patterns used when addressing customers. A company controls its product communication to markets through brand management which enforces rules and standards. The company establishes restrictions covering advertising methods while specifying language usage and communication tone and speaking rate with customer base. This research assesses brand management strategies as they relate to the business performance outcomes at S.P.Apparels Limited based in Tirupur. The sample size of the study is 110. The study utilized a descriptive research approach together with Convenience sampling as its sampling strategy. Both primary data and secondary data were employed for this research. Percentage analysis and chi square analysis and correlation analysis served as the chosen methods to identify research findings in this study. Statistical analysis shows that gender influences brand awareness perceptions of the respondents. It is suggested that the company should make aware about its range of prices to the customers to select the right products. There must be superiority in the brand than other brand in the market. There must be value for money for the brand to obtain positive perception towards the brand. It is concluded that When it extend its services and offer wide range of products in a excellent performance, its brand would be remain in the minds of customers and in the industry.

Keywords: Brand management, Business performance, Brand awareness, Equity.

INTRODUCTION OF THE STUDY

Brand

An established brand uses identifying symbols such as marks and logos or names and words combined with sentences to differentiate their products. The concept of brand identity requires one or more elements from those mentioned above. The application of brand name protection under the law results in a trademark. An idea functions as a brand identity rather than being a product itself. Such brand concepts represent imagery while symbolizing products or product lines. Consumer emotions toward brands form due to their beliefs and attitudes which subsequently impact their reactions to encountered brands. When customers seek or shop for consumer products they encounter brand experience.

Effective Brand Management Techniques

Ever since its introduction brand management has remained difficult to understand while several straightforward and refined procedures exist to control operations. These represent some tried and tested methods through which brand management takes place.

1.Establish Branding Basics

Successful brand management first requires developing essential pillars such as mission statement combined with logo creation alongside selection of target audience members and vision definition. The marketing team creates these branding basics during early stages of company or product development but brand management teams assume responsibility for their advancement.

2.Create Compelling Stories

The product relationship with consumers requires careful strengthening by the brand management team when the product gets into customer hands. The business should connect emotionally through stories which demonstrate how their products enhance human interactions.

3.Leverage Software

The unification of brand messages across different media platforms happens with guidance from social media and websites. Electronic advertising methods such as television broadcasts and radio programs and printed materials comprise this part. When a company operates through multiple marketing channels the link between them needs to be consistently strong for the delivery of one clear brand message to consumers.

4.Consider Branding Language

The brand management procedure requires consistent usage of language and tone in its process. When applied to photo or print advertising the transmission of the message becomes simpler. Different challenges will appear when individuals handle various marketing channels. The brand management team needs to maintain consistent wording and feelings through communications whenever they use uniform receiving channels throughout their product lines.

5. Establish Internal Rules

The tips fail to produce results when the branding and marketing staff inside the organization lack coordination. Brand management team members must establish proper rules and restrictions that control specific business activities. The brand management team establishes restrictions which include specific fonts together with images and designs and color schemes for use. The brand management team needs to review and approve all exceptional deviations from established rules.

Importance of Strategic Brands Management

- ✓ Better staff participation results in achieve business aim.
- ✓ The organization receives higher employee engagement from its personnel.
- ✓ The perception of the brand becomes more positive along with a growth in selling capability.
- ✓ The company achieves powerful marketing communication through this strategy.
- ✓ When industry markets experience significant alterations the companies face decreased exposure.
- ✓ Increase customer responses and trade cooperation
- ✓ It promotes licensing opportunitie

STATEMENT OF THE PROBLEM

Brand management is important for many reasons. It increases client loyalty and customer lifetime value in addition to creating an emotional connection between the client and the company. Furthermore, brand management might help a company raise the prices it charges for its products and services. Every company has been investing and spending huge resources for brand management. S.P.Apparels Limited, Tirupur is not exception for this. Investing resources for brand management is not an easy task since portion of a profit would go out from the concern for the brand management. Hence the company needs to analyse the impact of brand management on the organisational growth in order to maintain and enhance the brand management in several ways. Hence the study is undertaken to analyse the impact of brand management on business performance of S.P.Apparels Limited, Tirupur.

OBJECTIVES OF THE STUDY

Primary objective

- To study on impact of brand management on business performance of S.P.Apparels Limited, Tirupur

Secondary objectives

- To understand the brand awareness among the customers
- To study on brand image among the customers
- To evaluate the Perceived quality towards the brand
- To understand the customer loyalty towards the brand
- To obtain suggestions from the respondents to enhance brand management for the organisation

SCOPE OF THE STUDY

The study's focus is limited to S.P. Apparels Limited in Tirupur. The study examines how brand management affects company performance. The survey is conducted with the customers of S.P.Apparels Limited, Tirupur. The sample of the study is 110. The study throws lights on to understand the brand awareness among the customers. The study helps to analyse the brand image among the customers.

LIMITATIONS OF THE STUDY

- ✓ The study is limited to S.P. Apparels Limited, Tirupur clients.
- ✓ The study makes the assumption that the consumer provided the information without providing a biography.
- ✓ Based on the thoughts of a randomly selected sample of 110 people, the study is conducted.
- ✓ Some respondents did not provide appropriate answers in the sales point, and consumers did not reply appropriately during busy hours, making it difficult for the researcher to collect the questionnaire.

REVIEW OF LITERATURE

Miyamaru, L., Lourenção, M., Dallavale de Pádua, S.I. and de Moura Engracia Giraldi, J. (2024), The point of this research is to tender a new process representation for a Latin American just beginning country's target country brand and assess the applicability of business process management

(BPM) to it. The BPM application to the destination country-brand of a developing Latin American nation serves as the unit of analysis for this qualitative exploratory research. An in-depth meeting with the international tourism marketing organization of the developing nation yielded primary data. The findings offer a fresh approach to managing country brands in order to lower current obstacles. Three actions were taken: analysis and modeling of the country-brand management procedure that are now in place; presenting the issues with the current processes; and analyzing and modeling the country-brand management processes that will be used in the future.

Anja Stefan (2023), This study's main objective is to locate the strategic brand management techniques that produce the best outcomes, with a particular emphasis on those used during new product development (NPD). According to the study, three requirements must be satisfied in order for a strategic brand management during NPD to be conducted successfully. This will allow for the completion of three primary tasks and, ultimately, guarantee one important result. The three requirements are as follows: the business must understand the significance of having a distinct brand identity that is defined and understood by all parties involved. The R&D department must operate under the direction of the company's strong brand management, which might be a department or a high-ranking individual. These actions can lead to the ultimate goal of effective brand management during NPD, which is to establish the best possible brand fit for the new product. Regarding the actions, stakeholders, circumstances, and results of effective brand management during NPD, the findings close a gap in the literature. By demonstrating that these are only moderating elements, the existing understanding of brand centrality and high process formalization as essential components for improved financial performance and superior brand management has been expanded.

Hoang, P.D., Ta, T.D. and Bui, H.-Y.T. (2022) This study uses the innovation stimulus as a moderator to examine how BRM activities affect brand security. This research is being conducted using a mixed technique. Managers of 20 major food companies in Vietnam were interviewed for the qualitative study in order to learn more about their perceptions of brand security and BRM activities, as well as the function of novelty stimulus in controlling brand risk and creating metrics for novel concepts. Using SPSS software, a sample of 258 respondents is gathered for the quantitative research's validity and reliability tests, as well as for all of the hypotheses. According to the authors' results, the degree of BRM activity implementation affects brand security, with innovation stimulation acting as a moderating factor. In particular, brand security is positively and significantly impacted by the four BRM activity aspects of strategy, personnel, processes, and investment. Innovation stimuli, such as knowledge management and leadership innovation, may act as moderating factors.

Dr. S. Sujatha (2021), Brand management through marketing implements systematic methods to boost brand and product line values throughout the time span. Brand management enables product price increases through positive brand recognition which establishes customer loyalty. Thus efficient brand management remains vital for business success. The research analyzes brand management objectives and principles together with previous brand management survey findings from published literature and presents approaches to enhance brand management effectiveness for impact on brand perception by individuals. Additionally the paper explores different brand management survey approaches and their results.

Anwar Mohammed Alghorayer (2020), The study's goal was to investigate how the choices made by customers are determined by their perceptions of brand image together with the way they evaluate quality and their trust in brands. A descriptive research was planned. The findings were derived from actual data gathered by giving existing Jarir book shop consumers a closed-ended questionnaire. Emails and WhatsApp were used to distribute the online survey. The correlation analysis verified the existence of strong statistical connections between consumer conduct and the three tested independent variables consisting of brand image, brand trust and perceived quality. The three factors collectively accounted for 60.7% of the variation, according to the regression analysis. Among other things, there was the highest association between customer behavior and brand trust. The current study's outcome was significant since it adds to the body of material already in existence and may help managers decide to concentrate more on brand development because it has a significant influence on customer behavior.

Berthon, Pierre, Ewing, Michael T, Napoli, Julie (2019), No study has been conducted to look at branding in small to medium-sized businesses (SMEs), despite the fact that a remarkable amount of literature has emerged concentrating on the crucial tasks associated with The approach focuses on brand management for established brands belonging to large organizations that possess sizeable marketing funds. Thus, the goal of the current study is to evaluate the extent and character of brand management in the context of SMEs. Results indicate that small and big firms differ significantly on nine out of the ten brand management criteria listed in Keller's brand report card. Additionally, the effectiveness of SMEs' businesses is linked to several brand management strategies. The study's shortcomings are mentioned, its implications are emphasized, and future research options are described.

RESEARCH METHODOLOGY

Research is a methodical approach to deliberate inquiry. Developing a hypothesis, gathering information on pertinent factors, evaluating and interpreting the findings, and drawing conclusions—either in the form of a solution or a specific generalization—are all necessary for this.

A research methodology consists of precise methods and stages necessary to select and evaluate relevant subject-based data through identification and analysis. The research methodology section in a paper enables readers to assess how valid and dependable the entire study proves to be.

Study area

The study area is S.P.Apparels Limited, Tirupur.

Design of the study

A research design serves to create data collection and analysis criteria that focus on attaining the most efficient process while maintaining connection to study objectives.

Descriptive research design was chosen as the study's methodology. To find out how the clients see the current scenario, the researcher must describe it. Thus, descriptive research is used. Research using descriptive methods has an absolute limit to collect data about past events and current situations.

Sampling technique

Researchers use sampling to choose specific population members or smaller groups when evaluating whole population characteristics for making statistical deductions. Market researchers commonly use a range of sample strategies to get pertinent insights, removing the need to examine the entire population. This study used the non-probability sampling approach. Non-probability sampling conducts participant selection through non-random choices based on convenience and other conditions to streamline data collection procedures. The convenience sampling strategy is used in this investigation.

CORRELATION ANALYSIS

Hypothesis Testing

Null hypothesis (H₀): There is no significant relationship between age of the respondents and perceived quality towards the brand

Alternative hypothesis (H₁): There is some significant relationship between age of the respondents and perceived quality towards the brand

TABLE NO: 4.3.1 COMPARISON OF AGE OF THE RESPONDENTS AND PERCEIVED QUALITY TOWARDS THE BRAND

Correlations			
		AGE GROUP OF THE RESPONDENTS	PERCEIVED QUALITY TOWARDS THE BRAND
AGE GROUP OF THE RESPONDENTS	Pearson Correlation	1	.007
	Sig. (2-tailed)		.944
	N	110	110
PERCEIVED QUALITY TOWARDS THE BRAND	Pearson Correlation	.007	1
	Sig. (2-tailed)	.944	
	N	110	110

INTERPRETATION:

According to the collected data presented in the table, 110 participants indicate a co-efficient of correlation measuring 0.007 between their age and brand quality perception

SUGGESTIONS

- The company must spread about its brand through various channels like newspaper, social media, website, positive word of mouth and television advertisements.
- The company has to maintain always brand image towards the concern. It must maintain the standard quality in its products.
- It must take all the efforts to avail its brand in all the outlet to reach the wider customers.
- The company has to fix the price in affordable manner to suit all sorts of customers. It must maintain the reliability in its transactions and brand performance.
- The company has to make familiarize its offering range of products to its customers and it must show its uniqueness in its brand performance.
- The company should make aware about its range of prices to the customers to select the right products.
- There must be superiority in the brand than other brand in the market. There must be value for money for the brand to obtain positive perception towards the brand.
- The company should take all the efforts to resolve the customers complaints promptly to have good customer relationship.

CONCLUSION

A company needs branding as an essential approach to developing unique personalities for its products and services. Brand identity provides companies with opportunities to build emotional bonds between clients that strengthen their commitment to the business. A firm needs to understand branding fundamentals as a first step before starting its brand strategy no matter how complex it can get. Brand management aims for developing a robust positive reputation because it directly drives increased market share and sales performance. A business must understand all brand management aspects in order to create a powerful brand identity. Through brand management a company gains the ability to elevate product and service pricing rates. It is suggested that the company must provide repeated advertisements through various channels in order to obtain brand recall in the minds of customers. It is concluded that the company has made brand awareness successfully among the customers. It has wider scope to extend their business in many other countries since it has impact of brand management on its business. When it extend its services and offer wide range of products in a excellent performance, its brand would be remain in the minds of customers and in the industry.

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