A MULTI-CRITERIA APPROACH TO STUDY THE SIGNIFICANCE OF BRANDING AS A MARKETING STRATEGY IN CLOTHING MERCHANDISE

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ABSTRACT

In recent era branding has become an integral part of the promoting any product. Indian clothing market with its vast size and demand potential offers great opportunities to the vendors. It provides a promising business as new customs and fashions keep on hitting the markets on day to day basis. Clothing markets constitute a wide and untapped market for many products and brands which are being marketed for the foreign outlets. Added enticement is the rising purchasing power of people due to overall increase in literacy rate and financial resources commanded by better employment opportunities. By and large this rise in purchasing power remains unexploited due to lack of development in provincial areas. Contemporary desideratum is what kind of brand prescience is required to unlock long-term value from these markets. This paper utilizes pair wise comparison matrices to explore branding anticipation in Clothing Marketing. It is emphatically established that a well-executed branding strategy has prominently affected the response of the targeted customers with consequent impact on sales success.

KEYWORDS: Clothing Merchandise, Consistency, MCDM (Multi Criteria Decision Making), Pair wise Comparisons.

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REFERENCES


