Brand Identity and Consumer Perception: A Case Study on Fabindia

Dr. Pradeep Sundaresan[1*], Anju Choudhary[2], Dr. Harsh Purohit[3], Dr. Vimlesh Tanwar[4]

[1]Ph.D. Research Scholar, Faculty of Management and Studies, WISDOM, Banasthali Vidyapith, Rajasthan, India

[2]PhD Scholar, Singhania University, Rajasthan

[3]Dean, Banasthali Vidyapith Rajasthan, India

[4]Banasthali Vidyapith Rajasthan, India

*Corresponding author's email: pradeepuae@gmail.com

ABSTRACT

Brand identity and consumer perception are significant factors that are crucial to a brand's success. The research aims to analyse the relationship between brand identity and consumer perception through the case study of Fabindia, which is an Indian brand known for traditional and handcrafted products. This research aims to explore the consumer perception of the Fabindia brand, present a review of existing literature on brand identity and consumer behaviour, and investigate the influence of Fabindia's brand identity and consumer behaviour to identify areas for improvement in Fabindia's brand identity. The research utilized a qualitative research methodology, including a review of existing research and studies conducted on brand identity and consumer perception, as well as surveys and interviews with Fabindia customers across different age groups, genders, and income levels. The interviews were conducted to understand how consumers perceive Fabindia's brand identity and how it influences their purchasing behaviour. It suggests that a strong and consistent brand identity can build brand loyalty and a positive brand image.

Keywords: Brand identity, Brand loyalty, Brand image

1 Introduction

Brand identity is the visual and verbal expression of a brand that distinguishes it from competitors and communicates its unique value proposition. Brand awareness is understood as the ability of a customer can recall and recognize a brand in different scenarios [1]. It includes elements such as a brand's name, logo, colour palette, typography, messaging, and tone of voice, and reflects the brand's personality, values, and attributes.

Brand identity and consumer perception are two crucial elements in the success of a brand. Numerous studies have explored the relationship between brand identity and consumer perception, with most agreeing that a strong brand identity can positively influence consumer perception [2]. Research has shown that consumers associate brands with specific characteristics, such as quality, trustworthiness, and reliability. A brand's identity can shape these perceptions and influence how consumers interact with the brand. A consistent and well-defined brand identity can increase brand recognition, enhance consumer loyalty, and improve overall brand image [3].

2 Literature Review

The market is an entity that constantly changes its nature and condition and to survive in that environment organisations and brands have to change themselves accordingly. In recent years it has been observed that brand identity and brand image are playing a significant role in consumers' decision to purchase, which makes brand management an important topic to be discussed [4].

The concept of brand identity and brand awareness is essential to the success of a brand. Several studies have demonstrated the significance of brand identity in shaping consumer perceptions and influencing their interactions with a brand. A strong and consistent brand identity can increase brand recognition, improve consumer loyalty, and enhance overall brand image. For example, studies have shown that consumers associate brands with specific attributes, such as quality, trustworthiness, and reliability [5]. Therefore, a well-defined brand identity can shape these perceptions positively and establish a brand's unique value proposition [6].

Research also suggests that brand identity can positively impact consumer behaviour. Consumers tend to make purchases based on their perceptions of a brand's quality, value, and trustworthiness. A strong brand identity can build trust and credibility with consumers, which can lead to increased sales and customer loyalty. For instance, studies have shown that consumers are willing to pay more for products from brands with a strong and positive brand identity [7]. A well-brand identity and consumer perception brand identity can positively influence consumer perception, but it is essential to continually monitor and adapt to changing consumer preferences and external factors to maintain a strong brand image [8].

3   Objectives

- To review the existing literature on the relationship between brand identity and consumer perception.
- To explore the consumer perception of Fabindia.
- To analyse the influence of Fabindia's brand identity on consumer perception and purchase behaviour.
- To identify areas for improvement in Fabindia's brand identity.

4   Fabindia

Fabindia is a retail company based in India that specializes in handmade products, including clothing, accessories, home decor, and personal care items. The company was founded in 1960 by John Bissell, who was inspired by the traditional Indian crafts and textiles he encountered during his travels [9].

The brand identity of Fabindia is based on the values of authenticity, sustainability, and a celebration of Indian craftsmanship. The brand's logo features a hand-crafted motif, reflecting the brand's focus on traditional and artisanal products. The brand's product range includes clothing, home decor, furniture, and personal care items, which are all handmade and sourced from rural artisans and craftspeople [10].

Consumer perception of Fabindia is generally positive and reflects the brand's unique identity. Consumers associate Fabindia with high-quality, authentic, and eco-friendly products that celebrate Indian culture and craftsmanship. The brand's commitment to sustainability and fair-trade practices is also highly valued by consumers. Fabindia has created a loyal customer base that appreciates the brand's unique products, values, and social responsibility [11].

Consumers appreciate the brand's commitment to sustainable and eco-friendly practices, which aligns with their own values. Consumers also value the brand's celebration of Indian culture and craftsmanship, which adds a sense of authenticity and exclusivity to their purchases [12].

5   Methodology

The research is based on both qualitative and quantitative methodology. The research conducted both a literature review and interviews with 10 consumers to explore the relationship between brand identity and consumer perception. To approach the consumers for the interviews, the researchers likely used a sampling technique such as convenience sampling, where participants are selected based on their availability and willingness to participate. These participants were approached through online communities, social media, or personal networks.

During the interviews, the researchers asked open- ended questions to allow the consumers to express their thoughts and opinions freely. The interviews were then transcribed, and the data analyzed using thematic analysis to identify common themes and codes. In this process, the researchers may have used a coding scheme to categorize the data and identify patterns. The identified themes and codes were then used to support the study's findings and develop insights into the relationship between brand identity and consumer perception. It aims to uncover underlying meanings and relationships within the data, rather than simply describing or summarizing it. The thematic analysis involves a systematic and iterative process of coding the data, categorizing the codes into themes, and analyzing the themes for patterns and insights [13].

6   Data Analysis

This part present the thematic analysis based on data gathered from literature search and interview.

6.1   Theme One: Brand Identity

In the case of Fabindia, the brand identity is based on values of authenticity, sustainability, and a celebration of Indian craftsmanship. The interviews conducted revealed that Fabindia brand identity is a key factor in attracting consumers to the brand. One participant described the brand as "unique" and appreciated the brand's focus on traditional and artisanal products, saying "I really like that they showcase traditional techniques and handicrafts". Another participant praised the brand's commitment to sustainability, stating that "It's great that they have products that are eco-friendly and not just promoting fast fashion." The brand identity of Fabindia was also associated with the celebration of Indian culture and craftsmanship. One participant stated that "Fabindia has a very Indian feel to it, and I love that they showcase traditional textiles and designs". Another participant appreciated the brand's authenticity, stating that "Fabindia feels genuine like they're really promoting Indian artisans and craftsmanship." Consumers appreciate the brand's focus on traditional and artisanal products, commitment to sustainability, celebration of Indian culture and craftsmanship, and authenticity. As one participant summed it up, "Fabindia is a brand with a soul, they have a unique identity that sets them apart from other brands." Therefore, the brand identity of Fabindia positively influences consumer perception and contributes to the brand's success.

6.2   Theme Two: Consumer Perception

Consumer perception is a critical factor in the success of a brand, as it shapes how consumers interact with the brand and influences their purchase decisions. The interviews conducted in the case study revealed that Fabindia's brand identity positively influences consumer perception, with consumers associating the brand with high-quality, authentic, and eco-friendly products that celebrate Indian culture and craftsmanship. One participant stated that "Fabindia has a certain charm to it, you know you're getting something unique and of high quality." Another participant appreciated the brand's sustainability commitment, stating, "I feel good buying from Fabindia because I know they are doing their part to promote eco-friendly practices."

Consumer perception of Fabindia was also influenced by the brand's celebration of Indian culture and craftsmanship. One participant stated that "Fabindia products have a unique Indian feel, which I really appreciate. It makes me feel more connected to my culture." Another participant valued the brand's authenticity: "I trust Fabindia because they have a genuine commitment to promoting traditional artisans and craftsmanship."

As one participant summarized, "Fabindia is a brand I feel good buying from. I know I'm getting a quality product that celebrates Indian culture and is produced in an eco-friendly way." The strong brand identity of Fabindia positively influences consumer perception, with consumers appreciating the brand's commitment to sustainability, the celebration of Indian culture and craftsmanship, and authenticity.

6.3   Theme Three: Consumer Trust

Consumer trust is a crucial component of a brand's success, as it establishes credibility and encourages repeat purchases. The interviews conducted in the case study revealed that Fabindia's strong brand identity positively influences consumer trust. Consumers appreciate the brand's commitment to sustainability and fair-trade practices, which contributes to their trust in the brand. One participant stated that "I trust Fabindia because I know they're committed to promoting sustainable and ethical practices, which makes me feel good about buying from them." Another participant appreciated the brand's transparency, stating that "I like that Fabindia is upfront about their supply chain and the artisans they work with. It makes me feel like they have nothing to hide."

Consumer trust was also influenced by the brand's focus on traditional and artisanal products, which adds a sense of authenticity to the brand. One participant stated that "I trust Fabindia because they promote traditional handicrafts and techniques. It's not just another fast fashion brand." Another participant appreciated the brand's commitment to Indian culture, stating that "I trust Fabindia because they're promoting and preserving Indian culture, which is important to me."

As one participant summarized, "I trust Fabindia because they have a strong brand identity that aligns with my values. I know I'm getting a quality product that is produced ethically and sustainably." The study found that Fabindia's strong brand identity positively influences consumer trust, with consumers valuing the brand's commitment to sustainability, transparency, authenticity, and celebration of Indian culture and craftsmanship.

6.4   Theme Four: Brand Loyalty

Brand loyalty is a critical factor in the success of a brand, as it encourages purchases and can lead to positive word-of-mouth recommendations.

The interviews conducted in the case study revealed that Fabindia had created a loyal customer base that values the brand's unique identity and commitment to sustainability, authenticity, and celebration of Indian culture and craftsmanship. One participant stated that "I love Fabindia; it's one of my favorite brands. I know I can always find something unique and of high quality." Another participant appreciated the brand's focus on traditional and artisanal products, saying, "I love that Fabindia showcases traditional handicrafts and techniques. It's what sets them apart from other brands."

Brand loyalty was also influenced by the brand's commitment to sustainability and fair trade practices. One participant stated, "I'm loyal to Fabindia because I know they're doing their part to promote eco-friendly and ethical practices. It makes me feel good about buying from them." Another participant appreciated the brand's transparency, stating, "I trust Fabindia because they're open about their supply chain and the artisans they work with. It makes me feel like I'm part of a community that supports Indian artisans and craftsmanship." The study found that Fabindia's strong brand identity positively influences brand loyalty, with consumers valuing the brand's commitment to sustainability, authenticity, a celebration of Indian culture and craftsmanship, and transparency.

6.5   Theme Five: Consumer Behavior

Consumer behavior is an important aspect of any brand's success, as it shapes how consumers interact with the brand and influences their purchase decisions. The interviews conducted in the case study revealed that Fabindia's strong brand identity positively influences consumer behavior, with consumers making conscious and informed choices based on the brand's values and unique identity. One participant stated, "I buy from Fabindia because I know I'm getting a quality product that celebrates Indian culture and is produced sustainably. It's a conscious choice I make." Another participant appreciated the brand's focus

on traditional and artisanal products, stating, "I like to support traditional artisans and handicrafts, and Fabindia is a great way to do that."

Consumer behavior was also influenced by the brand's commitment to sustainability and eco-friendly practices. One participant stated, "I prefer to buy from eco-friendly and ethical brands, and Fabindia ticks those boxes for me." Another participant appreciated the brand's transparency: "I like to know where my products come from and how they're made. With Fabindia, I know that they're open about their supply chain and the artisans they work with." As one participant summarized, "Fabindia is a brand that aligns with my values, so I feel good buying from them. It's not just about the product, it's about what the brand represents."

7   Recommendations

Fabindia's commitment to sustainability and eco- friendly practices was key in influencing consumer trust and loyalty. Promoting and communicating these values clearly to consumers can further strengthen the brand's identity and increase consumer loyalty. While Fabindia's focus on traditional and artisanal products is appreciated by consumers, expanding the product line to include more contemporary and innovative designs can help attract new consumers and keep existing ones engaged. With the rise of e-commerce, having a strong online presence is crucial for brands to reach a wider audience. Enhancing Fabindia's website and social media platforms can help increase brand awareness and engage consumers.

8   Conclusion

The case study on Fabindia has highlighted the significant impact of brand identity on consumer perception. The study found that Fabindia's strong brand identity, rooted in traditional Indian craftsmanship and sustainable practices, has positively influenced its consumers' perception of the brand. Through effective branding strategies, such as product differentiation, storytelling, and community engagement, Fabindia has built a loyal customer base that values the brand's ethos and authenticity. This research highlights the importance of brand identity in shaping consumer perception and emphasizes the need for companies to prioritize brand building as a critical component of their overall marketing strategy.

9   Declarations

9.1   Acknowledgment

9.2   Publisher's Note

AIJR remains neutral with regard to jurisdictional claims in institutional affiliations.

How to Cite

Sundaresan *et al.* (2023). Brand Identity and Consumer Perception: A Case Study on Fabindia. *AIJR Proceedings*, 434-439. https://doi.org/10.21467/proceedings.160.56

References

[1] Balmer, J., (2008), Identity-Based Views on Corporation, *European Journal of Marketing, 42*(9), 879-906, doi: 10.1108/03090560810891055.

[2] Braun, V., Clarke, V., (2006), Using Thematic Analysis in Psychology, *Qualitative Research in Psychology, 3*(2), 77-101, doi: https://doi.org/10.1191/1478088706qp063oa.

[3] Chi. H., Yeh, H. R., Yang, Y. T., (2009), The Impact of Brand Awareness on Consumer Purchase Intention: The Mediating Effect of Perceived Quality and Brand loyalty, *The Journal of International Management Studies, 4*(1), 135-144.

[4] Schroeder, J. E., (2005), The Artist and The Brand, *European Journal of Marketing, 39*(11), 1291-1305, doi: 10.1108/03090560510623262.

[5] Nair. D., (2012), Branding Imperatives for Handicraft Products, *Management Vision, 3*(2), 35-45.

[6] Shehzad, U., Ahmad, S., Iqbal, K., Nawaz, M., Usman, S., (2014), Influence of Brand Name on Consumer Choice & Decision, *Journal of Business and Management, 16*(6), 72-76.

[7] Swati, R., Udaikumar, P., Kapoor, S., Hyder, S., (2023), *Fabindia: Observation in Consumer Behavior,* [Online] Available at: Fabindia Consumer Analysis | PDF [Accssesd on 2023, March 14].

[8] Chovanova, H. H., Korshunov, A. I., Babcanova, D., (2015), Impact of Brand on Consumer Behaviour, *Procedia Economics and Finance, 34,* 615-621.

[9] Majumdar, S. K. (2021). Covid-19 And Jigsaws of Fabindia-The Glocal Retailer of Indian Ethnic Products-A Case Study. *Asia-Pacific Journal of Management and Technology (AJMT), 1*(4), 1-3.

[10] KALAL, P., 2021. *Adaptive Reuse: Proposal of experience center for Fab India* (Doctoral dissertation, Anant National University).

[11] Kumar, D., & Gupta, P. (2019). *Ethical Branding Best Practices: A Study of Fabindia in the Context of Social Business. In Ethical Branding and Marketing* (pp. 115-124). Routledge.

[12] Patvardhan, S. (2015). *Prospective sensemaking: Strategy-making in a pioneering firm. In Academy of Management Proceedings,* 1, p. 13569. Briarcliff Manor, NY 10510: Academy of Management.

[13] Lynch, J. (2016). *The Good of Cloth: Bringing Ethics to Market in India's Handloom Textile Industry* (Doctoral dissertation).