

Applying some branding strategies to improve the competitive capability of locally manufactured ready-made garment

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Abstract:

One of the most valuable intangible assets of a firm is its brands, and it is incumbent on marketing to properly manage their value. Building a strong brand is both an art and a science. It requires careful planning, a deep long-term commitment, and creatively designed and executed marketing. A strong brand commands intense consumer loyalty at its heart as a great good or service. The American Marketing Association defines a brand as “a name, term, sign, symbol, or design, or a combination of them, intended to identify the goods or services of one seller or group of sellers and to differentiate them from their competitors.” The word ‘brand’ comes from the Norwegian “brand” meaning to burn, as in branding cattle. A brand is thus a good or service whose dimensions differentiate it in some way from other goods or services. These differences may be functional, rational, or tangible—related to product performance of the brand. They may also be more symbolic, emotional, or intangible—related to what the brand represents or means in a more abstract sense. Brands also perform valuable functions for firms. First, they simplify product handling or tracing. Brands help to organize inventory and accounting records. A brand also offers the firm legal protection for unique features or aspects of the product. The brand name can be protected through registered trademarks; manufacturing processes can be protected through patents; and packaging can be protected through copyrights and proprietary designs. These intellectual property rights ensure that the firm can safely invest in the brand and reap the benefits of a valuable asset. A credible brand signals a certain level of quality so that satisfied buyers can easily choose the product again. Brand loyalty provides predictability and security of demand for the firm, and it creates barriers to entry that make it difficult for other firms to enter the market. For the previously mentioned reasons the researchers chose to introduce some branding related concepts and strategies in the literature review in addition they did a deductive analysis through setting some hypotheses regarding applying some of branding strategies in clothes and sportswear. The relevance of the hypotheses was clarified through the results of a questionnaire.

key words:

Sub-branding, Hypermarket, Online Marketplace, Brand extension branding, Individual branding

المستخلص:

تعد العلامة التجارية من الاصول القيمة غير الملموسة لأي مؤسسة. يعتبر بناء العلامة التجارية علم و فن حيث انه يتطلب الكثير من التخطيط و الإبداع فى التصميم و الإلتزام طويل الأمد فى عملية التسويق. العلامة التجارية القوية تعكس إلتزام المستهلك الشديد تجاه المنتج كذلك فهى القلب النابض لأي سلعة او خدمة ناجحة. تعرف الجمعية الأمريكية للتسويق العلامة التجارية بأنها اسم، مصطلح، علامة، تصميم، او مزيج من كل ما سبق يهدف إلى تعريف سلعة او خدمة لبائع او مجموعة من البائعين لتمييز منتجهم عن منتجات منافسيهم. تقوم العلامة التجارية ايضاً ببعض الوظائف للمؤسسة فهى تسهل عملية المناولة و التعقب و تساعد فى تنظيم مخزون المنتج و سجلاته المحاسبية. كذلك فالعلامة التجارية تجعل منتجها فريداً فى خواصه عن طريق تسجيلها مما يحافظ على حقوق الملكية الفكرية للمنتج التى تمنع المنافسين من تقليده. تستطيع المؤسسات الناجحة الإستفادة من علامتها التجارية كذلك تستطيع الاستثمار فيها و الجنى المستمر لثمار تلك العلامات التجارية القيمة. العلامة التجارية التى يمكن الإعتماد عليها تعكس مستوى من الجودة يدفع مشتريها على الإقبال على شرائها مرة أخرى بكل سهولة و دون تردد. الولاء للعلامة التجارية هو مؤشر يضمن الأمان و سهولة التنبؤ بالسوق سواء للمنتج او للبائع حيث انه يضع جداراً كبيراً يصعب دخول المنافسين إلى السوق التى تستهدفها المؤسسة. قرر الباحثون بناءً على اهمية كل ما سبق ذكره عرض بعض المصطلحات و الاستراتيجيات المتعلقة بالعلامات التجارية فى الإطار النظرى لهذه الورقة البحثية ثم قاموا بوضع بعض الفروض بناء على الإطار النظرى و اخيراً قام الباحثين بعمل إستطلاع للرأى على عينة عشوائية شملت ١١٣ مشاركاً للتأكد من مدى فاعلية الفروض المطروحة

Objective:

The article aims to introduce branding as an approach for increasing the competitive capability of clothes and sportswear.

Research methodology:

The research methodology is based on literature review and inductive reasoning:

- Literature review is for; introducing branding related concepts and strategies.
- Deductive reasoning analysis is carried out through setting some hypotheses regarding applying some of branding strategies in clothes and sportswear. The relevance of the hypotheses was clarified through the results of a questionnaire applied on a random sample.

Significance:

Branding is a crucial process for the success of any product to increase its market share meanwhile branding does not burden the organization with much costs unlike many other production and marketing operations. Through a better understanding of concepts and strategies mentioned in this article an organization in any field can acquire a bigger market position in addition organizations in the fields of clothes and sportswear manufacture and marketing can improve their competitive capabilities.

Problem:

▪ The Egyptian market lacks strong local brands of sportswear:

The researchers found out through some mini-surveys that people in Egypt have a good level of loyalty and trust in certain brands of underwear and certain major distributors like hypermarkets and online marketplaces. The researchers placed some hypotheses about the possibility of extending the success of those firms to add new production lines of sportswear and/or clothes having their brand mark. However, some of the hypermarkets and online marketplaces chosen for the study are not for Egyptian brands, those hypermarkets and online marketplaces do distribution for a lot of locally produced goods and their workforce is mainly from Egyptian people. Since those hypermarkets and online marketplaces care about achieving quality in line with competitive prices. They would definitely use local factories to produce their sportswear and/or clothes that could definitely increase the local production of sportswear and/or clothes. That increase could grant more job opportunities for Egyptians and a reduction in the imports of international brands, which would eventually reflect positively on the Egyptian economy.

Introduction:

One of the most valuable intangible assets of a firm is its brands, and it is incumbent on marketing to properly manage their value. Building a strong brand is both an art and a science. It requires careful planning, a deep long-term commitment, and creatively designed and executed marketing. A strong brand commands intense consumer loyalty at its heart is a great good or service. The American Marketing Association defines a brand as “a name, term, sign, symbol, or design, or a combination of them, intended to identify the goods or services of one seller or group of sellers and to differentiate them from their competitors.” The word ‘brand’ comes from the Norwegian “brand” meaning to burn, as in branding cattle. ¹A brand is thus a good or service whose dimensions differentiate it in some way from other goods or services. These differences may be functional, rational, or tangible—related to product performance of the brand. They may also be more symbolic, emotional, or intangible—related to what the brand represents or means in a more abstract sense. Brands also perform valuable functions for firms. First, they simplify product handling or tracing. Brands help to organize inventory and accounting records. A brand also offers the firm legal protection for unique features or aspects of the product. The brand name can be protected through registered trademarks; manufacturing processes can be protected through patents; and packaging can be protected through copyrights and proprietary designs. These intellectual property rights ensure that the firm can safely invest in the brand and reap the benefits of a valuable asset. A credible brand signals a certain level of quality so that satisfied buyers can easily choose the product again.²Brand loyalty provides predictability and security of demand for the firm, and it creates barriers for entry, that make it difficult for other firms to enter the market.³For the previously mentioned reasons the researchers chose to introduce some branding related concepts and strategies in the literature review in addition they did a deductive analysis through setting some hypotheses regarding applying some of branding strategies in clothes and sportswear. The relevance of the hypotheses was clarified through the results of a questionnaire.

1. Literature review:

1.1 Key definitions:

Branding :

The success of any business or consumer product depends partially on the target market's ability to differentiate one product from another. Branding is the primary tool marketers use to differentiate their products from those of their competitors.

Brand Name:

A brand is a name, term, symbol, design, or a combination, thereof it identifies a seller's products and differentiates them from competitors' products. A brand name is that part of a brand, including letters (m& m), words (Chevrolet), and numbers (7Eleven).

Brand Mark:

The elements of a brand that cannot be spoken are called the brand mark—for example, the well-known Mercedes Benz and Nike symbols.

Brand

The term brand equity refers to the value of a company or brand name. A brand that has high awareness, perceived quality and brand loyalty among customers has a high brand equity—a valuable asset indeed.

Equity :

Global Brand:

The term global brand refers to a brand which gets at least one third of its earnings from outside its home country, it is recognizable outside its home base of customers and has publicly available marketing and financial data. Like: Pizza Hut & KFC.

Sub-branding:

Sub-branding involves combining an established company's name with another name in an existing or a different product category to develop a good or a service that has its own brand identity in terms of a given market segment.⁴

Trademark:

The trademark is a legal designation of exclusive use of a brand⁵

Trade Name:

Full legal name of an organization.

Public Relations:

The public relation (PR) is a management function that helps an organization establish and maintain communication with the public. PR promotes a favorable opinion of a company, its goods and its services. The traditional perspective of PR is about building mutually beneficial relationships and earning public understanding and acceptance from others.⁶

Hypermarkets:

A hypermarket is a large retail store that sells all groceries and general merchandise. It can be said that it is a superstore that combines a supermarket and a department store, and you can gather a huge selection of products in one place and complete your weekly and monthly shopping at once. Hypermarkets, like other large department stores, employ a business model that focuses on high-volume, low-margin sales. The concept of hypermarkets was pioneered by the Fred Meyer chain, when it opened the foremost hypermarket in 1931 in Portland, Oregon, which is now part of Kroger, the largest grocery store chain in the US. However, the history of the hypermarket is usually traced to the early 1960's when two similar prototypes for the later

hypermarket design came forward. A superstore namely Thrifty Acres opened in Michigan in the United States and in a year, the European retailer Carrefour opened a hypermarket in France. While the retail form worked well, the general format did not commence to take off until the second part of the 1980's, when big retailers in the United Kingdom and the United States developed their own hypermarket formats, and began to build such stores in more areas. The first hypermarket in the UK was opened by Tesco in 1976. Apparently today it is considered to be one of the most convenient of all big-box store designs, with retail chains in just about every country of the world utilizing this retail model. The world's largest chain of hypermarkets today is Wal-Mart, followed by Carrefour of France.⁷

Online Marketplace:

An online marketplace is an online virtual place where buyers and sellers exchange product information and conduct transactions using Internet technologies, including information systems, payment technologies, social applications, visual simulations and other emerging digital technologies. By bringing together large numbers of buyers and sellers and automatically managing transactions, online marketplaces offer more opportunities for both parties to the transaction through network effects. Therefore, online marketplaces are essentially facilitators or intermediaries between buyers and sellers who have never interacted before. By providing transaction information and providing trusted authority context, online marketplaces facilitate transactions between invisible sellers and buyers.⁸ Today, online marketplace has become the most efficient and important model for e-commerce transactions⁹, and the volume of transactions in online marketplaces is explosively expanding¹⁰. New marketplaces are emerging at an unprecedented rate by exploiting new digital technologies (e.g., the mobile online marketplaces, the social network-based marketplaces, and the apps) or by meeting new market needs (e.g., Uber and Didi for transportation services, Airbnb for accommodation services). With the popularity and success of online marketplaces, the academic interest in this area is continually growing.¹¹

1.2 Benefits of Branding:

Branding has three main purposes: Product identification, repeat sales, and new product sales. The most important purpose is product identification. Branding allows marketers to distinguish their products from all others. Many brand names are familiar to consumers and indicate quality.

1.3 Brand Name Selection:

Selecting the right name is a crucial part of the marketing process. A good name can add greatly to a product's success. However, finding the best brand name is a difficult task. It begins with a careful review of the product and its benefits, the target market and proposed marketing strategies. Desirable qualities for a brand name include the following:

- a- It should suggest something about the product's benefits and qualities.
- b- It should be easy to pronounce, recognize and remember. Short names help, but longer ones are sometimes effective, such as 'la vache qui rit' cheese.
- c- The brand name should be distinctive; examples are Shell, Kodak and Virgin.

- d- The name should translate easily (and meaningfully) into foreign languages, for example, in Chinese Ferrari is pronounced as 'fa li li', the Chinese symbols for which mean 'magic, weapon, pull, power', which flatter the brand.
- e- It should be capable of registration and legal protection. A brand name cannot be registered if it infringes on existing brand names. Also, brand names that are merely descriptive or suggestive may not be protectable. Once chosen, the brand name must be registered with the appropriate Trade Marks Register, giving owners intellectual property rights and preventing competitors from using the same or a similar name.

1.4 Brand loyalty:

Brand loyalty consistently favors one brand over all others and tends to be very high in some product categories. More than half of consumers in product categories such as cigarettes, mayonnaise, toothpaste, coffee, headache medicine, bath soap and ketchup are brand loyal. Brand loyalty has its three levels from the customer's perspective as shown below!¹²

a- Brand Recognition:

The level of brand loyalty in which a customer is aware that a brand exists and views the brand as an alternative purchase if their preferred brand is unavailable.

b- Brand Preference:

The level of brand loyalty in which a customer prefers one brand over competitive offering.

c- Brand insistence:

The level of brand loyalty in which a customer strongly prefers a specific brand and will accept no substitute.

1.5 Categories of Brands:

There are three categories of brands: Manufacturer, private distributor, and generic as mentioned in detail below!¹³

a- Manufacturer brands:

Manufacturer brands are initiated by producers and ensure that producers are identified with their products at the point of purchase—for example, Dell, Starbucks and Levi's jeans. A manufacturer brand usually requires a producer to become involved in distribution, promotion, and to some extent, pricing decisions.

b- Private distributor brands;

Private distributor brands (also called private brands, store brands, or dealer brands) are Initiated and owned by a reseller (wholesale or retailer). The biggest feature of private brand is that the manufacturer is not specified on the product. Retailers and wholesalers are using their brands to develop more efficient advertising, achieve higher gross margins and transform the image of their stores. Successful private distributors may start manufacturing their own products in hopes of increasing their profits and to gain more control over the cost, quality, and design of their products; for example: Walmart and Carrefour!¹⁴

c- Generic brands:

Some marketers of conventionally branded products have embarked on a policy of not branding, often called "generic branding" which indicates only the product category (such as aluminum

foil, fresh fruits and vegetables) and do not include the company name or other identifying terms. Generic brands usually sold at lower prices than comparable branded items.

1.6 Branding policies:

Before companies can establish branding guidelines, they must first decide whether to brand their products. Branding can be difficult when a company's products are homogeneous and similar to those of its competitors. Commodities such as coal, salt, sand and milk are difficult to label due to the uniformity of such products and their physical properties. Marketers also need to consider how consumers differentiate their product's brand, for example, brand can be an important factor when buying coffee or snacks, but it is usually less important when buying fresh fruits and vegetables. If a company chooses to brand its products, it may opt for one or more of the following branding policies: Individual, overall family, line family and brand extension branding.¹⁵

a- Individual branding:

Individual branding is the policy of giving each product a different name. Procter & Gamble uses separate brands for its line of laundry detergents such as Tide, Bold, Daz and Dreft. Several Procter & Gamble brands are among the UK's top 50 consumer brands, including Pampers, Ariel and Oral-B. A major advantage of individual branding is that if an organization launches a bad product, the negative image associated with it will not taint other company's products. Individual branding can also facilitate market segmentation if a company wants to enter many segments of the same market. Distinct and unrelated names can be used and each brand can target specific segments. Such policies also foster internal competition for growth and success among different brand teams.

b- Overall family branding:

In overall family branding, all of a company's products branded with the same name, or at least part of the name, such as Kraft, Heinz, Microsoft or Ford. In some cases, a company's name is combined with other words to brand items. Heinz uses its name on its products along with a generic description of the item, such as Heinz Salad Cream, Heinz Baked Beans, Heinz Spaghetti and Heinz Tomato Soup. The quality image of its products increases consumer confidence in what they are buying. This brand consistency is stressed in Heinz advertisements. Unlike individual branding, overall family branding means that the promotion of one item with the family brand promotes the company's other products.

c- Line family branding:

Line family branding Sometimes an organization uses family branding only for products within a single line. This policy is called line family branding. Colgate-Palmolive, for example, produces a line of cleaning products that includes a cleanser, a powdered detergent and a liquid cleaner, all with the name Ajax. Colgate also produces several brands of toothpaste, none of which carries the Ajax brand name.

d- Brand extension branding:

Brand extension branding occurs when a company uses one of its existing brand names as part of a brand for an improved or new product that is usually in the same product category as the existing brand. Bic, the maker of disposable pens, introduced Bic disposable razors and Bic lighters. There is one major difference between line family branding and brand extension

branding. With line family branding, all products in the line carry the same name, but with brand extension branding this is not the case.

1.7 Co-Branding:

Co-branding entails placing two or more brand names on a product or its package. Three common types of cobranding are ingredient branding, cooperative branding, and complementary branding:¹⁶

a- Ingredient branding:

It identifies the brand of a part that makes up the product. An ingredient brand exists only as a part of another brand or offering, for example: Rolls Royce engines for Boeing 777 aircrafts.

b- Cooperative branding:

Cooperative branding occurs when two brands receiving equal treatment (in the context of an advertisement) borrow from each other's brand equity. A promotional contest jointly sponsored by Ramada Inn hotels, American Express and United Airlines used cooperative branding. Guests at Ramada who paid with an American Express card were automatically entered in a contest and were eligible to win more than 100 getaways for two at any Ramada in the continental United States and roundtrip airfare from the United states.

c- Complementary branding:

Complementary branding is the branding in which products are advertised or marketed together to suggest usage, such as a Heinz ketchup as a dressing for Lay's potato chips.

Cobranding is a useful strategy when a combination of brand names enhances the prestige or perceived value of a product or when it benefits brand owners and users. Cobranding may be used to increase a company's presence in markets where it has little room to differentiate itself or has limited market share.

1.8 Brand Sponsorship:

The financial or material support of an event, activity, person organization or product by an unrelated organization or donor is called sponsorship. Funds are made available to the recipient of the sponsorship in return for prominent public recognition of the benefactor's generosity, and display of the sponsor's name, products and brands. Sponsorship is no longer confined to the arts or the sporting world, although many galleries, theatrical companies, sports events and teams could not survive without sponsorship. Research and development, buildings, degree courses, charitable events – all often benefit from sponsorship. The donor or sponsor gains the benefits of enhanced company, brand or individual reputation and awareness, as well as, possibly improved morale and employee relations. Note the number of prestigious or well-known brands sponsoring the Olympics or football's World Cup. It is important to select sponsorship partners with care, as negative publicity about one may in turn tarnish the reputation of the other.¹⁷

2. Deductive Reasoning Analysis:

2.1 Survey

A survey was done for a random sample of 113 participants. The survey included those MCQ (Multiple Choice Questions) which participants can choose only one answer for each of them. MCQ and the percentages of responses are illustrated by pie charts below in detail:

MCQ (a). Gender

- Male
- Female

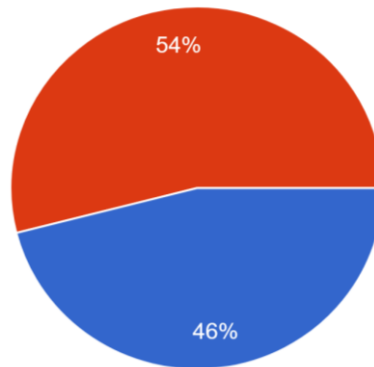


Figure 1: MCQ (a) responses by percentage

MCQ (b). Age

- 3:13
- 14:23
- 24:35
- 36:50
- Older than 50

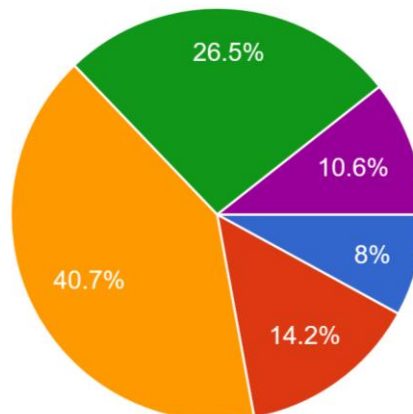


Figure 2: MCQ (b) responses by percentage

MCQ (c). If your favorite local brand of underwear like Dice, Cottonil, Embrator, Carina etc.... produced sportswear having same underwear brand logo. To which extent you would be willing to buy it?

- I would definitely buy it
- I might think about buying it
- I would not buy it at all

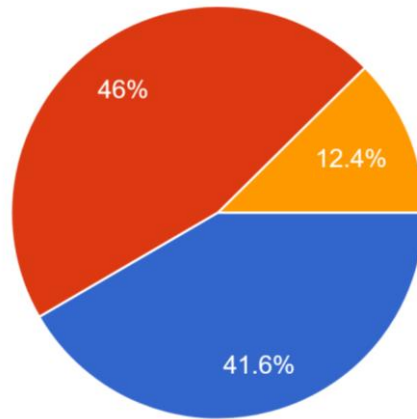


Figure 3: MCQ (c) responses by percentage

MCQ (d). What is the main reason, which encourages you to go to hypermarkets like Carrefour, Spinneys, and Hyper One etc...?

- Competitive prices
- It saves time and effort because it includes a great and various assortment of goods
- Other reasons

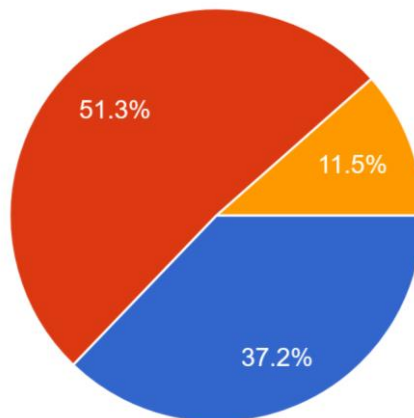


Figure 4: MCQ (d) responses by percentage

MCQ (e). How often do you go to hypermarkets for shopping?

- Frequently
- Sometimes
- Rarely
- Never 4.4%

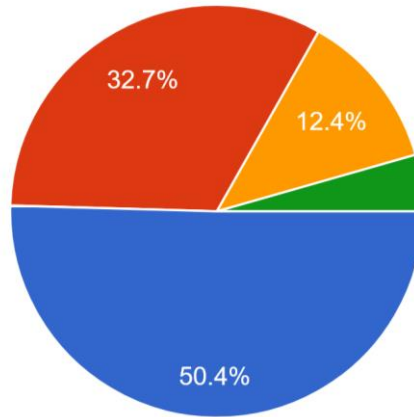


Figure 5: MCQ (e) responses by percentage

MCQ (f). To which extent you buy clothes in general and sportswear specifically from hypermarkets?

- I go to hypermarkets specifically to buy them
- I might buy them while I am shopping inside the hypermarket
- I rarely buy them from hypermarket
- I have never bought them from a hypermarket before

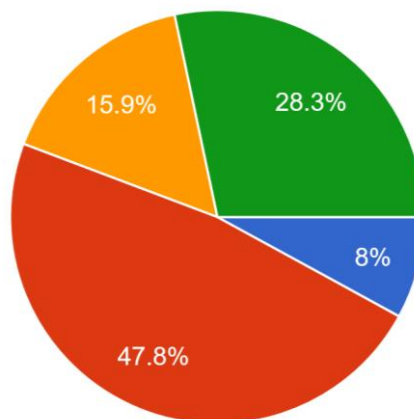


Figure 6: MCQ (f) responses by percentage

MCQ (g). If your favorite hypermarket like Carrefour, Spinneys, Hyper One etc... Or your favorite online marketplace like Amazon (Souq), noon, Jumia etc.... introduced clothes in general or sportswear specifically, to what extent you will be willing to buy them?

- I would definitely buy it
- I might think about buying it
- I would not buy it at all

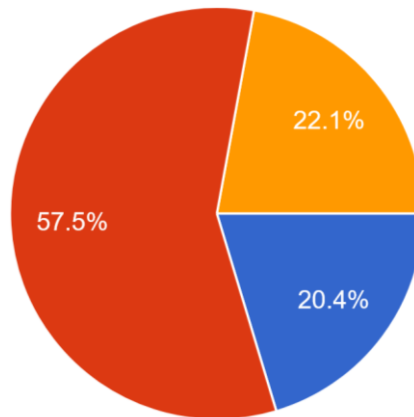


Figure 7: MCQ (g) responses by percentage

2.2 Validity and Reliability for the survey

To assess internal consistency for the MCQs, Cronbach α score was calculated using the 18% of the whole sample. A Cronbach Alpha test was used to ensure the instrument's reliability. The value was = 0.983 for the questionnaire. All values are accepted since they are more than 0.60 (Malhotra, 2004)¹⁸

The Cronbach is a reliability coefficient for the MCQs were 0.983. The Cronbach α score indicated an acceptable level of internal consistency (>0.70). Cronbach's alpha score was excellent to provide the following rules of thumb regarding levels of internal consistency: >0.9, excellent; >0.8, good; >0.7, acceptable; >0.6, questionable; >0.5, poor and <0.5, unacceptable. Correlation analyses between variables were conducted using Pearson correlations. A simple correlation was computed within each question with sum of all questions, the significance level for the correlation statistics in this study was set at $p < .01$.

Construct validity was assessed by computing scale scores for each item by calculating the mean score of the items for each respondent. Inter-correlations between the scale scores for the MCQs and the 'overall grade' were computed to determine the discriminant validity. Table 1 displays the inter-correlations of MCQs (c, d, e, f and g)

Table 1: Correlation with the total scale and inter-correlations of MCQs (c, d, e, f and g)

| MCQ | Pearson Correlation | Sig. |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------|-------|
| MCQ (c). If your favorite local brand of underwear like Dice, Cottonil, Embrator, Carina etc.... produced sportswear having same underwear brand logo. To which extent you would be willing to buy it? | .972** | 0.000 |

| | | |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------|-------|
| MCQ (d). What is the main reason, which encourages you to go to hypermarkets like Carrefour, Spinneys, and Hyper One etc...? | .727** | 0.001 |
| MCQ (e). How often do you go to hypermarkets for shopping? | .961** | 0.000 |
| MCQ (f). To which extent you buy clothes in general and sportswear specifically from hypermarkets? | .920** | 0.000 |
| MCQ (g). If your favorite hypermarket like Carrefour, Spinneys, Hyper One etc... Or your favorite online marketplace like Amazon (Souq), noon, Jumia etc.... introduced clothes in general or sportswear specifically, to what extent you will be willing to buy them? | .961** | 0.000 |

It appears that all the variables show strong positive relationships with one another. A positive correlation coefficient (r - value) indicates a strong or positive relationship among the variables. None of the variables showed a negative/reverse relationship. All variables indicated strong inter-item correlation. The variables with the highest positive r - value (strongest positive relationship) were found.

2.3 Analysis of Survey Results:

- a- MCQ (a) targeted to know the gender of random sample's participants to be used for the purpose of further filtrations for the results of the survey if required.
- b- MCQ (b) Age was segmented 3:13 for kids and young teenagers whose parents mainly choose and buy their clothes, 14:23 high school teenagers and university students, 24:35 fresh university graduates and/or just married couples, 36:50 for those who could be settled down married couples with kids and older than 50 for those who could be couples who have older kids in high school or university. Age was introduced in the random sample for the purpose of further filtrations for the results of the survey if required.
- c- MCQ (c) the researchers introduced "**Brand extension branding**" principal through a hypothesis to be applied through Egyptian underwear manufacturers. Nike, adidas and Puma had applied that principal earlier during their start up. All of them started their business with footwear (sneakers) then they extended their products to include sportswear step by step. The researches chose to apply a hypothesis that if Egyptian underwear manufacturers like Dice, Cottonil, Embrator, and Carina etc.... introduced sportswear products with their own brands and brand marks they might achieve success somehow similar to what Nike, adidas and Puma had achieved. The researchers introduced the extension to be done from underwear because underwear is a product which is being used by everyone unlike any other kind of clothes, in addition those four brands together (Dice, Cottonil, Embrator, and Carina) got almost 79% of the responses

of the random sample to be used as their preferable brands of underwear. 41.6% of the responses mentioned that if their favorite brand of underwear introduced sportswear under their brand name and logo, they would definitely buy it while 46% of the responses mentioned that they might buy the sportswear if it is introduced by their favorite brand of underwear. Accordingly, it is obvious that if the Egyptian underwear manufacturers introduced sportswear products under their brand names, they would have high probabilities of success.

d- MCQ (d) hypermarket's main purpose of usage:

The researchers introduced that MCQ to check what is the purpose people mainly use hypermarkets for. 37.2% of the responses mentioned that they use hypermarkets because of the competitive prices while 51.3% mentioned that it saves time and effort because it includes a great and various assortment of goods that is why they go there finally 11.5% mentioned that they use hypermarkets for other reasons. Eventually, it is concluded that 88.5% of the sample uses hypermarkets to save time, effort and money during shopping, the majority of them voted for time and efforts factors more than low price factor. The researchers used this MCQ to use its general indications for further marketing applications for clothes and sportswear.

e- MCQ (e) Frequency of using hypermarkets: 50.4% of the responses mentioned that they frequently go to hypermarkets while 32.7% mentioned that they go there and 12.4% mentioned that they rarely go there finally 4.4% of the sample mentioned that they never use hypermarkets. Eventually, it is concluded that 95.6 % of the sample's responses use hypermarkets while around 50% of them are frequent users.

f- MCQ (f) frequency of buying clothes and sportswear from hypermarket: Hypermarkets started recently to include clothes and sportswear along with their assortment of goods the researchers wanted to check how often do people use hypermarkets to buy clothes in addition to which extent this could convert clothes from competition goods to convenience goods like the rest of convenience goods offered by hypermarkets specially because number of hypermarkets has majorly increased to cover almost all governorates of Egypt. 8% of the sample mentioned that they go to hypermarkets to buy clothes and sportswear, 47.8% mentioned that they might buy them while shopping in the hypermarket, 15.9% mentioned that they rarely buy them from hypermarket while 28.3% mentioned that they have never bought them from hypermarket before. Eventually, it is concluded that 71.7% of the sample uses hypermarkets to buy clothes and sportswear at different frequencies out of the 95.6% who generally uses the hypermarket.

g- MCQ (g) **Private distributor branding** for clothes and sportswear through hypermarkets and online marketplaces. The researchers introduced online marketplaces along with hypermarkets in this MCQ as both of them have websites and mobile applications to process their customers' orders through, both of them offer delivery services free of charge sometimes however the main difference the researchers considered was that hypermarkets have points of sales which customers can go there and physically see the products unlike online marketplaces which might miss that advantage however on the other hand they utilize the land which could have been used

by hypermarkets as a point of sales to be a warehouse for goods which gives online marketplaces an advantage to have bigger assortments and stock of goods than hypermarkets. Hypermarkets like Carrefour and online marketplaces like Amazon (Souq) have recently introduced products carrying their brand names and brand marks. The researcher introduced a hypothesis that how much it would be successful if they started to introduce clothes and sportswear along with the other products under their brand names and brand marks. 20.4% of the responses mentioned that they would definitely buy clothes and/or sportswear in that case, 57.5% mentioned that they might buy while 22.1% mentioned that they would not buy.

3.1 Recommendations

- a- This study was mainly made for academic reasons for the objective mentioned above it could be a good reference for any firm who wants to extend its business accordingly however every firm has to do an internal analysis for its current situation and further market studies before they proceed with any expansion in their business according to below recommendations.
- b- The analysis "**Brand extension branding**" for the underwear manufacturers to produce sportswear: Participants showed high certainty to use the produced sportswear at a percentage closer to the percentage of participant with medium certainty as 41.6% and 46% respectively. The researchers accordingly recommend underwear manufacturers to try to introduce new lines of sportswear like track suits or football team wear with their own brand mark on it.
- c- "**Private distributor branding**" for the hypermarkets and the online marketplaces to introduce sportswear and/or clothes: participants did not show certainty or willingness as much as how they showed for underwear manufacturers however participants showed good frequencies regarding going to hypermarkets and 71.7% of participants mentioned that they buy clothes from hypermarkets at different frequencies. The researchers recommend hypermarkets to use **Individual branding** and **Sub-branding** together to achieve the highest possible interest of that with the least risk. For example, hypermarket (A) can introduce a new brand of clothes and/or sportswear with a totally distinctive brand mark and call that new brand (B), a manufactured track suit would have (B) trade mark but on the inner care label it would be mentioned "(B) a part of (A) group" in that case the success can be declared for (A) and (B) while in case of failure it would be declared for (B) only.

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