

**"An Empirical Study of Prospects and Effectiveness
of 'Co-Branding' Marketing Strategy for Retail
Sector" A Case Study of 'NCR'**

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**“An Empirical Study of Prospects and Effectiveness of
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In the attempt to build up a strong brand image marketers are using co-branding as a strategic option. **Co-branding**, co-partnering or dual branding.

This research study looks in to the psychological principles of co-branding strategy and highlights the potential benefits and hindrance of co-branding strategy as a brand-building alternative in Indian Market. National Capital Region (NCR) has been selected as the area of the study. For a clear understanding of the consumer behavior and also the socio-economic and psychological character of consumers, the area has been selected because it has a better infra-structure facilities and a wide range of shopping centers, multiplex malls and Business centers.

The primary objective of the study is to analyze the Impact of 'Co-branding' on customer buying behavior and its future prospects in India. An attempt has been made to know the brand awareness and brand loyalty of consumers.

The research is Empirical and Exploratory in nature. The appropriate research strategy had been research survey. A structured questionnaire is constructed to collect the primary data from the respondents. Simple random sampling is adopted on the ground of availability, convenience to access and level of participation. The statistical package for social sciences (SPSS) had been used to analyze the information to be collect during the fieldwork. Frequency and percentage cross tabulations, chi-square test and other test had been applied on the findings to examine the hypotheses. Sampling unit is limited to the NCR (Delhi, Ghaziabad, Noida and Others). 600 customer respondents from malls and other shopping (20 each from each mall and store).

Based on the result of our analysis, Results are showing that about more than half (58.3%) of the respondents agreed with the advantages of the co-brand offers. Cost effectiveness advantages are highly considerable factor for purchase decision. Results are showing that the price is highly considerable factor for purchase decision and quality comes on second position. That about two third (66.7%) of the respondents agreed with that due to co-brand offers their purchase bills increases. There is no significant association between psychographic (Age, Education and Profession) Characteristics and adoption of Co-brand offer: In other words we can say that Profession of the Respondents has no impact on the purchase decision due to co-brand offers. The co-brand offers have no effect as buying motives on the purchase decision: In other words we can say that the co-brand offers do not work as effective buying motives and do not change the perspective of the customers on the purchase decision. The Co-Branding collaborations do not make the customers become more interested in luxury brands due to the disadvantages of Co-brand offer: The co-brand offers are great value for money.


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Abstract

On the basis of findings it is hereby suggested and recommended that Advertisers should be aware also of timing of the co-branding presentation and ordering of the images in order to achieve maximum association formulation. Represent substantial cost savings on advertising. Broaden a geographical market reach with co-branding strategies. Choose brand partners that are leaders in their sector. Create programs with partners who best complement your brand.

Due to the qualitative nature of this study, it is difficult to generalize the actual findings to a bigger population. In turn, a quantitative study with a bigger sample frame could generate new insights into the co-branding phenomenon, and could add extra value and a higher validity for the results of this study. the conclusions in this study are set forth, of course, with a caveat as to the limitations of the sample. To provide a more comprehensive picture of the study it could be done for different regions of the country. A future study could also examine the customers and their opinions concerning not only co-branding products but also the effects of co-branding on the partners' brands.



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