

A
Project Report
on
“An Evaluative Study of Luxury Brand Logos”

Submitted to
G. S. College of Commerce & Economics, Nagpur
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In partial fulfillment for the award of the degree of
Bachelor of Business Administration

Submitted by

Shreya Torvi

Under the Guidance of
Prof. Ashima Varghese

G.S. College Of Commerce & Economics, Nagpur

Academic Year 2022 – 23



G.S. College Of Commerce & Economics , Nagpur

Academic Year 2022 – 23



CERTIFICATE

This is to certify that **Shreya Torvi** has submitted the project report titled “**An Evaluative Study of Luxury Brand Logos**”, towards partial fulfilment of **BACHELOR OF BUSINESS ADMINISTRATION** degree examination. This has not been submitted for any other examination and does not form part of any other course undergone by the candidate.

It is further certified that he/she has ingeniously completed his/her project as prescribed by Rashtrasant Tukadoji Maharaj Nagpur University, Nagpur.

Prof. Ashima Varghese
(Project Guide)

Dr. Afsar Sheikh
(Co-ordinator)

Place: Nagpur

Date:

G.S. College Of Commerce & Economics, Nagpur

Academic Year 2022 – 23



DECLARATION

I here-by declare that the project with title “An Evaluative Study of Luxury Brand Logos” has been completed by me in partial fulfillment of BACHELOR OF BUSINESS ADMINISTRATION degree examination as prescribed by Rashtrasant Tukadoji Maharaj Nagpur University, Nagpur and this has not been submitted for any other examination and does not form the part of any other course undertaken by me.

Shreya Torvi

Place: Nagpur

Date:



ACKNOWLEDGEMENT

With immense pride and sense of gratitude, I take this golden opportunity to express my sincere regards to S S Kathaley, Principal, G.S. College of Commerce & Economics, Nagpur.

I am extremely thankful to my Project Guide Prof. Ashima Varghese for her guideline throughout the project. I tender my sincere regards to Co-ordinator, Dr. Afsar Sheikh for giving me outstanding guidance, enthusiastic suggestions and invaluable encouragement which helped me in the completion of the project.

I will fail in my duty if I do not thank the Non-Teaching staff of the college for their Co-operation.

I would like to thank all those who helped me in making this project complete and successful.

Shreya Torvi

Place: Nagpur

Date:

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CHAPTER 1
INTRODUCTION

What is marketing?

Marketing refers to a set of activities that a company undertakes to promote their products or services to consumers. It involves advertising, selling, and delivering products to consumers or other businesses. Marketing seeks to match a company's products and services to customers who want access to those products. This ensures the profitability of the company.

4P's of Marketing:

The 4P's of marketing are product, price, place, and promotion. The four Ps make up the essential mix a company needs to market a product or service. This idea was popularized in the 1950s by Neil Borden.

1. **Product:** It refers to an item or items the business wants to offer to the customers. The product must seek to fulfil consumer demand for a greater amount of an already available product or fulfil an absence in the market.
2. **Price:** It refers to the amount the company plans to sell their product for. While deciding the price, companies must consider the unit cost price, marketing costs and distribution expenses. They also must consider the price of competing products in the marketplace and their price offers a reasonable alternative for consumers.
3. **Place:** It refers to the distribution of the product. It includes considerations like if the product will be sold through a physical store, online or through both distribution channels.
4. **Promotion:** It is the integrated marketing communications campaign. Promotion includes various activities such as advertising, selling, sales promotions, sponsorships, public relations, etc.

What is a luxury brand?

The word “luxury” comes from the Latin word *luxuria* which means extravagance, indulgent living, delicacy, and excess. It happens to be a word which has both, positive and negative connotations to it. It has the ability to be enjoyable, rewarding and deserving for some, but can also evoke feelings of envy, anger, and disgust in others.

A luxury brand is any brand that can be characterized by a high level of quality, their exclusiveness and most importantly, high price tags. Many different sectors, like retail, automotive, etc., have luxury brands.

For a brand to be considered luxurious, it should be exclusive. Luxury brands do not seek to serve the masses. They do not want their products to be readily available, even at high prices. Luxury marketing’s key element is the scarcity of luxury products. This plays a role in making it aspirational.

The fuel for luxury sector happens to be the people to aspire to belong to this segment. Hence, any brand which wants to succeed in being a luxury brand wish to maintain a high level of exclusivity and scarcity.

Luxury Brands in Retail:

Typically, luxury retail organisations produce a variety of luxury brands under their aegis for diverse retail markets. They include clothing, cosmetics, accessories, and libations. One or two firms control the vast majority of the luxury retail market.

For example, LVMH is a conglomerate specializing in luxury goods and owns some of the most popular luxury brands, such as Louis Vuitton, Fendi, Christian Dior, Givenchy, and Marc Jacobs. The Richemont group owns brand such as Cartier, Van Cleef and Arpels and Mont Blanc.

Luxury brands in Hospitality:

Marriot is one of the largest hotel groups in the world and has a number of luxury hotel brands under its umbrella. These include Bulgari, The Ritz Carlton, JW Marriot, and St Regis. These hotels provide a special experience that makes their guest feel exclusive and special.

Luxury brands in automotive:

Most of automotive manufacturers that sell their goods to the masses also add a luxury brand to their product line. For example, Toyota's luxury brand is Lexus.

Other companies like Rolls Royce, Jaguar and Range Rover also specialize in luxury lines.

What differentiates Luxury brands from Premium brands?

Premium brands have a higher price than most of the alternatives on the market. Consumers must see value in the high cost. These brands are defined by their high prices, high quality, features or other competitive advantages. These brands also rarely receive significant discounts or stock clearances which can dilute a brand's value in the customers' minds.

Although these words are used interchangeably, subtle differences exist between a luxury and a premium brand.

1. Luxury is defined by timelessness, story, scarcity, and social cachet. On the other hand, premium brands are defined by their price-quality ratio. Consumers feel like it is worth paying extra for

premium brand because of the product quality, whereas luxury brand usually have a price that is far beyond their actual functional value.

2. Luxury and premium brands also differ in their branding strategies. It would be a critical mistake if they were to imitate the other's marketing. Premium brands cannot become luxury brands just by raising their prices, and luxury brands should not attempt to appeal to the premium market as they risk losing the exclusivity for their luxury appeal.
3. The cornerstone of premium marketing, positioning, has no place in luxury branding. Because luxury does not address needs or problems, it is inherently incorrect to position a premium brand in relation to its rivals. More features that offer better value are not something that luxury shoppers are interested in—that is a premium marketing ploy. Luxury customers want to know about a brand's history, reputation, and distinctiveness; identity matters more than a competitive advantage.
4. Premium brands appreciate customer feedbacks and take it into account as manufacturers and service providers strive to meet customer satisfaction. Luxury brands, however, must remain faithful to the vision of their creator.
5. The biggest difference is the availability of their products. Premium brands are easy for the public to buy. On the other hand, luxury brands thrive in make their products scarce. An example of this can be taken from the Hermes Birkin bags. These bags are scarce and hard to buy, which feeds into the whole exclusivity of luxury brands.
6. Examples of Premium brands include: Zara, Nike, Calvin Klein, etc. Examples of luxury brand include: Gucci, Louis Vuitton, Rolex, etc.

LOGO

A logo is a visually appealing mark, emblem, or symbol used to support and encourage public recognition and identification. It could be an abstract or figurative design, or it could be a wordmark with the name it stands for written inside.



How are logos designed?

1. The first step in designing a logo involves understanding what the brand embodies and what its business goals are. A logo is meant to be a representation of a business, so it will not be effective until and unless the impression the brand is aiming for is decided upon.
2. The next step would be to study the logos competitors and industry leaders have. This process is known as Industry Discovery phase. It is meant to find the difference between a logo that is generic and one that is too far out of left field. This phase helps a business owner find what logo techniques work for their industry (like brand colours and shapes), which techniques are overused, which techniques are ignored (which would be helpful in standing out) and investigate what kind of customers dominate your industry.

3. The next phase is the Application Discovery phase. This phase involves researching where the logo will be used. The physical or digital space the logo will occupy will influence design choices. Wherever the logo might be needed could possibly determine the colour model, the shape or even design software used. One also must consider the logo's shape and how it fits its surroundings.
4. Once there are various logo ideas, it is time to sketch the various logo ideas before zeroing in on a final design. Sketching works as an effective brainstorming tool. The act of sketching is a great way to get the creative juices flowing. It allows the designer to see what themes he likes and what works. It allows him to mix and match different elements until he can settle on a perfect one. Once a concept is chosen, sketching variations on it, adding, or removing elements, changing subtle details is also helpful.
5. Once a sketch is decided upon, the next step is to recreate it in a design software. This is truly where the logo starts taking shape. The digital draft allows for experiment with logo colours as well as typography. A professional can be hired to design the logo in a software. Working with a professional pretty much guarantees a great result.
6. After the final design for the logo is chosen, it is useful to get it reviewed by a fresh set of eyes. This is so that in case there is some room for improvement, it will be noticed. This is also a way to make sure the logo appropriately represents the brand.

Well known luxury brand logos:

LOGO	BRAND	SINCE
	HERMÈS	1837
	<i>Cartier</i>	1847
	LOUIS VUITTON	1854
	CHANEL	1910
	PRADA	1913
	BALENCIAGA	1916
	GUCCI	1921
	FENDI	1925
	<i>Salvatore Ferragamo</i>	1935
	Dior	1946
	GIVENCHY	1952
	YVES SAINT LAURENT	1961
	Vivienne Westwood	1971
	GIORGIO ARMANI	1975
	VERSACE	1978
	DOLCE & GABBANA	1985

Luxury car company logos:



Luxury Watch logos:



Backstory of a few famous logos:

1. Louis Vuitton:

In order to distinguish Louis Vuitton luggage from the many businesses that were attempting to mimic their aesthetic, Georges Vuitton sought to design a mark for the company that could be used on the new canvas he had designed and patented after his father passed away in 1892. The hand-drawn typeface of the letter V covering the letter L in the logo he designed is claimed to have been somewhat influenced by roman fonts. The Louis Vuitton emblem has not altered much at all in the decades since this original design was released. Few companies, much less those that have been around for more than a century, can boast that they have not changed their logo from the beginning. Yet, the only change to the Louis Vuitton emblem since 1892 was the elimination of the name of the company below the monogram.



2. Porsche

The Porsche logo was inspired by the coat of arms of the Free People's State of Württemberg, which is why it resembles a crest in keeping with Württemberg-Baden customs. Stuttgart, the state capital of Württemberg, served as the home of Porsche. Württemberg-Baden and Württemberg-Hohenzollern merged to establish the Federal State of Baden-Württemberg in 1952, following the formation of West Germany. Porsche's logo is a historical representation of Germany and the former coat of arms for Württemberg.



PORSCHE

3. Rolex

Wilsdorf and Davis created the Rolex crown, but it was not until 1925 that they both filed for a trademark on the emblem. After then, the design itself has evolved relatively little over the years and has remained essentially unchanged for almost a century.

Nothing is known about Davis and Wilsdorf's decision-making process for their design. Some contend that the crown's five points represent the five fingers on a human hand, while others assert that they stand for the five letters that make up the word Rolex.

The gold tone of the crown conveys a sense of wealth and prestige while also representing the precious metals that the company employs to produce its watches. Green is frequently used to represent scenes from nature; however, Rolex employs it slightly differently in their logo. When

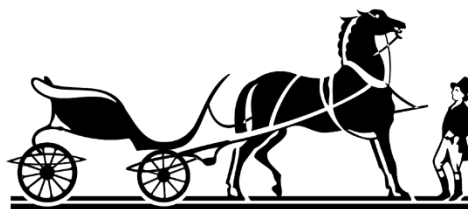
combined with the gold of the crown, the Rolex logo's green text is designed to evoke the colour of money, signifying prosperity and status.



4. Hermès

The company's beginnings serve as inspiration for the Hermès emblem. It was made a long time after the company was founded and was made public in 1950.

According to legend, the Alfred de Dreux painting "Le Duc Attele, Groom at L'Attente," which shows a horse-drawn carriage waiting for the groom, served as inspiration for the Hermès logo. Numerous subsequent analyses have emphasised the startling similarities between the two masterpieces.



HERMÈS
PARIS

CHAPTER 2

Market Analysis

The market analysis:

The revenue in the Luxury Good market amounts to US \$7.74 billion in 2023. The market is expected to grow annually by 1.32%. The market's largest segment is the Luxury Watches and Jewellery segment with a market volume of US \$2.24 billion in 2023.

In global comparison, most revenue is generated in the United States (US \$75,690 million in 2023).

In the Luxury goods market, 8.0% of total revenue will be generated through online sales by 2023.

India's Luxury Market

In 2021, India's luxury goods market was valued at over \$5 billion, and is expected to grow at a steady rate of 10 percent over the next 5 years.

After the pandemic, the Indian economy has been recovering progressively along with its luxury sector. Thanks to a rise in luxury spending in both retail and travel, luxury sales have grown across multiple categories.

According to Christopher Roberts, the director of consulting firm Engaged Strategy, this bounce back of the luxury goods market can be accredited to "high-priced holiday travels, big fat weddings and fine dining experiences to purchases of sprawling residences,"

This shift in spending has encouraged esteemed brand to move into the market. Brands like Balenciaga and

Valentino have announced their entry into the luxury markets of India.

Another contributor to India's luxury sector boom is e-commerce. The accessibility of online shopping has contributed to the growing demand from wealthy Indian consumers.

With an increase in the number of wealthy Indians, it is no surprise if India turns out to be a powerful force in the luxury sector over the next decade.

Luxury brands in India

Global fashion players have eyed Indian markets for a long time. Louis Vuitton was the first international premium brand to arrive, back in 2002.

India has incredible potential as a market for luxury goods. According to projections by Euromonitor International, it is expected to be one of the fastest-growing marketplaces for luxury goods globally this year, with a predicted value of \$8.5 billion, up a remarkable \$2.5 billion from 2021.

For international luxury businesses, which have been stymied for years by regulatory obstacles like hefty import charges, India is still a relatively young market. In 2002, Louis Vuitton became the first high-end luxury brand to join; in 2003, Tommy Hilfiger did likewise. Since then, Burberry, Bottega Veneta, and Gucci have all debuted. This year, Balenciaga and Valentino are expected to debut in India.

Physical or Digital?

The largest participant in the luxury sector in India, Reliance Brands Limited (RBL), has alliances with more than 60 luxury companies, including well-known names like Tiffany, Burberry, and Giorgio Armani. The business debuted Aijo Luxe, its own e-commerce platform, with 265 labels last year. The Indian customer lacks access to globally renowned niche luxury brands, according to Sumeet Yadav, group vice president of Reliance Brands Ltd. Because niche businesses can occasionally reflect a consumer's personality in a manner that mainstream luxury brands cannot, they "meet a demand."

Stella McCartney, Cult Gaia, and Isabel Marant are among the Aijo Luxe labels; this year, Veja Shoes, Marc Jacobs, and Alice + Olivia have been added.

Key factors contributing to Indian luxury market growth:

According to Bain and Company report, India's luxury market is expected to grow to 3.5 times the current size and reach \$200 billion mark by 2030 driven by an increase in entrepreneurships, strong middle class, increased e-commerce uses and demand from tier 2 and 3 cities. According to Knight Frank's Wealth Report 2022, India's population of billionaires increased by an astounding 11 times over the previous ten years, placing it third worldwide after the United States and China.

Five key trends shaping the market:

1. Spending Increases Across Nearly All Segments.

- Personal luxury goods, luxury cars, luxury hospitality, luxury cruises, designer furniture, fine food, fine wines and spirits, private jets and yachts, and fine art are the nine segments of the global luxury market that Bain & Company tracks, with luxury cars, hospitality, and personal goods accounting for more than 80% of the market.
- The market for luxury cars is the largest by volume, increasing 6% to EUR489 billion in 2017. (USD 571 billion). Second place goes to personal luxury goods, up 5% to EUR262 billion (USD 306 billion), while third place goes to luxury hospitality, up 4% to EUR191 billion (USD 223 billion).
- The highest rise was in the luxury cruise market, up 14%, but it is still the smallest segment at EUR2 billion (USD 2.34 billion). The sole industry to experience a downturn was private jets and yachts- down 2% to USD 26 Billion.

2. Personal Luxury Goods Rebound, Spurred by Sustained Growth in Key Regions

- All areas saw development in the market for upscale personal items. With a 7% growth,

Europe overtook the Americas as the region with the greatest market share worldwide (33% vs. 32%, respectively).

- The best performer of the year, though, was China, which saw its market share rise from 7% in 2016 to 8% in 2017, with growth up at 18% - by far the most significant level of growth. Local purchasing by Chinese consumers increased mainland China's sales by 15%, making it a significant EUR20 billion (USD 23 billion) market for luxury goods. This growth was fuelled by restored consumer confidence and the quickly developing and fashion-conscious middle class.

3. Online Sales Continue to Grow

- Online luxury purchases are on the rise and, in the long run, might have a substantial impact on in-person sales.
- Luxury internet sales increased by 24% in 2017, capturing 9% of the market. Online sales of luxury personal items are predicted by Bain to account for 25% of the industry by 2025.
- The top three online shopping categories are for accessories (41%), clothing (26%), and cosmetic products (18%). With 47% of all online sales, the Americas led all other regions, with 28% each coming from Asia and the rest of the world and Europe.

4. Millennials are both Driving Growth and Redefining the Luxury Market

- The luxury market is showing that millennial (Gen Y) and Gen Z consumers are the primary growth engine, accounting for 30% of luxury sales but driving a staggering 85% of growth

in 2017. But younger generations are also changing the definition of "luxury," which means that luxury firms must adapt to appeal to them.

- The millennial generation holds different ideals than prior generations, who used the acquisition of luxury goods to demonstrate social standing, class, and accomplishments. Such accomplishments do not mean as much to them. Luxurious goods are more about a person's identity and self-expression.

CHAPTER 3
LITERATURE REVIEW

According to Dr Wioleta Dryl and Dr Robert Beben (2015):

“Definitions of luxury products presented in the marketing literature describe them as high-quality, exclusive, rare, prestigious and original but also unnecessary products and services with high symbolic and emotional / hedonistic value. This way of defining the luxury product relies not only on the characteristics of the product, but also on the most important values offered its consumers.”

“Luxury is a very ambiguous term. The difficulty of defining the concept lies in its relativity. The main problem is to identify the point at which luxury begins, when the product is no longer average, mass good and takes luxury character. Luxury is in fact one of the ends of the product continuum, where beginning are the indispensable products, satisfying basic needs, and at the opposite extreme are the products, often described simply unnecessary, or luxury goods.”

“The problem is an indication of a clear and distinct boundary between what is necessary and what is already a luxury. This boundary is exceptionally smooth. Is determined by the subjective consumers evaluation, the social environment in which the consumer lives, economic, culture conditions, etc.”

“Luxury is being discussed by economists, sociologists, psychologists, as well as sciences such as management. Definitions created on the canvas of these considerations stress the different criteria of luxurious nature of goods important in the point of view these sciences.”

“By the main objectives of the marketing strategy of luxury D. Dubois recognizes: craftsmanship, high cost, high price and limited distribution, low promotional activity and advertising with no sophisticated copy strategy.”

“Logo, brand colors are important tools to communicate the nature of luxury products. Brown and gold colors, accompanying both products and advertising messages of the company, are uniquely associated with the brand Louis Vuitton. It should be noted that the form of advertising of luxury brands, is significantly different from the concept of advertising used in mass markets. Advertisement of luxury

product should clearly communicate the uniqueness climate, unavailability of the product, focus on emotions, rather than the product's functionality. The purpose of advertising is to build a desire for luxury brand, but not in the seasonal dimension as it is often in case of mass goods, but to create a permanent desire for product.”

“From the theoretical point of view, particularly important in the management of luxury brand is its identity. It should be recalled that the concept of luxury is very relative. While the company communicates a unified message, the same for all markets, its reception may be different, even for different geographic markets”

“Performance, however, is not limited only to the functional value of a luxury product. It also includes a very important factor, namely the emotional value that luxury product provides. Experimental and symbolic dimension of luxury noticed also C. Tynan, Mckechine and C. Chhuon . Luxury product should communicate specific values, such as Chanel brand is a symbol of beauty, classic.”

“Another P in the marketing of luxury goods is pedigree. Luxury brands are often accompanied by a very rich history, legendary founder character. They are an integral part of the personality of the brand. Buyers of Louis Vuitton suitcases appreciate them not only for their excellent quality, but also for their remarkable history, dating back to the mid-nineteenth century.”

“Logo, brand colours are important tools to communicate the nature of luxury products. Brown and gold colours, accompanying both products and advertising messages of the company, are uniquely associated with the brand Louis Vuitton. It should be noted that the form of advertising of luxury brands, is significantly different from the concept of advertising used in mass markets. Advertisement of luxury product should clearly communicate the uniqueness climate, unavailability of the product, focus on emotions, rather than the product's functionality. The purpose of advertising is to build a desire for luxury brand, but not in the seasonal dimension as it is often in case of mass goods, but to create a permanent desire for product.”

According to Sumeet Yadav (Group Vice President of Reliance Brands Limited), there is a huge untapped market opportunity considering how Indian consumers are starved of globally recognised niche luxury brands. He thinks the epidemic affected luxury consumption negatively at first but then positively in the end. According to him, “Covid has caused a big change in the consumerism of luxury. Indian consumers are moving beyond logomania. There’s a rising sensibility about what true craft really is.”

Amit Pande, brand head at The Collective (a multi-brand Indian retailer launched in 2009 by conglomerate Aditya Birla Group’s fashion division), agrees with Sumeet Yadav. He mentions how logos have been a big driver of choice for Indian customers. To his delight, a significant chunk of their oldest customers has moved far beyond logos. He claims that there exists a new set of customers that go directly for more sophisticated expression.

Amit Pande also mentions many Indians today want to claim a better quality of life. This mindset fuels the demand for premium and higher quality products and experiences in the near future.

CHAPTER 4

OBJECTIVES

Objectives of this study are as follows:

1. To study the importance of logos in marketing
2. To evaluate how consumers choose a brand
3. Analysing the role of logos in attracting customers
4. To study how brands become luxurious

CHAPTER 5
HYPOTHESIS

A hypothesis (plural hypotheses) is a precise, testable statement of what the researcher(s) predict will be the outcome of the study.

Hypothesis for this study:

Hypothesis 1:

H₀ – Logos are not separable from the brand

H₁ – Logos are separable from the brand

Hypothesis 2:

H₀ – Brands do not heavily rely on logos to attract customers

H₁ – Brands do heavily rely on logos to attract customers

Hypothesis 3:

H₀ – Brand logos are not a huge part of marketing

H₁ – Brand logos are a huge part of marketing

CHAPTER 6
NEED OF STUDY

The need for this study is as follows:

1. To understand how luxury brands use their logos to market
2. To study if logos are essential for brands
3. To understand consumer's perception towards luxury brands
4. To understand the trend of luxury brands/ products.
5. To understand if luxury products are worth their worth.

CHAPTER 7
LIMITATIONS OF STUDY

Although full efforts have been made for this study, certain conditions have brought out limitations in the project.

The limitations of study are as follows:

1. The sample size is small when compared to the number of people who have purchased a luxury brand's product.
2. This study is done with limited resources.
3. The study was done under a limited time period.
4. The opinions of the respondents might vary due to cultural and social differences.

CHAPTER 8

RESEARCH METHODOLOGY

"Re" and "search" are the two terms that make up research. While "Re" suggests a repeating or iterative process, "Search" means attentively examining something or checking it over in order to discover it.

TYPES OF DATA

Primary data and secondary data are the two types of data. Primary data is defined as research that involves the collection of new data, i.e., when data regarding a particular subject is gathered for the first time.

Contrarily, secondary data is a type of research that makes use of information that has previously been gathered through primary research.

In this study, we used both, primary and secondary data.

We took primary data through a questionnaire. Secondary data was available through articles, other research papers and information available on the internet.

CHAPTER 9

DATA COLLECTION

DATA COLLECTION:

1. Primary Data

2. Secondary Data

Source of Primary Data:

The primary data of this study was acquired from an online questionnaire form made by using the online tool called “Google Forms.”

The questionnaire was sent out to a group of 70 respondents. Based on data recovered from their answers, we have analysed it.

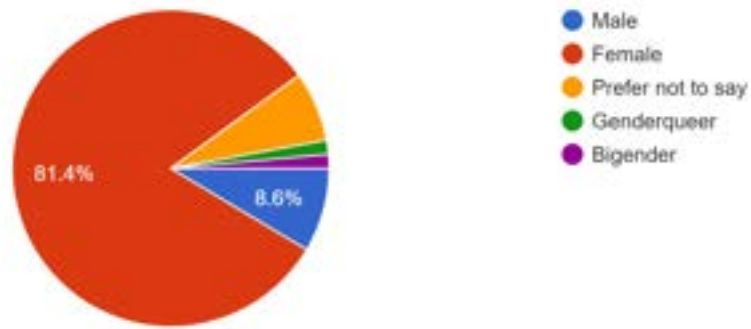
Source of Secondary Data:

We collected secondary data from articles and research works.

CHAPTER 10

DATA ANALYSIS AND INTERPRETATION

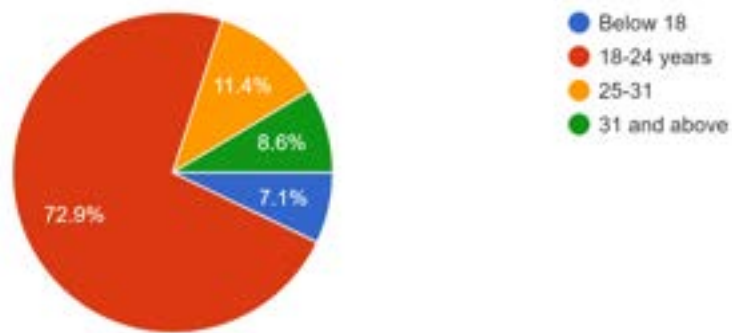
Gender
70 responses



The above pie chart shows the gender of the respondents. The majority of the respondents are female (81.4%), then male (8.6%), with 7.1% respondents preferring to not reveal their gender.

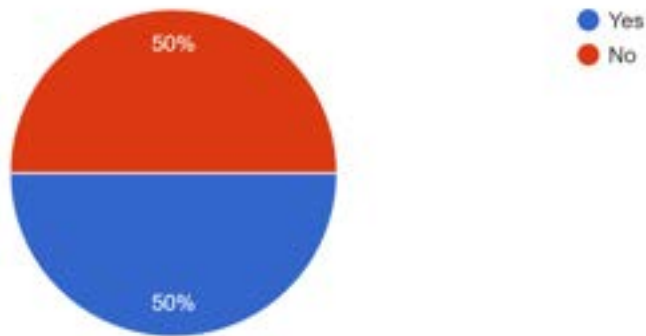
Age

70 responses



The above pie chart shows the data for the age of the respondents. The majority age of the respondents lies between 18-24 years at 72.9%, followed by 25-31 years at 11.4%, 31 and above at 8.6% and below 18 years at 7.1%.

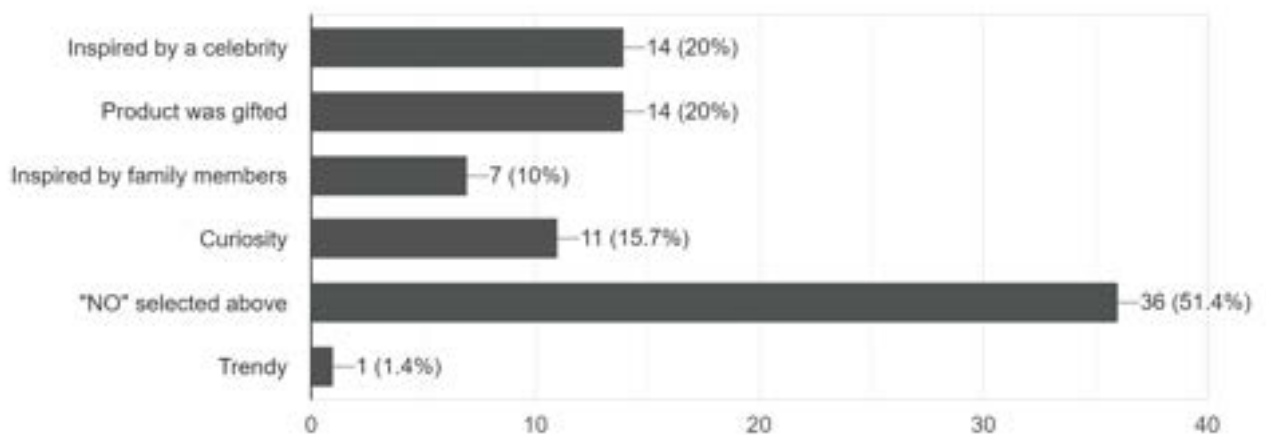
Do you own a "Luxury" Brand product? E.g- Gucci, Rolex, Chanel, etc
70 responses



The above pie chart shows the data of the percentage of respondents who own a luxury brand product. 50% of the respondents answered that they do own a luxury brand's product, while the remaining 50% did not own a luxury brand's product.

If selected "YES" above, how did you come to purchase the product?

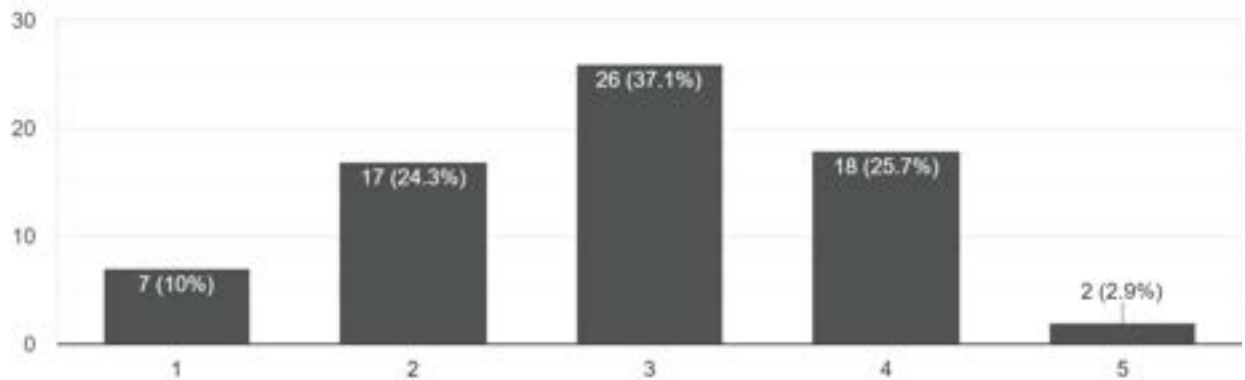
70 responses



The above data shows how the respondents, who agreed that they owned a luxury product, came to purchase or own the product. The most popular reasons, with 20% each was “inspired by a celebrity” and “product was gifted”. The next widely chosen reason was “curiosity.” 10% of the respondents answered that they own a product because they were “inspired by family members”. One responder answered that they purchased or owned a product because it was “trendy.”

How likely are you to purchase a luxury brand product? 1- Definite no, 2- Not likely , 3- Neutral, 4- Likely, 5-Definite Yes

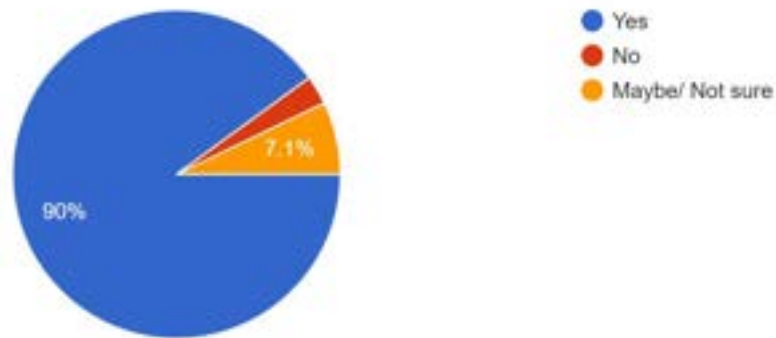
70 responses



The above graph shows the data of the respondents and their willingness to buy a luxury brand's product. Majority of the respondents (37.1%) said that they were neutral, neither willing nor unwilling to purchase a luxury product. 25.7% of the respondents said that they were likely to purchase a luxury product. 24.3% answered that they were not likely to buy a luxury product and 10% said that they were not purchasing a luxury product. Only 2.9% people agreed that they were definitely going to make a purchase.

Do you think logos play a role in marketing of Luxury Brands?

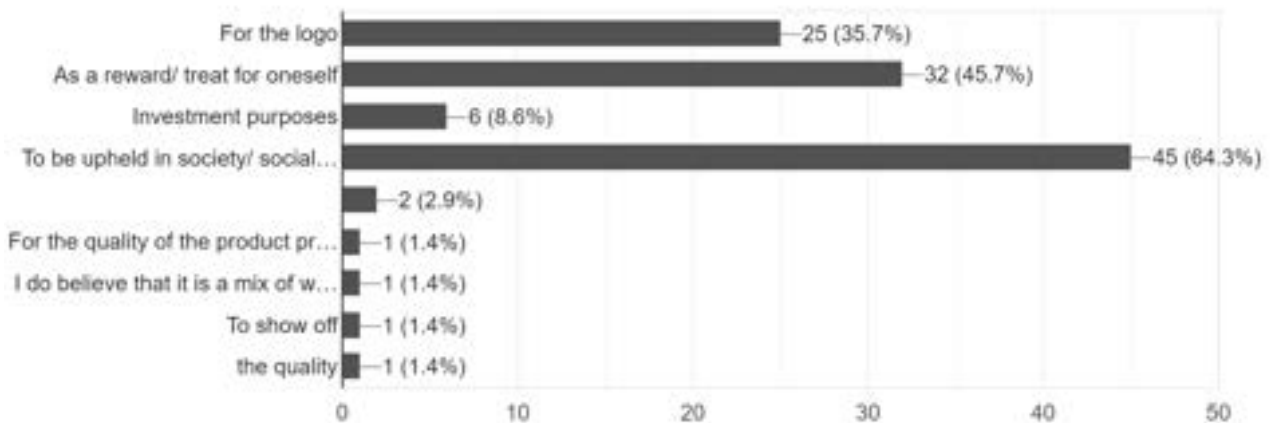
70 responses



The above pie chart shows the data for the question of logos and their role in the marketing of Luxury brands. 90% of the respondents agreed that logos do in fact play a role in the marketing of luxury brands. 7.1% of the respondents are unsure on the role of logos in marketing. 2.9% of the respondents disagree and think logos do not have a role to play marketing of luxury brands.

Why do you think you/ other people purchase luxury brand products?

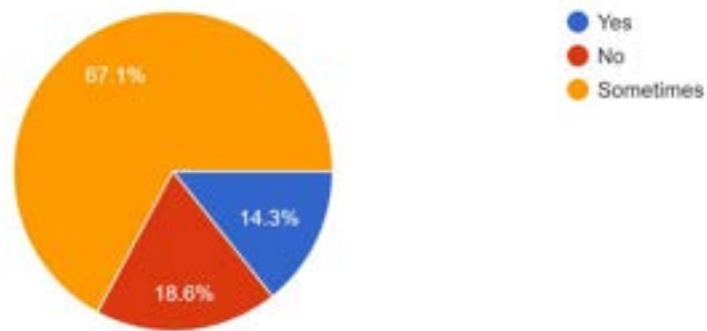
70 responses



The above graph shows the reasons as to why respondents think people purchase luxury brand products. With a majority of 64.3%, most respondents agreed that the main reason of purchasing luxury products is to be upheld in society, or meet societal norms. 45.7% respondents agreed that people buy luxury brands as a reward or treat for oneself. 35.7% respondents assumed that people usually purchase luxury products for the logo belonging to the luxury brand. 8.6% respondents answered that luxury brand products are usually purchased for investment purposes.

In your view, are luxury products worth their price?

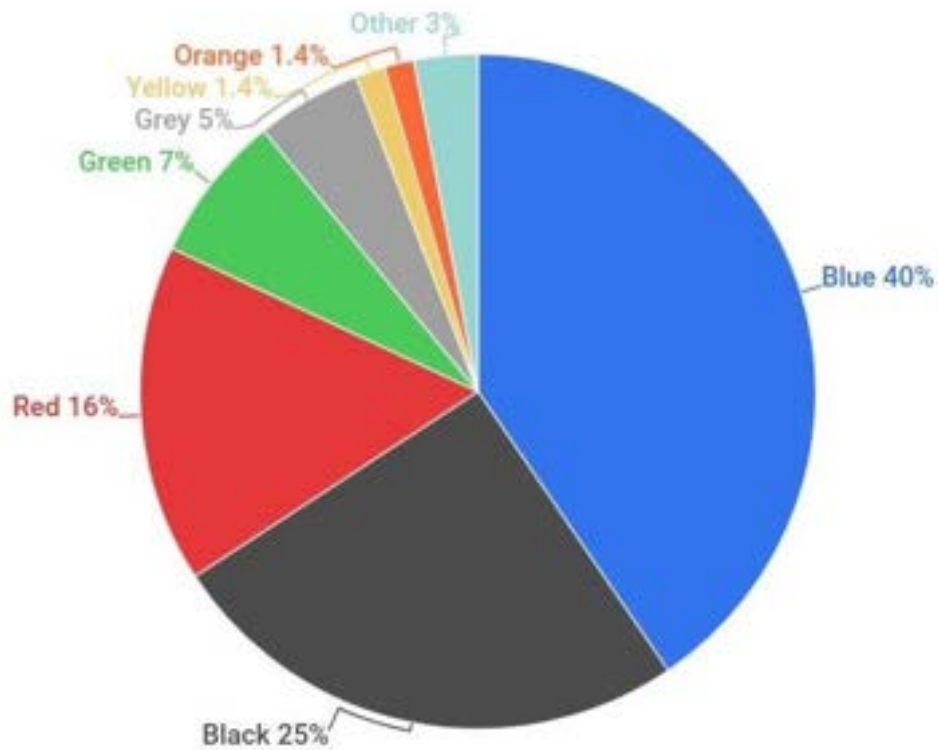
70 responses



The above pie chart shows the data when the respondents were asked if luxury products were worth their price. 67.1% of the respondents agreed that luxury products are worth their prices sometimes. 18.6% respondents disagreed and answered that luxury products are not worth their price. 14.3% respondents agreed that luxury products are worth their price. 2

Secondary Data Analysis:

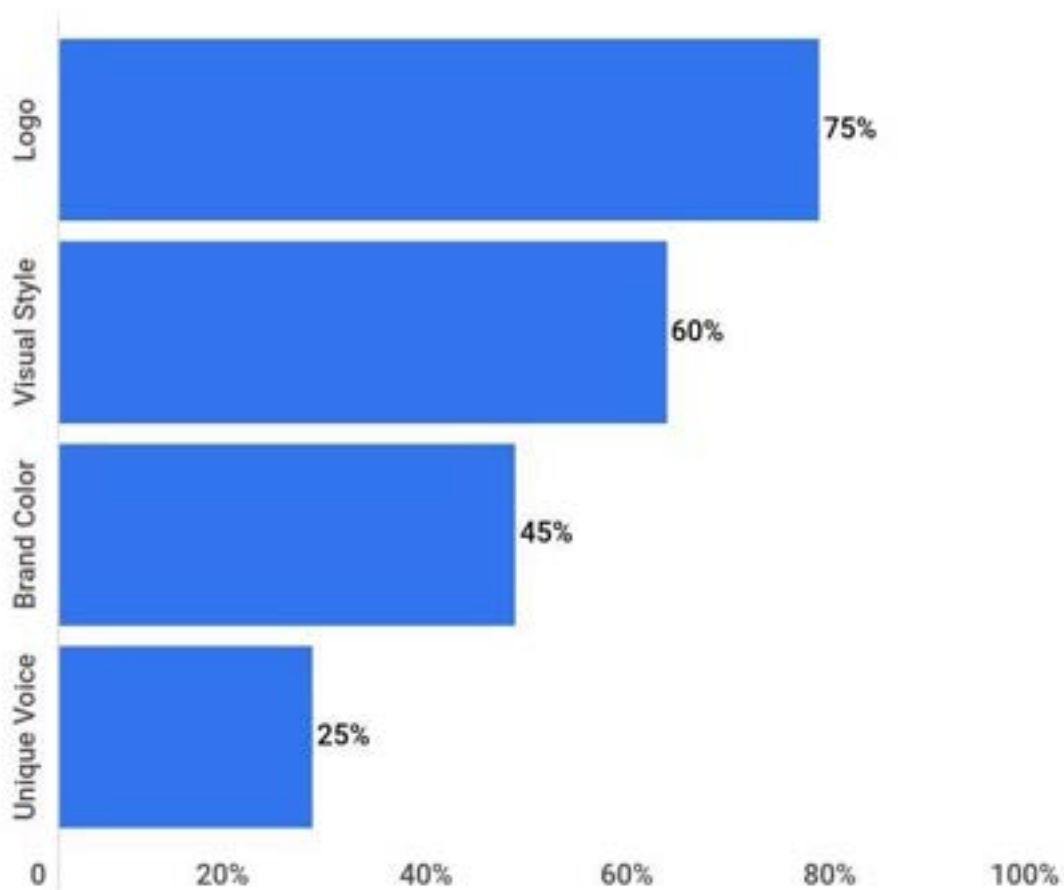
FORTUNE 500 COMPANIES BY LOGO COLOR



<https://www.zippia.com/wp-content/uploads/2022/03/fortune-500-companies-by-logo-color.jpg>

A majority of the companies have used the colour blue in their logos. Blue is followed by Black with 25% and red at 16%. The colours green, grey, yellow, orange and other colours are less in percentage.

HOW CONSUMERS RECOGNIZE BRANDS



<https://www.zippia.com/wp-content/uploads/2022/03/fortune-500-companies-by-logo-color.jpg>

1. Consumers have the opinion that a logo effectively conveys a brand's personality in 42% of cases. 75% of consumers can identify a brand by its logo.
2. The most identifiable brand indicator is a company's logo. Consumers can also recognise brands by their distinctive voice (25%), brand colour (45%), and visual style (60%).
3. Consumers have the opinion that a logo effectively conveys a brand's personality in 42% of cases. This shows that a lot of customers believe they can comprehend a business based just on the logo.

4. 60% of customers will steer clear of a firm whose emblem they deem strange, ugly, or unattractive. This percentage maintains firm even if a brand has great evaluations.
5. Consumers have a 78% perception that brand logos are works of art. That demonstrates how highly people value a brand's logo and how strongly it will influence their decision to make a purchase from a certain business.

Logo Recognition Statistics:

1. Customers often need to see a logo 5–7 times before they permanently recall it.
2. A logo's normal life lifetime is about ten years.

Logo Design Statistics;

1. 95 percent of well-known firms stick to one or two colours for their logo. Just 5% of businesses, in contrast, utilise more than three colours in their logo.
2. Blue, red, black, and gold or yellow are some of the most often used hues in logos. Brown is the least common colour used in logos since it is typically associated with rot or decay.
3. A logo can be created in a matter of minutes or several weeks. A logo typically takes a professional designer 10 to 20 hours to produce.
4. Combination mark logos, which combine a trademark symbol with a distinctive font outlining the company name, are the most common style of logo.

CHAPTER 11

FINDINGS

Findings after the study:

According to the data collected, it turns out that most of the respondents who owned luxury products did so because it was either gifted or because they were inspired by a celebrity. This shows why luxury brands will use well-known and loved celebrities to wear products from their brand. Almost all luxury brands will choose a celebrity of their liking and make them their brand's ambassador. At any public ceremonies, these brands will have their brand's ambassador be dressed in outfits from the brand. This gets their name out to the viewers and is a great way of attracting attention towards their name. This also plays into how some of the respondents answered that they purchased products from a luxury brand because they were curious. Using celebrities as a walking advertisement is rather a genius move by these brands. It enforces the feeling that people who own products from a luxury brand stand out more.

A majority of buyers agreed that logos did play a role in the marketing of these luxury products. This is why these brands spend a lot of time, money, and effort into making distinct logos that will stick in the minds of the consumers. They need to create such a logo that whenever a consumer sees them, the brand must be the first thing they think about.

Brands become luxurious when they either deliberately or organically raise their prices. They may release a line of products that are more expensive than premium products. However, they will have to justify this rise by making their products at least marginally better than the premium products and make them available for a limited period.

Customers choose a brand which they think resonates with them the most. Taking Gen Z for example, they prefer to select those brands which are environmentally safe and are not mass-produced. Gen Z tends to go for those brands who have "correct" beliefs. Brands have recognized the needs of Gen Z and have developed ways to attract them.

CHAPTER 12

CONCLUSION

To conclude:

After researching and collecting data for this study, it can be concluded that logos are not separable from the brand. As logos are inseparable from the brand, it can be said that they do in fact play a role when it comes to marketing. It also, therefore, proves how much the brands rely on logos to attract the customers. A person seen wearing an item which has a logo belonging to a luxury brand is usually or potentially seen as someone who is wealthy or a higher member of society.

This feeling of owning something that not everyone else owns can be, in a way, described as euphoria. The brands know and depend on this euphoric feeling of their consumers, and aid it by making their products scarce and making sure their logo can be seen on the products. All in all, the brands understand the value of their logos, and make it a huge part of their marketing.

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Annexures

Questionnaire:

Question 1:

Age *

- Below 18
 - 18-24 years
 - 25-31
 - 31 and above
-

Question 2:

Gender *

- Male
- Female
- Prefer not to say
- Other...

Question 3:

Do you own a "Luxury" Brand product? E.g- Gucci, Rolex, Chanel, etc *

- Yes
- No

Question 4:

If selected "YES" above, how did you come to purchase the product? *

- Inspired by a celebrity
- Product was gifted
- Inspired by family members
- Curiosity
- "NO" selected above
- Other...

Question 5:

How likely are you to purchase a luxury brand product? *

1- Definite no, 2- Not likely , 3- Neutral, 4- Likely, 5-Definite Yes

	1	2	3	4	5	
Definite No	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Definite Yes

Question 6:

Do you think logos play a role in marketing of Luxury Brands? *

- Yes
- No
- Maybe/ Not sure

Question 7:

Why do you think you/ other people purchase luxury brand products? *

- For the logo
- As a reward/ treat for oneself
- Investment purposes
- To be upheld in society/ social norms

Question 8:

In your view, are luxury products worth their price? *

- Yes
- No
- Sometimes