

# Indian Consumers Respond to Cotton Promotion



## Recognition of the Seal of Cotton Doubles Among Indian Consumers

Indian consumers are “cool with cotton.” CCI’s generic cotton promotion campaign in India, branded with Cotton Incorporated’s Seal of Cotton, has amplified consumer awareness of the benefits of cotton vs. synthetics.

Recognition of the Seal of Cotton logo has doubled in India since 2006, reaching a record high of 23 percent according to the 2007 CCI Mark Awareness Study. This is the highest percentage ever reported in the history of the study, which first came out in 2001.

The Seal of Cotton logo is most recognized in Kolkata, with awareness at 33 percent, a 28 percent increase over 2006. However, significant increases in recognition were reported in all five cities surveyed across India.

An independent market research firm in Delhi, TNS India Pvt., Ltd., performed this year’s Mark Awareness Study. The firm interviewed over 1,200 people in India during July 2007, measuring awareness of the Seal of Cotton and preferences for cotton and U.S. cotton.

The study showed that 100 percent cotton is preferred over synthetic fibers across all parameters, such as comfort, quality, style, durability and likeliness to buy. Respondents also indicated that 100 percent cotton fabric is preferred to cotton blends and synthetic fabric.

Additionally, the Consumer Index of Cotton Consumption (CICC) showed that per capita cotton consumption has increased in the target group by 45 percent since the study began in 2003.

These results come on the heels of a series of media workshops conducted in all major metro areas in India and the commencement of the “Cool with Cotton” carnival which educated Indian consumers on the benefits of cotton vs. synthetic fibers.

Local celebrities, such as actress Riya Sen, were recruited to endorse the “Cool with Cotton” program. These celebrities shared cotton fashion tips with the goal of showing the versatility of cotton as a fiber for all seasons.

India has a population of one billion plus as well as a middle and upper middle class with increasing disposable income. India is also one of the fastest growing economies in the world. These factors combine to make India a prime market for consumer promotion of cotton. To capitalize on the rising recognition of cotton in India, CCI focused its efforts on media, fashion, consumer and industry events.

This generic cotton education campaign began in 2002 as the Cotton Gold Alliance (CGA), a joint initiative between CCI, Cotton Incorporated and the U.S. Department of Agriculture. The objective of the campaign is to increase underlying demand for cotton products and demonstrate the impact of consumer promotion.

### COOL WITH COTTON

Media workshops throughout India highlighted the fashion appeal of cotton by featuring cotton apparel by esteemed designers such as Chaitanya Rau (left) and Monapali (right).

