

Impact of Brand Image on Consumer Buying Behaviour While Selecting Branded Readymade Garments in Kota City

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Abstract— Now a days Consumers are becoming very much brand conscious and spending time and money trying out new product and services. Consumers are in seek of designer clothes, branded apparel, good quality product which not only satisfy their needs but also helps to groom their personality. Everyone prefer to wear branded clothes not only in their professional life but also in their social life. The purpose of this study is to examine the behaviour of consumer of Kota city on leading branded garments. It also helps to find out the major factors which helps the consumer to purchase branded apparel. The sample size of 100 people is going to be taken which includes both male and female of age 20 years to 40 years, this will help to study whether the consumers are really satisfied from their buying pattern, are they really loyal for their specific brand or they keep on changing. This study includes both high income group as well as low income group of consumers. This will help the branded companies to know that which segment is more brand conscious and which is not .The structured questionnaire helps to study the behaviour of consumers. The findings revealed that consumers are very much anxious to buy brand clothes but because of high price of branded clothes there is still very big segment who cannot buy branded clothes. So this study helps the branded companies to bring new strategies to low income group of consumers who are also potential buyers

Index Terms— Brand image, personality, major factors, branded apparels, consumer behaviour.

I. INTRODUCTION

In the present context it is essential to be aware of the consumer's requirement, need wants or their expectation. For every organization customer satisfaction is their main priority. Customer are those person who buy product and a customer can be a consumer if he/she consumes that product. Thus consumer can be defined as, "any individual who buy products or service from market for his/ her personal usage. Consumer actually consume all those goods and services which are available in the market to fulfil their needs and desire. Different consumer shows different behaviour towards product and services. Therefore, the study of their behaviour is another important task for producers and marketers. Behaviour study includes the study of consumer buying behaviour. Consumer behaviour is the study of individual. In this situation, where the market is facing severe competition, marketer needs to understand the psychic of

target market as well as it need to develop certain plan and strategies to position its products in the mind of the customer. The responsibility of marketer increases and it becomes more important to communicate properly and effectively with the target market in short span of time. This also shows some social and psychological factors helping the consumer while going for purchase the product. Promotional offers discounts are playing good role to keep consumer stick for the same brand. Not also men's even women's are also showing their interest in branded clothes for purchasing themselves as well as for their family members.

Consumer Behaviour is something which helps to find out how people buy, what they buy, when they buy and why they buy. It attempts to understand the buyer decision processes/buyer decision-making process, both individually and in groups. It studies the major factor that influence the buying behaviour. It is critical to understand consumer behaviour to know how potential customers will respond to a new product or services. It also helps companies identify opportunities that are not currently met.

Three Major Factors

To fully understand how consumer behaviour affects marketing, it's vital to understand the four factors that affect consumer behaviour: psychological, personal and social.

Psychological Factors

In daily life, consumers are being affected by many issues that are unique to their thought process. Psychological factors can include perception of a need or situation, the person's ability to learn or understand information, and an individual's attitude. Each person will respond to a marketing message based on their perceptions and attitudes. Therefore, marketers must take these psychological factors into account when creating campaigns, ensuring that their campaign will appeal to their target audience.

Personal Factors

Personal factors are characteristics that are specific to a person and may not relate to other people within the same group. These characteristics may include how a person makes decisions, their unique habits and interests, and opinions. When considering personal factors, decisions are also influenced by age, gender, background, culture, economic situation and other personal issues.

Social Factors

The third factor that has a significant impact on consumer behaviour is social characteristics. Social influencers are quite diverse and can include a person's family, social

interaction, work or school communities, or any group of people a person affiliates with. It can also include a person's social class, which involves income, living conditions, and education level. The social factors are very diverse and can be difficult to analyse when developing marketing plans.

Brand Image

Brand image is the overall impression in consumers' mind that is formed from all sources. Consumers develop various associations with the brand. Based on these associations, they form brand image. An image is formed about the brand on the basis of subjective perceptions of association's bundle that the consumers have about the brand. The main elements of positive brand image are- unique logo reflecting organization's image, slogan describing organization's business in brief and brand identifier supporting the key value.

II. REVIEW OF LITERATURE

A comparative study between males and females of central Punjab and southern Punjab. Consumers give very importance to brands and relate their prestige with different brands. They see brands in different perspectives and expect better quality of brands. With the passage of time if brand satisfy the need have the customers then they become loyal with the brand and built long term relationship with that specific brand. The basic purpose of this study is to see the impact of brand image on consumer buying behavior in clothing sector. It is actually a comparative study between two cities which are Lahore and Multan. The main objective of this study is to know which city consumers have more clear concepts about brands and their usage about brand. ("Impact of brand image on consumer buying behavior in clothing sector". Hafiza Ayesha Riaz M, (May. 2015).

The concept "brand image" has drawn significant attention from academics and practitioners since it was put forward, because it played an important role in marketing activities. Although brand image was recognized as the driving force of brand asset and brand performance, few studies have elaborated on the relationship between brand image and brand equity. Based on the brand image theories, this study reviewed extant studies about the impact of brand image on consumer from perspective of customer equity. It also presented the shortcomings of current research and pointed out the trends for future study. ("The Impact of Brand Image on Consumer Behavior", Yi Zhang (January 2015).

An Empirical Analysis of the Factors Affecting Customer Buying Behavior relating to Readymade Garments in India: A Field Survey Based Study. The purpose of this study is to explore the factors, which influence readymade garment buying behavior of Indian customers. The study is mainly confined to a regional study taking a few selected readymade garment shops at Shyampur-Bagnan area of Uluberia subdivision of Howrah District, West Bengal, India. In exploring consumers' buying behavior relating to readymade garment industry in Indian perspective, it has been observed that there are several factors which affect the consumer buying behavior towards readymade garments like, price, comfort, quality, availability, style, durability etc. ("An Empirical Analysis of the Factors Affecting Customer Buying Behavior relating to Readymade Garments in India", Ray Sarbapriya (2014).

There are strong preferences among young generation for branded products and normally they are the major target group of different marketing campaigns for different products. Brands promote customer loyalty and generate huge revenue than non-branded products. Accordingly, in the present study, an attempt has been made to examine the factor affecting branded clothes among young consumers. The results indicate that product design, reliability and trust, social influence and discounts, brand name and fashion, status symbol and uniqueness are the main factors influencing a young consumer to buy branded clothes. There is association between age, marital status, occupation, education, income and buying of branded clothes, whereas there is no association between gender and education for buying branded clothes. ("Determinants of the Buying Behavior of Young Consumers of Branded Clothes: An Empirical Analysis", **Kansra, Pooja (September 2014).**

The relationship between consumers' decision-making styles and their choice between branded and non-branded clothing is investigated using a sample of consumers of Jalandhar City only. The purpose of our research is to investigate youth of Jalandhar city to examine if any factor dominates in their buying behavior for apparel. In addition, consumer attributes (i.e., apparel involvement, brand consciousness, reference group, social class, and other factors) and personal characteristics were investigated separately and in relation to the purchase behavior of youth. ("A study of customer perception of youth towards branded fashion apparels in Jalandhar city", Syed Tabrez Hassan, Bilal H Hurrah, Amit Lanja, (April 2014).

Many factors, specificities and characteristics influence the individual in what he is and the consumer in his decision making process, shopping habits, purchasing behavior, the brands he buys or the retailers he goes. A purchase decision is the result of each and every one of these factors. An individual and a consumer is led by his culture, his subculture, his social class, his membership groups, his family, his personality, his psychological factors, etc.. And is influenced by cultural trends as well as his social and societal environment. By identifying and understanding the factors that influence their customers, brands have the opportunity to develop a strategy, a marketing message (Unique Value Proposition) and advertising campaigns more efficient and more in line with the needs and ways of thinking of their target consumers, a real asset to better meet the needs of its customers and increase sales. Factors influencing consumer behavior. ("Consumer Buying Behavior refers to the buying behavior of the ultimate consumer", Pinki Rani (2014).

In the competitive business era, it is essential to be aware of the consumer's requirement, needs or wants or their expectation. The current study explores the nature of consumer behavior with reference to the up surging mall culture and identify the factors which brought these changes in the youth consumer's buying behavior concerning branded clothing. The study also examined the factors affecting the youth's buying behavior which includes the personal, psychological, social, consumer's willingness to buy in regard to attitude and purchase intent and gender. Hence this study attempts to practically understand the buying behavior toward the garments and clothing retailers. ("A review on consumer behavior amongst youth shopping in malls on branded clothing in India", C K Suresh & Dr. Vijaya Jain (Oct. 2014).

Indian men's clothing industry has been growing steadily over the past few years, this has been possible owing to the Indian male becoming more fashion conscious, and hence there is more consumption which has increased global demand of men's garments by the rest of the world. The present study seeks to examine the attitude of men's perception in buying decision on branded shirts in Coimbatore city. The relevant data of the socio economic profile, most preferred branded shirts, factors influencing men's towards a particular brand, their level of satisfaction were analysed with the help of well-structured questionnaire. The survey was conducted on the basis of convenient sampling method. For developing sample design, totally 200 respondents were selected for this study. ("A Study on Men's Perception in Buying Decision on Branded Shirts in Coimbatore City", Mrs. G. Indrani & Mrs R. S. Kanimozhi (2014).

The work reported in this paper is based on many Bangladeshi local apparel fashion brand outlets, which are flourishing in a light-hearted way. As Bangladesh doing its RMG products business both in the international and the local market with praising fame and faith, so many local apparel brands are growing their business like a newly born baby. Understanding the customer desired requirement for local apparel branded products and satisfying the customer demand have become very difficult for the brand management. Hence an approach was made in this study to investigate the customer perception in buying decision towards local apparel products. The work also reported that the customer desired the product quality, comfort, price, function and aesthetic look, offer and discount and many other key buying factors suitable for them when visiting a brand showroom. ("Customer Perceptions in buying decision towards branded Bangladeshi local apparel products", Islam M. M (2014).

The reason to conduct this research is to integrate the brand image, brand attachment and environmental effects and their impact on consumer purchase decision. Does environmental effects has some function while making purchase decision or people don't bother to think about this all. Either consumers want to be loyal and attach themselves with brands or they don't want to attach with one brand? Results elaborates that brand image don't have a positive relation with purchase decision, brand attachment has a moderate positive relation with purchase decision and environmental effects don't have a positive relation with purchase decision. ("Factors Affecting Consumer Purchase Decision in Clothing Industry of Sahiwal, Pakistan", Saeed Rashid, Lodhi Rab Nawaz, Junaid Mukhtar Alhaj Muhammad (2013).

One can understand that the consumer and his behavior is the cornerstone of success in marketing. It includes all the physical, mental and emotional processes and concerned behavior, which are observable before, during and after each purchase of goods and services. This make us compelling to understand, observe, record and react to such behavior, in case we want to have win-win strategy that matter for marketer and the customer both. The research report presented is based on the Consumer Perception towards Branded Garments. Through this study, an attempt has been made to practically understand those emotional or rational appeals, which drive the purchase decision toward the branded garments. Also, certain demographic and psychographic profiles have been studied and certain relation has been developed. ("Consumer perception towards branded

garments: A study of Jaipur", Mittal.P. and Aggarwal, S (2012).

India is witnessing change in life styles of large section of the population. The need to understand the emerging markets and consumers has become a big challenge for the corporate world especially in creating and managing a powerful brand. By developing a powerful brand, corporate can establish 'brand equity' and the equity assists firms in a variety of ways to manage competition and to maintain market share. Due to the globalization process, Indians are getting attracted to readymade dresses, particularly Multinational brands. Buying behavior of men on branded shirts is changing one. Number of people visits the showroom with a brand in mind because the quality and comfort of that brand are suitable for them. It becomes important for the marketers to understand these relationships for successful design and execution of branding strategies. The present study investigates men's perception towards branded shirts and to ascertain the brand of shirt most preferred by respondents in Trichy city. The study also examines consumer's perception towards retail garments showrooms in Trichy city. The study is a descriptive study. Primary data was collected with the help of structured questionnaire administered to 215 male respondents in Trichy city. ("An Empirical study on consumer perception towards branded shirts in Trichy city", Mr. Karuppasamy Pandian, S.P.Nivetha, S.P.Varathani, V.Keerthivasan. (August 2012). Consumer market for fashion apparel has become more varied by in surge of designer brands, store brands, personalisation, customs and advertisement in the global market place of today, a clear understanding of preferences of consumers will help the marketer to attract and maintain their target consumer group. The purpose of this study is to examine Indian female consumers buying behaviour and deeply understand the key factors of branded clothing which influence female consumers' involvement towards stylish branded clothing, it was found in the study that there is a complete awareness of the branded apparels amongst females and their shopping behaviour reflect that they buy these products occasionally. Females have particular perspectives and motives behind their purchases. The culture is shifting towards buying from the malls because of a hopping experience the consumers get. The most important source of information was found to be family and friends followed by internet and advertisement. It is observed in the study that Price, Fitting, income Level of consumers are significant factors and some factors which are found to be insignificant are Status, Durability, and celebrity endorsement, hence can be ignored by the apparel retailers in their efforts to tap and capture the market. As a retailer of apparels, all these insights have to be embedded in the policy formulation to make the purchases a real time customer delight.

("Dynamics of Female Buying Behavior: A Study of Branded Apparels in Dynamics of Female Buying Behavior", Kesharwani subodh, Khanna Akansha (June 2012).

III. RESEARCH METHODOLOGY

- The research pertaining impact of branded clothes on consumer's buying behaviour, for this research paper was conducted in Kota city.
- A socio-demographic questionnaire containing 11 questions were used.

- The sample size of the survey was 100 consumer both male and female selected randomly between ages of 20 to 40.

IV. OBJECTIVE OF THE STUDY

- To determine the relationship between the product quality & effect on consumer buying behaviour.
- To determine the positive relationship between satisfaction and loyalty intention.
- To find out the factors affecting customers 'buying intention towards Readymade garments.

V. RESEARCH FINDINGS AND CONCLUSION

1. The survey of this research shows that 44.65% consumers prefer branded clothes because of good quality and 30.19% of consumer prefer it because they feel comfortable whereas 15.11% of consumer wear branded clothes because they want to look fashionable and 10% of consumers feel that branded clothes are reliable.
2. The study shows that 40.34% of semi urban consumers are not price conscious for branded clothes but 59.65 % of consumer response that they are price sensitive.
3. The 23.15 % of youth consumer shows that they like to wear new and fashionable clothes so they keep on changing the brands which keep them fashionable and trendy, Where 42.89% of male professional consumers shows their loyalty towards branded clothes and stick to their same formal brands of shirts and trousers which keep them comfortable and elegant in their professional carrier and 30.22 % of female consumers has also shown their loyalty towards branded clothes.
4. The study shows that 37.19% of consumer purchase clothes with the choice of their family, friends and office colleague where 45.49% of consumer purchase the clothes according to their age, lifestyle, occupation and his economic situation and 11.11% of consumer seeks selective attention and perception while purchasing branded clothes.
5. The study shows that 67.45% of consumer replies that good quality helps to build a good brand image and 27.00% of consumer replies that free traits and discounts affects more to build good brand image whereas 7.55% of consumer says that good value added services make good brand image.
6. The study shows that 73.03% consumer replies positively that being a part of modern society they feel compelled to buy branded clothes whereas 25.22% of consumer replies negatively and remaining 1.75% of consumer's replies can't say.
7. 59.65% of Casual wear branded clothes is popular among the age group of 20-30 years whereas 40.34% of consumer's age 30-40 years respond positively for casual wear branded apparel.
8. The study shows that 68.12% of working men's prefer branded formal wear in their offices to look attractive and popular, whereas 22.29% of working women's also prefer branded tops, formal shirts and trousers, and 9.58% of consumers disagree.

9. John player, Park Avenue, peter England, arrow, Raymond's and zodiac is the most popular formal brand, in casual wear wrangler, pepe, flying machine, and levis are the popular brand and in sports the Adidas t-shirts and lowers are mostly preferred by the consumers.
10. On the part of personality the study shows that 88.85% of consumer replies that the brand they wear depicts their confidence and the brand itself speaks about their personality in the society and 11.15% of consumer's are disagree on this statement.
11. Study shows that consumers has given first rank to the family, friends and neighbours who are the main sources where the consumer get the information and second rank is given to advertisement by which the consumer comes to know about the latest branded apparel and at last through internet also consumer comes to know about the branded apparel.
12. Now a days consumer purchasing power is increasing they are giving very much concerned to their looks so 57% of consumer are the monthly buyer whereas 34% consumers like to purchase occasionally while 5% consumers are those who use to purchases branded apparel in every fifteen days.

CONCLUSION

The preference of consumers for readymade outfits even for branded apparels is fast changing caused by the creation of personality and status with the quality and comfort they deliver. Consumer are giving very much emphasis to product quality. Allen Solly, Van Heusen, Raymond's and Arrow are the few most familiar and favourite brand, finally male and female are not having any significant differences in their brand awareness, shopping frequency and shopping expenditure. There is also a segment of our society whose income is low but they want to wear the branded clothes. The companies should plan new strategies to increase their sales by introducing low range of clothes especially for this segment.

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