

**A STUDY ON THE INFLUENCE OF BRANDING ON
CUSTOMER PURCHASE DECISION FOR APPAREL
PRODUCTS**

Project Report

by

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(H-2018-28-MBA)**

Submitted to



**Dr. YASHWANT SINGH PARMAR UNIVERSITY
OF HORTICULTURE & FORESTRY
SOLAN (NAUNI) HP -173230 INDIA**

in

Partial fulfillment of the requirements for the degree

of

MASTER OF BUSINESS ADMINISTRATION

**DEPARTMENT OF BUSINESS MANAGEMENT
COLLEGE OF HORTICULTURE**

2020

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CERTIFICATE-I

This is to certify that the project entitled, “**A STUDY ON THE INFLUENCE OF BRANDING ON CUSTOMER PURCHASE DECISION FOR APPAREL PRODUCTS**”, submitted in partial fulfillment of the requirements for the award of degree of Master of Business Administration in the discipline of Business Management to Dr Yashwant Singh Parmar University of Horticulture & Forestry, Nauni Solan (HP)-173230 is a bonafide project work carried out by **Mr. VISHAL SHARMA** son of Sh. Suresh Kumar Sharma under my supervision and that no part of this project has been submitted for any other degree or diploma.

The assistance and help received during the course of investigation have been fully acknowledged.

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CERTIFICATE - II

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This is to certify that all the corrections/amendments suggested by the external examiner have been made in the project titled, **“A STUDY ON THE INFLUENCE OF BRANDING ON CUSTOMER PURCHASE DECISION FOR APPAREL PRODUCTS”** that has been submitted to Dr Yashwant Singh Parmar University of Horticulture & Forestry Nauni, Solan (HP) – 173 230 India by Vishal Sharma (H-2018-28-MBA) in the partial fulfillment of Master of Business Administration programme.

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ACKNOWLEDGEMENT

“OM NAMAH SHIVAYA”

With limit less humility, I am grateful to almighty God who is full of mercy and due to her blessing, I am able to complete my project on time and I also owe this pride to my beloved parents for their prudent persuasion, selfless sacrifice and heartfelt blessing which have meet this manuscript to be reality.

“No scientific endeavor is a result of an individual’s efforts. And so comes the time to look back on the path traversed during this endeavor and to remember the faces and spirits with sense of gratitude”

*I deemed it to be my profound privilege to express my deep sense of gratitude and profound personal regards to esteemed teacher and Project Advisor, **Dr Piyush Mehta** Associate Professor, Department of Business Management, College of Horticulture, UHF, Nauni whose superb guidance, critical analysis, constructive criticism, constant encouragement and unparalleled execution of the essential requisites during the entire course of study are beyond reach of my formal words.*

*I emphatically extend my heartiest thanks to the worthy teachers **Dr. Krishan Kumar** (Professor and Head), **Mrs. Neena Ghonkrokta** (Assistant Professor), **Dr Kapil Kathuria** (Associate Professor), **(Dr. Yasmin Jhanjua** (Associate Professor), **Dr. Rashmi Chaudhry** (Associate Professor), **Dr. Nisha Raghuvanshi** (Assistant Professor), **Dr. Rahul Dhiman** (Assistant Professor) and the entire staff of the Department of Business Management for their moral support extended to me time to time.*

*I can hardly overlook the co-operation, timely help and moral support extended my friends **Shivani Singh Thakur, Sushant Sashni, Prabhat Kumar, Sakshi Sharma** who have always supported and helped me anytime I needed.*

I am grateful to my parents and siblings for instilling in me the values that make me the person that I am. I am sincerely thankful to my respondents who spread their valuable time to provide me the pertinent information.

I owe entire responsibility for all the errors and omissions

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Date of Check	24-08-2020
Software used for Plagiarism check	Urkund
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INTRODUCTION

The Consumer Behavior Analysis has become important in the present marketing scenario. Consumers are Market Kings. No enterprise organization can run without consumers. Both market issue's practices end with consumer satisfaction and consumer satisfaction. Consumer behavior analysis is focused on consumer purchasing behavior, with the client representing the user, payer and retailer three distinct roles. Consumer buying behavior has become an integral part of strategic planning for the market. Marketers have also taken an influence in customer behavior. Consumer behavior awareness lets the marketer realize how customers perceive, behave, and chose from options such as goods, labels, and the like, and how buyers are affected by their climate, comparison communities, friends, and salespersons, etc. Cultural, financial, intimate and psychological influences affect a consumer's buying behavior. Some of these causes are uncontrollable and outside advertiser's reach, but they must be addressed when trying to comprehend customer's dynamic actions. Simple observation offers little insight into the dynamic essence of customer preference, and scholars have gradually searched out the more advanced principles and testing techniques offered by behavioral sciences to better explain, model, and potentially regulate consumer behavior. To establish a context for the analysis customer behavior, it is important to start by examining the variables that have an effect on consumer purchasing behavior, as well as the development of the market science sector and the different thinking paradigms that have shaped the discipline. **(Pawar and Naranje, 2016)**

Consumer preference relates to the aspects in customer behavior that make him select a particular brand due to his preferences and decisions. Globalization is leading the whole world to become one market. In order to serve different cultures, the entire world led to becoming a single universal community. Increasing global competition has placed the company's focus on serving local markets at a disadvantage and loosening competitive edge that they have strived so hard to achieve everything that has contributed to a reduction in the value of national boundaries and a stronger focus on what customers are currently seeking. From the point of view of customers, the response to global labels looks differently amongst various individuals. Consumers, on the one hand, view global brands as their status symbol and, on the other hand, global brands are

blamed for undermining regional norms by introducing their ideology that has led to the loss of cultural identity. **(Sarwar *et al.* 2014)**

Brand image is the key driver of brand equity, referring to the general perception and feeling of a brand by the consumer, and influencing consumer behavior. For marketers, whatever the marketing strategies of their companies are, the main purpose of their marketing activities is to influence the perception and attitude of consumers towards a brand, to establish the brand image in the minds of consumers, and to stimulate the brand 's actual buying behavior, thus increasing sales, maximizing market share and developing brand equity. Brand equity is the subject of both scholars and professionals, but by now there is no model among studies on brand equity. Many studies measure brand equity either from the consumer perspective or from the company itself. Many scholars, on the one hand, believe that the subjective perception of the brand by consumers (e.g. mood, appraisal, happiness, etc.) is the secret to brand equity. Although the judgment on purchase will be guided by label features and attributes, it is decided in a deeper sense by the perception of consumers about the brand image. **(Zhang, 2015)**

Customer behavior may be dictated by social and economic influences, affected by environmental conditions. Consumer decision-making activity is a network that involves anything from identifying issues to post-purchase behaviors. The knowledge discovery step of the buyer's decision cycle continues to continuously evolve as buyers are seeking more and more details about goods that will satisfy their needs. Information may also be obtained through feedback from people with prior experience with the product. Consumers at this stage continue to talk of risk control and mention different label features. It is achieved because most consumers do not want to reconsider the choice to buy. Specific preferences are shared with friends and relatives who have provided suggestions for the product. The customer has defined the determination of options on what would suit their needs, and they can continue to search at the best solution possible. This determination will be focused on various criteria for consumers, such as efficiency, price or some other significant factor. Throughout their everyday lives every customer has different lifestyles. Therefore, their needs are specific, and these are the needs which make different decisions. In comparison to buying from a range of goods, choices should be analyzed, nuanced, measured and chosen according to the consumer's view about a specific commodity. It makes it easier for advertisers to know and recognize the underlying issue of customer decision taking and differentiate their goods and services from those in the sector. Customer decision-taking requires customers defining their interests, gathering details, evaluating alternatives and then taking a buying decision. **(Kalpana and Gopinath, 2020)**

In order to stay successful and sustainable in the new environment, the apparel industry will strive to broaden its capacity to adapt to the desires and expectations of its customers. Since the last few years, the clothing sector has experienced major changes in terms of dressing design, style, use of advertised brands and preference of fabric, and knowledge of contemporary trends. The Indian textile industry is a sector that has generated large-scale jobs and is second only to agriculture by providing employment to about 15 million citizens in both rural and urban areas. In India, apparel is the second largest retail category, accounting for 10 per cent of the US\$ 37 billion global retail market. It is expected to grow 12-15% per year. In 2012, the total Indian apparel market amounted to \$45 billion. India and China will be the fastest growing markets, which is growing in double-digits and would become the world's leading consumer market with an enormous share of 27%. "India would have a large increase in consumption as a result of population growth, regardless of the export market," according to the report, the global apparel market would have grown to \$2.1 trillion by 2025 from its current \$1.1 trillion. The clothing and apparel industry are being placed at first, as well as the spending on clothing and apparel among buyers, are growing, and these factors make it really important to research the evolving behavior of consumers. The key goal of this study is to enhance understanding of the clothing buying habits of Indian consumers in a practical sense to consider the variables that have an effect on clothing buying behavior in order to provide sensitive information to clothing retailers trying to standardize or adjust their approach to Indian consumers. **(Sreerekha and Kumar, 2018)**

The apparel and clothing industry is put first and the consumer's expenditure on apparel and clothing is also rising day by day. Studying consumer's shifting behavior is crucial. The fashion industry has undergone several significant systemic changes over the last decade. The Indian customer underwent a marked transition. The Indian customer only a decade or two ago saved much of his money, bought the bare necessities, and rarely indulged himself. Today the Indian customer spends like never before, armed with a higher salary, credit cards, access to the western shopping culture and a desire to better his living standards. Controlled retailing is feeding their addiction with its range of goods and a multitude of malls and supermarkets. The tastes of most consumers differ according to the fashion update. **(Singh, 2016)**

Purchasing preferences is one's general pre disposition towards shopping activities and influences various consumer activities such as product selection, general shopping pattern, brand awareness, clothing category, shopping experience, shopping frequency etc. This applies well when it's adapted to brands of apparel. Consumer buying preferences have an impact on all

aspects of consumer behavior, and few studies have primarily examined preferences like shopping venue etc. The nine types or dimensions that have been established (shopping enjoyment, fashion awareness, price awareness, shopping confidence, brand/store loyalty, convenience awareness, in-home shopping, fast shopping and purchasing impetus) describe unique facets that combine to create buying preferences especially for different apparel brands. **(Loureiro & Breazeale, 2016)**

Brand image is the consumer's current view over a company. It can be described as a specific set of connections inside target client's minds. It says what the brand's actually known for. It's a collection of beliefs kept towards a single item. In essence, it's nothing but the opinion of the customer about the product. Customer loyalty can be described as the relative probability of the consumer moving to another customer should the characteristics, price or quality of the product shift. When brand loyalty increases, consumers are less willing to react to aggressive changes and behavior. Customer loyal consumers are dedicated to the company, able to pay a premium price for the item, and will still be advertising the products. A business of dedicated client buyers would have better revenues, reduced promotion and promotional expenses and the highest pricing. **(Uppamannyu, 2014).**

Citizens of our culture are too mindful of their standing, and tend to use advertised goods to reflect their standing mark. Label is treated as an implicit mechanism by which every company will attain people's appeal and enjoy the competitive advantage. This was often deemed a useful advantage for every company in our local situation, because it may influence the purchasing habits of the customers. Expanding any company will play a critical function. Valuable techniques and resources for marketing will grow any product name. If brand is handled successfully, a company may experience the full amount of consumers and create sustainable partnerships with customers in the long term. Refine quality of products and social obligation in every company will have a beneficial impact on people's attitudes about brand identity, value and loyalty. **(Mawambusi, 2015)**

Consumer buying decision process:-

When buying any product a customer goes through a decision process. This process consists of five stages.

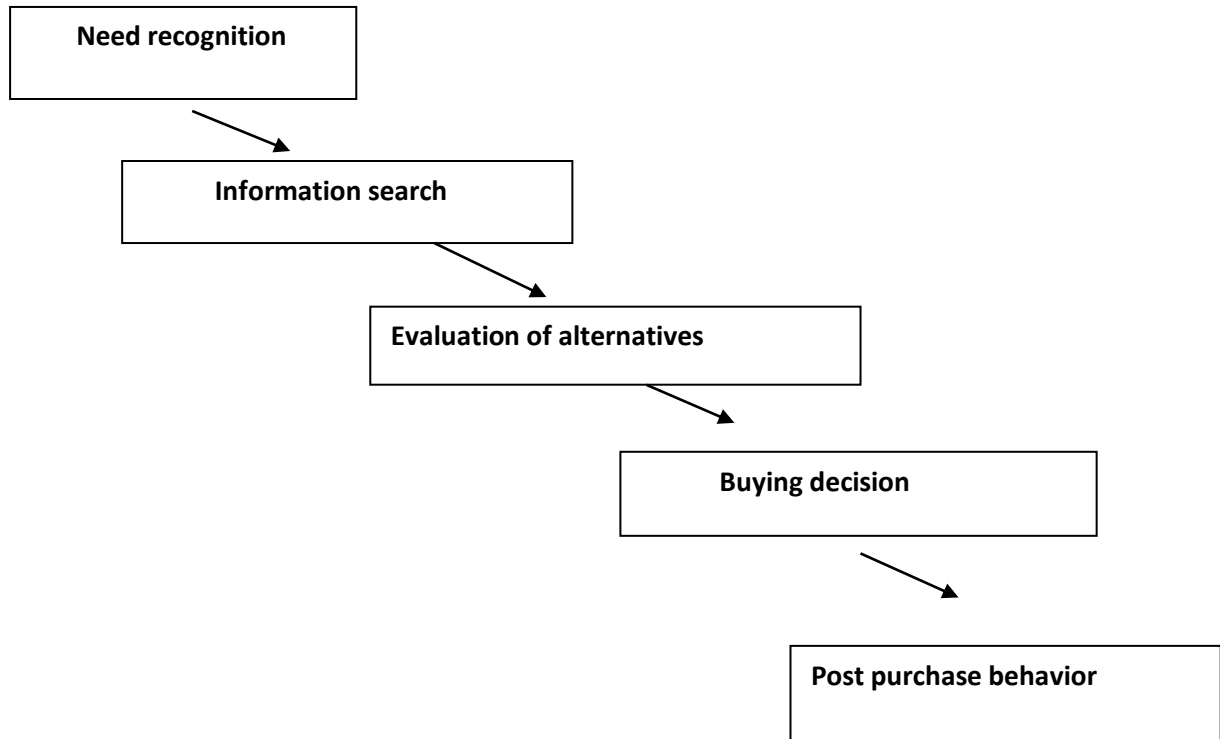


Figure 1 Consumer buying decision process (Singh et.al., 2014)

The purchasing decisions of customers and the subsequent purchase decision are heavily affected by economic, financial, medical, and psychological characteristics. Awareness of these considerations is important for marketers to create an effective marketing combination to draw the target customer. Consumer buying behavior reflects on how consumers want to invest their available resources (time, energy, effort) on consumer products to involve what they buy, why they buy, where they buy, how much they buy, how much they use it, how they judge it after purchase, and the effect of these evaluations on potential transactions, and how they dispose of it. Customer Behavior became a modern science in the middle of the late 1960s, and marketing researchers incorporated ideas from many academic fields, such as Psychology, Sociology, Cognitive Work, Anthropology and Economics. (Singh et al. 2014)

The analysis of customer behavior concerns how a person or collective purchases, sells, utilizes or disposes of goods, services ideas or knowledge in order to fulfill their needs and desires. The market climate is affecting how customers hear, perceive and behave, for example

the environmental features are feedback collected by other consumers, ads, packaging, size, and quality of goods etc. **(Paul & Jerry C, 2005)**

Market behavior primarily shines light on how customers want to spend their respective resources such as energy, money etc. on particular goods in order to fulfill their desires and specifications. Consumer behavior includes researching what, where, when and where buyers will be buying their goods. It also concentrates on how often the goods are used by customers. It also sheds light on how consumers evaluate the goods after purchasing and the effect of evaluations on their future purchases. Every buyer in a multi-brand environment has his own unique history of brand transactions over time. As a framework for aggregating the data and growing it to realistic amounts, theoretical constructions are necessary. Customer behavior was viewed in several models of decision processes as dichotomy, "bought brand A" and "bought any other brand than A," however there is a possibility that major behavioral variations might be obscured. This has been suggested that combined contrasts of the items are inaccurate and should be discarded. It is therefore important in the broader area of customer buying to enable the marketplace's multiple-choice condition and to formulate theoretical approaches that can accommodate it in its maximum complexity. **(Lawrence, 1966)**

Brand has been a sign of prestige these days. Customers all around the planet are already choosing licensed goods. But why is the issue. Is it price that draws consumers to a brand or any other similar factor? Firms in the apparel industry seek to raise their market share of income and within these firms; marketed clothes & accessories have changed the standard look and people's attention. A brand that is priced at a high price, and another that is priced at a low price, all of them have the same qualities and features, why is that? Brand studies have also been a primary subject of the marketer's interest because of its relevance and its intimate interaction with customers. Brand plays a significant role in customer life. Consumers prefer products and support them in the manner they trust their friends and family members to avoid uncertainty and quality issues. India has a strong rising economy, and the country's apparel industry has progressed tremendously in recent years. **(Ahuja, 2015)**

Need of the study

The objective of a research idea is to present and explain the desire to analyze a study question and to provide the realistic methods in which the study proposed must be carried out. Study plans include detailed reviews of the literature. They must provide compelling proof that there is a need for the research being proposed. In addition to offering a justification, a proposal outlines comprehensive analysis methodology compatible with professional or academic criteria and a statement of expected outcomes and/or benefits from the complete study. The purpose of a research proposal is to identify and explain the need to study a research problem and to identify the realistic ways of performing this research. The design elements and procedures for conducting research are regulated by norms in the prevailing discipline where the problem lies, so that guidelines for research proposals are more detailed and less formal.

Objectives of the Study

- ❖ To study the awareness of customers on key aspects of branding for apparel products
- ❖ To study the factor that influences the buying behaviour of the consumer for apparel products.
- ❖ To study the impact of contemporary issues of Branding (Brand ambassador, Brand Loyalty, Sales Promotions) on Customer buying preferences for apparel products.

REVIEW OF LITERATURE

Macdonald and Sharp (2000) stated that the subject choosing from a set of brand with market awareness showed an overwhelming preference for high awareness of brand, despite the quality and price differentiation. They further added that the consumer made their buying decision faster than the subject in the non awareness condition. This study is a replication of a study of Hoyer and Brown that used controlled experiments to examine the role of brand awareness in the consumer process. This study concluded that if the consumer is familiar or even heard of the brand somewhere, their buying behavior is influenced. It was examined the impact of brand awareness as a heuristic, as well as exploring its effect on perceived quality.

Lee et al. (2000) stated that the marketers have discovered that to conquer the market share, they must first have a favorable brand image. They further stated that in today's competitive world of market, the most difficult thing to know is consumer needs and wants, to handle these marketers must be able to express the marketing strategies for their targeted market. A success of any brand is depends on how better the marketers understand their targeted customers. Their paper reveals the meaning of brand image and the concept related to brand.

Papanastassiou and Rouhani, (2006) explored that the consumer behavior is related to a consumer's physical action, which can be measured straight away. You can measure the frequency of visiting stores or shopping centers. It is very difficult to choose and observe directly to select a specific store then to go there where you will calculate various forms of habits like purchasing habits in supermarkets. The form of calculation is quite difficult. The behavior may be evaluated in different forms, with cheap costs, improved support and high quality.

Gul et al. (2010) conducted this study to measure the interactive role of all those factors that affects the image and loyalty of a brand. Their study was conducted in Peshawar, and they did a study to check the brand loyalty of the customers of Toyota car. The data was collected through Questionnaire by using chi square test. In their study they concluded that if the car company (Toyota) wants to remain the top then, it need to adopt green marketing strategies against their competitors. Based on the results of the test statistics, the study showed that brand

image and loyalty was extremely insignificant with age group, education level, point of purchase and repeat purchase duration.

Ekinci and Whyaat (2011) aimed to examine the mediating impact of customer satisfaction on the relation between consumer brand value and brand loyalty in the hotel and restaurant market. The study was conducted by sample of 378 customers by using this structural equation modeling approach. They further found that five dimensions of brand equity that are product appearance, employee behavior, ideal self convergence, brand identity and lifestyle conformity have positive impact on customer satisfaction. They concluded that the customer satisfaction partly mediates the impact on brand loyalty of staff behavior, ideal self convergence and brand identity. Customer satisfaction completely mediates the impact of product quality and lifestyle convergence on the brand loyalty.

Kabadayi and Ermurat (2011) stated that how the performance of brand, the strength of brand and their role performance affect the satisfaction of the retailer. The study took place in Turkey. Their result revealed that the satisfaction of the retailer both economically and non economically is influenced by the brand performance and when they meet the needs of the consumer. And they also discussed the other dimensions of brand strength and innovation of the manufacturers does not have an important influence on satisfaction.

Rajput *et al.* (2012) aimed to measure the factors that affect the buying behavior of the consumer taking gender perspective. The study investigated the relationship between the consumer decision-making choice for the domestic or imported brand. The study was conducted in NCR region of Delhi. The sample size for the study was 320 and the statistical techniques used for the study were chi square test and survey technique. Their study revealed that there are no significant differences in the brand awareness shopping frequency between males and females. Their objective was to analyze the significance of demographic profile of consumer awareness affect while doing branded shopping.

Malik *et al.* (2013) stated that brand image can positively change the people buying behavior whereas advertisement behaved as a driven force for any business to convey their message to their customers. This study was conducted in Gujranwala city where a sample Questionnaire of 200 was used from which only 175 responses were collected. In their study they found that the people ken the image of the brand in a positive ways. They further stated that people nowadays in our society are more conscious about their social status, so therefore they prefer branded products to show off their status symbol.

Mishra et al. (2014) focused on ITC notebook and tried to explain customer social responsibility for brand related causes and how their level of commitment varies with various corporate donations and how this practice leads to long term brand loyalty. The data was collected by a sample of 693 responses. Their findings suggested that customers like doing similar marketing promotion and are able to make extra efforts for the brand as long as the amount of contribution that business spends will be as high as the company can provide for the cause.

Sarwar et al. (2014) explored that the consumer is more aware about the brand and the consumer also possessed knowledge about the price, quality etc. They further added that the loyalty of brand generally increased with age, and also those families mostly influence their buying behavior. They added that the consumer who are more social are affected by their friends and also that the consumer who are more conscious about this that is then the consumer who are not. They concluded that their consumer behavior is impacted by the branding with different dependent independent variables.

Singh et al. (2014) examined how rural and urban people conceive of the notion of “brand”. Their research aimed to compare the buying behavior of rural and urban consumer and identifies their priority while making a purchasing decision. This study was basically done to study of brand on mobile buyer. This research was carried out through literature review and a study of 200 respondents conducted on a questionnaire. They stated that consumers are the backbone of all business organization and all business practices contribution directly to consumer and their loyalty. Brand serves as a symbol that enables consumer to easily identify a product as they are familiar with or like it.

Raut (2015) revealed in his study that smartphone customer’s ethnicity, income level and age plays a crucial role in creating brand loyalty. A quantum leap has been made in the availability of features and facilities in the phones, and dramatic changes in the usage and attitude of consumers towards the same. The youth, in particular, have caught up in a big way with the new technology, and when the earlier ones become outdated new cell phone handsets are brought on. His findings showed the relationship between brand loyalty and profiles of consumers in the sense of mobile handsets. This also revalidates a previously established metric for assessing client loyalty.

Mawambusi (2015) studied the influence of branding on consumer buying behavior, in this study he found that consumer buying behavior is influenced by factors such as premium

branded goods prices, perceived branded goods quality , social status and brand name associated with brand consumption in Kinondoni Township .The study was based on three industries mobile phones, drinks and electronics. The data were gathered using survey questionnaire, interview and observation. A sample of 110 questionnaires was used which collected 106 responses within one month. Findings suggested that positioning has a clear beneficial impact on customer purchasing behavior and a meaningful friendship.

Kaur and Malik (2015) stated that Indian markets are emerging when it comes to Delhi, and it's not just a metropolitan town but a fashion city. European designers are planning their fashion shows and bringing in foreign brands. With the changing Indian demographics, customer tastes and expectations are shifting with regard to the relationship they want to create with the label. Their study was conducted to determine the factors that decide customer preferences for Delhi's foreign apparel label. Their main goal was to identify the predictors among Delhi young consumers for internal brand apparels. They found in their survey that respondents of Delhi that are advertising for the brand are the strongest predictor of consumer preference followed by price, and land of original and style has less prediction to consumer preference. The main findings of the survey showed that consumers in Delhi have a positive attitude towards foreign apparel brands, and the impact of variables has various implications for both academic and business perspective.

Sasmita and Suki (2015) examined the effect of brand loyalty and their awareness on brand equity among young consumer. The data was collected from 200 young consumers and the data was analyzed by using status tickle methods. They found that generally the brand equity is affected by the brand awareness among young consumers. Some young consumers are getting feedback and knowledge from social media about the specific product on brand. By contrast to rival products or brand they will easily identify the particular product or brand and know how it looks and its social media characteristics.

Amegbe (2016) summarized the effect of brand equity on consumers's willingness to pay price premium, consequences towards brand preference and purchase intentions. The study was conducted in a newly open West Hill malls in Ghana. The data for the study was collected from 40 customers who were shopping in the mall. They found out that the preference for brands and purchasing intentions is significantly related to the brand equity. They also added that for future research they could look at involving the customer from more than one shopping mall

because of the cultural difference. They lastly concluded that performance measurement and financial performance could be helpful for marketing managers.

Fadeh and Taghipourian (2016) aimed at brand engagement as customer mental state with regard to the way it influences the press perception of the consumer for luxury brands. They explored the brand engagement and have explained that the perception and mental impression of customer affects their luxury but using intentions. They added that unlike other brands, who compiled the consumer to buy the products the luxury brand they do the reverse.

Ali et al. (2017) explored that brand image, brand trust and advertisement plays a key role in improving market success as a brand image is an important tool that positively affects purchasing power of the customers. This study was conducted in Gujranwala, Lahore and Jhelum city of Pakistan. The data was collected by the method of Questionnaire where a sample of 420 questionnaires was used and the data was collected by applying non probability sampling techniques. The study also examined that the teenagers are more into branded products because of their buying behavior further they added that branded image and brand trust, have positive effect on the buying behavior of the consumer and their loyalty for a brand.

Maran et al. (2017) examined the impact of perceived quality an emotional value on the purchase behavior towards branded apparel in India. Their study is to find the factors that influence Indian consumer buying behavior. The study took place in Chennai. The data was collected from 320 sample size. The statistical tools that were used in the study are multiple regression and correlation will stop this study provides strategy implication for the Indian retailer plan to expand their business in the market.

Cham et al. (2017) analyzed the factors influencing interest in clothing among consumers of Generation Y in Malaysia. Brand identity, word of mouth, self-concept, perceived quality, and need for uniqueness were believed to be related to the interest in apparel, which in turn was considered to be related to purchase intention. The study also explored the interaction impact of price consciousness on the relationship between interest in clothing and intention to buy. To check the hypothesized relationships, self-administered questionnaires were used to gather data from a total of 300 respondents from Malaysia. Results of the study showed that the need for uniqueness, self-concept, brand identity, word of mouth, and perceived quality are significant predictors of clothing interest among Malaysia's Generation Y consumers and price knowledge moderated the relationship between their clothing interests and buying intent.

Mary *et al.* (2019) examined the effects on self-concept of brand factors and country of origin factors, and their implications on consumer preference. The study also looked at the moderating influence of apparel consciousness on customer preference. The research was conducted on the clothing industry which was centered on the Malaysian Millennial's. Their findings indicated that factors relating to brands had a greater impact on self-concept compared to country of origin. They also determined that self-concept has a positive influence on consumer preference but the interaction between self-concept and customer desire was not moderated by fashion consciousness.

Kumar and Ismailamiya (2019) stated that purchaser buying practice products allude to a specific consumer conduct buying behavior. Numerous factors, specificities and character influence the guy and the customer in his cycle of simple leadership, purchasing propensities, acquiring behavior, individual mentalities of social conduct, the goods he buys or the stores he goes to. A purchase option is one of these components after result of every particular object. An adult and a shopper action are influenced by his way of life, his subculture, his social status, his sets of records, his relatives, his personality, his mental aspects, his income, etc. Both internal and outward elements talk of the consumer buying action preference process. A purchase option is the product of both inner and outer of each of these factors.

MATERIAL AND METHODS

Research is a scientific and systematic search for pertinent information on a specific topic. Research methodology helps to explain the methodology adopted in the study. It outlines the various dimensions of the study and research objective and set of methodologies adopted to accomplish those objectives. It is a synthesized effort to gain new knowledge.

The following methodology will be applied to meet objectives of the research.

Area and population of study

The research work concerned was carried out on the population of Distt Mandi Himachal Pradesh their choice of preference for any brand.

Simple Random Sampling

It is the strategy of obtaining a sample such that each unit in the population has the same and independent likelihood that it will be included in the survey.

Simple random sampling without substitution technique is used for present research study.

Sample Size

Research on the project in Sarkaghat area has been limited. The research is carried out at 50 people whose behavior for brand shopping has been analyzed.

Data Collections

The study is done with the goal of evaluating behavior change with brand change. The study is done with the goal of evaluating behavior change with brand change.

Primary Data Primary data or raw data is a type of information collected directly from experiments, surveys, or findings from the first hand source. The primary method for collecting data is further divided into two groups. They're here

- Quantitative methods of processing the data
- Qualitative methods of collecting data

Secondary Data Secondary data is data which someone other than the actual user collects. This means the information is already available and somebody's analyzing this. Secondary data includes newspapers, magazines, books, newspapers, etc. It can either be published data or undisclosed information.

Data reported can be found in various resources including

- Released by the Government
- Public Accounts
- Historical and statistical records
- Business papers
- Technical and commercial publications
- Unreleased data
- Journals
- Communications Short
- Unpublished biographies, etc.

Data Analysis

Data analysis is defined as a process of cleaning, transforming and modeling data in order to uncover valuable information about business decision making. Data Analysis helps to collect useful data information and make decisions based on the interpretation of the results. The purpose of answering questions from a given sample for the data study; therefore the inference must apply to the single sample.

Likert Scale: - Likert scales are the most widely used method for scale-up responses in survey studies. Using the Likert scale to answer questions that ask you to show your degree of agreement whether you strongly agree or disagree. The details in the worksheet are details for two categories on the five-point Likert scale or it can be a seven point scale too.

A Likert scale assumes that an attitude's strength / intensity is linear, i.e. strongly disagree on a continuum, and assumes that attitudes can be measured.

Analytical Tools used Analysis

The methodological processes involved in conducting a study include planning , developing, gathering data , analyzing, correct analysis and reporting on the research findings. The statistical analysis gives meaningless numbers, and thus breathes life into worthless data.

Statistical Method: - The statistical methods used in the analysis are:

- Mean test
- Standard deviations test
- Percentage

Mean Test

The "average" number; discovered by adding all data points and dividing by data points number. The average a collection of results is. This is obtained by the division of the data sum by the number of observations.

The formula is that of:

Mean = Sum of Data/ Total no. of Observations

There are several different forms of mean but they generally speak about the numerical mean when people say mean.

The arithmetic mean is the sum of all data points divided by data point number.

In other words, a mean is the basic arithmetic average for a set of two numbers or more. The mean can be determined in more than one form for a given set of numbers, including the arithmetic mean method that uses the sum of the numbers in the sequence, and the geometric mean method, which is the average of a set of products.

Mean= Sum of Data/ No. of Data point

$$\text{Mean } (\bar{x}) = \frac{\sum x}{n}$$

Where $\sum x$ = is the sum of data;

And n is the total of no observations

Standard Deviation Test

Standard deviation is a statistical metric in finance, which sheds light on the historical volatility of the investment when applied to the average return rate of an investment. The higher the standard deviation of shares, the higher the difference between each price and norm, which indicates a greater price range.

The symbol for Standard Deviation is σ (the Greek letter sigma).

The Formula for Standard Deviation is

$$\sigma = \sqrt{\frac{\sum(X - \mu)^2}{n}}$$

Where,

σ = population standard deviation

\sum = sum of

μ = population mean

n = number of scores in sample.

The standard deviation is used to summarize continuous data in conjunction with the mean, and not categorical data. Moreover, the standard deviation, like the mean, is usually only suitable when the continuous data is not significantly skewed or has outliers.

Percentage

A per cent is a ratio of 100 for the second term. Percent means hundred-parts. The term comes from per cent of the Latin expression, meaning one hundred. Percentage calculation is used to calculate in terms of 100 the volume or the share of something. In its simplest form, percent means one hundred per cent. The percentage formula is used to describe a number between the zero and one. It's known as a fraction of 100 expressed as a number. Denoted by the = %, the percentage is often used to compare ratios and locate them.

Formula to Calculate Percentage:-

$$\text{Percentage} = (\text{Value} / \text{Total Value}) \times 100$$

Questionnaire

A questionnaire is a research tool that consists of a series of questions in order to gather information from the respondents. Questionnaires can be considered as something of a written interview. They can be done face to face, by phone, by computer or by post. Questionnaires can be an efficient way to assess behavior, perceptions, desires, views and expectations of fairly large numbers of subjects more cost-effectively and efficiently than other approaches. There's a significant difference between open and closed questions. A questionnaire is also used to gather data using both open and closed questions. This is advantageous since it ensures that both quantitative and qualitative knowledge can be collected.

The close types of Questionnaire have been used to conduct this study.

Results and Discussion

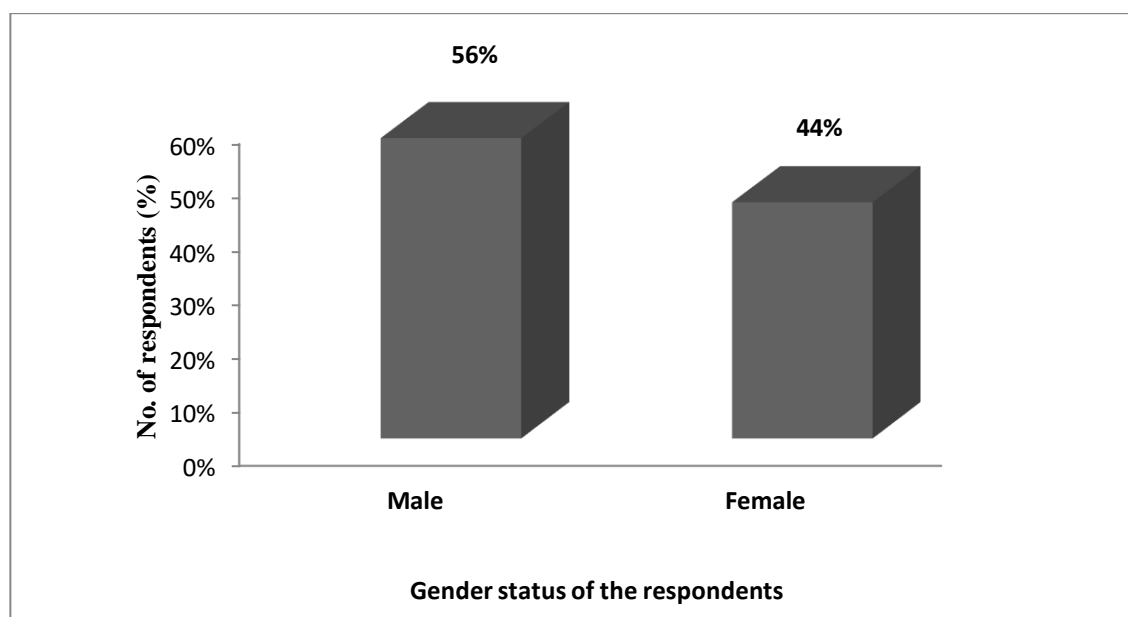
This chapter deals with the result and discussion of the respondents. Questionnaire of 50 questions were distributed among the people of Distt Mandi ,Himachal Pradesh to know their brand preference and their change in behavior with the change in brand and its image. Based on the responses of the respondents from the asked questions, following data has been analyzed.

The data has been presented and discussed under the following:

4.1.1 Sample profile with respect to gender

GENDER	NO. OF RESPONDENTS	FREQUENCY (%)
Male	28	56
Female	22	44
Total	50	100

Source: Field survey (2019)



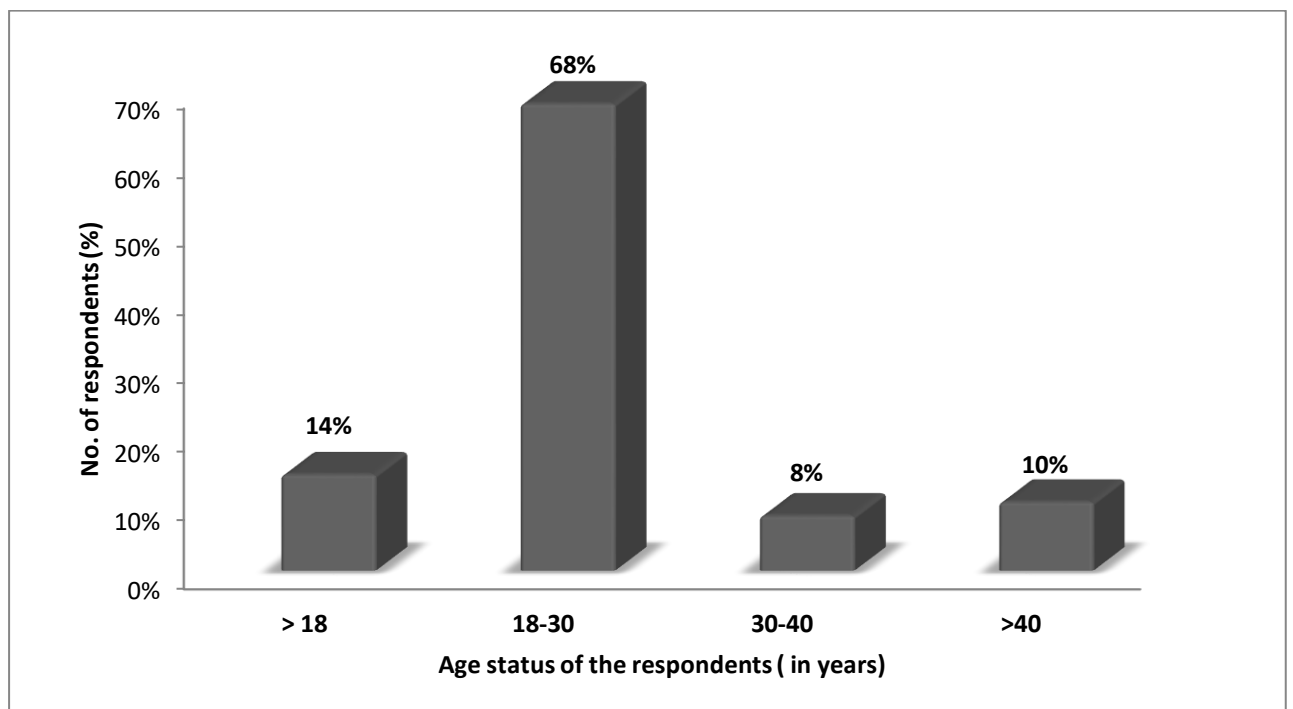
Graph 4.1.1 Gender status of the respondents

Table no. 4.1.1 depicted that a majority of respondents are of male gender. The data presented in the table clearly shows more percentage of males as compared to female i.e. 28 comprising of 56% whereas female are 22 comprising of 44%.

4.1.2 Sample Profile with respect to age

AGE (in years)	NO. OF RESPONDENTS	FREQUENCY (%)
Less than 18	7	14
18-30	34	68
30-40	4	8
More than 40	5	10

Source: Field survey (2019)



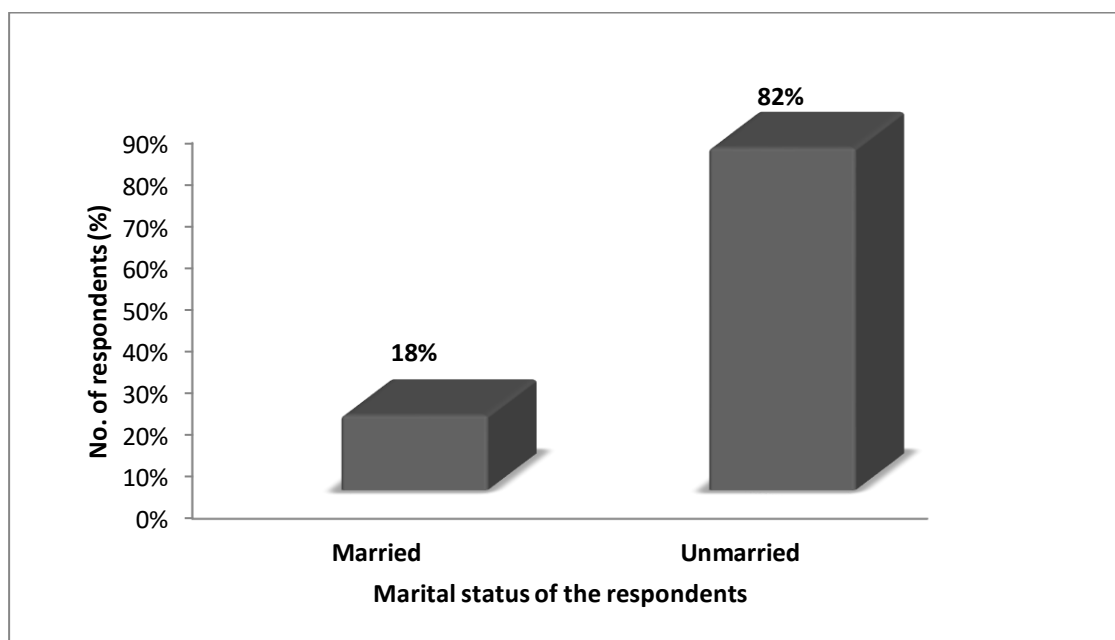
Graph 4.1.2 Age status of the respondents (in years)

Table no. 4.1.2 depicted that a majority of the respondents i.e. 34 (68%) lies between 18-30 years of age group, while 7 (24%) lies in less than 18 years age group, 5 (10%) lies in more than 40 years of age group and respondent 4 (8%) lies in between 30-40 years of group .

4.1.3 Sample profile with respect to Marital Status

MARITAL STATUS	NO. OF RESPONDENTS	FREQUENCY (%)
Married	9	18
Unmarried	41	82
Total	50	100

Source: Field survey 2019



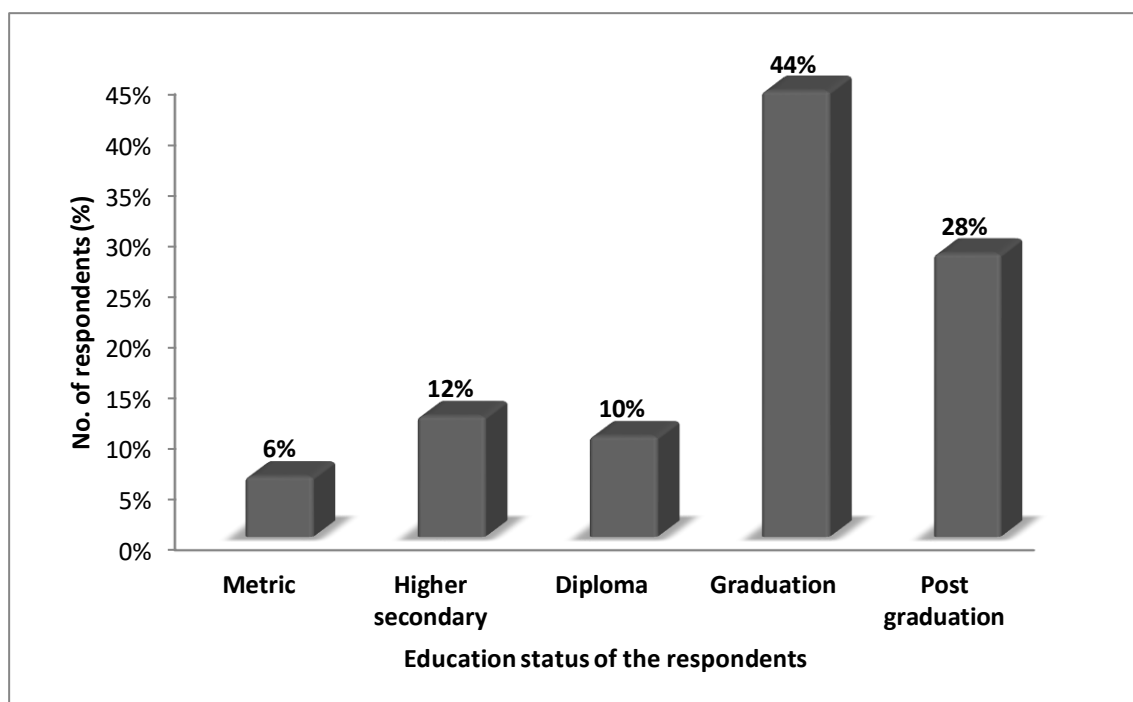
Graph 4.1.3 Marital status of the respondents

Table no. 4.1.3 depicted the marital status of the respondents. It depicted that a huge no. of respondents 41 (82%) are unmarried whereas with only 9 (18%) respondents are married. As the expenditure of the income varies when a person is married and unmarried. We all know that married people tend to save more than the unmarried people. As unmarried people tends to spend more without worrying about saving. Branded companies majorly target on the people who are married and who are unmarried.

4.1.4 Sample profile with respect to Education Qualifications

EDUCATION QUALIFICATION	NO. OF RESPONDENTS	FREQUENCY (%)
Metric	3	6
Higher secondary	6	12
Diploma	5	10
Graduation	22	44
Post graduation	14	28
Total	50	100

Source: Field survey 2019



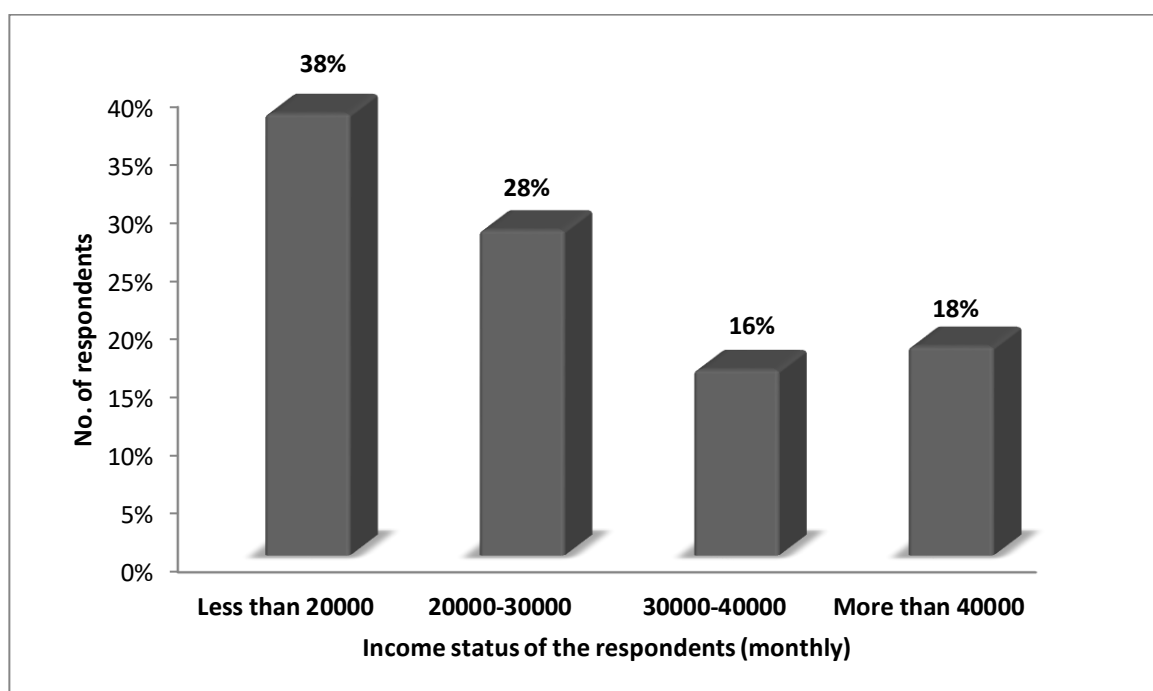
Graph 4.1.4 Educational Qualification status of the respondents

Table no 4.1.4 exhibited that only 3 (6%) of the respondents are matriculates whereas 5 (10%) of them did diploma, 6 (12%) of the respondents have completed their higher studies, 14 (28%) of the respondents are post graduates and with majority of 22 (44%) of the respondents are graduates. The youth of the generation are brand driven.

4.1.5 Sample profile with respect to Income Status (monthly)

INCOME STATUS(Rs./ Month)	NO. OF RESPONDENTS	FREQUENCY (%)
Less than 20000	19	38
20000-30000	14	28
30000-40000	8	16
More than 40000	9	18
Total	50	100

Source: Field Survey 2019



Graph 4.1.5 Income status of the respondents (monthly)

Table no. 4.1.5 summarized the profile of the respondents on the basis of their income status. Data presented in table shows that a majority of respondents 19 (38%) lies in the status of less than 20000, after that 14 (28%) lies in between 20000-30000, 9 (18%) respondents income status lies in more than 40000 and lastly 8 (16%) of the respondents income lies between 30000-40000.

4.1.6 Sample Profile with respect whether they are a loyal brand customer

LOYAL CUSTOMER	NO. OF RESPONDENTS	FREQUENCY (%)
Yes	23	46
No	27	54
Total	50	100

Source: Field survey 2019

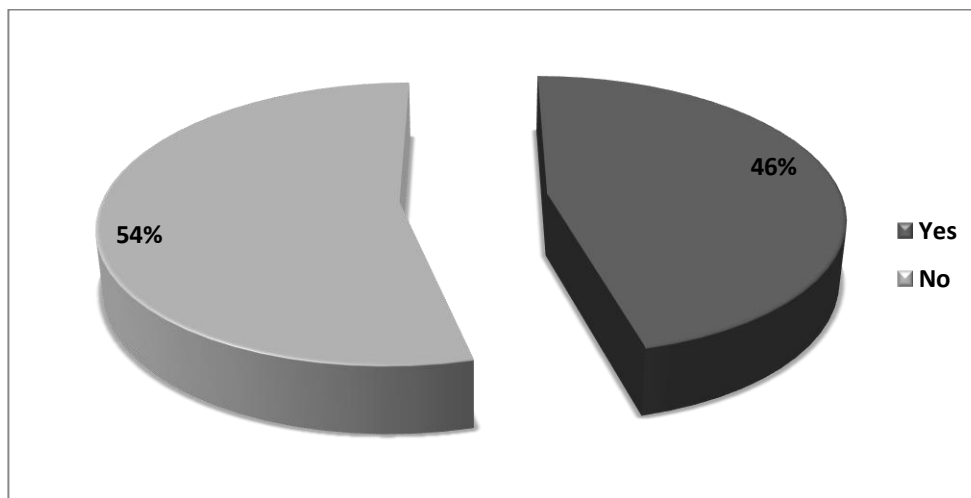


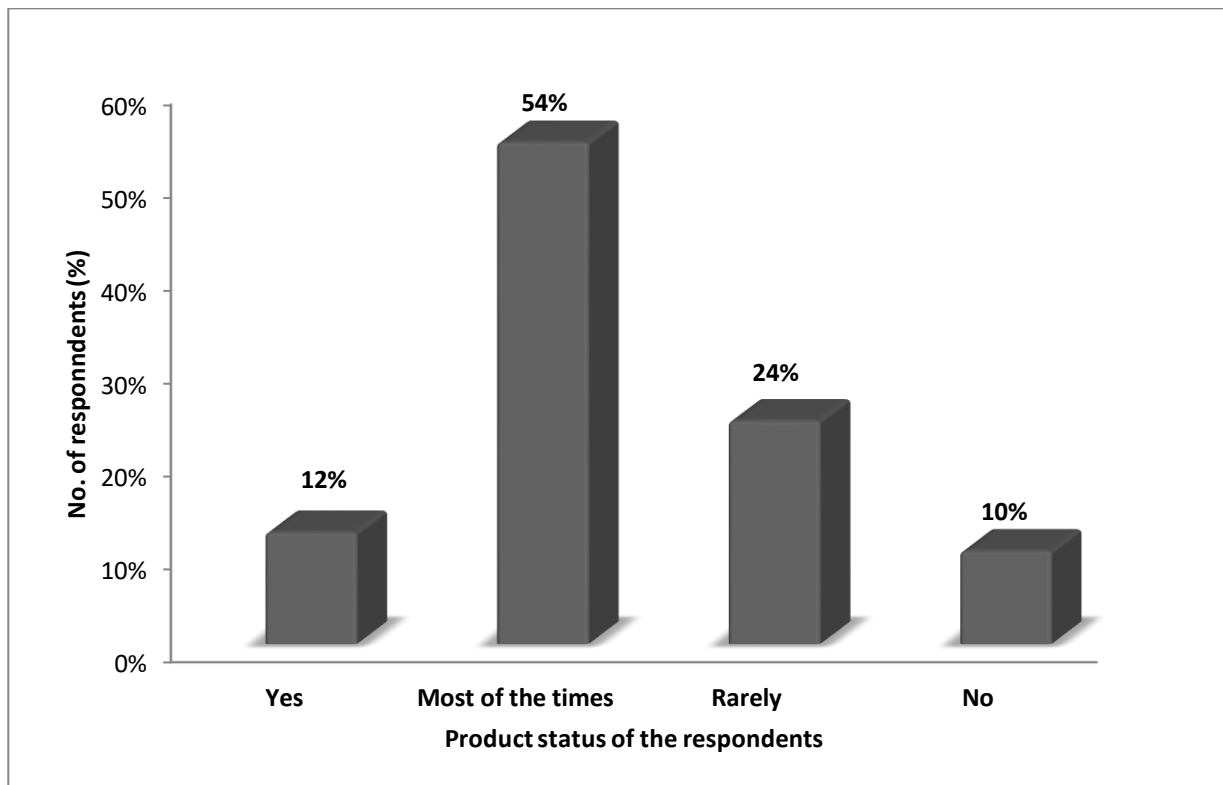
Figure. 4.1.6 Loyalty for a brand

Table no. 4.1.6 exhibited that out of total 50 (46%) respondents are loyal brand customer whereas, 27 (54%) of the respondents are not a loyal brand customer. It depicted that respondents did like to experiment with other brands that they have heard of. They do not stick to a particular brand. The respondents believed that the apparels should be compared with the quality, price and other factors as the respondents like experimenting with brand that they are not familiar with but have heard about them.

4.1.7 Sample profile with respect to whether they always buy branded apparel products

ALWAYS BUY	NO. OF RESPONDENTS	FREQUENCY (%)
Yes	6	12
Most of the times	27	54
Rarely	12	24
No	5	10
Total	50	100

Source: Field survey 2019



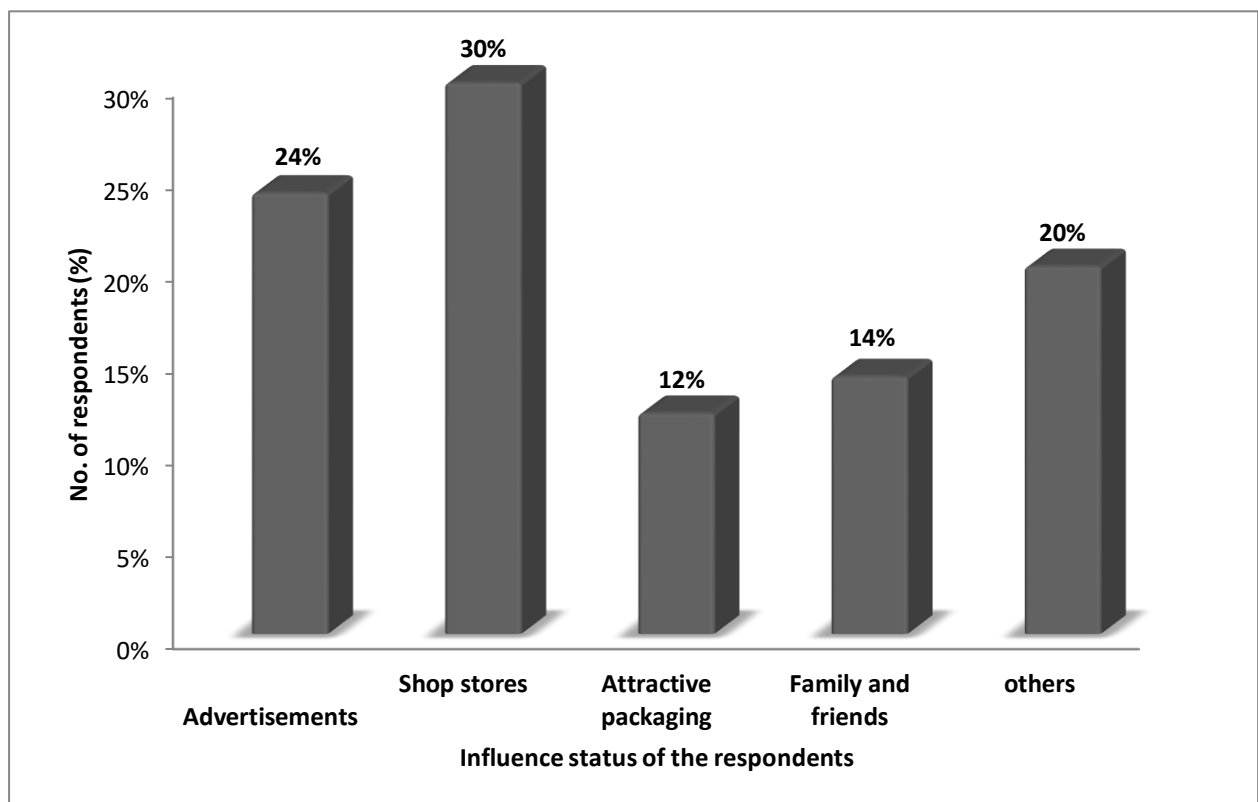
Graph 4.1.7 Product status of the respondents

Table no 4.1.7 exhibited that 27 (54%) of the respondents mostly buy branded products whereas, 12 (24%) of the respondents rarely go and buy branded apparel products, about 6 (12%) always but branded products, and 5 (10%) of the respondents don't but branded apparel products.

4.1.8 Sample Profile with respect to the factors that influence them to buy branded apparel products

INFLUNCES	NO. OF RESPONDENTS	FREQUENCY (%)
Advertisements	12	24
Shop stores	15	30
Attractive packaging	6	12
Family and friends	7	14
Other	10	20
Total	50	100

Source: Field survey 2019



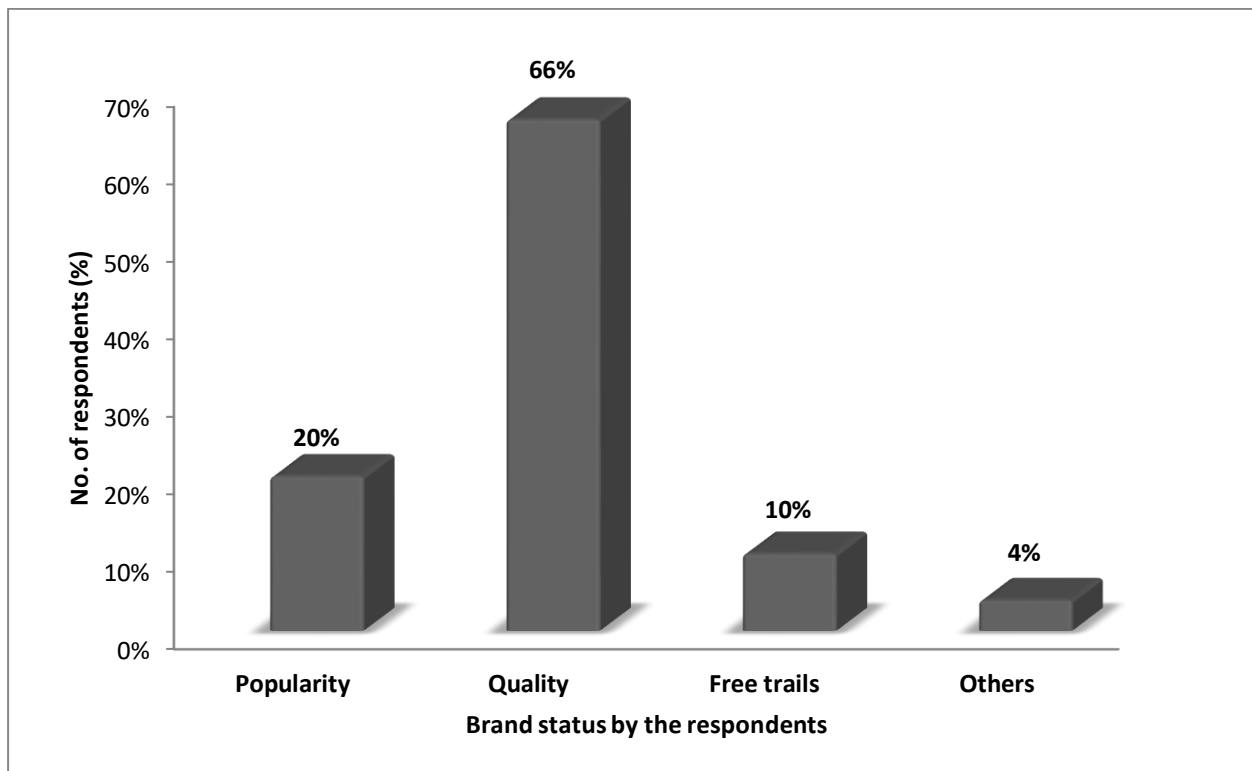
Graph 4.1.8 Influence status of the respondents

Table no. 4.1.8 presented the respondents based on the factors that influence their buying behavior for apparel products. So from the above table it is clear that 12 (24%) of the respondents are influenced by the advertisements, 15 (30%) of the respondents are influenced by the shop stores, whereas attractive packaging influenced about 6 (12%) of the respondents, 7 (14%) of the respondents are influenced by their family and friends, and about 10 (20%) of the respondents are influenced by some other factors.

4.1.9 Sample Profile with respect to how a brand forms a good image for buying apparel products

FACTORS	NO. OF RESPONDENTS	FREQUENCY(%)
Popularity	10	20
Quality	33	66
Free trails	5	10
Others	2	4
Total	50	100

Source: Field survey (2019)



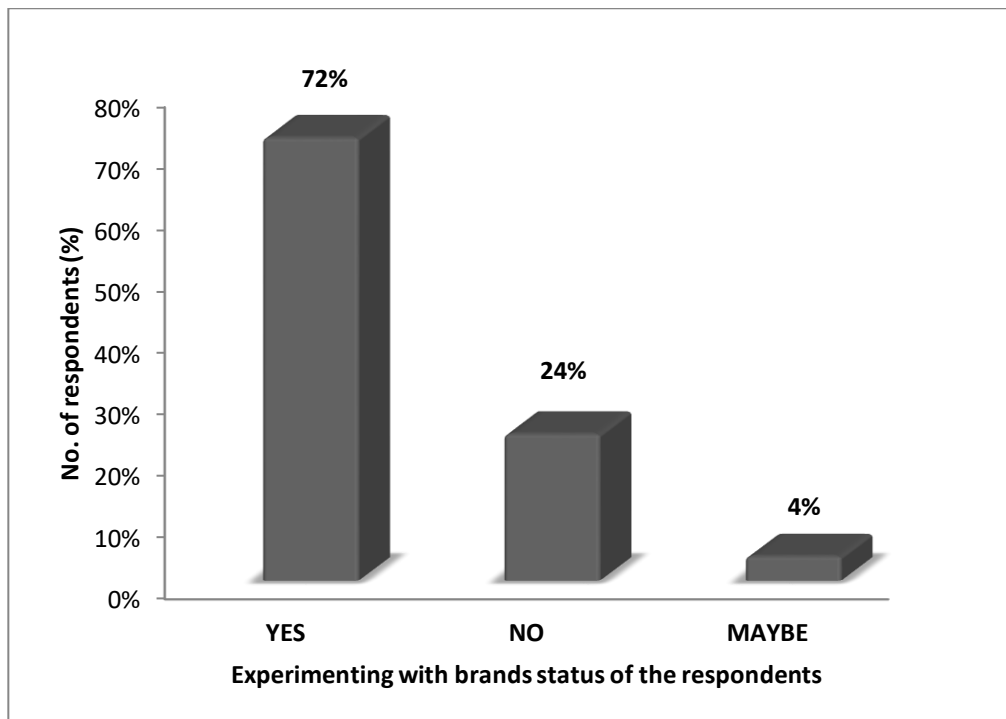
Graph 4.1.9 Brand status by the respondents

Table no. 4.1.9 summarized that out of 50 respondents, about 10 (20%) of the respondents think that popularity helps a brand form a good image, 33 (66%) of the respondents think that quality of a product helps a brand form a good image, whereas 5 (10%) of the respondents believe that the free trail and discounts offers help a brand form a good image, and about only 2 (4%) of the respondents think that there are other factors instead of all these factors that helps a brand form a good image in customers eyes for apparel product category.

4.1.10 Sample profile with respect towards the different brands for experimenting in the category of apparel products

EXPERIMENTS WITH DIFF. BRANDS	NO .OF RESPONDENTS	FREQUENCY (%)
Yes	36	72
No	12	24
Maybe	2	4
Total	50	100

Source: Field survey 2019



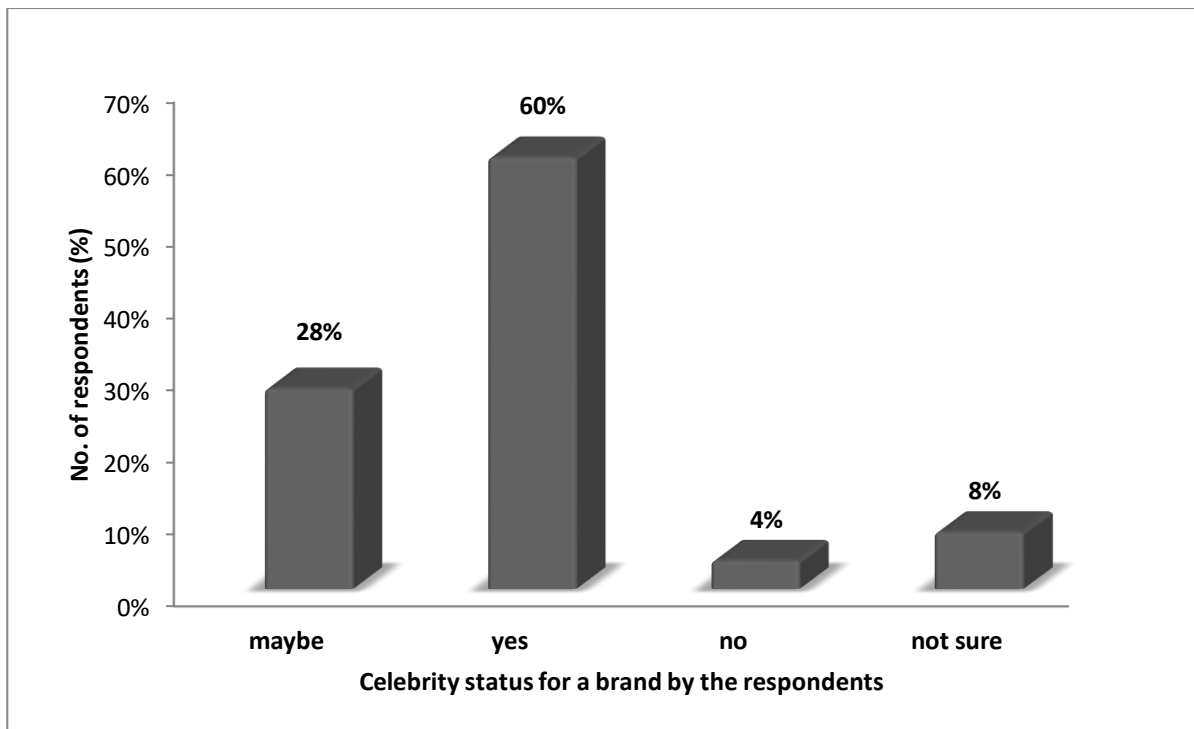
Graph 4.1.10 Experimenting with brands status of the respondents

Table no. 4.1.10 depicts that a majority of people do experiments with brands of apparel products, having the respondents 36 (72%) responding that they do experiments with brands, where about 12 (24%) of the respondents responded that they do not experiment with brands and about 2 (4%) responded that maybe yes, maybe not in terms of experimenting with brands. The respondents believed that they should be compared with the quality, price and other factors as the respondents like experimenting with brand that they are not familiar with but have heard about them.

4.1.11 Sample profile with inclination of respondents on accounts of associating celebrities as brand ambassador in the category of apparel products

CELEBRITY AS AMBASSADOR	NO. OF RESPONDENTS	FREQUENCY (%)
May be	14	28
Yes	30	60
No	2	4
Not sure	4	8
Total	50	100

Source: Field survey 2019



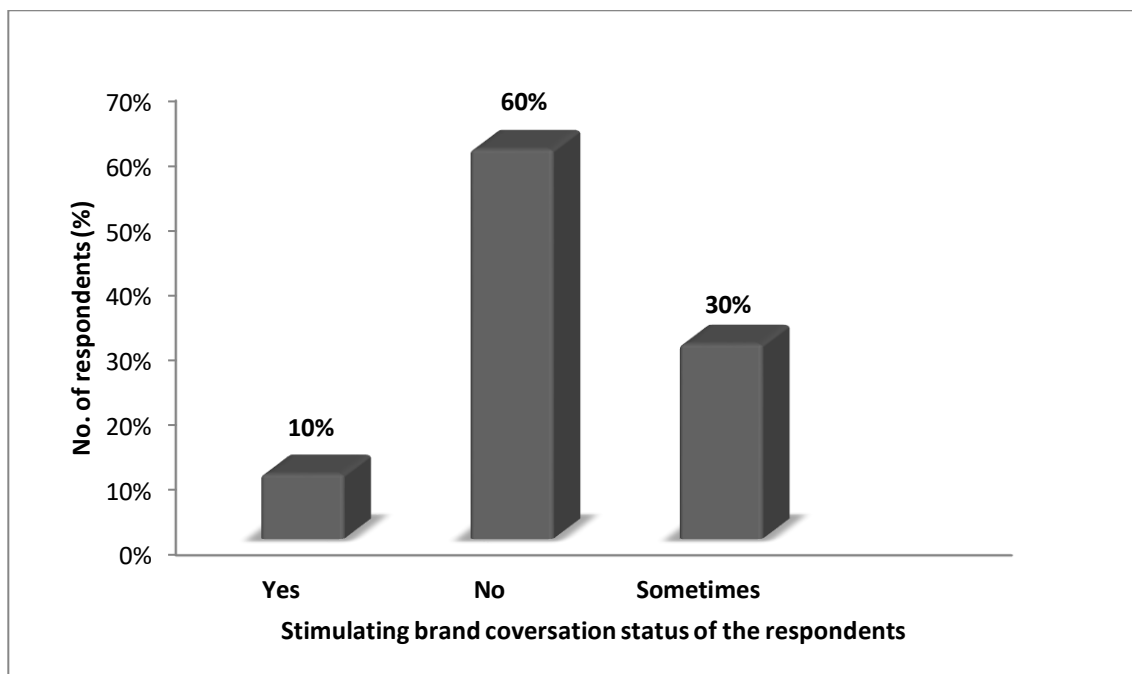
Graph 4.1.11 Celebrity status for a brand by the respondents

Table no. 4.1.11 explored that the respondents think that having a celebrity as a brand ambassador for any brand helps the brand in popularity as about 30 (60%) of the respondents responded that they do matter, 14 (28%) of them think that they might affect the popularity, whereas 4 (8%) of the respondents believe that they are not sure about it and 2 (4%) of the total respondents know that they do not help in brand popularity.

4.1.12 Sample profile with respect to whether they stimulate conversation about brands

BRAND CONVERSATION	NO. OF RESPONDENTS	FREQUENCY (%)
Yes	5	10
No	30	60
Sometime	15	30
Total	50	100

Source: Field survey 2019



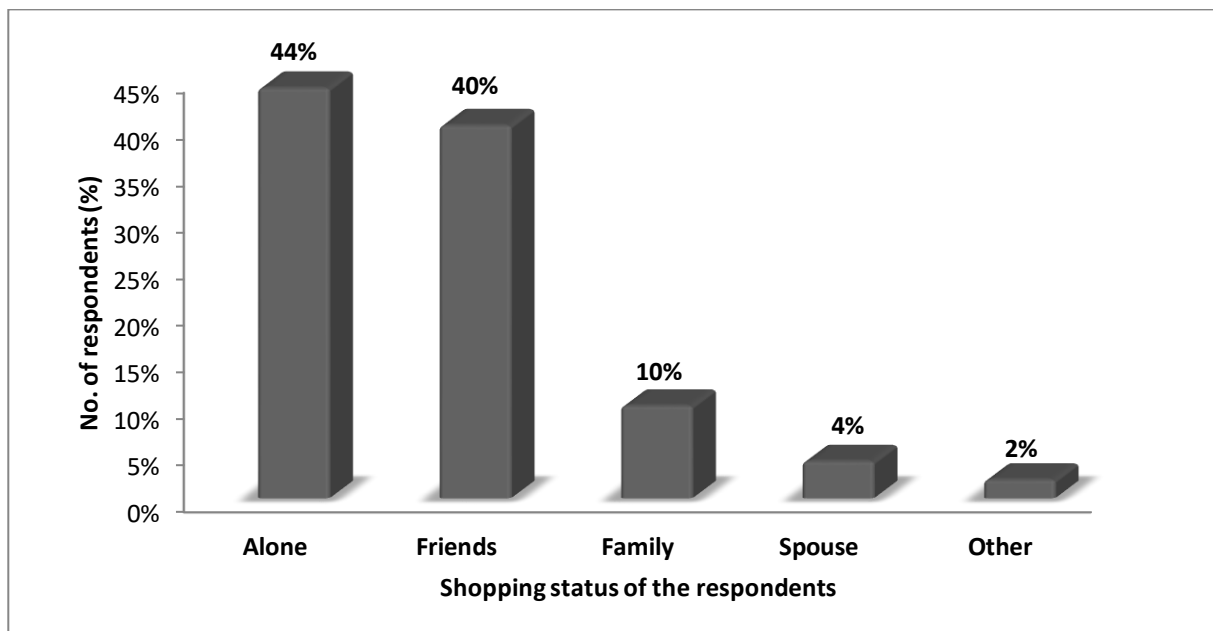
Graph 4.1.12 Stimulating brand conversation status of the respondents

Table no 4.1.12 exhibited that with the majority of 30 (60%) responded that they do not talk about brands in their conversation, whereas about 15 (30%) responded that they do sometimes talk about brand and shopping while having a conversation and about 5 (10%) respondents agreed that they do talk about brands while having a normal conversation.

4.1.13 Sample profile with respect to who generally accompanies while shopping apparel products

ACCOMPANIED BY	NO. OF RESPONDENTS	FREQUENCY (%)
Alone	22	44
Friends	20	40
Family	5	10
Spouse	2	4
Others	1	2
Total	50	100

Source: Field survey 2019



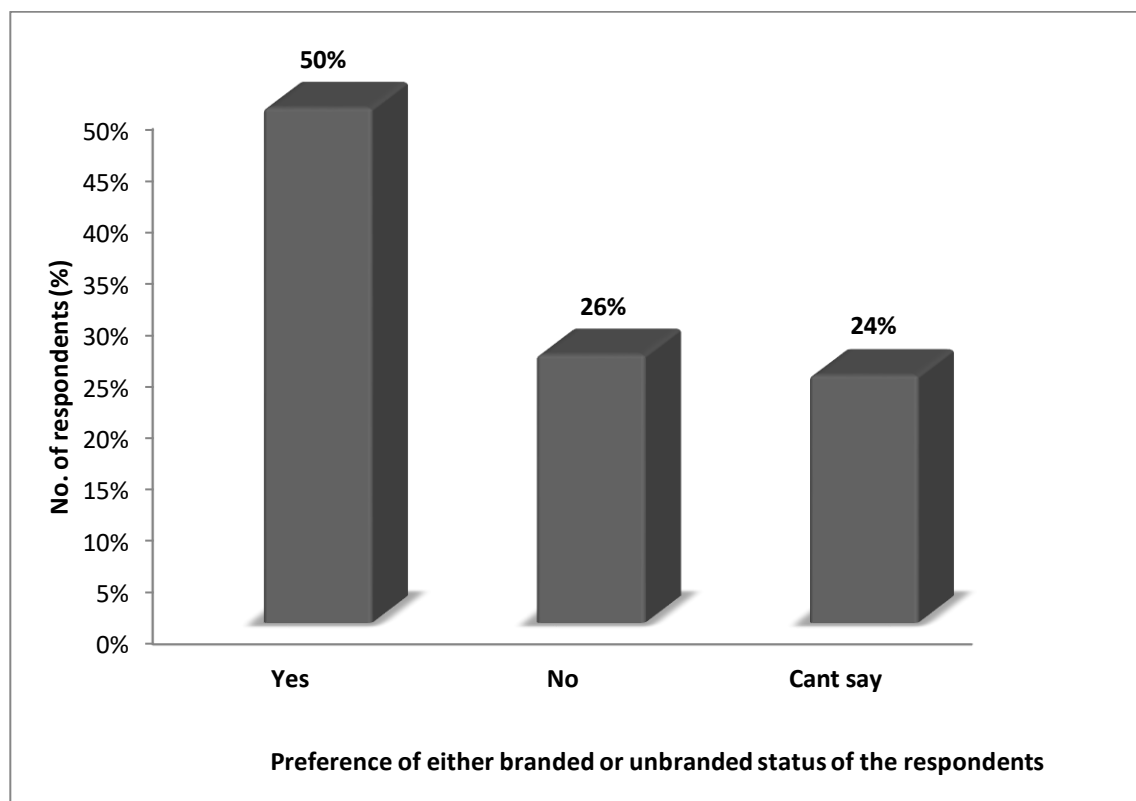
Graph 4.1.13 Shopping status of the respondents

Table no. 4.1.13 summarized that majority of the respondents generally go alone or with friends with having the representation of 22 (44%) and 20 (40%), whereas about 5 (10%) respondents go shopping with their family, about 2 (4%) of the respondents do shopping with their spouse and lastly 1 (2%) of them responded others.

4.1.14 Sample profile with respect to whether branded products are better than unbranded products in the category of apparel products

BRANDED AND BETTER THAN UNBRANDED PRODUCTS	NO. OF RESPONDENTS	FREQUENCY (%)
Yes	25	50
No	13	26
Can't say	12	24
Total	50	100

Source: Field survey 2019



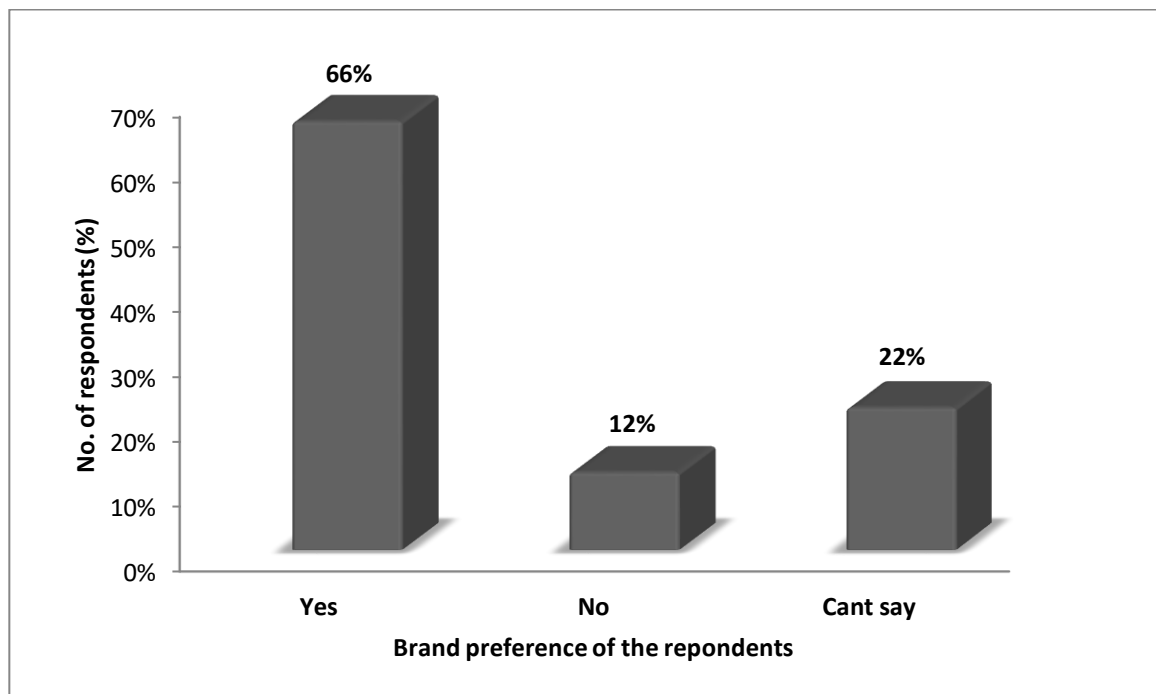
Graph 4.1.14 Preference of either branded or unbranded status of the respondents

Table no. 4.1.14 explored that from the total respondents about 25 (50%) of the respondents think that branded products are better than unbranded products, whereas about 13 (26%) if the respondents don't think that branded products are better than unbranded products, and lastly 12 (24%) of the respondents think that they can't say whether branded products are better or non branded products

4.1.15 Sample profile with respect to whether they would switch their brand preference for apparel product category, if the other is providing schemes and discounts

SWITCH IN BRAND PREFERENCE	NO. OF RESPONDENTS	FREQUENCY (%)
Yes	33	66
No	6	12
Can't say	11	22
Total	50	100

Source: Field survey 2019



4.1.15 Brand preference of the respondents

Table no. 4.1.15 exhibited that a majority of 33 (66%) respondents would switch their brand preference if the other brand is providing those discounts and schemes, whereas 6 (12%) responded that they would not shift their brand preference and about 11 (22%) of the respondents can't say whether they will switch or will stick to the brand.

4.1.16 Sample profile with respect to whether they would cling with the brand of apparel products if they increased their prices

STILL CLING TO THE BRAND	NO. OF RESPONDENTS	FREQUENCY (%)
Yes	22	44
No	28	56
Total	50	100

Source: Field survey 2019

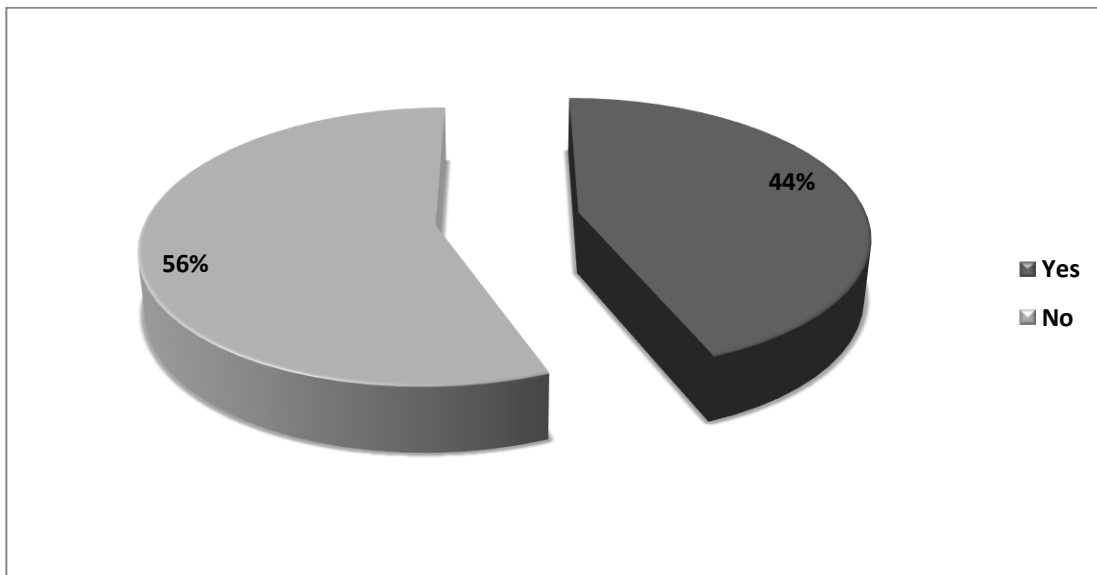


Figure 4.1.5 Trueness to the brand of the respondents

Table no. 4 1.16 summarized that out of total about 28 (56%) of the respondents would hold the brand and would not switch, being a brand loyal customer whereas, 22 (44%) of the respondents would change their brand if the brand increases their product prices. If a brand increased their prices, then the respondents would not cling to the brand and would switch to other brand this shows that price is a major factor that can influence them to leave the brand and switch to other brand.

4.2.1 Opinion regarding the factors that influences the customer purchase decision for apparel products.

Factors affecting buying behaviour	Mean
Price	3.66
Celebrity	2.66
Friends	3.66
Advertisement	3.22
Brand name	3.74
Brand quality	4.16
Features the brand provides	3.74
Social status	3.40

Table no. 4.2.1 depicts the mean values showing opinion of respondents regarding the factors that they think these factors influence their buying behavior. The findings shows mean value for all statements which are depicting opinion of respondents for the factors that are responsible for the change in buying behavior. The mean value of the factors like celebrity is less than 3 shows that the respondents don't think that the factor affects their buying behavior, whereas in the factors like price, brand name, brand quality etc where the mean value is above 3 shows that the respondents think that the factor do affect their buying behavior. The mean of all statement measuring the influence on the consumer purchasing behavior is mostly more than 3, thus indicated the factors do influence their (the respondents) buying. the influence on the consumer of apparel products, purchasing decision is mostly more than one, thus indicating that the respondents are deviated toward the factors such a price, quality, friends, social status etc that these factors influences the buying behavior, whereas factor like brand name does not influence their buying behavior

4.3.1 Standard deviation value showing opinion of respondents regarding the factors that influence the consumer purchasing behavior for apparel products

I Agree that the below following influence the buying behavior	Standard Deviation
Price	1.00
Celebrity	1.21
Friends	1.00
Advertisement	1.18
Brand name	0.94
Brand quality	0.91
Features the brand provides	0.99
Social status	1.07

Table no. 4.3.1 depicts standard deviation showing opinion of the respondents those who agree that the above factor influence their buying behavior. All the above value of factors like price, friends etc that are more than 1 shows that the above factors influences the buying behavior. Whereas, the factors like brand name etc that are less than 1 shows that the respondents don't think that these factors influence their buying behavior.

FINDINGS AND CONCLUSIONS

Brand is an assurance, a guarantee for a value of standard of quality for the first time and for every time. Brand is name and logo that plays the role of a thought in the consumers mind. Brands do not compete in the products range but compete for the mind space of the consumer. In the present chapter, the findings explored the factors apart at their first purchase; this chapter also includes the factors that influence the buying behavior of the consumer.

It has been noted that the mean of all statement measuring the influence on the consumer purchasing behavior is mostly more than 3, thus indicated the factors do influence their (the respondents) buying behavior. On the basis, whether the respondents think that they are loyal customers or not. With the majority of respondents believe that they are not a loyal brand customer and whereas majority of the respondents believed that they do buy branded products but are not loyal to the brand, as they like experimenting with brands.

The result also showed that the respondents who are unmarried, they are much influenced by brands and are brands conscious for apparel products. The factors that influence the respondents mostly to buy branded products are mainly shop store and advertisements and simultaneously the respondents believe that because of the quality, a brand forms a good image.

It is observed that incomes plays an important role while brand shopping for apparel products. As we know that the prices of the branded products are comparatively high then non branded products. So to full fill their desires, they want the income to be raised as some of the respondents believe in saving for future. So, income plays a vital role of brand shopping as it is directly influenced by their income.

The finding revealed that majority of the respondents' experiment with different brands in the category of apparel products. The respondents believed that they should be compared with the quality, price and other factors as the respondents like experimenting with brand that they are not familiar with but have heard about them.

The findings also revealed, a popular celebrity being a brand ambassador of a brand in the category of apparel products helps the brand in becoming famous, and a majority of respondents believed that to be true. As they also get influenced in buying the particular brand products because of the celebrity in the advertisements. Some of the respondents revealed that they talk

about brands and their offers while having a conversation, whereas a majority of respondents responded that they do not indulge themselves in such conversation.

It is observed that a majority of the respondents go shopping alone for buying apparels, as they do not like to be criticized for their choice and also they like to shop free without any time pressure, and whereas the other respondents like to be accompanied either by their friends or any family member, further it is observed that majority of the respondents believed that the branded products are better than unbranded products, mainly because of their quality.

When asked about the brand preference for apparel products, that would they switch their brand preference, if the other is providing schemes and discounts, a majority of respondents agreed with the situation and also added that they have already switch brands because of the same reason and would again switch their brand preference; as discounts and other schemes influenced their preference. The study also revealed that if a brand increased their prices, then the customer would not cling to the brand and would switch to other brand this shows that price is a major factor that can influence a customer to leave the brand and switch to other brand.

It has been noted that the standard deviation for the statement measuring the influence on the consumer of apparel products, purchasing decision is mostly more than one, thus indicating that the respondents are deviated toward the factors such as price, quality, friends, social status etc that these factors influence the buying behavior, whereas factor like brand name does not influence their buying behavior.

From the overall research we came to the conclusions that brands in the category of apparel product have an effect on the consumer mind in many ways like quality, prices, income, age groups, social status etc.

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QUESTIONNAIRE

Dear Respondent,

I, Vishal Sharma currently pursuing MBA from Dr..Yashwant Singh Parmar University of Horticulture and Forestry, Nauni, Solan (H.P.) presently doing a project on **“A STUDY ON THE INFLUENCE OF BRANDING ON THE CUSTOMER PURCHASE DECISION FOR APPAREL PRODUCTS”** I request you to kindly fill the questionnaire below and assure you that the data generated shall be kept confidential.

PART –A (PERSONAL INFORMATION OF THE RESPONDENT)

Q.1 Name (optional)

Q.2 Gender status of the respondent.

Male Female

Q.3 Age of the Respondent.

Less than 18 18-30 30-40 Above 40

Q.4 Marital status of the respondent.

Married Unmarried

Q.5. Educational Qualification of the respondent.

Matriculation Higher secondary Diploma Graduation Post graduation

Q.6. Income of the respondents

- i) Less than - Rs. 20,000
- ii) Rs. 20,000 - Rs. 30000
- iii) Rs. 30000 -Rs. 40000
- iv) Above -Rs. 40000

Q.7. Are you a loyal brand customer for the products you buy?

- Yes
- No

Q.8 Do you always buy branded products?

- Yes
- No
- Most of the time
- Rarely

Q.9 Which of the following factors influence you the most to buy branded products?

- Advertisements
- Shop stores
- Attractive packaging
- Family and friends
- Others

Q.10 Which of the following according to you help the brand to form a good image ?

- Popularity
- Quality
- Free trials /discounts
- Others

Q.11 Do you experiment with different brands?

- Yes
- No
- May be

Q.12 Do you think that a brand is famous because of a popular celebrity as a brand ambassador?

- Yes

- No
- May be
- Not sure

Q.13 Do you talk or discuss about any brand while having a conversation?

- Yes
- No
- Sometimes

Q.14 Who generally accompanies you for shopping?

- Alone
- Friends
- Family
- Spouse
- Others

Q.15 Do you think branded products are better than non branded products?

- Yes
- No
- Can't say

Q.16 Would you switch your brand preference, if the other is providing schemes and discounts?

- Yes
- No
- Can't say

Q.17 Would you cling with the brand if they increased their prices?

- Yes
- No

Part-B

Please tick the appropriate option and answer the following questions.

Q.1. Do these factors influence your buying behavior?

S/N	I agree that below following influence the buying behaviour	Strongly Agree	Agree	Neutral	Disagree Strongly	Disagree
1	Price					
2	Celebrity					
3	Friends					
4	Advertisement					
5	Brand name					
6	Quality					
7	Features that brand provides					
8	Social Status					

**Dr. YS PARMAR UNIVERSITY OF HORTICULTURE AND FORESTRY,
NAUNI, SOLAN (H.P)**

Title of Thesis	:	A study on the influence of branding on customer purchase decision for apparel products
Name of Student	:	Vishal Sharma
Admission Number	:	H-2018-28-MBA
Major adviser	:	Dr. Piyush Mehta
Specialization-I	:	Marketing Management
Specialization-II	:	Financial Management
Degree Awarded	:	MBA
Year of Award of Degree	:	2020
No. of Pages in Report	:	41+I-IV
No. of Words in Abstract	:	248

Abstract

Branding plays a key function in improving every market success, an implicit resource that can influence the purchasing habits of customers positively. The Consumer Behavior Analysis has become important in Present Marketing Scenario. Consumers became the mercantile princes. No commercial company, without customers, will work. Customer behavior study is based on consumer buying behavior, with the customer playing the user, payer and buyer's three distinct roles. Buying behavior by consumers for apparel product category has become an integral part of strategic market planning. . The area of present study has been the people of District Mandi, Himachal Pradesh. The primary data for this study has been collected with the help of pre-structured questionnaire. The data has been collected using convenient sampling from 50 people. The questionnaire in the study has general questions and demographic questions. Brands in the category of apparel products have an effect on the consumer mind in many ways like quality, prices, income, age groups, social status etc. The study further found that factors like price, quality, advertisement, celebrities as a brand ambassador and their social status influence their buying behavior for apparel products. The finding revealed that majority of the respondents' experiment with different brands of apparel products. The respondents believed that they must compare with the quality, price and other factors as the respondents like experimenting with brand of apparel product category, as they are not familiar with but have heard about them.

Keywords: Consumer buying behavior, Brand image, Brand name, Apparel products

**Signature of Advisor
(Dr. Piyush Mehta)**

Signature of Student

Countersigned

**Professor and Head
Department of Business Management
Dr YS Parmar University of Horticulture and Forestry
Nauni, Solan (HP)-173 230**

CURRICULUM VITAE

VISHAL SHARMA

Email-id ufc625@gmail.com

Contact no. 8219755871



QUALIFICATION

1. MBA (Marketing/Financial management) from Dr Yashwant Singh Parmar University of Horticulture and Forestry, Nauni, Solan
2. B.Tech (Mechanical engineering) from Punjab Technical University (60%)
3. 12th (Non Medical) from GPS Public School, Hamirpur (75%)
4. Matriculation from SPS Barchwar, Sarkaghat (78%)

ACHIEVEMENTS

1. Secured 3rd position in robotics inter-college competition.
2. Represented Mechanical Department's project and secured 2nd position in Ignite Engineers Competition (of Innovative Ideas) at Chandigarh Group of Colleges, Landran

INTERNSHIP

1. Summer internship of 45 days GS Katha Industry at Nurpur, Kangra
2. 2 months software internship at INFOWIZ SOLUTIONS.
3. 4 months industrial training at Tata Patiala, Punjab

EXTRA CURRICULAR ACTIVITIES

1. Secured 1st position Inter-college Cricket at CGC LANDRAN, Mohali.
2. Secured 1st position Inter-School Volleyball at GSSS, Dhalwan.

PERSONAL PROFILE

Date of birth	29 th June 1995
Fathers name	Sh. Suresh Sharma
Nationality	Indian
Languages	Hindi, English
Marital Status	Unmarried
Place	Mandi