



Effect Of Branding On Consumer Buying Behavior: A Study In Relation To Fashion Industry

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ABSTRACT

This study is done to analyze the effect of branding on buying behavior of consumer. Customers all over now prefer branded products. The purpose of this study is to have an in-depth understanding of consumer behavior and branding. The aim is to study the relationship between consumer behavior and brand. The goal of the study is to rely on the fact that the brand has an impact on consumers decision.

INTRODUCTION

Now days, Brands have become a status symbol. Customers all over now prefer branded products. Firms in fashion sector are ambitious to increase their profit share in market and within these firms branded clothing has moved the standard interest and style of people. Brand studies always have prevailed to be the major attention of the marketers owing to the fact of its importance and direct association with consumers.

Brand holds a considerable significance in consumer's life. Brands are used by marketers so as to get the competitive edge on other competitors playing a critical role in the success of companies. India has a victorious expanded economy and the fashion sectoral industry has advanced enormously in the current years.

Consumer decides brands and trust them in the same manner as they trust their family members and friends to dodge equality related issues. The escalate use of fashion goods and the emerging market has fascinate local as well as foreign brands to accommodate services to its customers.

OBJECTIVES OF THE STUDY

- To study the effect of brands on consumer buying behavior in association to fashion goods.
- To study the factors influencing consumer behavior.
- To analyze the concepts of branding.

RESEARCH METHODOLOGY

The survey on the effect of brands on their buying behavior is conducted through questionnaire.

Sample Size: No. of respondents are 100.

UNDERSTANDING CONSUMER BEHAVIOR

Consumer Behavior refers to the mental and practical procedure and the noticeable behavior of consumers while purchasing, searching and post consumption of a product or service.

Consumer Behavior includes study of what people buy, when they buy, why they buy and how they buy. It alloys the elements from sociology, psychology, socio psychology and economics. It helps to evaluate the influence on the consumer from groups such as friends, reference groups, family and society. There are various factors influencing and affecting consumer buying behavior. These are:

- **Personal Factors**-This includes those outlook that are unique to a person and influence purchasing behavior. These factors include lifestyle, conditional factors and demographic factors.
- **Social Factors**-These factors refer to forces that other people employ and which affect purchase behavior of consumers. These factors include family culture and subculture, reference groups and social class.
- **Psychological Factors**-These factors are internal to an individual and develop forces within that which influence purchase behavior. These forces include perception, attitude, learning, motives and personality.

UNDERSTANDING BRANDING

Companies make products but customers buy brands. This is the reason why marketers go for branding in order to differentiate their offerings from homogeneous products and services provided by their competitors.

Moreover, it carries an implicit affirmation to the customers that the quality of the purchase will be indistinguishable to

earlier purchases of the same brand.

Branding is a strategy, a tool, a process and an inclination.

- Build long term accommodation with the customers.
- A deliberated orientation process for customer satisfaction
- It is used as a differentiation schemed strategy when the products are not easily distinguishable as regards to its tangible features.

Kotler (1999) expands on the concept that a brand is capable of disseminating up to six different levels of meaning to a targeted audience.

This is termed as the “Six Dimensions of The Brand”.

Culture	A brand is representative of sub cultural characteristics of the target audiences.
Values	Company’s core values and belief system are represented by its brand.
Personality	Behavioral personality traits of targeted consumers are projected by brand.
Attributes	A brand transmits specific attributes such as goodwill, prestige, consistency, credibility, etc.
Benefits	A brand strengthens a product’s attributes by delivering a set of benefits that makes it mo real luring.
User	The brand can imitate the end user in some cases.

EFFECT OF BRANDING ON CONSUMER BEHAVIOR

Developing brand value means creating a distinctive brand promise of a relevant, distinguished, trustworthy experience that is delivered persistently. Generating and creating along with delivering a trustworthy branded value is the cradle of sustainable value for business.

• Brand Equity

Brand equity is a marketing term underlying the out of the way characteristics that constitute brand value. Brand Equity is a set of brand assets along with liabilities linked to company, its name and symbol that add to or subtract from value shelled out by a product to the company's customers.

Brand Equity consists of these core assets including: Brand Loyalty, Brand Awareness, Brand Association and Perceived quality. These are valuable assets for enriching strong brand image and extending the brand awareness in the market. The anticipated quality and its affiliation with the brand name usually influence the customer’s satisfaction and influence their decision to purchase a product or service.

• Established a sense of acquaintance

People buy products and services from brands and those companies who have already exhibit their worth and ethics.

Consumers who are familiar with a particular brand tends to come back and purchase more other products. Majority of consumers usually come back to buy the products from a brand that has remained loyal and maintained it over time. Even when there is a hype and rise in price, the consumers will be more likely to arrive back and buy that same product instead of choosing that of the competitor’s one.

• Consumer Sensitivity of the Product

Brand has the ability to amplitude consumer behaviour favourably.

For example, when there are two products with homogeneous features and performance. One product has its own brand and the other product does not possess any brand. Brands come with previous stories linked with them and build trust over a period of time. When the consumers they see the logo of the brand, they immediately recognize that brand and recall other products of that brand that people in their social status quoted before. The non-branded product does not entertain by this luxury.

• Loyalty and Trust

Consumers evolve a sense of loyalty to some of the brands. Complex amalgamation of trust and emotional aspects associated to the brand account for brand loyalty. Primarily, customers buy a brand for trial purpose and after being satisfied, consumers then tend to purchase the product from the certain brand. Generating such loyalty is what every commencing business should desire to and work to enrich it in the long run.

Customers are of the view that the brand offers the desirable features and standard of quality at the right price.

Brand Loyalty drives huge consumer involvement. Consumers want to be identified with a brand that has continue to provide its loyalty to them over time. These consumers engage more often on social media platforms and they are always willing to be the part of the competitions, events and surveys directed by the brand.

DATA ANALYSIS AND INTERPRETATION

• Age

64% of the respondents belongs to the age group of 11-25 are the brand conscious group. They usually prefer their desired brands on social media sites.

36% of the respondents with age group of 26-40 are also brand conscious. Their loyalty towards brands is higher. The

degree of brand consciousness goes on diminishing in higher age groups.

• **Work status**

This highly influence the preference, choice and habit of a person. Work status influences fashion choices of individuals. Students are 59% and the rest working, retired and self employed are 22%, 3% and 16% respectively.

Students as well as the people from working class are more brand responsive as compared to others. Students usually prefer branded casual wear and accessories, where as the working class likes more of formal wear that are branded.

• **Household income**

Household income is the sum of all the salaries, wages and other forms of earning received by a household during a given period of time.

Data represent that 8% belong to income category of less than 10000 and 16% fall in the category of 10000-30000. 44% respondents fall between income categories of 30000 - 50000. And 32% come under income group of 50000 and above. Household income highly impacts the consumer behavior towards fashion goods. Those having income above Rs 30000 monthly prefer more branded fashion apparels and accessories as compared to families having income less than Rs.30000 per month.

• **Factors affecting the purchase decision**

The researcher has come to the conclusion that Brand and Price are the major attributes that the customers gave most importance to while purchasing the attributes.

• **Awareness of Fashion Brands**

According to the study, people from all age groups are some or what aware about various brands. Majority of respondents with age group of up to 30 years are most of all aware about all of the stated brands.

• **Brand loyalty**

Study indicates that only 42% are the customers who are loyal and 58% are those who may change their brand and look out for offers before making the purchasing decision.

• **Status symbol**

Approximately 83% people believe that Brands in fashion industry are becoming a status symbol.

CONCLUSION

Brand is an assurance for a designated standard of quality for every time. Brands do not compete in the mind space of the customer.

Brand is name or logo that plays significant role in the mind of the customer. A brand once characterized in the mind of the customer becomes indelible when customer identifies itself with that particular Brand.

Branding is a influential and dominating powerful tool for all categories of business organizations. Branding is an efficient marketing strategy tool that has been a medium of success for the company. If the product is correctly used by the brand, the payoffs become significant. However, if the products of the brand are mismanaged, then the results can be destructive. From the overall research, Researcher came to the conclusion that brands have a significant effect in the consumer mind in many ways be it income status, quality, rates, age group's etc.

Brands have a significant and deliberate role in the fashion industry to influence the consumer behavior and perception towards the product.

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ANNEXURE

QUESTIONNAIRE ON BRANDING IN FASHION INDUSTRY

Name: _____

Age: _____

1. Gender:

Male

Female

2. Marital status:

Unmarried

Married

3. Working Status

- Working
- Retired
- Self-employed
- Student

4. Monthly Household Income

- Less than 10000
- Less than 20000
- Less than 30000
- More than 30000 and Above

5. How often do you shop for apparels and other fashion accessories?

- Once in a month
- 2-3 times a month
- Once in 3months
- Once in6 months

6. Factors you consider while purchasing readymade garments

BASIS	Large Extent	Some Extent	Least Extent
Cloth type			
Color			
Brand			
Trend			
Price			
Availability			

7. How much do you care about using brands?

- Strongly
- Slightly
- Never

8. Who influence you to purchase the brand?

- Friends
- Family
- Celebrity’s Style
- Advertisement

9. Which of the following fashion brands are you familiar with?

- GUCCI
- Red Tape
- Mufti
- Louis Vuitton
- Monte Carlo
- AllenSolly

10. How do you hear about the brand?

- Online Media advertising
- TV or Radio
- Word of mouth
- Newspaper/magazines

11. Which all categories of products you would like to have branded?

- Casual clothes
- Watches
- Accessories
- Corporate wear
- Bags
- All of the above

12. When shopping for fashion products _____

- Tryout new brands
- Look out for special offers & then decide on brand
- Return to the same brand

13. Do you follow brands on social networking sites?

- Yes
- No

14. How much do you agree that social media help in acquiring information about the fashion brands?

- Agree
- Neutral
- Disagree

15. Brand has now become a status symbol. Do you agree?

- Strongly agree
- Agree
- Neutral
- Strongly disagree
- Disagree

16. Do you think focus on branding while purchasing is correct?

- Yes
- No
- Not Sure