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RESEARCH ARTICLE

THE INFLUENCE OF BRANDING ON CONSUMER PURCHASING BEHAVIORAN INVESTIGATION INTO THE FASHION INDUSTRY

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Abstract

Purpose: This study will look at how customer purchasing behavior and certain marketing factors, such as brand image, association, and loyalty in the fashion business, are related. This article's main goal is to comprehend how branding affects consumers' purchasing decisions in the footwear sector.

Methodology: Primary information used in this study to examine the relationship between consumer purchasing behavior and other marketing characteristics, the data was analyzed using multiple regression and Pearson's correlation in SPSS.

Data collection: The primary data were gathered through a questionnaire for analysis purposes. To assess the influence and relationship between the dependent variables and independent factors, 340 respondents are chosen, and 16 questions are then asked of them. This study used random sampling and the Likert scaling method.

Findings: The model fits well and shows a high correlation between the dependent and independent variables.

Research constraints: The study's choice of sample size is constrained. The generalizability of the results can be increased by collecting data for bigger sample sizes.

Originality/Value- This study may aid future researchers in determining how branding and advertising in the Kashmir region affect customer behavior.

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Introduction:-

Nowadays, brands serve as status symbols. Nowadays, consumers everywhere favor branded goods. The query is, though, why. Is it the brand's quality—or some other connected factor—that draws buyers in? The purpose of this study is to examine how brands affect customer purchasing decisions. The goal of the study is to have a thorough understanding of what exactly is branding and consumer behavior in addition to determining the impact of brand on customer buying behavior. The Indian fashion business has been taken into consideration throughout the entire study. Branded apparel and accessories have changed people's traditional style and interests, and businesses in the fashion sector are fighting to grow their market share of profits. Why does one brand command a high price while the other commands a low price despite sharing the same qualities and characteristics? Because of their significance and close interaction with customers, brand studies have always attracted the attention of marketers. India's economy is successfully expanding, and the nation's fashion industry has made great strides in recent years. Both foreign and local brands are drawn to the expanding market and the rising demand for fashion goods in order to serve their clients. Older brands simply used a mark, sign, or number to distinguish their products from one another.

The brand then develops numerous features that provide the product value in the eyes of the consumer. Like advertising, which serves as a form of branding and establishes a distinct association and memory link in the minds of consumers, creating demand for your products and services as it draws in new clients, raising awareness of your brand and raising consumer awareness of how to use your products and services. The distinctive position in the client's psyche draws and occasionally keeps the customer using your goods and services. Customers were drawn to your goods by advertisements in the second stage of their information search, which corresponds to the consumer purchase process. This marketing shapes your customers' perceptions. Before using your goods, customers have a lot of expectations from it based only on the brand connection and picture. The buying habits and behavior of consumers will be impacted by brand associations. If the brand image is positive, these connections will positively influence your choice, leading to recurrent purchases of the product from the client. Brand loyalty lowers the cost for the company to keep a customer for life. A devoted consumer might assist a business attract new clients. If there are other brands of the same product in the store, a devoted consumer will undoubtedly choose the brand with which they are familiar and have a strong bond. Brand management has taken the lead among traditional Brand management practices. The corporation must fully satisfy the needs and wants of its customers in order to effectively manage its brand. There are now numerous brands available for a single product. Customers are drawn to a brand not only by their attitudes and ideals but also by the trendy surroundings in which they live. The consumer living style has also changed as a result. Thus, the component that has the most influence on consumers' purchasing decisions is the brand. Due to the market's extreme competition, it is now overly competitive. The greatest method to build a strong brand image is to compete in these circumstances. Brand image refers to how quickly consumers can recall a certain brand. Brand image is the main factor in brand equity. By making a brand more memorable, quality manufacturing increased, which raised sales and made more profits, which increased goodwill and market share, which created brand equity. It is the path that results in maximizing market share and maintaining a competitive advantage and strong market position.

Literature Review:-

A brand is a distinguishing quality that separates a product from competing ones and is communicated by the customer. This category may include products or services produced in factories. A brand somehow stands out in comparison to a product, which is common and easy to replicate. Products can become outdated over time, but a strong brand might last a lifetime (McQuiston 2004). Brands are valuable assets that include intangible traits that range from a sign or logo, product or bundle of unique features, to the complete firm, according to the market management team (Kotler, 1991; Aaker, 1996). (Park and Srinivasan 1994, Hatch and Schultz 2001, Leitch and Richardson 2003, Kapferer 2012).

Brand Association

Everything you link with a specific brand in your mind is referred to as brand associations (Park 1994). Brand associations provide evoked items a competitive edge by differentiating them. In order for a consumer to want and have a cause to purchase and consume a brand, brand association incorporates both product attributes and customer benefits. First, Anderson discusses brand associations. Benefits, qualities, and attitudes are the three main categories under which Keller divides brand connection. Brand association and brand equity are closely related to one another. Brand association is a useful strategy for acquiring information (Van Osselaer and Janiszewski 2001). Highly effective brand associations act as leverage to boost the brand equity (James 2005). Yoo, Donthu et al. (2000) and Atilgan, Aksoy et al. (2005) discussed that brand loyalty is raised by effective and strong brand association. Brand associations contain all brand-related feelings, thoughts, perceptions, experiences, images, attitudes, beliefs. Keller, Parameswaran et al. (2011) and is any single thing present in memory against the brand. Brand association is of two types: product association and organization association (Keller and Lehmann 2006). Functional and non-functional attributes are the product attributes. In order to raise brand equity, strong brand associations are a powerful lever (James 2005). It was noted by Yoo, Donthu et al. (2000) and Atilgan, Aksoy et al. (2005) how positive and effective brand associations boost brand loyalty. Brand associations, according to Keller, Parameswaran, et al. (2011), are all of the brand-related feelings, thoughts, perceptions, experiences, images, attitudes, and beliefs that are ingrained in the memory of the customer. There are two types of brand associations: organization affiliation and product association (Keller and Lehmann 2006). Features of a product can be both useful and non-functional.

Brand Image

In order to get people to consider everything from a business perspective, brand image was developed since a clearly defined brand image benefits the business in the long run (Morgan and Hunt 1994). According to Assael (2005) and Malhotra (2008), brand image is also referred to be the customer's view of a particular brand through stronger

emotions Before making a choice, consumers take into account certain product characteristics. According to Keller (1993), the brand image is an individual's complete reflection of and comprehension of the product. Brand is defined as an image that the public can easily recall and which creates a favorable brand image (Aaker 1997). A brand's image is also defined as an explanation of what the firm has to offer, including the symbolic significance that the company's products and services have for their target audiences. An understanding of a brand in the minds of consumers with a good history (Hawkins, Best et al. 2010). Only the brand's distinctive advantage, goodwill, may increase the fair & pleasant impression Reputation, appeal, trust, and a desire to deliver the greatest service (Kotler and Keller 2006; Keller).

Advertisement

A significant strategy for grabbing people's attention and altering their perception of a product favorably is advertising. The link between customer buying intent and environmental factors is minimal. The desire to buy the product is linked to customer feeling. People also switch brands to test out different ones. Additionally, advertisements alter consumers' intent to buy (Rasool, Rafique et al. 2012). Dynamic marketing skills in the marketing sector include developing new products, setting prices, advertising, making deliveries, making sales, and relationship marketing (Walugembe et al., 2017). Dynamic marketing skills enable businesses to respond quickly in various marketplaces by enhancing customer communication patterns (Hoque et al., 2021). To effectively interact with customers, marketing communications should integrate dynamic marketing skills with service innovation capabilities (Hariandja et al., 2014). The more exceptional marketing capabilities of a company should complement one another to enhance efficiency because doing so could increase the influence of other capabilities in a cross-functional unit (Hoque et al., 2021). Understanding consumer and competitive needs as well as increasing market awareness, marketing expertise, and funding could boost business performance (Elsharnouby & Elbanna, 2021). Because of marketing skills, it is possible to build solid relationships with customers, which raises consumer happiness and loyalty (Konwar et al., 2017). In order to maintain their loyalty, it is possible to establish a strong positioning and value by strengthening your marketing skills, which are crucial for organizational success (Reimann et al., 2021). These abilities help businesses build strong customer relationships and keep their current clientele, which has an effect on organizational success (Takahashi et al., 2017).

Brand Loyalty

The performance of non-financial brands has been measured by customer happiness and brand loyalty. According to Mason et al. (2006), there is great interest in a number of other variables that quantify customer pleasure, the reasons for their loyalty, and even the connection between consumer devotion and performance throughout the hotel and tourism industries. According to O'Neill and Xiao (2006), hotel branding would seek to boost customer and hotel industry brand loyalty. Additionally, O'Neill and Mattila (2004) stated that while assessing hotel branding initiatives, customer loyalty is the most important criterion to take into account (Liu et al., 2020).

In brand equity, consumers only buy from the same brand regardless of the benefits that have been proven, according to Aaker (1991). (including quality, price, and ease of use). Customer loyalty indicates a brand's strong market position, low likelihood of customers switching to a different brand, willingness to buy the same brand, and willingness to spend both time and money on that brand. However, Keller (2003) emphasizes that consumers who consistently buy the same brand are not necessarily brand loyalists; rather, they just do so out of habit or because they are drawn to a sales presentation or other promotional material.

Consumer Behavior

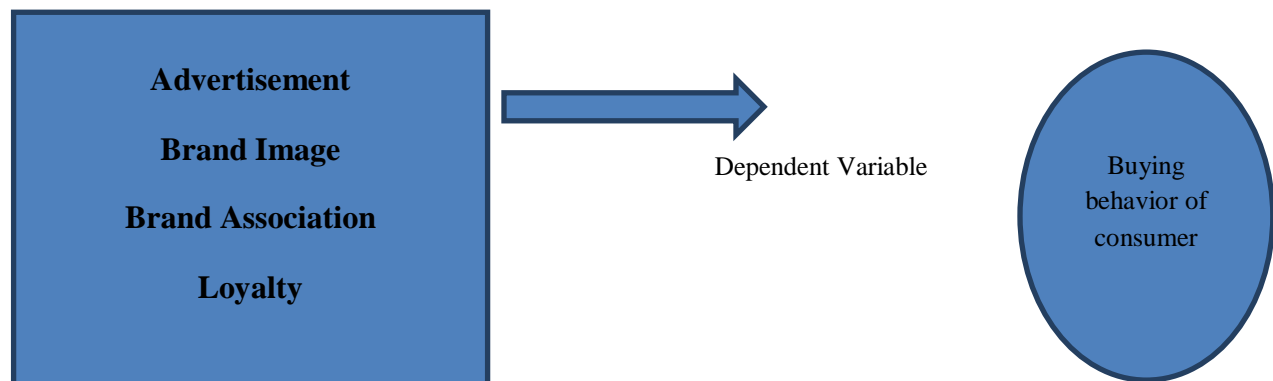
Consumer behavior reflects the way people feel about products, concepts, and services. Consumer behavior has an impact on the economy of the country (Engel, Miniard et al. 2006). Marketing plans are created to satisfy customer demand (Engel, Miniard et al. 2006). Consumer behavior, according to Blackwell, Suheela et al. (2017); Miniard et al. (2001), is a combination of purchasing and using services or goods. Thus, according to Engel, Miniard et al. (2006), there are seven processes involved in consumer purchasing decisions: need recognition, information search, pre-purchase, purchase, consumption, post-consumption appraisal, and divestment. Choosing brands, making plans for purchases, and using products are all examples of ways that consumers' behavior can be described. According to Solomon and Behavior (1994), consumer behavior is the series of actions consumers do when selecting, obtaining, and utilizing products, services, and ideas to satisfy their needs. Consumers who want to buy a certain brand should be informed of all rival brands, claim Teng, Laroche, and colleagues (2007). Consumers think about the brand, features, prices, functionality, quality, user-friendliness, and performance before making a purchase (Khan, Ghauri et al. 2012)

Research Methodology:-

The research was conducted using a survey methodology. We conducted both primary and secondary research. The secondary research is carried out through a survey of the literature in order to identify a theoretical framework and to distinguish what the primary research has described or discovered with reference to the topic we have chosen. To determine the effects of brand image, advertising, brand loyalty, and brand association on consumer purchasing behavior for footwear in Kashmir, a primary research survey approach has been employed.

Five respondents pre-tested the questionnaire to determine its validity. In this study, we created 5 questions regarding consumer behavior in addition to 2 questions about brand image, 4 questions about advertisements, 3 questions about brand loyalty, and 2 questions about brand associations. A total of 16 independent factors are examined for their effects on consumer purchasing behavior. This survey will also show the effect of branded goods.

Conceptual frame work



Muhammad Ashraf et.al, 2017 Adopted model

Product Class and Brands

The footwear sector was investigated as a test case. The purpose of the survey, which used a quantitative approach of questionnaire, was to determine the influence of brand on customer buying behavior within the footwear business. The brands that were chosen have solid brand perceptions. Due to the brand association dimensions, they are fully engaged in the advertisement and the consumers are devoted to their brands. For this study, we chose the brands Bata, Starlet, Service, Borjaan, Hush Puppies, Stylo, Lisa, and ECS since they all possess the qualities described above.

Selection of Brands:

The procedure for choosing a brand is as follows: First, we conducted interviews with 100 people to compile a list of consumer-recognized businesses. The respondents are questioned regarding the brands they have used and are knowledgeable about. The following are the brands: Hush Puppies, Stylo, Lisa, ECS, Bata, Starlet, Service, Borjan, and Stylo.

Data Collection

Through a questionnaire, the information was gathered in the Kashmir market. 250 questionnaires were completed in total, 170 of which were legitimate and used for the analysis.

Sampling

For this investigation, random sampling methods were employed. Based on an in-depth discussion with distributors and customers in the market, sample size was determined.

Strong brand expertise and information; relevant to the study paper's definition; studied previously published journals.

Scale for measurement

The survey contains 16 questions, and each is rated on a Likert scale of 1 to 5 with 5 being the strongest agreement or disagreement adopted Sheikh 2021; Sira et.al. 2020. The first five questions gauge consumer behavior by eliciting responses regarding brand choice, brand likeness, and brand and product quality trust. The second variable, advertising, was assessed using four questions that were pertinent to it and were asked in relation to media, print, the internet, and an increase in consumer awareness. The next two questions dealt with the brand image and gauged the impact by focusing on the brand's perception and how easily consumers could recall it while making a purchase. The following two inquiries pertain to brand association and gauge it by covering

Table 1:- Descriptive analysis.

Variables	Code	Mean	Standard deviation
Customer buying behavior	CBB	2.13	.70
Brand Image	BI	2.05	.69
Advertisement	ADV	1.88	.88
Brand Association	BA	2.1	.17
Brand loyalty	BL	2.1	.33

The descriptive outcome of the topic influence of branding and customer purchasing behavior is shown in table 1. The average consumer behavior, as shown in the table, is 2.1, with maximum and minimum values of 5 and 1, respectively. The standard deviation is .7, which is less than the mean. Advertisement displays mean value of 1.8, maximum value of 4, minimum value of 1, and less than mean standard deviation of .88. The brand image has a mean value of 2.0, a maximum value of 5, a minimum value of 4, and a standard deviation that is lower than the mean value of .69. The mean value of brand association is 2.1, while the maximum and minimum values are 5 and 1, respectively. The standard deviation is .17, which is less than the mean value. Brand loyalty is a key factor.

Table 3:- Dependent variable customer buying behavior.

BStd error	t	sign.		
(Constant)	.248	.133	1.413	.118
Adv.	.144	.088	1.649	.064**
B.I.	.24	.060	4.400	.000*
B.A.	.350	.066	4.433	.000*
B.L.	.135	.073	1.036	.013

The correlational findings of the relationship between all the variables are displayed in the following table. The results of these factors in the table show their relationships as well as their relative importance. Advertising, brand image, brand association, and brand loyalty all significantly and positively influence consumer purchasing behavior, with a correlation of 34.8 percent, 57.9 percent, 59 percent, and 53 percent, respectively. At 36.1%, brand association is positively and strongly correlated with advertising, while brand loyalty is positively and significantly correlated with advertising at 31.9%. Brand association and brand loyalty have a 56.6 percent positive and significant correlation. Positive and significant correlations exist among all the variables.

The relationship between consumer buying behavior (CBB) and other variables, such as advertising (adv.), brand image (B.I.), brand association (B.A.), and brand loyalty (B.L.), is analyzed using the two-phase least square technique. With a 1.413 t-value and a 15% significance value, the CBB's t value confirms positive and significant. With a 1.649 t-value and a 10% level of significance, the advertisement is confirmed as positive and significant. With a 4.400 t-value and a 5 percent significant value, Brand Image confirms a favorable and significant outcome. With a 4.33 t-value at the 5% significance level, brand association confirms a favorable and significant result. With a 1.036 t-value at the 5% significance level, brand loyalty confirms a favorable and significant result. Increased brand preference and buy suggestions throughout the purchasing decision. Similar to how brand image, brand loyalty, and brand association have a big influence on customer purchasing decisions. In our study, Avowal's exposure to advertisements had a minimal effect on consumer behavior; but, when applied to the entire province of Kashmir, it is considerable. To learn more about the effects of marketing variables such psychological, sociocultural, economic, demographic, and personal determinants on consumer buying behavior in kashmir, a cross-country research of emerging nations with abundant data is advised. The generalizability of the results can be increased by collecting data for bigger sample sizes.

Conclusions:-

This article is aimed into the connection between branding and customer purchasing habits. We provide an explanation of the beneficial effects of branding on customer purchasing behavior using an example theoretical model. Using the model, our findings indicate that the advertisement, Increased brand preference and buy suggestions throughout the purchasing decision. Similar to how brand image, brand loyalty, and brand association have a big influence on customer purchasing decisions. In our study, Narowal's exposure to advertisements had a minimal effect on consumer behavior; but, when applied to the entire province of Kashmir, it is considerable. To learn more about the effects of marketing variables such psychological, sociocultural, economic, demographic, and personal determinants on consumer buying behavior in Kashmir, a cross-country research of emerging nations with abundant data is advised. The generalizability of the results can be increased by collecting data for bigger sample sizes.

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