

**IMPACT OF BRAND IMAGE ON CONSUMER  
PURCHASING BEHAVIOUR IN THE CLOTHING  
INDUSTRY**

**Project Report**

*Submitted by*

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*Under the guidance of*

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In partial fulfillment of requirements for award of the post graduate degree of

**Master of Commerce and Management**



**ST. TERESA'S COLLEGE (AUTONOMOUS), ERNAKULAM**

**COLLEGE WITH POTENTIAL FOR EXCELLENCE**

Nationally Re-Accredited at 'A++' Level (Fourth Cycle)

Affiliated to

**MAHATMA GANDHI UNIVERSITY**

Kottayam-686560

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### **CERTIFICATE**

This is to Certify that the project report titled "**IMPACT OF BRAND IMAGE ON CONSUMER PURCHASING BEHAVIOUR IN THE CLOTHING INDUSTRY**" submitted by **ARCHANA O S** towards partial fulfilment of the requirements for the award of post graduate degree of **Master of Commerce and Management** is a record of Bonafide work carried out during the academic year 2024-25.

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**Date: / /2025**

## **DECLARATION**

I, **ARCHANA O S** hereby declare that this dissertation titled, '**IMPACT OF BRAND IMAGE ON CONSUMER PURCHASING BEHAVIOUR IN THE CLOTHING INDUSTRY**' has been prepared by me under the guidance of **Ms. Aglin M V**, Assistant Professor, Department of Commerce, St Teresa's College, Ernakulam. I also declare that this dissertation has not been submitted by me fully or partly for the award of any Degree, Diploma, Title or Recognition before.

**Place: ERNAKULAM**

**ARCHANA O S**

**Date:    /    / 2025**

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**ARCHANA O S**

## CONTENTS

SL. NO	DESCRIPTION	PAGE NO
1	<b>Introduction</b>	
2	<b>Review of literature</b>	
3	<b>Theoretical framework</b>	
4	<b>Data Analysis and Interpretation</b>	
5	<b>Findings, Suggestions and conclusion</b>	
6	<b>Bibliography</b>	
7	<b>Appendix</b>	

## LIST OF TABLES

SL.NO	DESCRIPTION	PAGE NO
<b>4.1</b>	<b>Gender Distribution of Consumers</b>	
<b>4.2</b>	<b>Age wise Distribution of Consumers</b>	
<b>4.3</b>	<b>Educational Qualification of Consumers</b>	
<b>4.4</b>	<b>Frequency of Clothing Purchases of Consumers</b>	
<b>4.5</b>	<b>Reliability statistics of brand image on purchase Decisions</b>	
<b>4.6</b>	<b>Gender wise Distribution of brand image on purchase decisions</b>	
<b>4.7</b>	<b>Age wise Distribution of Brand Image on Purchase Decisions</b>	
<b>4.8</b>	<b>Education wise Distribution of Brand Image on Purchase Decisions</b>	
<b>4.9</b>	<b>Correlation Between Gender and Brand Image Impact on Purchase Decisions</b>	
<b>4.10</b>	<b>Reliability Statistics of Customer Satisfaction of brands</b>	

<b>4.11</b>	<b>Gender wise Distribution of Customer Satisfaction of Brands</b>	
<b>4.12</b>	<b>Age wise Distribution of Customer Satisfaction of Brands</b>	
<b>4.13</b>	<b>Education wise distribution of customer satisfaction of brands</b>	
<b>4.14</b>	<b>Model Summary for Regression Analysis with brands.</b>	
<b>4.15</b>	<b>ANOVA Results for Regression Analysis</b>	
<b>4.16</b>	<b>Coefficients of Regression Model</b>	
<b>4.17</b>	<b>Reliability statistics of gender specific differences Influencing consumer perceptions of brand image</b>	
<b>4.18</b>	<b>Gender wise Distribution of Gender-Specific Differences influencing consumer Perceptions of brand image</b>	
<b>4.19</b>	<b>Age wise Distribution of Gender-Specific Differences influencing consumer Perceptions of brand image</b>	

<b>4.20</b>	<b>Education wise Distribution of Gender-Specific Differences influencing consumer Perceptions of brand image</b>	
<b>4.21</b>	<b>Mann-Whitney Test for Gender-Specific Differences influencing consumer perceptions of brand image</b>	
<b>4.22</b>	<b>Mann-Whitney Test Statistics for Gender-Specific Differences influencing consumer perception of brand image</b>	

## LIST OF FIGURES

SL.NO	DESCRIPTION	PAGE NO
4.1	<b>Gender</b>	
4.2	<b>Age</b>	
4.3	<b>Educational qualification</b>	
4.4	<b>Frequency of clothing purchase</b>	

# **CHAPTER 1**

## **INTRODUCTION**

## 1.1 INTRODUCTION

Brand image is a core aspect that persuades consumers since a brand conveys to other consumers an expected image of him or her. In order to maintain such flexibility to be much more responsive to the dynamic desires and tastes of consumers, a clothing retailer needs to first understand how brand image affects consumer behavior. This research, which highlights gender considerations, will concern itself with the interaction of brand image and consumer behavior in the retail clothing industry. It was traditionally held that one of the key referents for consumers making decisions regarding purchases and preferences in this particular industry was quite simply their gender. Because the consumption of clothing involves an expression generally associated with certain social expectations, personal choices, and branding factors influenced by the notion of depicting the context of masculinity and femininity.

This study emanates from the core of establishing the various kinds of brand images and consumers of both genders connected to clothing brands-based self-expressions; as well as, on the whole, the aesthetic and psychological links that exist. By the fact of such circumstances and since more often than not clothing serves to express oneself in ways that a favorite label has a further meaning in the sense that the label itself represents some form of personal identity adds to this aspect of clothing. The strong affection for clothing labels can lead to a major shifting of buying habits, hence the importance of developing and sustaining an image carefully by clothing retailers.

There are also those aspects of expectations and transitioning related to changing gender roles, which, in turn, convert into logic with which men and women relate to brands on clothing. The study will factor in the dynamics that underpin brand image with brand loyalty, purchase intention, and product perception from both the male and female point of view.

## **1.2 SIGNIFICANCE OF THE STUDY**

The significance of this study lies in the variance between how men and women understand and consequently relate to clothing brands. For clothing companies, this knowledge allows for better-focused marketing plans, designs for gender-targeted products, and enhanced brand loyalty. Further, the study provides insights into the cultural and societal factors influencing clothing preferences, with the intent of restructuring marketing strategies in the fashion realm to be more inclusive and effective.

## **1.3 SCOPE OF THE STUDY**

This study will be directed towards examining consumer purchasing behaviour in the clothing industry, placing special reference in the Ernakulum district. The research focuses on the influence of brand image on consumer buying behaviours in the apparel industry, once again making the main emphasis taken in relation to variables like demographics, social media, brand attributes, cultural influences, and market competition, allowing the ample opportunity to apply those findings to effective branding strategies.

## **1.4 STATEMENT OF THE PROBLEM**

The paper "Impact of Brand Image in the Clothing Industry: A Gender Comparison" looks into alternative styles of perception and interaction with clothing brands by men and women. The problem is that there is still inadequate knowledge of such gender-oriented distinctions and what consumer behaviours they trigger. In this process, the study aims to specify how brand images define gender-based purchase choices. This knowledge is important for clothing producers to develop more effective marketing strategies and product lines that will connect with their targeted customer, thus ensuring higher sales and a more potent brand

## 1.5 OBJECTIVES OF THE STUDY

- Analyze how brand image affects the purchasing choices of male and female consumers in the clothing industry.
- Evaluate the level of consumer satisfaction with various clothing brands.
- Identify gender-specific differences in the factors influencing consumer perceptions of brand image in the clothing market.

## 1.6 RESEARCH QUESTIONS

1. How does brand image influence consumer decision-making when purchasing clothing
2. What role do brand reputation and product quality play in shaping consumer perceptions of clothing brand
3. How does social media influence consumer behaviour in the clothing industry

## 1.7 HYPOTHESIS

- **H<sub>0</sub>:** There is no significant difference in the impact of brand image on the purchase decisions of male and female consumers in the clothing sector.  
**H<sub>1</sub>:** There is a significant difference in the impact of brand image on the purchase decisions of male and female consumers in the clothing sector.
- **H<sub>0</sub>:** There is no significant difference in consumer satisfaction levels across different clothing brands.  
**H<sub>1</sub>:** There is a significant difference in consumer satisfaction levels across different clothing brands.

**H<sub>0</sub>** : There is no significant difference between male and female consumers in the factors that influence their perceptions of brand image in the clothing industry.

**H<sub>1</sub>**: There is a significant difference between male and female consumers in the factors that influence their perceptions of brand image in the clothing industry

## **1.8 METHODOLOGY**

### **1.8.1 RESEARCH DESIGN**

The current research includes both descriptive and analytical study. It is descriptive in the sense that it tries to identify the various characteristics of research problem under study and the present situation of the issue. It is analytical in the sense that it analyses and interprets the data in order to arrive at conclusions.

### **1.8.2 COLLECTION OF DATA**

Both primary and secondary data have been used to study the objectives.

### **1.8.3 SAMPLING DESIGN**

- Sampling technique: Convenient sampling technique is used to collect data.
- Area of study : Ernakulam
- Sample size : 100 samples

### **1.8.4 TOOLS OF ANALYSIS**

Analysis section employs various statistical measures to ascertain such correlations accurately. Descriptive statistics will establish the picture of customer segments, purchase frequency, and attitudes toward all brands. To try to confirm the power of brand image on purchasing behavior, Chi-Square test and Independent Samples t-test will test the correlations among category variables (i.e., gender and brand loyalty) and difference of means (e.g., gender perception of brand image). Differentiation of brands by differences

in satisfaction between brands will be examined by ANOVA, and Correlation and Regression Analysis will determine predictors of the purchase choice. Mann-Whitney U tests will examine further differences in consumer attitudes towards brand image, marketing power, and shopping intention by gender.

## **1.9 LIMITATIONS**

Despite the difficulty faced in physically conducting surveys, various other constraints like time Constraints and the responses collected through surveys may be influenced by response bias, where the customers may not provide their true opinions and preferences posing limitations to the study.

## **1.10 KEYWORDS**

- Brand image**

Brand image Refers to how and what associations consumers have for a brand. In the clothing industry, brand image encompasses quality, reputation, and emotional ties that affect purchasing decisions by consumers.

- Consumer Purchasing Behaviour**

This terminology envisions the process embedded in the choice of products that consumers accept. For this research study, emphasis will be laid on how consumers' perceptions about a brand will influence their clothing purchase decisions.

- Brand Loyalty**

Brand Loyalty Tendency by the consumers to prefer brand or its competitors based upon satisfaction, trust, or emotional ties. Important in analysis repeat purchasing of the clothing industry

- Social media influence**

Social media influence by social media newborn from Instagram, Facebook, TikTok, how the view and way these consumer behaviours affect clothing brands.

It will study how social media influences the brand image and purchasing decisions.

## 1.11 CHAPTERISATION

- **CHAPTER 1-INTRODUCTION:** This is an introduction chapter that includes introduction, significance, scope, objectives, hypothesis, methodology, limitation, keywords of the study.
- **CHAPTER 2-REVIEW OF LITERATURE:** This chapter deals with the details of past studies conducted by researchers relating to the topic of the study.
- **CHAPTER 3-THEORETICAL FRAMEWORK:** This chapter includes the theoretical works relating to the study. The definitions of important terms and concepts relating to the study are portrayed in this chapter.
- **CHAPTER 4-DATA ANALYSIS AND INTERPRETATION:** This chapter includes the analysis of primary data collected using tables and charts. Different tests are also used.
- **CHAPTER 5-FINDINGS, SUGGESTIONS AND CONCLUSION:** This chapter deals with the findings and suggestions derived from the study.

## **CHAPTER – 2**

## **REVIEW OF LITERATURE**

## 2.1 LITERATURE REVIEW

Various authors have conducted studies relating to this Topic. This chapter reviews the literature provided by eminent authors in this particular topic. There are extensive studies, reports and books available on this topic. I have reviewed some literature pertaining to the topic under study.

**Hemanth V (2023)** in his study A Study on Brand Image and Its Impact on Consumer Behaviour; noted that brand image is a significant factor in influencing-consumer behaviour. It influences factors such as purchase decisions, brand loyalty, and reputation. Companies can create a strong brand image by focusing on effective advertising publicity, and continuously providing quality products and services. Happy customers are repeat buyers, solidifying the brand and consumer choice. Through these areas of emphasis, organizations are able to build a good impression of their products or services and boost their reputation in the market.

**Doroteja Mandarić, Anica Hunjet \* and Dijana Vuković (2022)** This research has attempted to explore the consumer attitude towards fashion brand sustainability and its influence on consumer purchase behavior. The research has focused on validating if the attitude-behavior gap that was theorized in prior research existed in Croatian consumers as well. The survey of 263 purchasing power respondents was taken to gauge their awareness, perception, and attitude towards sustainability and echo-fashion. The data collected were examined using descriptive statistics and correlation. Results show that the respondents are affirmative to the fashion firms sustainability and that how important they think sustainability is strongly relates to their buying intention towards sustainable fashion garments.

**Aanchal Gupta (2021)** Brand image is an important contributor to buying behavior among customers. If the brand image is positive, consumers respond positively towards it. Satisfied customers become a brand loyal customer. Brand image is formed unconsciously, not by being emergent. From the consumers perspective, it includes likability, user-

friendliness, functionality, fame, and overall desirability of a product. Last but not least, brand image is an instant driver of a product sales performance

**The case of Lidl, Sweden (2021)** The objective of this research was to examine how brand image affects the purchasing habit of consumers in Sweden in Lidl. Brand image is a very critical component for shops to identify themselves with customers and influence their purchasing decision. The research presented a criticism of current literature addressing the role of brand image that motivates consumers based on customer equity theory. Relationships among brand image, brand equity, and buying behavior were considered by the research study. For employing an inductive research technique, both data collection methods—qualitative as well as quantitative—were applied. Lidl's focus on innovative and ecological products had a strong impact on purchase behavior in the customers. For more specific results, more samples and interviews might be utilized for future research work.

**Afzal Kabir Rahul (2021)** This research paper discusses the intricate relationship between consumer behavior, loyalty, satisfaction, and micro marketing. It discusses the significant influence of brand image on such drivers as awareness, experience, loyalty, and satisfaction. Brand awareness, customer experience, and loyalty are found to be effective drivers that greatly affect brand choice and customer satisfaction. In addition, the study also reveals the central role brand image plays in fostering customer satisfaction and evoking brand conservation attitude. All this needs to be understood by the drivers so that customers make informed choices.

**Abdul Basit (2021)** Social media has emerged as the pivotal platform where fashion apparel brands need to connect with customers and preserve their brand worth. Research confirms that social media offers great scope for marketers to engage with customers and build brand equity. Social media can draw customers and develop the overall value of the brand by using social media appropriately. The businesses must ensure they match their content with what their consumers want, especially in terms of being contextual and timely fashion updates. The content providers must focus on producing engaging and interactive

content and offering instant feedback to consumers. Entertainment content can also gain attention, have a positive impact on perception about the brand, and influence consumer decisions.

**Jihyun Lee & Yuri Lee (2018)** The following study examines the impact of a multi-brand apparel company's CS activities. Of particular interest, it seeks to examine the differences in CSR impact at the corporation and brand levels. Data collection was done with an online consumer panel of a South Korean market research firm. Participants were presented with a scenario involving a multi-brand fashion firm and, having read the information, were then requested to rate their level of reciprocity , company image and brand image of the company and purchase intentions

**Suci Hermiyenti, Yunia Wardi (2018)** The research highlights the significance of price, promotion, and brand image in determining customer purchasing decisions. They are driven by the customer needs, product relevance, price, preference, and perceived product advantages and limitations. In order to facilitate these functions as well as for the stimulation of company revenues, an effective marketing strategy that has been successful in execution is what is needed. Brand image, as researched via the product's sales, is a very dominant factor of customer behavior. Purchases result from good brand image, therefore an appropriate marketing practice has to be followed to preserve it. While the research is constrained by having only a restricted range of provider sites' publications as data source, additional research would be beneficial in choosing a widespread range of literature so as to be capable of studying exhaustively the application of such terminology on different case studies.

**Cham, Lim, and Cheng (2016)** This study examines the determinants of fashion interest of Malaysia's Generation Y consumers. Need for uniqueness, self-concept, brand image, word of mouth, and perceived quality were identified as crucial dimensions that are associated with clothing interest and purchase intentions. The study also examines the effect of price consciousness on clothing interest and purchase intentions. Data were gathered from 300 respondents through self-administered questionnaires. The findings

indicate that variables such as uniqueness need, self-concept, brand image, word of mouth, and perceived quality possess strong predictive capability in relation to clothing interest, and price consciousness serves as a moderator in a relationship.

**Associate Prof. Emine Koca and Associate Prof. Fatma Koc( 2016)** The purpose of the study was to explore how gender influences fashion product buying gets, also the differences between manly and womanish consumers. The exploration had 382 actors who answered the questionnaire with a 29- point scaling tool. The data were anatomized with SPSS 17, which determined the differences and stations between women and men towards fashion and brand identification. Demographic factors led the way in the buying of apparel, as women were style-conscious and men were brand name-conscious.

**Yi Zhang( 2015)** This exploration reviews former exploration on client equity and brand image and highlights its applicability to marketing strategies. It also delineates the compass of former exploration and suggested at the unborn exploration direction. While brand image is stressed as one of the high motorists of brand value and performance, little is known about its relationship with brand equity.

**Nasreen Khan( 2014)** Grounding the proposed model on the brand equity models of Aaker( 1996) and Keller( 1993), this exploration suggests a model to dissect the unproductive impact of consumer- grounded brand equity measures on purchase intention, which has been the focus of veritably limited exploration so far. therefore, unborn exploration study needs to trace the unproductive relations among brand equity confines, and therefore a strong and stable brand equity model could be developed, which would be applicable in the fashion sector. also, the sample employed for this study was limited to people between the age group of 18 to 40 times. It also needs to broaden the age range and study the impact of colorful age groups on the correlation between the confines of brand equity.

**Muhammad Ehsan Malik (2013)** The current study examines the moderating impact of advertisement on brand image and its effect on firm performance. Brand image, being a

hidden construct, has a positive impact on consumers' purchasing behavior, while advertisement plays a significant function in message communication and creation of brand presence in the minds of customers. A non-probability convenient sampling with a questionnaire survey (200 samples, 175 returns within a month) is employed, and results indicate a positive correlation between consumer purchasing behavior, advertising, and brand image highlighting their overall dominance of the market.

**Erfan Severi & Kwek Choon Ling (2013)** Studies reveal the relationship between brand value and its perception and postulate that brand image, loyalty, quality, and associations are responsible for establishing this relationship. It is possible to leverage this information to shape marketing campaigns to maximize product and service value by focusing on brand perception. Marketers should, therefore, give immense importance to brand perception because it has direct and indirect impacts on brand value. This study gives marketers some very important lessons to keep in mind when developing their plan.

**B.S Wijaya (2013)** A positive brand image is at the core of brand creation, formation, or development as it largely determines its reputation, credibility, and customer loyalty. Internal as well as external elements such as identity, personality, associations, attitudes, behavior, and perceived benefits make up the brand image. The more positive the perceptions of these attributes' customers possess, the more robust the brand image. Further research on the theory of brand image includes investigate pertinent indicators from the point of view of the consumer, hypothesis testing too. Strategies for the development of brands must be communication-oriented brands because research uncovers an abundance of considerations that shape and create brand image. Brands may assume many shapes such as corporate, personal, organizational, social, governmental, political, place, destination, and cultural brands.

**Rajagopal (2011)** The influence of fashion marketing strategy and consumer behavior on retailing fashion apparel across demographic environments is examined in this research. It places on the spotlight the reality that purchase intentions are shaped by socio-cultural and personality characteristics and that economic, cognitive, and brand variables also play a

very important role. The study of 217 individuals aged between 18-45 years concluded that style-conscious consumers such as multi-channel retail stores and designer brands and invest time and money browsing products. Preferences such as for certain brands and retailers were discovered to significantly influence purchasing intentions.

## **CHAPTER – 3**

### **THEORETICAL FRAMEWORK**

### **3.1 THEORETICAL FRAMEWORK**

The wake of so many products and services being provided today in the highly competitive market place, a brand is a differentiated that identifies a company as different from everything else and unique from the rest. A good brand name has the ability to instill loyalty, trust, confidence, luxury attitudes, or broad-market appeal, depending on how marketing, advertising, and promoting the brand is being done. It separates a product from the rest of products in the same category so that it can charge a premium price as it has a unique identity and evokes more confidence regarding its quality and usage

#### **BRAND**

A brand is a distinctive name, symbol, design, or combination of the above that distinguishes a product, service, or business from all others. A brand captures the overall identity and image of a business, its values, message, visual identity, and customer experience. A brand seeks to create a one-of-a-kind and lasting image in customers' minds, inspiring trust, recognition, and loyalty. Branding is the method of developing an exclusive name, logo, design, and message that reflect the company's fundamental values and aims. For there to be a consistent and solid brand image, these elements ought to be constant across all promotional media and communications programs. Further, firms should work actively and maintain their reputation as a brand by providing quality products or services, quality customer care, and frequent communication with the customers on various mediums.

A strong brand will benefit companies with increased customer loyalty, market share, and price power. A strong brand will establish a good image in customers' minds, which will generate trust and loyalty in the long run. In addition, a strong brand will make companies distinctive from competitors, thereby being more visible in the market. Customers will pay a premium for well-known and reputable brands, allowing companies to enjoy more price latitude. Building a strong brand takes continuous communication, good products or services, positive customer experiences, and effective marketing. A strong brand not only reinforces a firm's position in the market, but it also builds a solid competitive advantage and leads to its long-term growth and success

## BRAND IMAGE

Brand image is the general impression that customers have regarding a particular brand. It consists of both tangible factors such as logos, color, and design, as well as intangible factors such as message, reputation, and customer experience. Positive brand image is necessary for building consumers' trust and loyalty. It represents a brand's identity, values, and quality and has a direct impact on consumers' behavior and purchasing. Firms build their brand image intentionally by embracing consistent branding, transparent communication, and good customer experience. Positive brand image not only improves a firm's competitiveness but also reinforces customers' loyalty and assists its sustainable achievement in the market.

The most critical elements that make up a brand's image are:

- **Brand Identity:** The visual elements, such as the logo, color, and design, that recognize the brand.
- **Messaging:** The message strategy of the brand, such as advertising and promotions, that communicates its values, mission, and most important offerings.
- **Product or Service Quality:** The reliability and quality of the brand's product or service.
- **Customer Experiences:** The interactions and experiences that the consumers have with the brand, from purchasing to utilizing the product.
- **Reputation:** What people see as their opinion of the brand, which is influenced by ethics, corporate social responsibility, and public relations.
- **Associations and Perceptions:** Consumers' emotional attachments and mental images regarding the brand, positive, negative, or indifferent.

With the continuously shifted social perception of gender roles, the fashion business is going more in the direction of maintaining greater inclusivity and diversity in brand images. Such businesses reacting as and when such shifts occur are likely to be welcomed by wider and wiser consumers who cling to their images.

## **CUSTOMER SATISFACTION**

Customer satisfaction defines the level to which a product or service meets or exceeds customer expectations. Customer satisfaction is an emotional, mood-related measure that is tied to the customer's mood upon interaction with a specific brand, product, or service. An effective customer thinks that his/her needs and expectations are met or exceeded and leaves with a net positive mood.

Customer satisfaction also becomes word-of-mouth marketing. Customers will tell others through social networks, website reviews, or word of mouth if they are satisfied with a product or service. It creates brand awareness and draws new customers to the firm.

Better profitability is another benefit of customer satisfaction. Customers who are satisfied pay a premium for goods or services, and this translates to better margins and long-term financial growth for the company. In addition, customer satisfaction allows companies to incrementally build services and products over time. By offering feedback and complaints or concerns resolution, companies can improve the quality of goods or services so that they can effectively serve their target market.

This results in increased customer satisfaction, loyalty, and long-term sales growth. Therefore, customer satisfaction plays a major role in establishing loyalty, repeat business, word-of-mouth, and an organization's profitability. By satisfying customers and continuously enhancing the quality of products and services, organizations can establish loyal customers that create sustained success in the marketplace.

## **PURCHASING BEHAVIOR OF CONSUMERS**

Consumer purchasing behavior is a multidimensional decision-making process based on many determinants and variables. Buyers while purchasing goods or services follow an analytical journey based on their own interest, psychological forces, surroundings surrounding them in culture, and also the social belonging they desire to fulfill or accomplish. The quality of the product, price, brand name, and overall marketing situation surrounding these are some such most basic determinants which have a considerable impact on making buying decisions.

New web media technologies have impacted the customer behavior by way of information and web opinion in abundance, which form the bulk of buying decisions. Word-of-mouth suggestion and social media attraction also arrive as drivers molding these consumer behavior trends into new directions. Being sensitive and responsive to them by business firms is essential in the quest to come up with appropriate marketing strategies, build customer experiences, and create appropriate, long-term brand relationships.

### **3.6 BRANDS**

#### **Max**

.Max is a UAE-born fashion brand under the ownership of the Landmark Group, which opened its doors in May 2004. Max targets men, women, and children with a comprehensive variety of clothes and accessories. Chic and budget-friendly, Max is the first choice shopping place of multitudes. Its product lines vary from casual wear to formal wear, sportswear, and accessories for various fashion orientations., MAX, a Lifestyle India Pvt. Ltd., opened the first store at Indore and has more than 200 stores located in more than 80 cities. As a mono-brand, Max has in-house designs' merchandise for all seasons. The company is currently experiencing phenomenal growth at a 35% Compound Annual Growth Rate (CAGR) per year

#### **Zara**

Zara belongs to the Inditex company, which is the biggest fashion retailer company in the world. The brand was founded in Spain by Amancio Ortega in 1974. Zara is especially famous for its quick- fashion approach, which involves snappily responding to arising fashion trends and delivering new lines to shops within a few weeks. This enables Zara to keep up with the latest fashion and respond rapidly to the preferences of customers. Zara sells an enormously broad assortment of women, men, and children apparel, footwear, and accessories. The store has an amazing number of styles that range from casual to formal and is renowned for having an amazing and regularly updated range. Zara exercises direct control over maximum of its value chain through perpendicular integration. It achieves this by holding manufactories directly, hence being best placed to provide rapid-fire design, product, and shipping of its fashion details. Zara has an enormous transnational presence

with stores in different countries. It has managed to expand its global brand and a leading fashion retail icon. Zara stores are to have a special and exciting shopping experience. Architecture of the store and bottom planning is properly designed with respect to the brand emphasis on invention and fashion newness.

## **Marks & Spencer**

Marks & Spencer (M&S) is a high-class British multinational retailer founded in 1884 by Michael Marks and Thomas Spencer in the shape of a stall in Leeds, England. The company started on the basis of providing good-quality goods with customer care and value at the core. Presently, M&S retails a wide variety of products ranging from clothing to food, home ware, and personal care and is renowned for prioritizing quality, innovation, and sustainability. M&S has facilitated activities such as the "Plan A" sustainable policy that witnesses its dedication towards society and nature. M&S is also famous for their fashion collections of clothing, combining traditional and contemporary styles for women, men, and children, in a bid to provide fashion at price ranges that will suit a large number of consumers. Even though the voice of the company is large in the UK, it is also global, with outlets worldwide, though another type of its global reach. Marks & Spencer has been a leader in a number of corporate initiatives focused on sustainability, ethical supply chains, and lowering its carbon footprint. Marks & Spencer's pursuit of sustainability is located in the "Plan A" initiative, which was subsequently re-aligned and renamed as "Plan A 2025."

## **H&M**

H&M (Hennes & Mauritz AB) a clothing retail company. It has been well known for stylish but affordable garments and accessories. H&M was founded in 1947 by Erling Persson in Västerås, Sweden, as a women's clothing trader under the name "Hennes," meaning "hers" in Swedish. It subsequently added men's clothing and changed the name to H&M when it acquired Mauritz Widforss in 1968. Being one of the fastest fashion trendsetters, H&M has gained a reputation for speedy responses to up-and-coming trends and vast collections of affordable, in-trend apparel for men, women, teens, and kids. It has also become eco-friendly and ethics-conscious as a brand in fashion. Also, it gave its best

effort with the "Conscious Collection," which consists of renewable material products and green manufacturing. H&M sometimes collaborates with famous designers and celebrities to produce limited, special collections that are highly promoted and favored by consumers.

Besides its physical stores, H&M also has a strong online presence, where the shopping can be conducted with convenience from home. Besides its physical existence, H&M also has a corporate social responsibility and sustainability program that it undertakes in its effort to reduce its environmental impact and working conditions in its supply chain. Its international expansion outside of its native country has also helped to establish it as one of the globe's biggest fashion retailers

## **Levi's**

Levi Strauss & Co., also known as Levi's, is an American apparel company with iconic denim brands. Established by Levi Strauss in San Francisco, California, in 1853, the company initially manufactured robust work clothing, and its best-seller is blue jeans from denim material. Levi's is also renowned for having created the first blue jeans, its "501" model. These blue jeans, the five-pocket classic cut and rivet-strengthened of which were timeless to this very day, were an American fashion legend and a success because of their unprecedented shelf life. Aside from its traditional denim jeans, Levi's also produces vast amounts of women's, men's, and children's garments and accessories, such as jackets, shirts, t-shirts, and other garments made of denim. The company has also partnered with other fashion designers and fashion brands to produce limited collections of combined traditional denim fashion with luxurious fashion trends. Levi's is also committed to sustainability in apparel through attempting to minimize its environmental footprint, for example, by conserving water and using suitable sourcing. Levi's has been influential culturally over a long period and is closest to subcultures such as the American West, rock 'n' roll, and youth counterculture. Brand icon items regularly appear in popular culture, including TV, film, and music, to reinforce their status as cultural icons.

**CHAPTER – 4**

**DATA ANALYSIS AND**

**INTERPRETATION**

#### **4. DATA ANALYSIS AND INTERPRETATION**

Brand image as a motivational force for consumer and a significant marketing and consumer psychology problem, particularly in a fashion market. Unreactive. Customers associate some values, attributes, and images with brands, that affect their purchase behavior, brand loyalty, and satisfaction. The aim of the study here is to examine consumer behavior and brand image and their relationship by comparing various variables i.e. brand attitude, buying behavior, level of satisfaction, and gender variation in brand preference. Analysis part uses a number of statistical tools to determine such correlations precisely. Descriptive statistics will find out the image of customer segments, frequency of purchases, and likes towards all brands. To test the effect of brand image on purchasing behavior, Chi-Square test and Independent Samples t-test will determine correlations between category variables (i.e., gender and brand loyalty) and differences of means (e.g., gender understanding of brand image). Differentiation of the brand on the basis of differences in satisfaction among brands will be explored through ANOVA, and Correlation and Regression Analysis will identify the predictors of the purchase decision. Additionally, Mann-Whitney U tests will analyze differences in consumer attitudes towards brand image, marketing power, and shopping intentions based on gender. The research will then analyze the effects of variables such as price, quality, sustainability, and celebrity endorsement on consumer buying behavior. Through based on these analytical devices, this research will provide evidence-based results on the effect of brand image in consumer fashion clothing shopping. Enterprises will be capable of optimizing brand strategy, cultivating customer satisfaction, and enhancing

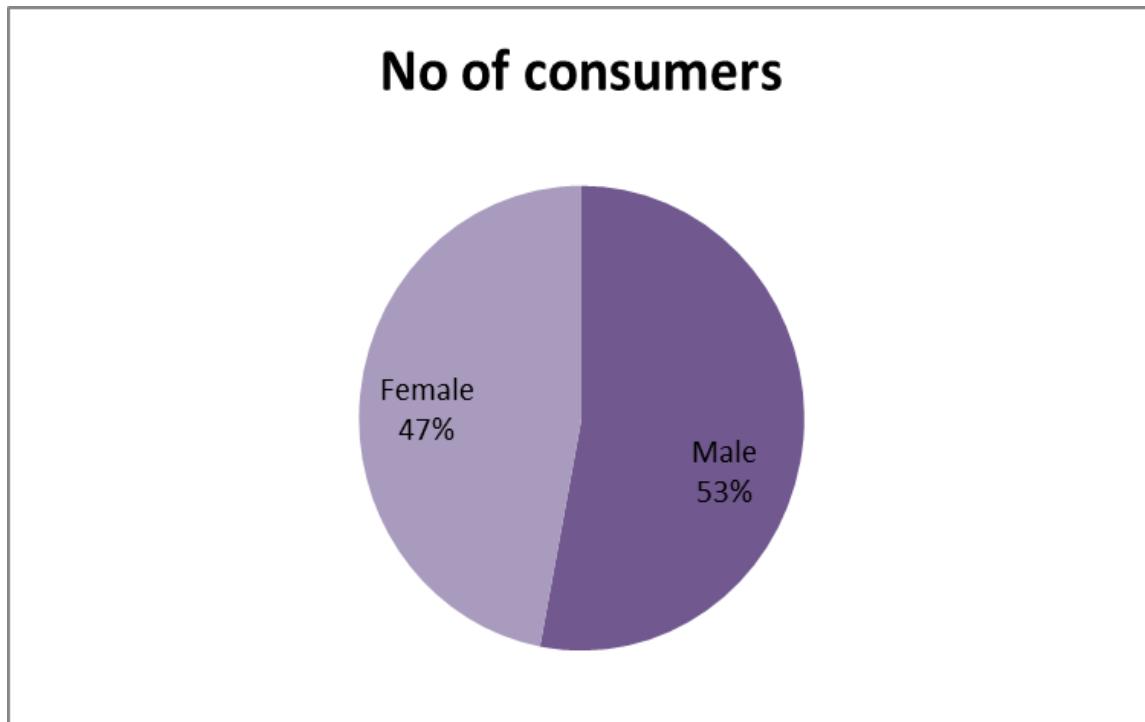
Frequency distribution of Demographic factors

**Table 4.1: Gender Distribution of Consumers**

	<b>No of consumers</b>	<b>Percent</b>
Male	53	53.0
Female	47	47.0
Total	100	100.0

*Source: primary data*

**FIGURE 4.1 : Gender Distribution of Consumers**



Inference Fig 4.1 reflects an equal gender split among the 100 interview respondents, with male

and female respondents at 53% and 47%, respectively. This reflects a wide comparison of purchasing behavior, brand loyalty, and satisfaction across genders. The proximity representation reflects that male and female consumers actively play a role in clothing purchases, and thus results can be generalized over a broad base of consumers. This representative sample also enables it to quantify differences in purchasing behavior and brand attitude for gender more precisely.

**Table 4.2: Age wise Distribution of Consumers**

	No of consumers	Percent
18-19	15	15.0
20-21	44	44.0
22-23	28	28.0
24-25	13	13.0
Total	100	100.0

*Source: primary data*

**FIGURE 4.2 : Age wise Distribution of Consumers**



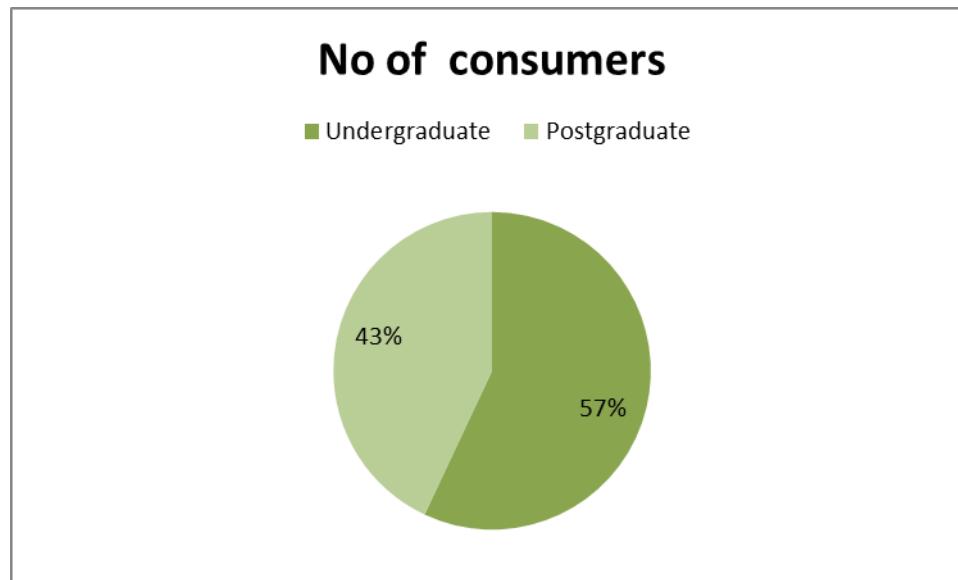
Inference 4.2 indicates the distribution of age among the target consumers, where 44% belong to the 20–21 years category and are the biggest percentage, followed by the 22–23 years category with 28%. The 18–19 category had 15% and the 24–25 category had 13%. The divide suggests that the poll is predominantly measuring the mood of young adults, particularly those between the age group of 20 and 22 years, who are typically avid consumers for fashion. Since young generations are most influenced by brand names, social media, and trends, their buying behavior is going to be dictated primarily by brand image. Having multiple age groups is also a chance to see how brand image and buying behavior are influenced by age in the clothing sector.

**Table 4. 3: Educational Qualification of Consumers**

	No of consumers	percent
Undergraduate	57	57.0
Postgraduate	43	43.0
Total	100	100.0

*Source: primary data*

**FIGURE 4.3 : Educational Qualification of Consumers**



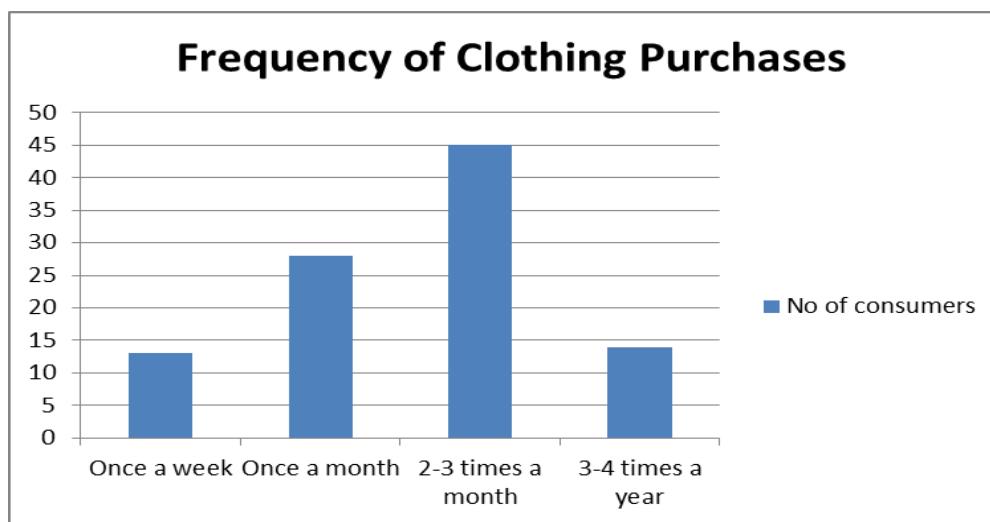
Inference : Fig 4.3 indicates the level of education among consumers in the sample, and 57% are undergraduates and 43% postgraduates. This means that the sample is largely made up of young adults who are either early-stage students or new entrants into tertiary education. As undergraduates form the majority of the population, it implies that brand attitude and purchasing behavior in the clothing industry can be largely influenced by young fashion-oriented consumers. With postgraduate participants, however, it is possible to have a question of whether study level has an impact on buying habits, brand awareness, and the reason why clothes are chosen.

**Table 4.4: Frequency of Clothing Purchases of Consumers**

	No of consumers	Percent
Once a week	13	13.0
Once a month	28	28.0
2-3 times a month	45	45.0
3-4 times a year	14	14.0
Total	100	100.0

*Source: Primary data*

**FIGURE 4.4: Frequency of Clothing Purchases of Consumers**



Inference: Fig 4.4 provides the frequency with which consumers are purchasing clothing. The most pronounced segment, 45%, is purchasing clothing between 2 and 3 times a month, indicating habitual spending behavior. 28% are purchasing once every month, possibly due to the cycles of the seasons, promos, and discounts. Still, 13% purchases a week, something that would point towards a fashion or brand conscious consumer segment. Finally, 14% of the respondents purchase clothing 3–4 times annually, that is, infrequent buying perhaps driven by the need and not by trend. Brand image significantly contributes to determining consumer purchasing behavior, especially in the fashion industry, where reputation, image, and brand connotations are part of buying behavior.

## **Objective 1**

### **To examine the impact of brand image on the purchase decisions of male and female Consumers in the clothing sector.**

The above goal tries to analyze how male and female consumers perceive brand image and to what extent it influences their shopping behavior. Brand image, quality of the product, advertising initiatives, and personal likes and dislikes can be factors at play relative to gendered shopping choices. By examining such factors, the research wishes to determine whether brand influence somehow varies between female and male consumers and gain more insights into how brands can tailor their marketing efforts to specifically address each of their segments.

## **Hypothesis**

**Null Hypothesis ( $H_0$ ):** There is no significant difference in the impact of brand image on the

purchase decisions of male and female consumers in the clothing sector.

**Alternative Hypothesis ( $H_1$ ):** There is a significant difference in the impact of brand image

on the purchase decisions of male and female consumers in the clothing sector.

**Table 4.5: Reliability statistics of brand image on purchase Decisions**

Cronbach's Alpha	N of items
0.721	2

Tables of reliability scales of the measure, which captures how brand image drives purchase behavior, are provided in Table 4.5. The Cronbach's Alpha of 0.721 is a measure which indicates that there is a high degree of internal consistency between the two items of the study. This means that the items are highly reliable items in terms of measuring brand perception in purchasing-related decisions. A Cronbach's Alpha of over 0.70 would be sufficient for exploratory research, but even better (over 0.80 as a cut-off) is better if it has to be tight in reliability. Hence, the scale used in this study is aligned with determining the extent to which brand image drives customers' purchasing-behavior.

**Table 4.6: Gender wise Distribution of brand image on purchase decisions**

Gender	Mean	St. Deviation
Male	2.533	0.583
Female	2.297	0.651
Total	2.422	0.624

Table 4.6 presents the mean and standard deviation of the effect of brand image on purchasing behavior. Male customers are at a mean of 2.533 and a standard deviation of 0.583, and female customers are at a mean of 2.297 and a standard deviation of 0.651. The mean is 2.422 with a standard deviation of 0.624. These results indicate that male consumers view brand image as ever so slightly more important compared to women consumers, with little room for difference. The standard deviations indicate response is uniform among each gender with somewhat greater variability in perceptions of female consumers.

**Table 4.7: Age wise Distribution of Brand Image on Purchase Decisions**

Age	Mean	Std. Deviation
18-19	2.308	0.403
20-21	2.423	0.671
22-23	2.401	0.591
24-25	2.596	0.755
Total	2.422	0.624

Table 4.7 shows mean and standard deviation scores for brand image influence on buying across age groups. The highest mean (2.596) and largest variation ( $SD = 0.755$ ) are with the age group 24–25, indicating that brand image has most influence on their buying but that there is largest variability in responses. The 20–21 group is preceded by a mean of 2.423 ( $SD = 0.671$ ) and the 22–23 group by a mean of 2.401 ( $SD = 0.591$ ). The 18–19 group is lowest on mean score (2.308) with least variability ( $SD = 0.403$ ) meaning brand image plays lesser role in their decision and their response is more standardized. The mean of all groups taken together is 2.422 and the standard deviation is 0.624, which is a proof that brand image is medium in its influence on all consumers. A difference between the means by a marginal value shows that older consumers who are 24–25 years old are affected medium-wise by brand image compared to younger consumers.

**Table 4.8: Education wise Distribution of Brand Image on Purchase Decisions**

Education	Mean	Std. Deviation
Undergraduate	2.414	0.596
Postgraduate	2.433	0.666
Total	2.422	0.624

Table 4.8 presents mean and standard deviation measures of the impact of brand image on purchasing decisions across levels of education. Postgraduate consumers record a slightly

greater mean score (2.433) than undergraduates (2.414), and it indicates a marginally greater impact of brand image on purchasing decisions, albeit narrowly. Postgraduates; standard deviation (0.666) is marginally higher than that of undergraduates (0.596), indicating higher variability in postgraduates' attitudes, while higher consistency in thoughts is indicated by undergraduates. Overall mean total score among all the respondents is 2.422 and the standard deviation is 0.624, indicating that brand image has moderate level of influence while purchase decisions are being made by both education classes

**Table 4.9: Correlation Between Gender and Brand Image Impact on Purchase Decisions**

		Gender	
Spearman's rho	Brand image on purchase Decisions	Correlation Coefficient	0.590
		Sig. (2-tailed)	0.020
		N	100

Spearman rank-order correlation between gender and influence of brand image on purchase decisions is shown in Table 4.9. The correlation coefficient value ( $\rho = 0.590$ ) describes a positive moderate relationship between gender differences and the influence of brand image in purchasing decisions. The p-value (0.020) signifies that the relationship is below the 0.05 level of significance. This indicates gender plays a significant role to play when consumers react to and perceive brand image in the process of consumption decision-making. With the p-value being less than 0.05, null hypothesis ( $H_0$ ) is thus rejected and in its stead is the alternative hypothesis ( $H_1$ ) which lends credence to the hypothesis that gender plays a role in determining the effect of brand image on customers; purchasing decisions in the fashion industry. Additional analysis would examine some of the gender differences in brand selection and buying behavior.

## Objective 2

### To know the satisfaction level of consumers with brands

Consumer satisfaction is one of the most important reasons why brands succeed because it directly influences customer loyalty, repeat purchase, and word-of-mouth. Clothing satisfaction is founded on product quality, price, brand image, fashion trend, and sustainability. This objective seeks to determine how satisfied consumers are with various clothing brands and what influences their satisfaction. Taking consumers' taste and experience into consideration, the study endeavors to present knowledge on how the companies can upgrade their products in a bid to satisfy consumers and create brand loyalty.

## Hypothesis

**Null Hypothesis (H<sub>0</sub>):** There is no significant difference in consumer satisfaction levels across different clothing brands.

**Alternative Hypothesis (H<sub>1</sub>):** There is a significant difference in consumer satisfaction levels across different clothing brands.

**Table 4.10: Reliability Statistics of Customer Satisfaction of brands**

Cronbach's Alpha	N of items
0.757	5

Table 4.10 provides the construct reliability values to determine customer satisfaction towards brands. Cronbach's Alpha is reported as 0.857, indicating excellent internal consistency for the three items put under scrutiny. A Cronbach's Alpha of more than 0.80 is found to be a measure of good reliability after concluding that such items used in measuring customer satisfaction are good-dependent on one another and provide consistent values. The scale is adequately captured with high reliability having established that it does a good job in measuring customers' satisfaction with brands.

**Table 4.11: Gender wise Distribution of Customer Satisfaction of Brands**

Consumer Satisfaction with brands	Mean	Std. Deviation
Male	2.825	0.597
Female	2.500	0.644
Total	20672	0.6638

Table 4.11 demonstrates the mean and standard deviation of fashion brand satisfaction among male and female customers. Male customers enjoy a higher mean satisfaction rating of 2.825 than that of the female customers, which is 2.500. This suggests that males are happier with the brands they are buying. Overall average level of satisfaction from all the subjects is 2.672, which indicates the level of satisfaction is average. The variability for female customers (0.644) is just higher than men (0.597), indicating women answers are more variable than men and that men answer in a more standardized way. Variation between satisfaction levels also indicates the possibility of small influence from gender on satisfaction regarding clothes brands by consumers.

**Table 4.12: Age wise Distribution of Customer Satisfaction of Brands**

Consumer Satisfaction with Brands	Mean	Std. Deviation
Age		
18-19	2.783	0.489
20-21	2.590	0.671
22-23	2.633	0.654
24-25	2.903	0.633
Total	2.672	0.638

Table 4.12 shows customer satisfaction with fashion brands by age group in mean and standard deviation values. The 24–25 age group received the highest level of satisfaction in a mean score of 2.903 with a standard deviation of 0.633, indicating that they are most content with the products they buy. The most satisfied is the 18–19 group with a mean of 2.783 and lowest variability ( $SD = 0.489$ ), reflecting more uniform responses. The 20–21 group is the least satisfied (mean = 2.590) and is the least variable ( $SD = 0.671$ ), reflecting the most variability in individual perception. The most moderate level of satisfaction is reflected by the 22–23 group with a relatively higher mean of 2.633 ( $SD = 0.654$ ), reflecting moderate satisfaction. The overall average value of satisfaction for all ages is 2.672 with a standard deviation of 0.638, indicating a moderate degree of satisfaction for the sample.

**Table 4.13: Education wise distribution of customer satisfaction of brands**

Consumer Satisfaction with Brands	Mean	Std. Deviation
Education		
Undergraduate	22.622	0.618
Postgraduate	2.738	0.665
Total	2.672	0.638

Table 4.13 also shows the mean and standard deviation of satisfaction of consumers with clothing brands according to educational qualification. The postgraduate consumers' mean satisfaction score (2.738) is marginally higher than that of undergraduates (2.622), which means that they are more satisfied with their brand experience. But the two groups are very close to each other. The standard deviation for postgraduates is slightly higher at 0.665 compared to undergraduates at 0.618, indicating greater response variability among postgraduates, though undergraduates are more standardized in reporting satisfaction levels. The mean satisfaction rating for the total sample of respondents is 2.672 and the standard deviation is 0.638, indicating a moderate satisfactory

**Table 4.14: Model Summary for Regression Analysis with brands.**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.61	0.372	0.350	0.018

Predictors: (Constant), Education, Gender, Age

Table 4.14 gives us the model summary, or how strong the independent variable is related to the dependent variable. The R of 0.61 indicates a moderate to strong positive relationship

between the variables, indicating that the independent variables account for a high percentage of the variation in the dependent variable. The R Square measure (0.372) indicates that 37.2% of the dependent variable variation is explained by the model, which is a good fit. Adjusted R Square (0.350) is a bit lower but adjusted for the number of predictors, but also indicates the model is still efficient. The Standard Error of the Estimate is 0.018, very low, which means the model is very accurate and has very little deviation from actual values and predicted values, and therefore the regression model can be trusted to predict the effect of independent variables on the dependent variable.

**Table 4.15: ANOVA Results for Regression Analysis**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	3.543	3.000	1.181	3.082	.031
	Residual	36.794	96.000	0.383		
	Total	40.337	99.000			

Dependent Variable: Consumer Satisfaction with Brands

Table 4.15 is an ANOVA table, whose measure of the overall significance of the model as a whole to explain the dependence and independence variables is used. F-statistic (3.082) is utilized in order to investigate to what extent the value of the mean square of the regression relative to the residual mean square (3.082) indicates that the model is generally correct. The value of significance (0.031) is smaller than 0.05 and therefore the model is significant at a 5% level. It indicates that independent variables have a significant effect on the dependent variable, and therefore the model is good to explain the buying behavior or consumer satisfaction variation. Sum of Squares values verify that the model explains 3.543 units of variance and 36.794 units are explained away by the model, thereby indicating the presence of some other variables beyond the variables included in the model. The findings present justification to implement the model with a view to validating the role of brand image or customers satisfaction in purchasing behavior.

**Table 4.16: Coefficients of Regression Model**

Mod el		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constan t)	2.851	0.277		10.30 9	0.00 0
	Gender	0.364	0.127	0.286	2.859	0.00 5
	Age	0.075	0.072	0.106	1.054	0.02 9
	Education	0.123	0.126	0.096	0.972	0.03 3

Table 4.16 indicates the regression coefficients and the impacts of Gender, Age, and Education on the dependent variable. The Unstandardized Coefficients (B values) indicate the change in the dependent variable predicted by one unit increase in each of the independent variables, holding other factors constant. The findings show that Gender (B = 0.364, Sig. = 0.005), Age (B = 0.075, Sig. = 0.029), and Education (B = 0.123, Sig. = 0.033) are all significant and positively related to consumer behavior since their p-values are less than 0.05. This implies that gender, age, and education differences affect consumer buying behavior and brand perception. Beta of Standardized Coefficients indicates the relative significance of every predictor, and the greatest among them is Gender (Beta = 0.286), then Age (Beta = 0.106) and Education (Beta = 0.096). Gender differences have greater influences on purchasing behavior and brand image, but age and education also have great effects but to a lesser extent. Since all the three variables are involved, we can evidently realize that demographical traits have important roles in determining the buying decision in the garment sector. Thus, we reject the null hypothesis and confirm the alternative hypothesis as confirming the role of gender, age, and education in determining consumer behavior in the industry.

### **Objective 3**

**To identify any gender-specific differences in the factors that influence consumer Perceptions of brand image in the clothing industry.**

Consumer brand image is guided by a blend of product quality, price, advertising, social influence, and reputation. Decision factors influencing consumer attitudes can notably vary for males and females with respect to influencing the varying choices and purchases depending on the brands. The challenge is to determine gender-diverse differences between decision factors influencing attitudes towards the fashion consumers brand image. Such variations need to be determined so that businesses can design marketing strategies targeting the particular attitudes and tendencies of men and women. In an attempt to discern whether men and women view differently in assessing a brand, the current study endeavors to compare such variables as style, price-friendliness, social media popularity, celebrity association, and ecologically friendly activities. Findings from the study will help fashion companies to position themselves better in the market, create gender-specific brand strategies, and improve overall consumer experiences.

### **Hypothesis:**

**H<sub>0</sub> (Null Hypothesis):** There is no significant difference between male and female consumers in the factors that influence their perceptions of brand image in the clothing industry.

**H<sub>1</sub> (Alternative Hypothesis):** There is a significant difference between male and female consumers in the factors that influence their perceptions of brand image in the clothing industry

**Table 4.17: Reliability statistics of gender specific differences influencing consumer perceptions of brand image**

Cronbach's Alpha	N of items
0.751	4

Table 4.17 shows the reliability statistics for gender-specific differences in consumer brand image perceptions measure. The Cronbach's Alpha is shown as 0.751, which is a good

internal consistency for the four items to be measured. Since a Cronbach's Alpha of more than 0.70 is acceptable, it shows that the measure employed to measure gender-specific differences in brand perception is reliable. The findings show that the items chosen are properly paired and provide a comprehensible estimate of gender's effect on consumer impressions of brand image.

**Table 4.18: Gender wise Distribution of Gender-Specific Differences influencing consumer Perceptions of brand image**

Gender-Specific Differences		
Gender	Mean	Std. Deviation
Male	2.568	0.394
Female	2.372	0.473
Total	2.477	0.441

Table 4.18 indicates gender differences in mean and standard deviation in consumer attitudes towards brand image. The value of male consumers mean ( $M = 2.568$ ,  $SD = 0.394$ ) is greater than that for female consumers ( $M = 2.372$ ,  $SD = 0.473$ ) and thus, male consumers tend to be more affected by brand image during purchasing decisions. The overall mean for all consumers is 2.477 ( $SD = 0.441$ ), and this indicates moderate agreement on the brand image influence. Standard deviations indicate a slightly more variation in women consumers' perceptions than men consumers' perception. Implications include gender-specific differences in brand perception, and marketing strategy should be segmented according to the varying needs of male and female consumers.

**Table 4.19: Age wise Distribution of Gender-Specific Differences influencing consumer Perceptions of brand image**

Gender-Specific Differences		
Age	Mean	Std. Deviation
18-19	2.407	0.382
20 – 21	2.510	0.456
22 – 23	2.502	0.486
24 – 25	2.393	0.381
Total	2.477	0.441

Table 4.19 presents mean and standard deviation scores on gender differences in perceptions of brand image by age groups. Age groups of 20–21 consumers have the highest mean score ( $M = 2.510$ ,  $SD = 0.456$ ), followed by 22–23 consumers ( $M = 2.502$ ,  $SD = 0.486$ ). The youngest (18–19) and oldest (24–25) consumers provide the lowest scores of 2.407 ( $SD = 0.382$ ) and 2.393 ( $SD = 0.381$ ), respectively. The mean for all ages is 2.477 ( $SD = 0.441$ ), indicating moderate agreement that gender-specific brand perceptions are a powerful influence. The variability in perception is greatest for the 22–23 age group, with that of the 18–19 and 24–25 age groups being more similar to one another. These findings suggest that consumers in their early twenties (20–23) are affected by gender-based brand attitudes, and thus age-based marketing strategies should be employed.

**Table 4.20: Education wise Distribution of Gender-Specific Differences influencing consumer Perceptions of brand image**

Gender-Specific Differences		
Education	Mean	Std. Deviation
Undergraduate	2.474	0.442
Postgraduate	2.481	0.446
Total	2.477	0.441

Table 4.20 shows mean and standard deviation for gender-specific brand image difference by level of qualification. The perceptual difference is not very significant, as postgraduate customers are just over the mean score ( $M = 2.481$ ,  $SD = 0.446$ ) than undergraduate customers ( $M = 2.474$ ,  $SD = 0.442$ ). Overall mean across all the consumers is 2.477 ( $SD = 0.441$ ) and represents moderate agreement on gender-specific effects on perceived brand. The non-significant variation in the standard deviation ensures that no effect of education level on such perceptions exists. Such findings imply that gender-based branding strategies could be equally effective among postgraduate and undergraduate consumers.

**Table 4. 21: Mann-Whitney Test for Gender-Specific Differences influencing consumer perceptions of brand image**

Gender		Mean Rank	Sum of Ranks
Gender-Specific Differences	Male	56.56	2997.50
	Female	42.45	1952.50
	Total		

Table 4.21 illustrates the result of Mann-Whitney U tests on gender disparity in brand image perception. Male and female both have a mean rank of 56.56 and 42.45, respectively. Total rank for male and female is 2997.50 and 1952.50, respectively. Since the mean rank is higher in the case of males, it means that males perceive brand image differently with gender-specific characteristics playing a larger role. The findings indicate that there is a gender disparity in brand image perceptions. Statistical analysis, i.e., significance value, will check if the difference is statistically significant (e.g.,  $p$ -value  $<$  0.05).

**Table 4.22: Mann-Whitney Test Statistics for Gender-Specific Differences influencing consumer perception of brand image**

Gender-Specific Differences	
Mann-Whitney U	871.500
Wilcoxon W	1952.500
Z	2.447
Asymp. Sig. (2-tailed)	0.014

Grouping Variable:

Table 4.22 is the result of Mann-Whitney U test assessing brand image perception difference by gender. The value from the test was 871.500 while Wilcoxon W value stood at 1952.500. Difference size is shown in the form of Z- score which is 2.447 while a p-value of 0.014 below 0.05 indicates the existence of a significant difference in female and male consumers. This means that gender plays an important role in the perception of brand image in the fashion industry. Thus, we fail to accept the null hypothesis but rather take up the alternative hypothesis, agreeing with the difference of gender in impressions of brands. This means that processes of the brand have to be modified differently for male and female buyers, depending on a differing area of focus. Future studies can investigate other factors, such as age and consumption behavior, in order to further understand gendered brand choice.

**CHAPTER- 5**

**FINDINGS, SUGGESTIONS AND**

**CONCLUSIONS**

## 5.1 SUMMARY

### OBJECTIVES

- Analyze how brand image affects the purchasing choices of male and female consumers in the clothing industry.
- Evaluate the level of consumer satisfaction with various clothing brands.
- Identify gender-specific differences in the factors influencing consumer perceptions of brand image in the clothing market

### RESEARCH QUESTIONS

1. How does brand image influence consumer decision-making when purchasing clothing
2. What role do brand reputation and product quality play in shaping consumer perceptions of clothing brand
3. How does social media influence consumer behaviour in the clothing industry

### HYPOTHESIS

- **H<sub>0</sub>:** There is no significant difference in the impact of brand image on the purchase decisions of male and female consumers in the clothing sector.  
**H<sub>1</sub>:** There is a significant difference in the impact of brand image on the purchase decisions of male and female consumers in the clothing sector.
- **H<sub>0</sub>:** There is no significant difference in consumer satisfaction levels across different clothing brands.  
**H<sub>1</sub>:** There is a significant difference in consumer satisfaction levels across different clothing brands.

- **H<sub>0</sub>** : There is no significant difference between male and female consumers in the factors that influence their perceptions of brand image in the clothing industry.

**H<sub>1</sub>**: There is a significant difference between male and female consumers in the factors that influence their perceptions of brand image in the clothing industry

## 5.2 FINDINGS

### DEMOGRAPHIC DATA

- The sample has 53% male and 47% female respondents for gender balance.
- Gender balance makes it possible to compare brand choice, buying behavior, and satisfaction between males and females.
- Male and female consumers are both involved in buying clothes, and thus the results can be generalized to a broad population
- The 20–21-year-old respondents (44%) are trailed by 22–23-year-olds (28%), reflecting predominance by young adults.
- 18–19 years old have 15% and 24–25-year-olds have 13%.
- The young consumers constitute predominantly the environment of this survey, who most likely are most likely to be more influenced by brand name, social network, and trends.
- Age segmentation based on various ages facilitates one to realize the role of age acted on brand perceptions and shopping behavior.
- 57% are undergrads and 43% are postgrads.

- Being larger in the case of undergrads, it represents more younger trend-conscious consumers have significant influence on purchasing tastes and brand attitude.
- Having postgraduate respondents facilitates the investigation of whether or not there is a relationship between an education level and brand loyalty, and purchasing taste.
- The largest proportion (45%) of consumers purchase clothes 2–3 times per month, reflecting the habitual pattern of buying.
- Approximately 28% purchase clothes once per month, generally with the prod of seasonality, promotion, or discount.
- 13% of them buy on a weekly basis and represent a relatively very fashion-aware or brand-aware buying group.
- roughly 14% buy clothing only 3–4 times a year and indicate needs-driven shopping frequency rather than one pursuing trends.

## **OBJECTIVE 1**

**To examine the impact of brand image on the purchase decisions of male and female consumers in the clothing sector**

- There is slightly more attention noticed by male customers toward brand image (Mean = 2.533, SD = 0.583) than for female customers (Mean = 2.297, SD = 0.651).
- The marginal difference indicates that brand image is just slightly more crucial for male customers while they are making the purchasing decisions about clothes.

- Std.dev indicates that answers from both sexes are quite homogenous with a little variation observed from female customers.
- The strongest influence of brand image on the consumers' purchasing in the 24–25 age group is revealed (Mean = 2.596, SD = 0.755), with greatest variation of answers.
- The Second is the age group 20–21 having mean score of 2.423 (SD = 0.671) and the age group 22–23 with 2.401 (SD = 0.591).
- Minimum brand influence is in the 18–19 age group (Mean= 2.308, SD = 0.403) with the lowest variability of responses. This reflects that the brand image influences more among the older age groups (24–25) rather than other age groups.
- Postgraduates have a comparatively higher mean (2.433) compared to undergraduates (2.414), which shows a comparatively higher impact of the brand image in their buying decision.
- Standard deviation scores indicate postgraduates (SD = 0.666) to be less homogeneous in attitude, whereas undergraduates (SD = 0.596) are more homogeneous in attitude.
- Mean total score (2.422, SD = 0.624) indicates moderate brand image impact on purchasing behavior of the two groups of students.
- Spearman's rank-order correlation ( $\rho = 0.590$ ) indicates a moderate positive relationship between gender and the impact of brand image on the buying decision.
- Since 0.020 p-value is lower than the 0.05 significance level, the relationship is significant.

- Therefore, the null hypothesis ( $H_0$ ) is rejected and alternative hypothesis ( $H_1$ ) is accepted that gender is involved in the effect of brand image on consumer buying behavior in the fashion sector.
- Such results infer that marketing must consider gender-based brand perception in order to communicate successfully with different segments of buyers.

## OBJECTIVE 2

### To know the satisfaction level of consumers with brands

- Male consumers report higher satisfaction with clothing brands (mean = 2.825) compared to female consumers (mean = 2.500). The standard deviation for females (0.644) is slightly higher than for males (0.597), indicating more variability in female answers. This shows that gender is a consideration variable in the measurement of consumer satisfaction level.
- Consumers who are 24–25 years old have the highest level of satisfaction (mean = 2.903), and the lowest level of satisfaction is shown by the age group of 20–21 (mean = 2.590). 18–19 age group is less homogeneous in response, i.e., homogenous with respect to their satisfaction, but 20–21 age group is most heterogeneous, i.e., diverse opinions among this group.
- Postgraduates are more contented (mean = 2.738) than undergraduates (mean = 2.622). It is not a lot, but postgraduate consumers will be different in response ( $SD = 0.665$ ) than undergraduates ( $SD = 0.618$ ). It implies that educational level does have some influence in assigning consumer experience and brand perception
- Summary model provides medium to high correlation level ( $R = 0.61$ ) between consumer satisfaction and the independent variables (education, gender, age).  $R^2$

of (0.372) indicates that the fluctuation in satisfaction is accounted for by 37.2% of the variables, hence serving as predictors within the consumers choice.

- Result of ANOVA affirms statistical significance of regression model ( $F = 3.082$ ,  $\text{Sig.} = 0.031$ ), and from the result of ANOVA, independent variables (age, gender, education) contribute maximally to consumer satisfaction. Since  $p\text{-value} < 0.05$ , model can forecast difference between consumer satisfaction and buying attitude of consumers. .
- Regression analysis confirms that gender ( $B = 0.364$ ,  $\text{Beta} = 0.286$ ) contributes most to consumer satisfaction, and then comes the age ( $B = 0.075$ ,  $\text{Beta} = 0.106$ ) and education ( $B = 0.123$ ,  $\text{Beta} = 0.096$ ). Demographics variables significantly impact brand image and purchase decision in the apparel industry.

### **OBJECTIVE 3**

**To identify any gender specific differences in the factors that influence consumer perceptions of brand image in the clothing industry**

- Male purchasers (mean = 2.568) were shown to have more influence on brand image compared to women purchasers (mean = 2.372). Grand mean (2.477) is moderate and thus shows relative higher variability among women perceptions regarding brand image influence. This presents some evidence of gender-based brand strategy.
- The highest level of perception of a brand among the age group 20–21 (mean = 2.510) and 22–23 (mean = 2.502) followed by slight decreases in the perception level of the youngest (18–19, mean = 2.407) and the oldest (24–25, mean = 2.393) age groups.

The results are in support of more gendered perceptions of the brand by early twenties consumers in support of age-segmented marketing.

- Education level does not come into play in terms of the influence on gender-based brand perceptions. Postgraduate consumers (mean = 2.481) and students (mean = 2.474) both records similarly high means, and thus gender-based methods can both be used at both levels of study.
- The result of Mann-Whitney U test indicates that males possess a greater mean rank score (56.56) than females (42.45), this illustrating gender-specific factors affecting male perception of the brand more strongly. The evidence to support those men and women react differently to brand initiatives exists.
- Mann-Whitney U test provided the value of U as 871.500 and p-value = 0.014, less than 0.05. This means there is a statistically significant difference in the perception of males and females towards brand image. The findings validate the alternative hypothesis and determine the importance of gendered branding strategy.
- Due to these distinctions, fashion companies must create independent marketing strategies for men and women consumers. Product presentation, communications, and social influence must be created to target gender-specific tastes in a bid to achieve maximum overall consumer involvement and brand loyalty.

### 5.3 SUGGESTIONS

- Since the brand image is experienced differently by a female and a male shopper, fashion companies must also personalize the promotional message. For instance, male shoppers would be favorably disposed towards reputation- based and exclusivity-based branding, while women shoppers would respond better to price, style orientation, and brand authenticity.
- According to research, the 20–23 consumer will be holding gender-specific brand

attitudes. Brands should utilize digital marketing media, influencer partnerships, and segment-based promotions in efforts to have this segment firmly in their grasp.

- The reason behind brand image influencing consumer buying behavior is of moderate strength, i.e., organizations need to ensure that product quality areas, sustainability areas, and people contact areas need to be framed in such a manner that people trust along with consumer loyalty towards the company brand needs to be gained.
- By means of consumer and buying behavior buys, brands can post tailored recommendations and promotions to purchasers. With e-commerce marketing using artificial intelligence, it is feasible to tailor a buying experience for each set of purchasers.
- Social media influence is a good driver of Because sustainable consumers, especially youth consumers, care more about sustainability these days, business firms must be responsive to green inputs, fair sourcing, and CSR actions so that they may appeal to responsible consumers. fashion brand image. Fashion firms must invest in good content, influencer collaborations, and persuasive promotion so that they may influence youths, fashion-conscious consumers.
- Since satisfaction varies by gender and age segments, the imperative is for brands to develop high customer service, easy return policies, and value-added in-store and online services to regain customers and generate repeat business. Since price is a mind-top issue, the imperative is for brands to develop price-based value models, seasonal promotions, and reward schemes to gain price-conscious buyers without sacrificing brand exclusivity for prestige segments.

## 5.4 CONCLUSION

This research described the impact of brand image on fashion consumers buying behavior by gender, consumer satisfaction, and what motivates brand perception. The research reaffirmed the largest motivator of consumer behavior is brand image followed by brand reputation, product quality, and social media as drivers that influence the highest percentage. The research also suggests that female and male consumers are also brand image sensitive, and men are also brand-

sensitive buys. Consumer satisfaction was driven by a mix of drivers such as price, brand loyalty, and green behavior. Although younger consumers were more prone to being positively affected by social media promotion and brand connection strategy, the effect of quality and brand history increased with older consumers. The research also justified that web marketing on the internet and social media marketing are the prime movers of purchasing attitudes and purchasing behaviors, justifying the increased use of web branding to mold business enterprise. According to these studies, fashion companies must adopt specialized marketing activities that address the varied requirements of their target segments. Individualization, successful word-of-mouth, and conformity to ethical and responsible business practices can make consumers feel confident and loyal. Through application and implementation of knowledge determinants of consumer purchasing behavior, companies can strengthen their branding activity with a view to competing fiercely in a rapidly changing marketplace.

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## **APPENDIX**

## QUESTIONNARE

My name is Archana O S and I'm currently pursuing MCM at St. Teresa's College, Ernakulam. As a part of my study I'm conducting a research on the topic 'A study on Impact of brand image on consumer purchasing behavior in the clothing industry'. I kindly request you to spare your time for filling this. Thank you for your support.

### Section 1: Demographics

1. Gender:

- Male
- Female

2. Age:

- 18 – 19
- 20 – 21
- 22 – 23
- 24 – 25

3. Education:

- Undergraduate
- Postgraduate

4. Frequency of Clothing Purchases:

- Once a week
- Once a month
- 2-3 times a month
- Once a year

- 3-4 times a year

## **Section 2: Influence of Brand Image on Purchase Decisions**

5. When considering clothing brands, how important is the overall brand image to you?

- Very Important
- Important
- Neutral
- Not very important
- Not important at all

6. How do you perceive the reputation of a clothing brand you are considering for purchase?

- Excellent
- Good
- Fair
- Poor

7. Do you associate specific qualities or values with certain clothing brands? (Select up to 3 Which you think is most important)

- Style
- Comfort
- Quality
- Affordability

- Clothing trends

8. To what extent does the brand image influence your decision to purchase clothing items?

- Extremely influential
- Very influential
- Moderately influential
- Slightly influential
- Not influential at all

9. Have you ever purchased a clothing item primarily because of the brand image?

- Yes
- No

10. How likely are you to recommend a clothing brand with a positive image to your friends?

- Very likely
- Likely
- Neutral
- Unlikely
- Very unlikely

11. Which of the following factors do you think contribute the most to a positive brand image in The clothing sector? (Select up to three)

- Quality of materials
- Design and style
- Price
- Celebrity endorsements
- Social media presence
- Sustainability practices
- Brand history and heritage

12. Would you consider yourself loyal to a specific clothing brand based on positive brand image Experiences?

- Yes
- No

### **Section 3: Satisfaction level of consumers with brands**

13. Which of the following brands are your top three preferences for purchasing clothing?

- Max
- Zara
- Marks & Spencer
- H&M
- Levi's

14. How would you rate your overall satisfaction with the following brands?

- Very Satisfied
- Satisfied
- Neutral
- Dissatisfied
- Very Dissatisfied

15. What factors influence your decision to choose a particular brand?

- Price
- Quality of clothing
- Style and fashion trends
- Brand reputation
- Sales and discounts
- Sustainability practices

16. How satisfied are you with the pricing of Max/Zara/Marks and

Spencer's/H&M/Levi's?

- Very Satisfied
- Satisfied
- Neutral
- Dissatisfied
- Very Dissatisfied

17. How satisfied are you with the value for money you receive from the following brands?

- Very Satisfied
- Satisfied
- Dissatisfied
- Very Dissatisfied

18. How would you rate the customer service provided by Max/Zara/Marks And Spencer's/H&M/Levi's?

- Excellent
- Good
- Average
- Poor
- Very Poor

#### **Section 4: Gender-Specific Differences**

19. When choosing clothing, how important are the following factors to you?

- Very important
- Important
- Neutral
- Not very important
- Not important at all

20. Do you find that marketing strategies influence your clothing purchasing decisions?

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