

IMPACT OF BRAND EQUITY ON CUSTOMERS PURCHASE DECISION MAKING WHILE CHOOSING BRANDED OVER UNBRANDED APPAREL IN ANDHRA PRADESH

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ABSTRACT

Attire Shoppers across Indian metros and communities and urban areas are progressively indicating their tendency towards western wear, along these lines boosting the deals for marked garments, making it the quickest developing classes across different clothing portions. Indeed, even in the Traditional wear portion ladies' western wear is getting footing. This paper manages the client's inclination for marked attire and its principle center is to know the client maintenance levels towards marked clothing. The fundamental center is to discover the purposes behind the brand mindfulness and brand maintenance on different brands and how clients get pulled in to clothing brands and what number of clients are making a recurrent buys on this brand and not moving to other brand buys. The examination is led to know Retention, Perception and Awareness of the client of clothing with an example size of 110 and manages all age bunch and Occupation of clients in the market. The principle goal of this examination is to know the client's way of life, Income level, Perception, conduct about the attire brands. The central point recognized are quality, Price, Designs, fresh debuts, Advertisements. It additionally centers around recognition, Awareness, Brand Retention of the Customers in Retail stores and Branded Shore rooms at Hyderabad, Vijayawada and Guntur.

Key Words: Customer Perception, Customer behavior, Customer Retention, lifestyle.

1. INTRODUCTION

Dress or Apparel is a fundamental need of any individual alongside other essential necessities like nourishment, water and asylum. The Lifestyle of any nations populace by and large reflects in its Apparel Industry. Individuals show their social and monetary status first in their apparel as it were. The Apparel business is the nation's second biggest division after the IT Industry.

The household material and attire industry in India is evaluated to reach US\$ 100 billion by 2017 and US\$ 141 billion by 2021 from US\$ 67 billion of every 2014. The size of India's material market in 2014 was US\$ 99 billion; the market is required to extend at a compound yearly development rate (CAGR) of 9.6 percent more than 2014–23 to US\$ 226 billion according to gauges. Fares have been a center component of India's material and clothing area and its fare is relied upon to increment to US\$ 82 billion by 2021 from US\$ 40 billion out of 2014. Interest for clothing is probably going to ascend to US\$ 122 billion by 2017 from US\$ 65 billion in FY11.

Clothing Brand inclination is one of the markers of the quality of a brand in the hearts and brains of clients; brand inclination speaks to which brands are favored under suppositions of balance in cost and accessibility. Presently days increasingly more Apparel purchasers incline toward the marked attire in light of the top notch standard kept up by those organizations. The crude material utilized by them is fine quality texture by and large not seen in unbranded ones. Indian Apparel organizations gained remote brands like Reid and Taylor to build their deals. Late occurring in the segment give indications of solidification. Model is the choice of Aditya Birla Group's four-way rebuilding intend to bring its retail business under Pantaloon Fashion and Retail (PFRL)

II. Literature Review

Style AND THE APPAREL RETAIL SECTOR

Most brands we see today are not so much new. Or maybe, they are gotten from a long history of administration to the design business and style shoppers. As brands develop and enhance, they gain in acknowledgment before individuals with considerable methods just as the overall public. This is the situation with so much planners as Ralph Lauren (built up during the 1960s) and Coco Chanel (set up 1912) and others. They made their imprints with high society by getting individuals and what they needed.

THE INDIAN APPAREL RETAIL SECTOR

The Indian apparel retail sector is a dynamic and rapidly evolving industry that encompasses the buying and selling of clothing and accessories. It plays a crucial role in India's retail landscape, contributing significantly to the country's economy. The sector is characterized by a diverse market, with a wide range of offerings spanning traditional wear, casual clothing, and

international fashion brands. In recent years, the Indian apparel retail sector has witnessed a notable shift towards organized retail, with major players establishing a strong presence. This shift is driven by changing consumer preferences, increasing disposable incomes, and a growing fashion-conscious middle class. The sector also embraces online retail, with e-commerce platforms offering a convenient avenue for consumers to explore and purchase a variety of apparel. Challenges in the industry include the need to stay abreast of rapidly changing fashion trends, managing inventory effectively, and creating seamless omnichannel experiences for consumers. Despite these challenges, the Indian apparel retail sector remains a vibrant and competitive market, contributing significantly to the overall retail landscape and reflecting the dynamic nature of consumer preferences in the country.

IMPACT OF BRAND AMBASSADORS ON BRAND PREFERENCE

Brand ambassadors wield significant influence on brand preference, shaping consumer perceptions and choices. Their association with a brand can enhance credibility, trust, and emotional connection, directly impacting consumer loyalty. A well-matched brand ambassador reinforces brand values, reaching and resonating with the target audience. Positive associations, endorsements, and relatability contribute to a favorable brand image, driving preference over competitors. Conversely, controversies involving brand ambassadors can have detrimental effects. In essence, the impact of brand ambassadors on brand preference is a nuanced interplay of credibility, alignment with brand identity, and the ability to forge a compelling connection that resonates with consumers.

III. Targets of the Study:

1. To think about the shopper recognition, conduct, way of life about the attire brands.
2. To survey the significance of various factors in brand maintenance.
3. To comprehend the issues in brand maintenance and the impact of brand picture and shopper recognition.
4. To propose various approaches to make brand maintenance.
5. To examination the purchaser inclination for marked/unbranded Apparel and impact of estimating on the acquiring intensity of the customers for marked array.
6. To examination the impact of offers advancement in brand inclination

7. To comprehend
8. To examination the effect of publicizing on brand inclination.

IV. Extent of Study:

The Inferences from the investigation depend on the reactions given by the purchasers in a particular territory. This examination will be useful in getting an understanding into the impression of Apparel Buyers at Retail Outlets and a few discoveries might be marginally veering off towards the Brand as we are posing the inquiries explicitly on the Brand itself. It may not completely mirror the mentality of the buyers as they may timid from addressing every one of the inquiries straight forwardly.

V. Research Methodology

5.1 Research structure

The examination depends on both essential information and optional information. The essential information was gathered through organized poll for which tests of 110 respondents were chosen for this investigation. The gathered examples utilizing advantageous testing technique was approved and took it for additional investigation. Optional information is additionally been gathered from database locales and articles. The gathered information were broke down with the appropriate devices like Chi – Square apparatuses with the accompanying presumptions were made on the beginning of the undertaking.

5.2 Area of the examination

The respondents are arbitrarily chosen for this examination.

5.3 Research approach:Review and polls strategy

Review technique is utilized for gathering information from Apparel Buyers from Various Retail Outlets and Brand Showrooms at different Locations. We mentioned all respondents to fill in the survey, independent from anyone else subsequent to clarifying the different viewpoints referenced in it. It contained both open and shut finished inquiries in an organized arrangement straightforward on the principal look.

5.4 Sampling Technique:A helpful example (non – likelihood testing technique) for 110 Apparel Buyers was gathered for the present investigation in which respondent of the examination was solicitation to finish the poll on willful premise.

5.5 Sample Size:The Size of the example taken in this examination is 110.

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5.6 Data Usage:For examination and translation, just essential information is utilized. Anyway for end and proposals both essential and the auxiliary information alongside the verbal information and data in spite of the fact that acquired from respondents, however they are outside the parameters of poll were likewise included. The information gathered from these sources were examined utilizing different devices like rate investigation, chi-square test, cross table examination technique.

5.7 Tools:Frequencies and cross classification have been determined for the reactions of the respondents. Chi – Square test examination was led on the information of part II in survey.

VI. Analysis and Interpretation

SEX	Male	Female		
	86	24		
AGE	20-24	25-29	30-40	>40
	21	58	17	14
EDUCATION	DIPLOMA	GRADUATION	PG	
	29	40	41	
PROFESSION	JOB-FRESHER	BUSINESS	IT-EMP	MFCG-EMP
	21	37	28	24
INCOME	<20,000	20,000-40,000	>40000	
	39	28	43	
HOW MANY BRANDS DO YOU KNOW IN APPAREL MARKET?	ZERO	ONE	TWO	THREE
	8	31	24	47

6.1 General Profile of the Respondents

WHICH BRAND COMES TO MIND WHEN YOU THINK ABOUT APPARELS?	PARK AVENUE	PETER ENGLAND	REID&TAYLOR	LEVIS
	29	14	16	26
WHAT IS YOUR LEVEL OF FAMILIARITY AND INVOLVEMENT WITH BRANDED APPARELS?	LOUIS PHILLIPE	PROVOGUE	ZODIAC CLOTHING	OTHER
	7	6	4	8
WHICH OF THE FOLLOWING ATTRIBUTES DO YOU ASSOCIATE WITH YOUR FAVOURITE BRAND APPARELS?	NEVER HEARD OF	HAVE HEARD THE NAME, BUT KNOW NOTHING ABOUT THEM	KNOW SOMETHING ABOUT THEM, BUT NEVER USED THEIR PRODUCTS	HAVE USED MY FAVOURITE BRAND APPARELS, BUT NOT IN THE LAST 12 MONTHS
	8	7	9	41
WHERE HAVE YOU SEEN ADVERTISEMENTS FOR YOUR FAVOURITE BRAND APPARELS?	HAVE USED MY FAVOURITE BRAND APPARELS IN THE LAST 12 MONTHS	45		
	AFFORDABLE	DEPENDABLE	MODERN	STYLISH
OF YOUR LAST FIVE PURCHASES, HOW MANY WERE YOUR FAVOURITE BRAND APPARELS ?	34	11	8	9
	POPULAR	DON'TKNOW		
HOW MANY OF YOUR FAVOURITE BRAND APPARELS DO YOU HAVE NOW?	14	34		
	BILLBOARDS	FM RADIO	MAGAZINES	TV
HOW LONG IT TAKES YOU TO UPGRADE YOUR APPAREL PRODUCT LINE?	22	4	18	9
	NEWSPAPERS	ONLINE	PUBLIC TRANSPORTATION	I'VE NEVER SEEN ANY OF THEIR ADVERTS
WHAT WILL YOU DO IF THE BRAND OF PRODUCT YOU WISH TO PURCHASE IS OUT OF STOCK?	24	17	7	9
	ONE	TWO	THREE	NONE
HOW LONG IT TAKES YOU TO UPGRADE YOUR APPAREL PRODUCT LINE?	17	22	37	34
	ZERO	ONE	TWO	MORE THAN TWO
WHAT WILL YOU DO IF THE BRAND OF PRODUCT YOU WISH TO PURCHASE IS OUT OF STOCK?	32	35	24	19
	SIX MONTHS	ONE YEAR	TWO YEAR	
WHAT WILL YOU DO IF THE BRAND OF PRODUCT YOU WISH TO PURCHASE IS OUT OF STOCK?	41	37	32	
	DELAY PURCHASE TILL THE SAME PRODUCT ARRIVES	PURCHASE OTHER PRODUCTS FROM THE SAME BRAND	PURCHASE ANY FINE BRANDED/UNBRANDED APPAREL	
	39	46	25	

Understanding:

From the above table, we induce that 86 of the absolute respondents are male and 24 are female. On further order as indicated by age gathering, we find that of the considerable number of respondents 21 are 20-24 Years old, 58 are of the age bunch 25-29 Years, 17 of the age bunch

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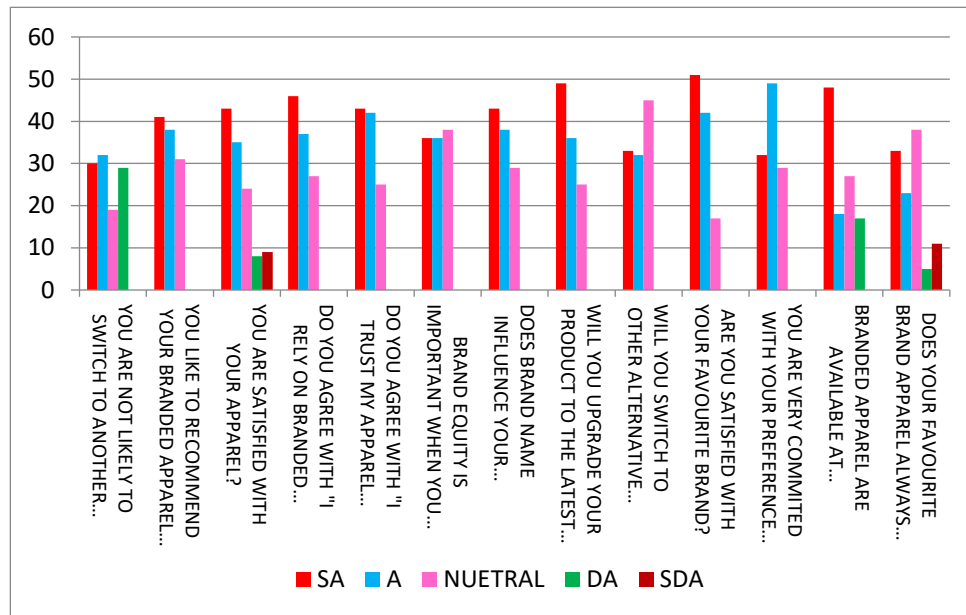
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30-40, 14 are of the age bunch with over 40 years. From the reactions gathered 29 respondents are Diploma holders, 40 are Graduates and 41 are Post-Graduates. On the Monthly Income premise, 39 Respondents win under 20,000 Rs, 28 of them procure 20,000-40,000 Rs, while the staying 43 acquire in excess of 40,000 Rs. When approached about the time taken for redesigning the product offering the reaction is SIX MONTHS (41), ONE YEAR (37) and TWO YEARS (32). When asked what they will do if the brand of item they wish to buy is out of stock, the reaction is DELAY PURCHASE TILL THE SAME PRODUCT ARRIVES (39), PURCHASE OTHER PRODUCTS FROM THE SAME BRAND (46) and PURCHASE A DIFFERENT BRAND (25). At the point when gotten some information about qualities through which they partner with Branded Apparel, 34 discover them as AFFORDABLE, 11 discover them DEPENDABLE, 8 discover them MODERN, 9 discover them STYLISH and 14 discover them POPULAR.

Table 6.2 Respondents views about APPARELS

PARAMETER	SA	A	NUETRAL	DA	SDA
YOU ARE NOT LIKELY TO SWITCH TO ANOTHER BRAND IN THE NEXT 12 MONTHS?	30	32	19	29	0
YOU LIKE TO RECOMMEND YOUR BRANDED APPAREL TO SOMEONE ELSE?	41	38	31	0	0
YOU ARE SATISFIED WITH YOUR APPAREL?	43	35	24	8	9
DO YOU AGREE WITH "I RELY ON BRANDED APPAREL ONLY" ?	46	37	27	0	0
DO YOU AGREE WITH "I TRUST MY APPAREL BRAND" ?	43	42	25	0	0
BRAND EQUITY IS IMPORTANT WHEN YOU PURCHASE APPARELS?	36	36	38	0	0
DOES BRAND NAME INFLUENCE YOUR DECISION MAKING IN PURCHASING?	43	38	29	0	0
WILL YOU UPGRADE YOUR PRODUCT TO THE LATEST MODEL OF YOUR FAVOURITE BRAND APPAREL?	49	36	25	0	0
WILL YOU SWITCH TO OTHER ALTERNATIVE BRANDS IF THEY OFFER A SIMILAR BUT CHEAPER PRODUCT?	33	32	45	0	0
ARE YOU SATISFIED WITH YOUR FAVOURITE BRAND?	51	42	17	0	0
YOU ARE VERY COMMITTED WITH YOUR PREFERENCE BRAND?	32	49	29	0	0
BRANDED APPAREL ARE AVAILABLE AT AFFORDABLE PRICE	48	18	27	17	0
DOES YOUR FAVOURITE BRAND APPAREL ALWAYS SHOW UP IN THE NEW ARRIVALS SECTION	33	23	38	5	11

Figure 6.3



6.4.1. Is There a Relation between INCOME OF THE RESPONDENT and THE IMPORTANCE HE GIVES TO BRAND EQUITY WHILE PURCHASING APPAREL?

	INCOME			BRAND EQUITY IMPORTANT FOR BUYING		
	Observed N	Expected N	Residual	Observed N	Expected N	Residual
1	39	36.7	2.3	1	36.7	-0.7
2	28	36.7	-8.7	2	36.7	-0.7
3	43	36.7	6.3	3	36.7	1.3
Total	110			Total	110	

	INCOME	BRAND EQUITY IMPORTANT FOR BUYING
Chi-Square	3.291a	.073a
df	2	2
Asymp. Sig.	0.193	0.964

a. 0 cells (.0%) have expected frequencies less than 5. The minimum expected cell frequency is 36.7.

From the above SPSS calculation we infer that there is a significant relation between INCOME OF THE RESPONDENT and THE IMPORTANCE HE GIVES TO BRAND EQUITY WHILE PURCHASING APPAREL.

6.4.2. Is There a Relation between EDUCATION LEVEL OF THE RESPONDENT and THE SCOPE OF INFLUENCE A BRAND HAS IN INFLUENCING HIS DECISION MAKING?

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EDUCATION * BRAND INFLUENCES DECISION MAKING Crosstabulation					EDUCATION			
Count				Total	Observed N	Expected N	Residual	
BRAND INFLUENCES DECISION MAKING					1	2	3	Total
	1	7	11	11	29	36.7	-7.7	
EDUCATION	2	16	14	10	40	36.7	3.3	
	3	20	13	8	41	36.7	4.3	
Total		43	38	29	110			

CHI-SQUARE:

BRAND INFLUENCES DECISION MAKING				Test Statistics			
	Observed N	Expected N	Residual	Chi-Square	EDUCATION	BRAND INFLUENCES DECISION MAKING	
1	43	36.7	6.3	2.418a	2	2.745a	
2	38	36.7	1.3				
3	29	36.7	-7.7	Asymp. Sig.	0.298	0.253	
Total	110			a. 0 cells (.0%) have expected frequencies less than 5. The minimum expected cell frequency is 36.7.			

From the above SPSS calculation we infer that there is a significant relation between EDUCATION LEVEL OF THE RESPONDENT and THE SCOPE OF INFLUENCE A BRAND HAS IN INFLUENCING HIS DECISION MAKING.

6.4.3. Is There a Relation between AVERAGE MONTHLY INCOME OF THE RESPONDENT and THE TIME TAKEN BY HIM TO UPRAGE TO NEW APPAREL?

INCOME * UPGRADE TIME Crosstabulation					INCOME			
Count				Total	Observed N	Expected N	Residual	
UPGRADE TIME					1	2	3	Total
	1	11	17	11	39	36.7	2.3	
INCOME	2	12	9	7	28	36.7	-8.7	
	3	18	11	14	43	36.7	6.3	
Total		41	37	32	110			

CHI-SQUARE:

UPGRADE TIME				Test Statistics			
	Observed N	Expected N	Residual	Chi-Square	INCOME	UPGRADE TIME	
1	41	36.7	4.3	3.291a	2	1.109a	
2	37	36.7	0.3				
3	32	36.7	-4.7	Asymp. Sig.	0.193	0.574	
Total	110			a. 0 cells (.0%) have expected frequencies less than 5. The minimum expected cell frequency is 36.7.			

From the above SPSS calculation we infer that there is AVERAGE MONTHLY INCOME OF THE RESPONDENT and THE TIME TAKEN BY HIM TO UPRAGE TO NEW APPAREL.

6.4.4. Is There a Relation between RESPONDENTS FEELING THAT BRANDED APPAREL IS AFFORDABLE AND HIS INTEREST IN ALTERNATIVE CHEAP BRANDS?

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AFFORDABLE BRAND * INTEREST IN ALTERNATIVE CHEAP BRANDS					AFFORDABLE BRAND				INTEREST IN ALTERNATIVE CHEAP BRANDS			
Count					Total	Observed N	Expected N	Residual				
	INTEREST IN ALTERNATIVE CHEAP BRANDS								Observed N	Expected N	Residual	Observed N
	1	2	3		1	48	27.5	20.5	1	33	36.7	-3.7
AFFORDABLE BRAND	10	11	27	48	2	18	27.5	-9.5	2	32	36.7	-4.7
	2	5	7	18	3	27	27.5	-0.5	3	45	36.7	8.3
	3	10	11	27	4	17	27.5	-10.5	Total	110		
	4	7	5	17	Total	110						
Total	33	32	45	110	Total	110			Total	110		

CHI-SQUARE:

Test Statistics			
	AFFORDABLE BRAND	INTEREST IN ALTERNATIVE CHEAP BRANDS	
Chi-Square	22.582a	2.855b	
df	3	2	
Asymp. Sig.	0	0.24	

a. 0 cells (.0%) have expected frequencies less than 5. The minimum expected cell frequency is 27.5.

From the above SPSS calculation we infer that there is RELATIONSHIP BETWEEN RESPONDENTS FEELING THAT BRANDED APPAREL IS AN AFFORDABLE BRAND AND HIS INTEREST IN ALTERNATIVE CHEAP BRANDS.

6.4.5. Is There a Relation between PEOPLE TRUSTING THEIR FAVOURITE BRANDED APPAREL and THEM LESS WILLING TO SWITCH TO OTHER BRANDS?

TRUST THE BRAND * LESS LIKELY TO SWITCH TO OTHER BRAND Crosstabulation							TRUST THE BRAND						
Count						Total	Observed N	Expected N	Residual				
	LESS LIKELY TO SWITCH TO OTHER BRAND									Observed N	Expected N	Residual	
	1	2	3	4		1	43	36.7	6.3	1	43	36.7	6.3
TRUST THE BRAND	17	14	5	7	43	2	42	36.7	5.3	2	42	36.7	5.3
	2	7	12	9	14	3	25	36.7	-11.7	3	25	36.7	-11.7
	3	6	6	5	8	25				Total	110		
Total	30	32	19	29	110	Total	110						

LESS LIKELY TO SWITCH TO OTHER BRAND				Test Statistics			
Observed N	Expected N	Residual		TRUST THE BRAND	LESS LIKELY TO SWITCH TO OTHER BRAND		
1	30	27.5	2.5	Chi-Square	5.582a	3.673b	
2	32	27.5	4.5	df	2	3	
3	19	27.5	-8.5	Asymp. Sig.	0.061	0.299	
4	29	27.5	1.5	a. 0 cells (.0%) have expected frequencies less than 5. The minimum expected cell frequency is 36.7.			
Total	110			b. 0 cells (.0%) have expected frequencies less than 5. The minimum expected cell frequency is 27.5.			

CHI-SQUARE:

From the above SPSS calculation we infer that there is a significant relation between PEOPLE TRUSTING PEOPLE TRUSTING THEIR FAVOURITE BRANDED APPAREL and THEM LESS WILLING TO SWITCH TO OTHER BRANDS.

6.4.6. Is There a Relation between PEOPLE TELLING THAT THEY WOULD RELY ON BRANDED APPAREL and THEM WAITING FOR THE SAME BRANDED PRODUCT?

RELY ON THE BRAND * WAIT FOR THE SAME BRANDED PRODUCT					RELY ON THE BRAND				WAIT FOR THE SAME BRANDED PRODUCT			
Count	WAIT FOR THE SAME BRANDED PRODUCT				Observed N	Expected N	Residual	Observed N	Expected N	Residual		
	1	2	3	Total							1	2
RELY ON THE BRAND 1	17	18	11	46	46	36.7	9.3	39	36.7	2.3		
2	15	13	9	37	37	36.7	0.3	46	36.7	9.3		
3	7	15	5	27	27	36.7	-9.7	25	36.7	-11.7		
Total	39	46	25	110	Total	110		Total	110			

Test Statistics			
	RELY ON THE BRAND	WAIT FOR THE SAME BRANDED PRODUCT	
Chi-Square	4.927a	6.236a	
df	2	2	
Asymp. Sig.	0.085	0.044	

a. 0 cells (.0%) have expected frequencies less than 5. The minimum expected cell frequency is 36.7.

From the above SPSS calculation we infer that there is a significant relation between PEOPLE TELLING THAT THEY WOULD RELY ON BRANDED APPAREL and THEM WAITING FOR THE SAME BRANDED PRODUCT.

VII. Discoveries

1. Out of the absolute respondents 85 percent of the individuals had encountered impact of ad and deals advancement on brand inclination.
2. Apparel Customers have a constructive relationship with brand picture and individual fulfillment.
3. Male incline toward more marked attire than the female purchasers.
4. International nearness of the brand will build the picture of brand.
5. Endorsement of superstar will build brand inclination and brand picture.
6. Brand unwaveringness is available by respondents concurred that with increment in value the most loved brand won't will in general move.
7. Found that there is comfort of shopping through e-showcasing.
8. Brand unwaveringness is available on account of brand inclination estimation in which a purchaser will pick a specific brand in nearness of contending brands
9. Socio financial and social foundation of customers affects their inclination
10. The information on Branded Apparels is distinctive among Males and Females.
11. Mostly when clients need to buy the attire they look the value, quality, extraordinary offers, and fresh introductions.
12. Customers are searching for new structures for acquiring the clothing.

13. Apparel producers should build the Advertisements in Tele-media, paper promotions, and so on.
14. Business individuals they are utilizing the Branded Apparel for indicating the Prestige's in the general public.
15. Most of the representatives they are utilizing the Apparel to show Professionalism in the association.
16. Apparel creators should build their unwaveringness projects to make client maintenance towards the brand.
17. Main issue for client maintenance towards the brand are High value, less devotion programs, less plans and less promotions in the market.
18. Kid's attire showcase in India is indicating a high development rate.

VIII. Recommendations:

Recommending the best approach to make the brand maintenance are Price ought to be sensible, quality ought to be acceptable, steadfast projects ought to be mastermind in extraordinary periods, client assistance ought to be great, promotions ought to be populated through web, paper, web based life, Tele-media.

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