Comparing Brand Equity of Young Indian Consumers towards a Foreign and Local Fashion Apparel Brand

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Introduction

When it comes to a business establishing firm place in the market, branding is considered to be an important asset. After meticulously implementing all the marketing strategies, the idea is to build a strong brand image in the minds of the consumers. When a consumer purchases a product, he/she makes a mental comparison of the actual product and the perceived brand quality. If it matches to the consumer's expectations, a positive image will develop which would ultimately lead the customer to purchase the same product next time. Hence, brand loyalty, brand preference, its resonance and performance, relationship with the customer, emotional connect, all comes under Customer Based Brand Equity (Buzdar et al., 2016) Theoretically, Customer Based Brand Equity (CBBE) is the consumers' perception and their strong, favourable reaction towards a brand (Kim et al., 2009).

 Buying decisions are highly influenced by the factor of age, with young adults having high tendency to buy brands than children (Kerin et al., 2001). Research has found that a subgroup of young consumers, preferably college students aged 19 to 25 have a purchasing power that exceeds US$200 billion (Kim et al., 2009). Young consumers are fashion conscious and are mostly attracted to the authenticity of products they buy. They are keen observers of changing fashion trends and see-through marketing hype quickly. They usually have a tendency to associate their personality with brand personality as a means to express themselves (Anggraeni and Rachmanita, 2015). So, purchasing their favourite brand gives them a sense of accomplishment.

Fashion brands, in particular, are known to influence customer's lifestyle (Anggraeni and Rachmanita, 2015). At present, fashion apparel market in India is a distinctive assortment of Indian and International names to satisfy Indian consumers whose choice board consists of Indian brands such as Westside, Allen Solly, Raymond, Biba on one hand, and foreign brands such a Zara, H&M, Dior on the other. In developing countries,

buying a foreign brand is a powerful expression of prestige, wealth, and display of status (Khan & Khan, 2017). Fascination with western culture gives foreign brands the benefit of superior quality in the minds of Indian consumers. Research suggests that high levels of nationalism and preference for indigenous manufacture is found in Indian consumers, indicating some positive bias for local brands, yet, consumers consider quality of foreign brands to be superior than local brands (Kinra, 2006). Although Indian consumers are price sensitive and can mostly value price over quality and brands, it has been observed that they are willing to pay a premium price if it is a foreign brand irrespective of country of origin (Lee et al., 2010). Hence, on one hand where foreign brands need to get better idea of local taste and preferences, local marketers need to strengthen brand perception in the minds of Indian consumers.

Notable research has been done on various dimensions of consumers' brand equity, in diverse market places and on numerous aspects, still there is lack of concrete information with respect to young consumers' perceptions and attitudes, their preferences towards foreign vs local brands. This study is aimed at providing insights on brand equity of two foreign and two local brands as perceived by young Indian consumers. Knowing what leads youth to prefer one brand over the other can be of interest to Indian companies to formulate and develop their business strategies in order to establish loyal customer base, promote and add value to indigenous products in the Indian fashion apparel market.

Theoretical Background

According to Aaker, brand equity is defined as a collection of brand assets and has five dimensions, brand loyalty, brand recognition, perceived consistency, brand partnerships, and other brand assets of proprietary brands (Jung and Sung, 2006). The conceptualization of Keller emphasizes on brand recognition and comprises two brand awareness and brand image elements. Basically, Keller also initially endorsed the four main brand equity aspects of Aaker. We have taken brand recognition, perceived consistency, brand connections and brand loyalty as the fundamental consumer-related dimensions essential to brand equity based on the analysis of past literature (Su, 2016). Keller area of focus was on the differential effect of brand knowledge. In order to create a healthy customer-based brand equity, customers should be familiar with a brand name and have a positive brand picture with a desirable, strong, and exclusive brand affiliation. He conceptualized brand familiarity with two parts, brand recognition and brand image (Jung and Sung, 2006). Yoo and Donthu researched brand equity scale products that were focused on the conceptualizations of brand equity by Aaker and Keller. Yoo and Donthu noticed that brand equity was linked to brand association/awareness, perceived consistency,

and brand loyalty. Evidence increasingly shows, in global environments, that businesses using a global approach have an edge in creating brand value (Kim et al, 2009).

Customer-based brand equity (CBBE) has been conceptualised as the positive, efficient reactions of customers to a brand. Brand recognition, success or image, brand reaction (judgement or feelings), and brand relationships are the components of CBBE (Kim et al., 2009) India is a volatile market and Indian buyers are economically stable enough to buy global packaged products (Bhardwaj et al., 2005). The research is centred on young buyers between the ages of 18 and 39, as this demographic holds control over the consumer markets (S. Khan and B.M. Khan, 2017).

Review of Literature

In a crowded marketplace, especially with diverse traditions and multi-cultured nation like India, brand image of a company plays a crucial role. The familiarity of western culture in Indian society is not surprising since it is one of the most advanced culture worldwide. Earlier due to colonial rule, and later with globalization, several things pervaded into India from western world. Now, a rapidly growing Indian economy offers an attractive market to foreign companies. These companies have an added advantage of offering their brands as premium quality products to status seeking Indian population. Although, the Indian customers associate premium brands with prestige, the population is also price conscious. With indigenous nationality and affection towards their tradition and culture, the local market has an advantage of knowing their customers' taste and preferences (Lee et al., 2010).

Brand Equity is when a company generates value to for its products by making them easily recognizable, memorable, and premium in quality. The past investments on marketing the product creates commercial value that comes from consumer perception towards brand name, creating more loyalty towards the brand than the product itself. It is a multidimensional construct with brand loyalty, brand awareness, perceived quality as its various dimensions (Yoo et al., 2000). Other dimensions like brand knowledge which is composed by brand awareness and brand image is also identified by researchers like (Keller, 1993). If Brand Equity is positive for any company, the customer will be willing to pay high price for the same product which otherwise will be offered in lesser price from a competitor. The consumer associates them with the brand, their loyalty towards the name increases, which enables greater profits for companies on each sale. Aaker Brand Equity model was developed by Professor David Aaker who viewed brand equity as a combination of five components: Brand Loyalty, Perceived Quality, Brand Associations, Brand Awareness, and other proprietary assets.

Brand Loyalty is the tendency of consumers to buy products time and again as a symbol of their loyalty and positive association to a brand.

Perceived Quality is the customer's judgement of the overall quality of product or service and is more skewed towards the image of the brand, their experience with it with respect to its purpose of use against its alternatives.

Brand Association: The perception that is deep seated in customer's mind about a brand.

Brand Awareness: The extent to which a brand is recognized by the target consumer segment.

The marketing efforts response is different for a branded product than an unbranded product which attributes to brand equity. "The relationship between uniqueness, need to stay updated, popularity influences attitudes towards global brands."

S.No.	Author & Year	Theory	Context	Independent Variable	Dependent Variable	Data Collection	Results	Future Research
1	Kim et al., 2009	Customer Based Brand Equity Model (CBBE)	Modeling Brand Equity	Perceived Quality, Prestigious Image, Emotional Value	Purchase Intention	Cross Sectional Survey, 235 samples, and South Korea	"Prestigious image and emotional value had significant impact on purchase intention"	"Recommended to study impact of brand perception on Brand Equity"
2	Su and Chang, 2017	Customer Based Brand Equity Model (CBBE)	Brand Equity	Brand Awareness, Perceived Quality, Perceived Value, Brand Personality, Organizational Associations, Brand Uniqueness	Consumer Brand Loyalty	Cross Sectional Survey, 419 samples, and USA	"Brand Awareness, Perceived Value, Organizational associations and brand uniqueness had significant impact on consumer brand loyalty."	"Recommended to study retail brand equity in the luxury fashion retail context"
3	Atilgan et al., 2005	Aaker Brand Equity Model	Brand Equity	Brand Loyalty, Perceived Quality, Brand Awareness, Brand Association	Brand Equity	Cross Sectional Survey, 255 samples, and Turkey	"Brand Loyalty had significant impact on Brand Equity"	"Recommended to study determinants of brand equity using cross-country and cross-industry apllications"
4	Lee et al., 2010	Aaker Brand Equity Model	Brand Equity	Gender, Need for Uniqueness, Attitude towards American products	Brand Equity	Cross Sectional Survey, 411 samples, and Mumbai- India	"Indian consumers' individual characteristics had significant impact on Brand Equity for a US and a local apparel brand"	"Recommended to replicate study using other product categories and foreign brands"
5	Jung & Shen, 2011	Consumer-Based Brand Equity	Brand Equity	Cultural Orientation	Brand Equity	Cross Sectional Survey, 284 samples, and China	"Power Distance and Status Consumption had significant impact on Brand Equity"	"Recommended to study both male & female consumers to examine gender differences in CBBE of luxury fashion brands"
6	E.Lee et al., 2014	Structural Modelling	Motivational Value of Luxury Consumption	Conspicuous value, Unique value, Social Value, Hedonic value, Perceived quality	Purchase Intention	Cross Cultural Survey, 740 samples, and South Korea & USA	"Conspicuous, social and quality values had significant effect on purchase intention"	"Recommended to study Chinese, Japanese & Korean markets to promote brands in the growing Asian luxury market"
7	Jung & Sung, 2006	Consumer-Based Brand Equity	Brand Equity	Brand loyalty, Brand association, Perceived quality	Purchase Intention	Cross Cultural Survey, 300 samples, and South Korea & USA	"Brand Loyalty had significant impact on Brand Equity & purchase Intention"	"Reccomended to study level of acculturation as a variable factor in accessing brand equity"
8	Ahmad & Guzman	Customer Based Brand Equity	Brand Equity	Online Reviews, Trust on the Messages	Brand Equity	Cross Sectional Survey 346 Samples, and South Central - US.	"Trustworthiness and attachment have statistically significant effects on consumer intention to write reviews."	"Recommended to study customer satisfaction as a significant issue in the relationship between brand equity and online reviews."
9	Jung et al., 2013	Brand Resonance Model	Brand Loyalty	Cultural Assets, Fashion Equity, Echnological Advancement, Brand awarness, Brand Percived Quality	Brand Loyalty	Focus Group Interview, Cross Culture Survey 466 samples, and US & South Korea	"Country Image brand resonance model would facilitate consumers' luxury fashion brand experiences."	"Recommended to study relationship between fashion-related CI and consumer behavior."
10	Ha et al., 2014	Customer Based Brand Equity	Brand Equity	Brand Awareness, Brand Association, Perceived Quality, Brand Loyalty.	Consumer Brand Loyalty	Cross Sectional Survey 508 Samples, and UK & South Korea	"The effects of perceived quality impact brand equity indirectly through satisfaction and Satisfaction is an antecedent to brand equity."	"Recommended to study and validate the findings in other industries."

11	Ross & Harradine 2011	Kapferer's model	Brand Identity	Physique, Personality, Relationship, Culture, Reflection, Self-image	Brand Identity	Cross Sectional Survey 150 samples, and UK	"Young consumers' perceptions of value brands' fashion content create barriers during decision making"	"Recommended to establish the reasons for the misalignment between intended identity and perceived image of the brand."
12	Jin Su , 2016	Consumer-Based Brand Equity	Brand Equity	Brand Awareness, Brand Association, Perceived Quality, Brand Loyalty.	Brand Awarness	Cross Sectional Survey 468 samples, and US	"Brand personality is a viable prerequisite for effective brand management and favorable consumer behaviors."	"Recommended to extend the research to other types of brands and product categories to study the Equity model."
13	Bian & Liu 2011	Aaker's Model	Brand Equity	Brand Association, Brand Awareness, Perceived Quality, Brand Loyalty and Other Assets.	Purchase Intention	Cross Sectional Survey 615 Samples, and China	"The relations between customers' purchase intention and brand equity dimensions have been found to be positive and significant."	"Recommended to test the relation between brand equity dimensions and customer purchase intention in other markets or other service sectors."
14	Lu & Xu 2015	Aaker's Model	Brand Loyalty	Brand Association, Perceived Quality, Attitudinal Brand Loyalty, Behavioral Brand Loyalty	Brand Self-congruency	Cross Sectional Survey 333 Samples, and China	"Study show that Chinese young consumers held a more positive brand association for global brands than for domestic brands."	"Recommended to design resarch to investigate the moderating effect on the relationship between self-congruity and brand loyalty"
15	Ko et al., 2011	Aaker's Model	Customer Equity	Materialism, Experiential Needs, Fashion Involvement, Value Equity, Relationship Equity	Attitude toward luxury brands	Cross Sectional Survey 114 Samples and South Korea	"Attitude toward luxury brand has a significant relationship with value equity and brand equity, but not with relationship equity."	"Recommended to extend the research to other types product categories."
16	Parkvithee & Mirand 2011	Aaker's Model	Brand Equity	Quality Perceptions, Purchase Intentions	Brand Equity	Cross Functional survey 225 Samples, and Thailand & Bangkok	"Consumer perceptions of quality and purchase intentions vary significantly with combinations of Brand Equity variables of different strengths."	"Recommended to consider developing more specific models that differentiate countries' competence to manufacture quality items."
17	Mackay, 2001	Aaker's Model, CBBE	Brand Equity	Awareness, Attitude, Preference, Choice intention	Brand Equity	An expert panel , Telephone survey,Mail survey and India	"The measures adopted appeared to correlate highly and positively with market share of the product"	"Recommended to measure the variation in individual choice in product category and degree of variation at the individual level."
18	Martins, 2016	Aaker's Model	Brand Equity	Brand Association, Perceived Quality, Attitudinal Brand Loyalty, Behavioral Brand Loyalty, Premium Price	Brand Equity	Cross Sectional Survey 544 Samples, and India	"The constructs of perceived quality and brand personality and brand loyalty and the price premium are the major elements that attracts customers."	"Recommended to develop competing models so that the perceptual evaluation that consumers made about the brand."
19	Frank, 2016	Consumer-Based Brand Equity	Brand Equity	Perceived Global Brand Equity, Attitudes toward a Global brand, Global Brand Resonance	Brand Equity	Cross Sectional Survey 394 Samples, and US	"Young consumers' attitudes toward global brands had a positive association with their perceived brand resonance"	"Recommended to consider variations in the model configuration as posited in this study to compare model fit."
20	R.K. Srivastava, 2009	RKS Model	Brand Equity	Association, Awareness, Knowledge, Market Share, Personality, Perceived Value	Brand Equity	Teaching and test, 60 samples and India	"Model developed lead to a satisfactory prediction demonstrating that both the approaches has fair predictive validity with RKS model being more clear due to incorporating many points which left uncovered by inter-brand model."	"Recommended to approach the model and study can be expanded to incorporate other important point and develop still a better model."

21	Anggraenia &Rachmanita 2015	Aaker's Model	Brand Personality	Brand Love, Brand Image, Word-of-Mouth, Excitement Dimension	Brand Personality	Cross Sectional Survey 150 samples, and India	"Brand image positively influences brand love and has direct relationship toward a customer's word of mouth."	"Recommended to incorporate the personality traits of gen Y consumers as it has been observed how gen Y tends to be more fashion conscious."
22	S. Khan & B. M. Khan 2017	Consumer-Based Brand Equity	Brand Equity	Perceived Quality, Brand Awareness, Brand Association, Brand Loyalty	Brand Equity	Cross Sectional Survey 448 Samples, and India	"All the four dimensions of brand equity namely brand awareness, brand association, perceived quality and brand loyalty influenced overall brand equity."	"Recommended to extend the research to various approaches of studying brand equity besides David Aaker's approach"
23	Sarkar et al., 2019	Brand Positioning Appeals	Green Brand Advertising	Functional, Emotional, Self Expressive advertisements	Purchase Intention	Focus Group Discussion, 240 samples, and India	"All advertisement appeals had significant impact on attitude and purchase intention"	"Recommended to study demographic differences and role of consumer skepticism in shaping purchase intention"
24	Pagla and Brennan, 2013	Piaget's Theory	Brand Behavior	Opinion of older siblings, parents, classmates, TV advertisements	Children Behaviour & Attitude	Cross Sectional Survey, 221 samples, and Cyprus	"Brand attitude had significant impact on Brand Behaviour"	"Recommended to study family-oriented cultures and development of children's brand attitude"
25	Bernard et al., 2020	MIDC labeling strategy	Brand Equity	Consumer ethnocentrism, national identity, brand origin	Intention to buy and willingness to pay	Between subject experiment, 293 samples, and France	"MIDC(Made in the domestic country) label had significant impact on buying intention"	"Recommended to replicate study with a product category for which domestic and foreign brands could both rely on positive country image"
26	Jain and Bariar, 2019	Aaker Brand Equity Model	Brand Equity	Brand Loyalty, Brand awareness, Country of Origin, Perceived Quality	Brand Equity	Cross Sectional Survey, 278 samples, and India	"In absence of mediators, the country of origin image has significant impact on Brand Equity"	"Recommended to study the images of various countries and their impact on brand equity"
27	Lazarevic, 2012	Generational Theory	Brand Loyalty	Brand Image, Brand Equity, IMC, Perceived Congruency, Celebrity endorsers	Brand Loyalty	Review of Generation Y consumer literature	"Perceived congruence had significant impact on brand loyalty"	"Recommended to test the propositions introduced in the paper"
28	Sukumaran, 2015	Consumer Based Brand Equity	Brand Equity	Perceived risk, Brand Awareness, Brand Satisfaction	Purchase Decision	Cross Sectional survey, 300 samples and India	"Brand Awareness and Satisfaction had significant impact on purchase decision"	"Recommended to study cultural & religious aspects and the emotional value attached to Indian consumers."
29	Kinra, 2006	COO effect	Brand Equity	Quality, Status, Esteem, Credibility, COO	Foreign Brand Preference	Cross Sectional Survey, 112 samples, and India	"Foreign Brands were perceived to be generally higher and superior to local brands"	"Recommended to study COO at a more specific product brand level to examine preferences for foreign brands"
30	Buz dar et al., 2016	Consumer Based Brand Equity	Brand Equity	Company Performance	CBBE	Cross Sectional Survey, 376 samples, and Pakistan	"Strong positive relationship between CBBE (specifically perceived quality) and company's performance"	"Recommended to replicate study in other geographical regions in order to understand the effect of culture on CBBE"

Statement of Problem

Indian consumer preference toward apparel has shown an increasing shift from tailored ethnic apparel towards ready-made Western-style garments. Fascination with western culture gives foreign brands the benefit of superior quality in the minds of Indian consumers. It has been acknowledged that Indian consumers are price-conscious shoppers and may value price over quality, style, and brand names. However, Indian consumers are willing to pay a premium price and accept a product in any form if it is a foreign brand irrespective of country of origin. Therefore, on one hand local marketers have an advantage of having good knowledge of their customers, but then they need to strengthen their brand perception in Indian consumers' minds. The objective of the study is aimed at providing insights on brand equity of two foreign and two local brands as perceived by young Indian consumers. Knowing what leads youth to prefer one brand over the other can be of interest to Indian companies to formulate and develop their business strategies in order to establish loyal customer base, promote and add value to indigenous products in the Indian fashion apparel market.

Young consumers use brands as measures of product quality, success, and significance and tend to spend more on consumer products of social standing, especially in apparel. Young people equate a stronger representation of the brand with clothing products that are associated with global society. This acculturation leads to perceived brand equity.

H1: *Indian consumers' acculturation to a global consumer culture has a significant positive effect towards the perceived global brand equity.*

Theoretically, perceived quality is defined as the consumers' judgement about a product's overall excellence and superiority. Perception is important since it affects behaviour and creates a meaningful and coherent picture of the brand in the minds of consumers. Global companies have accorded well with the customer's belief system. On that account there is high possibility that the brand and associated product is being favourably perceived by the young consumers and further it increases their purchase intention.

H2: *Perceived Quality will increase purchase intention for the foreign brand among young Indian consumers.*

In developing countries like India, buying a foreign brand is a powerful expression of prestige, wealth, and display of status. An image of brand superiority and prestige are critical, especially for building intense and active relationships with customers. Global brands with prestigious images may be viewed as signalling status and wealth with social value that can influence purchase intentions which may be due to higher prices and

greater scarcity compared to local brands. Hence, a significant positive relationship can be there between a prestigious image of the brand and intention to purchase.

H3: *Prestigious image will increase purchase intention for the foreign brand among young Indian consumers.*

Methodology

Data and sample collection

The data was collected from college students to specifically target the youth segment. Students were from diverse backgrounds and data collection was done from regions of North and regions of South in India. North regions included Himachal Pradesh, Haryana, Punjab and Delhi and data collection in South was done in Kerala. College students were seen appropriate segment for this study since they are critical consumer group for fashion apparel brands. There could be demographic factors like age and education which can affect the predictions, hence homogenic samples were preferred. A self-administered questionnaire was developed and was circulated through google forms in various colleges. In total, 112 usable responses were received. More female respondents were observed (65.5%) compared to males (31%). Most responses were from age 18-28 with mean age 24 (41.4%)

Brand Selection

The brand selection was done based on the popularity and top ratings of brand in the past few years. Criteria to choose global fashion apparel brand was that it should be extremely popular in India and should have various outlets in places like malls, shopping complex etc. A focus group was considered and out of 12 brands; Zara, H&M and Dior was identified most popular. For Indian brands, decision to choose was based on ethnicity, the name's resonance with global brands and their premium image. Allen Solly, Biba and Raymond were the most familiar local brand.
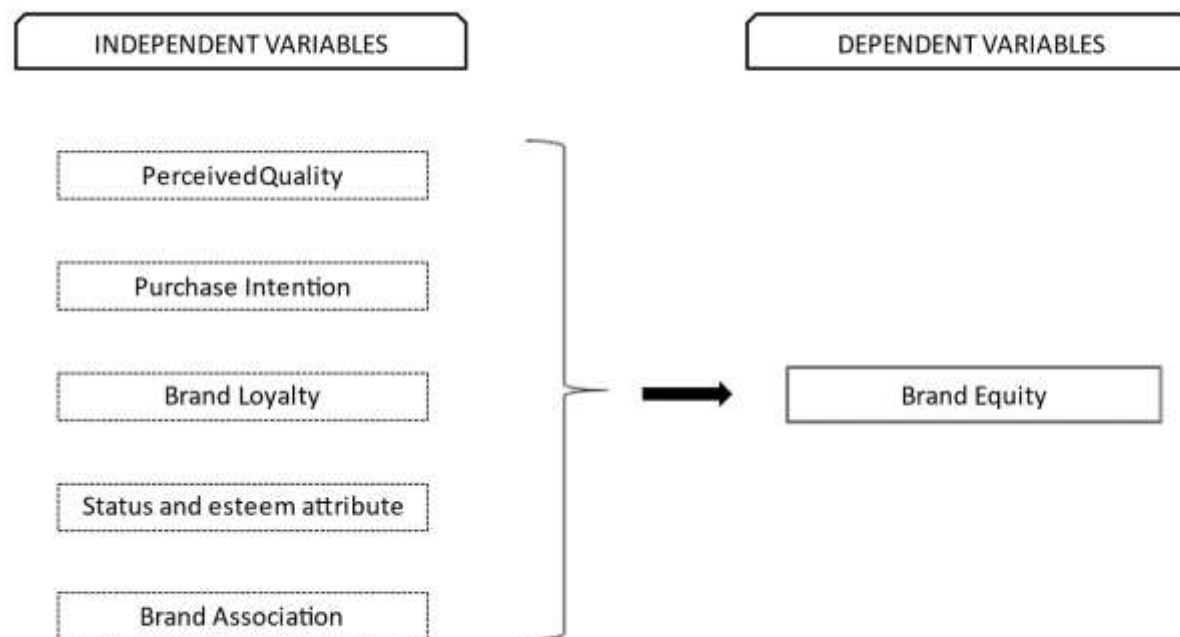
Data Analysis and Interpretation

Reliability Analysis

Construct	Cronbach's Alpha Value	Criteria (Nunnally,1994)
Perceived quality	0.862	>0.7
Purchase Intention	0.794	>0.7
Brand Loyalty	0.885	>0.7
Prestigious Image	0.932	>0.7
Brand Association	0.925	>0.7

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	0.508	0.412		1.113	0.220
	Perceived Quality	0.253	0.057	0.323	4.444	0.000
	Purchase Intention	0.174	0.067	0.142	2.326	0.011
	Brand Loyalty	0.217	0.059	0.012	0.176	0.000
	Prestigious Image	0.285	0.062	0.459	3.641	0.000
	Brand Association	0.429	0.570	0.325	7.325	0.089
a. Dependent Variable: Brand Equity						

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.807	0.786	0.736	0.79447

a. Predictors: (Constant), Perceived Quality, Purchase Intention, Brand Loyalty, Prestigious Image, Brand Association

Interpretation:

There is a substantial association b/w perceived quality, purchase intention, prestigious image and brand association with the brand equity of global brands with β= 0.323, 0.142, 0.459 & 0.325 respectively. However, when it comes to considering youth segment, brand loyalty is not substantially associated with the chosen brand with β value of 0.059. Hence it cannot be compared with the brand equity of global brands in India. The model

summary demonstrates the R-square value = 0.786, which depicts that the model has a strong effect on dependant variable i.e., brand equity. When measuring R square value, if the value ranges from 0.25-0.49, the value is considered weak, 0.50-0.74 is considered medium and >0.75 is considered a strong effect on dependent variable (Hair et al, 2012).
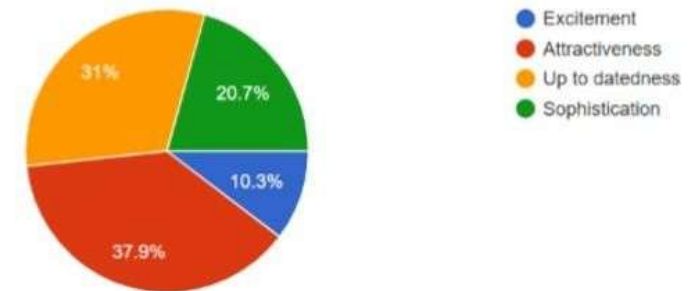
Findings:

The study conducted had some interesting findings and observations. Initially the study was conducted with an assumed perception that youth segment does have significant inclination towards global brands than Indian local fashion apparels. It was observed that although the H2 and H3 hypothesis proved to be true, that means perceived high quality of global fashion brands and association with them as a powerful expression of status and prestige does impact the overall brand equity of global brands in Indian market. However, this segment of consumers is not particularly loyal towards the global brands. Responses to the questionnaire suggested that factors like up to datedness (31%) and attractive marketing (37.9%) mostly attracts the youth towards a fashion brand. Although they are attracted towards the international appeal (27.6%), yet they believe the credibility of the company is most important for their purchase decision (31%). Also, when given a choice if they would like to switch from their preferred brand, most of them agreed to experiment (51.7%)

4. Which among the following fashion brands do you prefer in general?

- Allen Solly
- BIBA
- Raymond
- Zara
- H&M
- Dior
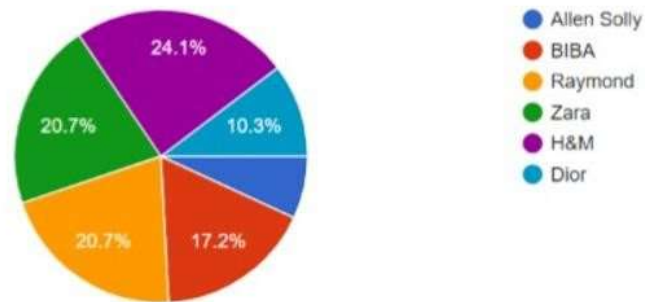
7. which among the following factors attract you most towards a fashion brand?

- Excitement
- Attractiveness
- Up to datedness
- Sophistication

8.How do you associate to the company of your preferred fashion brand?

- I trust the company that produces
- Latest fashion trends
- The credibility of the company
- International appeal
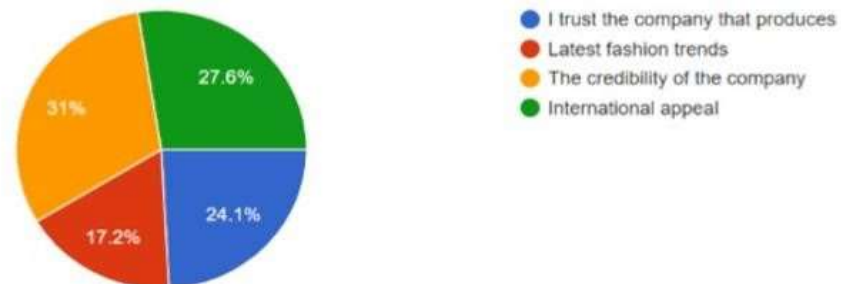
11. Given a choice would you switch your preferred brand?
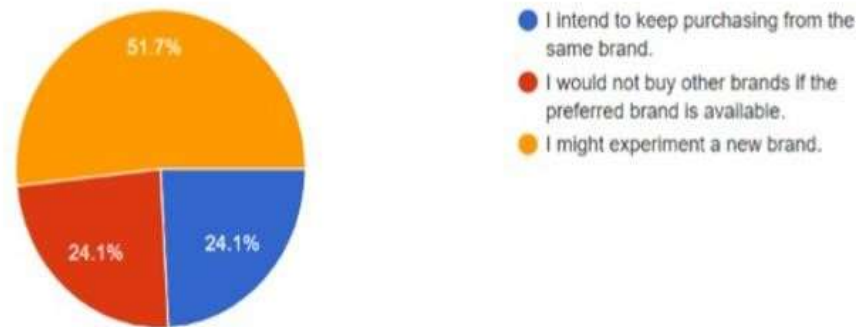
Conclusion, limitations and future research:

The purpose of this study was to Compare Brand Equity of Young Indian Consumers towards Foreign and Local Fashion Apparel Brand. The study adds to the fast fashion literature by applying the conceptual model to the industry and surveying young customers about their opinions of fast fashion. The study develops fast fashion brand personality scale and includes the four measures of fast fashion brand personality construct (Excitement, Attractiveness, Up-to-datedness, and Sophistication) in the conceptual model. By using a consumer-based perspective of brand equity, the study elaborates the young Indian consumer's attitude towards foreign brands and significant effect on the brand equity dimensions i.e., brand loyalty, perceived quality and purchase intensions. In this study the popularity of the brand played an important role in perceived quality, prestigious image and purchase intension of the local and foreign brand. However, the brand loyalty among the young Indian customers is questionable as their preferences keep varying.

The results pave way to several managerial implications such as the significance of strengthening brand awareness among consumers, promotional activities conveying the quality improvement of the local products may alter the young Indian consumers perceived quality as well as their attitude

towards local brands. And to achieve this they should come up with more sophisticated quality management and there should be more investments in research and development.

The limitations of this study and proposals for future studies are as follows:

Young consumers are important in terms of their clothing consumption and the length of their purchasing life, but the findings of the study fails to fully represent consumers in general as the study was carried out on a convenience sample of college students in their early 20s and 30s. It's thereby recommended that the future studies should include wider demographics and from other generational groups so as to gain a more inclusive consumer population of the country. Second, we acknowledge the limitation that the present study is based on the participants' responses to a few specific fast fashion brands, which may restrict the generalizability of the study. It would therefore be of interest to extend the research to other types of brands and product categories. The study focusses mainly on the country of origin of the brand. However, future studies can explore areas of manufacturing origin, material and/or part origin, and other origins affect consumer behaviour. Lastly, future research should further investigate the non-supported relationships in the current study.

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