



RELATIONSHIP BETWEEN BRAND AWARENESS AND REPEAT PURCHASES

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ABSTRACT

This paper presents a review about the impact of brand equity and brand awareness on the purchasing intentions of the consumers. The purpose of the paper is to elaborate the relation between the awareness of a brand and the intention of consumer of buying that brand. This has been done by going through different literature and articles by different authors. It will help the readers to come across the work done by various well known authors at one place and hence will help to know how knowing a brand well will affect the consumer in making decision about buying a product. Brand awareness is a strong influential construct and market factor in a marketing environment. Purchase intention is the result of various marketing constructs affecting the decisions of consumers. In addition, purchase intention presents the culmination of different market factor influences on the consumer. And vice-versa – purchase of goods and consumer behavior have a strong impact on the market which further affects the overall economy. The goal of this research is to analyze brand awareness and its influence on consumers' purchase intentions and determine the manner in which it can shape the market and economy. Why is this analysis important? Not only do consumers' purchase intentions affect markets and macroeconomy, but they can also have major impact on business performance of companies. Therefore, investigating brand awareness as a potential factor of influence on consumers' purchase intentions is almost a necessity. To support the main hypothesis, brand reliability, brand credibility, and brand loyalty are analyzed as mediating constructs

Keywords: Brand awareness, Brand equity, Purchase intention, Brand performance, Brand loyalty, Purchase intention

CHAPTER-1

INTRODUCTION

1.1 Introduction

"Brands follow people. Personas (customers) are thought of, created, and retained for reasons that are compelling enough to keep them engaged and engaged. Over time, they improve until they are satisfied. or the company. The best brands are those. With a "core-brand-personality" package to leverage strengths and weaknesses. These brands are primed for future innovation Thrillers create new growth and potential. They help connect conquering peaks in the hour of impact. And they stand on water and float with difficulty."

In our constant life, we come in contact with various brands. From tomorrow onwards the use of toothpaste (Colgate, Pepsodent or Cloze), washing (Lux, Fairglow or Synthol) and combination (Office All Sensible or Vatika), clothes (Allen Solly, Levi's or Raymonds) begins. , Breakfast Bread (Britannia or Modern) and Margarine (Amul) or Jam (Farmer), Lunch and Dinner (Nature Fresh or Pillsbury Flour and Successful Vegetables), Morning and Evening Tea and Espresso (Tetley, Nescafe or Brew) Car (Hyundai Santro) , Honda Accord or Mercedes Benz).

Moving on to a PDA (Motorola, Nokia, Siemens or Samsung), sitting at night in front of the TV (LG, Sony or Philips) or listening to music (Philips or Apple, etc.). Does the merger exit leave a positive impression on the customer's mind?

Today, links are breaking in every sense, especially when it comes to building strong brands. The brand value and partnership is higher than ever. It goes into serious areas to pick up a large number of strong points where a business is connected.

This effort, therefore, has the effect of centralizing brands, what makes them so, what positive conditions must be met, what kind of thinking will be used and what is the current reform? Browsing, making payments online, actually viewing cements and shopping etc. Models were provided at each vantage point and conditions were assessed to develop a structured program to "build and define brands".

Buyer Impact Focused Standards Conflict with the Sized Industry"

In order to fully solve this evaluation problem, the following objectives were set:

- define a specific and specific evaluative question in order to obtain a non-satisfiable and unbiased interpretation of the proposed truth;
- Build on your credit and your focus by paying Amazing Brains to help you crack open the topic and show them how to use Amazing Brains;
- Expect integration between the customer logo and the brand logo;
- Select the effect of stepping on the dynamic turn of the event receiver

Area 2:

Making Game arrangement

2.1 Figuring out Checking

BRAND

" The brand should "close" with the Norwegian "brand". The herdsmen used to inflict some personal injury on the body of the animals to show ownership. It builds some relationships, but customers buy brands. They're responsible in every sense, from the shady stuff their detractors do to the links they're browsing through. It also requires customers to ask for an option to buy after being informed about the dark brand.

A trademark, name, word, sign, image or improvement or combination of a carrier or association of merchants and distinguishing them from competitors.

Travel

Roaming, setting up, another new development and course.

- Curved, designed to contribute to a collective relationship with customers by knowing their needs and wants, this commitment (brand) can do the usual nuts and bolts.
- Tests can be used as parts when something cannot be viewed as separate parts (emphatically occurs when various connections, tolerances, etc. are encountered) or In things seen as commodities (eg strong, fertilizer, salt). , potato chips, etcetera.).
- Brand building to incorporate new developments is the duty of a careful buyer. The trader tries to cover the customers over their enemies with a mix of mechanical party programming, because once the customer feels complete, they engage with some of the probabilities associated with the proportional.

Kotler (1999) draws attention to the potential of a brand by showing that focusing along six major degree centers is particularly meaningful. This is known as the "six parts of the brand".

Attributes	A brand will communicate specific attributes, such as prestige
Benefits	A brand strengthens a product's attributes by communicating a set of benefits that makes it more attractive
Values	A brand represents a company's core values and belief system
Culture	A brand is representative or target a target audiences socio cultural characteristics
Personality	A Brand can project behavioral personality patterns of targeted consumers
User	The brand, in some cases, can emulate the end user

From the buyer's point of view, image titles shift the focus from a specific point of view to a general point of view, which further illuminates the purchasing system, guarantees quality, and barely kills a part of the time to clarify the structure. Is. Self talk. For that purpose, the association must notify the brand name

"Name as shown in common words"; He felt a lack of control over the whole situation. The test is to prepare a fully specified evaluation plan for the brand. When Target can fully visualize the six bits of the Star Bar brand, the Titanic powers will make for a seriously epic premise to get shoppers to buy into. Dynamic new development.

2.1.1 Audit History

The brand in the development sector began with the proximity of what was packed in nineteen hundred years. Industrialization has led to improvements in various nuclear family items such as materials for factories to integrate from neighboring resources. It stretched business conditions, moved massively in stock, always hoping to sell its products to a wider market, to a customer base that held only those things closer. He quickly found that there was a storehouse of complex exercise problems that were close to normal. Manufacturers of packaged goods will ensure that everyone in the non-neighbourhood has the same level of trust.

Various brands from the era, such as Uncle Ben's rice and Kellogg's breakfast cereals, illustrate this point. The creators focused on showcasing their products and the farmers feel closer to their products. From there, with the help of mass distribution, manufacturers quickly see how to associate their products with different brand honors, for example, Center, Cruelty or Flood. This marked the beginning of what we now know as "travel".

We will all be present when we present a common supernatural event. In general, in the late 1990s and early 2000s, flowers are seen as belonging to and a central part of things, such as areas, schools, other non-profit organizations, and even individuals. Too. The check has been extended. Many of us began to show interest in missing whistles and bets and other consumer items from the mid-1800s. Anyway, with time everything comes back to me stronger. For example, plans and tobacconists began to display their wares during the extravagant period of the mid-1800s. During a time ridiculous in every meaningful sense, some social propositions and spells loose their strategies (in fact) that started out as Summons and Hold Watch, a fix that was actually considered correct. Part and so he obeyed.

At any rate, that is up until this point late history - all around.

Again, between the 1600s and 1800s, solemn gatherings devolved into plans and probing philosophy. For example, in England and France, they suggested an S on a certain cheek; He showed the knife over his shoulder. In fact, slaves in modern times were nothing more than what was generally considered a sign of ownership. In

the 1200s, England required bakers, jewelers and silversmiths to keep their prices in a guaranteed tight zone to keep prices under control. In ancient times, printers produced papermakers (watermarks) and other high-quality connections such as stamps.

In any case, as shown in general terms. By 1300 BCE, stoneware and porcelain had been found in China, Greece, Rome, and India. It was 2000 B.C. Let's have a happy return, when you saw the wheels and looked for the creatures. Archaeologists have also found grants of development among the Babylonians dating back to 3000 BCE. Looking back, how far back does the journey go? anytime.

There is a vast scale of all blends provided from the beginning of the tests: to ensure reliability, to give quality interest, to look at the source or property, to consider regional strengths for producers, to interpret observations. And it's too hot to keep. Arguably, people are now looking towards brands for many other reasons. Of course, history first provides some information and perspective to examine.

2.1.2 In fact looking at the traditional business sector

The main area of development is helping buyers choose events. Consumers, given the different perspective of choosing between their explicit affiliation commitments, will seek to find success by choosing brands that quickly satisfy their demand strategies. To that end, it can be expected that buyers have had a wonderful previous experience with any brand of right-handed pencil. A central blow in the metaphorical sense, the buyer's ability to crack the key to review information when needed or needed, may be the reason the brand continues to satisfy today.

In any case, it may indeed indicate that specific purchases of a brand may not be related to past experiences in general, but may be bounded by input requests. A customer can reserve a brand without any prior buying experience. These types of buyers depend on their own efforts, PR efforts of affiliation, or a direct initiative to publicize the large mix of neighborhood vehicles in the area close to the customer.

From the perspective of examining degree-level correlations, this may affect the general locus of commitments to primary work status. If the cost of retention is less than the salary of the scheme, the department may consider the case on a case by case basis. The inter room gives relation to having different opposing opinions in each appropriate nature.

2.1.3 Brand Importance

Standard of Inspection - A titanic level of related goods manufactured by an entity and sold as part of a brand or sub-brand of a brand with specific plans and conditions within that market. To that end, it is not a theory to show it for what it is, to provide uniqueness and to support an outsider's perspective. Getting the brand name and logo is not just an improvement, but keeping the overall name clear and open is extremely important. One iconic brand that has become the personification of the creep to get ahead is Xerox, the manufacturer of office equipment. Supporting the name of interest, the bottom lines are called "Xeroxing".

A Center That Really Cares About Business

From a business perspective, it improves a brand name and an impressive reputation. The chosen brand name and name guarantee the uniqueness of the brand name and the way it represents or brings something together. The silent selection of a brand name means that no competitor can copy the parts and names of the goods. Roaming should be prudent for what may be a free-flowing business entity, be it a showpiece, a piece of furniture, or an umbrella brand. Individuals can buy a specific brand. The Center has taken care that it is safe from illegal practice and at the same time it is an exception to the chart to strengthen over-regulation.

With the packaging, you may notice that there is a fresh dot that appears "from the makers of the brand," which is a good strategy to check regularly. When a business emphasizing the authenticity of a particular brand has to ship a watch bearing a different brand, it can capitalize on the reluctance and popularity gained in advance for new shipments. Part of the room is that people believe they will buy new things to fix something.

taking collective action

Emerging at a fundamental level is a central assessment and market response. On the performance side, he sees that brand name will improve as it requires individuals to drive the brand name and their preferences effortlessly. In addition, it is also lewd for the carrier to disclose information about the brand name other than that required by the brand. Keeping in mind a party that does not fear the brand of the customers, it is always clear to remove the segmentation to define standard and robust plans. In addition, he thinks that planning, for example, gifting and cutting regularly helps in planning, as the brand is an influential picture of the market.

it's really the center of the outreach

Despite its popularity, it is not considered notable; This reduces the tendency of partners to provide shocking logos and updates. Since the brand name may never be modelled, the stars tend to withstand less heat than non-spark plugs, ensuring their superior sensitivity. Claiming that additional items could be a serious place for an epic key to begin free development, buyers now know the item, its personality and nature.

To distill this down to a plainly basic level, the centerpiece of the tours can center on a titanic ordeal of speech that produces incalculable paychecks, sounds invisible, and impresses. He said that he cannot appear on money related posts.

2.1.4 Improving Brand Value

How much the charge will be different for different brands. Some are embedded in and essential to the whole idea of seeing society, particularly at some level, while others are merely speaking. When a brand seeks to add value, it confers "brand esteem". Chai (1991) describes methods of dealing with organizational planning to gain a close understanding of the brand's customers, channel personas and parent's experiences to control the factors that drive the brand to achieve higher volume or brand enables. "More managers are using it without a name, and this brand provides a strong local and competitive advantage." This interpretation draws a favorable association between the characteristics of an item, whether monetary or appreciable, and the brand name.



Using a cash-based perspective, choosing a valuation has persuasive effects if customers are happy to pay in direct association with the brand name. This gives the stars a good insight into the brand's value for money. A design brand should always take into account the above public expenditure, for example, when communicating with the powers that be from here on.

The use of a customer-based perspective reinforces the fact that consumers' perceived brand name does indeed influence their perception of it. In this context, there is a possibility of greater customer involvement in what is being offered.

Brand vision and development are important because ideal conditions are widely available. A contractor on brand may be mistakenly considered a party, as he may be paid in advance to manage a portion of the overall work and provide more input on the plans.

2.1.5 Perceived improvement in brand perception

There is a clear link between proper verification of an item or link in consumer purchase plans and the occurrence of brand risk. In this case, it is described as "in general, the idea of an item/combination to be repurchased or repurchased endlessly, thus leading to purchases of the same brand or the same brands, due to situational influences." Shows a little appreciation for and moves on, an opportunity to choose bold trading practices."

Brand exposure can be the result of interest, as seen from the general perspective, that more quickly meets the needs of traditional competitors. In the short term, the ever-present artist's overarching goal is to create a quality of stunt and average effort between their clients, rather than focusing on one idea of things.

Brand functioning is the willing or unsolicited decision of an unbiased or direct buyer to buy a brand permanently. This happens when the buyer sees that the brand offers the best parts, image or core value at the right price. A buyer is a means of ensuring consistency and standardization. Professionals must demonstrate the brand's apparent quality by driving shoppers away, helping them generate new revenue, and helping customers evaluate their purchases and encourage them to continue buying those items later .

The image covering the picture of the plot is the main source of the animal's position, such that Goliath is like a place of pure control. Despite the heads up and the positive push, the strong, diverse connection doesn't leave much room for Goliath's serious spread. The test for all brands is to keep reasonable methods from portraying a crude or negative image of the animal, but rather to create a broader brand image or character that the animal is considered a potential substitute. The level of traits that can be emulated or imitated. In fact, a plan should view its image not as a thing or link, but as a general brand image that represents the game plan for the nature of the affiliation. A brand requires more than character; she needs a man. A brand with no identity can be true when it comes to actually being true at some point. A strong image or plan can help create brand awareness through logo awareness.

2.2 Buyer Buyer Behavior

Definition

It collects the mental and game structure of the user and the specific directness of the user while the user is searching, purchasing and using the post for an item or association.

A customer leadership approach involves evaluating how people buy, what they buy, when they buy and why they buy. The pieces are whimsical, with some references to anthropology, social brain science, human experimentation and money issues. Overall, it tries to move from parties like family, husband-wife, gatherings and society to influence the customer.

There are two approaches to a buyer lead: the final buying progress for any given buyer, and a selective or concise decision framework that may combine various complex parts exchanges.

2.2.1 Clauses Affecting Buyer's Purchase

Buyer behavior is influenced by three central areas:

1. Social Component

2. Parts of the mind

3. Particles.

1. Social Component

Social components are opt-in controls that others use and directly influence a customer's purchase. This social sphere may include culture and subculture, occupation and family, social class, and reference parties.

Sample:

Given the referral collection, it can influence/influence the buyers purchases. The referential weights represent an aspect that represents a particular self and directly visualize different qualities, attitudes, or gatherings of people. Referrals include family, regular attendance, fundraising, club sponsorship, citizenship, etc. Perhaps

Referral packages are loaded as one of the main drivers of customer socialization and learning, and for their immediate impact on consumers, they can lead to behaviors such as social rejection and head injury. For example, new students are expected to join a school/school, they will meet different people and plan a party, the package may include the principal's key levels, for example dress style , telephone with a wide range of pieces coming together or in any case, doing things that harm the course, for example, alcohol abuse, dangerous and speedy use of the frame, etc. Therefore, in a particular gathering as indicated by some references, it will change and change its purchase.

2. Psychological component

These are within an individual and they have controls that directly affect their purchases. Key strengths include attitude, speech, education, temperament and character.

Sample:

Air supports some part of our position through charm, singing, soulful and surprising plans. A brand structure based on the values of the brand's customers. For example, purchasers of Sony products may believe that Sony products are defective; This will influence those customers to buy Sony products with this general perception of the brand.

3. Individual Parts

This combination is innovative for the individual and new ideas for the shopping environment. These are local concrete district, lifestyle and situational factors.

Sample:

Lifestyle signifies how people live and act based on their activities, interests and values. The Life Course Assessment gives people an open perspective on how they contribute to the centrality of their core values and their potential for life, life, and broader issues related to the self. It is affected by package components and character.

For example - a boss or supervisor going to buy casual items like jeans, tie and shoes or low performance items like PDA and jeans when they are really thinking of 'set up fit' or general facilitator . Thus, what people buy varies from person to person, as do their lifestyles and occupations.

2.2.2 Buyer Decision Cycle

Improving the buyer's buying decision is the planning of possible market transactions from the moment the buyer forms an item or link.

The buyer's dynamic model consists of five phases:

A. The problem is sponsorship

A dynamic buying process begins when the buyer becomes aware of an unmet need or problem. This is a major step in the perspective of the purchasing decision, considering that a person has a need or understanding to buy something without seeing a need or need.

There are many conditions that can cause oral problems, including:

- Shortage of stock
- Disappointment with out of stock items
- General Changes
- Change your cash position

- Star started

Where a particular person finds that they cannot choose from a PDA Where they find that their phone is damaged, for example, the phone has a gear problem that needs to be fixed or other parts must be purchased .

B. Information Search

Using a monetary approach, one assessment is that the more customers are willing to pay for a direct association with a brand, the more persuasive they are to make that choice. This allows the brand to spread terrible information about the brand's value for money. When a party is branded with the strength of a frame starting from here, for example, the cost of public exposure should be zero.

Leveraging the customer's perspective, it looks at what consumers think the brand really means. This approach has the potential for massive customer involvement in what is being offered.

The idea and improvement of the brand vision is important because ideal conditions are widely available. A gander at a brand may be mistakenly considered a party, as he may be paid in advance to solve common business moves and higher plans.

2.1.5 Potential Improvements in Brand Potential

There is a clear correlation between the suitability of an item or link and brand exposure in a customer's purchase plans. After this point, it has been described as "a general perspective explanation for the repeated purchase or re-perception of an item/combination, whereby the same brand or the same brand is being purchased, regardless of situational influences." offering little praise for, and moving on." Boldly decides to embrace the exchange process. ,

Brand risk, as viewed in general perspective, is a highly predictable result of an interest in higher levels of customer satisfaction at a faster rate than traditional competitors. The Goliath goal of a typical professional is not to think of an idea in a short time, but to make a move among clients and of average quality of effort.

Branding schemes are when the buyer chooses, whether ready or not, to buy a brand directly or indirectly. This happens when the buyer sees that the brand offers the best parts, image or focal value level at the right price. A receiver is a means of guaranteeing and standardizing affinity. To demonstrate the brand's clear quality, you must appear expert, prevent shopper intimacy, help them obtain new pens, and keep customers focused on evaluating their purchases to continue buying those items. have to be encouraged.

The image that surrounds the plot is the main source of its terror, and so is Goliath like a place of pure control. Enthusiastically, the various connections are a powerful area for Goliath to spread seriously, for the message to improve so impressively that it sees its image from its competitors, in any case it propels it forward and in a positive way. The challenge for all brands is to avoid portraying any terrifying or negative image, but rather to create a broader brand image or character that they regard as an alternative that may be clearer than the animal. The level of traits that can be emulated or imitated. In fact, the strategy should approach its image not as a commodity or relationship, but as an overall brand image that describes the nature's frame of relevance. A brand requires more than character; she needs a man. A brand without an identity that's too bland to take eyes off of a personality can't tell the truth at any point when it's actually being told. A strong image or logo of the scheme can help generate brand exposure through awareness.

.2.2 Feedback Procurement Process

Definition

A customer lead aggregates the psychological and behavioral makeup of customers and individual customers directly searching for, buying and using a product or association.

Customer leadership involves evaluating how people buy, what they buy, when they buy and why they buy. It confounds parts, anthropology, social frontal cortex science, human evaluation and cash problems. It tries to move on to aspects such as family, spouse, and ultimately social issues and its impact on the consumer from society.

A buyer's lead has two directions: the latest buying developments for any observer, and a selective or short selection method that can literally zero in on various complex parts trades.

2.2.1 Parts Impacting Buyer Purchasing Conduct

Attention affects buyer behavior in three ways:

1. Social Component
2. Parts of the mind
3. Particles.

1. Social Component

Social components are opt-in controls that others use and directly influence a customer's purchase. This social circle may include culture and subculture, occupation and family, social class, and reference parties.

Sample:

Given the referral collection, these can influence/influence the buyer's purchases. Attributional loadings represent aspects of a particular self-representation and various qualities, attitudes, or aspects of that characteristic that are directly observed by the audience. References to social issues include family, community, fundraising, club sponsorship, citizenship, etc. Perhaps

Referral packages are loaded as one of the main drivers of customer socialization and learning, and can be frustrating to influence socially influential buyers, for example, who are socially rejected and have headaches. Are. For example, while waiting for a new student to join school/school, he/she will meet different people and plan a party, that package can have basic features like style of clothes, a wide range of phone series, a wide range of collectibles or whatever. Harms the process, for example, drinking alcohol, using dangerous and sketchy pencils, etc. Therefore, how you refer to a particular event will influence and change its purchase.

2. Psychological component

These are within an individual and they have controls that directly affect their purchases. Core strengths combine perspective, speech, learning, temperament, and character.

Sample:

The air supports a part of our position by drawing, singing, emotional and awe-inspiring plans. A brand building perspective is based on customer perceptions about the brand. For example, buyers of Sony products may believe that the Sony offer is being withdrawn; This will influence the customers to buy Sony products with this attitude towards the brand.

3. Individual Parts

This persona hires a new prospect and buys a lead. These are local concrete district, lifestyle and situational factors.

Sample:

Lifestyle shows how people live and act based on their hobbies, interests and values. A way of valuing life frees individuals from thinking about how they contribute to the centrality of the core and how they relate to life and the wider issues that relate to it. It is affected by package components and character.

For example - a boss or manager is going to buy a suit, tie and shoes or less satisfactory items like PDA and trousers when the set up fit or mill facilitator considers it safe. Thus, the buying behavior of individuals varies from one to another, as do their lifestyles and occupations.

2.2.2 Customer Purchase Selection Cycle

Improving buyer choice There are defined plans for potential market exchanges, now and then, starting with the creation of an item or link by the buyer.

The buyer dynamic process consists of five steps:

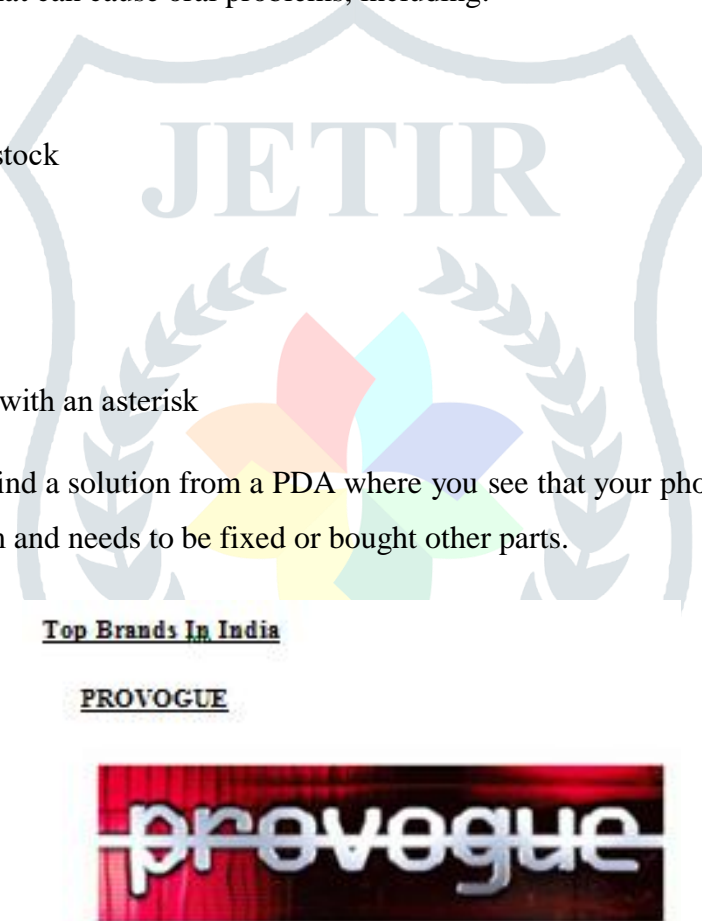
A. The problem is sponsorship

Once the buyer has identified a satisfiable need or problem, the dynamic process begins. This is a big step in buying from a selection point of view, considering what a person needs or understands, rather than looking at a need or want.

There are many conditions that can cause oral problems, including:

- Shortage of stock
- Be impressed by what's in stock
- General Changes
- Change your cash position
- Introduce exercises started with an asterisk

It turns out that you cannot find a solution from a PDA where you see that your phone is damaged, for example, the phone has a gear problem and needs to be fixed or bought other parts.



The association was incorporated on November 11, 1997 as Top Secret Clothing Outlet. The prologue will be in traditional style and will be a dress shirt; This is an instant lead. His vision is front and center, overseeing the mantra of "rethinking style."

The relationship gave rise to the idea of Walk the Provoque Style Label in 1998 and seven (7) years; The metropolitan customer profile has strong neighborhoods to disperse people. The Connection's make-to-order approach, strong exteriors, timeless and high-end timepieces, and retailing through one-of-a-kind stores and malls have enabled Provoque to function as the premier style brand it is today. in India.



The Association got from Pinnacle Ordinarily the entire thing of material; material stuff and material related composed blends and works these relationship as its division under the name Most raised guide From one side of the world toward the other.

- **Louis Philippe**

Louis Philippe's level of obviously made garments makes a specific outline demand that is seen as a shallow nature of mix, saw by its specific picture — 'The Upper Zenith'.



- **Van Heusen**

Van Heusen has renamed corporate dress through useful thing movement and elite varieties.

VAN HEUSEN

- **Allen Solly**

_Allen Solly advanced the Friday dressing thought in India. It has won the IFA Pictures 2001 'Best Brand Award' in the readymade menswear clothing interest

.UNITED COLORS OF BENETTON

Benetton Collective Shadow (UCB) is changing the trend in India. With plans to acquire 80,000 square meters of retail space in the country before the end of the year, additional shades of Benetton's crazy creativity and new developments are key to helping scale and chart while offering a great retail look.

verbalization of the problem

A customer lead modifies the usual requirements as before. The continuation of the market depends on the satisfaction of the customers. They look for satisfaction, growth and new developments, which will reduce their workload or provide comfort to their condition. Influences during the customer acquisition process, such as evaluation, incentives, salary, lifestyle, pricing, culture, behavior, etc. is affected.

area 3

research plan

purpose of the study

Brand image and its impact on buyer behavior in the apparel sector.

Branding and the evaluation of buyer behavior.

To analyze the branding strategies adopted by some companies to attract customers to buy their products.

Show

To determine the game plan used to assemble this effort, this section is concerned with determining how a motivational animal perspective can make a concrete contribution to Errand's imprecise field and general perspective. The cycle has moved on to reflect the main goal stated in Chapter 5.

This next chapter addresses the need to support and ensure that shared assessment structures are fit for purpose, and answers the question of animal assessment of this endeavour.

1.2 Research Perspective

focal information

A consumer plan on the impact of brands on buying behavior

1.2.1 Secondary Data

□ Articles in newspapers, magazines and on the web web based on report on web

Evaluating the workspace under the right hand header

1.3 INFORMATION MIX MECHANICAL SOCIAL EVENTS

plan program plan

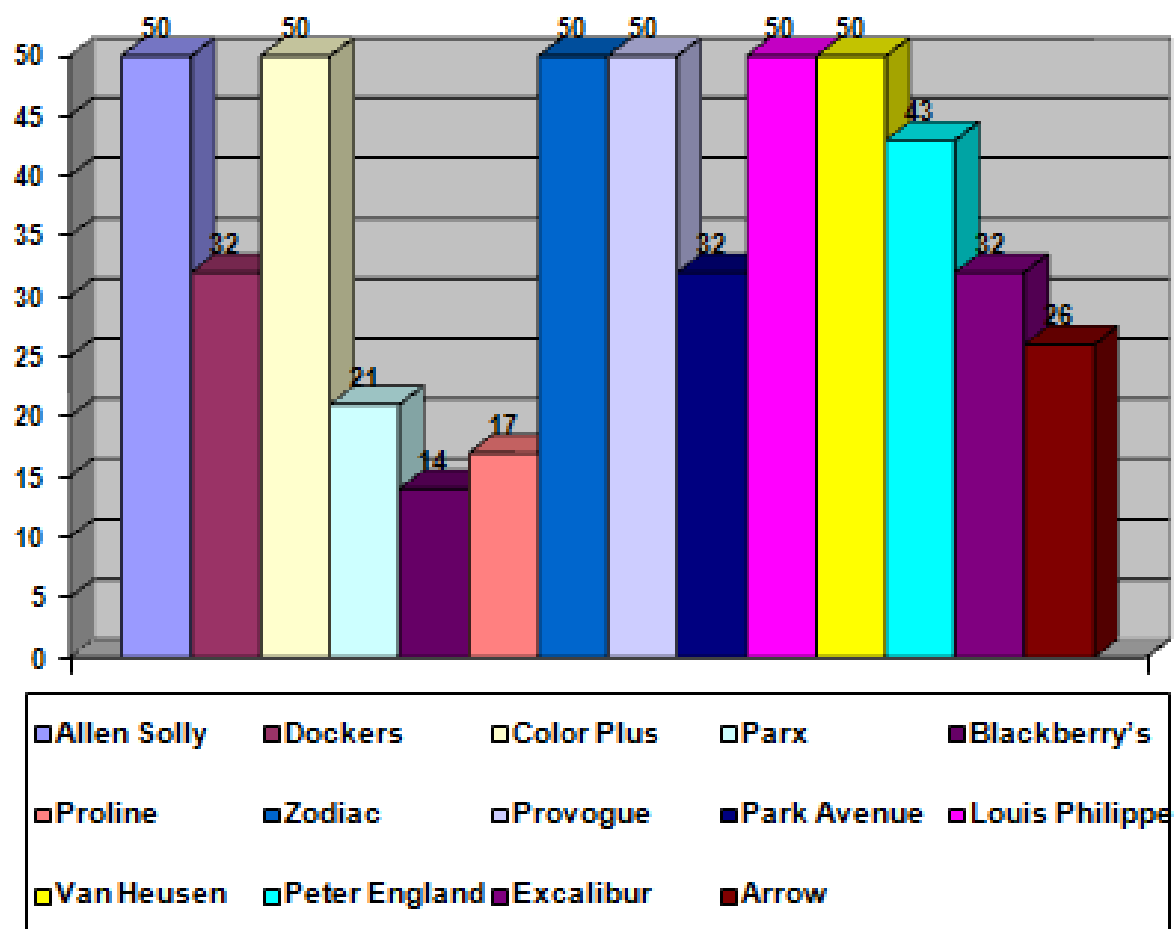
- Books
- web



DATA ANALYSIS AND INTERPRETATION

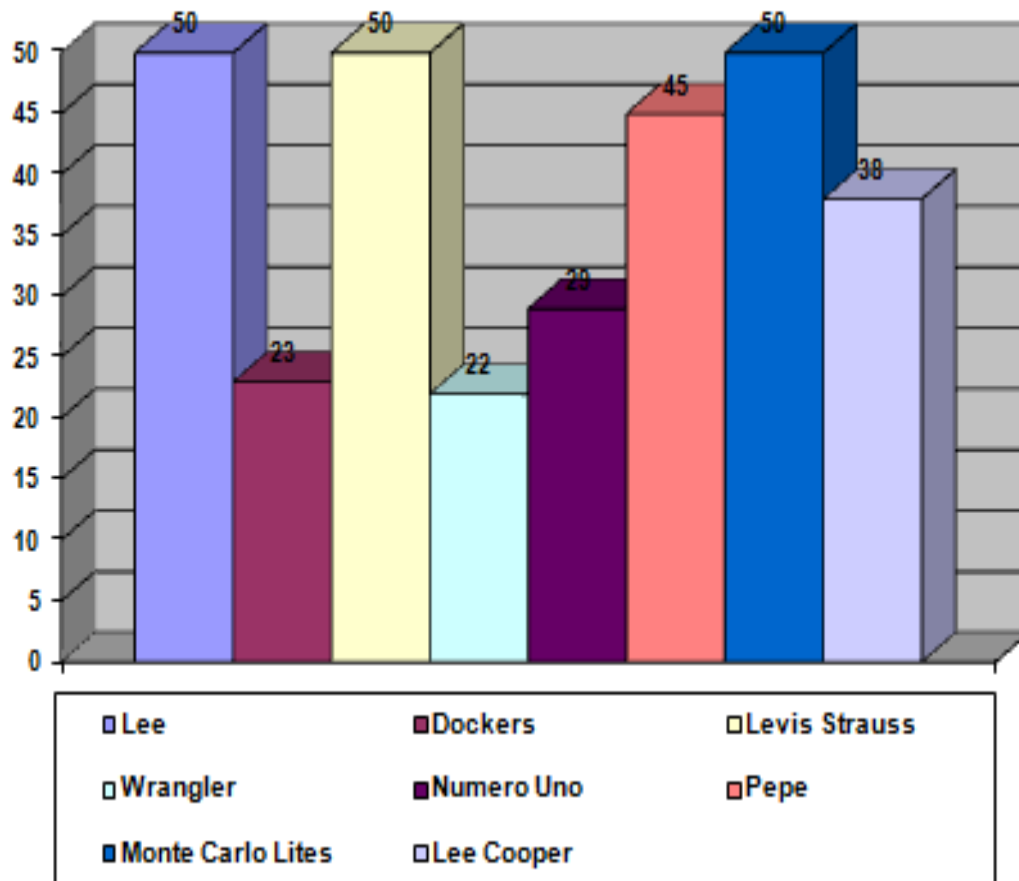
Primary Research Findings

Which of the following fashion brands are you aware of?



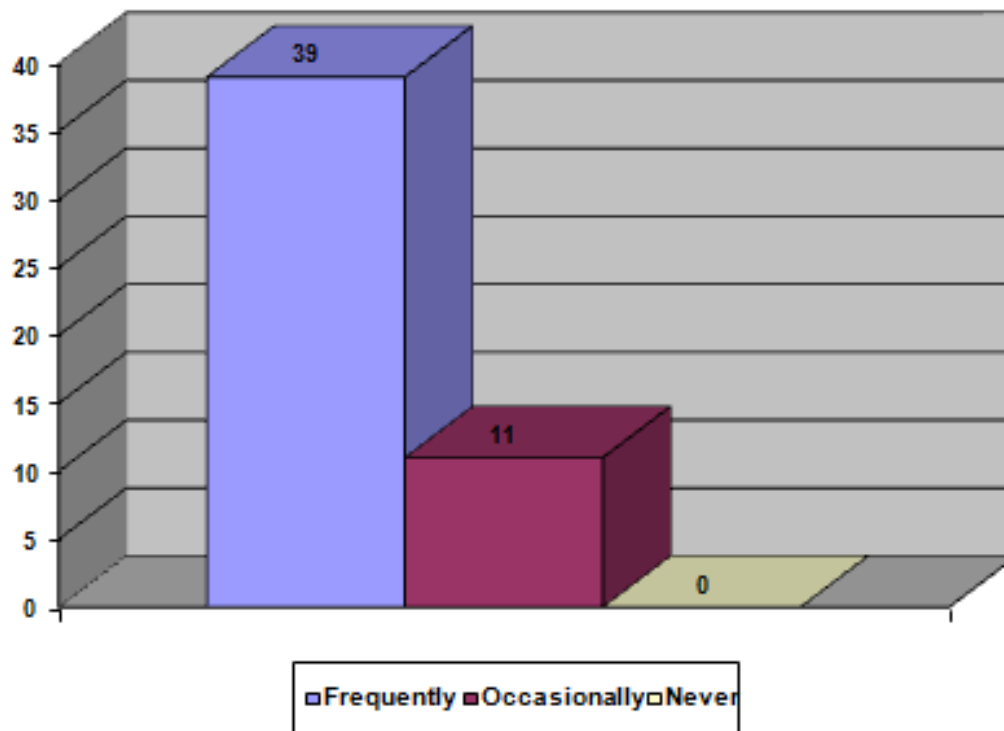
Interpretation :- In the above graph there are lot of bars shown different percentage of fashion brand. Like allen solly, dockers, color plus, parx, blackberry, proline, zodiac, provogue, park avenue, louisphilippe, van heuse, peter England, and arrow.

Which of the following brands of Denim are you aware of?



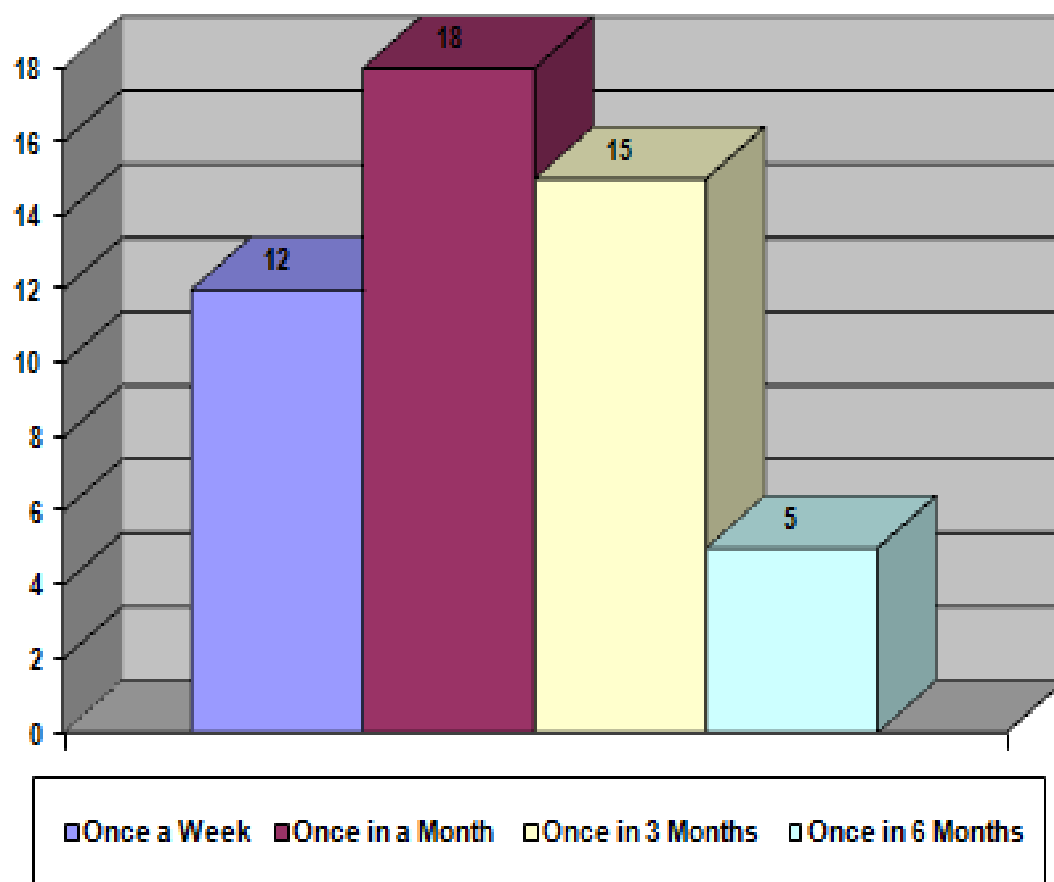
Interpretation :- In the above graph there are lot of bars shown different percentage of fashion brand. But the brand of denim which we aware are of lee, dockers, levis strauss, wrangles, numero uno , pepe, lee cooper etc.



How often do you change your readymade garments?

Interpretation :- In the above graph there are lot of bars shown different percentage of fashion brnad. 39%are of frequently change readymade garments, 11% used occasionally.



How often do you purchase clothes?

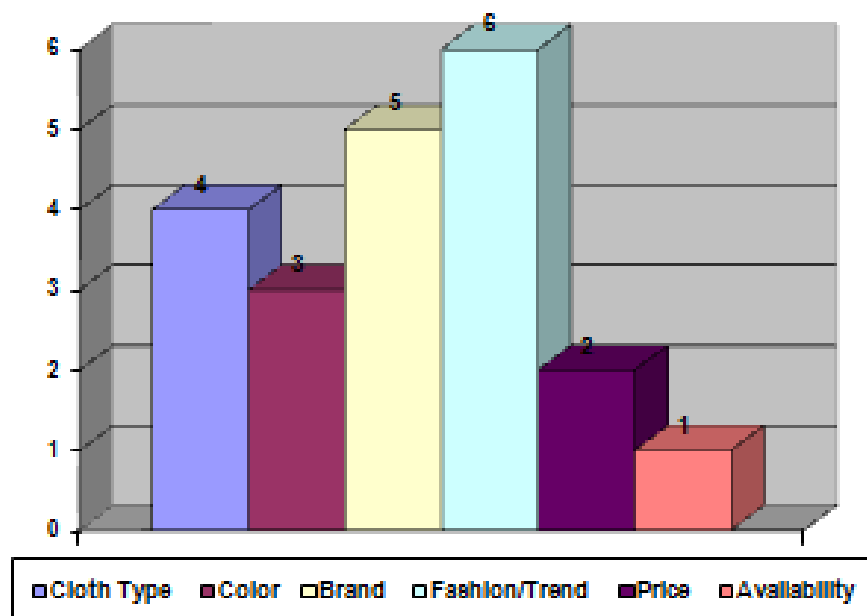
Interpretation :- In the above graph there are lot of bars shown different percentage of fashion brand. 12% often purchase once a week, 18% are once in a month, 15% are once in six month.



Factors you consider while purchasing a readymade garments

RANK THEM ACCORDING YOUR PRIORITY:

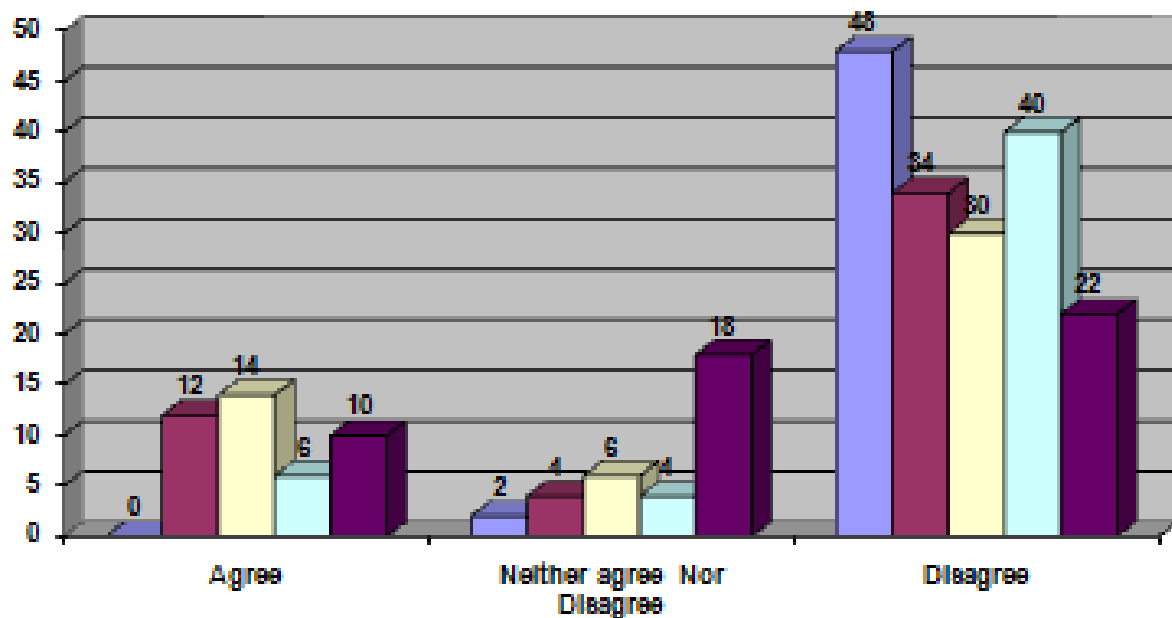
Cloth Type	4
Color	3
Brand	5
Fashion/Trend	6
Price	2
Availability	1



Listed below are statements about shopping behavior for clothes and clothing fashions.

Please check one box for each statement to indicate the extent to which you agree or disagree with each statement.

	Agree	Neither agree Nor Disagree	Disagree
I buy clothes I like, regardless of current fashion.	0	2	48
I buy new fashion looks only when they are well accepted.	12	4	34
I am not as concerned about fashion as I am about modest prices and wearability.	14	6	30
I prefer to buy well-known designer labels rather than take a chance on something new.	6	4	40
I am confident that I have good taste in clothing.	10	18	22



☐ I buy clothes I like, regardless of current fashion.

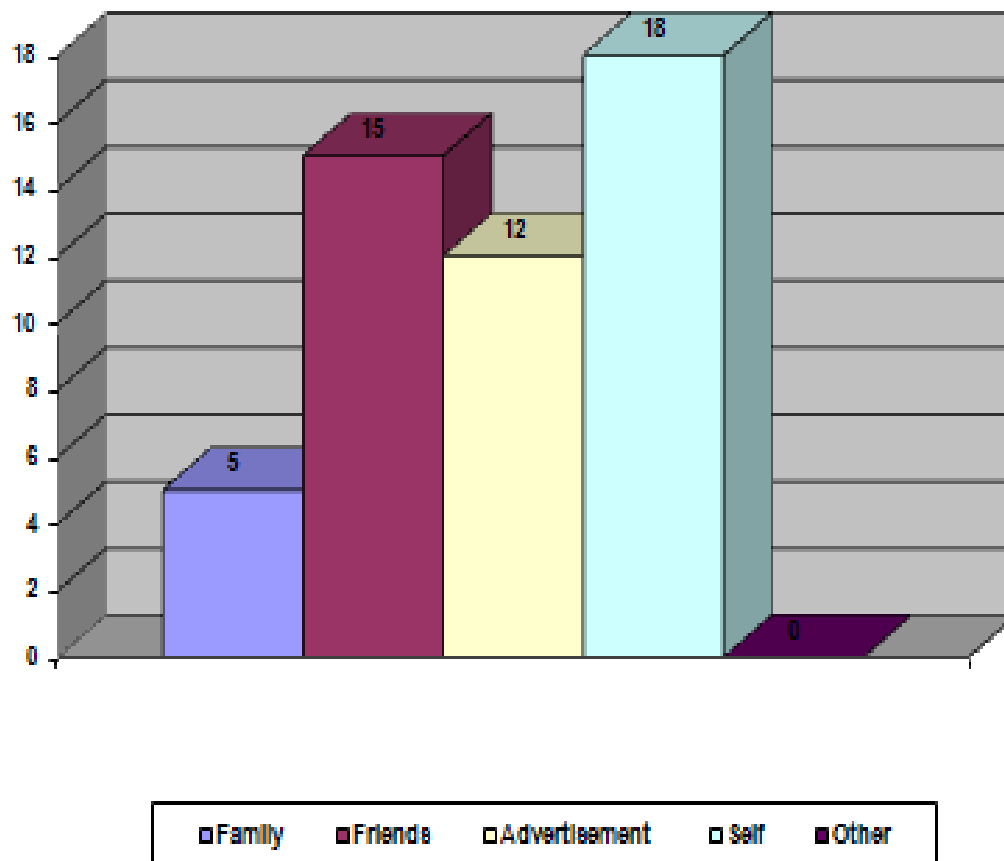
☐ I buy new fashion looks only when they are well accepted.

☐ I am not as concerned about fashion as I am about modest prices and wearability.

☐ I prefer to buy well-known designer labels rather than take a chance on something new.

☐ I am confident that I have good taste in clothing.

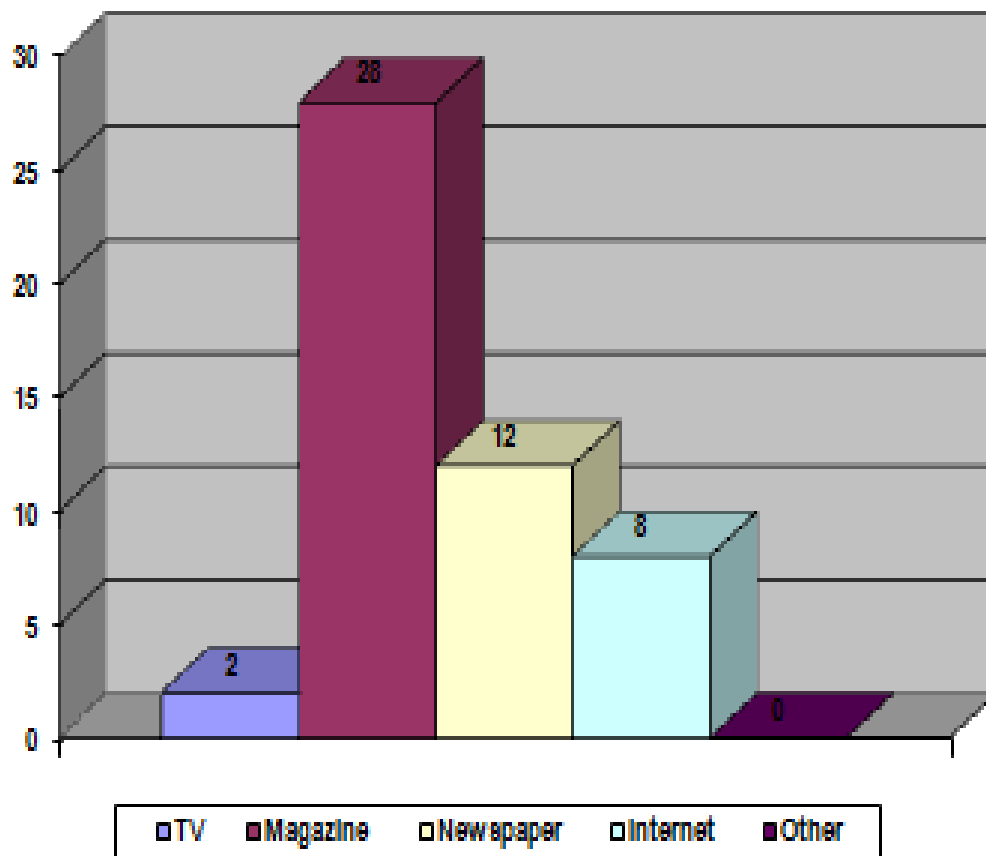


Who influence you to purchase the brand?

Interpretation :- In the above graph there are lot of bars shown different percentage of fashion brand. 5% are family member who influence to purchase the brand, 15% are friends, 12% are of advertisement and 18% are of self.



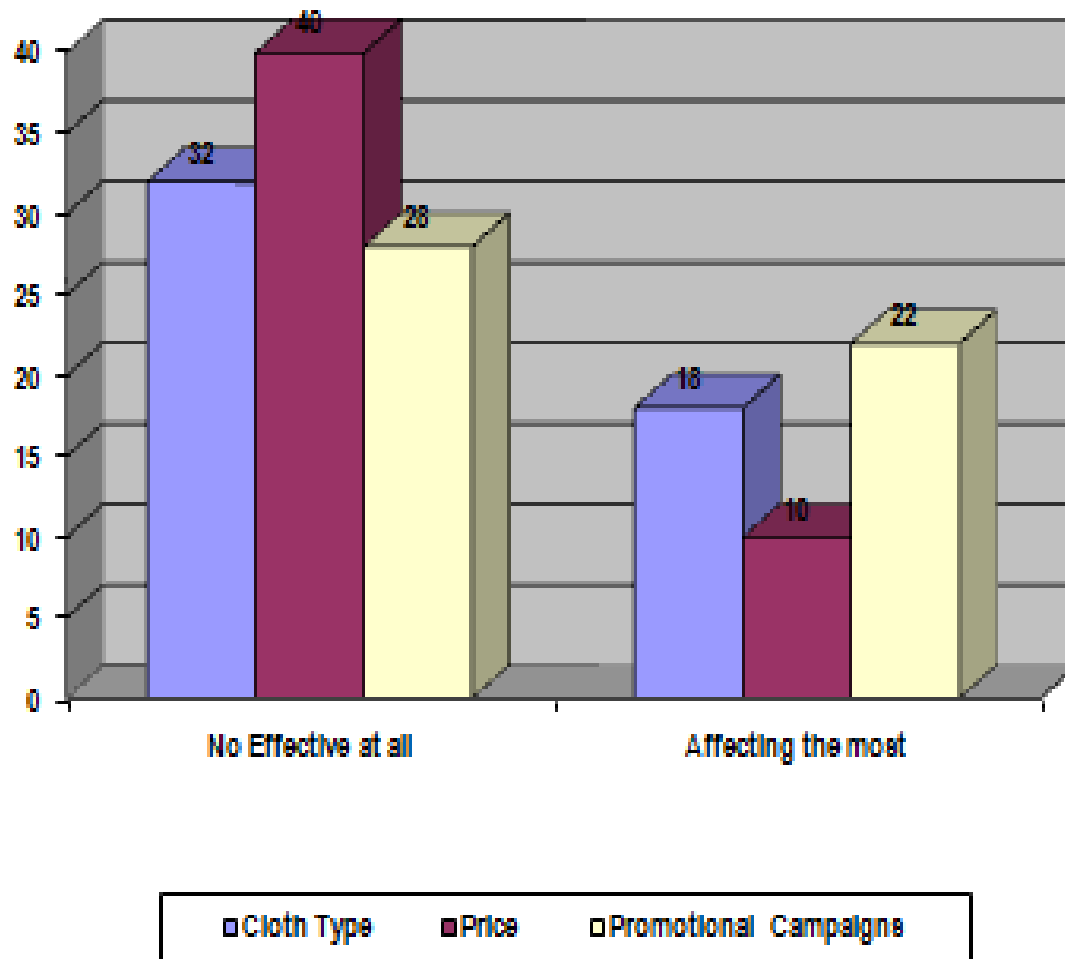
In which media you have seen the advertisement of these brands?



Interpretation :- In the above graph there are lot of bars shown different percentage of fashion brand. 2% are from the TV medium, I have seen the advertisement of these brand, 28% are of magazine, and 12% are of newspaper, and 8% are of others.



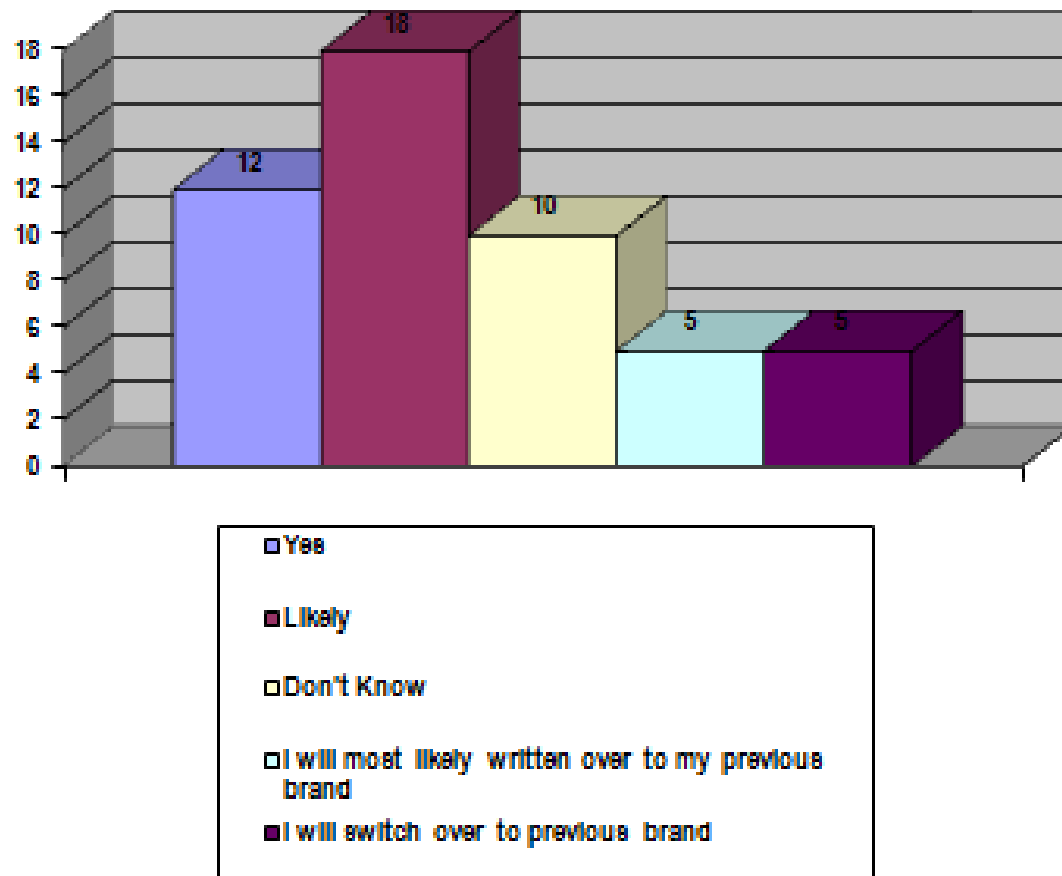
Which of the following would affect you choice of readymade garments?



Interpretation :- In the above graph there are lot of bars shown different percentage of fashion brand. 32% are of affect you choice of ready made garments, 40% are of not effective at all , and 18% are of affecting the most.

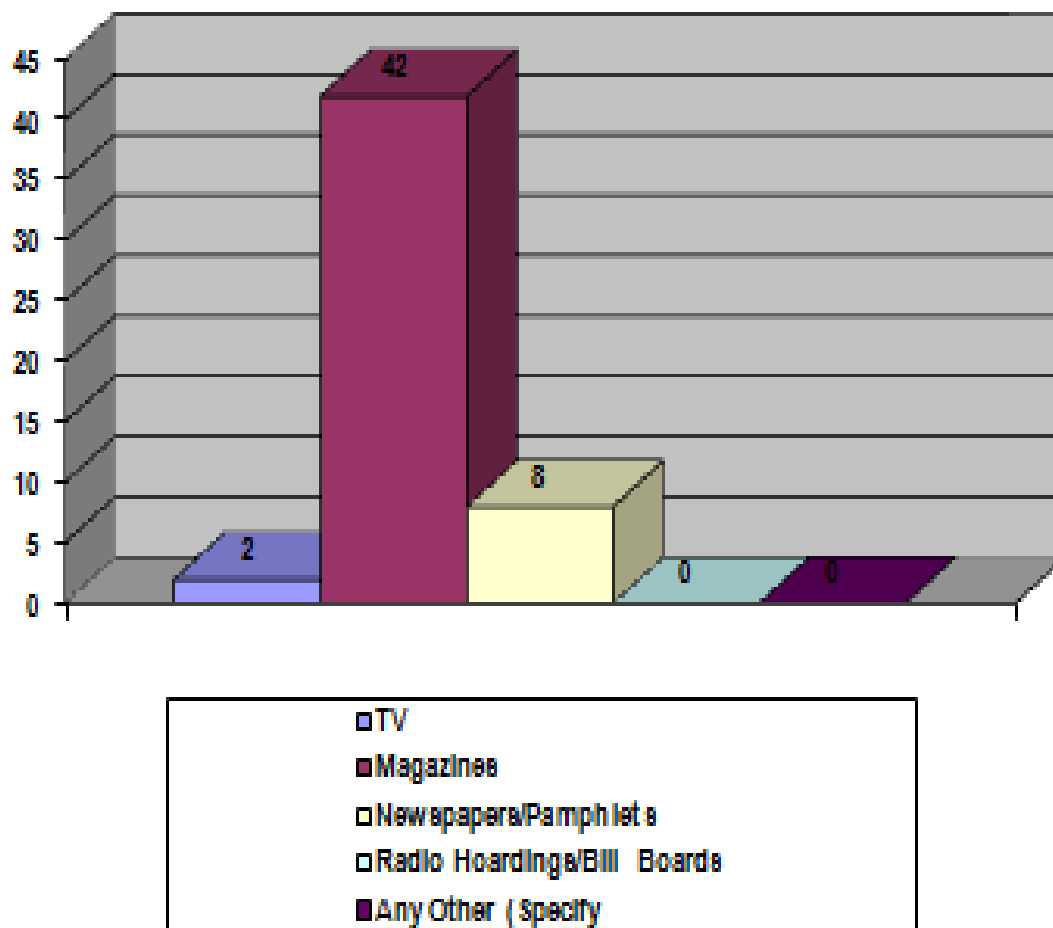


When you buy a readymade garment during a promotional campaign, will you by the product after the campaign?



Interpretation :- In the above graph there are lot of bars shown different percentage of fashion brand. 12 % are of buy a readymade garment during a promotion campaign , 18% are of likely , 10% donot know , 5% are I will most likely written over my previous , and 5% will switch over to previous brand .

Which media do you prefer more for fashion ads (in order of your preference)?



Interpretation :- In the above graph there are lot of bars shown different percentage of fashion broad. 2% are of TV media we prefer more for fashion ads, 42% are of magazines, 8% are of newspaper, 0% are f radio and 0 any other

FINDINGS & ANALYSIS

4.1 Secondary Research Findings

Client Direct is the assessment of the cycles involved when individuals or public entities select, purchase, use or dispose of goods, connections, assessments or experiences to meet ongoing needs. Customers come up with schemes ranging from an eight-year-old child buying a million-dollar computer system, to asking his mother for Pokémon shoes. The Expendables can work with just about anything: Gucci bags, backpacks, multi-part structures, rap music, or the rebellious Dennis Rodman. There should be long-term satisfaction with the communication, communication, position or performance. A customer lead is an evaluation of the cycles

involved when individuals or businesses select, purchase, use, or dispose of goods, connections, evaluations, or experiences to satisfy a need.

- A customer may purchase, use or dispose of an item regardless of whether these points can be completed by different persons. Similarly, clients can be seen as specialists who need different things to perform their different parts.
- Rejection of style is expected from time to time by the buyers. The structure for the dress is characterized by distinctive features that complement it, such as a skirt different from the others in the party; Style, style as seen by different people; Haute Couture includes new, old fad styles introduced by top fashionistas. A template is a generic header that can start a style. The One Stocka plan combines the costs of the Fashion, Length, Better, Medium, and Cost plan.

Annual styles will follow all cycles. The two most extreme styles of collection are the so-called unconventional solutions. Perspectives on the motivations for late model adoption include models of intellectual, monetary, and humanitarian planning.

Driving practices have a titanic effect on people. The customer is directly critical of how we can facilitate traditional community segments.

- The Internet is at an incredibly basic level, influencing consumers to connect outwardly and help each other. Online exchanges allow tracking of rare items from around the world and provide a network of people to experience and value items. The benefits are combined with the expected challenges, including the difficulty of achieving them.

Buyer Direct Buy Link; It features powerful sector experts to share how people communicate with their workplace. These values can be described in terms of how well the average (a particular buyer) is supplied with the full amount (the buyer as an individual of a particular party or, more specifically, a community). .

There are many different approaches to buying a buyer lead, but researching leads can generally be divided into two plans. A positivist perspective has the objectivity of science and the client as standard titles. An interpretive perspective is likely to be subject to divergent understanding, as opposed to a single interpretation, which plans to organize the animal meaning and functions of the individual client's experience.

4.1.1 Current Customer Model

male business relationship

- Men are intuitive creatures and find comfort in what is familiar to them - less logic in shopping.
- According to research, for every purpose, 75% of male customers buy clothes near the stores they visited three years ago.
- The changes in the men's area and spare room are really surprising, as they are not planned like the women's.

- Male customers consistently demand more customer support.
- Men will stick to the same brand or style for a long time - they are less inclined to change.
- The commitment of the male buyer makes it difficult for new partners or brands to attract new customers.
- Trusted stores must make a convincing case for a male customer to switch to something else.
- In the office of men's games, you remember the greenery, computer games, great name, all these help men to try another store.

A driver's license and photo dealer are required to use this buyer's plan. Today, I'm not just a metrosexual or a super-sexy person. Potential customers and buyers. In the past, men were cleaned up as the main receivers of their female excess. However, the market will be the best buyer for them. Brands need to focus on this customer, because he is an awesome thing – The Man.

High schooler Power

- Strong senior consumer influences buying behavior across age groups.
- They replace individuals who were born after World War II and account for north of 14% of firms.

Today, a typical high school classroom is equipped with a television, news bulletins, a help desk, a computer, and perhaps a microwave.

- Each room, as seen from a general perspective, can be completely customized and transformed into the center of orientation.

18 42% of Indian high school students aged 18 and over have their own Mastercard and debit card – with another 14% moving to Mastercard.

Style brands need to be more accepting of this customer side as it is the destiny of the workplace. Relaxed pay scales and TV sensibility make them customers with purchasing power, especially with significant improvements in the BPO space, where dress codes really support the way brands present themselves and offer this work.

buying experience

The niche nature of unscripted TV says a lot about the heart rate of the viewer.

Standard one understanding and one subtlety and another perspective on the interpretation of the world to see the significance of the various activities offered by the spirits to the people.

- Family values are more important.

Standard plot lines about overcoming obstacles and extra headshots befell us in our past.

Hot women are attracted to men with hot and delicate ends - the maho energy of men.

- People watch more broadcasts and encourage a greater supervisor to be serious and critical about recruiting key areas of strength.

□ Professionals and associates trained with informational image coordination should focus on these buyer models and make it a point to get a central idea of the larger portion and guide as to which profession pays the least mental. A great commercial space and brand takes character into the brand.

A It is central to improving, improving and executing a brand, but only after the workplace cerebrum has been identified and aligned.

enterprise needs

- This practice is limited in terms of time, as it involves several harmful factors that require proper concentration of wildness.
- This venture certainly excludes the effect of conflict with any new event. In general, it was thought of those who could not present the correct image.
- Customers did not want to compromise on plans and the response could be belligerent.

Result

5.1 Results

Ready-to-wear really becomes an epic. A nearby market offers shoppers affordable options and displays of retail products. However, should a tailor take care of these items or sell them at home?

Many players, for example, Raymond and Zodiac Outfit, have strong areas, which will be key to the selection of the two businesses. On the one hand, as they intend to scale back their retail sales for three years, both are interested in the business conditions of the batch in Bangalore and are pulling to manage the traditional movement.

Interestingly, staple dresses (Provogue) like Ambattur Clothing (Gathering for any occasion) have staked their claim on the intimate market.

These connections immediately identified critical areas for creating more central components and precautions. However, since the obvious opportunity pays fans a small amount, further improvements can only come from a combination that openly distributes the nuts and bolts of the sources. Raymond went inside and took the ticket.

Working in a nearby market really creates an extraordinary graph of product market challenges. Putting it together requires strength and extensive style know-how.

Distributed names, however, are intimate and lack public keys. For example, after the massive launch of Tommy Hilfiger in the Indian market, there will surely be additional players.

It makes sense to heat up the battle and inform neighboring players of things. The retail scene is changing and the traditional mode of distribution of apparel players is changing. Deciding which retailer to work in is another challenge for a dressmaker. The time is ahead for the experimental but lucrative ready-to-wear industry.

Retailers are expected to contribute to their relationships with a little retail love at a centralized cost. Rapid improvements in various retail designs such as department stores and shopping malls have contributed to this trend.

This trade will give way to a new direct interest in retail trade which will expand the space in a big way apart from giving experience to India. If the shared cost is reduced, this may in addition to being more prudent people become aware of.

The drawn pattern will remain good continuously while hanging. Retailers appreciate the better margin on their name and it is expected that the price will drop accordingly.

For example, Madura Pieces, which owns pieces through Allen Solly, observes that as women show off their personal brands and become more familiar with Western wear, they will switch to really crazy brands.

However, this market manipulation may be a negligible price to pay for the madness. They have to move to a low-level, high-volume job. This would require a far more sophisticated distributed network than currently exists.

Retail designs in India don't really work for animal welfare. For example, Wall-Store and Carrefour, Goliaths who can increase the volume, are "essentials" of the business.

a suggestion

1. Market. In India, the layman's understanding of animal size draws on the progress made in working with the coordinated experts that the country's market has shown. The alliance should zero in on purchasing power, purchasing lifestyles, affinity and ideal utilization rates. For example, Brooke can take the security test mixing spot when she starts showing off a one-rupee tea bag.

2. Identifying adult supervision. There should be support in the teen procurement process - forces and leaders to be reckoned with. However, what real factors may show the truth may eventually lead the way in the way the truth may be with children? However, the sincere propaganda of youth has diminished the numbers, and anyone who tries to reach the new turn of events will be mistaken for enthusiasm for decorum. To prevent this problem, effective ways to deal with the regulation of surveillance can be through schools demonstrating these things or using the proximity of young people as role models to influence their peers.

3. Planning. Framework costing is an enhancement of cost accounting professionals' findings that prudent and prudent cash management practices can be implemented. One step further is to adopt joint venture or direct development.

1. Packaging. As pitches and pitches for self-buying become intertwined, it becomes a daunting task to appear professional. Branches should consider what is required and what needs to be shown keeping in mind the obvious interest.

2. Customer Support Issues. In a niche market, overall customer retention is possible through better support. The decor will require zero extra work to set the customers' perception of quality and convenience. Acting professionals should have a standard assessment to track this fact.

3. Adaptation to a new climate. As the government demarcates district boundaries and eases restrictions on taking out or taking up various shakhas, it has to make the best of the turn of events and use the mix to assure its department is truly Is.

4. Works for creativity and improvement all things considered. It's known to support a variety of coordinated planning styles and functionality, which appeals to rapid speed and recovery in attendance programs.

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BRANDING & READYMADE GARMENTS**QUESTIONNAIRE****OTHER INFORMATION:**

Age:

Marital status: ☐ Single ☐ Married

Occupation: (tick one)

☐ Businessman ☐ Executive ☐ Government Service ☐ Academics☐ House-Wife ☐ Self-employed ☐ Student☐ Others _____ (Please Specify)

Monthly Household Income:

☐ <10000 ☐ 10000-15000 ☐ 15000-20000 ☐ >20000

1. Which of the following fashion brands are you aware of?

- ☐ Levi's ☐ Dockers ☐ Color Plus
☐ Parx ☐ Blackberry's ☐ Zodiac
☐ Provogue ☐ Park Avenue ☐ Louis philippe
☐ Van Heusen ☐ Peter England ☐ Excalibur
☐ Arrow ☐ Others(please specify)

2. Which of the following brands of Denim are you aware of?

- ☐ Lee ☐ Black ☐ Levis Strauss
☐ Wrangler ☐ Numero Uno ☐ Pepe
☐ Monte Carlo Lites ☐ Lee Cooper ☐ Others (please specify)

3. How often do you change your readymade garments?

☐ Frequently ☐ Occasionally

☐ Never

4. How often do you purchase clothes?

☐ Once a week ☐ Once in a month

☐ Once in 3 months ☐ Once in 6 months

5. Factors you consider while purchasing a readymade garments?

RANK THEM ACCORDING YOUR PRIORITY:

☐ Cloth type ☐ Color ☐ Brand

☐ Fashion/Trend ☐ Price ☐ Availability

6. Listed below are statements about shopping behavior for clothes and clothing fashions. Please check one box for each statement to indicate the extent to which you agree or disagree with each statement.

	Agree	Neither Agree Nor Disagree	Disagree
I buy clothes I like, regardless of current fashion.			
I buy new fashion looks only when they are well accepted.			
I am not as concerned about fashion as I am about modest prices and wearability.			
I prefer to buy well-known designer labels rather than take a chance on something new.			
I am confident that I have good taste in clothing.			

7. Who influence you to purchase the brand?

- ☐ Family ☐ Friends ☐ Advertisement
☐ Self ☐ Other

8. In which media you have seen the advertisement of these brands

- ☐ TV ☐ Magazine
☐ Newspaper ☐ Internet
☐ Other

9. Which of the following would affect you choice of readymade garments?

	No effective at all	Affecting the most
Cloth Type		
Price		
Promotional campaigns		

10. When you buy a readymade garment during a promotional campaign, will you by the product after the campaign?

Yes ☐

Likely ☐

Don't Know ☐

I will most likely written over to my previous brand ☐

I will switch over to previous brand ☐

11. Which media do you prefer more for fashion ads (in order of your preference)?

- ☐ TV ☐ Magazines
☐ Newspaper / pamphlets ☐ Radio Hoardings / bill boards

☐ Any other (specify)

12. If TV, is it because

☐ It is an audio - visual medium

☐ Entertainment value

☐ Overall presentation

13. If magazine, is it because of

☐ It is a good source of latest trends ☐ Overall presentation

☐ Longevity of message

☐ Any other (specify)

14. If Newspaper / pamphlets, if it because of

☐ Inexpensive source of Information

☐ Mass coverage

☐ Available in many languages

☐ Any other (specify)

15. If Radio, Is it because

☐ Audio medium

☐ Entertainment value

☐ Medium for travellers and car riders

☐ Any other (specify)

16. If Hoardings, is it because

☐ It is an attention gaining medium

☐ Conveys direct message

☐ Colorful and attractive

☐ Any other (specify)

