

AN ASSESSMENT OF PURCHASE DECISION,  
ADVERTISING AND CONSUMPTION INVOLVEMENT  
OF BRANDED CLOTHING AMONG EMPLOYEES OF  
MULTINATIONAL COMPANIES OF BENGALURU.

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**Abstract**

Culture celebrates and reclaims the human aspect — a point of difference often lost in everyday commerce. It helps articulate the mosaic values and seemingly irrational emotions that individual experiences cannot explain. It also helps in representing our personal identity. Keeping this thought in mind, this study was planned to ascertain the brand awareness and purchasing behaviour of foreign brands and domestic brands and study the impact of brand image on consumption of branded clothes. It also aimed to explore the role of brand loyalty in purchase. The results revealed that that jean, T-shirt, shirts, trousers, tops, are the five most sought after articles for buying foreign and domestic brands. Most of the employees of multinational companies are aware of all the domestic and foreign brands through the medium of T.V and Radio mostly. It was found that brand awareness is all about Comfortability, durability, fitting and value for money. Employees of multinational companies associate the brand to the quality of the product and brand attributes. The best images of the brands are formed by Nike, Levis, Puma, Reebok, Tommy hilfiger, US.Polo, Allen Solly and Louis philippe. Among foreign brands Puma, Levis, Nike, Louis philippe, Zara and Lee carry the maximum loyalty. In Indian brands Fab India, Biba, Westside, Lifestyle and Pantaloon have the maximum loyalty. Wearing branded clothes, makes them more confident, excited, satisfied leading to upliftment of your self esteem.

**Key words:** Brand awareness, brand image, brand attributes, brand loyalty, problems in buying branded clothes

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## Introduction

Fashion has touched every sphere of modern consumers globally. Marketers have realized the immense potential to yield business in this booming segment. In the present scenario irrespective of the class, Indian consumers are adopting fashionable items quickly and conveniently with the rise in brand competition. The previous related studies have largely focused on preference of branded clothes because of product attributes and brand awareness due to advertisements. (George et.al. 1984; Deborah et.al.1999; Bhatia 2001; Zablah 2004; Arora 2005; Kumar et.al. 2009; Babel, et.al.2009; Jain, S. 2009; Khasawneh, et.al.2010 Raaja, et.al.2011; Goyal 2011; Varatharaj 2012; Chaudhary.2012; Bajwa, R.2012; Pani, A. et al2012). These studies are significantly different from the perspective being pursued in the objectives of my current research work. Consumer behaviour towards branded clothing is affected by brand awareness, multimedia prepositions and Brand preferences are culture specific and gender specific. It is easier to select fashion clothing because of brand name and enhance the status of the wearer but they may not have utility value and may be non-productive. Young people are swayed by foreign brands to enhance their personality and status. Some hidden and denial problems take a step back ward and make the brand value more decorative. In this context present study is uniquely located, avoiding repetition of any previous study on the subject. Increasing brand awareness, changing consumer spending patterns and an explosion of global fashion brands, the objective of the study is to examine the Impact of cultural values and related perspectives on consumers' attitude for clothing brands. The present study explores how we collectively think, feel and behave towards fashion clothing.

### Objectives of the Study

- 1.To ascertain the brand awareness and purchasing behavior of foreign brands and domestic brands.
- 2.To study the impact of brand image on consumption of branded clothes.
- 3.To explore whether the brand loyalty stays even if a consumer finds a better alternative.
- 4.To explain the contribution of branded clothes to enhance personality.
- 5.To understand the problems for buying branded clothes.

### Research Methodology

A methodical study of the existing literature on the subject and visit to various retailers was undertaken to arrive at inclusive understanding of the subject being studied. The data generation

for this research work will be made with the help of qualitative tools. Interview schedule will be administered to the respondents with the following variables.

- Demographic Profile
- Brand purchasing practice
- Brand awareness
- Brand image, brand association, brand acceptance and brand evaluation
- Brand loyalty
- Influence on personality variables
- Problem related to brand choices

In depth interviews with the respondents will focus on the aspirations, frustration hopes, joys, sorrows experienced and want to experience from the use of branded clothing case studies to comprehend choice selection process.

Bengaluru is selected for conducting the study on the basis of availability of all the men and women apparel brands. It is also being called a silicon valley, the hub of multinational companies. Employees of these companies draw lucrative packages and are brand conscious.

### Map of Bengaluru

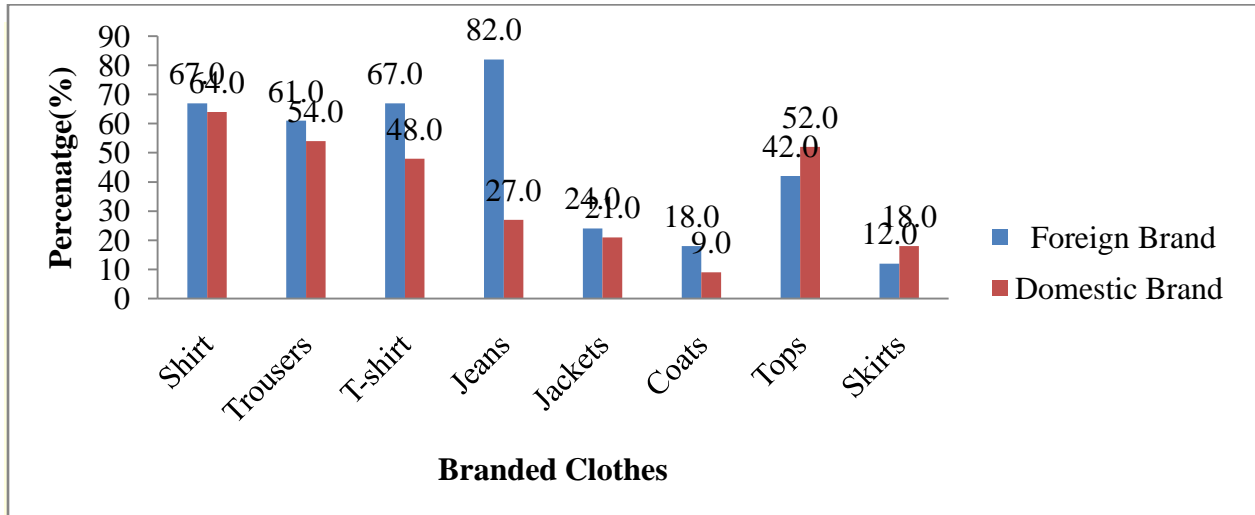


The universe of the study will be Bengaluru and respondents will be selected from the multinational companies. To achieve the objectives a cross sectional sample of approximately 50 respondents (25 males and 25 females) ranging in the age group of 25-30 years would be drawn from people working in multinational companies in Bengaluru.

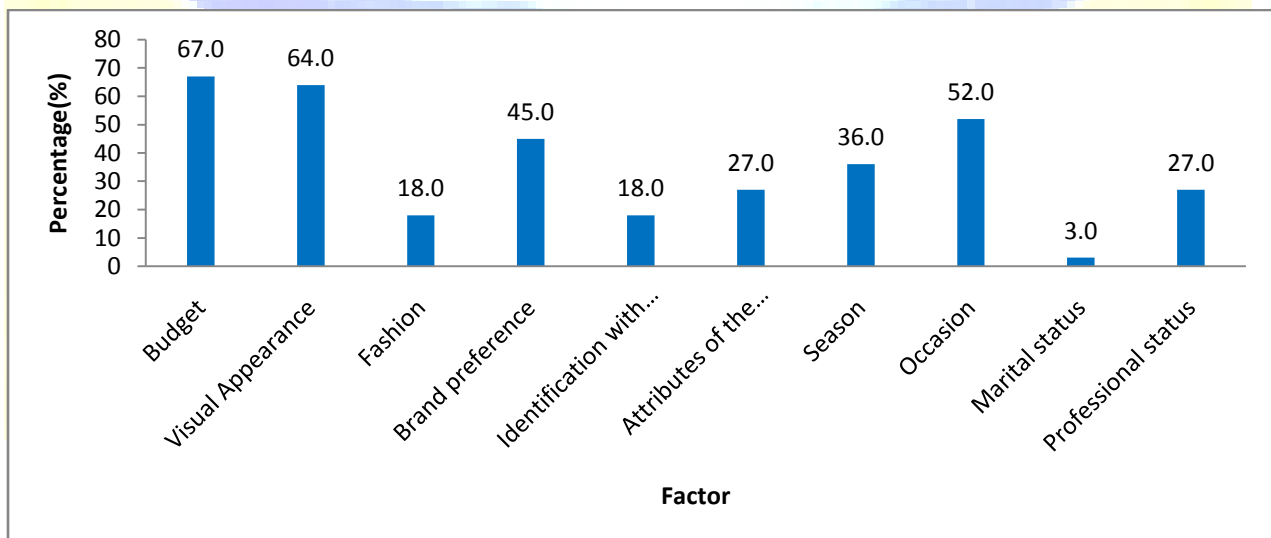
## Results

The results revealed that jean, T-shirt, shirts, trousers, tops, are the five most sought after articles for buying foreign and domestic brands(Figure 1). Employees of multinational companies buy them when the need arises and during the seasonal sales.

**Figure 1: Branded clothes shopped most frequently**



**Figure 2: Factors affecting clothing choices**



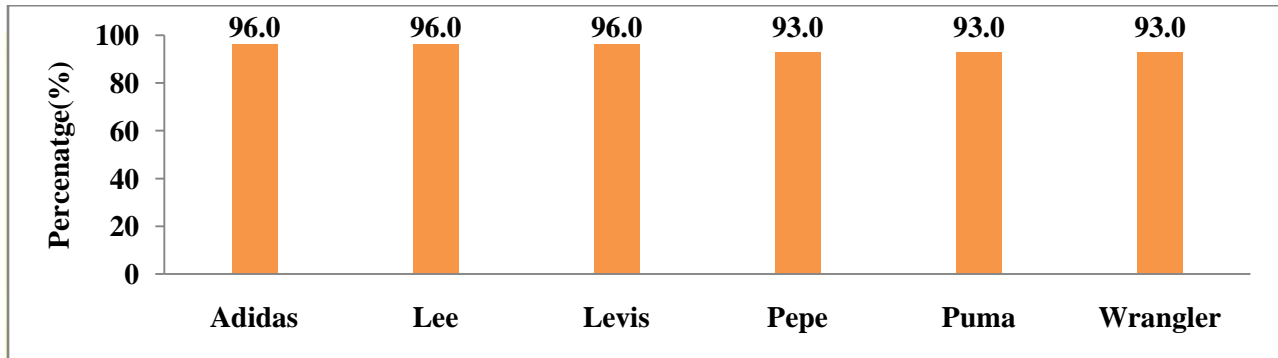
They are motivated by special discounts, friends and window displays. Most of them survey the market for fashion trends and prevailing market prices. Purchases are made in malls, exclusive showrooms of the particular brand because of the availability of variety and reliability. Shopping is preferred with parents; spouses and friends. Labels are checked for size and price before

buying. Figure 2 shows that budget, visual appearance and occasion in fluencies the buying practices.

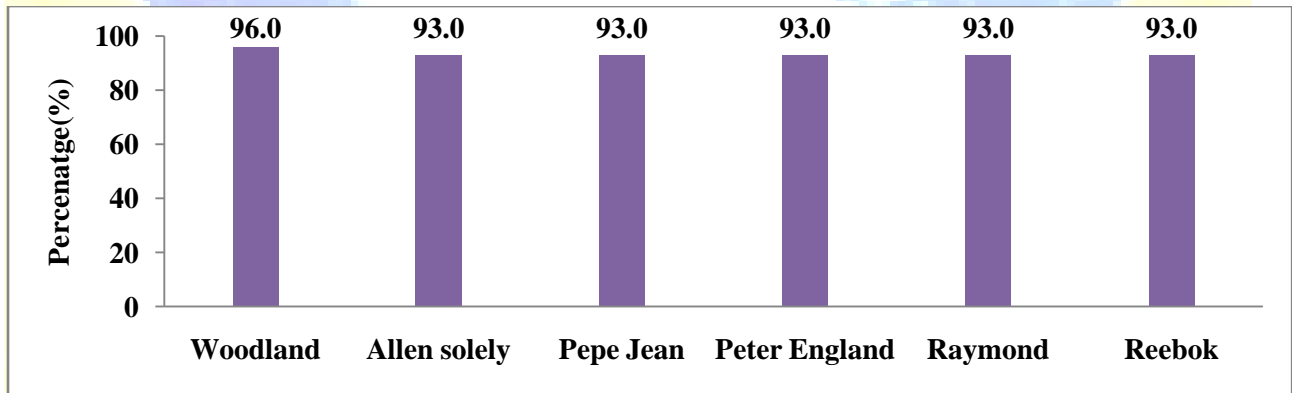
*“Maybe not often recently because I have not got a lot of income for clothes, so I’ll buy them when I need them...probably, buy every 4 to 5 months, quite rare.”*

*Sreethala Ganapathy, employee-IBM (female)*

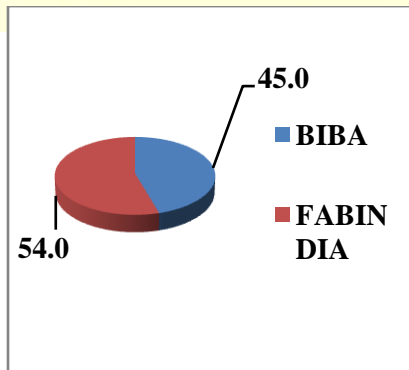
**Figure 3: Awareness about Foreign brands**



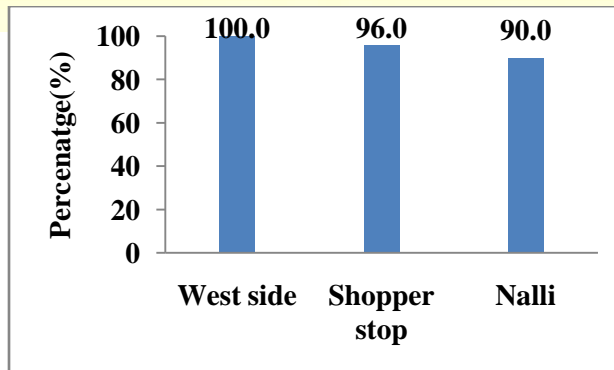
**Figure 4: Awareness about Domestic brands**



**Figure 5: Brands for Indian dresses**



**Figure 6: Awareness about Retail brands**



Most of the employees of multinational companies are aware of all the domestic and foreign brands

Most known brands are illustrated by the above figures:

Figure 3 Foreign brands: Adidas, Lee, Levi’s, Pepe jeans, Puma and wrangler.

Figure 4 Domestic Brands: woodland, Alen solly, Pepe jeans, Peter England, Raymonds, Reebok.

Figure 5 Brands for Indian dresses: Fab India, Biba

Figure 6 Retail brands: Westside, shopper stop, Nalli.

*Levi’s is the best brand for jeans world over.*

*Varun, employee-IBM (male)*

**Figure7: Factors affecting brand awareness**

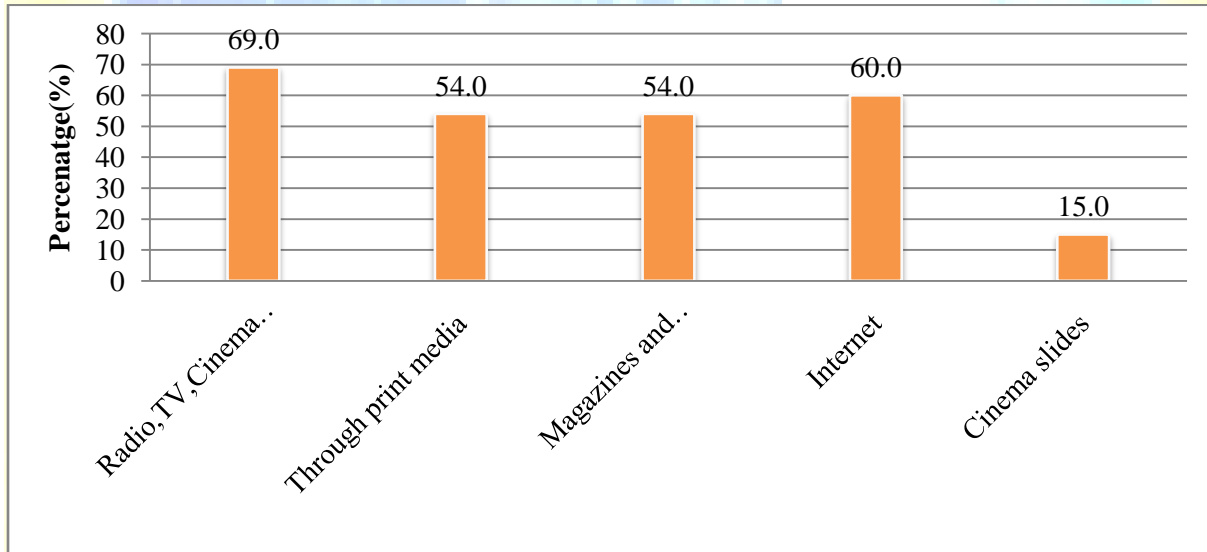


Figure 7 shows T.V and Radio creates maximum awareness Talking to friends, siblings, and reading a magazines and newspapers also make them aware of various brands.

*“TV, advertisements in the shopping mall, on the street...they (advertisers) put posters in the public areas.”*

*Archana, employee- Dell Computers Ltd*

“May be they (my friends) buy very nice clothes, and from my mind, they are nice to put them on. So, when I go shopping next time, I will consider them.”

Charu, employee- Dell Computers Ltd

“The adidas ‘impossible is nothing’ advert with leading sportsmen like Michael Jordan, Lance Armstrong, David Beckham, Zidane (is very emorable)...because I know them through their sports achievement, you know, they are familiar faces, so they associate themselves with brands, and it’s easy to make connections.”

Varun, employee-IBM

Figure 8: Attributes of the branded products known

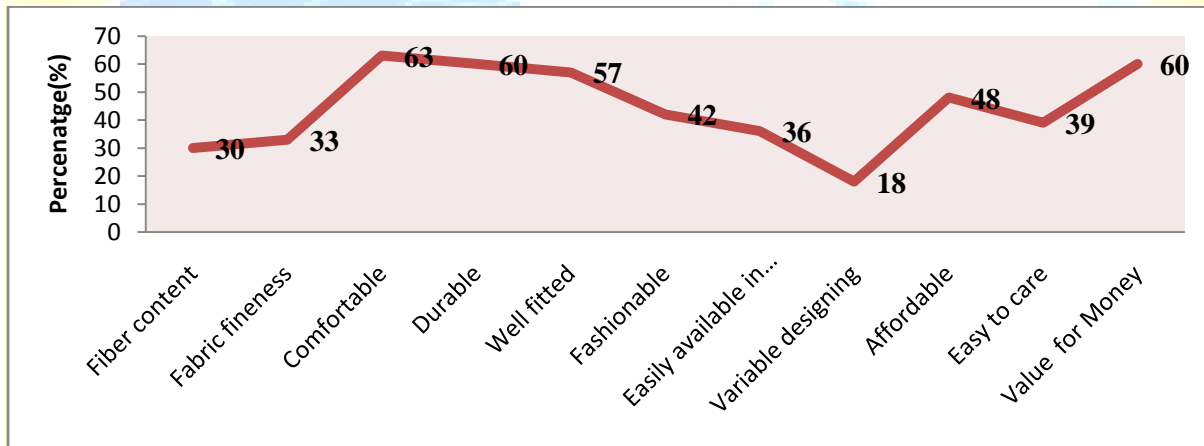


Figure 9: Services given by the various brands

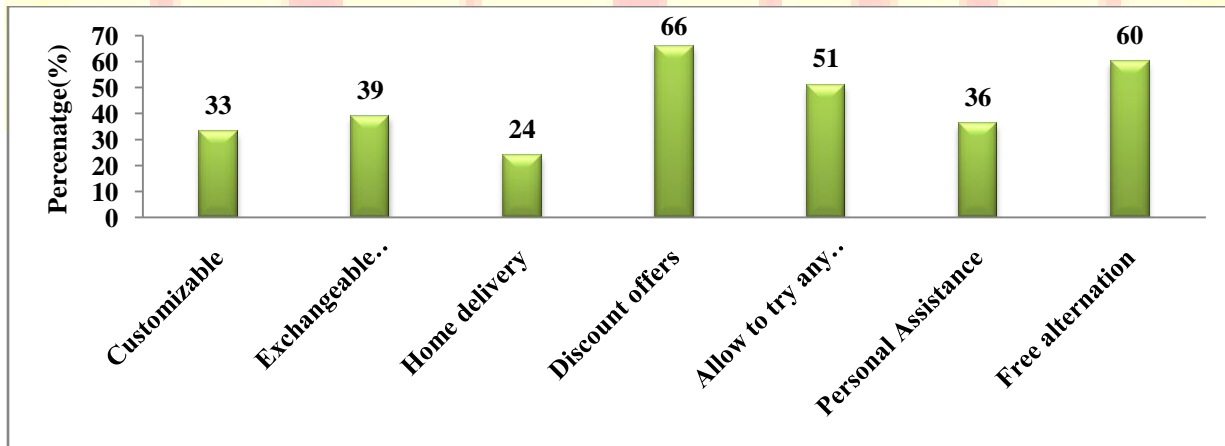


Figure 8 shows Awareness is all about Comfortability, durability, fitting and value for money. Figure 9 shows that customers are aware of the services provided by various brands like discount offers, free alternations and any number of trials.

*“I think it’s casual and good quality. The price is acceptable. It’s not stylish but it is well made. It fits my age and my occupation”*

*Gurbani, employee-Procter & Gamble*

*“Simple. For T-shirt, I prefer very colourful image. For shirts, I prefer some simple image, like grid shirts. For jeans, I prefer blue jeans.”*

*Rahul, Employee-Infosys*

Branded clothes are purchased because of brand image. Brand image is formed by advertising and word of mouth publicity. Employees of multinational companies associate the brand to the quality of the product and brand attributes. The best images of the brands are formed by Nike, Levis, Puma, Reebok, Tommy hilfiger, US.Polo, Allen Solly and Louis philippe.

Figure 10 illustrate that brand image is formed by Unique logo reflecting organization image, Perception about the product and specific brand position in the market. Brand is evaluated in terms of value for money in the long run.

*“Brand is an important but not decisive indicator for my choice of shopping.”*

*“Brand is not a paper bag.” (It means brands are not easy to be broken up.)*

*“Brand is something difficult to understand.”*

*“Brand is just like the name of people. It may not be the spirit of clothes, but it represents the taste and quality of them.”*

*“Brand is a way for people to identify each other, a way for companies to keep*

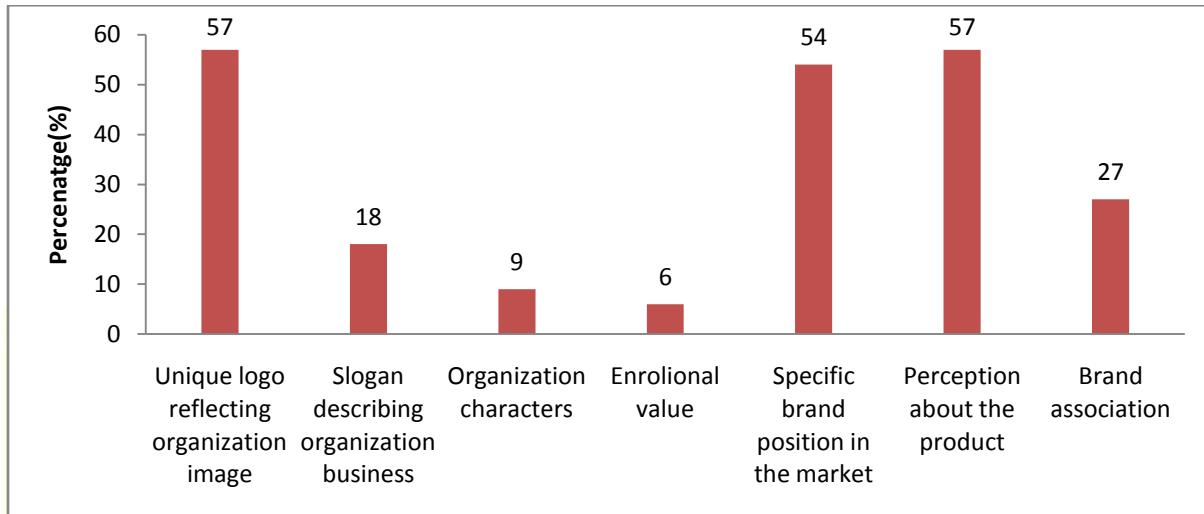
*“Brand is the label a company use to market/ advertise them with.”*

*“Brand is the identity of a product or service.”*

*Malika, employee- Dell Computers Ltd*



Figure 10: Brand Image is formed by:



Among foreign brands Puma, Levis, Nike, Louis philippe, Zara and Lee carry the maximum loyalty. In Indian brands Fab India, Biba, Westside, Lifestyle and Pantaloon have the maximum loyalty.

Figure 11: Frequency of buying the same brand

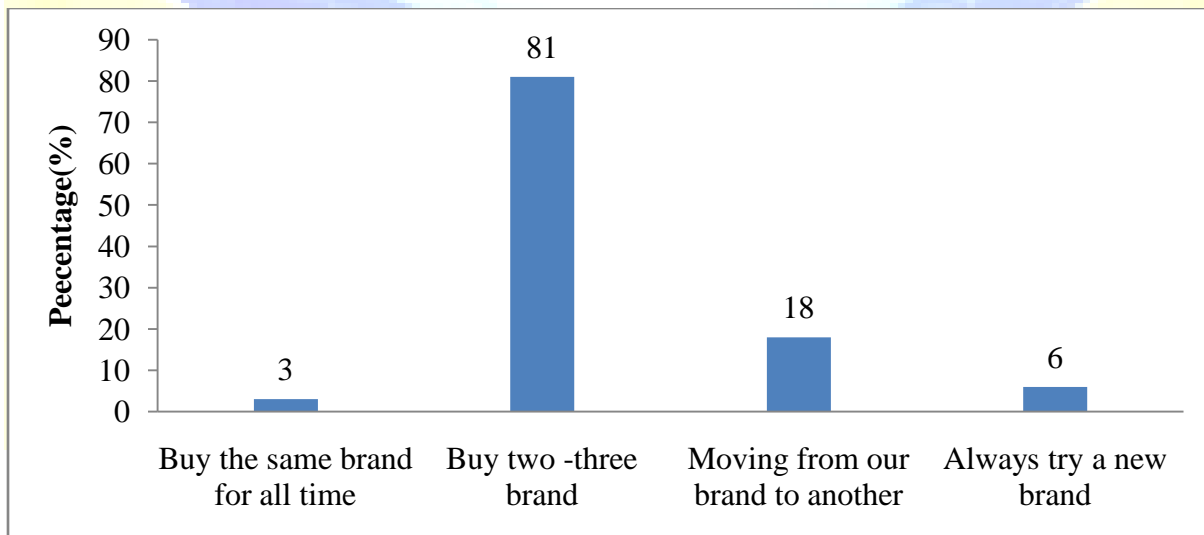


Figure 12: Reasons for buying the same brand

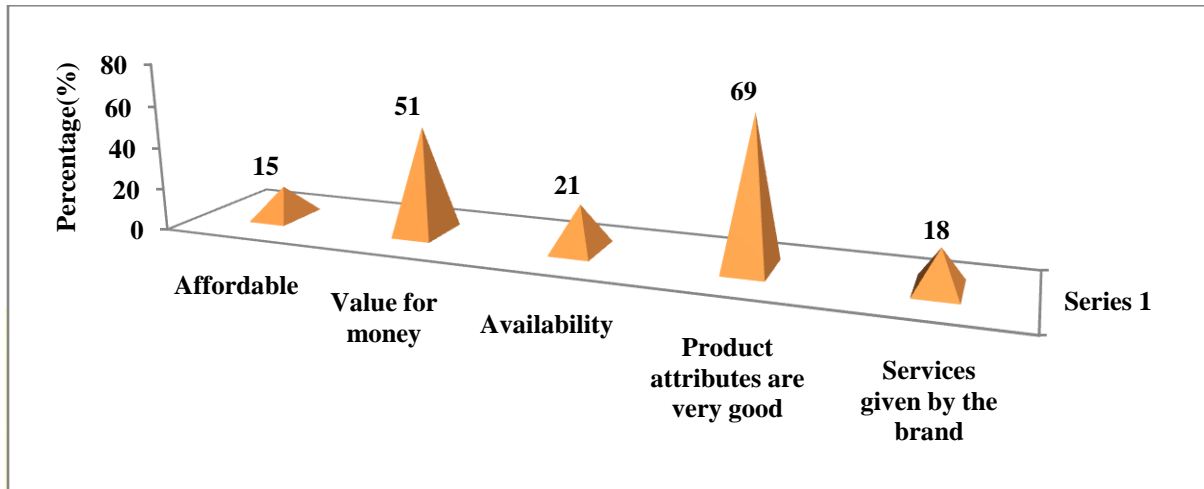


Figure 11 illustrates that people buy two- three brand at a time. Figure 12 shows reason of buying same brand as Product attributes are very good in terms of Quality, Durability, Comfortability and easy care. Reason for shifting two other brands are-sometimes the same brand is not available and products attributes are not suitable. They accept the brand because of knowledge of the brand, brand value and brand image.

*“If it is excellent performance and if someone asks me, I will tell them.”*

*Sanjay, employee Cap Gemini*

Figure13: Branded clothes bring extraversion behaviour

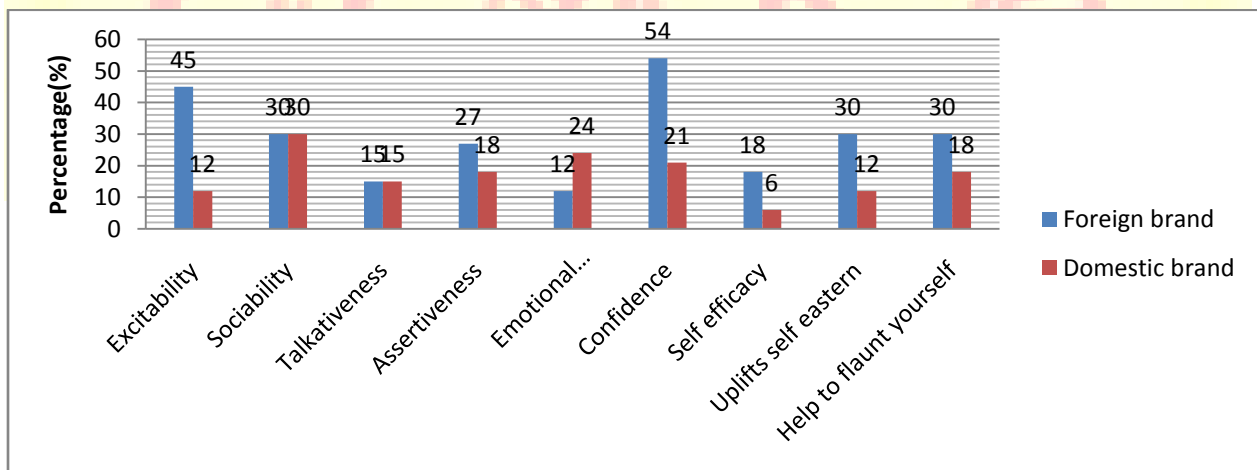


Figure 14: Branded clothes bring conscientiousness

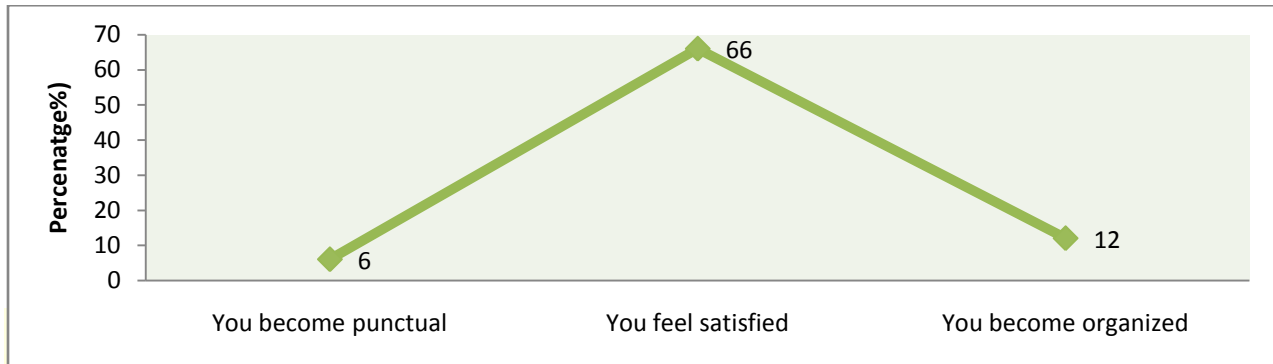


Figure 15: Figure Branded clothes enhance image

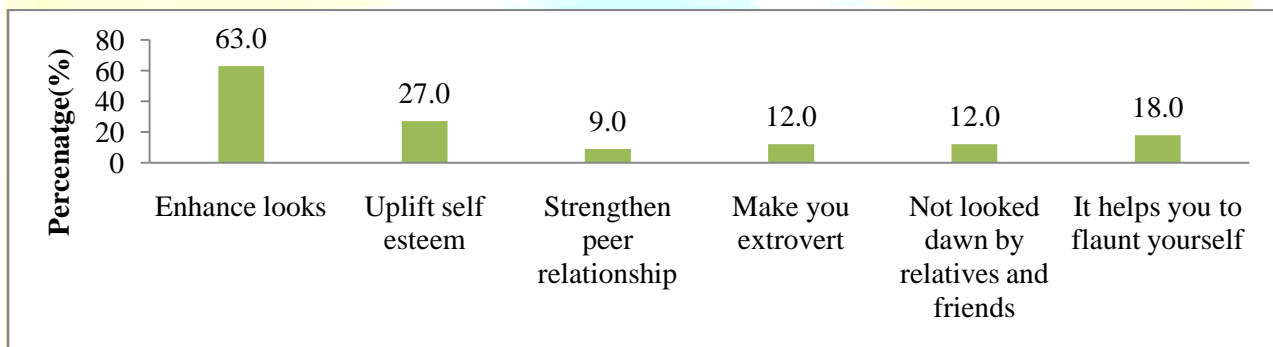


Figure 13 explains that by wearing branded clothes, employees of multinational companies feel confident and excited. Figure 14 shows they feel satisfied by wearing branded clothes and figure 15 shows that branded clothes enhance their looks and uplift their self esteem.

*“Branded clothes bring satisfaction and confidence-make me more social”*

*Sailesh kumar, employee-Dell computers Ltd (male)*

Figure 16: Problems in buying branded clothes

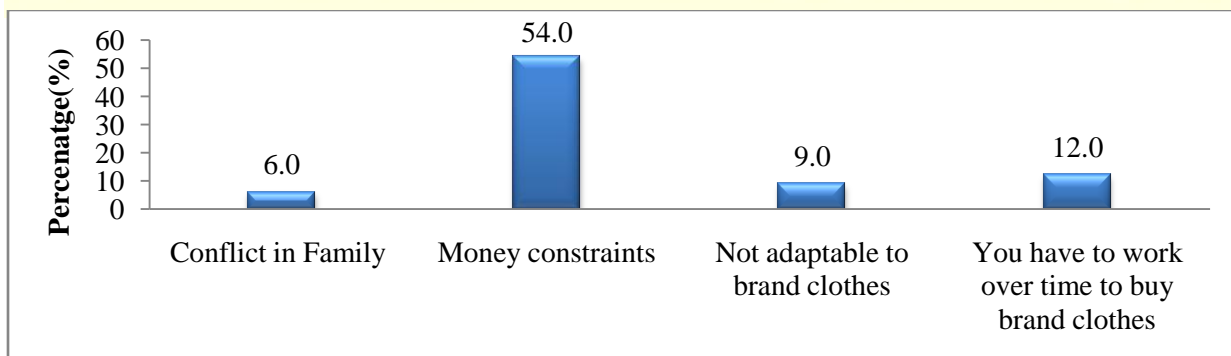


Figure17: Awareness about hazardous effects of branded clothes

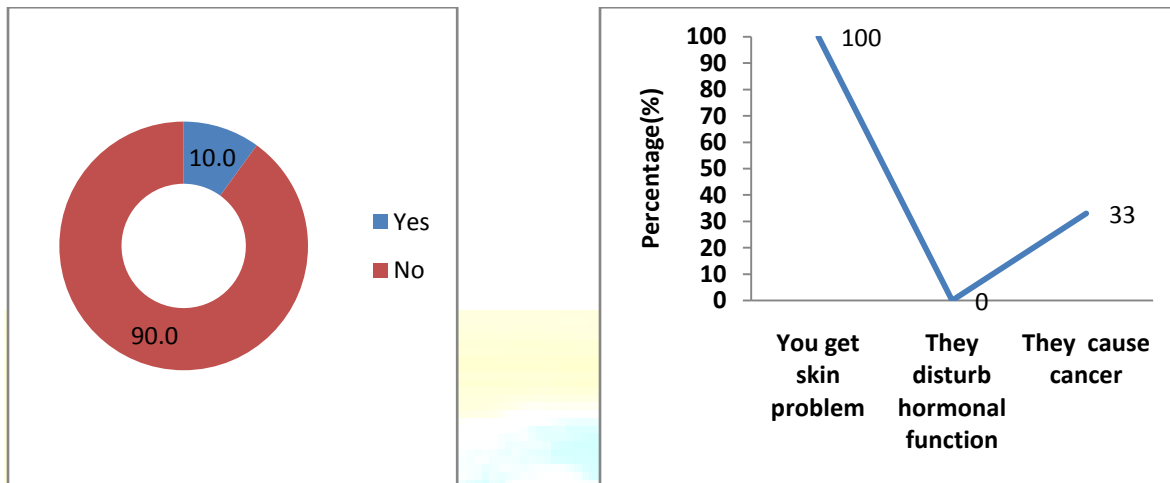


Figure 16 illustrates that money Constraints is the major problem in buying branded clothes. Non-availability of sizes and colours are the other problems for not buying branded clothes. Figure 17 show that most of the people do not know the hazardous effects of branded clothes. They only know that branded clothes can cause skin problems. Many people know about their harmful effects on environment as they pollute the rivers and channels and have harmful effect on flora and fauna. They say if they come to know about the hazardous effects of wearing branded clothes, they will not wear them at all or go for eco friendly garments. Recession in economy also affects the purchases of branded clothes. In such condition, they sometimes buy branded clothes.

*“...This year...not at all (buying clothes). Because I have been poor. But before hat, maybe one item every couple of month.”*

*Jai Mishra, employee TCS (male)*

## Conclusion

The Indian fashion industry is moving up and is witnessing an explosion of global fashion brands. With the conspicuous rise of the urban elite and an increasing number of billionaires, are able and willing to spend on high end luxury items. Today, branding has become a powerful tool in marketing. The brand provides a decision simplification function, a guarantee function, a personalisation, social and status function and a pleasure-giving function for consumers. Brand symbols lead to awareness of brand, brand associations, likeability and positive feelings and stronger memories for a brand .Social and personal reasons affect the underlying brand apparel

decisions .Despite many problems of buying branded clothing for the employees of multinational companies, they feel confident, extrovert and playful while wearing luxury brands.

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