

A STUDY ON THE INFLUENCE OF BRAND LOYALTY TOWARDS BRANDED APPARELS FOR MEN AT DINDIGUL

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ABSTRACT:

The purpose of this article is to study the influence of brand loyalty on apparel's buying behavior of consumers at Dindigul. Rising costs of living around the world cause consumers to stretch their incomes more thinly, meaning necessities are being weighed against apparel. Fashion must have value and purpose and truly resonate to the consumer. Strong brands with consistent powerful messages can create loyalty and a sense of worth that transcends the burden of choice. Branding may communicate several meanings to the consumer, which include the attribute, benefit, value, culture, personality, and user. In addition, branding will indicate the importance of loyalty, awareness, quality, association and others.

The success of a firm depends largely on its capability to attract consumers towards its brands. In particular, it is critical for the survival of a company to retain its current customers, and to make them loyal to the brand. The seven factors of brand loyalty are brand name, product quality, price, style, promotion, service quality and store environment. Questionnaires were used to interview the 400 respondents. Descriptive analysis, one-way ANOVA and Pearson Correlation were used in this study. The findings of this study indicated that brand name/Brand image has shown strong correlation with brand loyalty. The research results showed that there is a positive and significant relationship between factors of brand loyalty (brand name, product quality, price, promotion, service quality and store environment) with apparels brand loyalty.

Keywords: Brand loyalty, branded apparel, Factors of Brand Loyalty.

1. INTRODUCTION

A brand is the personality of a product, service or company and how it relates to key population: Customers, Staff, Partners, and Investors etc. Some people distinguish the psychological aspect of a brand from the experiential aspect. The experiential aspect consists of the sum of all points of contact with the brand and is known as the brand experience. The psychological aspect, sometimes referred to as the brand image, is a symbolic construct created within the minds of people and consists of all the information and expectations associated with a product or service. Jacoby and Kyner (1973) first defined brand loyalty as having six necessary conditions, these are 1) the biased (i.e., nonrandom), 2) behavioral response (i.e., purchase), 3) expressed over time, 4) by some decision-making unit, 5) with respect to one or more alternative brands out of a set of such brands, and 6) is a function of psychological processes. The key differentiation between repeat buying behavior and brand loyalty is the sixth requirement-psychological processes.

Light (1997) warns not to confuse repeat behavior with brand loyal behavior. He notes that repeat behavior can be bought through bribes such as price discounts and coupons. Bloemer and Kasper (1994) similarly differentiate between true brand loyalty and spurious brand loyalty. The purpose of this research is to investigate how the respondents are influenced by factors of brand loyalty towards branded apparel. Descriptive analysis, one-way ANOVA and Pearson Correlation were used in this study.

2. BRAND LOYALTY

The American Marketing Association

(AMA) definition of a brand is "a name, term, sign, symbol, or design, or a combination of them, intended to identify the goods and services of one seller or group of sellers and to differentiate them from those of competitors"

Brand loyalty is a consumer's preference to buy a particular brand in a product category. It occurs because consumers perceive that the brand offers the right product features, images or level of quality at the right price. This perception becomes the foundation for a new buying habit. Basically, consumers initially will make a trial purchase of the brand and, after satisfaction, tend to form habits and continue purchasing the same brand because the product is safe and familiar.

Aaker and Keller, 1990 believe that loyalty is closely associated with various factors, one of the main ones being the experience of use. Customers may be loyal owing to high switching barriers related to technical, economical or psychological factors, which make it costly or difficult for the customer to change.

Aaker (1991, p. 39) defines brand loyalty as the attachment that a customer has to a brand. Grembler and Brown (1996) describe different levels of loyalty. Keller (1998), defines Behavioral loyalty is linked to consumer behaviour in the marketplace that can be indicated by number of repeated purchases. In another point of view, customers may also be loyal because they are satisfied with the brand, and thus want to continue the relationship (Fornell, 1992)

Amine (1998) in her literature distinguishes two main approaches to define the loyalty construct: the behavioural one suggests that the repeat purchasing of a brand over time by a consumer expresses their loyalty, and; the attitudinal perspective which assumes that consistent buying of a brand is a necessary but not sufficient condition of 'true' brand loyalty and it must be complemented with a positive attitude towards this brand to ensure that this behaviour will be pursued further.

Brand loyalty is more than simple repurchasing. Customers may repurchase a brand due to situational constraints (such as vendor lock-in), a lack of viable alternatives, or out of convenience. Such loyalty is referred to as "spurious loyalty". True brand loyalty exists when customers have a high relative attitude toward the brand which is then exhibited through repurchase behavior. This type of loyalty can be a great asset to the firm: customers are willing to pay higher prices, they may cost less to

serve, and can bring new customers to the firm.

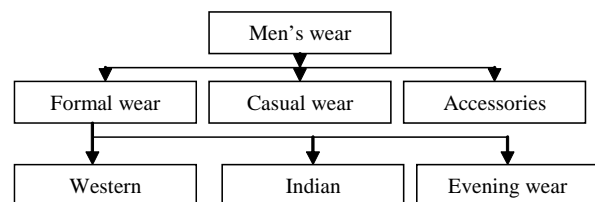
Thus, brand loyalty is a function of both behaviour and attitudes. It is a consumer's preference to buy a particular brand in a product category. It occurs because consumers perceive that the brand offers the right product features, image, or level of quality at the right price. This perception becomes the foundation for new buying habits. Consumers will initially make a trial product of the brand and, when satisfied with the purchase, tend to form habits and continue to purchase the same brand because the product is safe and familiar.

3. BRANDED APPAREL:

Branding is today an important marketing tool for manufacturers (Motameni and Shahrokhi, 1998). The values of a brand and the perceptions of it control purchasing patterns of products and services (Kotler et al., 2001). Apparel is especially a way of communicating one's self-image to the surroundings. The apparel industry is one business where branding is a common way for companies to differentiate from competition and gain competitive advantage.

According to Baskin, (2003), when a customer purchases a branded product, the purchase is carried out with the intention that the product and the brand shall reflect the buyer's image and lifestyle. This becomes a way to communicate ones personality. It can especially be observed within in the clothing industry where individuals' clothes reflect parts of his/her image.

Men's Apparel Segment is classifies as below:



The following brands are taken into consideration for the study. Local brand are not considered. The brands are Van heusen, Louis Philippe, Allen solly, Peter England, San Frisco, Park Avenue, Color Plus, Parx and Notting Hill, Classic Pola, Weekender, Arizona, Zodiac and Arrow brands.

4. FACTORS OF BRAND LOYALTY

Lau et al. (2006) in his article mentioned that there were seven factors that influenced consumers' brand loyalty towards certain sportswear brands. The factors were: brand name, product quality, price, style, store environment, promotion and service quality. In this study, researcher used the above seven factors to study for the branded apparel at Dindigul.

4. (a). Brand name:

A brand name is the base of a brand's image. Brands with strong images are able to influence customers' choices and control the marketplace. While the image associated with a brand name can be built with advertising over time, brand managers realize that a carefully created and chosen name can bring natural and instant value to the brand. Unrelated brand names contain no product meaning, create no constraints on the goods and services they can represent, but they often serve as poor reminders for communication effects stored in memory (Keller 1987, Keller 1991). Forming associations between the brand, the product, and its attributes should be the foremost task for emerging brands (Krishnan, 1996).

According to Kohli and Thakor (1997), brand name is the creation of an image or the development of a brand identity and is an expensive and time consuming process. The development of a brand name is an essential part of the process since the name is the basis of a brand's image. Brand name is important for the firm to attract customers to purchase the product and influence repeat purchasing behavior.

Choosing the proper brand name is a centerpiece in the introduction of a new product. A wisely chosen brand name can create a favorable image and help in creating and enhancing brand awareness (Keller, Heckler, and Houston 1998). Famous brand names can disseminate product benefits and lead to higher recall of advertised benefits than non-famous brand names (Keller, 2003).

4. (b). Product quality:

If a product fulfils the customer's expectations, the customer will be pleased and consider that the product is of acceptable or even high quality. If his or her expectations are not fulfilled, the customer will consider that the product is of low quality. This means that the quality of a product may be defined as "its ability to fulfill the customer's needs and expectations".

According to Sproles and Kendall (1986) Perfectionist or quality consciousness is defined as an awareness of and desire for high. Quality products and the need to make the best or perfect choice versus buying the first product or brand available. Jackson (1998) suggested that consumers expect high levels of product consistency (product durability) and value for their money. Hellofs and Jacobson's (1999) research has shown that product quality directly impacts market share.

According to Frings (2005), the components of product quality of fashion merchandise include size

measurement, cutting or fitting, material, colour, function and the performance of the merchandise.

Consumers may repeat the purchase of single brands or switch around several brands due to the real quality of the product sold. Fabric is important in apparel quality because it affects the customer's feel, texture and other performance aspects of the cloth.

4. (c). Price:

Price communicates to the market the company's intended value positioning of its product or brand. Price consciousness is defined as finding the best value, buying at sale prices or the lowest price choice (Sproles and Kendall, 1986).

According to Bucklin et al. (1998), price significantly influences consumer choice and incidence of purchase. He emphasized that discount pricing makes households switch brands and buy products earlier than needed. Price is described as the quantity of payment or compensation for something. It indicates price as an exchange ratio between goods that pay for each other. Price also communicates to the market the company's intended value positioning of its product or brand. Price has increasingly become a focal point in consumers' judgments of offer value as well as their overall assessment of the retailer (De Ruyter et al., 1999). Loyal customers are willing to pay a premium even if the price has increased because the perceived risk is very high and they prefer to pay a higher price to avoid the risk of any change (Yoon and Kim, 2000).

According to Cadogan and Foster (2000), price is probably the most important consideration for the average consumer. Consumers with high brand loyalty are willing to pay a premium price for their favored brand, so, their purchase intention is not easily affected by price.

4. (d). Style:

According to Sproles and Kendall (1986), fashion consciousness is generally defined as an awareness of new designs, changing fashions, and attractive styling, as well as the desire to buy something exciting and trendy. Berry (1994) offers styling perceptions as a possible interpretation of his unobserved product attribute. According to Abraham and Littrell (1995), a composite list of apparel attributes has been generated and one of the conceptual categories is style. When customers are purchasing new clothes, they tend to alter their mood and become happier and more satisfied when wearing them (Barnard, 1996).

According to Costantino (1998), People tend to purchase a branded item because it communicates

something about him or her through the design, packaging, price or even the effort they have made in the selection process of the desired product. Fashion and clothes are ways for people to differentiate themselves and declare a form of uniqueness (Barnard, 1996). Style is visual appearance, which includes line, silhouette and details affecting consumer perception towards a brand (Frings, 2005).

4. (e). Store Environment:

Milliman (1982) found that background music played in the stores affects attitudes and behaviour. The slow-beat musical selection leads to higher sales volume as consumers spend more time and money in a conducive environment. Lin and Chang (2003) studied that the channel convenience of the brands had significant influence on buying behaviour. This means that the accessibility to this product/brand in the store is important when purchasing low involvement products. Consumers will not go to another store just to find the brand. Instead, they will stay put and choose another brand.

According to Lovelock (2010), if consumers find the store to be highly accessible during their shopping trip and are satisfied with the store's assortment and services, these consumers may become loyal afterwards. Thus, a store's atmosphere is one of the factors that could influence consumer's decision-making.

4. (f). Promotion:

Promotion is a marketing mix component which is a kind of communication with consumers. Promotion includes the use of advertising, sales promotions, personal selling and publicity. Advertising is a non-personal presentation of information in mass media about a product, brand, company or store. According to Rowley (1998), promotion is an important element of a firm's marketing strategy. Promotion is used to communicate with customers with respect to product offerings, and it is also a way to encourage purchase or sales of a product or service.

According to Clow (2010), promotion is an important element of a firm's marketing strategy. Promotion is used to communicate with customers with respect to product offerings, and it is a way to encourage purchase or sales of a product or service. Sales promotion tools are used by most organizations in support of advertising and public relations activities, and they are targeted toward consumers as final users.

4. (g). Service Quality:

Service quality is a kind of personal selling, and involves direct interactions between salespeople and potential buyers. Consumers like to shop at specific stores because they like the services provided and are assured of certain service privileges.

Service quality is more difficult for the consumer to evaluate than goods quality; 2) Service quality perceptions result from a comparison of consumer expectations with actual service performance; 3) Quality expectations are not made solely on the outcome of the service; they also involve evaluations of the process of the service" (Parasuraman et al., 1985, p. 42)

The current study defines service quality as the service effect which is actually perceptible by consumers. A common definition of service quality is that the service should correspond to the customers' expectations and satisfy their needs and requirements (Gronroos, 1990). Concentrating on service quality is seen as critical in markets that offer similar products in the store commonly seen in grocery retail stores (Berry, 1995).

Service quality has been seen as critical for service firms to position themselves strongly in a competitive environment (Parasuraman, et al., 1985, Shemwell et al., 1998) and also as indicators of business performance (Hurley & Estelami, 1998). When faced with larger, powerful retail competitor, smaller stores could compete by improving service instead of competing on price (Klemz & Boshoff, 1999).

5. HYPOTHESES

This article focuses on the factors that influence consumers' brand loyalty towards a particular brand. Based on the factors that influence brand loyalty towards men's apparel, the following hypotheses are derived.

- H1: There is a significant and positive relationship between Apparels brand name and brand loyalty on consumer branded apparel.
- H2: There is a significant and positive relationship between Apparels quality and brand loyalty on consumer branded apparel.
- H3: There is a significant and positive relationship between Apparels price and brand loyalty on consumer branded apparel.
- H4: There is a significant and positive relationship between Apparels style and brand loyalty on consumer branded apparel.
- H5: There is a significant and positive relationship between Apparels promotion and brand loyalty

on consumer branded apparel.

H6: There is a significant and positive relationship between service quality and brand loyalty on consumer branded apparel.

H7: There is a significant and positive relationship between store environment and brand loyalty on consumer branded apparel.

6. METHODOLOGY:

6. (a). Research design:

The research design for the study is descriptive. Consumers of various socio economic groups have been interviewed for the research survey using a structured questionnaire. The study period was January 2011 to April 2011.

6. (b). Design of Questionnaire:

The purpose of this study is to find out the influence of brand loyalty on apparel's buying behavior of consumers at Dindigul. The questionnaire in English was developed and divided into three sections: brand loyalty, consumer's favorite apparel brands and factors which Influences brand loyalty. The Likert scale was used in the questionnaire: 1 indicates strongly disagree, 2 indicates disagree, 3 indicates neither disagree nor agree, 4 indicates agree and 5 indicates strongly agree. The result is derived from the highest mean score of factors of brand loyalty based on the respondents' answers.

6. (c). Reliability Analysis

Reliability analysis is the measure to test when the scale measures associated variables whether it is stable and consist. Specifically, refers to testing consistence extent of Scale internal various items and whether there is consistency between two metric. This study uses internal consistency of the indicators of scale reliability test. Internal consistency estimates methods are many. Often uses with Cronbach's coefficient to estimate. Generally, Cronbach's "α" is greater than 0.7 for a high reliability, below 0.35 is low reliability, 0.5 is regarded as the minimum acceptable level of reliability.

6. (d). Data Analysis

The common measures such as the total, mean, variance, frequency and percentage are used to analyse the data gathered through the questionnaires. Frequencies such as mean and percentage analysis were used to obtain the factors that influenced respondents' brand loyalty. In this study, ANOVA is used to determine whether there is any significant relationship between independent variables (brand name, product quality, price, style, promotion, service quality and store environment) and income of the respondents. One-way ANOVA is a

single-factor, fixed-effects model to compare the effects of one factor (Malhotra, 2007). This means that One-way ANOVA is used to determine the variability of the sample values by looking at how much the observation within each group varies as well as how much the group means varies.

Pearson Correlation was seen as appropriate to analyse the relationship between the two variables which were interval-scaled and ratio-scaled. Furthermore, correlation coefficients reveal magnitude and direction of relationships which are suitable for hypothesis testing (Malhotra, 2007). The researcher used Pearson correlation to test seven independent variables (brand name, product quality, price, style, promotion, service quality and store environment) that influenced consumer brand loyalty and to test if a relationship existed between the independent and dependent variables.

6. (e). Sampling Distribution Statistics:

Basic questions include the subject's age, sex, income, education, occupation and the favorite apparel brands. From the Samples structure, young people (40.5%) account for the overwhelming majority, because young people are the largest consumers of the apparel brands.

7. DATA ANALYSIS

Table 7.1 - Socio Economic profile of the respondents

This table reveals the respondents age distribution, marital status, educational qualification, Occupation and their monthly income.

Table 7.2 - Awareness of the apparel brands

The table 7.2 shows the awareness of different apparel brands. Peter England (rank-1), Classic Polo (rank-2) and Park Avenue (rank-3) are the well known apparel brands at Dindigul.

Table 7.3 - Consistency of using the same brand

This table reveals that 67.8 percent of the respondents are consistently using the same brand and 32.3 are not showing any consistency on branded cloth purchase.

Table 7.4 - Reasons behind the brand selection

From the table 7.4, researcher infers that 43.8 percent of the respondents are selecting the apparel based on brand name. 17.8 percent and 11.8 percent of the respondents are selecting the apparel based on Design/Style and Availability in the store respectively.

Table 7.5-Non-availability of the preferred brand

From the table 7.5, 63.3% of the respondents are Keep on going to other stores until to find out their consistently using brand..36.8% percent of the

respondents will purchase a Different Brand when their preferred brand is not available in the store.

Table 7. 6 - Reasons that cause brand switching

From the table 7.6, out of 147 respondents (who Will Purchase a Different Brand), 39(27%) respondents are switching their brand due to variety seeks. 26(17.6%) and 21(14.2%) respondents are switching brands due to new brand in the market and not satisfied with previous brand respectively. 17 (11.5%) respondents are switching their brand due to the promotional activities of the Company or the retail outlet.

Table 7.7 - Reliability Analysis of Factor of Brand Loyalty

Table 7.7 shows the Cronbach's Alpha of each variable. Store environment (0.863), Service quality (0.846) and Promotion (0.769) variables show a high degree of reliability.

Table 7. 8- Ranking Factor of Brand Loyalty

Table 7.8 shows that there were seven independent variable factors of brand loyalty that were tested by the researcher. The overall result shows that Brand name (rank - 1), Product quality (rank -2), Price (rank - 3) were the most important factor.

Table 7. 9 - Income Level versus Factors of Brand Loyalty

Table 7.9 shows the one-Way ANOVA analysis between the factors of brand loyalty and income level was executed. The objective of the analysis is to find out whether there is significant relationship between the variables. The results of the analysis are presented in Table 9. There are five variables that are significant which are brand name (.006), product quality (.022), Style (.021), promotion (.000) and service quality (.003). This shows that customers at Dindigul are giving importance to Brand name, Product Quality, Style, Promotion and Service Quality.

Table 7. 10 - Significance of brand loyalty factors with brand loyalty:

Brand name has a positive relationship with brand loyalty ($r = 0.0889$, $p = 0.000$). The correlation between these two variables is shown in Table 7.10. This indicates that customers are how much concentrate on branded apparels. Product quality was shown a positive relationship with brand loyalty ($r = 0.866$, $p = 0.000$). The study revealed that product quality plays a significant role in influencing consumers to be brand loyal customers. Price is having a low positive correlation with brand loyalty ($r = 0.362$, $p = 0.006$). This indicates that customers at

Dindigul town are price conscious though they prefer branded apparels. However, the result showed that there was no relationship between style and brand loyalty ($r = 0.527$, $p = 0.141$). From the seven variables identified, style was not considered an important factor to be loyal to branded cloths.

Store environment was positively related to brand loyalty ($r = 0.814$, $p = 0.001$). The Store environment is considered one of the factors that can influence consumer brand loyalty. From this study, it is observed that consumers paid much attention to store attributes such as products display, variety of selection, parking space, easily accessible by car/two wheeler in purchasing cloths.

The results showed that promotion and brand loyalty were positively related ($r = 0.823$, $p = 0.002$). Promotion was considered as one of the most important factors in determining a Consumers' brand loyalty. It includes the use of advertising, sales promotion, personal selling and publicity. The results also showed that service quality and brand loyalty had a positive relationship ($r = 0.826$, $p = 0.001$). Service quality was an important factor in influencing and encouraging consumers to support a store. The results indicated that the salesperson -consumer relationship will generally result in long-term orientation of consumers toward a store.

8. FINDINGS AND DISCUSSIONS

- ❖ Peter England, Classic Polo and Park Avenue are the well known brands at Dindigul.
- ❖ Majority of the respondents (63.3%) are Keep on going to other stores until to find out their consistently using brand. This shows the brand loyalty behaviour of the customers at Dinigul town.
- ❖ New brands in the Market, Variety and not satisfied with previous brand are the factors influencing the customers to switch the brand.
- ❖ Brand name is the major influencing factor to choose the branded cloths followed by Product quality and Price.
- ❖ Product quality, promotion, store environment and service quality as relevant factors attributable to brand loyalty. All these factors showed positive relationships with brand loyalty except style which had no relationship.
- ❖ Though the customers prefer branded cloths still they are price conscious.
- ❖ The results obtained from this study are similar to some other different studies conducted in this brand loyalty behaviour. For example, the results of Wong and Yahyah (2008) on the Influence

of Brand Loyalty on Consumer Sportswear were similar to this study. Dr. Hamza Salim Khraim (2010) study about Cosmetics Buying Behavior of UAE Female Consumers also reveals the same result. The Results of Shaharudin (2010) study goes along with this study in terms of the relationship between extrinsic attributes of product quality with brand loyalty.

9. CONCLUSION:

The research showed that it was difficult to maintain consumer loyalty for apparel brands because there were many forces representing consumers away such as competition, advertisement, sales promotional activities of firms, consumers' thirst for variety seeking, Fashion and trends, celebrities influence, etc. From the analysis of this study, it was shown that there are six factors of brand loyalty that were appropriate in the Malaysian environment which are, the brand name, product quality, price, promotion, service quality and store environment.

So marketers should find it useful to understand how loyalty factors influence the consumer-buying behavior in the marketplace, which can help in segmenting consumers and markets for their brands and marketing communication. Moreover, by identifying the brand personalities that attract consumers, companies can identify what customers look for in a product, which may help to improve brand image of the product.

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APPENDIX

Table 7.1 - Socio Economic profile of the respondents

S.No	Variable	Attributes	Frequency	Percentage
1	Age of the respondents	Below 20	162	40.5
		20-30	95	23.8
		30-40	78	19.5
		40-50	48	12.0
		50 and above	17	4.3
		Total	400	100.0
2	Marital status	Married	218	54.5
		Unmarried	182	45.5
		Total	400	100.0
3	Educational qualification	Below 10 th standard	23	5.8
		+2	75	18.8
		UG	66	16.5
		PG	121	30.3
		Diploma/Certificate	68	17.0
		Others	47	11.8
		Total	400	100.0
4	Occupation	Student	87	21.8
		Computer Operator.	8	2.0
		Teacher	61	15.3
		Govt. employee	81	20.3
		Nurse	8	2.0
		Private employee	6	1.5
		Lab Technician	6	1.5
		Doctor	72	18.0
		Front office	64	16.0
		others	7	1.8
		Total	400	100.0
5	Monthly income level	Below 5000	12	3.0
		5000-10000	26	6.5
		10000-15000	61	15.3
		15000-20000	88	22.0
		20000-25000	158	39.5
		25000 and above	55	13.8
		Total	400	100.0

Source: Primary data

Table 7.2 - Awareness of the apparel brands

Brands	Frequency	Rank
Peter England	389	1
Classic Pola	380	2
Park Avenue(Raymond)	371	3
Arrow	356	4
San Frisco	341	5
Zodiac	330	6
Arizona	314	7
Color Plus	300	8
Weekender	290	9
Van heusen	287	10
Louis Philippe	254	11
Allen solly	234	12
Parx	210	13
Notting Hill	119	14

Source: Primary data

*Multiple responses.

Table 7. 3**Consistency of using the same brand**

Attributes	Frequency	Percent
Yes	271	67.8
No	129	32.3
Total	400	100.0

Source: Primary data

Table 7. 4 -**Reasons behind the brand selection**

Attributes	Frequency	Percent
Popularity	26	6.5
Brand name	175	43.8
Current Trends	39	9.8
Availability	47	11.8
Design/ Style	71	17.8
Material	42	10.5
Total	400	100.0

Source: Primary data

Table 7. 5**Non-availability of the preferred brand**

Attributes	Frequency	Percent
Will Purchase a Different Brand	147	36.8
Will Keep Going to Other Stores Until to find out their Consistently Using Brand	253	63.3
Total	400	100.0

Source: Primary data

Table 7.6
Reasons that cause brand switching

Attributes	Frequency	Percent
Variety	39	27
Current fashion	13	8.8
Not satisfied with previous brand	21	14.2
Quality	11	7.4
On impulse	14	9.5
New brands in the Market	26	17.6
Promotional activities	17	11.5
Any other	06	4.0
Total	147	100.0

Source: Primary data

Table 7.7
Reliability Analysis of Factor of Brand Loyalty

Variables	Cronbach's Alpha(coefficient alpha)
Brand name	0.719
Product quality	0.643
Price	0.604
Style	0.623
Store environment	0.863
Promotion	0.769
Service quality.	0.846

Table 7. 8
Ranking Factor of Brand Loyalty

S.no	Variables	Factor of Brand Loyalty	Mean	Rank
1	Product Quality	Q1.The size of brand fits me very much. Q2.The materials used by the brand are comfortable. Q3.The brand has sufficient colour. Q4.The brand has good functional quality Mean	3.64 3.98 3.68 3.74 3.76	2
2	Style	Q1. The brand provides wide variety of styles. Q2. Styles of the brand are suitable for me. Q3. Styles of the brand have distinctive features. Q4. Styles of the brand are trendy and fashionable Mean	3.34 3.38 3.39 3.33 3.36	4
3	Brand Name	Q1. The brand is reputable. Q2. Brand Name and Image attract me to purchase. Q3. Brand Name is selected regardless of price. Q4. Brand reflects my own personality. Mean	3.66 3.95 3.93 3.65 3.79	1
4	Store Environment	Q1. The brand has good store location. Q2. The brand has sufficient outlets. Q3. The interior display is attractive. Q4. Colour and music inside the store are attractive Mean	3.21 3.21 3.22 3.11 3.19	7
5	Service Quality	Q1. Salesperson of the store is well-trained. Q2. Salesperson of the stores willing to help. Q3. Salesperson of the store friendly and polite. Q4. Salespersons of the stores have neat appearance Mean	2.75 3.23 3.32 3.64 3.24	5
6	Promotion	Q1 Ads of the brand is attractive Q2. Ads of the brand attract me to purchase. Q3. Window displays are attractive. Q4. Celebrities in the ad influenced me to go for the brand. Mean	2.91 2.95 3.43 3.59 3.22	6
7	Price	Q1. Increases of price not delay me to purchase. Q2. The brand provides goods value for money. Q3. Whatever be the price I go for my brand Mean	2.81 3.77 3.58 3.39	3

Table 7. 9
Income Level versus Factors of Brand Loyalty

Income Level (in rupees)	Brand name	Product Quality	Price	Style	Store	Promotion	Service Quality
	Mean	Mean	Mean	Mean	Mean	Mean	Mean
Below 5000	3.42	3.42	3.08	3.25	3.67	2.75	3.00
5000-10000	3.54	3.62	3.13	3.15	3.69	2.85	3.15
10000-15000	3.99	3.87	3.13	3.56	3.70	3.34	3.62
15000-20000	3.65	3.63	3.29	3.17	3.84	3.03	3.21
20000-25000	4.04	4.00	3.24	3.68	3.82	3.56	3.66
25000 and above	3.80	3.80	3.32	3.27	3.88	3.16	3.36
F- Value	3.286	2.673	.519	2.695	.446	4.676	3.727
Sig (0.05)	0.006	0.022	0.762	0.021	0.816	0.000	0.003

Table 7. 10
Significance of brand loyalty factors with brand loyalty

	Variables	Pearson Correlation	Sig. (2-tailed)
1	Brand name	0.889	0.000
2	Product quality	0.866	0.000
3	Price	0.362	0.006
4	Style	0.527	0.141
5	Store environment	0.814	0.000
6	Promotion	0.823	0.002
7	Service quality	0.826	0.001

Significant at 0.01 level