Impact of Brand Attributes on Consumers’ Conative Attitude - A Study for Indian Apparel Industry

Sushil Raturi¹ and Rakhi Raturi²

¹Professor, Department of Fashion Management Studies, NIFT Mumbai, India.
²Research Scholar, ITM University, India.


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ABSTRACT
The presence of a large number of apparel brands has made the apparel business highly competitive, with each brand exploring to provide something unique to the customer in product or service. The brands are trying to find out important attributes in a product that leads to the actual purchase of a product. The research attempts to provide answers to these concerns of the brand. The purpose of this study is to explore the key attributes of apparel brands which have an impact on the customers’ purchase of the apparel brand. The main focus of this quantitative study is to measure the impact of Brand name, Brand personality, Brand satisfaction and Store image of an apparel brand on one of the aspects of customers’ conative behaviour i.e. purchase. A questionnaire was prepared and pilot survey was conducted to finalize the questionnaire followed by data collection from one thousand customers. The finding of this study shows that brand name, personality and brand satisfaction have a significant relationship with purchase while the role of store image was found to be insignificant in influencing customers’ purchase.

KEYWORDS: Brand personality, Brand satisfaction, Brand name, Store image, Conative.

BIBLIOGRAPHY


