

## FACTORS AFFECTING THE PURCHASE OF BRANDED APPARELS: A STUDY OF LUDHIANA CITY

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*The study on factors affecting the purchase of branded apparels in Ludhiana city was undertaken with the objective to find the preferred segment for branded apparels and the various indicators for the purchase of branded apparels. The preferred segment and indicators in branded apparels were found by using Friedman Two way ANOVA. The various factors regarding the rationale for purchase of branded apparels were extracted by using Factor Analytic Approach. For meeting the objectives primary data was collected from 200 consumers with the help of questionnaire. From the study it was found that consumers are brand conscious and prefer branded apparels over non-branded apparels. Respondents also believed that branded apparels offered them a blend of style with quality and comfort.*

**Keywords:** *Branded Apparels, Factor Analysis, Friedman Anova, Status Symbol*

### INTRODUCTION

Over the past few years India's apparel retail industry has transformed a lot. More and more people are switching over to branded apparels than the non-branded ones. Increasing incomes of consumers, improved purchasing power, higher literacy level, globalization, organized retailing, look good - feel good styles and consumer consciousness towards fashion are some of the important factors which create demand for branded apparels in India. These days international, national and store brands have established themselves in Indian apparel industry.

Branded apparels have captivated the market of both menswear and women's wear and are slowly catching up in children wear segment. ([www.business.mapsofindia.com](http://www.business.mapsofindia.com)). Media and promotions have been the greatly responsible for the brand awareness and consciousness among the modern consumers. When they are out for shopping in a chic

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shopping mall they are sure to visit one of the big brands to buy a pair of jeans or a shirt from the shop. Today the youth are eager to shell out a fortune to buy branded cloths. The common concept is that the clothing brands provide high quality and great comfort, convenience and good looks.

Consumer preference for branded apparels may be the result of self concept. Self concept means an individual's perception about self. It is considered as a fundamental determinant of all human behaviour. The person's self concept is reflected in his or her consumer behaviour (Lau and Phan, 2007). The brands serve as symbols that generate desired responses from other individuals (Landon, 1974). Hence, the self concept can be reflected by brand choice (Goldsmith et al., 1999). Due to the influx of foreign culture, Indian consumers seek to follow western styles by purchasing foreign brands (Batra et al., 2000; Kinra, 2006). Today, the notion about self is embedded in the concept of need for uniqueness (Fromkin, 1970). A consumer tends to express this need by the possession and display of novel and unique consumer products (Vikkaraman and Sumathi, 2012). The consumer choice of branded apparels may also be based on the perceived quality (Doyle, 2001). The perceived quality of apparels may include reliability and durability (Gabor and Granger, 1996). Another reason for choice may be that the brand names generally have a higher symbolic and emotional measuring in India (Johansson, 1997). The brand is said to have an emotional value when it makes the consumer feel good; gives him pleasure and makes him want to use it.

The modern consumer values functionality, fitness for purpose and efficiency, cultural change and new lifestyles (Hartley and Montgomery, 2009). Apparel is often used for its symbolic value reflecting the personality and status of the user. When the apparel holds a designer brand, it may be perceived as an ostentatious display of wealth. Thus consumers are motivated by a desire to impress others with their ability to pay high prices for prestigious products (Solomon, 1983; Prendergast and Wong, 2003).

The cultural change in buying apparel from low price brands to designer brands in emerging markets has been almost institutionalized in a family environment. (Seock and Bailey, 2009). Shopping behavior of consumers is influenced by the attributes of social cognitive theory that explains how variables such as self-regulation and self-efficacy direct the spending behavior and determine consumer lifestyles. The theory emphasizes that people do not learn behaviour solely by trying them and either by succeeding or failing but rather, upon the replication of actions of others (Bandura, 1985). The



lifestyle theory combines consumer demographics with psychological characteristics. It deals with everyday behaviorally oriented facets of people as well as their feelings, attitudes and emotions (Plummer, 1974). The social learning theory explains this phenomenon as positive reinforcement and it occurs when a behaviour (response) is followed by a favorable stimulus (commonly seen as pleasant) that increases the frequency of that behavior (Lam, et al, 2010).

Besides manufacturer's brands many store brands have emerged rapidly in the fashion market considering the preference for brands (Bharadwaj and Fairhurst, 2010). The choice for a store brand may depend upon perceived image of store (Liljander et al, 2009; Labeaga et al, 2007), loyalty to the retailer (Martos and Gonzalez, 2009), positive and negative consumption experiences (Torres et al, 2001), quality of sales and service personnel (Terblanche and Bosh off, 2005), price advantage, and range of products to exercise buying options, and loyalty and trust related factors (Liu and Wang, 2008; Luijten and Reijnders, 2009 and Oubina et al, 2007).

## **REVIEW OF LITERATURE**

Before initiating any study, a critical and thorough insight of the studies already conducted relating to the topic of the problem is imperative for conceptual clarity and methodological improvement in the research work to be conducted. In this backdrop, the studies already conducted related to the topic of present study were reviewed. **Belleau and Nowlin (2001)** found that buying pleasure of consumers to stand unique with fellow consumers was a strong behavioral driver for designer apparel manufacturers. Fashion apparel consumers showed favorable attitude towards exotic fashion apparel products and higher purchase intention. It was observed that consumers leaning towards buying designer apparel showed higher cognitive motivations and a different shopping orientation from their followers. **Torres et al (2001)** found that response to the store brands appeared to be more complex in nature than a simple affective summary of the relative frequencies of positive and negative emotion during consumption experiences. **Bianchi (2002)** found that the relation between clothes and identity is perceived by the consumers from the perspective of their values generated in various social interactions. Consumers get involved in exhibiting fashion and lifestyle as an aesthetic way of presenting their personality. Hence, clothing is often considered as an opportunity for communicating a new order of identity of a person. In this process there are both cognitive and affective incentives that translate into potential welfare gains for the consumer in a given social and work related environment. **Labeaga (2007)** found that

manufacturers make available their brands in various stores, and as such they do not affect loyalty to a particular store. Own brands in fashion and apparel on the contrary are believed to possess the power to enhance loyalty in reference to the store they are associated with. The brand name thus influences consumers' overall quality perceptions of the product. **Oubina et al (2007)** found that the store brands for fashion apparel in a large number of markets have been favored by a set of factors that include actions by manufacturers and distributors on price and differentiation, market competition at both a manufacturer and a retailer level, and the economic-financial results of the latter for the product categories in which they work with the store brands. **Liu and Wang (2008)** inferred that attitude of consumers towards store brands is determined by more positive store image, price advantage, range of products to exercise buying options, and loyalty and trust related factors. **Pinheiro (2008)** concluded that one of the principal drivers of consumer behavior towards fashion apparel is the dominance of social interactions. The involvement of consumers in fashion products depends not only on their own perceptions but also on peers' response to their personality and change proneness. **Seock and Bailey (2009)** found that television and celebrities also play a significant role in influencing adolescents' clothing choices irrespective of gender categories. Among the most common two forms of media that children largely use were magazines and television while, teens primarily influenced by visual merchandising. **Tay (2009)** found that fashion magazines are the perfect medium to influence the fashion adaptation within the larger thesis of global-local effects. These magazines along with television fashion shows influence consumers on the process of fashion adaptation, which begins with product conceptualization and self-esteem in the society. **Groeneveld (2009)** found that Fashion magazines have become emblematic of feminism, a form of 'third-wave' feminist engagement that revalues activities and interests traditionally associated with femininity, such as knitting, fashion clothing, and make-up. **Liljander et al (2009)** considered essential that the store image, associated with the parent brand, somehow supports the store-branded product category and mitigates the perceived risk of buying the category. **Stanforth (2009)** found that consumer perceptions on buying fashion apparel are based on five factors that include perceptual leadership and perceived role models in the society, matching attire status to employment and workplace ambience, socialization with peers and people they like, self-esteem and fun, and respectful treatment in the society. **Rucker and Galinsky (2009)** concluded that consumer experience with high socio-economic power perceptions create qualitatively distinct psychological motives towards buying designer apparel that develop unique consumption patterns. **Jansson and Power (2010)** analysed that besides retail stores,



fashion and design-based industrial actors also contribute to creating images and myths that support consumers' orientation towards buying fashion apparel. **Pentecost and Andrews (2010)** found that the younger generation in the present context has higher purchase frequency and impulse buying as compared with other cohorts in the society.

The Perusal of the above reviews shows that no research took place which studied choice for various segments of branded apparels or analyzed the indicators of purchase of branded apparels. Hence this study was a step to cover this gap.

### **Need For the Study:**

In present era we live in fashionable and modern India. Everybody wants to look stylish in modern India. Increase in purchasing power and literacy level among consumers makes them easy to find out what is new in clothing and now consumers have the ability to purchase costly branded apparels to look stylish. Now consumers give much preference to branded apparels as compared to unbranded ones. So the need for study arises to find out what are the factors which consumers consider while giving preference to branded apparels and which segment of branded apparels they mostly prefer.

### **Objectives of the Study:**

1. To rate the most preferred segment in branded apparels with regard to the age of the respondents.
2. To list the various indicators which help in purchase of branded apparels.
3. To study factors influencing the purchase of branded apparels.

### **Research Hypothesis:**

*H01: The preference of branded apparels according to their classification does not vary significantly on the bases of the Age of the respondents*

*H02: There is no significant difference between Age of the respondents and the preference of branded apparels*

## **DATABASE AND METHODOLOGY**

### **Sample**

200 respondents who were the consumers for branded apparels were chosen on the basis of convenience sampling.

### ***Survey Instrument***

In order to unfold the various factors and indicators for the purchase of branded apparels the information was sought from the consumers using branded apparels, chosen on the basis of their willingness to respond by visiting malls like Westend Mall, Ansal Plaza and Flamz and by visiting apparel stores in Model Town, Sarabha Nagar and Ghumar Mandi area of Ludhiana. This entailed conducting an extensive study to address the research questions through primary survey. Questionnaire was assumed to be the best means for collecting the data. Keeping in view the objectives to be achieved, the survey was carried out through a non-disguised structured questionnaire having close-ended and dichotomous and likert -scale based questions that were prepared in a multi-stage process. The prior studies branded apparels were reviewed to identify its various facets. The final survey instrument was developed to portray the salient elements of existing body of knowledge on the branded apparels.

To ensure the accuracy and applicability of the scale, in the current study, all genuine efforts have been made by relying on the validity and reliability techniques. For this purpose, the survey instrument was pretested in two stages. In *stage one*, three professors from the field of marketing and research studies evaluated the questionnaire. Based on their feedback, some modifications were made in the questionnaire. In *stage two*, a 'pilot survey' was conducted in case of five respondents who purchased branded clothes. After the pilot survey, certain modifications again were introduced in the questionnaire and finally modified questionnaire was used for the detailed study.

Since the reliability value of the scale should be at least 0.6, the reliability test was undertaken by examining the item to total correlation to get a set of reliable scale items that finally yielded a set of 12 statements with reliability value of .813.

### ***Testing Methodology***

Depending upon the nature and availability of data, various statistical and data analysis techniques were applied. To arrive at pertinent analysis, the collected data was put to statistical analysis using SPSS 16. For analyzing the data, the techniques used were Ranking and Scaling Techniques like Friedman ANOVA and Factor Analysis.

## **RESULTS AND DISCUSSION**

The results have been discussed in this section wherein the preferred segment for branded apparels and the various indicators for the purchase of branded apparels were

discussed by using Friedman ANOVA. The various factors regarding the rationale for purchase of branded apparels were extracted by using Factor Analytic Approach. The detailed discussion on each of the objectives is given in the following tables.

### DEMOGRAPHIC PROFILE OF RESPONDENTS

Table 1 indicates the age of the respondents using Branded apparels. The age is segregated into 14-24 years, 25- 34 years, 35-44 years and 45-60 years, wherein out of the sample of 200 respondents majority lie in the age group of 25-34 years of age followed by 35-44, 45-60 and 14-24. Also, the majority of the consumers of branded apparels were found to lie in the income group of above 40001 slab, which proves that the youngsters who belonged to the upper middle class were inclined to the purchase of branded apparels. The respondents were divided equally between males and females.

**TABLE 1: Profile of the Survey Respondents**

Demographic Factors	Number of Respondents	Percentage of Respondents
<i>Age of the Respondents(Years)</i>		
15-24	36	18
25-34	71	35.5
35-44	56	28
45-60	37	18.5
<b>Total</b>	<b>200</b>	<b>100</b>
<i>Income of Respondents( per month)</i>		
10000-20000	35	17.5
20001-30000	36	18
30001-40000	56	28
Above 40001	73	36.5
<b>Total</b>	<b>200</b>	<b>100</b>
<i>Gender</i>		
Male	100	50
Female	100	50
<b>Total</b>	<b>200</b>	<b>100</b>

### DEGREE OF PREFERENCE OF BRANDED APPARELS

To know the extent of preference of the respondents for the purchase of branded apparels an opening question was asked. Table 2 reveals that majority of the respondents (89.5



percent) preferred branded apparels over the non branded apparels. This shows that the respondents were brand conscious.

**Table 2: Preference of Branded Apparels**

Particulars	Frequency	Percentage
Mostly preferred	91	45.5
Preferred	88	44.0
Neutral	9	4.5
Moderately Preferred	12	6.0
Least Preferred	-	-
<b>Total</b>	<b>200</b>	<b>100.0</b>

### RELATIONSHIP BETWEEN GENDER OF THE RESPONDENTS AND PREFERENCE OF BRANDED APPARELS

To check the relationship between gender of the respondents and their preference of branded apparels, independent t- test was applied. The results of t- test are shown in table 3. The variances for the two groups are equal i.e. Significance level is  $>0.05$ , so output in the Equal Variances assumed row is used. Since the significance value for 2-tailed t- test for equality of means is  $> 0.05$ , the null hypothesis stating that there is no significant difference between gender and the preference for branded clothes is accepted.

**Table 3: Independent samples t- test**

Preference of Branded Apparels	Levene's Test for Equality of Variances		t- Test for Equality of Means						95 % confidence interval of Difference	
	F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper	
Equal variances assumed	.124	.726	.174	198	.862	.02000	.11510	-.20698	0.24698	
Equal variances not assumed			.174	197.985	.862	.02000	.11510	-.20698	0.24698	



## PREFERRED SEGMENT WHILE PURCHASING BRANDED APPAREL

Branded apparels are available in various segments viz. corporate, casual, sports and designer. To know the preferred segment while purchasing branded apparel, the respondents were asked to rate the various segments in accordance to their significance. Rank 1 depicts the most preferred and rank 5 depicts least preferred segment. Table 4 suggests that the most preferred segment in branded apparels was the Corporate segment followed by Designer wear, Ethnic, casual and Sportswear.

**Table 4: Preferred Segment in Branded Apparels: Results of Friedman Two Way Anova**

Preferred Segment in Branded Apparels	Mean	S. D.	Rank
ETHNIC	3.0300	1.20681	3
CORPORATE	2.7450	1.22371	1
CASUAL	3.0350	1.17929	4
SPORTS	3.4100	1.41133	5
DESIGNER	2.7600	1.86003	2

**Notes:** The mean is the average on a scale of 1 is Most Preferred and 5 is Least Preferred; SD=Standard Deviation; Scores are significantly different on Friedman two-way ANOVA test ( $p < 0.001$ ); N=200

## INDICATORS FOR PURCHASE OF BRANDED APPARELS

A consumer may be influenced by various indicators like quality, design, brand name, store environment etc while purchasing branded apparels. To study the various indicators or pointers that lead the respondents towards the purchase of branded apparels Friedman Two way Anova was used. Rank 1 depicted the most significant indicator and rank 9 depicted the least significant pointer. Table 5 reveals that the most significant indicator according to the respondents was Quality followed by Brand name, Design, Uniqueness, Promotional Offers, Brand value, Price, Store Environment and Variety. This shows that the consumers preferring branded apparels are quality and brand conscious and believe that branded apparels provide them with designer clothes with the element of uniqueness along with promotional schemes.

**Table 5: Indicators for Purchase of Branded Apparels**

Indicators	Mean	SD	Rank
QUALITY	3.9700	2.04941	1
DESIGN	4.3500	2.80658	3
BRAND NAME	4.1550	2.84454	2
STORE ENVIRONMENT	5.5400	2.27470	8
PROMOTIONAL OFFERS/ GIFTS	5.0200	2.49413	5
PRICE	5.2700	2.28983	7
VARIETY	6.0050	2.42578	9
BRAND VALUE	5.2450	2.61326	6
UNIQUENESS	4.9050	2.72453	4

**Notes:** The mean is the average on a scale of 1 is Most Preferred and 9 is Least Preferred; SD=Standard Deviation; Scores are significantly different on Friedman two-way ANOVA test ( $p < 0.001$ );  $N=200$

### FACTORS AFFECTING PURCHASE OF BRANDED APPARELS

In the present study, we have computed Cronbach's Alpha and its value was found to be .813, ensuring reliability of the used scale. A sample of 200 observations against 12 variables was taken into consideration, thus qualifying the adequate sample size requirement for a stable factor solution. Further, correlation matrix was computed and substantial number of correlations were found greater than 0.40. Then, anti-image correlations were calculated and it was observed that these were very low indicating that true factors existed in the data. In the present study the computed value of KMO statistic was .821 ensuring the suitability and appropriateness of the collected data for the application of factor analysis. In our study, Bartlett test's chi-square value was 760.649, which was found to be highly significant indicating adequacy of data for application of factor analysis.

By using Principal Component Analysis (PCA) and Latent-root criterion for extraction and retention of factors respectively, only four components emerged with the Eigen values greater than 1. Further, the component matrix (without rotation) was constructed. The factor loadings greater than 0.45 were retained (ignoring signs). The principal factors were orthogonally rotated using Varimax rotation method. Table 6 contains the Total variance:



**TABLE 6: Total Variance Explained by Initial Eigen Values before and after Varimax Rotation**

Component	Initial Eigen values and Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Initial Eigen Values	% of Variance	Cumulative %	Final Eigen Values	% of Variance	Cumulative %
1	4.275	35.628	35.628	3.100	25.832	25.832
2	1.425	11.878	47.506	2.089	17.411	43.243
3	1.158	9.649	57.155	1.645	13.711	56.953
4	1.141	9.505	66.660	1.165	9.706	66.660

Perusal of Table 4 revealed that there are four factors which accounted for 66.66 percent variance. The percentage of variance explained by the factors 1, 2, 3 and 4 was 25.832, 17.411, 13.711 and 9.706 respectively. All the communalities were above 0.45 and many of them were above or very close to 0.7. It was finally found that the variables  $X_3, X_5, X_6, X_7, X_8, X_9$  loaded on factor 1, the variables  $X_2, X_4, X_{11}$  were loaded on factor 2,  $X_1, X_{12}$  were loaded on factor 3, and the variables  $X_{10}$  was loaded on factor 4.

### FACTOR LOADINGS

Factors can be labeled symbolically as well as descriptively. Symbolic tags are precise and help avoiding confusion (Rummel, 1970). Present study has also used symbolic tags to factors. The factors along with codes and factor loadings are given in Table 7.

**TABLE 7: Statements with their Loadings**

Factor	(Communalities)	Statements included in the Factor
SIGNIFICANCE OF BRANDED CLOTHES	0.433	One feels self assured by wearing Branded Clothes (X3)
	0.657	Branded clothes provide intrinsic Pleasure to its owners (X5)
	0.694	Clothes Market a man (X6)
	0.692	Brand depicts confidence of the person (X7)
	0.775	Brand shows the social class of an individual (X8)

	<b>0.678</b>	Branded apparels provide shopping satisfaction (X9)
<b>DESIGNER BRANDED APPARELS</b>	<b>0.633</b>	Designer Brands are ostentatious display of wealth (X2)
	<b>0.633</b>	Branded Apparel has no substitute when it comes to styles and design (X4)
	<b>0.675</b>	Designer branded apparels provide a blend of quality, design and comfort (X11)
<b>REASON FOR ENHANCED USE OF BRANDED APPARELS</b>	<b>0.608</b>	Increase in Purchasing power of the customers is the main reason for shift to branded apparels (X1)
	<b>0.675</b>	Branded apparels provide greater value for money along with class and style (X12)
<b>BRAND AWARENESS</b>	<b>0.826</b>	The major component of brand knowledge is brand awareness (X10)

### FACTOR LABELLING:

**SIGNIFICANCE OF BRANDED CLOTHES:** Today is the time when people have got very status and prestige conscious. It is a strong belief that clothes market a man. In such a scenario, branded clothes have become the necessity for many. Branded clothes are believed to be provide intrinsic pleasure and shopping satisfaction to people.

**DESIGNER BRANDED APPARELS:** Branded clothes are also believed to provide a blend of designer wear with high in class quality and comfort. Respondents also feel that no substitutes are available when it comes to branded wear complimented with designs.

**REASON FOR ENHANCED USE OF BRANDED APPARELS:** The basic and significant reasons which can be attributed to enhanced use of branded apparel according to consumers are Increase in Purchasing power of the customers and the greater value for money provided by branded apparels

**BRAND AWARENESS:** This factor talks about the brand knowledge which is believed to provide the brand awareness among the consumers of branded apparels.

### CONCLUSIONS

Modern Indians are constantly switching over to branded apparels. Many national as well as international brands have established themselves in Indian garment industry.



Branded apparels have captivated the market of both menswear and women's wear and slowly catching up in children wear segment. The study of factors affecting purchase of branded apparels in Ludhiana city revealed that majority of the consumers were brand conscious and believed that branded apparels add to their status. Also, no significant difference was found in the preference for branded apparels between the males and the females. The findings also confirmed that the most preferred segment in branded apparels was the Corporate segment followed by Designer wear, Ethnic, casual and Sportswear. The factor analytic approach was applied to extract the factors responsible for purchase of branded apparels. The four factors extracted include significance of branded clothes, designer branded apparels, reason for enhanced use of branded apparels and brand awareness. The study provides an insight to the rationale of the consumers in purchase of branded apparels.

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