

LITERATURE REVIEW ON THE IMPACT OF BRAND IMAGE OF SILK APPARELS ON PURCHASE DECISIONS OF CONSUMERS

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ABSTRACT

Brands simplify consumers purchase decision. Consumers make quick purchase decisions when they are aware of brands which satisfy their needs. People choose the brands that fit with their lifestyle and enhance their quality of life. Brand image is the essence of the brand. It is the impression of the brand's total personality in the minds of customers.

A comprehensive survey of the literature review is presented in this paper, which explores the different attributes of brand image and its influence on the purchasing decision of customers.

KEYWORDS: *Brand Image, Consumers, Perception, Silk, Apparels*

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INTRODUCTION

Silk is an extremely soft, luxurious, strong and natural fibre which attracts mankind. Wearing silk is a symbol of tradition, auspiciousness, and status. This survey throws light on brand image, brand preference, brand perception, brand selection and brand loyalty of consumers towards silk apparels. It also determines the consumer's choice on different criteria, for the selection of particular products depending on their brands. It can also be related for purchase of silk apparels under the shadow of the brand and its image.

Apparel is a special way of communicating one's self-image to society. Through branding, it gains the competitive advantage of reflecting the purchaser's image and lifestyle.

Brands are the carriers of socio-cultural concepts of people, of a country. Through their quality, comfort, and recognition, brands make people more confident and get more value for their money. Brand image totally changes the consumers buying behaviour. Effective brands create significant images in the customer's minds so that they express themselves through these brand images, which reflects one's own personality. Many times, consumers purchase the product depending on the brand rather than the product itself.

LITERATURE REVIEW

Marcel Gammons, Krish S. Krishnan & Katrin. B Sheffold (2001) in their conceptual paper, From Brand Loyalty to E-Loyalty have investigated that trust plays a very important role in building brand loyalty which is the result of brand image. It also influences the market-related factors like market share maintenance and price elasticity.

Stephen L. Sondon, Maznahwan Omar, Nabsiah Abdul Wahid Ishak Ismail and Amran Harun (2007) The effect of brand image on overall satisfaction and loyalty intention in the context of Colour cosmetics. This study is based on major cosmetic brands like Revlon, Loreal, Avon, Silk Girl, Mac, etc. It majorly concentrates on achieving customer loyalty. Customer satisfaction is considered as a major benchmark of the company's performance. Marketers have to improve the brand appeal to fulfil the needs and expectations of customers and create a good impression of using their brand. To enhance the brand appeal, marketers have to understand the role of brand image, brand satisfaction, and brand loyalty.

Akansha Choudhary, Bhavik Gandhi, Sunil Kerketta, (2009) Critical analysis of consumer brand preference for apparel and accessories. This study states that the brand's confidence is built by its value, which includes durability, quality, and consistency that fits one's familiarity, consistency, and confidence. Modern global apparel environment is very much challenging. Brand image is always associated with a customer's lifestyle, self-expression, and aspirations.

It also determines that in India more than women, men are Brand conscious. But females are decision-makers of apparel in the family. They are motivated by celebrities for choosing their brands. This shows that when the brand is managed properly customer's confidence could be achieved.

Shah Faisal (2009) Consumer preference about different Branded sports shoes. This comparative study confines that Indian sports shoe industry is mostly ruled by three companies Reebok, Nike, and Adidas. Out of which Nike is the world's number one manufacturer and marketer of athletic footwear and apparel. This study determines comfort is the major attribute among all other things. Advertisement plays an important role in brand selection. It is because of its sponsorship to major sports events like soccer in Europe and cricket in India, which has brought its number one position and broad edge to its brand.

Amit Aggarwal (2010) Impact of consumer perception on buying behaviour in the apparel retail sector, with reference to selected Indian cities. This study establishes the relationship between consumer perception and buying behaviour, socio-economic demography, pricing culture, and advertising. The researcher has made the case studies on different retail brands like Tommy Hilfiger, Reliance and Levis and so on to study the consumer relationship with brands. Through his study, he has opined that though 80% of respondents have a positive perception, only 50 % prefer specific brands. Therefore, he suggests marketers adopt techniques to build brand image in the eyes of customers through advertising by celebrities, sales promotion, convenient shopping, price affordability, international presence, and mass branding.

Ajay Pratap Verma, Kuldeep Tiwari, Kunal Singh, Sudhir Yadav (2010) A study on consumers perception about the branded clothing store and merchandise Levis Stores and Koutons Store in India. By studying this project, we get an idea that India has strong potential for international brands. By studying two brands Levis and Koutons we come to know about consumer shift, change in perceptions and awareness of western cultures.

Levis a U.S company follows four values like empathy, originality, integrity, and courage. Koutons an Indian integrated apparel and Retail Company believe in wide apparel range, efficient management, unique brand positioning and sense of fashion. The researcher concluded that Levis is rated above Koutons, in terms of store ambience and product assortment. Koutons is always preferred for its pricing. This Study Confines that Both National and international brands can target in the Indian market. It also proves that people prefer to buy brands based on their brand image than variety, quality, and availability.

Neha Katyal, Pranay Sharma, ArjuBala Ahuja, Inderdeepkaur, NipunTriakha, AhishekChanana (2010) A Project report on how to create High Involvement in a low Involvement Purchase. This is on to know the involvement of the customer in purchasing apparel, especially men's apparel by taking into consideration the major brands like Raymond's, Pantaloons, Levis, Madura garments, Prologue India Ltd. It determines that through marketing techniques like value creation, value communication, customer benefits and need analysis, advertising, and brand positioning, value delivery like customer relationship management, the involvement of the customers could be raised. It also concludes that people with high involvement concentrate on quality, design brand name and price and people with low involvement concentrate on durability.

Sajid Sayeed Khan (2011) buying preference of middle-class youth (male consumers) between local affordable branded western clothing and non branded western clothing in the Karachi. This exploratory research is conducted to determine the preference of local western brand or non-branded western clothing in market. This study considers the age group between 15–25 (males) as a youth. The buying range of youth is determined by price, fashion, choice, fabric, colour, and design of the branded fashion. It determines that local affordable branded western clothing is preferable than non-branded western clothing. Since the age group between 15–20 rely on pocket money, they prefer to buy in their range which is affordable to them.

Ankush Mehta (2011) A study on the factors affecting the consumer buying behaviour regarding the branded apparels among the youth. This study states the need of the consumer from brands, the reason for switching to other brands, and also the factors that influence consumers to purchase branded apparels. Through this research, it has been founded that the market has to be segmented according to the attributes like apparel involvement, media, reference group, self-esteem, social class, income level. So that through these Factors customers could be more influenced by the marketers to buy particular branded apparels.

Vaani (2011) A Study on consumer Buying behaviour towards branded and nonbranded readymade goods. This study states that consumer always depends on four factors like cultural, social, personal and psychological. It also states that most of the people like to shop from trade shops than e-trade, mail or supermarket. People also prefer particular brands because of their brand name. This paper concludes that people want the qualitative product, easy availability, better performance, and affordable price, whether it may be branded or nonbranded product.

P. S. Venkateshwaran, N. Ananthi, V. Geetha and Binith Muthu Krishnan. K (2011) in their study on the Influence of brand loyalty towards branded apparels for men. By considering 400 respondents in Dindigul, by using Pearson correlation the authors have put forth that there is a strong correlation between apparel brand images with brand loyalty. Brand name, product quality, price, promotion, store environment, service quality has a positive relationship with brand loyalty.

They have also suggested building a strong brand image through brand personalities, which helps the marketers to segment the market and improve brand loyalty.

Hareem Zeb, Kaishif Rashid, M.Bilal Javeed (2011), Influence of brands on female consumer's buying behaviour in Pakistan. This study establishes the base for brand consciousness. Women who are more interested in their self-concept use branded clothes which match their personality. The level of involvement in branded fashion clothing discloses their strong positive attitude on branding. Self-concept and reference group have a strong effect on female buying behaviour.

Namita Rajput, Subodh Kesharwani, Akansha Khanna (2012) Consumer's attitude towards branded apparels, Gender perspective. This study confers that through the type of apparels people wear, their personality, education, behavior and thinking style can be defined. Customers attitude can be measured through factors like intrinsic pleasure, prestige, and status. Through the research, the writers have found out that, males spend more money than females on apparels, due to variations in male and female attitudes.

S.P. Karrappusamy Pandian, S. P. NivethaVarathani, V. Keerthivasan (2012), an empirical study on consumer perception towards branded shirts in Trichy city. This empirical study determines the basis for the selection of particular garment showrooms by men. Apparels is the largest segment of organized retailing in India. Though there are both listed and unlisted players in the Indian apparel market, consumers select those brands which are durable, attractive, affordable price range and celebrity endorser. They also consider convenient shopping hours, offers and discounts and other facilities in any particular retail showrooms.

Ramesh Gavva (2012) Influence of Branding on consumer purchasing behaviour. A case with customers of London supermarkets. This study critically investigates the impact of brand positioning and purchase behaviour of the customers against different products. It states that customers purchase decisions are strongly held by five key steps like, recognizing the need, search for required information, evaluating results, decision towards purchase product and post-purchase behaviour. Therefore, a brand should create a need for the customer, create awareness about the brand so that customer chooses that particular brand and develop brand loyalty by its quality endeavour.

Nirbhan Singhand, R. Sarvanan (2013) a comprehensive study on female buying behaviour for apparel segment in Coimbatore. By considering 100 female respondents from Coimbatore this study concludes that through clothing (apparel) one can build their own image and self-esteem. Especially for women it's their female identity, status and enhances their self-confidence. Because of the growing purchasing power of middle-class families, working women are more attracted to branded indowestern garments. Women majorly concentrate on fashion and trend which suits their psychological needs in buying apparels. Often women make purchases during festivals and special occasions on account of offers, discounts, and latest styles. This study throws light on the female buying behaviour of apparels.

Leena Jeneffa, R. Mohan Kumar, Jagbir Singh Kadyan (2013) Socioeconomic factors influencing the buying behavior with special reference to selected garment retail outlet in Chennai. The researcher has taken some famous showrooms in Chennai like RMKV, Chennai silks, Nalli silk, Pantaloons, Lifestyle, etc to prove that socioeconomic factors influence the buying behavior of consumers. The factors like facility of using credit cards, fabric varieties, seasonal offers, parking facilities, food facilities have a greater influence on consumers to select a particular retail outlet.

Mohammed Basil and Ramalakshmi (2013) Consumer purchase behaviour towards foreign-made ethnic wear. This study throws light on the price of the product. It suggests that since income is the major predictor of actual purchase, the prices should be in such a way, so that it reaches all income tiers people. In neither the same way nor it should be too low, because people suspect about its quality. Therefore, price should increase the influence on attitude and intension of purchase among all consumers.

Muhammed Ehsan Malik, Muhammed Mudasar Ghafoor, Hafiz Kashif Iqbal, Qasim Ali Hirahunbal, Muhammad Noman and Bilal Ahmed (2013) Impact of brand image and advertisement of consumer buying behaviour. This study determines the importance of advertising in building brand image and influencing consumer buying behaviour. Since the brand is a long-term relationship with customers, marketers have to build brand awareness by attracting advertisements.

Muhammed Mazedul Islam and Adnan Maroof Khan (2013) Branding of Clothing fashion products: Fashion Brand Image development by Marketing Communication Approach. The research states that clothing is a silent language. This study focuses on the communication process to create brand awareness in the minds of customers. The author also suggests the elements of communication like memorable name, repeated exposures, Symbols; event sponsorship has to be implemented to enhance brand awareness among customers. By adopting communication methods like advertising, sales promotion, store atmosphere, website, personal selling, emails, publicity, word of mouth recommendation brand image can be developed. It also suggests co-ordinating the theme used for communication with the store atmosphere. So that it creates good visual merchandising which influences the consumer's purchase decisions.

Leena Janeja, R. Mohan Kumar, Jagbir Singh Kadyan (2013) Socio economic factors influencing the buying behavior with special reference to selected garments retail outlet in Chennai. They have found out that the income level of a consumer influences his buying behaviour. Customer delight depends on facilities available in the store like fabric varieties, use of credit cards, parking facilities, seasonal offers, discounts and so on. Consumer attributes like involvement, fashion brand consciousness, loyalty, emotions differ from person to person. So to attract and retain customers a firm has to build up trust, reputation, and satisfaction in the minds of customers which has a greater impact on apparel buying behaviour.

Mathuravalli (2013), in Madurai district, An Investigation of Consumer preference towards store brands purchase has opined that branding is an important element in the retailing industry to influence customer perceptions and to build up store choice and loyalty, whichever sector it may be in organized retailing. The author also explains that perceived quality, freshness, packaging, price consciousness are the positive factors that influence. Brand store image and brand image are interdependent.

Dr. Irfan Mumtaz K.S. (2013) Retailer's brand awareness: An exploratory approach. He attempts to describe the effect of retailers' brand on the purchasing decision of the consumers. He opines that during brand development, brand awareness is an essential tool to stand out in the market place. Retailers by launching their own brand could tap the untapped and create positive brand awareness among consumers about their products.

Sandeep Banote (2013). A study of the Indian apparel market and consumer purchase behaviour of apparel among management students in Mumbai and Navi Mumbai. This study determines the importance of apparel among management students. Apparel is considered as the basic necessity of human civilization along with food water and shelter. The young Indians concentrate more on good quality, reasonable price, convenient to wear and apparels which suit one's own personality.

Dr. M. Jayanthi and A. Vaideke (2013) A Study on Customer preference towards the Chennai silks with special reference to Erode town has identified that the customers prefer various types of silk apparels under one roof and also the retailers should ensure to provide it with competitive prices to attract customers.

Sayed Tabrez Hassan, Billal H. Hurrar, AmitLanja (2014), in their study on customer perception of youth towards branded fashion apparels. To study the factors that dominate the buying decisions for apparel in Jalandhar city, they have taken the opinion of 200 respondents through random sampling. They have opined that as lifestyle changes, fashion is also changing. People prefer branded apparels regardless of the high price.

Prof. Ram Mohan (2014) in his study, Influence of product and place factors on consumer Buying behaviour in Formal footwear sector, has found out that comfort, quality, durability, and brand are product factors which influence the customer to buy a product. Along with this, it is also the location of purchase and convenience in buying that influences frequency of purchase.

Dr. S. Kalaiyarasi (2014) An empirical study of the preferences and buying behaviour of silk Sarees among women consumers in Vellore town specifies that the criteria for customer's brand preference for the purchase of silk sarees, depends upon age, education, religion, occupation, and income level. The author also suggests building awareness of "Silk mark" to get genuine silk for the money offered by the customers.

Dr. V. Ramanathan (2014) Consumer patronization through effective category management in silk saree retailing at Kanchipuram town. The researcher has found out that the present-day retail silk market has got a new shape in terms of selling and in the format of selling, where category management plays a very important role in consumer retention. Category management includes location index to shelf management through which different strategies are applied to enhance consumer patronization and retention. Silk retailing is done through different formats like manufacturing cum retailing, branded retailers, co-operatives, private showrooms which gives importance to category management.

Today the silk market has grown into a branded product rather than a traditional commodity. So, buying silks are influenced by location index, retailer's atmosphere, sentimental and cultural values, varieties, designs, quality, colours, etc.

Rimpy Goyal (2014) A study on purchase intentions of consumers towards selected luxury fashion products with special reference to Pune region. The study concentrates on brand variables and their impact on purchasing decisions. Brand trust is the major variable among other variables which drives the consumers to purchase luxury brands and they give preference to the quality of brands.

Muhammed Mazedul Islam, Muhammed Mufidul Islam, Abu Yousuf, Muhammed Anwarul Azim, Muhammed Russel Anwal, Muhammed Myanuddin (2014) Consumer perception in buying decisions towards branded Bangladeshi local apparel products. Bangladesh is the second-largest exporter of clothing after China. It meets both domestic and international demand. People of Bangladesh mostly buy during off-seasons. Therefore, brand developers must concentrate on developing the product according to the needs and requirements of the customers.

G. Harishankar Prasad (2014) Factors influencing the buying behaviour of a Selected apparel retail customers. This study is conducted to examine the factors that affect consumer behaviour, by selecting some apparel stores in Hyderabad. It opines that consumer prefers for family shopping where everything is available under one roof. Consumers give more importance to the availability of latest designs, more options, shopping for the middle class, Convenience for shopping, cost consciousness and so on. Therefore, marketers must focus to give all these facilities to consumers to attract them towards their shops.

Fathima Sarwar, Muzamil Aftab, Muhammed Tahseen Iqbal (2015), The Impact of branding on consumer buying behavior, in their study on branding describes how brands create the sense of status consciousness in the consumers in today's fashion world. Since the family is the most influential group, using branded products is a symbol of recognition in their family. Some customers prefer brand starting from the food they eat to the decoration of their houses. They are also with the opinion that when the customers are emotionally connected with the products they show brand loyalty. Values and personal beliefs also have a greater impact on brand choice. Therefore, brand image supports all these qualities of consumer buying decisions. This shows that there is a positive correlation between branding and consumer behaviour.

Henrieta Hrablik Chovanova, Aleksander Ivanovieh Korshunov, Dagmar Babcanova (2015), Impact of Brand on Consumer Behaviour have focused on the age of customers in making brand preferences. Through the findings, it was found that there is a link between age and purchase preferences where age is a very relevant factor for the impact of brand

on customers decision making. This paper provides evidence that there is a link between age and purchase preference in the retail context in the Slovak Republic.

Menin Mary Jayan, Peneena Hanna Mathew (2015) Brand preference towards sports apparels, have suggested that to build up brand image there is a necessary that products must be made available to the customers at reasonable prices so that all income group people could purchase and use it. There should be different designs, discounts and offers like buy one and get one free, seasonal discounts, etc. In their study of sports apparels, they reveal that using branded products are the status of symbol, prestige value and more than that comfort in using the product drives the customer to purchase branded products and services.

Neyati Ahuja (2015) Effect of branding on consumer buying behaviour. A Study in Relation to the Fashion industry. The writer has stated about the mindset of the customer about the brand. The author opines that if once brands are established in the minds of customers, he identifies himself with that particular brand. Consumers trust brands as they trust their friends and family, whether the branded apparels are of high or low price. Today brands are status symbols of people.

Shubha Brotaraha (2015) a study on buying behaviour of working adults Towards Standard apparels in selected Indian cities. This study determines both consumer buying behaviour and impact of advertisements on it, with special reference to metropolitan cities like Delhi, Mumbai, and Bangalore.

India is a country where we can find unity in diversity. The change in lifestyle has influenced the change and diversification in the fashion world. In India, apparel industry is the second largest industry in both organized and unorganized retail market, with 51 % of FDI in multi -brands.

The author says that price is not an important criterion for purchase decisions, it is the consumer's consciousness about the quality and on-brand of apparels. These should match with their personal characters, level of income, appearance, fitness, and style. Value for money spent influences the brand image and customer perceptions.

Promotion of branded apparels through advertisements must target majorly women in the family through attractive print media, though it is for both men and women. It influences the whole family towards the purchase of branded apparels.

C. K. Suresh (2015) A study on consumer behaviour amongst youth shopping in malls on branded clothing in India. The researcher has made a complete study of malls in Bangalore. Out of 26 malls, Mantri square is the fourth biggest in the world. About 68 % of youth prefer to shop in malls since it is an entertaining place to spend time with their family and friends. RMKV silks in Orion mall is the best example of this. Perceived brand value and past experiences influence the buying of brands in malls.

Hafiza Ayesha Riaz (2015) Impact of Brand image on consumer buying behavior in the clothing sector. This Comparative Study between males and Females of Punjab, consumer perception of brands. Mainly four elements are studied in this paper. Two Independent variables (Brand Image and Consumer Awareness), One Mediating Variable (Consumer Perception), one dependent variable (consumer Buying behaviour). This research suggests the marketers build strong consumer perception about their brands by using multiple tools like advertising, quality, availability, labelling and so on. As 40 % change occurs in buying behaviour due to consumer perception, so there is a need to build strong consumer perception.

It also proves that brand image has an impact on buying behaviour of consumers since consumer tries to develop his personality according to their favourite brands.

Yi Zhang (2015) in his study of literature review, *The Impact of Brand Image on Consumer Behaviour*: explains that Customers loyalty is recognized as an extension of customer satisfaction. Brand image influences customer loyalty directly when product performance exceeds expectation. The author also says that brand emotion is the bond between the brand and the customer. So, the business must strive to build such a brand image, that it should connect with the emotions of customers.

Abdur Rahman Isik, Mehmet Fatih Yasar (2015) *Effects of the brand on consumer preferences: A study in Turkmenistan*. By using the measurement model called Structural Equation Modelling (SEM) the researcher tried to analyze the effects and influence of brand name on consumer preferences. It states that a strong brand image is a powerful asset which makes customers confident. It is a key step for consumer purchasing decision. Through this model, it has been proved that the customer's experience with the brand, builds his / her preferences directly or indirectly. It creates brand awareness in the customers and activates their purchase decision.

Amrita Sahney (2016) *A Review on brand image and its impact on buying behaviour*, has stated that brand image is a dominant major factor which influences customers buying decisions. She has also assessed that the purchase decisions of the customers are based on four types of measurement like culture, social, personal and psychological, where the buying decision is the product of these factors. So marketers have to concentrate on establishing a strong brand image on customers mind, to influence one's perception and attitude, which symbolizes one's own personality.

Reham Abdel Baset Sanad (2016) *Consumer attitude and purchase decisions towards textiles and apparel products*. The author states that the four P's of the market, that is the product, price, promotion, and place considers both market and consumer dominated values. Self-esteem and brand consciousness motivates a consumer towards buying fashion apparels, which has a great impact on their lifestyle.

His findings also state that physical and visual characteristics of the textiles and apparels have a greater impact on the consumers buying decision, on which the marketers have to concentrate.

Dr. Ahamil and M. Kothai Natchiar (2016) *A Study on Consumer behaviour towards Pothy's textile in Tirunelveli District*. By taking 50 sample respondents who visited the Pothy's textiles at Tirunelveli, where most of the respondents are of income level between Rs. 10,000–Rs. 20,000, authors have determined that consumer behaviour mainly depends on psychology, social psychology, cultural anthropology, and economics. In a country like India with a rich heritage, consumers are more influenced by values, beliefs, customs, and practices. Customers are more attached and attracted towards shops which fulfill their sentimental needs.

Aaron Leander Hauzman (2016), *The Impact of brand images on the purchasing behaviour of business-to-business market participants*, in his study on brand image determines that powerful brands create meaningful images in the minds of the customer. By conceptualizing brand image into five sub-dimensions that is the brand performance, brand credibility, brand trust, company reputation, and brand feeling, the author opines that emotional attachment towards brands has a strong impact on purchasing behaviour. Since it is a B2B field, level of interaction of business representatives with customer's personal needs also counts, as a symbol of the brand. Concepts of customer satisfaction and brand attachments are applied which are relevant to marketing management with a brand image serving as a means of differentiation from the competition. This positively influences customer purchasing behaviour.

Lakshmi Narayan. K and Dr. Sreenivas. N. L (2016), *A study on consumer buying behaviour towards branded apparels with reference to Bangalore city*. This study outlines that there is a significant relationship between the reference

group and purchase intentions of the consumers. It considers store attributes, product attributes, an Income of Respondents and occupation, which has a positive significance on buying behaviour of consumers. All these suggest the marketer adapt those strategies like a discount, buy two get one free, festival offers, which have more influence on purchase decisions of particular brands.

Deepali Saluja (2016) Consumer buying behaviour towards Fashion Apparels. A Case of Delhi The researcher has come to the conclusion that Delhi consumers are of positive attitude towards fashion apparel brands. If people have a good opinion on previous purchase, they enjoy shopping often which leads to brand loyalty. As the writer has stated that quality, comfort, and brand are the main criteria which influences buying behaviour of consumers towards fashion apparels.

Syed Ahamed S and Dr. A. Ravi (2016) A study on consumer behaviour towards branded garments among male Shoppers. This study suggests the apparel manufacturers concentrate on texture and comfortability of garments, which enhances the quality of apparels. Consumers by wearing these, protect their self-respect according to their age and educational levels. They also believe that branded apparels of the right type are available at exclusive showrooms which suits their self-image.

Gaurav Vashishth, Dr. Nishi Tripathi (2016) A study of Customer Perception towards the Exclusive showroom and retail outlets. This study explores the factors that determine customer perception towards organized retailing. As each human being is unique in this world, everyone has their own sense of fashion and perception towards fashion apparels.

It is the quality and price that influences customers regarding fashion apparels. Therefore, marketers should concentrate on new strategies to attract customers. They should also introduce low range branded clothes to those customers who cannot afford more prices, but interested in using brands.

CONCLUSIONS

This survey implies that many factors have an impact on buying decisions of consumers. Apart from these customers are unaware of the brands and its uses that satisfy their needs. Economic factors like income, employment, cost of living, price level, inflation, advertisement, potential to attract customers.

Cultural factors like religion, tradition, festivals, rituals, beliefs, social class. Personal factors like age, personality, need, education level, buying habits, emotions, feelings, attachment, belongingness, hereditary, satisfaction, lifestyle and family shopping Under one roof. Product Factors Like Price, Quality, Designs, durability, Comfort ability, Colour, Fashion, gifts, offers, discounts. Social factors like status, family, reference group, demographics, values, trend. Psychological factors like perception, motivation, attitude, learning, trust.

All the above factors influence the consumers to buy a product. But still, there is a need for the marketer to develop brand management through which brand image can be built. There are some lacunae in endeavour of range management, shelf management, service management, and visual management through which customer satisfaction could be turned into customer delighted.

There is a need for the effort of marketers to promote the exact idea and objective of their brand to the customers, which help them to select the brands that fulfil all their needs and expectations.

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