

Effect Of Brand Attitude On Purchase Intention Of Fashion Apparels Users In Chennai**Dr. M. Kumaran**, Assistant Professor,

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ABSTRACT

The quality of life style of the consumers determines their attitude towards brand. this is so because the consumer's selection of a brand is a reflector of their social status by the way of selecting the brand of companies. The present study has been regarding the impact of brand attitude on the purchase intention of fashion apparels in the context of South India. In this study, the brand attitude was considered as the independent variable and the purchase intention of the customers was regarded as the dependent variable. The research design of this study was a survey and the analysis was done using regression. The population of this study was the purchasers of fashion apparels in Chennai. The respondents were selected using random sampling method. The sample size of the study was 119 and the respondents were given questionnaires to express their responses. The results of analysis of the study's data showed that Compare to brand affections the brand trust highly influences on purchase intention But both the attitudes are having positive relationship..

KEYWORDS: Brand attitude, Fashion apparels, Purchase intention**INTRODUCTION**

The evaluation of consumers regarding certain features of a brand, product or service is referred to as an attitude (Hoyer et al. 1990). Hence, Liu et al. (2012) had rightly reported that the attitude is the consumer's evaluation regarding a product to examine whether the product satisfies the needs.

Attitude towards a brand is the direction of perception which the consumers show towards a brand (Hwang et al., 2012). The knowledge regarding the brand attitude of

consumers, the marketers will be able to establish the brand perceptions of consumers and also will be able to determine their readiness to buy a product. Tong and Hawley (2009) also had stated that the brand attitude of customers also is an indicator of their tendency to recommend the brand to their friends and relatives. Hwang et al., (2012) had found that brand attitudes are influenced by sensory advertisements. To be specific, there are few ads which make the consumers to be positive towards certain brands said Hwang et al., 2012.

PURCHASE INTENTION

Purchase intention is the possibility of a customer purchasing the same product again and again on the basis of their purchase experience. It can also be referred to as the requirement of a product which drives the customer towards a purchase. Purchase intentions are assessed made use of by the marketing managers as an essential input for decisions regarding new and existing products. Purchase intention is dependent on various internal and external factors.

STATEMENT OF THE PROBLEM

The present day's world is full of competitions. This is the same for fashion apparel sales. Hence, the retailers go in for setting up their own unique stores for exhibiting their products and gain experience. This applies to the fashion apparels also. The brand attitude towards fashion apparels is the predictor of purchase intention in the context of fashion industry.

NEED FOR THE STUDY

The aim of this study is to frame an outline regarding brand attitude in the context of marketing and also to explore its effect on the consumer's attitude towards purchasing that brand. The brand of a product influences the emotional bond of consumers with the product and also affects the brand attitude. Efforts, based on previous literatures, have been taken to

identify the influence of brand attitude on the purchase intention of consumers towards fashion apparels.

OBJECTIVE OF THE STUDY

The study presented here is an attempt to explore the relation between the brand attitudes with the purchase intention of consumers regarding fashion apparels.

REVIEW OF LITERATURE

Jung, Na and Seock, Yoo-Kyoung. (2016); the main aim of this study was to examine the impact of corporate social responsibility reputations and negative corporate CEO on the consumers' brand attitude changes and their purchase intentions. Hierarchy of effects model was employed to propose the relation amidst perceived quality and brand awareness and purchase intention and initial brand attitude. The respondents of the study were selected using convenience sampling and the sample size was 212. Analysis of the study was done using paired t-test and multiple regressions. The findings of the empirical study showed that brand awareness and perceived quality was positively influenced the purchase intention and brand attitude.

Venter de Villiers, Marike and Chinomona, Richard and Chuchu, Tinashe. (2018); the purpose of this paper was to examine the impact of store environment on the purchase intention of the fashion products. In this paper, brand experience and brand attitude were the mediators. The study was quantitative in nature. The sample population was the black middle class ladies of Johannesburg. They were surveyed through online mode. The findings showed that the environment of the stores had a positive influence on the brand attitudes, brand experience and purchase intention of customers towards fashion products.

Dachyar, Muhammad and Banjarnahor, Liska. (2017). have explores factors that influence consumer's purchase intention at 3 consumer-to-consumer, e-commerce companies in Indonesia. Five Expert opinions are wont to decide the indications of every factor and therefore the Structural Equation Modelling method is performed to research data of 400 respondents for e-commerce companies. It's found different significant factors that influence customer's purchase intention in e-commerce companies. Trust and risk are found to be significantly affects purchase intention in e-commerce Company A. Meanwhile, the opposite two companies, perceived usefulness proved to be significant in e-commerce Company B and benefit significantly effect consumer purchase intention in e-commerce Company C. This study represents purchase intention within the consumer-to-consumer e-commerce by investigating three case study using technology acceptances as a guiding theory.

RESEARCH METHODOLOGY

The current study was done with a positivist paradigm. The aim was to investigate the relation between the independent variable (brand attitude) and the dependent variable (purchase intention). The study was quantitative and the assessment scales were adapted from various existing measurement scales for the purpose of the study. The data for the study was collected from the customers of fashion apparels. The sample size was limited to 119 customers of Chennai and also belonging to middle class. Respondents were selected through convenience sampling. Data from the customers were collected using a questionnaire and the analysis of the data was done using regression. Brand attitude have two dimensions namely brand trust and brand affection. Brand attitude instrument adopted from Wu, P.C.S. and Wang, Y.C., (2011)

ANALYSIS AND INTERPRETATION

Influence of brand attitude on purchase intention

Model Summary

R	R Square	Adjusted R Square	F	Sig.
.827(a)	.683	.660	29.655	.000(a)

a Predictor: (Constant), Brand trust

Coefficients(a)

	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	1.195	.160		7.467	.000
This is a brand that meets my expectations	.272	.036	.608	7.661	.000
I feel confidence in this brand	.000	.031	-.001	-.012	.990
This is a brand that will not disappoint me	-.109	.049	-.194	-2.244	.027
This brand guarantees satisfaction	.051	.036	.098	1.430	.156
This company which owns this brand will be honest and sincere in addressing my concerns	.134	.040	.335	3.316	.001
I could rely on the company which owns this brand to solve a problem I experience with the brand	.020	.041	.053	.478	.634
The company which owns this brand will make any effort to satisfy me	.096	.045	.160	2.118	.036
The company which owns this brand will compensate me for a problem I experience with the brand	.145	.035	.285	4.150	.000

a Dependent Variable: Purchase Intention

Findings show that all statement of brand attitude was significant. The table also shows a positive coefficient, which means that between all the statements, three statements was not influence on the purchase intention of branded fashion appeals users in Chennai. There was a relation found between the dependent variable and the Brand trust. The analysis done through regression exhibits that among seven factors three factors was not influence over the purchase intention of branded fashion apparels users. The coefficient value, R^2 , was found to be 0.683 through multiple linear regression, which shows that 68.3% of the

independent variables had an influence on the purchase intention of the branded fashion apparels users. In order to examine whether the value of coefficient (R^2) is significant or not, ANOVA was executed. The F value so got was 29.655 which means $p < 0.000$. This finding shows that there was a significant relation between the dependent and the independent variable. It was also reported that brand trust was seen to predict purchase intention. Findings show that the purchase intention of branded fashion apparels users is highly influenced by their brand attitude.

Model Summary

R	R Square	Adjusted R Square	F	Sig.
.763(a)	.582	.571	53.416	.000(a)

a Predictor: (Constant), Brand affection

Coefficients(a)

	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	1.666	.160		10.384	.000
I feel good if I purchase this brand	.272	.044	.474	6.132	.000
This brand makes me happy	.166	.046	.257	3.565	.001
This brand gives me pleasure	.114	.051	.176	2.219	.028

a Dependent Variable: Purchase Intention

Findings show that all statement of brand affection was significant. The table also shows a positive coefficient, which means that between all the statements have influences on the purchase intention of branded fashion apparels users in Chennai. There was a relation found between the dependent variable and the Brand Loyalty. The analysis done through regression exhibits that all factors were influencing purchase intention of branded fashion apparels users. The coefficient value, R^2 , was found to be 0.582 through multiple linear regression, which shows that 58.2% of the independent variables had an influence on the

purchase intention of the branded fashion apparels users. In order to examine whether the value of coefficient (R^2) is significant or not, ANOVA was executed. The F value so got was 53.416 which means $p < 0.000$. This finding shows that there was a significant relation between the dependent and the independent variable. It was also reported that brand affection was seen to predict purchase intention. Findings show that the purchase intention of the branded fashion apparels users is highly influenced by their brand affection.

CONCLUSION

This study is a contribution to the studies regarding retail fashion industries and their brand attitude from the consumers. The study shows that the purchase intention of customers of fashion apparels is positively affected by brand experience and brand attitude. The increase in sales and thus the enhancement of profit in retail fashioning can be attained by implementing innovative strategies of retail fashioning. Brand attitude includes brand trust and brand affections. Compare to brand affections the brand trust highly influences on purchase intention. But both the attitudes (brand trust, brand affections) are having positive relationship.

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