The Power Of Branding Influencing Consumer Purchase Decision: A Comprehensive Literature Review

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Abstract

This review paper examines the influential role of branding in shaping consumer purchase decisions. Branding has emerged as a powerful tool for businesses to differentiate their products or services in competitive markets. The abstract explores various dimensions of branding, including brand image, brand awareness, brand loyalty, and brand personality, and their impact on consumer behavior. Through a comprehensive analysis of existing literature, this review highlights the psychological and emotional factors that underlie consumer responses to branding cues. It delves into the cognitive processes, such as perception, attitudes, and beliefs that are influenced by branding strategies. Furthermore, the abstract discusses the implications of branding on consumer decision-making, emphasizing its role in establishing trust, credibility, and perceived value. The study concludes with recommendations for businesses to harness the power of branding effectively in order to enhance consumer purchase decisions and build long-term customer relationships.

1.1 Introduction

Over the years, customer-based brand equity (CBBE) has gained substantial attention. This makes it an important factor for the reputation of their brands (Aaker, 1991). Organizations place a high value on their brands because they represent a stable source of income that is hard to replicate by rivals (Smith & Milligan, 2002). Brands play important role for the company's success as they have become the key source of difference from other rival products in the customers mind. This highlights the significance of consistent, long-term brand management and development. Brands are the outcome of the constant and persistent efforts of a corporation for a number of years or even decades. From studies conducted, brand equity is a topic of intense interest among academics, marketers, and business executives alike. Management of brands and branding itself have long been recognized as important organizational goals (Kapferer, 2008; Keller, 2008).

1.2 Branding

CBBE has been thought of in different ways, and each one has shed light on how consumers make decisions about which brands to buy in a given market (Netemeye et al., 2004). Brand equity is "value added" by a consumer to an offering because of the brand name. This "value added" is impacted by number of forces, but "core" factors are the most reliable indicators of future brand purchases. Aaker's "core CBBE aspects" are

"perceived quality" (PQ), "perceived value for the cost" (PVC), "uniqueness," and "willingness to pay a price premium," respectively. Such variables play important role in this work, except PVC. CBBE is also explained as "the differential influence of brand knowledge on customer response to the marketing of the brand," as defined by Keller (1993, p.2). Furthermore, he considers customer based brand equity to be a process that takes place "when the customer is familiar with the brand and has certain favourable, powerful, and unique brand associations in memory" (Keller, 1993, p. 2).

1.3 Indian Apparel Market

As the country's middle class expands and its manufacturing sector grows stronger, India has emerged as a world fashion destination. India's increasing dominance as a consumer market is a result of country's economic set up and growing scientific methods. While all of Asia is seeing economic growth, India s strong macroeconomic area is assisting the economy, with GDP growth of 8% per year from the year 2018 to 2022. For same time period, the middle class in India grew more than China, Mexico, or Brazil. Therefore, India will likely undergo a period of transition. As per—McKinsey's Fashion Scope‖, the Iapparel demand will be valued at $59.3 billion in 2022 in india, hence sixth in the race after —United Kingdom‖ ($65 billion) and Germany ($63.1 billion).

To be player in modern business environment, a company needs to work hard to build the name and reputation of its brand. Consumer trust and think establishments offerings is important for attracting and keeping customers, who in turn helps the company make more money. The idea behind brand awareness is to raise awareness about a company's products or services (Huang & Sarigollu, 2014).The increase in brand awareness creates powerful bond. It builds rapport with customers, resulting in the enhancement of its perception. Increasing heights of brand awareness and brand image provide significance and accentuate the goods features and assist in building of a brand trust. Trust in a company's brand also helps keep customers loyal because it makes doing business with that company seem less risky. Bennur and Jin (2017) found that insecurity and reluctance to take advantage of opportunities elsewhere are both things that keep people loyal to a brand. Kaur and Soch's (2018) empirical research shows that brand loyalty makes people feel inclined to the brand. Brand awareness acts as an important predictor for perceived quality which along with loyalty leads to purchase intentions. This work, which adds to what we already know about, gives us a better understanding of relationships among retail customers' brand knowledge, brand perception, quality, and brand loyalty in India's apparel sector. The study has real-world relevance since it offers ideas and recommendations for improving the way clothing is branded.

1.4 Apparels, Branding and Purchase Intentions

Complex sets of criteria are used to rate garments (Eckman, 1997). Apparel offerings (e.g., , patterns, quality etc) are considered among the most influential factors in determining whether a consumer will make a purchase (Rayman, Burns, & Nelson, 2011; van Staden & van Aardt, 2011). There are two types of clothing characteristics: those that are built in and those that are added on. Fit, fabric, style, and colour are examples of intrinsic signals; (Olson & Jacoby, 1972). The query can be if the presence of brands leads needy to evaluate the features of the clothing products. Scholars have found out that brand recognition is linked to a stronger desire to buy (Laroche, Kim, and Zhou, 1996).

2.1 Review of Literature

"A brand is a living entity and it is enriched or undermined cumulatively over time, the product of a thousand small gestures" - Michael Eisner, CEO Disney To be a player in the market and develop solid

brands is main objective in the management of brands. Compact brands generate upper income forces, in present stretch and in future. In this way the strategic brand management's articulated goal is to create brands that can compete for quite a long time and may be used in many product offerings and demand areas. Origin of brands can be followed to old human advancement of Greeks, idea has developed throughout the timeof diverse ages (Keller, 2003). Nevertheless, the twenty-first century age addresses the vital changes in branding used by affiliations and associations to help them with being especially genuine and be reasonable in the savage market. The continuance or achievement of associations is by and by subject to the proportion of information that is purposely gathered by the past as for the purchasing affinities appeared by buyers in the solicitation to make due in the market. Branding has shown up as a vital piece of front line advancing frameworks and is currently seen as a key definitive asset (Kotler, 2000). Affiliations moving their concentration from a thing or market point of view to buyer or customer focus reflect the headway of promoting. As a repercussion to this adjustment in context, associations are perseveringly injecting monster resources into understanding their purchasers practically identical to the 7p's (item, value, spot and advancement, individuals, process and physical proof) (Kotler, 1999). In the present rough business community where buyers have an immense proportion of information as for things and organizations access to them, hollering more grounded isn't a response for making you head or perception in the business place. Or maybe, making an exceptional brand that interest to clients (Carroll & AHuvia, 2006).

2.2) Brand

With the forming stride of globalization, competition is extending, and to battle various brands, progression is a prerequisite. People feel amuse after they observe through the open eye, that his/her friends, colleagues and known are using the brand he/she has used. Presently individuals prefer everything up to date whether it is eatables apparels. At present consumers use expensive and branded offerings to mark their prints. As such, the brands which are utilized for flaunting the extravagance, influence and riches are known as status brands. To keep higher status in the society people in modern days show interest in brands. More and More customers wish to fall everything in place, from eatables, garments they wear to the plan of their homes. The way they use and their life style etc are moreover factors which impact the buying behavior. Customers use the premium and stamped things to reflect their status. The brands which are being used are perceived as class, impression richness and status symbol. Brands show that the customer who consumed it is significantly stylish and symbolic, status oriented and the brands are to be arranged as status brands. Mark and depiction are fundamental components of the branding wonder. As desire builds, the utilization of brand increments.

Despite the way that perception of consumer of branding as endowing product with a name is fundamentally a direct staff, the employments of such thought and the considering it has created in exciting habits. As per American Marketing Association (AMA) a brand as a name, term, sign, picture, or structure, or a mix of them, intention is to identify the product or organizations of one seller or social event of merchants and to distinguish them from those of market players or it has been characterized as a name, term, structure, picture, or whatever other segments that remember one trader's adequate or organization as specific from those of various merchants. At whatever point used for the firm with everything taken into account, the supported term is a trading name (AMA, 2009). This definition fails to speak to notable employment, sentiments associated with brand improvement. Kotler and Armstrong (2009) have begun that "A brand is an abbreviation, sign, imprint or plan, or a blend of these, that recognizes the producer or merchant of an item or administration." Kapferer (2004) described brands as a quick result of the procedure of market division and thing partition. He communicated that branding suggests some different options from endowing product with name and motioning to the market that an organization has been ventured with the engraving and etching of an affiliation. It includes changing the thing class; this may need a business long stretch affiliation, a huge degree of benefits

and capacities. According to Aaker (1991) cited in Wilburn (2006, p2), a brand is a name, term or symbol intended to identify the products or services of a seller and to differentiate them from those of competitors|| UK Essay. The information viewpoint is organization arranged; the yield point of view is client situated while the transformative points of view are the drawn- out direction of the brand as a developing character. Legal instrument, Relationship, Added Value, Logo, Company, Identity, Image, Personality, and Evolving element are its important nine elements. The information point of view presents the brand as a legitimate instrument, logo, and the association which possesses the brand, or as a personality framework created by the organization.

Kotler and Andreasen, (1991) on the other hand also correlate the definition of a brand to the purchase characteristics displayed by consumers. They defined it to be —a name, symbol, or sign that is given to a product or service in order to help them establish their own identity, facilitate recognition by consumers and communicate what the product can deliver||. "A Brand contains everything that makes a product more than just a product||. Kapferer (2008: 155). That is it involves the emotional and mental assumptions that consumers have about brands, which increases the perceived value of a product or service (Ibid, 2008:10). Consumers see a brand as an essential element of a product or service and it does add value to the latter. Consumers do attach meanings and interpretations to a brand due to the services or satisfaction it promises to deliver. For example, most consumers often view Apple products of high quality, prestige and expensive brand. They feel they will be recognized when seen using it hence will purchase it irrespective of the price factor. The same can be said for Mtn Ghana's products, when all other Telecom service providers are reducing the prices of their call charges and offering lots of promotions, consumers are still stuck to using Mtn, even if they will go for other products, they are still having Mtn intact.

Based on this, it is obvious that brands have an immense role in how consumers associate themselves with a specific product or service and hence affecting purchasing decision. Branding has become so important that hardly any commodity or service go unbranded. Even salts are branded and the same salt in an unbranded bottle will be viewed as poor or poor quality product. Even common bolts and nuts are packaged with a distributor s label, and automobile parts – spark plugs, tires, filters – bear brand names that differ from those of the automakers|| (Kotler 13th Edition). It therefore also makes it imperative to understand that branding is not about getting your target audience to choose over the competition but about getting your prospects to see you and only you as the only solution to their problems.

Kotler (1999) expands the concept of identity by stating that a brand is capable of conveying up to six different levels of meanings and this is known as Six Dimensions of the Brand. Attributes: A brand communicates certain attributes to the minds of consumers such as prestige. Mtn promises the availability if network coverage —everywhere you go. Benefits: The attributes that fortifies a products features by way of stating its benefits and makes it more attractive. Values: That is the brand also represents the company's values, systems and structure. Culture: The brand representing the characteristics of the target audience. The telecom organizations have all their branding activities and offerings that reflect the typical Ghanaian individual. Personality: The brand can project behavioral personality patterns of targeted consumers. For example, Mtn Ghana uses the famous Ghanaian musician, Samini as their brand ambassador. User: The brand, at certain times emulates the final user Keller (2001) proposes a brand building model which involves four steps, (a) establishing the proper Brand Identity, (b) creating the appropriate Brand Meaning, (c) eliciting positive Brand Responses and (d) forging brand relationships with customers that are characterized by intense active Loyalty. Achieving these four steps involves six brand building blocks, namely- Brand Salience, Brand Performance, Brand Imagery, Brand Judgment, Brand Feelings and Brand Resonance. The first step of this model is to ensure identification of brand with customers and an association of the brand in customers minds with a specific product class or customer need. The second step is to firmly establish the brand meaning in the minds of customers by

strategically linking a host of tangible and intangible brand association. The third step is to elicit the proper customer responses to this brand identity and brand meaning. The fourth and final step is to convert brand response to create an intense, active loyalty relationship between customers and the brand. A critical application of the model is in planning, implementing, and interpreting brand strategies. The model provides a comprehensive means of covering important branding topics, as well as useful insights and guidelines for marketers to help marketers to set strategic direction and inform their brand related decisions. Keller (2003), analyses the key issues i.e. synthesizing the multi dimensionality of branding elements to measure brand knowledge. This study 21 presented a representation of brand knowledge based largely on cognitive psychology. The study demonstrated that, Consumer brand knowledge relates to the cognitive representation of the brand. The study defined Consumer brand knowledge in terms of the all descriptive and evaluative brand-related information of a brand stored in consumer memory. According to this study, the multiple dimensions of brand knowledge are Awareness, Attributes, Benefits, Images, Thoughts, Feelings, Attitudes and Experiences. The study concludes that, the multidimensional nature of consumer brand knowledge (in terms of different types of information in consumer memory) and leveraging (in terms of multiple sources of secondary meaning from a linked entity) must be understood and accounted for providing the right perspective and backdrop to consumer research into branding. The study conclude that adopting broader, more holistic perspectives that synthesize the multidimensionality of brand knowledge is critical to advance branding theory and practice, both in general and with brand leveraging in particular.

Ahmed H. Tolba, Salah S. Hassan (2009), conducted a study to test the relationships between customer-based Brand Equity and brand market performance. This study advances an integrative Brand Equity model that links Customer-Based Brand Equity (CBBE) with brand market performance (BMP).This study was conducted in two phases: a consumer-level analysis; and a brand-level analysis. The proposed model breaks down the CBBE into three dimensions, knowledge equity (KE); attitudinal equity (AE); and relationship equity (RE). The study has constructed 11hypothesis to find a relationship between Brand Equity and brand market performance. The study is conducted for economy car and luxury car in American market, having sample size consists of 5,598 usable observations, from the online survey. The second phase is involved in analyzing the data at the aggregate brand 22 level. Analysis included testing hypotheses on the correlations between customer based Brand Equity constructs and brand market performance; finally, detailed market and country of origin analyses are presented for managerial considerations. Results from the consumer dataset have been averaged by brand (a total of 17 brands covering 76 percent and 75 percent of market shares in both economy and luxury markets). At the consumer-level, structural equation modeling was conducted to test research hypotheses. At the aggregate brand level, they found that customer-based Brand Equity constructs are correlated with brand market performance. Results of their study indicated that Attitudinal Loyalty and satisfaction (relationship equity constructs) are the primary drivers of Brand Preference and intention to re-purchase among brand users. Among non-users of the brands, value and image are the primary drivers of Brand Preference, which in turn affects intention to purchase. An interesting finding revealed that value is the key driver of Brand Preference among luxury consumers, while image is the main factor affecting Brand Preference among Economy consumers. This study concludes that satisfaction and Attitudinal Loyalty are the primary drivers of Brand Preference and intention to purchase.

Mishra and Datta (2011) proposes a model to discuss the importance of the effect of the brand assets treated as antecedents like brand name, awareness, personality and consequences like Brand Preference and Purchase Intention on Customer Based Brand Equity. They have conducted an empirical study on the brand Nokia in the cities of Cuttack and Bhubaneswar using Structural Equation Modeling (SEM) by using AMOS 4. First they have done the pretest to select the brand. The hypothesis relating to the model was tested using structural equation modeling. Their study focuses on developing a causal model to test the significant strength of the various assets

of CBBE known as the Perpetual Asset Management (PAM) model. The sampling units chosen for their research were respondents above the Age of 18 possessing mobile phone handsets. A sample of 818 was taken for the study consisting of both the genders. The antecedents of CBBE are as follows: Brand Name (BN), Brand Communication (BC), Brand Association (BAS), Brand Personality (BP), Brand Image (BI), Perceived Brand Quality (PBQ) 25 and Brand Loyalty (BL). The consequences of CBBE chosen for the study are: Brand Preference (BPR) and Purchase Intention (PI). The result found that there is a negative relation between the brand name and perceived Brand Quality of Nokia. The study establishes that Brand Loyalty, brand association, brand name and brand communication should be enhanced for increasing CBBE. The research also shows that Brand Preference does not always enhance Purchase Intention. The area of survey was limited and model test was limited to a single brand. This approach might limit its depth and scope.

2.3) Brand Awareness If looked through shopper's view, brand awareness is by all accounts specifically noteworthy in each unique circumstance. Brand mindfulness/affiliations are identified with the quality of the brand hub or follow in memory, as reflected by buyers' capacity to distinguish the brand under various conditions‖ (Keller, 1993; Rossiter & Perry, 1987). These mindfulness/affiliations speak to the good, solid, and special relationship in shopper "memory. Two elements of brand awareness are review of brand and its acknowledgment. That an item claims brand profundity and width at a time, customers can think of an item when they have desire to purchase a brand. Also, a brand name is the most significant component in brand mindfulness (Davis, Golicic & Marquardt, 2009). As an outcome, brand mindfulness will influence buy choice through brand affiliation, and when an item possesses a positive brand picture, it will help in promoting exercises (Keller, 1993). Brand awareness plays significant role in consumer expectations as buyers in general, purchase a well-established and notable item (Keller, 1993; Macdonald & Sharp, 2000). Additionally, it impacts customer expectations and can act as a base in an item classification (Hoyer & Brown, 1990).

Awareness about brand can prove vital in customer enhancing customer buying expectations and some the brands will influence shoppers' perception to impact customer purchase choice. Brand mindfulness fundamentally impacts shopper dynamic where buyers by and large use it as a choice heuristic which benefits the administration of client-based brand value‖ (Chung et al., (2013); Anic, (2010); Gupta, (2011); Ou, Shih, Chen & Wang, (2011). Thus, the following hypothesis is postulated. Within the context of marketing, companies focuses on consumers ‗awareness building in order to produce desired responses from the audience. Brand awareness defined by Keller (2003) as a personal meaning about a brand stored in consumer memory, that is, all descriptive and evaluative brand-related information‖ (p.596), which relates to the cognitive illustration of a brand. It relates to the likelihood that a brand will come to mind and the ease with which it does so. Brand awareness consists of brand familiarity and brand recognisability (Keller, 1993). Consumers awareness towards the company or brand can be emerged as one of the stepping- stones in the customer purchasing process. The higher degree of awareness can improve consumers‗ possibility to purchase a product or services. It can provide the company with long-standing sustainable competitive advantage. Social marketers highlight on generating awareness between the public to affect attitudes, association, and beliefs towards a particular organisation or brand (Foroudi et al., 2014). Brand awareness can help consumers to recognize a brand from a product category and make purchase decision (Percy & Rossiter, 1992). Brand awareness has a great influence on selections and can be a prior consideration base in product category (Hoyer & Brown, 1990) .Brand awareness also acts as a critical factor in the consumer purchase intention and certain brands will accumulate in consumers mind to influence consumer purchase decision. A product with a high level of brand awareness will receive higher consumer preferences because it has higher market share and quality evaluation (Dodds et al., 1991; Grewal et al., 1998).

Brand awareness plays an important role in consumer decision making for three major reasons. Firstly, it is important that consumers think of the brand when they think about the product category. Raising brand awareness increases the likelihood that the brand will be a member of the consideration set. Secondly, brand awareness can affect decisions about a brand in the consideration set. Some consumers have been shown to adopt a decision rule to buy only familiar, well-established brands. In low involvement decision settings, a minimum level of brand awareness may be sufficient for product choice, even in the absence of a well formed attitude. Finally, brand awareness affects consumer decision making by influencing the formation and strength of brand associations in the brand image. (Keller 1993) Brand awareness is affected by factors such as advertising exposure and word of mouth (Hoyer & Brown, 1991). Brand awareness has considerable effect on consumer choice. Research by Hoyer & Brown (1990) demonstrated that brand awareness is a prevalent choice tactic among inexperienced consumers facing a new decision task. Consumers who are aware of one brand in a choice set tend to choose the known brand even when it has lower quality than other brands.

According to Aaker (1996), for new or niche brands, recognition can be important. For well-known brands recall and top-of-mind are more sensitive and meaningful. Brand knowledge and brand opinion can be used in part to enhance the measurement of brand recall. Aaker conceptualizes brand awareness must precede brand associations. That is where a consumer must first be aware of the brand in order to develop a set of associations (Washburn and Plank 2002). Brand awareness in general, are slightly far-reaching and vague term that is impulsively recognised by individuals in most companies. It can be defined as a tool which emphases on defining and generating the familiarity and recognisability of a target audience towards a particular brand (Foroudi et al., 2014; 2016). Consumers awareness is an instrument whereby businesses use to impact on consumer attitude to brand or company by creating association and belief of a target audience towards a particular organization, or product. In order to identify the success of consumer attitude to brand or company, it is important to create favourable brand association and brand belief. While defining brand awareness can be defined as customer's capability to distinguish and recognize a brand in diverse contexts. Awareness can affect perceptions and attitudes. Brand awareness reflects the salience of the brand in the customers_ mind (Aaaker, 1996). Aaker (1996) proposes that brand knowledge is important since it is not only does it strengthen the brand and make it effective, but it also an important factor that impacts on consumer attitude to brand by creating source of belief and association. Macdonald and Sharp (2000) established that customers tend to purchase products they recognise as products that are familiar are regularly favoured. They concluded that awareness is critical to impacting behavior in purchase conditions. The higher levels of consumers brand awareness make the brand more central which in turn improves the likelihood that the brandis kept in mind in purchase situations (Yasin et al., 2007).

Given the widely acknowledged association among brand awareness and brand attitude (Macdonald and Sharp, 2000), it can be recommended that generating awareness can have important behavioural consequences. Creating an awareness concerning a cause or an initiative may eventually lead to positive and desirable changes in brand attitude. The attribute usually perceived as satisfying which can be viewed more favourably and can be resulted in a more positive attitude toward the brand. On the other hand, an attribute that is not perceived as satisfying can be observed as unfavorable and can be resulted in a more negative attitude toward the brand.

Anupam Jain and Meenakshi Sharma (2013) investigated the brand awareness in rural area about branded products of Fast Moving Consumer Goods (FMCG). The brand awareness in rural areas particularly in respect of beauty care and health care products showed good. People are not worried about the price of the product. It is also found that they are showing willingness to spend higher price when they realize that they can afford to spend. Since the usage of branded products of reputed companies will elevate their status as well as stature in that village. Norazah Mohd. Suki (2013) studied the influence of consumers' environmental concerns,

awareness of green product, price and brand image on their purchasing decision of green products. A total of 200 completed responses were collected in the survey. Responses were randomly drawn from students in a public university in the Federal Territory of Labuan, Malaysia. Their participation was purely voluntary. Results via multiple regressions authenticated that consumers' awareness of price and brand image significantly influences their purchasing decision of green products. A person having some concern for the environment and its brand image would have a stronger preference to buy a green product. It was found that fruitful insights for environmental sustainability.

Sawant R.P. (2012) measured the role of advertising in promoting brand of men_s wear. The researcher revealed that better fitting garments, awareness of brand coupled with availability of leading names, latest designs and varieties were responsible for youths opting for readymade garments. Provocation by advertising was the foremost factor for buying of garments, followed by the demonstration effect and requirement of dress. The youth were found to be more eager to wear new garments as soon as they have bought them. Hsin Kuang Chi, et al (2009) explored the effects of brand loyalty. The samples are collected from cellular phone users living in Chiyi. The results demonstrated the relations among the brand awareness, perceived quality and brand loyalty for purchase intention are significant. Perceived quality has a positive effect on brand loyalty.

Perceived quality of brand loyaltymeditate the effects between brand awareness and purchase intention. The study suggested that cellular phone manufacturers ought to build a brand and promote its brand awareness through sales promotion, advertising, and other marketing activities. When brand awareness is high, its brand loyalty will also increase. Consumers will evaluate perceived quality of a product from their purchase experience. As a result, brand loyalty and brand preference will increase purchase intention. Ragavendran P. G. (2008) estimated the current brand awareness and suggested methods for improving the same. The socio economic section of women consumers was identified using socio economic classification grid. The data was collected from the target audience of 18-35 years age at 30 different places through questionnaire. Pareto analysis was used to know the quality problems of major attributes. Quality Function Deployment was deployed to relate the consumer voice and technical descriptors for quality improvements in the shampoo brand. The results revealed that the major consumer expectations were quality, benefits offered and packaging.

2.4) Perceived Quality The idea uniqueness can be effectively pictured, yet it's difficult to characterize (Garvin, 1988). Perception of the uniqueness is the main segment of the buyer based brand value system (Nguyen, Barrett & Miller, 2011; Kimpakorn & Tocquer, 2010). It isn't worried about the real quality (Objective nature) of an item, however with the impression of the shoppers, about the general item quality in contrast with its rivals (Aaker, 1991; Zeithaml, 1988). Characteristics that are identified with the specialized parts of an item are its goal characteristics. In contrast, the apparent quality is identified with the general nature of the item imagined by the consumer (Zeithaml, 1988). The nature of an item is legitimately impacted by the view of the purchasers (Boulding et al., 1993). The idea of perceived quality is characterized into two gatherings 1) inherent traits 2) outward characteristics (Zeithaml, 1988). Physical highlights, (for example, structure, appearance, shading) are the natural properties of an item, though extraneous credits are identified with the items, however not in the physical sense, (for example, brand name, bundling, value, the stamp of value and so on) (Bernue's et al., 2003). High Perception regarding quality causes a brand to separate itself from the contenders and to charge a superior value (Aaker, 1991).

a) Reason-to-Buy In numerous specific situations, brand differentation gives a significant explanation to purchase, affecting the brands to be incorporated and prohibited from thought, brand that will be chosen. A client frequently comes up short on the inspiration to acquire and sift through the data that may prompt a target assurance of value in a given application. Or then again, the data may be inaccessible. Or on the other

hand, the client might not have the capacity or assets to acquire it. Regardless, perceived quality gets focal. Since the apparent quality is connected to a buy choice, it can make all components of the advertising program more powerful. On the off chance that the apparent attributes are on upper side, the activity of publicizing and advancement is bound to be compelling.

b) Differentiate/Position The primary features for a brand is its situation on the apparent attribute measurement. The perception of attributes can give a significant premise to separation. In some item classes, the different brands are not discernable by most customers.. On the off chance that a brand is very much situated (concerning contenders) upon main property in the item class, contenders will think that it_s difficult to assault. ambush at front can prove to be prevalence upon that measurement, there will be a validity issue. For example, it can be hard for a contending organization to produce tenable a case that it has outperformed, or coordinated. A contender, for every single down to earth reason, may need to discover an application other than athletic rivalry. Along these lines, separation can be an imposing boundary to contenders.

c) A Price Premium An apparent quality bit of leeway gives the choice of charging an exceptional cost. The cost premium can expand benefits, as well as furnish assets with which can be used in its further management. These assets may be invested in such brand enhancing exercises as upgrading mindfulness or affiliations, or in innovative work (R&D) exercises to upgrade the item. A value premium gives assets, yet can likewise fortify the apparent quality. The "you get what you pay for" conviction is particularly significant on account of merchandise and enterprises for which target data isn't promptly accessible. Rather than a value premium, the client might be offered a prevalent incentive at a serious cost.

d) Channel Member Interest It is significant for marketing intermediaries and all those who help in buying promoting and sales of the brand can be important to retailers, wholesalers and therefore help in picking up circulation. We realize that the picture of a channel part is influenced by the items or administrations remembered for it line-loading quality items that can matter. Likewise, a vendor can offer an efficient quality item at an alluring cost to increase customer base. Regardless, the channel individuals are very much respected that clients need.

e) Brand Extensions The quality could be misused by utilizing the brand name and acquainting brand expansions with entering new item classifications. A solid brand regarding apparent quality would have the option to broaden further and would locate a higher accomplishment chance than a more fragile brand. Concerning apparent quality, the idea has been extensively concentrated in the field of relationship advertising. The impact of high caliber on brand dependability is notable and is generally acknowledged as the premise of customer. It is identified with a customer's conclusion on the degree to which a specific item will have the option to live up to his desires. In such a manner perceived quality has nothing to do with the real execution of the item. Be that as it may, perceived quality can greatly affect a brand's value: increase in the apparent nature of the brand, more noteworthy can be its image value. Significantly, a client sees a brand to be of top-notch since it will expand the brand inclination and construct brand value. Kirmani and Rao (2000) talked about the nearness of vulnerability in the psyches of buyers in regards to the nature of the items offered by the dealers. This vulnerability is brought about by data asymmetry. The venders have more data than the purchasers. The purchasers will make derivation relying upon the data gave by the dealers. In this way, the kind of deduction required by merchants will choose the sort of data to be imparted to the purchasers. In such manner brand name, item configuration, bundling, promotions and other br and personalities are the kinds of data that convey the imperceptible quality. These components can help assemble ideal perceived quality in the brains of the customers. Seen quality is a consequence of customers' buying decision on an item (Zeithaml, 1988; Dodds et al., 1991). Bhuian (1997)—likewise consider apparent quality is a judgment on the consistency of item

determination or an assessment on the included estimation of an item‖. Garvin (1983) recommends that apparent quality is characterized based on clients' acknowledgment while target quality is characterized based on an item or assembling direction. Aaker in the year (1991) stated that momentous perceived quality could affect clients' decisions, drive purchaser buy choice, encourage separation of the brand and permit firms to set premium costs.).

2.5 Brand Loyalty It means "a profoundly held duty to rebuy or patronize a favored item/administration reliably later on, in this manner causing redundant same-brand or same-brand set buying, despite the way that situational impacts and promoting endeavors can cause exchanging behavior"39 (p.34). Brand faithfulness is the inclination of a client for a solitary brand, or inclination to purchase a specific brand name in an item class consistently In this manner, buy recurrence isn't equivalent to reliability. For example, shoppers to buy regularly a brand item does not mean they like it yet because of an advantageous quality looking for conduct to buy a specific, explicit item at times (Tseng, Liao, & Jan 2004). Dependability can likewise be isolated from momentary reliability and long haul devotion. Transient devotion is certifiably not a genuine brand faithfulness because a drawn-out client won't be accepting different brands even if it prove sto be a good decision (Jones & Sasser, 1995). Also, Bloemer and Kasper (1995) contend that a true brand faithfulness should be lead to brand inclinations and regular purchase practices that present in a drawn-out responsibility, brand duty and mental preparing (dynamic and assessment) work while Fornell (1992) recommends that brand dedication can be estimated from client repurchase aim and value resilience. Shoppers with a solid duty to a specific brand will continually look for any showcasing movement identified with the brand (Chaudhuri, 1995).

Besides, brand faithfulness can be estimated in two measurements: emotional dependability and activity devotion. Full of feeling reliability is aparticular brand inclination from collective fulfillment to past purchase experiences. Full of feeling dependability just speaks to that of regular buying motive. This may not mean a buyer will make more purchases. It is exceptionally difficult to state that purchasers hold brand faithfulness (Kan, 2002). Actual work related brands faithfulness demonstrates customers have inclinations to a specific brand as well as display purchase activity tediously, and become an activity dormancy (Lin, 2005). Additionally, without making any assessment, the brand-faithful buyers will essentially buy the brand irrefutably dependent on related involvements (Yee & Sidek, 2008), inferring that brand dedication can this way build shoppers' buy expectation. Such observation was bolstered by the examination led by Khan et al. (2016), the results of which uncovered that brand loyalty is the most conspicuous measurement that impacts buy aim.

2.6 Purchase Intention Purchase intention can be used as tool to measure the interest of a shopper to buy an item, and the linkage between the two ends is with the end goal that the more simple and low the buy aim, the more noteworthy a buyer's longing to buy an item (Schiffman & Kanuk, 2000). Engel et al. (1995) sketched out that there are three sorts of procurement aim, to be specific, unintended buy, somewhat planned to buy and completely expected buy. Unintended buy is treated as a motivation buy where it refers to the prompt choice made in a store to purchase an item classification or a brand. During incomplete buy, end user would chose an item class and the premise preceding buying an item and just settle on the brands and types later in the store. Contrastingly, completely arranged buy infers that buyers settle on a choice on the items and brands to buy even before entering the store. It ought to be noticed that these three sorts of buying conduct might be influenced by the degree of mindfulness and the quality of the brand picture. Actual purchase behavior can be measured with the help of purchase intention and purchase intention is a predisposition of the customers regarding their action of purchasing (Liu and Li, 2019; Trivedi and Raval, 2016). Consumers' willingness to buy a product can be described through the extent of purchase intention. Purchase intention is an advance Md. R. H. K. Rakib et al. Heliyon 8 (2022) e10599 2 planning of the customers for purchasing certain products in future (Warshaw and Davis, 1985). It describes an individual's preference for product purchase and their

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categorization of the available options (Zeithaml, 1988). Purchase intention represents consumer's willingness to purchase, that is, if purchase intention is high the likelihood of consumer willingness to purchase a product or service is also high (Schiffman and Kanuk, 2000). At first, consumers will go through the recognition of the product to purchase after that they search for information about the product, then evaluate, purchase and feedback about their response (Kotler et al., 2010). Blackwell et al. (2006) stated that, what cross in the mind of customers' signifies their intention to purchase. The characteristics of smartphone such as the brand name, quality, price, innovation awareness, and recreating capability etc. can influence the buying behavior of customers before purchasing (Leo et al., 2005; Rahim et al., 2016; Rakib, 2019). There are many brands, models and designs available in the smartphone market that create difficulties for consumers to choose a smartphone. When customers have intention to buy smartphone, they generally consider several factors like-brand, price, functions, reputation, durability, social influence, relative advantages etc (En and Balakrishnan, 2022; Tran, 2018).

Kotler (2003) proposed that individual attitudes and unpredictable situations will influence purchase intention. Individual attitudes include personal preferences to understand obedience to others expectation and unpredictable situations signify that consumers change purchase intention because a situation is appearing, for example, when the price is higher than expected price (Dodds et al., 1991). Repeat purchase behaviour for a high-involvement product is the indicator of brand loyalty. If, after the purchase and use of the product the customer is satisfied, he is happy and goes in for repeat purchases or recommends the same to his friends and acquaintances. If, however, the customer is dissatisfied, he discontinues further purchase of the product and builds a negative attitude towards it, which may be harmful to the company (Khan, 2006). Satisfaction of the consumer, after the sale has been effected is important for repeat purchase (Khan, 2006). Consumer purchasing behavior according to Lars Perner (2009), is the study of when, why, how, and where people do or do not buy a product. It attempts to understand the buyer decision making process, both individually and in groups. It studies characteristics of individual consumers such as demographics and behavioral variables in an attempt to understand people's wants. It also tried to assess influences on the consumer from groups such as family, friends, reference groups, and society in general. Thus, the marketer must devise means of how to influence a customer buy his product through influencing his purchase decision. To counter fierce competition, businesses often use promotions to stimulate purchase intention and increase sales. Specifically, Woodall (2009) investigated customers purchase loyalty and its effect on the company's success as well as the factors that influence consumers purchase decisions. Woodall also tried to ascertain whether brand loyalty in itself can drive success since, according to him, loyalty may entail a willingness on the part of the customer to forego a lower price offered by another competitor. The study relied on mixed methods, and conducted mainly a phenomenological study covering the whole of South Central Pennsylvania with participants living in 11 counties. An online questionnaire was completed by 688 consumers from business and academia. Also, 23 more consumers opted to participate in further inquiry on their consumption behavior and product loyalty and decision situations. Therefore, the online surveys were complemented by intensive oral interviews to explore in more detail the factors that actually prompted these consumers choices. Woodall analyzed his online figures quantitatively and complimented the statistics with descriptive oral interviews, resulting in much explanation and analysis.

In Woodall's study, brand loyalty constituted the dependent variable, which could be influenced by all the other independent variables such as product price, convenience of use and product quality. The results were tested for reliability using an internal consistency approach, with validity evaluated using concurrent criterion validity. According to Rajagopal (2006), customers must depend merely on extrinsic attributes of the product. Sovereignty of the consumer rely on saving decisions which want the individual effectively finds income view of current and future consumptions (Redmond, 2000). To do so consumers should obey their practices in the

past for the products in particular type (e.g. brand loyalty or habitual buying) in formation of the decision for the purchase of the product (Terrell, 2002). Santi Budiman (2012) has investigated the effect of product cues factors, such as extrinsic cues, intrinsic cues. Attitudes towards counterfeits, religiosity, lawfulness attitudes, and status of consumption on purchase intentions. They found that intrinsic factors had positive influence on consumer attitudes towards pirated handbags. A more positive attitude of consumers towards pirated bags will further strengthen the purchasing intentions and conversely the higher the status of a consumer's consumption will only further weaken the intention of purchasing the product.

Briana Martinez and Soyoung Kim, (2012) explored the impacts of several consumer characteristics (fashion leadership, impulse buying, bargain shopping), web site attitude, and visit frequency on on intention to purchase from a private sale site. Data were collected from 164 female respondents who were members of at least oneprivate sale site. The sample was selected mainly by using a snowball sampling technique which relied on chain referrals to recruit eligible participants. Factor analysis results suggested that fashion leadership consisted of two dimensions: fashion opinion leadership and fashion innovativeness. Regression analysis was conducted to determine how strongly purchase intention for private sale sites was predicted by fashion opinion leadership, fashion innovativeness, impulse buying, bargain shopping, web site attitude, and visit frequency. They found that ease of use was the only dimension of web site attitude that significantly predicted purchase intention. Impulse buying and bargain shopping also significantly influenced purchase intention.

Hee Yeon Kim and Jae-Eun Chung (2011) examined the effects of consumer values and past experiences on consumer purchase intention of organic personal care products. The study also aimed to consider further the moderating effect of perceived behavioral control on the attitude-intention relationship. An online survey was conducted with 207 online panel members, and multiple regression analysis was used to test the relationships among the variables. The results indicated that environmental consciousness and appearance consciousness positively influence attitude toward buying organic personal care products. The addition of past experiences as a predictor of purchase intention and perceived behavioral control as a moderator of the attitude-purchase intention relationship yielded an improvement on the TPB model. The study had suggested that retailers can develop effective marketing strategies emphasizing ecological beauty, product safety, and affordable prices to increase consumers' intentions to buy organic personal care products.

Kuang-peng Hung (2011) aimed to consider the respective roles of social context, individual perception, and vanity, and to set these relationships within a broader theoretical context of the literature on possession and consumer identity. The empirical study consisted of a large-scale survey conducted among Chinese luxury brand consumers in Taiwan. The data were analyzed using exploratory factor analysis and multiple regression. The findings support the influence of the social context on purchase intention for luxury brands. There was weaker supported for the role of perception. The experiential and functional aspects of luxury brand purchase were positively correlated with purchase intention, but symbolic value was not. Physical and achievement vanity had a positive impact on purchase intention while only achievement vanity had a moderating effect on perception. Hsin Kuang Chi, et al (2009), studied the effects among brand awareness, perceived quality, brand loyalty and customer purchase intention and mediating effects of perceived quality and brand loyalty on brandawareness and purchase intention. The samples were collected from cellular phone users living in Chiyi and they have adopted regression analysis and mediating test to examine the hypotheses. It was found that the relationship among the brand awareness, perceived quality and brand loyalty for purchase intention are significant positive effect on brand loyalty. Perceived quality will meditate the effects between brand awareness and purchase intention, and brand loyalty will mediate the effects between brand awareness and purchase intention.

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Matthew Tingchi Liu (2007) investigated the relationships between attractiveness of athlete endorsers, match-up, and consumers' purchase intention embedded in the China context. The researchers used 3×2×2 between-subject experimental design. Study depicted purchase experience, endorser attractiveness levels (high/middle/low) and endorser-product match-up and product type. The results showed that no matter whether the attractiveness is high, middle, or low, the high endorser-product match-up could produce higher purchase intention than the low endorser-product match-up could. Moreover, the purchase intention generated by the high-attractive endorser with low match-up would be higher than that generated by low-attractive endorser with high match-up. Dany C. Coelho (2005) analyzed smartphone market and consumer and examine the factors influencing purchase intention of private label smartphones. The literature review on private label technological products proved to be scarce, which raised a challenge in exploring the main differences among factors influencing purchase intention for this specific product category. They have tested a set of variables influence the purchase intention of smartphones through the development and application of an analytical model, the researchers have applied a questionnaire to a study population, and recorded 339 valid answers. The results were estimated in accordance with the Structural Equation Model. The analysis highlighted the importance given to technology by consumers, as well as price and quality. This study also revealed the importance of private label brands in a market which has as yet been underexplored.

2.7 Relationship between perceived quality and brand loyalty Brand devotion/loyalty in the current examination catches the conative/conduct components of shoppers' procedures of an attitudinal turn of events. A few investigators have partitioned brand dependability into stages, for example, intellectual, full of feeling, and conative and activity loyalty (Evanschitzky et al. 2006). Intellectual and full of feeling reliability are worried about brand convictions and influence separately, and these are identified with other relationship develops in the psychological and emotional phases of customer brand connections (Oliver 1999; Sreejesh and Mohapatra 2014). To adroitly outline brandconviction from other relationships develops in the intellectual and full of feeling phases of purchaser brand connections, in this examination brand reliability alludes to social aim or a brand-explicit pledge to repurchase (Fournier 2005; Oliver 1999). Brand dedication is expressed as shoppers' one-sided brand-explicit social reactions after some time, coming about because of mental procedures (Jacoby & Kyner, 1973). The examination of Zeithaml, Berry and Parasuraman (1996) uncovered that dedication reactions (aims) incorporate expectation to repurchase a brand as well as to commend and suggest it. Different scientists have stressed that announcements of inclination or repurchase aim are lacking to characterize brand loyalty, and have proposed that brand faithfulness is most sufficiently spoken to by attitudinal proclamations of duty (Beatty and Kahle 1988; Jacoby and Chestnut 1978), for quite a while brand dependability was seen as brand responsibility (Yoo, Donthu & Lee 2000) or as theoretically like brand steadfastness (Kressmann et al. 2006).

Following Beatty and Kahle (1988) and Zeithaml, Berry and Parasuraman (1996), brand devotion in this examination is showed by one-sided reactions, including explanations of duty as well as to conduct aims. Exploration thoughtfully portrays brand faithfulness from brand relationship quality (Fournier, 2009). A few specialists believed pledge to be reasonably like brand faithfulness, and in this way, barred it from brand relationship quality (Kressmann et al. 2006). What's more, a few investigations concentrated on the idea of passionate connection, which catches the enthusiastic security and incorporates just a few elements of brand relationship quality, for example, self-association, love/energy, closeness and reliance (Thomson, MacInnis & Park 2005). These examinations have indicated that brand relationship quality or passionate connection, which catches the enthusiastic security as in this exploration, positively affect brand reliability (Kressmann et al. 2006; Park, S-Y & Lee 2005; Thomson et al., 2005). The greater part of these investigations has been embraced in evolved Western markets. In her original examination, Fournier (1998) directed top to bottom meetings with three American members to talk about their lived involvement in day by day utilized brands.

Later a few specialists oppressed her idea of brand relationship quality to observational assessment. Smit, Bronner and Tolboom (2007) demonstrated the dimensionality of brand relationship quality was nearly equivalent to Fournier's (1998), with the expansion of certain measurements, for example, trust and nostalgic association. The examination of Breivik and Thorbjornsen (2008), likewise offered experimental help for Fournier's (1998) image relationship quality. The examination of Breivik and Thorbjornsen (2008) uncovered that brand relationship quality affects the repurchase of the brand. Differentscientists analyzed the impacts of brand relationship quality on relationship results. In this sense, brand relationship quality was esteemed to be affected by its measurements (Tsai2011). The consequences of their exploration demonstrated that purchasers with a solid brand relationship quality responded better to mark expansions. Another review in South Korea by Park, S-Y, and Lee (2005) found that brand relationship quality strongly affected brand faithfulness in high involvement circumstances than in low- contribution circumstances. Considering the connection between perceived quality and brand dedication, a few investigations demonstrate apparent quality as the primary forerunner of brand steadfastness (Biedenbach & Marell, 2010). Significant investigations have reasoned that Perceived quality was found to affect brand picture (Tan et al., 2011: Chen & Tseng, 2010).

2.8 Brand Awareness, Perceived Quality, Brand Loyalty and Purchase Intention From the extant literature, it can be inferred that Brand Awareness, Perceived Quality, Brand Loyalty are the components that contribute as far as the purchase decision of a consumer is concerned. The investigations by Anic (2010), Laurent et al., (1995), Lee (2008), Poon (2010), Naik, Prasad and P. Sethi (2008), Shafi and Madhavaiah (2013) concluded that brand awareness has a significant role in predicting purchase intention. Brand cognizant and brand dependability are the predominant determinant of brand mindfulness. Numerous explores likewise keep up that the higher the brand mindfulness is, the higher the perceived quality is (Lo, 2002; Lin, 2006). Kan (2002) further proposes that the higher the brand mindfulness is, the higher the customers' quality assessment is.an item has higher brand mindfulness, it will have a higher piece of the pie and a superior quality assessment (Dodds et al., 1991; Grewal et al., 1998). A notable brand will have a higher buy goal than a less notable brand (Hsu, 2000). Garretson and Clow (1999) recommend that apparent quality will impact customer buy expectation, and Monore (1990) demonstrated that apparent quality would emphatically impact buy goal through perceived esteem. Ho (2007) additionally attests that the higher the apparent quality and perceived estimation of the private brand nourishments, the higher purchasing aim to customers. What's more, Chang (2006) and Wu (2006) inferred that apparent quality and buy expectations are decidedly related. Brand faithfulness is a repurchase responsibility that guarantees buyers will repurchase their ideal brands later on, and they won't change their allegiance under any situation (Oliver, 1999). Aaker (1991), Assael (1998), and Wang and Kan (2002) additionally notice that customers must have positive emotions to a brand, and afterward, they will formulate purchasing goals.

3. **Conclusion**

The current study relied on quantitative methodology and most of the methodologies adopted by all those surrounding the current study also adopted quantitative models. The present research used statistical data, tables, and models as did most of the research designs and methodologies surrounding the topic. Considerable planning and organizing was required to carry out the current study, in similar fashion to what was also undertaken by those researchers who carried out studies surrounding the topic. The research design and methodologies surrounding the topic all involved a great deal of analysis and synthesis which was also encountered in the current study. Most of those studies surrounding the topic could be used in solving human and organization problems, and it is expected that the findings of the present study will be useful to manufacturing and marketing organizations as well as consumers in solving real human problems. Further, the current study adopted a cross-sectional quantitative research design. The research design is cross-sectional

because the participants completed the survey at a single point in time. Both descriptive and inferential statistical analyses were performed in the current study. Initially, descriptive statistics were gathered for all study variables, including frequencies and percentages for all categorical variables. This approach was considerably different from some of the studies surrounding the topic. The present research design also differs significantly from some approaches that were used by managers or leaders in solving organizational problems. For example, participatory or action research, which is used sometimes by organizational leaders, is significantly different from the current study research design. Participatory or action research requires the researchers (i.e., leaders of organizations) and stakeholders to collaborate in the design and implementation of all the phases of the research process. The ultimate goal of the action research process is taking action, including collaboration to solve real life problems. In other words, while the aim is the same, the approach is different from the current study's approach.

This work also offers some practical advice for future academics interested in this field of study. Researchers may use study designs that are based on experimental or longitudinal procedures since they remove any biases in the data obtained. In the future, researchers may choose to focus their research on branding of apparels from different parts of India. They might even use internet polls to target apparel customers in other countries. Future studies will be able to target all population segments of the apparel consumers by targeting equal numbers of all age groups based on psychographic differences. Future researchers may want to investigate a larger sample size in order to generalize these results. Future studies may look at the topic of branding from the point of view of other stakeholders. Future research might look at the link between mediation and its antecedents and any additional outcome factors. They must also include the mediating or moderating influence of other psychographic or demographic elements to investigate this topic adequately. Future research might look at this problem in various geographical areas of premium/luxury apparel brands.

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