

**CONSUMER WILLING TO BUY BRANDED CLOTHING
IN KATHMANDU**

A Thesis Report

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RECOMMENDATION

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I hereby, declare that the work reported in this thesis entitled "**CONSUMER WILLING TO BUY BRANDED CLOTHING IN KATHMANDU**" submitted to Shanker Dev Campus, is my original piece of work done in the form of partial fulfillment of the requirement for the Master's Degree in Business studies under the supervision and guidance of Asso. Prof. Suman Kamal Parajuli, Shanker Dev Campus, Putalisadak.

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ABBREVIATION

PQ	Perceived Quality
BC	Brand Consciousness
BI	Brand Image
BA	Brand Awareness
PI	Purchase Intention
LOS	Level of Satisfaction
ANOVA	Analysis of Variance
B	Beta
Sig.	Significance
SPSS	Statistical Package for Social Science

ABSTRACTS

Customer purchase intention refers to a consumer's planned or anticipated decision to buy a particular product or service in the future. It reflects the individual's inclination or willingness to make a purchase based on their current evaluation, attitudes, and perceptions. It represents a consumer's planned or anticipated decision to buy a specific product or service.

This research used primary method for data collection and the questionnaire technique to collect the data to meet the objectives. It studied about the relationship between brand awareness, brand image, perceived quality and brand consciousness with consumer purchase intention.

For the research 192 respondents from Kathmandu were selected as the sample size, and convenience non-probability sampling method was used for the distribution of questionnaires.

This study followed a descriptive research design, where the most dominant factors affecting consumer purchase intention was analyzed and examined.

Similarly, the result from correlation analysis on independent variable and dependent variables indicates that there is a strong positive relationship between the dependent variable and independent variables i.e. brand image, brand awareness, brand consciousness and perceived quality.

CHAPTER 1

INTRODUCTION

1.1 Background of the study

According to Young et al. (2010), consumer behavior encompasses a wide range of actions related to the acquisition, utilization, and eventual disposal of products and services. It is the process of making decisions by a person who is directly involved in the assessment, acquisition, utilization, or disposal of products and services. The study of consumer behavior aims to comprehend how consumers make selections about what to buy by utilizing the time, money, and effort that are necessary to acquire, utilize, and discard items and services. It makes it easier to anticipate and comprehend the audience as well as the motivations behind and frequency of purchases (Fasi, 2017). Due to significant environmental factors like globalization, deregulation, and technical advancements, the industry is undergoing drastic change (Kotler, 2003). The reasons behind these changes include the revolution in information technology, globalization, rising purchasing sophistication, and significant changes in demographics.

Consumers make decisions on what to buy after resolutely resolving their problems (Setyorini et al., 2019). According to Marpaung (2022), a purchase decision is the result of a customer's strong conviction that the choice to buy a particular product is the right one. When a person has multiple options to fulfill their needs, they make a buying decision (Silvia et al., 2019). A decision known as "intent to purchase" examines the reasons behind a customer's choice of brand. Structures such as thinking about buying a brand and planning to buy a brand help to define the extent of the purchasing intents (Porter, 1974).

Purchase intention, according to Dodds et al. (1991), is a person's deliberate endeavor to try and buy a brand. Furthermore, customers are more inclined to acquire the product if their purchase intention is larger. An analysis of purchase intention looks at the reasons behind a customer's choice of brand. Structures such as thinking about buying a brand and planning to buy a brand help to define the extent of the purchasing intents (Porter, 1974). Customers' intentions to buy a product are influenced by a range of factors, including the product's price, quality and features, customer loyalty,

satisfaction levels, and value awareness, given the abundance of competing items available in the market (Narang, 2016).

When a customer has a tendency to purchase a particular product in a particular condition, it is known as purchase intention. Purchase intention is a type of decision making that examines the motivations behind consumers' purchases of a specific brand, as noted by Shah et al. (2012). Purchase intention and customer behavior, perception, and attitude are frequently linked. The primary means by which customers encounter and assess products is through their purchasing behavior. The logo, emblem, or tagline of a product are not considered trademarks. By serving as a means of product maker identification, trademarks can also provide consumer protection (Bhakar et al., 2013). Consumer perceptions and their comprehension of what they have heard, seen, studied, and understood about a brand impact its strength (Keller et al., 2003). In the corporate world, a company's brand represents the value it offers, and marketing is now the means by which these values are communicated to customers. Customers value product branding because it makes choosing which things to purchase easier by pointing them in the right direction (Foroudi, 2019). Businesses can identify, cultivate, maintain, and set themselves apart from competitors using their brand (Bettels et al., 2019).

Making purchases as a consumer is a difficult procedure. Customers' purchasing patterns are a crucial component in how they assess and judge a given product. The price and perceived quality of the goods might have an impact on a buyer's inclination to purchase. Additionally, pull factors from both the inside and outside of the consumer's decision-making process might influence their purchase selections (Gogoi, 2013). Six stages, including brand awareness, product knowledge, brand interest, brand preference, brand persuasion, and purchase, were established by Kotler and Armstrong (2010) for product purchasing decisions. Unpredictable circumstances and individual attitudes affect purchase intention. Individual attitudes are defined as one's own inclinations toward others and compliance with others' expectations; unpredictable conditions are those in which customers decide not to make a purchase just because a situation arises (Dodds et al., 1991).

Product attributes and perceived quality are the primary determinants of purchase behavior across all product classes (Stavkova, 2008). The seven contributing elements

include peripheral specs, value-added features, connectivity, portability, basic specification, after-sales service, cost and terms of payment, and looks. to what customers decide to buy (Nasir, 2006). A number of factors, including cultural, social, personal, psychological, product, and pricing ones, all had an impact on the choice to buy. Price, however, did not have a major impact on consumers' decisions to buy. The main factor influencing a decision to buy was culture (Suroto, 2013). Consumer purchasing behavior is closely correlated with social, physical, and marketing mix components (Furaiji et al., 2012).

A customer that consistently makes repeat purchases and returns to buy their chosen product is said to have purchase intent. Perceived value, product pricing, product quality, and experience value are the four elements that influence consumers' intention to purchase a brand, according to Maoyan et al. (2014). Giampietri et al. (2018) suggest that the purchase intention of consumers is contingent upon their attitudes towards conduct and subjective norms. These factors have the potential to influence consumers' purchasing decisions in either a favorable or negative way. Subjective norms are influenced by a consumer's environment, including cultural standards and the information that other customers have learned about the product from advertising and brand awareness. Triandewi and Tjiptono (2013) examined consumer intention to purchase authentic brands over knockoffs. Soon and Wallace (2017) examined brand. The findings showed that the intention of consumers to acquire counterfeit goods was significantly predicted by past purchases as well as personal traits. Sago and Hinnenkamp (2014) looked at how big bad news affected consumers' attitudes toward their preferred brands. The study discovered that bad business news has a detrimental effect on consumer affinities towards preferred companies as well as other variables related to consumer behavior, such as readiness to buy, price levels at which consumers are prepared to pay, and brand perception. In their 2015 study, Faryabi et al. looked at the impact of sales promotion and brand name on customers' intention to buy cell phone brands online. The effect of shop image on consumers' purchase intention has the greatest path coefficient value among all tested hypotheses, according to the results of the combined evaluation of hypothesis testing for the HTC and Nokia brands. Tariq and Khan (2016) looked at how consumers' inclinations to buy were affected by branded items. The study found that attitudes and brand perceptions have an impact on consumers' intentions to make purchases. In addition,

consumers are willing to pay the costs of the things they purchase since they will ultimately be satisfied with them. Sallam (2016) looked at how corporate branding and brand image affected consumers' decisions. The study also looked at how corporate branding and brand image affect brand equity as well as how brand equity affects consumer decision-making. The study discovered that corporate branding increases brand equity. However, the results also showed that brand equity significantly influences customer choice and that brand image had little bearing on brand equity.

In Nepal, customer behavior, attitudes, and expectations are all related to the intention to purchase. One important way that customers access and evaluate each specific product is through their purchasing activity. The products perceived worth, quality, and price can all have an impact on the choice to buy (Rai, 2020). Price perceptions with age and family styles, understanding of adulteration issues with education and monthly family income, and purchasing behaviors with awareness, attitudes, and beliefs are all significantly correlated, as demonstrated by Sapkota and Phuyal (2016). Adhikari and Biswakarma (2017) came to the conclusion that subjective norms, control, perceived conduct, and personal fulfillment all have a substantial influence on the intention to acquire counterfeit clothing and accessories. When evaluating the brands that professional consumers prefer when selecting a mobile phone, Sah (2021) discovered that pricing and product attributes had an impact on the decision to buy a smartphone. The conversation above demonstrates the importance of research on the variables influencing consumers' propensity to buy branded goods. Therefore, the purpose of this study is to investigate Kathmandu consumers' propensity to purchase branded apparel.

1.2 Problem statement

Evaluating consumers' willingness to purchase branded apparel from Nepal is the issue that needs to be resolved. Even though branded products are becoming more widely known and marketed, less is known about the factors that affect consumers' decisions to buy these products. As a result, it is critical to identify and deal with the main problems pertaining to Nepali consumers who are ready to purchase branded goods. Therefore, the purpose of this study is to look at what factors influence

Nepalese consumers' intentions to buy branded clothing, with an emphasis on brand awareness, brand image, and perceived quality of the product.

Consumers' purchasing intentions are influenced by a variety of factors, including perceived quality, brand awareness, brand association, and brand image. The five steps involved in making a purchasing choice are as follows: (1) problem identification; (2) information search; (3) evaluation of options; (4) purchase decision; and (5) post-purchase evaluation. One could classify it as an impulsive purchasing habit (Engel et al., 1995). According to (Fishbein et al., 1975), a consumer's true objective when purchasing a goods is to make a purchase.

Purchase intention refers to a person's conduct based on what they believe about particular products, what comes to mind, and what they anticipate thinking or doing when they purchase similar product brands. They are highly likely to react in kind to what they did in the past. Instead than selecting to respond with a purchase, customers can disclose their habits here. Purchase intention is a crucial idea in consumer behavior despite these issues (Kotler and Armstrong, 2010).

These days, brands are a vital instrument for boosting any nation's economy. Fairs and brands can assist influence people's purchasing habits. Brands facilitate customers' decision-making in their hectic everyday lives. Companies should take into account that in order to operate in a highly competitive environment, they must establish a well-known brand and image in the minds of consumers to influence their choice, especially since people are more aware of brands these days (Sawagvudcharee et al., 2018).

Customers in Nepal may not know much about branded goods, their quality, or the advantages that come with them. Their buying intents may be hampered by this ignorance, which could cause consumers to choose non-branded alternatives. Investigating how Nepalese customers view and identify different brands, how familiar they are with different branded products, and how this awareness influences their purchasing decisions are all crucial. The perception of product quality and the degree of trust consumers have in branded goods can also greatly influence their inclination to buy. Furthermore, it is vital to maintain high-quality items in a country like Nepal where there is a market for counterfeit goods. Customers' perceptions of the quality and performance of branded products can considerably affect their

decision-making process. If they have reservations about the quality, authenticity, or reliability of branded products accessible in the Nepalese market, this may prohibit them from making a purchase. It will be beneficial for brands to know how Nepali consumers evaluate product quality and how this affects their intention to buy in order to modify their marketing strategy appropriately. Customers in Nepal are accustomed to distinguishing items and companies based on their reputation or image. A well-groomed brand image increases the likelihood of drawing in more clients and making big profits. Purchase intention can be strongly influenced by consumers' perceptions of a brand's reputation, dependability, and overall impression, all of which are emphasized by brand image. It will be possible to gain insight into Nepali consumers' purchasing patterns and preferences by researching how they view and assess brand image. Comparably, brand awareness indicates how devoted and attached a customer is to a specific brand, which has a big impact on their intention to buy. Therefore, investigating Nepali consumers' brand awareness and comprehending how this influences their purchase decisions can offer insightful information to brands trying to uphold brand loyalty.

1.3 Objectives of the Study

The current study's main goals are to investigate the variables influencing Kathmandu consumers' propensity to buy branded apparel. Nonetheless, the following are the study's precise goals:

1. .to evaluate how Kathmandu consumers view brands and how brand knowledge, perceptions of quality, and brand consciousness affect their decision to buy branded clothing.
2. .to investigate the relationship between customer purchase intention in Kathmandu and brand awareness, brand image, perceived quality, and brand consciousness.
3. to examine how customer purchase intention in Kathmandu is influenced by brand consciousness, perceived quality, brand awareness, and brand image.
4. to determine which factors are most important in Kathmandu when it comes to consumer buying intention.

1.4 Research Questions

In this study the research questions are:

RQ1: How do customers in Kathmandu view brands in terms of awareness, image, perceived quality, and consciousness while making purchases of branded clothing products?

RQ2: How do consumer purchase intentions in Kathmandu relate to brand awareness, perceived quality, brand image, and brand consciousness?

RQ3: How do consumer purchase intentions in Kathmandu get influenced by brand awareness, perceived quality, brand image, and brand consciousness?

RQ4: In Kathmandu, what are the main variables influencing consumers' intentions to make a purchase?

1.5 Research Hypothesis

A research hypothesis is a tentative statement or proposition that suggests a possible relationship between two or more variables. It is a specific prediction or assumption about the expected outcome of a research study. The following hypothesis has been formulated:

H₀₁: There is significant relationship between brand awareness and consumer purchase intention.

H₀₂: There is significant relationship between brand image and consumer purchase intention.

H₀₃: There is significant relationship between perceived quality and consumer purchase intention.

H₀₅: There is significant relationship between brand consciousness and consumer purchase intention.

1.6 Significance of the Study

This study attempts to examine the consumer willingness to buy branded clothes in Kathmandu. Thus, the study findings are important to the consumers, the

organizations' management team, investors, and stakeholders interested in understanding the effect of brand factors on consumer purchase intention. Branding is relatively a new concept. By using the variables that affect customers' behavior while purchasing the brands, companies can work better according to the needs and wants of their customers. Consumers can also use these variables to make decisions to choose the best brand for themselves.

This study would help Nepalese organizations to focus on their brand awareness, perceived quality, brand image, and brand consciousness to a positive buzz in the Nepalese market. Most small-scale and medium-scale businesses do not have a budget to spend to promote their business. The result may be helpful for small and medium scale businesses to measure the effectiveness of brand factors on consumer purchase intention. It was also helping the small business to properly utilize its resources, build the image and reputation. Furthermore, it presents the result that will show how much consumers tend to rely on brand factors for the purchase of everyday items. This study also present to what extent branding can be incredibly helpful for marketers to create the required hype for their items/services so that persons are very much aware of its existence.

This study discuss the brand factors i.e., brand awareness, brand image, perceived quality and brand consciousness and their effect on consumer purchase intention; this study also enable the organizations to review its objective for implementing brand element, the consumer purchase intention and their understanding of the importance of rational buying decisions. This study can be used in the commercial or business sector and service sector to further study the effect of brand factors on consumer purchase intention. Furthermore, through this study business organization can know whether their customers are influenced by the brand factors which can be incredibly helpful for marketers to obtain the required attention so that persons are very much aware of its existence and then they can use this study to make consumers aware of their products and through this, they can influence the consumers to purchase intention.

This research was also helpful for future generations of researchers and learners of the impact of brands on consumer purchase intention as they may find this research as a

source of additional learning as well as a guiding framework to design and implement several types of research of this nature and scale.

1.7 Limitations of the Study

The purpose of the study was to investigate the variables affecting Kathmandu consumers' propensity to buy branded clothing. Notwithstanding the earnest endeavors undertaken to derive significant insights from the research, several constraints persist. The following were the study's main limitations:

1. The primary source of data serves as the foundation for the entire study. As a result, the correctness of the data submitted by the respondents determines how reliable the study's conclusions will be.
2. The study's exclusive focus was Kathmandu. As a result, the study's conclusions cannot be applied to other regions of Nepal.
3. Since the survey was only carried out in Kathmandu, its scope was constrained.
4. The hypothesis of the study was that the dependent and explanatory variables would linearly correlate. The non-linear regression assumptions were not included in the analysis.
5. This study does not consider all brand factors that affect consumer purchase intention. There might be other factors such as; cultural factors, social factors, income level of consumer, etc.
6. This study assumes a level of homogeneity across consumers which may not be true since people in Kathmandu in the study are of different perspectives and have different objectives.
7. Only limited statistical and financial tools have been used in the study. Not using more scientific and sophisticated tools may limit the validity of the study findings.
8. It may also be noted that only primary data are considered for the study purpose. As the secondary data is not taken into consideration for data analysis, the result of the study is not broad and flexible. It is limited to the perception of the consumers.

1.8 Organization of the study

This research is divided into five chapters.

Chapter One- This chapter is present introductory section including background, problem statement, research questions, objectives of the study, and limitation of the study.

Chapter Two- This chapter consists of conceptual review, review of literatures related to studies in global context as well as the review of the studies in Nepalese context. Besides, this chapter ends up with concluding remarks associated with the findings and major ideas of the studies.

Chapter Three- This chapter deals all tools, techniques and methods of the research. Research methods, design, sampling, and data collection process to the interpretation are maintained in this chapter.

Chapter Four- In this chapter results and discussions is discussing. In this section all collected data is presented.

Chapter Five- In this chapter summary and conclusions are mentions. This chapter is the last and crucial for the research. The overall conclusion and findings are mentioned in this section. Based on the conclusion, implications for further research are also put.

CHAPTER 2

LITERATURE REVIEW

2.1 Introduction

A literature review is an extensive analysis of past studies conducted on a particular subject. The literature review examines academic books, journals, and other materials relevant to a specific field of study. This prior study should be described, clarified, summarized, and objectively estimated in the review. It should provide a theoretical framework for the study and assist you, the author, in defining the scope of the work. By acknowledging the contributions of earlier researchers, the literature review assures the reader that their work has been thoughtfully done. When a prior study in the subject is mentioned, it is assumed that the author has read, assessed, and incorporated that work into the current work. This chapter presents the conceptual framework of the study and the theoretical underpinnings that influence Kathmandu consumers' inclination to purchase branded apparel. The research approach is proposed and pertinent literature is supplied. A literature review is an extensive overview of prior research on a subject that looks at academic publications, journals, and other sources that are pertinent to a specific field of study.

This review investigates how branding influences consumers' decisions to buy. In highly competitive markets, branding has emerged as a potent strategy for companies to set themselves apart with their goods and services. The abstract examines a number of branding-related topics, such as perceived quality, brand image, brand awareness, and brand consciousness, and how these affect consumer behavior. This review emphasizes the psychological and emotional elements that underpin consumers' reactions to branding signals through a thorough analysis of the body of existing material. It investigates how branding techniques affect cognitive processes as perception, attitudes, and beliefs. Furthermore, the abstract examines how branding affects consumer decision-making, highlighting how it contributes to the development of perceived value, credibility, and trust. The research culminates in suggestions for enterprises to proficiently leverage the potential of branding to enhance consumer buying choices and establish enduring client connections.

2.2 Theoretical Review

Consumer willingness to buy, also known as consumer willingness or intention to buy, refers to the propensity or inclination of consumers to purchase a particular product or service. It is an indicator of the intention or ability to convert a consumer's preference or desire into an actual purchase. There are different factors that influence consumer purchase intention such as; product/ service attributes, price, brand reputation, marketing and advertising, consumer preferences and needs, social influence, economic factors, cultural and social factors, etc.

Understanding consumer willingness to buy is crucial for businesses, as it provides insights into consumer behavior, preferences, and decision-making processes. By understanding what drives consumers to make purchasing decisions, companies can tailor their product offerings, pricing strategies, and marketing efforts to meet the needs and preferences of consumers. This understanding enables companies to develop innovative products, target specific consumer segments, optimize marketing campaigns, improve customer loyalty, and achieve competitive advantage in the market. Ultimately, it helps businesses increase revenue, improve customer satisfaction, and ensure overall success. This paper aims at exploring the theory of planned behavior, Maslow's hierarchy of needs, cognitive dissonance theory, self-determination theory, prospect theory, etc.

2.2.1 Theory of Planned Behavior

The theory of planned behavior coined by (Icek Ajzen, 1991) states that consumer behavior is determined by consumer intentions, and that intentions are influenced by attitudes, subjective norms, and perceived behavioral control. Attitude refers to a person's evaluation of a particular behavior, subjective norms describe social impact, and perceived behavioral control refers to the perceived ease or difficulty of performing that behavior.

2.2.2 Maslow's Hierarchy of Needs

According to Abraham Maslow's 1943 Hierarchy of demands, customers' demands vary in importance and have an impact on their decision to buy. Physiological needs, safety needs, social needs, self-actualization needs, and self-esteem needs are all

included in this hierarchy. This idea holds that people prioritize their needs and make judgments about what to buy based on those requirements.

2.2.3 Cognitive Dissonance Theory

Cognitive dissonance theory proposed by (Leon Festinger, 1957), suggests that individuals seek consistency in their thoughts and beliefs. When there is a mismatch between their beliefs and actions, it leads to cognitive dissonance. Consumers can provide post-purchase ratings to mitigate the dissonance that can affect future purchasing behavior.

2.2.4 Self-Determination Theory

Self-determination theory (SDT) is a psychological framework that focuses on innate human needs for autonomy, competence, and relationships. This suggests that when these needs are met, individuals feel happier, intrinsically motivated, and function optimally. SDT distinguishes between intrinsic and extrinsic motivation, emphasizing the importance of internal factors for long-term commitment and personal growth. It has been widely applied in various fields to understand and promote motivation, happiness and positive outcomes.

2.2.5 Prospect Theory

Prospect theory is a psychological theory developed by (Daniel Kahneman and Amos Tversky, 1979), explains how individuals make decisions under conditions of uncertainty. This shows that people evaluate potential gains and losses against a benchmark and weigh them differently. Theory indicates that losses felt more strongly than equivalent gains, leading to greater loss aversion. It also suggests that individuals are risk-averse when it comes to potential gains and risk seeking when it comes to potential losses. Prospect theory challenged traditional economic assumptions and provided insights into biases and decision-making behavior.

Purchase intention "may be changed under the influence of price or perceived quality and value," according to Gogoi (2013). Furthermore, during the purchasing process, buyers are influenced by both internal and external incentives.

- (a) Self-congruity: a person will more readily form an emotional connection with a brand if it has the potential to enhance their status and image (Malär et al., 2011)
- (b) Experience: the possibility that a consumer would develop a strong bond with a brand following a satisfying use of a product from that line (Brakus et al., 2009)
- (c) Responsiveness: drawing in and satisfying customers depends on a brand's capacity to react and adjust to a range of circumstances (Thomson et al. 2005)
- (d) The degree of consumer satisfaction experienced during the purchase and use of the product is known as perceived quality (Bagozzi et al., 2017; Shanahan et al., 2019)
- (e) Reputation: how consumers view a brand's morals, social responsibilities, and image (Loureiro et al., 2017).

Consumer behavior research enables better understanding and forecasting not only of the subject of purchases but also of purchasing motives and purchasing frequency (Stavkova et al., 2008; Raji, et al.,2020). One of the present fundamental presumptions for consumer behavior research is the fact, that people often buy products not because of their main function but for their subjectively perceived value.

The customers who trust a brand perceive its extension to a new product better than those who do not trust the brand. As stated by (Mabkhot et al., 2017), trust reduces the uncertainty associated with buying an unknown product and is therefore a positive factor in brand extension. Companies want to create a favorable perception of their products in the minds of their customers because a customer's perception of a brand is known as its brand image. Marketing strategies can establish a positive brand image by forging a strong mental association between a brand and its appearance in the minds of consumers (Mabkhot et al., 2017). A significant method to measure a customer's attitude toward a brand and if they have a positive relationship with it is by looking at its image.

The customers usually adopt their beliefs, values, and behavior on certain things, which are influenced by the significant others in their community. Previous research suggests that subjective norms are essential in determining consumers' food (Bhuyan, 2010; Ham et al., 2015; Payne et al., 2005; Soon and Wallace, 2017).

According to the findings by Adhikari and Biswakarma (2017), there are two types of purchasers of counterfeit products. The first one is a victim who acquires or purchase counterfeit goods unconsciously and inadvertently. The second purchaser is a willing customer of fake items in which they searched for falsified products even when they realized that the products were illicit.

The Theory of Planned Behavior (TPB) was proposed by (Ajzen, 1991). According to this theory, an individual's behavior can be best predicted by their intentions, which are in turn predicted by their attitudes toward the behavior, the subjective norms—that is, the beliefs of significant others about whether or not the behavior is appropriate—that surround the behavior's execution, and the individual's perception of their control over the behavior. Ajzen's TPB has been used to predict a wide range of behaviors, including the usage of hormone replacement therapy and gambling habits.

A profitable relationship with consumers is being established by: clarifying their wants, creating the buyer-orientated marketing strategy, creating and starting the marketing programs that are necessary to get the best values. The establishment of relationship with consumers includes the management of this process. Consumer relationship management means the whole process of offering them the best values and achieving their satisfaction (Akhtar et al., 2016).

Based on the definition by (Akhtar et al., 2016), establishing a relationship with consumers also includes managing the entire process. Creating customer loyalty is a process as well as the heart of every business so that customers who purchase from the company would feel compelled to get the exact same brand the next time, they are purchasing the product or service. By getting, keeping and growing customers, the ripple effect is on the growth and success of the business. The marketing literature shows that the visual presentation of a brand's logo affects consumers' interpretation of the brand's personality (Bettels et al., 2019; Cian et al., 2014; Van Grinsven and Das, 2016).

In marketing studies, consumers of a product will associate a logo that can be symmetrical or asymmetrical with the accepted self-concept (Bettels et al., 2019). A company's logo acts as a critical asset in solving the challenge of indistinguishability and often decreases communication efforts for the marketing staff (Bettels et al., 2019).

The three strategies for addressing cognitive dissonance are as follows: (a) altering one or more involved elements in the dissonance relationship (e.g., shifting an opinion to fit a behavior); (b) adding new elements to reduce the inconsistency (e.g., adopting opinions that fit a behavior); and (c) decreasing the importance of the involved elements. Festinger (1957) is cited under Core Historical Sources. Early scholars in this area proposed that the cognitive dissonance theory be improved by including limitations on the phenomenon's emergence. It is necessary to take into account three significant developments: the self-involvement, the consequence of the act purpose, and the commitment purpose and freedom. With the development of new integrative models and methodological advancements since the 2010s, the theory has been improved. While most research has been done on humans, a few studies have shifted perspectives to include nonhuman primates, rats, and birds. Numerous social contexts have seen the application of the cognitive dissonance hypothesis, which has also produced innovative experimental designs. One of the most important hypotheses in general psychology, social psychology, and the cross-disciplinary sciences at large is undoubtedly this one.

Purchase intention is the likelihood that a consumer will buy a product or service after being exposed to a marketing stimulus (Dodds et al., 1991). Dominant brands accrue many advantages in their product categories, from higher perceptions of product quality to greater pricing inelasticity (Dodds et al., 1991;Simon 1979).

Brand awareness is described as a tool that emphasizes the definition and generation of a target audience's familiarity with and recognition of a certain brand (Foroudi, 2019). When people are aware of the brand, they are more likely to choose it over lesser-known brands (Foroudi, 2019). Brand awareness pertains to the degree of a brand's existence in the consciousness of an individual; it signifies that those customers are aware of the brand and can recall and/or Online Marketing during a global crisis: An exploration of sponsorship's effectiveness over the Internet, during the COVID-19 pandemic recognize it.

Analyzing consumer behavior assists to make sure who the consumers are, what consumers wants and how consumers use and react to the products, the marketing staffs study the wants of consumer by the conducting surveys (Furaiji, et al.,2012)

An intricate conception of the unique bond between consumers and brands is offered by brand identification (Rather, 2017; So et al., 2017; Tuskej and Podnar, 2018). Elements, or brand identities, are essential for setting a company's offering apart from the competitors. Shirazi et al. (2013) claim that a product's brand is attributed to its unique qualities, which help it stand out in the marketplace and appeal to a certain demographic of consumers. It has been proposed that brand components that complement customers' personalities and worldviews have a favorable impact on their confidence and sense of self (Rather et al., 2018). Therefore, brands are bought by customers for more reasons than only their ability to operate; they also help to increase consumer confidence (So et al., 2017). Therefore, in a market where there are many competing options, carefully chosen brand features may make it easier for consumers to recognize and evaluate the brand (Sonnier and Ainslie, 2011). Any component of a brand, whether a name, symbol, or image, has the power to favorably affect consumers' purchasing decisions.

It demonstrates the interactions between inputs, consumer traits, decision-making, and consumer behavior. The black box model is connected to the black box theory of behaviorism, which places more emphasis on the connections between stimuli and consumer responses than on the internal processes of consumers (Furaiji, et al., 2012). A particular social network and organization can have an impact on a consumer's behavior because of the influence of their friends, family, and the wider community (Giampietri et al., 2018).

The decision a customer makes to buy is a complicated one. Purchase intention is typically correlated with consumer behavior, attitudes, and perceptions. A crucial factor in how customers access and assess a particular product is their purchase behavior. Purchase intention is a useful indicator of the buying process (Ghosh, 1990). Price, as well as perceived quality and value, can have an impact on purchase intention. Furthermore, during the purchasing process, consumers are influenced by both internal and external incentives (Gogoi, 2013). Consumers always believe that buying an inexpensive, plainly packaged, and unknown goods carries a significant risk since they don't trust the quality of these items (Gogoi, 2013).

Brand reliability and satisfaction are key to management considerations for marketing effectiveness and success, according to the research (Hanzaee et al., 2012) .(Hanzaee

et al., 2012) investigated the effect of brand credibility and prestige on consumers' purchase intention under different levels of product involvement. Using structural equation modeling, the result reveals that Personal Involvement Inventory model indicated that brand credibility and brand prestige have positive impact on perceived value for money, perceived quality and information costs saved but a negative impact on perceived risk under low and high involvement product category. In general, compared with brand prestige, brand credibility was significantly extra successful in influencing brand purchase intention process when the product is low involvement.

According to (Keller,2003), "brand equity [is] the differential effect that brand knowledge has on consumer response to the marketing of the brand". Therefore, it is important for the brand to provide some value to customers in order for it to have a high equity level. This is because the power of a brand is determined by what customers learn of it over time. It also includes what they have felt, seen, or heard about the brand (Keller, 2003).

(Mao et al., 2014) were also investigated about social media marketing towards value and risk perceptions as factors to influence consumer interest thus to buy products. Perceptions have been examined and concluded that most consumers are sensitive to value when evaluating to make purchase, as a matter, they might check and compare value with price itself.

The concept of a hierarchy of needs was created by (Maslow, 1943) in the 1940s, which is when needs theory first emerged. The fundamental tenet of theories of needs is that people are driven to take action to eliminate or rectify demands when they are recognized and realized as being unmet. According to Maslow, humans have varying levels of requirements, hence actions made would suggest various behavior patterns in an attempt to meet those needs. There are two things to be aware of. First, a lot of satisfaction experts contend that demands ought to be a primary consideration when analyzing consumer behavior as they are likely to have an impact on forecasting or affecting customer satisfaction. As a result, the disconfirmation equation needs to contain the requirements construct. According to some experts, users might do this by contrasting the functionality of products, such search engines or IS programs, with their own demands. In light of this, the customer is satisfied if the product performs better than their basic demands and they can see their own benefits.

(Narang, 2016) studied the role of ethnocentrism, self-esteem, animosity, and status on consumers' inclinations to buy Chinese goods in the context of India, however, the researcher found no conclusive evidence of this effect. The growth of automatic motorcycle users is currently increasing, with increasing amount of users bicycle motorcycle type matic, so competition increases, so many brands come new. Bicycle motorcycle type matic which has been in Indonesia for a long time with all its advantages still dominate the market and at a time meet the need of transportation which is hard, economic and economical (Nasution et al., 2022).

Customer-based brand equity as a representation of brand equity has been empirically proven to have a positive interaction with repurchase intention. This condition indicates that when a company has more value than its competitors, it will encourage consumers to repurchase the product. Thus, customer-based brand equity increases consumer intentions to repurchase company products. This study supports (Pather , 2017; Ali, 2019; Pitaloka and Gumanti ,2019; Karunaratna, 2021; and Park and Namkung , 2022).

Perceived Value refers to the consumer's perception of a product and whether the product can meet consumer needs and expectations, on the other hand, brand attachment describes the strength of the bond between a brand and consumers and thus this relationship encourages a person to consider purchasing an item or referred to as purchase intention. As a result of the previous reasoning, we believe that brand attachment can explain the relationship between the perceived value of luxury brands and purchase intention (Petravičiūtė et al., 2021)

Purchase intention is correlated with consumer behavior, attitudes, and expectations. One important way that customers access and evaluate each specific product is through their purchasing activity. The product's perceived worth, quality, and price can all have an impact on the choice to buy (Rai, 2020).

Customer devotion or loyalty is both an attitudinal as well as behavioral propensity to pick and stay loyal to one brand over others due to customer's gratification and satisfaction, familiarity and comfort with 3904 that brand, or due to the better performance by the specific brand. Customer loyalty is basically the consequence of customer gratification and satisfaction. If the client is contented with the service or product of a company or brand, then the customer's commitment to the brand is made

achievable, which in turn reduces the chance of switching towards the other brand (Rizwan et al., 2014).

Due to, consuming certain brand/product frequently will establish some kind of relationships between the consumers and the brand. The longer the time, the relationship will go stronger and turn into a commitment. However, it is important to notice the level of negative news itself, from mild to extreme. Because, Sago and (Hinnenkamp, 2014) noted that if the negative news has reached extreme level, the frequent consumers tend to avoid the brand, because they are afraid of the subjective norms.

Brand perception encompasses the aggregate of cognitions, convictions, and attitudes that consumers uphold regarding a specific brand. According to (Shah et al., 2012) the affirmative brand perception of a corporation has the potential to significantly influence consumer demeanor, particularly their intent to purchase. When consumers perceive a corporation and its products/services in a favorable light, they are more prone to entrust their confidence and sustain allegiance to the brand, which, as a result, can lead to an increase in purchase intent.

According to (Soon and Wallace, 2017) A person's attitude is a belief about whether an important individual for that person approves or disapproves of the behavior. (Soon and Wallace's research, 2017) states that Muslim consumers agree that the concept of halal and the halal status of a product affect the purchase of Muslim consumers.

One of the current fundamental assumptions in consumer behavior research is that individuals often purchase products for their subjectively perceived values rather than their primary functions (Stávková et al., 2008). This does not mean that the products' basic functions are not important, but that the contemporary role of a product is more than its basic use-value (Solomon, 2004).

Brand image is influenced by the advertisement and this will create the actual image of the product in the minds of the customers, brand image have moderate and significant relationship with the purchase intention. Moderate relationship is because of the promotion and advertising factor of the brand (Tariq et al., 2013).

In the counterfeit fashion market, consumers usually know they are buying a counterfeit product (Triandewi and Tjiptono, 2013), and this constitutes the investigated segment in the current research. Many consumers do not mind buying fake products: for those who like a certain brand and cannot afford products from original designers, having a similar product offers the opportunity to take advantage of the reputation of the luxury brand (Triandewi and Tjiptono, 2013).

Food adulteration is one amongst the foremost current social issues that is evident in our country as well as in the world. It affects the health of consumers that are not apparent within the initial stages; however, it is a large devastating health impact to the consumers that becomes apparent within the long- term. So, the risks to consume such food will be unreal (Sapkota and Phuyal, 2016).

The Theory of Planned Behavior (TPB) was proposed by (Ajzen, 1991). According to this theory, an individual's behavior can be most accurately predicted by their intentions. Intentions are predicted by attitudes toward the behavior, subjective norms (a person's perception of important others' beliefs that he or she should or should not perform the behavior) encasing the execution of the behavior, and the individual's perception of their control over the behavior.

According to SDT, the fulfillment of the psychological needs of relatedness, competence, and autonomy determines autonomous motivation (Deci and Ryan, 2012; Ryan and Deci, 2000). The definition of brand strength suggests a central tenet of the concept: the strength of a particular brand identity is correlated with the customer's desired levels of other attributes, such as the names of rival brands, particular price points, and performance features included in rival products. According to Aaker (1996), the idea of "building strong brands" suggests that not all of the companies vying for consumers' spending dollars are created equal. The best way to understand brand strength is as a function of a customer's preferences for each of these feature levels, the feature levels that are included in the alternatives, and the specific collection of alternatives. A fundamental tenet of the idea is implied by the definition of brand strength, which states that the strength of a particular brand identity is based on the customer's desired levels of other attributes, such as rival brands' names, particular price points, and performance features included in rival products.

Brand strength is the degree to which a particular brand outperforms rival brands in terms of consumer attraction and the other product features for a certain customer base or market segment. The idea that rival brands are not as powerful is implied in this term. "Brand" is a broad term that encompasses both physical goods and services and retail businesses. Various definitions of brand strength and brand equity have been proposed in the relevant literature (Aaker, 1996; François and MacLachlan, 1995; Keller, 1993; Srivastava and Shocker, 1991; Park and Srinivasan, 1994, between others). The benefits of restricting brand strength to relative power of attraction are comparable to those of Fishbein et al.'s (1975) suggestion that attitude be defined as mean affection on a single dimension. The concept of brand strength is made less ambiguous and its relationship to other constructs within a theoretical network is made evident.

Researchers identified two reasons why consumers buy counterfeit goods: they gain a positive social image and psychological value from consuming counterfeit goods, according to a qualitative study done in China (Jiang and Cova, 2012). According to a study done among Indonesian consumers, hedonic benefits had no significant relationship with willingness to purchase counterfeit products, but prior purchases and personal traits were significant predictors of intention to purchase counterfeit products (Triandewi and Tjiptono, 2013).

Consumers make decisions on what to buy after resolutely resolving their problems (Setyorini et al., 2019). According to (Marpaung, 2022) a purchase decision is the result of a customer's strong conviction that the choice to buy a particular product is the right one. When a person has multiple options to fulfill their needs, they make a buying decision (Silvia et al., 2019). A decision known as "intent to purchase" examines the reasons behind a customer's choice of brand. Structures such as thinking about buying a brand and planning to buy a brand help to define the extent of the purchasing intents (Porter, 1974).

(Sago and Hinnenkamp, 2014) looked at how big bad news affected consumers' attitudes toward their favorite brands. The study discovered that bad business news has a detrimental effect on consumer affinities towards preferred companies as well as other variables related to consumer behavior, such as readiness to buy, price levels at which consumers are prepared to pay, and brand perception.

Regarding the consumer side, Byun et al. [35] show that although devoted followers of the brands continue to do business with them even after being notified of a recall, they postpone buying the impacted products. However, Vassilikopoulou et al. [36] discovered that a few months following a product's recall, customers were inclined to believe it to be less harmful. As a result, time has a significant impact on how customers feel because they often forget about the product recall situation and start doing business with the same company.

(DelVecchio, 2000) has advocated for research that looks at a larger variety of brand portfolio attributes rather than just fit. Brand redundancy, positioning consistency, brand extension similarity, and variance in brand quality are a few of the critical components that have been found to affect a brand portfolio's performance (Dacin and Smith, 1994; DelVecchio, 2000; Kirca et al., 2020; Morgan and Rego, 2009; Varadan et al., 2006).

According to a number of brand researchers, "brands often provide the primary points of differentiation between competitive offerings, and as such they can be critical to the success of companies. Hence, it is important that the management of brands is approached strategically" (Wood, 2000). According to Wood (2000), "a measure of the strength of consumers' attachment to a brand" is called brand equity. "A description of the associations and beliefs the consumer has about the brand" is what brand equity is (Wood, 2000).

The notion of brand love is significant due to the favorable organizational results that can eventually lead to increased sales and business growth, such as positive word of mouth (WOM) (Batra et al., 2012), brand loyalty (Carroll and Ahuvia, 2006), and consumer willingness to pay a premium price (Thomson et al., 2005). Furthermore, as per Bauer et al. (2009), customers who have a strong emotional bond with a brand are inclined to overlook its errors, so potentially enhancing the company's image. A person and a brand can have a strong and unique link known as emotional attachment, which is defined by psychological proximity. However, passion refers to the strong feelings connected to a desire for a brand, such as high arousal (Batra et al., 2012), separation anxiety (Albert and Valette-Florence, 2010), and pleasure in brand ownership (Albert et al., 2009). Passion is considered an essential component of emotional attachment (Thomson et al., 2005).

Since at least four decades ago (Howard and Sheth, 1969), brand loyalty has been acknowledged as a significant construct in the marketing literature. Most scholars concur that brand loyalty can result in benefits for the company, including lower marketing expenses (Chaudhuri and Holbrook, 2001), favorable word-of-mouth (Sutikno, 2011), increased market share (Gounaris and Stathakopoulos, 2004), and a competitive advantage in the marketplace (Iglesias et al, 2011). As a result, Khan and Mahmood (2012, p. 33) proposed a definition that effectively captured these advantages: "brand loyalty can be defined as the customer's unconditional commitment and a strong relationship with the brand, which is not likely to be affected under normal circumstances." These benefits demonstrate the positive effects that brand loyalty can have on a company.

2.3 Historical Background

A literature review is an in-depth analysis and interpretation of previous research on a particular subject, taking into account the body of knowledge, significant discoveries, and theoretical and methodological contributions made to the field. (Hanzaee et al., 2012) looked into how customers' purchase intentions were affected by brand prestige and credibility in both low and high product involvement scenarios. In order to determine whether perceived value for money, perceived quality, perceived risk, and information cost savings play a role in consumers' purchase intentions, the study looked at the impact of brand credibility and prestige. Additionally, it tested the hypothesis that there might be variations in the relationship between brand purchase intention, brand prestige, and perceived value for money at different levels of product involvement. In this study, a sample of 432 respondents was used. Investigate the moderating effects of perceived value for money, perceived quality, perceived risk, and information cost savings on brand credibility, prestige, and purchase intention. A five-point Likert scale has been employed, with 1 denoting strongly disagree and 5 denoting strongly agree. Cronbach's alpha coefficients were computed for every item in each construct to assess internal reliability. According to the results of the Personal Involvement Inventory model, under the low and high involvement product categories, perceived risk is negatively impacted by brand prestige and credibility, but perceived value for money, perceived quality, and information costs saved are positively impacted by these factors. In general, when the product has little

engagement, brand credibility significantly outperformed brand prestige in terms of influencing brand buy intention.

The influence of brand equity on consumers' decisions to buy L'Oreal skincare products was examined by (Akhtar et al., 2016). Additionally, the study looked into how brand equity affected students at the University of Education Lahore's Okara campus' intention to purchase. The study's specific goals were to ascertain how brand loyalty, brand awareness, perceived quality, and brand association influence consumer purchase decisions, as well as the influence of each on consumer behavior. In this research, the quantitative technique was employed to collect numerical data for statistical analysis. Students from every department at the "University of Education Lahore" provided data on how brand equity affected their decisions to buy. A random sample technique was applied in the study to show the precise population size. A structured questionnaire was used to gather data from a sample of one hundred brand users. To ensure data accuracy, the Statistical Package for the Social Sciences (SPSS) was used to analyze the acquired data. The study employed consumer purchase decision as the dependent variable and brand awareness, brand loyalty, perceived quality, and brand association as the independent variables. The outcome demonstrated that brand equity has a major influence on consumers' decisions to buy.

Surya (2017) investigated the significance of brand loyalty and brand awareness in determining consumers' inclinations to purchase Xiaomi phones. The purpose of this study was to examine how brand knowledge and brand loyalty affected consumers' intentions to purchase Xiaomi phones. A quantitative technique was applied in this investigation. Primary and secondary data are the types of data collected. Interviews and questionnaires are the primary sources of data used. The participants in this study were Malang city residents. 105 samples of Xiaomi phone users in Malang were used in this investigation. Purposive sampling was the method used to obtain the samples. Validity and reliability tests were the test instruments utilized to evaluate the research instrument. Path model analysis using SPSS 21 was one of the analytical techniques employed. Purchase intention is the dependent variable, whereas brand, brand awareness, and brand loyalty were employed as independent variables. The outcome demonstrated that brand loyalty is directly and significantly impacted by brand awareness. In a similar vein, purchase intention is directly and significantly impacted by brand awareness. Nevertheless, there is no discernible and direct relationship

between brand loyalty and purchase intention. Furthermore, brand loyalty acts as a mediator between brand awareness and purchase intention.

In South Africa, brand equity was evaluated by Pather (2017) as a predictor of the propensity to repurchase male-branded cosmetic items. The impact of brand awareness, brand association, brand loyalty, and perceived quality on men's repurchase intentions for branded cosmetics in South Africa was also examined in this study. This study aims to gather information from all male South Africans in the Gauteng region between the ages of 18 and 65 who may use male-branded cosmetic goods. This study included gathering information from a realistic cohort that would be adequate for making wise business judgments. A sample size of 400 responders was the aim of the researcher. A systematic random probability sample approach was used in this investigation. For this study, a self-administered questionnaire was used. The data for this study were measured using a five-point Likert scale, with 1 denoting strongly disagree and 5 denoting strongly agree. The questionnaire responses were statistically analyzed with SPSS and AMOS to determine the Likert scale weighting. Structural equation modeling was the statistical method used in this investigation to examine the data. Purchase intention was the dependent variable in this study, whereas brand loyalty, brand awareness, perceived quality, and brand association were the independent variables. The findings showed that the repurchase intention of male branded cosmetic goods in South Africa is significantly positively influenced by brand loyalty, brand awareness, perceived quality, and brand association.

(Rungtornkiet and Sirinapatpokin, 2019) looked into how brand equity affected consumers' intentions to make purchases. The impact of brand association and loyalty on consumer purchase intent was also examined in the study. Examining the relationship between brand awareness and perceived quality in relation to customer purchase intent was the secondary goal. 260 respondents who used the products frequently provided data for the collection. Data has been gathered via the Personal Survey Technique approach and by visiting various marketing websites. Data were gathered via closed-ended questionnaires from several locations in Kuala Lumpur and Selangor, Malaysia, using a non-random based sampling technique. A questionnaire comprising multiple questions about brand equity and its influence on purchase intent was distributed to the buyers/consumers of premium brands at these markets. Purchase intents served as the independent variable in this study, whereas brand

awareness, perceived quality, and brand loyalty served as independent variables. The results of the study showed that while brand knowledge and perceived quality had little effect on customer purchase intents, brand loyalty and brand association had a considerable impact on them.

The impact of brand image and brand awareness on perceived quality and purchase intention of Converse school shoes was examined by Rahmawan and Suwitho (2020). In this study, Surakarta pupils are the subject while Converse school shoes are the object. In this study, the approach of incidental sampling was employed for sampling. There were 150 responders in the study's samples. Information collected via the Google form and surveys that are given out to field personnel directly. Multiple Regression Analysis is one of the data analysis techniques that SPSS software uses. Based on the analysis's findings, it was determined that perceived quality and brand image both significantly influence perceived quality and purchase intention. Additionally, brand image and brand awareness both significantly influence purchase intention and perceived quality significantly influences purchase intention.

(Tariq et al., 2013) investigated the variables influencing Pakistani FMCG customers' inclinations to make purchases. Customers' purchase intentions were found to be influenced by a number of variables, including brand image, product quality, product knowledge, product involvement, product qualities, and brand loyalty. This study, a cross-sectional investigation, was carried out in Lahore, Pakistan, an excellent market for FMCG consumers, in an unsponsored context. Youth who were literate and had completed higher education, such as college, provided the data. A sample of 500 people was chosen using a basic random sampling procedure. Surveys that respondents self-administered were employed to gather data. There were only 366 completed surveys received. Using Pearson's correlation, the relationship between brand attributes and purchase intentions was discovered. The study's conclusions showed that purchase intentions were positively correlated with brand image, product quality, product knowledge, product involvement, product qualities, and brand loyalty.

The role that brand equity, perceived quality, customer satisfaction, brand commitment, brand credibility, and brand trust play in fostering brand loyalty was examined by (Rizwan et al., 2014). This study also attempted to explain how

consumers may stick with a brand, what they require from it, and how all of this would play out in the future. Brand loyalty was the dependent variable, whereas brand equity, perceived quality, customer satisfaction, brand commitment, brand credibility, and brand trust were the independent variables. A self-administered questionnaire was created in order to gather information from 200 randomly chosen Pakistani women who purchase Stylo shoes. We built and evaluated a structural model. The provided conceptual model was tested for fit using the SPSS analysis. Regression analysis and correlation were also employed to assess the relationship between the variables. The study's conclusions showed that every component had a positive and significant impact on brand loyalty.

Customers' assessments of a product's features and advantages are referred to as perceived quality (Phung et al., 2019). It is the evaluation that consumers make of all their encounters with the brand and the good or service. In order to achieve this, we must define the many aspects of the concept of brand equity. Five elements of brand equity have been established by literature; four of them have been shown to be universally accepted: brand loyalty, brand awareness, perceived brand quality, and brand association or image (Aaker, 1992; Baek et al., 2006; Phung et al., 2019). The authenticity of the brand as seen by consumers is a fifth dimension that is related to brand equity but is more frequently viewed as an antecedent aspect (Baek et al., 2006; Phung et al., 2019). Four of the five dimensions of brand equity—brand loyalty, brand awareness, perceived brand quality, and brand association or image—have been conclusively accepted by the literature (Aaker, 1992; Baek, et al., 2006; Phung et al., 2019). The authenticity of the brand as seen by consumers is a fifth dimension that is related to brand equity but is more frequently viewed as an antecedent aspect (Baek et al., 2006). (Phung et al., 2019). This is especially pertinent to ethnically diverse service businesses.

(Saputra, 2015) looked at how purchase intention for Specs shoe goods was influenced by brand perception, product expertise, and electronic word-of-mouth. Purchase intention was chosen as the dependent variable, whereas brand perception, product expertise, and electronic word-of-mouth were chosen as the independent factors. The purpose of this study was to elucidate how brand perception, product expertise, and electronic word-of-mouth influence consumers' intentions to buy Specs shoe items. 120 people participated in this online survey, which was done in

Denpasar. Using purposive sampling to determine the sample. Multiple linear regressions are the analysis method employed. The variables of brand image, product knowledge, and electronic word-of-mouth all partially and concurrently had a significant and favorable impact on purchase intention, according to the data. According to the report, in order to boost consumer purchase intention, Specs shoe firms need to improve their brand image, product knowledge, and electronic word-of-mouth.

(Petračiūtė et al., 2021) examined the relationship between purchase intention, brand attachment, and perceived value of premium brands. The purpose of this study was to investigate the relationships between consumer vanity, brand attachment, perceived value of luxury brands, and purchase intention. The online survey approach was used for this. An approach known as non-random convenience sampling was used to disseminate the questionnaire. For the investigation, a non-statistically significant comparable sampling size determination approach was selected. Furthermore, the inability to obtain a list of the people under study informed the choice of this sampling strategy. 508 respondents from Lithuania participated in an online survey that was administered using a quantitative technique approach. The study's primary factors included customer vanity, purchase intention, brand attachment, and perceived value of luxury brands. The survey found that consumers are more likely to make a purchase if they believe a luxury brand is valuable. The perceived practical value of the luxury brand has the biggest impact on the latter. The study also showed that customers' brand attachment increases with perceived value of luxury brands, which in turn increases purchase intention. Because a luxury brand and its customer have a strong emotional bond, the luxury brand's perceived symbolic value—that is, its ability to convey the customer's success, leadership, and power—also influences the consumer's intention to make a purchase. Regarding the nature of the relationship between perceived value, brand attachment, and purchase intention of luxury brands, consumer vanity was not statistically significant. Luxury car marketers could find it advantageous to communicate with Lithuanian consumers who are brand loyal by emphasizing the social and symbolic significance of the luxury car brand.

(Kootenaie and Kootenaie, 2021) looked into the connection between consumer behavior and brand. The purpose of this study was to determine the key elements influencing brand building and how it influences consumer behavior. The study

employed the Library approach to first examine the elements that contribute to the development of a successful brand, and then it examined the relationship between brand and behavior to express customers and offer useful findings and recommendations for branding. Ten factors (commitment, satisfaction, trust, love, advertising verbal, loyalty, eigenvalue, gender, and reputation) that affect the formation of brand recognition and the relationship between them and consumer behavior were examined with the benefit of this field study. The results of this study demonstrated that all ten factors affecting brand formation have an impact on consumer behavior, both directly and indirectly.

(Ruswanti et al., 2016) looked into how quality perception at sport shoes X mediated the impact of brand, design, and price on purchase intention. The study's dependent variable was purchase intention, whereas the independent factors were brand, design, price, and perceived quality. A survey was used in this study to collect data, and 161 respondents were given questionnaires. A structural equation model was used to analyze the data (SEM). Multiple regression was estimated separately but concurrently coupled using statistical analysis. In order to assess the validity and reliability of the tests, this study also used factor analysis to analyze the quality of the data. The study's conclusions showed that while brand, design, price, and perceived quality positively influence product quality, brand, design, and price have no effect on consumers' intentions to make a purchase.

(Rai, 2020) looked into what influences the buying decisions of Nepalese smartphone users in terms of consumer behavior. More precisely, this study looked at how social variables, product characteristics, pricing, and brand perception affect consumers' decisions to acquire smartphones in the Nepalese market. The study has made use of primary data. 202 clients who were purchasing smartphones in Kathmandu provided the data, which was gathered using a straightforward sample technique and a standardized questionnaire. To diagnose and get reliable conclusions, researchers have employed structural equation modeling, descriptive statistical analysis, and correlation. The dependability of the collected data was assessed using composite reliability. The correlation analysis revealed a favorable relationship between purchase intention and brand image, product attributes, product pricing, and social factors.

Studies on consumer switching have their roots in the theory of human migration, which views a decision to switch as the result of forces acting both at the origin, as in Bansal et al. (2005), and toward the destination, as in Moon (1995). Consumer switching has been suggested to have predictive validity for a product/service quality-satisfaction model in a number of previous studies (Athanassopoulos, 2000; Bansal and Taylor, 2015; Han et al., 2011; Hsu, 2014; Ganesh et al., 2000). Analyzing customers' switching patterns is a fascinating subject that merits further research in the context of business. ..Theoretically, in forecasting human migration decisions within the PPM theoretical framework, this conclusion validated the prior research that emphasizes the pull effect of perceived quality as an alternative attraction toward the destination (Bansal and Taylor, 2015). The findings demonstrate that customers' opinions of a seller's quality have a beneficial impact on how well they perceive a product.

In the modern era of digital marketing, brand strategists must deal with intricate and varied circumstances (Roy and Banerjee, 2007). They are attempting to implement major changes in every aspect of the marketing settings. Long-term branding strategies for marketers are challenging to develop due to complicated competitive dynamics, ease media accessibility, and ever-increasing consumer demand (Roy and Banerjee, 2007). This leads to long-term issues and has an effect on specific areas of any brand's current and future enterprises.

A brand is what a company creates for its customers, and whether or not they purchase it is up to the customer. According to Roy and Banerjee (2007), these two pools help to comprehend the ideas of brand identity and image. Gaining a brand identity and image requires handling branding challenges strategically for a successful outcome in a given market.

Extrinsic and intrinsic cues are the original classification (Richardson et al., 1994). According to Richardson et al. (1994, p. 30), intrinsic cues are "product-related attributes that cannot be manipulated without also altering physical properties of the product," which include the product's size, shape, and taste. According to Richardson et al. (1994, p. 30), extrinsic cues are "product-related attributes which are not parts of the physical product" and include things like price, brand name, packaging, store name, color, reputation of the store, and country of origin.

The cue utilization theory divides the utility of cues for customers into two categories (Richardson et al., 1994). Predictive value (PV) is a measure of how well consumers can forecast a product's quality based on cues they perceive. Additionally, it expresses the degree to which customers associate a certain signal with quality, as well as the correctness of their assessment. The other is confidence value (CV), which shows how confident customers are in their ability to make accurate decisions and use cues (Richardson et al., 1994). PV and CV define the importance of extrinsic and intrinsic cues in the assessment of perceived quality. In value estimation, the cue of high PV and high CV will be crucial. Furthermore, internal clues are more reliable than external cues. Consumers, however, typically adopt extrinsic cues when intrinsic cues are missing or have very low PV or CV (Richardson et al., 1994).

According to Richardson et al. (1994, p. 30), intrinsic cues are "product-related attributes that cannot be manipulated without also altering physical properties of the product," which include the product's size, shape, and taste. According to Richardson et al. (1994, p. 30), extrinsic cues are "product-related attributes which are not parts of the physical product" and include things like price, brand name, packaging, store name, color, reputation of the store, and country of origin. Extrinsic and intrinsic cues are the original classification (Richardson et al., 1994). According to Richardson et al. (1994, p. 30), intrinsic cues are "product-related attributes that cannot be manipulated without also altering physical properties of the product," which include the product's size, shape, and taste. According to Richardson et al. (1994, p. 30), extrinsic cues are "product-related attributes which are not parts of the physical product" and include things like price, brand name, packaging, store name, color, reputation of the store, and country of origin.

Brand personality affects consumer preference and the link between consumers and brands, claim Lee and Kang (2013). (Kim et al., 2011) in the field of hospitality marketing validated earlier results showing a significant direct impact of brand personality on consumer choices. They discovered that students' reliance on smartphones is significantly influenced by social variables. It is true that social influence has a big impact on smartphone purchases, and it has the most impact on students' reliance on smartphones (Lee and Kang, 2013). According to research, purchasing intention and social characteristics have a considerable beneficial association. Therefore, the hypothesis (H 1) is not supported by this finding. The

present study's outcome runs counter to the conclusions drawn by Mulyanegara and Tsarenko (2009), Riyas and Herath (2016), and Lee and Kang (2013), who discovered a noteworthy positive influence on brand personality, brand choosing behavior, and purchase intention. This outcome, however, is in line with the discovery made by Rai (2021) that brand personality had no appreciable influence on consumers' intentions to buy smartphones in Nepal.

This price-sensitivity fluidity has a significant impact on a company's pricing decisions, which also have an immediate impact on total profitability (Gao et al., 2017). Furthermore, (Monroe, 1990; Zeithaml, 1988) assert that the discrepancy between what customers expected and what they actually received influences their evaluations of the value of a good or service. When discussing consumer behavior, the term "quality" refers to the degree to which a customer believes a product to be superior or flawless. This is not the same as the product's real quality; rather, it is an evaluation of the whole rather than just one particular feature (Zeithaml, 1988). All of a product or service's attributes that support its capacity to satisfy customer needs are considered to be part of its quality. Quality value is the advantage that a product or service is thought to have based on its core characteristics and performance (Zeithaml, 1988). Value time is frequently referred to by researchers as a limited and scarce resource. "Saving time" is redistributing time among different jobs in order to increase overall productivity (Berry et al., 2002).

2.4 Development of Conceptual Framework of Study

A conceptual framework is a multivariate, contextual analytical tool that is connected to key theories, concepts, and empirical research to promote and organize the knowledge that the researcher has revealed. The study's conceptual framework explains the methodical analysis of the relationship between the independent and dependent variables in order to identify the variables affecting Kathmandu consumers' propensity to purchase branded clothing. In order to create conceptual distinctions and ordered ideas, it is a theoretical framework of presumptions, guidelines, and regulations. The following conceptual framework is built to summarize the major focus and scope in terms of variables include based on the study's purpose and the literature review.

The conceptual framework and a description of the variables employed in the study, as well as their relationships, are provided in this part. The dependent variable in this study is the intention of the customer to purchase. Perceived quality, brand awareness, brand image, and brand consciousness are used to measure the independent variables. Thus, the primary goal and extent of this investigation are summed up in terms of the variables covered by the conceptual framework that follows.

2.5 Research gap

Any kind of company needs to conduct a gap analysis, also known as a need analysis. For-profit companies need to conduct gap analyses because they offer important insights into the differences between their present performance and intended objectives. Organizations can find possibilities for growth, plan strategically for future expansion, and allocate resources effectively by carrying out a thorough review. Organizations can use gap analysis to assess their competitiveness, reduce risk, and make well-informed decisions that support their financial objectives. Organizations can increase profits, obtain a competitive edge in the market, and experience sustained growth by bridging the gap between the current state and the intended future state.

This study's primary goal is to give empirical data on the variables influencing Kathmandu consumers' propensity to buy branded apparel. The gap analysis has been used to gauge the severity of problems with consumers' intentions to make purchases. The conversation above makes clear that the results of several research regarding Kathmandu consumers' propensity to purchase branded apparel are inconsistent. Thus, this investigation has been carried out in order to support one opinion or the other. Therefore, the purpose of this study is to investigate Kathmandu consumers' propensity to purchase branded apparel.

2.6 Chapter Summary

Based on both theoretical and empirical study, it is possible to predict a customer's shift in preferences by understanding the factors that influence their propensity to purchase branded clothing in Kathmandu. According to a number of research, purchasing intention depends not only on behavior but also on financial considerations. Moreover, behavioral intention (perceived economic control) might be

influenced by seeming affordability, an economic variable. Therefore, the act of purchasing products is driven by the purported ability to pay for them, regardless of whether the consumer realizes that the product is expensive or inexpensive. The goal of the current study was to determine the effects of buyers' perceptions of phony goods, their own assessments of the goods' information, the commodities themselves, and the interactions between these factors on the intention to buy.

This model's ability to give a better understanding of how purchasing intention influences many factors was one of its main achievements. According to the study model, brand awareness, brand image, perceived quality, and brand consciousness are the main sources of purchase intention. The empirical investigation demonstrates that each of these variables affects purchasing intention differently. Support was discovered for the majority of the straight effects. The investigation of this study demonstrates that customers have a favorable intention to purchase, as evidenced by the experimental relationship that is currently in place with brand awareness, brand image, perceived quality, and brand consciousness—that is, the independent variables. Purchase intention is influenced by variables that are autonomous in character, according to empirical investigation.

(Rai, 2021) shown that brand personality has no discernible impact on a customer's intention to buy in the setting of Nepal. Additionally, it has been discovered that consumer purchase intention in Nepal is significantly influenced by both product features and price. Comparably, Malla and Yukongdi (2020) found that price consciousness was the only personality factor (out of five) that positively influenced the intention to purchase counterfeit goods. Perceived risk, on the other hand, had a negative influence, and normative susceptibility was the only social factor that positively influenced the intention to purchase counterfeit goods.

The chapter emphasized how crucial it is to comprehend these elements in the context of Kathmandu in order to create marketing plans that work. To increase consumer willingness to purchase branded goods, businesses should concentrate on developing a strong brand image and reputation, utilizing social influence and recommendations, stressing perceived value, building trust and credibility, taking cultural and social factors into account, and cultivating brand loyalty. Subsequent investigations may

examine these variables in further detail and examine how they interact to influence consumer behavior in the Kathmandu market.

The main focus of this study is Kathmandu customers' propensity to purchase branded apparel. Although there aren't many research on brand factors in Nepal, some attempts have been made to look at some of the problems related to brand elements. Nevertheless, no empirical research has used primary data to examine how brand attributes affect consumers' propensity to purchase. Consequently, it seems that more research is necessary to determine whether or not Kathmandu shoppers are willing to purchase branded apparel.

(Wu et al., 2011) conducted research on private label brands to examine how customer satisfaction and store reputation affect a person's propensity to buy a product. It has been discovered that a store with a positive reputation sells more private label goods. Additionally beneficial and helpful in enhancing the product's image is the quality of the services provided.

CHAPTER 3

RESEARCH MEHODOLOGY

3.1 Introduction

It is the route that researchers must take in order to carry out their investigation. Research strategy, research method, research approach, data collection technique, sample selection, research process, and data analysis type are examples of methodology. Other elements of methodology include ethical considerations for the sample, research process, data analysis type, and project research limitations. Research technique is essentially the process that researchers use to carry out their work of elucidating, forecasting, and explaining phenomena. The study methodology must be explained before the analysis and interpretation of the results are presented. Without a process, there's a chance the conclusion reached could be understood incorrectly.

3.2 Research Design

The present investigation has utilized a descriptive and correlation research approach in order to address the underlying questions concerning the factors that impact consumers' inclination to purchase branded apparel in Kathmandu. The goal of a descriptive study design is to precisely and methodically characterize a population, circumstance, or phenomena. The selection of this design was suitable for determining the elements impacting the inclination of consumers in Kathmandu to purchase branded goods.

The causal comparative research design was employed in this study to examine potential factors impacting Kathmandu consumers' propensity to purchase branded apparel. The researcher can ascertain the cause and effect link between the factors influencing the customer's propensity to purchase branded clothing in Kathmandu with the use of the causal comparative study design. This design was used in order to identify and comprehend the patterns, strengths, and forms of the observed relationships between the variables influencing consumers' propensity to buy and their intention to do so.

3.3 Socio- ethical Compliance

In order to determine the factors impacting Kathmandu consumers' desire to purchase branded clothes, a variety of approaches and methods are explored in this study. Although Nepalese consumers are increasingly drawn to branded products, there is a dearth of thorough study investigating the impact of socio-ethical compliance on customers' propensity to buy branded apparel. It's critical to look into how Nepalese customers view and react to a company's corporate social responsibility efforts. Examining customers' knowledge of CSR initiatives carried out by well-known product firms in Nepal as well as their assessments of the effects these initiatives have on the community, the environment, and society at large are part of this. It is critical to comprehend the significance of transparent supply chains and ethical sourcing for Nepalese consumers. This entails looking at how consumers feel about brands that produce goods with transparent supply chains, fair trade, labor rights, and sustainable sourcing methods. It is important to look into how consumers' propensity to purchase branded products is influenced by trust and brand reputation. This entails investigating how customers' views of brand credibility, their trust in branded products, and the impact of both positive and negative brand reputation on purchase decisions are affected by socio-ethical compliance.

3.4 Population and Sample

Nepal is made up of 77 districts in total. To meet their needs, the majority of high-income individuals purchase branded goods. In Nepal, compared to residents of the other districts, those residing in Kathmandu have the greatest per capita income. Thus, the population of Kathmandu is made up of all residents, while the study's sample is made up of consumers of branded goods. Convenience sampling will be employed in the selection process, with a sample size of 192 respondents. To get their answers, the questionnaires were sent to a variety of college students, bank workers, and other professionals.

3.5 Conceptual Framework

A conceptual framework offers a certain viewpoint for analyzing a subject. Various variables are defined on the basis of multiple literature reviews. The independent

variables are displayed on the left, and the dependent variables are displayed on the right.

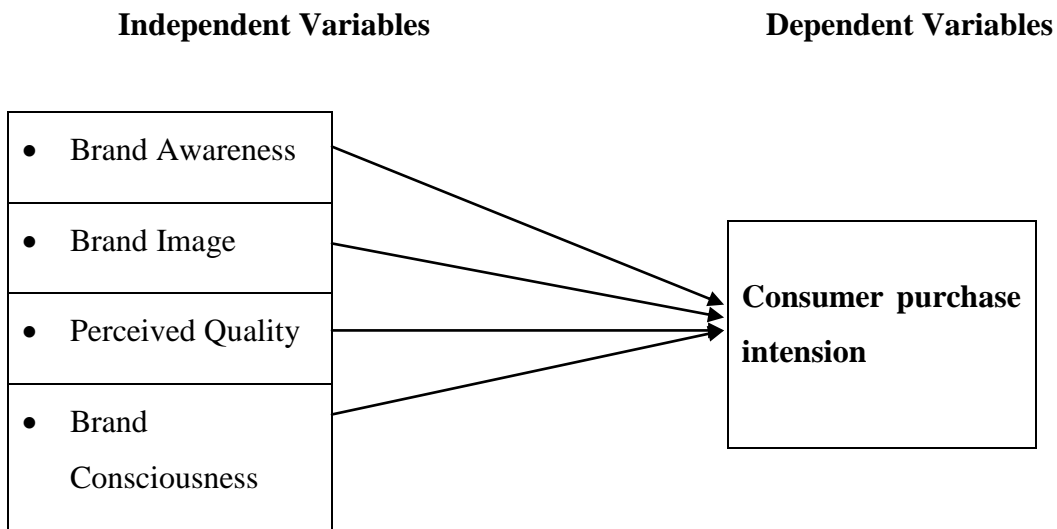


Figure 3. 1: Conceptual Framework

3.6 Sources of data

One of the most crucial and difficult tasks for carrying out the research is gathering data. Information was gathered from two distinct sources: primary sources and secondary sources. A structured questionnaire was created to get the respondents' opinions and experiences. Therefore, the primary data gathering source has been the questionnaire. On the other hand, study reports written on the subject by different kinds of national, international, and international scholars make up the secondary information. For pertinent and necessary information, data was gathered from books, journal articles, research papers, and previous dissertations.

3.6.1 Primary Data

The survey was used to gather primary data. The respondents who resided in Kathmandu received the surveys. To gather information online, a well-furbished, organized questionnaire was provided to the respondent. The link to the questionnaire was provided to the respondent, who was persuaded to forward it to others by the researcher, who created it using a Google form. The researcher has been able to verify through questionnaire delivery and collecting that all questions have been answered, which has decreased the amount of missing data. Additionally, it has made it easier

for the researcher to react to any questions participants may have had about the questionnaire. In this sense, it had improved the data collection's accuracy.

3.6.2 Secondary data

The following sources will provide the secondary data for this study:

Research Paper: For secondary data, the report written on the pertinent subject will be consulted. This research has been shaped in part by the report. They also contributed to determining the study's relevance and importance.

Textbooks: As secondary data, books pertaining to the research topic were consulted.

Internet: Several websites and data relevant to the subject were examined because the internet is a vast source of secondary data. Also used were the publications and journals available online.

3.7 Data Collection procedure

Based on primary data sources, the study aimed to investigate the factors influencing Kathmandu consumers' inclination to purchase branded apparel. The study's entire sample consisted of all Nepalese consumers of branded goods. Well-designed questionnaires were given to individuals in various age groups in order to gather results for an online survey. The unit of analysis in this study is the factor impacting Kathmandu consumers' desire to purchase branded apparel. The study employed various dependent variables, including brand awareness, brand image, perceived quality, and brand consciousness, to determine the factors that impact customers' inclination to purchase branded clothing in Kathmandu. Out of Nepal's seventy-seven districts, it mostly focuses on one, Kathmandu.

Primarily, this research was grounded in primary data. The main tool for collecting data was a self-administered survey questionnaire, which was used to find out what respondents thought was important in determining whether or not they would recommend branded apparel to others in Kathmandu. Thus, the respondents to the questionnaires—who are residents of Kathmandu—were the main sources of data collected. The majority of the surveys were given out to friends, coworkers, fellow students, neighbors, and various businesses. The distribution also made use of an

online survey. Following the questionnaire's collection, the replies were coded using a straightforward format. In order to extract the relevant findings from the primary data, a coded file was created and examined using Microsoft Excel and the SPSS program. The SPSS package's correlation and linear regression techniques were used to identify the variables impacting Kathmandu consumers' propensity to purchase branded apparel.

3.8 Test of Reliability and Validity

The likelihood that a system, product, or service will function as intended for a predetermined amount of time or will function flawlessly in a predetermined environment is known as reliability. It is a measure's degree of consistency. When a test yields the same result every time under the same circumstances, it is considered reliable. It evaluates the instruments' and outcomes' consistency. The reliability of a research instrument is determined by how well its results hold up over time and accurately represent the entire population being studied.

Validity, on the other hand, relates to how true the results are. It speaks to a measurement's accuracy, and a measurement is considered valid when it both measures and carries out the tasks it is intended to assist. It assesses if the research actually measures the objectives of the study or the veracity of the research findings. It's the extent to which a measurement faithfully captures the object of measurement.

A behavioral measure's validity and reliability are two crucial characteristics. The extent to which a test captures what it is supposed to capture is known as its validity. The degree to which a test reliably measures whatever it is supposed to measure is known as reliability.

3.9 Tools and Instruments

Instruments are crucial to research because they make it easier to quantify data in a way that makes it consistent with the goals and objectives of the study. The term "instruments" refers to a variety of tools used in the process of gathering and analyzing data throughout a study period. As a result, the research project report's product is made more relatable. Primarily, standardized questionnaires are utilized to

gather data. Most of the time, Likert scales were used in the questionnaire construction to collect respondents' answers.

3.10 Statistical Analysis

The methodology for the analysis in Chapter Four is presented in this section. It will be essential to adhere to specific protocols and processes when evaluating data in order to comprehend the outcome and extrapolate the conclusions. Examining the correlation and cause-and-effect relationship between the variables is the goal of the primary data analysis. Initially, a questionnaire will be used to gather all of the data. Respondents' personal details, such as their gender, age, degree of education, place of living at the moment, monthly income, etc., will be included in the questionnaire. The descriptive statistics of the sample observations are the first of several subsections that will make up this section. The stepwise regression analysis will be carried out after the correlation analysis. To increase the validity of the results, tests for correlation, significance, and standard error of estimate will be performed. In order to arrive at a meaningful conclusion on the factors impacting Kathmandu consumers' desire to purchase branded apparel, all observed relationships and data will be analyzed.

3.10.1 Descriptive Statistics

This test focuses on calculating frequencies and percentages; it provides an overview of certain data, such as the sample and observations that were made for the study, which aids in describing and comprehending the fundamental characteristics of a particular data set. In order to determine the effect of branded clothing on purchase intention, the mean, median, mode, and standard deviation of the data are examined in the current study. The mean is used to determine the central representative value of the entire data set, while the standard deviation is used to gauge the dispersion of the data set. A thorough summary of the respondent's profile, including gender, age, and income, was also provided using frequency and percentage. To display the information gathered, a table unique to each profile was created.

3.10.2 Cronbach's Alpha

Internal consistency, or how closely related a set of objects is to one another as a group, is measured statistically. As a result, Cronbach's Alpha is a metric for gauging

the degree of consistency. In research projects where the Likert Scale instrument is employed in the survey, it is imperative to calculate the Cronbach's Alpha coefficient and demonstrate internal consistency. To evaluate the quality and dependability of the primary data, Cronbach's alpha is employed. A value of at least 0.7 is generally regarded as satisfactory and serves as a reliable indicator of construct reliability. The Cronbach alpha test will be used to evaluate the questionnaire's reliability.

3.10.3 Correlation Analysis

To measure the relationship between the dependent and independent variables, correlation analysis is utilized. The relationship between consumers' intention to buy branded apparel and their willingness to do so is measured and analyzed in the study using rectification. Pearson's Correlation is the kind of correlation coefficient that is most frequently utilized. It is utilized in this investigation. The significance level for this is maintained at 0.05, which corresponds to a 95% confidence level.

3.10.4 Regression Analysis

Moreover, regression analysis was performed on the information acquired for this study. It was done in order to understand the importance and variability of the variables selected for the study.

The dependent variable in this study was consumer purchase intention, while the independent factors were perceived quality, brand image, brand awareness, and brand consciousness. The table provided an example of regression analysis, which shows the relationship between dependent and independent variables. The regression model used in the study is as follows:

$$Y = \alpha + \beta_1 \chi_1 + \beta_2 \chi_2 + \beta_3 \chi_3 + \beta_4 \chi_4 + \varepsilon_i$$

Where,

Y= Consumer purchase intention (Dependent variable) X1 = Perceived quality

X2 = Brand consciousness X3 = Brand image X4 = Brand Awareness

α = Constant

β_i = Coefficient of the slope of
regression model e_i = Error term

CHAPTER 4

DATA PRESENTATION AND ANALYSIS

4.1 Introduction

This study is primarily based on primary data analysis, which mainly deals with qualitative aspects in term of factors affecting consumer willingness to buy branded clothing in Kathmandu. This section also reports the result of the questionnaire survey conducted among the different The major source of data for this study is primary data analysis, which focuses mostly on qualitative aspects of what influences Kathmandu consumers' propensity to purchase branded apparel. The results of the questionnaire survey that was given to each respondent are also reported in this section. The purpose of the questionnaire study was to learn what respondents thought about perceived quality, brand awareness, brand association, brand awareness, and consumer purchase intention in Kathmandu. There is a collection of surveys with both multiple choice and Likert scale questions.

The purpose of the questionnaire study was to learn what respondents' perceptions were of perceived quality, brand awareness, brand association, and consumer purchase intention in Kathmandu. There is a collection of surveys with both multiple choice and Likert scale questions.

4.2 Demographic Characteristics of the Respondents

The profile of the respondent presents the individual characteristics of the respondents compiled based on several individual variables, including age, gender, education level, occupation, and monthly income. grasp consumer behavior requires a grasp of demographic traits. Consequently, the demographic traits of Kathmandu's consumer are included in this section.

4.2.1 Gender of Respondent:

A questionnaire was given to both male and female respondents. A survey was conducted to find out the percentage distribution of respondents by gender. The frequency and percentage are shown in table 4.1 that is provided.

Table 4. 1: Distribution by Gender

		Frequency	Percent
Valid	Male	88	45.8
	Female	104	54.2
	Total	192	100.0

Source, Survey, 2024

Table 4.1. The gender distribution of the sample size revealed that, of the total number of participants, women made up 54.2% and men, 45.8%. This shows that 104 women and 88 men answered the survey. More female employees participated in the survey as a result. Comprehending the gender distribution of the dataset is essential for scrutinizing the viewpoints and encounters of persons belonging to disparate genders and investigating plausible gender-associated processes in the study milieu.

4.2.2 Age group of Respondent

The questionnaire was distributed to respondents in various age categories. The purpose of the study was to determine the proportion of respondents that fit into each age group. Both the frequency and the percentage are shown in Table 4.2.

Table 4. 2: Distribution by Age Group

		Frequency	Percent
Valid	Below 25 years	4	2.1
	25-35 years	141	73.4
	above 35 to 45 years	40	20.8
	Above 45-55 years	4	2.1
	Above 55 years	3	1.6
	Total	192	100.0

Source, Survey, 2024

According to Table 4.2, 2.1% of respondents are under 25, 73.4% are between 25 and 35, 20.8% are between 35 and 45, 2.1% are between 45 and 55, and 1.6% are beyond 55. Thus, the majority of respondents' desire to purchase branded apparel in Kathmandu was found in the age range of 25 to 35.

4.2.3 Educational Level

The questionnaire was distributed to respondents with a range of educational backgrounds. The purpose of the study was to determine the respondents' percentage distribution based on their level of education. The frequency and percentage are shown in table 4.3 that is provided.

Table 4. 3: Distribution by Educational Level

Education Level		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Bachelor	44	22.9	22.9	22.9
	Masters	147	76.6	76.6	99.5
	M.Phil/ Phd	1	.5	.5	100.0
	Total	192	100.0	100.0	

Source, Survey, 2024

The data reported in Table 4.3 indicates that 22.9% of respondents had a bachelor's degree, 76.6% had a master's degree, and 0.5% had an M.Phil. or PhD. These findings suggest that most respondents who were willing to purchase branded clothing in Kathmandu had a master's degree.

4.2.4 Monthly income level

The questionnaire was distributed to respondents with a range of income levels. The purpose of the study was to determine the respondents' percentage distribution based on their monthly income.

Table 4. 4: Distribution by Monthly Income Level

		Frequency	Percent
Valid	Less than Rs.25000	39	20.3
	Rs 25000-50000	38	19.8
	Rs 50000-75000	107	55.7
	Rs 75000-95000	6	3.1
	Rs 95000 and above	2	1.0
	Total	192	100.0

Source, Survey, 2024

According to the statistics in Table 4.4, 20.3% of the respondents have incomes under \$25000, 19.8% have incomes between \$25000 and \$50,000, 55.7% have incomes between \$50,000 and \$75,000, 3.1% have incomes between \$75,000 and \$95,000, and the remaining 1.0% have incomes between \$50,000 and \$50,000. Therefore, the bulk of responders had incomes between Rs. 50000 and Rs. 75,000.

4.3 Reliability Statistics

Table 4. 5: Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.843	.851	20

Source, Survey, 2024

The reliability test for each component of the questionnaire about the variables influencing consumers' purchasing intentions in Kathmandu—which were calculated using SPSS—is displayed in Table 4.5. The value of Cronbach's Alpha is 0.843, higher than 0.7. Data is deemed reliable if Cronbach's Alpha is better than 0.7. The reliability statistics and item total statistics in the above table make it evident that both the individual item and the overall five-item Cronbach's Alpha are greater than 0.7.

4.4 Descriptive analysis

Descriptive analyses in the form of descriptive scores were carried out for every variable in the survey. This analysis's primary goal is to order each variable's significance based on the responses of survey participants. Descriptive statistics provide an overview of the sample and findings. This study's descriptive analysis involves gathering statistical measures like mean and standard deviation.

4.4.1 Consumers perception on Brand Awareness

The degree to which a brand is recognized and recalled by people is referred to as brand awareness. It gauges how well-informed and familiar people are with a specific brand. Because it affects consumers' opinions, attitudes, and actions toward a brand, brand awareness is vital to its success. Thus, this study attempts to establish a connection between respondents' perceptions of brand awareness in Kathmandu.

Table 4. 6: Respondent’s opinions regarding brand awareness

Descriptive Statistics			
	N	Mean	Std. Deviation
Brand awareness is important for me when making purchase decisions	192	2.49	1.278
Brand awareness gives me the confidence to repurchase my usual products	192	3.98	1.125
Having knowledge of the brands helps me to make a purchase decision	192	4.30	.928
I get influenced via communications of brands when making a purchase decision	192	4.38	1.010
Valid N (listwise)	192		

Source, Survey, 2024

A person's descriptive brand awareness data were displayed in Table 4.6's results. The four assertions were used to gauge Kathmandu consumers' propensity to purchase

branded apparel. All 192 responders filled out a Likert scale and submitted their answers.

4.4.2 Consumers perception on Brand Image

Consumer perceptions, assumptions, ideas, and impressions of a specific brand are referred to as its "brand image." It stands for the general perception or standing of a brand among customers. Customers will remember and believe that the product is of high quality if the brand is well-known and they had a positive shopping experience. The quantity of time and product knowledge that consumers possess is typically limited. As a result, while making a purchase, consumers will typically select goods with a well-known brand. Thus, the purpose of this study is to connect how Kathmandu consumers perceive brand image.

Table 4. 7: Respondent’s opinions regarding brand image

Descriptive Statistics			
	N	Mean	Std. Deviation
Wearing a particular brand reflects who I am	192	3.75	1.236
The overall image of the people who wear a particular brand is consistent with my own image	192	3.38	1.280
The image of a particular brand is consistent with how I would like to be	192	4.18	.954
Wearing a particular brand reflects who I would like to be	192	2.29	1.152
Valid N (listwise)	192		

Source, Survey, 2024

The descriptive statistics of an individual with respect to brand image were disclosed by the results in Table 4.7. The degree to which Kathmandu consumers are willing to purchase branded apparel is gauged by four statements. The six-point Likert scale was used by each of the 192 respondents to submit their answers.

4.4.3 Consumers perception on Perceived Quality

A consumer's subjective assessment of a product or service's quality, derived on their experiences, expectations, and perceptions, is known as perceived quality. It is their opinion or evaluation of the product or service's total superiority, excellence, or worth. Customers will want to repurchase if they believe that the quality of the goods can live up to their expectations. Accordingly, a consumer's subjective evaluation of a product or service's overall excellence, value, and satisfaction is known as its perceived quality. Their expectations, past encounters, and opinions about different product features all have an impact. Therefore, the purpose of this study is to connect Kathmandu's consumer perception of perceived quality.

Table 4. 8: Respondent’s opinions regarding perceived quality

Descriptive Statistics			
	N	Mean	Std. Deviation
The perceived quality impacts my decision when repurchasing products	192	3.59	.899
I base my perceptions around the quality of my brands on facts when repurchasing	192	3.51	.960
I base my perceptions around the quality of my brands on words of mouth when repurchasing	192	4.12	.966
The perceived quality of my brand is more important than loyalty when making a repurchasing decision	192	3.33	.923
I have to have a good perception of the overall brand to continue to purchase the products	192	3.55	.969
Valid N (listwise)	192		

Source, Survey, 2024

Table 4.8 presents the descriptive data of an individual with respect to perceived quality. The Five assertions were employed to gauge Kathmandu consumers' propensity to purchase branded apparel. The six-point Likert scale was used by each of the 192 respondents to submit their answers.

4.4.4 Consumers perception on Brand Consciousness

The degree to which people are aware of and informed about various brands and the features, characteristics, and attributes that are connected with them is referred to as brand consciousness. It is the degree to which customers pay attention to, identify, and take into account brands when making decisions about what to buy. Customers that have a strong brand consciousness are more likely to buy branded goods. Individual differences exist in brand consciousness, which is shaped by a variety of elements including lifestyle choices, social influences, exposure to brand-related content, and personal preferences. Thus, this study attempts to connect Kathmandu's consumer perception of brand consciousness.

Table 4. 9: Respondent’s opinions regarding brand consciousness

Descriptive Statistics			
	N	Mean	Std. Deviation
Branded clothes play important role in my life	192	3.47	1.013
The brand name is important for me when I purchase clothing products	192	3.81	.985
If my brand enhances my status or improves my success, I favor that brand a lot	192	3.73	1.249
I can pay any price for branded clothing products	192	3.63	1.255
Valid N (listwise)	192		

Source, Survey, 2024

The outcomes shown in Table 4.9 disclosed the descriptive data of a person with respect to brand awareness. To gauge brand awareness, four statements are employed. The six-point Likert scale was used by each of the 192 respondents to submit their answers.

4.4.5 Consumers perception on purchase intention

Purchase intentions show that customers will gather information, weigh options, and make judgments based on past experiences, personal preferences, and external factors. Moreover, a client's planned or anticipated decision to acquire a specific good or service at a later time is referred to as their customer purchase intention. It represents the person's propensity or desire to buy in light of their present assessment, attitudes, and perceptions. It symbolizes a customer's intended or anticipated choice to purchase a particular good or service. Numerous elements, such as individual attitudes, views, and preferences as well as outside influences and the perceived worth or advantages of the offering, all have an impact on it. Therefore, the purpose of this study is to connect customer impression to buy intention in Kathmandu.

Table 4. 10: Respondent’s opinions regarding purchase intention

Descriptive Statistics			
	N	Mean	Std. Deviation
I buy the product which I’ll remember at the time of shopping	192	3.95	1.052
I buy the product which my friend suggests to use	192	3.97	1.219
I buy the brand about which I am confident	192	3.86	1.079
Valid N (listwise)	192		

Source, Survey, 2024

The outcomes shown in Table 4.10 disclosed a person's descriptive statistics with reference to their intention to buy. To gauge consumers' intentions to make purchases, three statements are employed. The six-point Likert scale was used by each of the 192 respondents to submit their answers.

Table 4. 11: Summary of descriptive findings

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
Perceived Quality	192	1.40	5.00	3.6219	.73345
Brand Consciousness	192	1.25	5.00	3.6589	.91391
Brand Image	192	1.50	5.00	3.3984	.70579
Brand Awareness	192	1.33	5.00	3.9271	.77663
Purchase Intention	192	1.25	5.00	3.7878	.68373
Valid N (list wise)	192				

Source, Survey, 2024

The data collection includes 192 observations covering several aspects of Kathmandu consumers' propensity to purchase branded apparel. On a scale from 1.00 to 5.00, each dimension—including "Perceived Quality," "Brand Consciousness," "Brand Image," "Brand Awareness," and "Purchase Intention"—has been assessed.

4.5 Correlation analysis

The degree of a relationship between two variables is known as correlation. Measuring the degree of a linear relationship between quantitative variables is helpful. A weak or low correlation indicates that there is little to no association between the variables, whereas a strong or high correlation indicates that two or more variables have a strong relationship.

Table 4. 12: Correlation Analysis between Dependent and Independent Variables

Correlations					
	PQ	BC	BI	BA	PI
PQ	1				
BC	.470**	1			
BI	.382**	.429**	1		
BA	.310**	.225**	.270**	1	
PI	.396**	.404**	.423**	.452**	1
**. Correlation is significant at the 0.01 level (2-tailed).					

Source, Survey, 2024

The correlation matrix between various variables constants (PQ, BC, BI, BA, and PI) and other variables (BA = Brand Awareness, BI = Brand Image, PQ = Perceived Quality, BC = Brand Consciousness, and PI = Purchase Intention) is displayed in the above table.

At 1% LOS, there is very no direct correlation between brand consciousness and perceived quality. At 1% LOS, there is very little direct correlation between brand image and perceived quality. At 1% LOS, there is little direct correlation between brand awareness and perceived quality. At 1% LOS, there is little direct correlation between purchase intention and perceived quality. At 1% LOS, there is very no direct correlation between brand consciousness and brand image. At 1% LOS, there is only a weak direct correlation between brand consciousness and brand awareness. At 1% LOS, there is only a weak direct correlation between brand consciousness and purchase intention. At 1% LOS, there is little direct correlation between brand awareness and brand image. At 1% LOS, there is only a weak direct correlation between brand image and purchase intention. At 1% LOS, there is little direct correlation between brand awareness and purchase intention.

4.6 Regression Analysis

One statistical method for determining the associations between variables is regression analysis. According to the regression analysis, the dependent variable is consumer purchase intention, while the independent variables are brand awareness, brand image, perceived quality, and brand consciousness. The regression model used in the study is as follows:

$$Y = \alpha + \beta_1 \chi_1 + \beta_2 \chi_2 + \beta_3 \chi_3 + \beta_4 \chi_4 + \varepsilon_i$$

Where,

Y= consumer purchase intention (Dependent variable) X1 = perceived quality

X2 = brand consciousness X3 = brand image X4 = brand awareness

α = Constant

β_i = Coefficient of the slope of regression model ε_i = Error term

The results of a regression study between customer purchase intention and perceived quality are displayed in the table below.

Table 4. 13: Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.597 ^a	.356	.343	.55440
a. Predictors: (Constant), BA BC, BI, PQ				

Source, Survey, 2024

The coefficient of determination, or R-square, which is sometimes referred to as the model summary, can be used to explain variation. As can be seen from the table, the R-square value is 0.356, meaning that perceived quality, brand consciousness, brand image, and brand awareness account for 35.6% of the variation in consumer purchase intention. That leaves 64.4% (100% - 35.6%) of the data in this study unexplained. Put another way, this research has not taken into account other significant perceived quality variables that are crucial in understanding consumer purchase intention.

Similarly, after controlling for degree of freedom (df), the corrected R-square is 0.343, meaning that 34.3% of the variation in customer purchase intention is explained by perceived quality, brand consciousness, brand image, and brand awareness. This demonstrates a moderate correlation between customer purchase intention and all perceived quality characteristics. The standard error of the estimate, which is 0.55440 in the model summary, demonstrates that the observed value of customer purchase intention is variable and equal to zero from the regression line.

Table 4. 14: ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	31.812	4	7.953	25.875	.000 ^b
	Residual	57.477	187	.307		
	Total	89.289	191			
a. Dependent Variable: PI						
b. Predictors: (Constant), PQ, BA, BI, BC						

Source, Survey, 2024

The ANOVA yields a p-value of 0.000, which is smaller than the 0.01 alpha value. As a result, the connection between the dependent and independent variables can be accurately predicted by the model. Therefore, in explaining the variation in organizational commitment, the independent variables—perceived quality, brand consciousness, brand image, and brand awareness—are significant.

Table 4. 15: Regression Analysis

Coefficients^a								
Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	1.068	.273		3.908	.000		
	PQ	.124	.065	.133	1.910	.058	.709	1.411
	BC	.135	.052	.181	2.584	.011	.704	1.420
	BI	.204	.065	.210	3.116	.002	.757	1.321
	BA	.276	.055	.313	4.998	.000	.875	1.143
a. Dependent Variable: PI								

Source, Survey, 2024

A second regression model has been examined because the perceived quality variable's coefficient value on the customer purchase intention variable was not significant.

$$P = \alpha_0 + \beta_1 PQ$$

Model Summary^b						
Model	R	R Square	Adjusted Square	R	Std. Error of the Estimate	Durbin-Watson
1	.396 ^a	.156	.152		.62960	1.593
a. Predictors: (Constant), PQ						
b. Dependent Variable: PI						

Source, Survey, 2024

Perceived quality has a R square of 0.156, meaning that it explains 15.6% of the variation in consumer purchase intention; the adjusted R square is 0.152, meaning that perceived quality explains 15.2% of the variation in consumer purchase intention.

ANOVA^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	13.974	1	13.974	35.252	.000 ^b
	Residual	75.315	190	.396		
	Total	89.289	191			
a. Dependent Variable: PI						
b. Predictors: (Constant), PQ						

Source, Survey, 2024

This regression model is statistically significant at 1% LOS.

Coefficients^a								
Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	2.452	.230		10.684	.000		
	PQ	.369	.062	.396	5.937	.000	1.000	1.000
a. Dependent Variable: PI								

Source, Survey, 2024

The model is built using the following equation, taking the five dimensions of consumer perception toward branded clothing products—perceived quality, brand consciousness, brand image, and brand awareness—as the independent variables (X1, X2, X3, and X4) and the consumer purchase intention as the dependent variable:

$$\hat{Y} = \alpha + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \beta_4 X_4 + e_i$$

Based on the coefficients, the regression equation for customer engagement can be written as:

$$\hat{Y} = 1.068 + (0.369) X_1 + 0.135 X_2 + 0.204 X_3 + 0.276 X_4$$

Perceived quality, brand consciousness, brand image, and brand awareness have regression coefficients of -0.369, 0.135, 0.204, and 0.276, respectively.

This shows that a unit increase in perceived quality, brand consciousness, brand image, and brand awareness will result in increases in consumer purchase intention of 0.36, 0.135, 0.204, and 0.276, respectively.

The table also showed the beta for each of the characteristics or independent variables that were investigated in order to ascertain how they affected consumers' intentions to make purchases. The data indicates that the values of beta for perceived quality are -0.396, beta for brand consciousness is 0.181, beta for brand image is 0.210, and beta for brand awareness is 0.313. Given that brand awareness has the highest beta (0.313), it may be concluded that it has the greatest influence on consumers' intentions to make purchases.

4.7 Major Findings

- Brand image has the lowest average value, whereas brand awareness has the highest average value (mean).
- Consumer purchase intention has the lowest standard deviation, whereas brand consciousness has the highest.
- In the Kathmandu Valley, perceived quality and brand consciousness are directly correlated at 1% LOS.
- In Kathmandu, perceived quality and brand image are directly correlated at 1% LOS.

- In Kathmandu, there is a direct correlation between brand awareness and perceived quality at 1% LOS.
- At 1% LOS in Kathmandu, there is a direct correlation between consumer purchase intention and perceived quality.
- In Kathmandu, there is a direct correlation between brand consciousness and brand image at 1% LOS.
- In Kathmandu, there is a direct correlation between brand awareness and brand consciousness at 1% LOS.
- At 1% LOS in Kathmandu, there is a direct correlation between consumer purchase intention and brand consciousness.
- In Kathmandu, there is a direct correlation between brand awareness and brand image at 1% LOS.
- In Kathmandu, there is a direct correlation between consumer purchase intention and brand image at 1% LOS.
- At 1% LOS in Kathmandu, there is a direct correlation between consumer purchase intention and brand awareness.
- Consumer purchase intention is positively impacted by brand consciousness, brand image, and brand awareness.
- The intention of consumers to purchase is positively impacted by perceived quality.

4.8 Chapter Summary

The chapter provides a thorough analysis of the variables affecting Kathmandu consumers' propensity to purchase branded apparel. The descriptive statistics show that customers' perceptions of perceived quality, brand image, brand consciousness, and brand awareness are usually good. Notably, very high satisfaction ratings were given to brand awareness and brand consciousness.

Significant positive relationships between consumer purchase intention and important characteristics such as brand consciousness, brand image, and brand awareness are

revealed by correlation analysis. This emphasizes how crucial these elements are in shaping consumers' intentions to make purchases. The relationship between brand awareness, brand image, and brand consciousness and higher purchase intention is further supported by regression analysis.

CHAPTER – 5

SUMMARY AND CONCLUSION

5.1 Introduction

The study looks at Kathmandu's consumers' propensity to purchase branded apparel. The study employs both descriptive and causal comparative research techniques to examine the variables influencing Kathmandu consumers' intentions to purchase branded goods. Consumer purchase intention is the dependent variable, whereas brand awareness, brand image, perceived quality, brand association, and brand consciousness are the independent factors. The general Kathmandu clients are the study's population. Various age groups were given well-crafted questions with the intention of gathering their responses via an internet survey. SPSS has been used to handle and evaluate the gathered data. Multiple regression analysis and Kendall's tau correlation, two non-parametric tests, were used to investigate the variables influencing Kathmandu consumers' inclination to purchase branded goods.

5.2 Summary

The study of consumer behavior aims to comprehend how consumers make selections about what to buy by utilizing the time, money, and effort that are necessary to acquire, utilize, and discard items and services. It makes it easier to anticipate and comprehend the audience as well as the motivations behind and frequency of purchases (Fasi, 2017).

The study employs descriptive analysis to look at how consumers' purchasing intentions in Kathmandu are impacted by branded clothes. The independent elements are perceived quality, brand consciousness, brand image, and brand awareness. One dependent variable is the consumer's intention to buy. On 192 observations from the Kathmandu valley, the study is built. The study's population consisted of individuals from various age groups and professions. Well-crafted, closed-ended, structured questionnaires were distributed to several age groups, and online responses were collected. SPSS has been employed in the data processing process. Regression analysis and correlation were used to look at the impact of customer willingness to pay for branded apparel on consumer purchase intention.

Men made up 45.8% of the sample size, while women made up 54.2%. This difference indicates that the proportion of male respondents was slightly lower than that of female respondents. Overall, nevertheless, the number of respondents was remained higher among women than men. Furthermore, a higher percentage of respondents in the 25–35 age range were found within the sample population. The study demonstrates the substantial association between perceived quality, brand image, brand consciousness, brand awareness, and consumer purchase intention. Of the 192 respondents, the majority fell within the income levels of \$50,000 and \$75,000 per year.

Purchase intention, according to Dodds et al. (1991), is a person's deliberate endeavor to try and buy a brand. Furthermore, customers are more inclined to acquire the product if their purchase intention is larger. Pull influences from both the inside and outside of the consumer's decision-making process can influence their purchase selections (Gogoi, 2013).

Product attributes and perceived quality are the primary determinants of purchase behavior across all product classes (Stavkova, 2008). According to Nasir (2006), there are seven aspects that influence consumers' purchase decisions: basic specifications, after-sales support, pricing and payment terms, peripheral specs, appearance, value-added features, connectivity, and portability. A number of factors, including cultural, social, personal, psychological, product, and pricing ones, all had an impact on the choice to buy. Additionally, Kotler and Armstrong (2010) established six stages—brand awareness, product knowledge, interest, preference, persuasion, and purchase—for the decision to buy a product. Unpredictable circumstances and individual attitudes affect purchase intention. Individual attitudes are defined as one's own inclinations toward others and compliance with others' expectations; unpredictable conditions are those in which customers decide not to make a purchase just because a situation arises (Dodds et al., 1991). Based on a descriptive and informal comparative research design, the study examines the variables influencing consumers' intentions to buy branded goods in Kathmandu. Consumer purchase intention is the dependent variable, whereas brand awareness, brand image, perceived quality, brand association, and brand consciousness are the independent factors. There are 105 observations used in this investigation.

5.3 Conclusion

Purchase intention refers to a person's conduct based on what they believe about particular products, what comes to mind, and what they anticipate thinking or doing when they purchase similar product brands. They are highly likely to react in kind to what they did in the past. Instead than selecting to respond with a purchase, customers can disclose their habits here. Purchase intention is a crucial idea in consumer behavior despite these issues (Kotler and Armstrong, 2010).

Even though branded products are becoming more widely known and marketed, less is known about the factors that affect consumers' decisions to buy these products. As such, it is critical to identify and resolve the main problems associated with consumers who are eager to purchase branded goods.

The study's findings indicate that purchase intentions for branded goods in Kathmandu are positively impacted by brand consciousness, perceived quality, brand awareness, and brand image.

The survey goes on to say that in Kathmandu, purchase intention towards branded products is primarily influenced by brand association, which is followed by brand image and perceived quality.

5.4 Recommendation

The study's conclusions led to the formulation of the following suggestions for improving the ways in which consumers interact with branded products:

1. The study found a favorable correlation between purchase intention for branded products and brand awareness. Therefore, companies who want to increase customer propensity to buy should spend more money promoting and advertising these kinds of goods.
2. The study found a favorable correlation between purchase intention for branded products and brand image. Marketing professionals who wish to increase consumer purchase intention should therefore concentrate on building a positive brand image.
3. The study found a favorable correlation between purchase intention for branded goods and perceived quality. Therefore, marketers that wish to

increase consumer inclination to buy should improve the caliber of these products.

4. .The study found a favorable correlation between purchase intention for branded products and brand consciousness. In order to increase customer purchase intention, marketers should concentrate on instilling a sense of awareness about their products in the minds of their target audience.

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ANNEXURE

Questionnaires

Dear Sir/Madam,

I am MBS student of Shanker Dev Campus, Tribhuvan University. A research study is being conducted on the “Consumer willingness to buy branded Clothing in Kathmandu” for the partial fulfillment of MBS degree. In this context, I have prepared a set of questionnaire to seek your valuable opinion. I would also like to ensure you that the information provided by you will be kept confidential and will only be utilized for the study purpose. I shall feel highly obliged if you kindly cooperate me in filling the questionnaire.

Thank you and best regards,

Prajita Korala

MBS

Shanker Dev Campus

Section 1: Respondent Information

Please put tick (√) mark on the appropriate option.

1. Please select your gender

Male Female

2. Age (in years)

Under 25 25-35 35-45 above 45

3. Academic qualification

Intermediate and below Bachelor Degree

Master Degree M. Phil/ Ph. D Degree

4. Monthly Income Level

Less than Rs 40,000 Rs 40,000- Rs 70,000

Rs 70,000- Rs 100,000 More than Rs 100,000

Section 2: Opinion Statement

Please tick mark (✓) in one of the best option that best matches your opinion.

(1=Strongly Disagree, 2=Disagree, 3=Neutral, 4=Agree, 5= Strongly Agree).

1. Brand Awareness

	Statements	Strongly agree	Agree	Neutral	Disagree	Strongly disagree
a.	Brand awareness is important for me when making purchase decisions					
b.	Brand awareness gives me the confidence to repurchase my usual products					
c.	Having knowledge of the brands helps me to make a purchase decision					
d.	I get influenced via communications of brands when making a purchase decision					

2. Brand image

	Statements	Strongly agree	Agree	Neutral	Disagree	Strongly disagree
a.	Wearing a particular brand reflects who I am.					
b.	The overall image of the people who wear a particular brand is consistent with my own image.					
c.	The image of a particular brand is consistent with how I would like to be.					
d.	Wearing a particular brand reflects who I would like to be.					

3. Perceived quality

a.	The perceived quality impacts my decision when repurchasing products.					
b.	I base my perceptions around the quality of my brands on facts when repurchasing					
c.	I base my perceptions around the quality of my brands on words of mouth when repurchasing					
d.	The perceived quality of my brand is more important than loyalty when making a repurchasing decision					
e.	I have to have a good perception of the overall brand to continue to purchase the products					

4. Brand consciousness

	Statements	Strongly agree	Agree	Neutral	Disagree	Strongly disagree
a.	Branded clothes play important role in my life.					
b.	The brand name is important for me when I purchase clothing products.					
c.	If my brand enhances my status or improves my success, I favor that brand a lot.					
d.	I can pay any price for branded clothing products					

6. Consumer purchase intention

	Statements	Strongly agree	Agree	Neutral	Disagree	Strongly disagree
a.	I buy the product which I'll remember at the time of shopping.					
b.	I buy the product which my friend suggests I use.					
c.	I buy the brand about which I am confident.					

Thank you for your kind cooperation!

CONSUMER WILLING TO BUY BRANDED CLOTHING IN KA...

By: Prajita Koirala

As of: Jul 5, 2024 11:21:43 AM
19,943 words - 0 matches - 0 sources

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ABSTRACTS Customer purchase intention refers to a consumer's planned or anticipated decision to buy a particular product or service in the future. It reflects the individual's inclination or willingness to make a purchase based on their current evaluation, attitudes, and perceptions. It represents a consumer's planned or anticipated decision to buy a specific product or service. This research used primary method for data collection and the questionnaire technique to collect the data to meet the objectives. It studied about the relationship between brand awareness, brand image, perceived quality and brand consciousness with consumer purchase intention. For the research 192 respondents from Kathmandu were selected as the sample size, and convenience non-probability sampling method was used for the distribution of questionnaires. This study followed a descriptive research design, where the most dominant factors affecting consumer purchase intention was analyzed and examined. Similarly, the result from correlation analysis on independent variable and dependent variables indicates that there is a strong positive relationship between the dependent variable and independent variables. i.e. brand image, brand awareness, brand consciousness and perceived quality.

CHAPTER 1 INTRODUCTION 1.1 Background of the study According to Young et al. (2010), consumer behavior encompasses a wide range of actions related to the acquisition, utilization, and eventual disposal of products and services. It is the process of making decisions by a person who is directly involved in the assessment, acquisition, utilization, or disposal of products and services. The study of consumer behavior aims to comprehend how consumers make selections about what to buy by utilizing the time, money, and effort that are necessary to acquire, utilize, and discard items and services. It makes it easier to anticipate and comprehend the audience as well as the motivations behind and frequency of purchases (Fasi, 2017). Due to significant environmental factors like globalization, deregulation, and technical advancements, the industry is undergoing drastic change (Kotler, 2003). The reasons behind these changes include the revolution in information technology, globalization, rising purchasing sophistication, and significant changes in demographics. Consumers make decisions on what to buy after resolutely resolving their problems (Setyorini et al., 2019). According to Marpaung (2022), a purchase decision is the result of a customer's strong conviction that the choice to buy a particular product is the right one. When a person has multiple options to fulfill their needs, they make a buying decision (Silvia et al., 2019). A decision known as "intent to purchase" examines the reasons behind a customer's choice of brand. Structures such as thinking about buying a brand and planning to buy a brand help to define the extent of the purchasing intents (Porter, 1974). Purchase intention, according to Dodds et al. (1991), is a person's deliberate endeavor to try and buy a brand. Furthermore, customers are more inclined to acquire the product if their purchase intention is larger. An analysis of purchase intention looks at the reasons behind a customer's choice of brand. Structures such as thinking about buying a brand and planning to buy a brand help to define the extent of the purchasing intents (Porter, 1974). Customers' intentions to buy a product are influenced by a range of factors, including the product's price, quality and features, customer loyalty, 1 satisfaction levels, and value awareness, given the abundance of competing items available in the market (Narang, 2016). When a customer has a tendency to purchase a particular product in a particular condition, it is known as purchase intention. Purchase intention is a type of decision making that examines the motivations behind consumers' purchases of a specific brand, as noted by Shah et al. (2012). Purchase intention and customer behavior, perception, and attitude are frequently linked. The primary means by which customers encounter and assess products is through their purchasing behavior. The