



INTERNATIONAL JOURNAL OF RESEARCH IN COMMERCE, IT AND MANAGEMENT

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- Chandel K.S. (2009): "Ethics in Commerce Education." Paper presented at the Annual International Conference for the All India Management Association, New Delhi, India, 19–22 June.

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- Kumar S. (2006): "Customer Value: A Comparative Study of Rural and Urban Customers," Thesis, Kurukshetra University, Kurukshetra.

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- Kelkar V. (2009): Towards a New Natural Gas Policy, Economic and Political Weekly, Viewed on February 17, 2011 <http://epw.in/epw/user/viewabstract.jsp>

BRAND LOYALTY

NEERAJ KUMAR SADDY
ASST. PROFESSOR
S. N. COLLEGE
BANGA – 144 505

ABSTRACT

Brand loyalty is an important component of enterprise marketing strategy. The development of a brand name entails a complex structure which must be understood in order to build a strong brand. The study revealed that in terms of first objective the responses of respondents have demonstrated a brand consciousness, price consciousness and prevailing trends in the market. While for the second objective the things suggested for the marketers are to use a blend of marketing mix i.e. competition based pricing, mark up pricing, prevailing pricing. In the third objective customer wants more variety and colors, style and sizes, so new variety and styles should be introduced more frequently. In the fourth objective, the respondents are of the opinion that the activities in each field adjust continually to each other and to changes in their external environments. The fifth object describes that the consumers are found to be rational in their behaviour when they prefer to buy jeans considering price. Even the quality has been kept as the second parameter. While in the sixth and seventh object the respondent are of the opinion that they want more variety and colors, style and sizes. However, the constructs of innovation, service and marketing have a strong impact on brand loyalty development.

KEYWORDS

brand quality, brand consciousness, price consciousness, brand new variety and styles and prevailing trends.

INTRODUCTION

An important aspect of buying behavior of consumer is making successive purchase of certain product brand, which is chosen at the consecutive purchase occasions. Generally, more than one brand is offered of the same products within a given product field, and a buyer has to choose one of these brands at the moment of purchase. It may be expected that this is not a random choice from the alternative available, because the various brands of the same product will differ more or less from each other in the eyes of the consumer.

The concept of the brand loyalty is of the interest for academicians, marketers as well as for the manufacturers. The main interest lies in the fact that what are the important factors which are responsible for building brand loyalty among the consumer for a particular brand of the product and customer's preference to use this particular brand over time and thereafter what factor may contribute for switching over to another brand which the consumer were previously using.

The buying behaviour of individual is influenced by the structure of the society to which the consumer belongs. Individual tends to adopt, their behaviour patterns to much those with whom they regularly interact, individual who are similar in social status and have similar goals and views on life. In addition, individual is influenced to some extent degree by goal and behaviour pattern of the groups social organisation to which they belong.

Some evidence indicates that brand preferences are formed during the childhood and adolescence. If such preferences turn into loyalty among the consumer segment it would suggest that manager should be targeting their customer early in their life cycle.

DEFINITION OF BRAND LOYALTY

The easiest to understand and most complete definition of this approach to brand loyalty was formulated by Jacobov.

"Brand loyalty is:-

- (1) the biased (i.e. non-random),
- (2) behavioural response (i.e. purchase),
- (3) expressed over time,
- (4) by some decision making units,
- (5) with respect to one or more alternative brand out of a set of such brands, and
- (6) is a function of psychological (decision making) processes".

The definition of brand loyalty has a number of implications for marketers.

First, brand loyalty is not a random event, whether or not a consumer becomes loyal to a particular brand can be controlled to some extent by action of a marketer.

Second, mere verbal reports that someone is loyal to a product are insufficient to show brand loyalty.

Third, to reveal brand loyalty, the repeat purchase behaviour must be found over some lengthy period of time.

Fourth, brand loyalty can be exhibited by decision making units in addition to individual consumer the decision may be made jointly by husbands and wives and that then in combination reveal brand loyalty.

Fifth, consumer may be loyal to more than one brand at a time.

Finally, brand loyalty results from some type of evaluative process that follows from the outcome of previous purchase of the product.

So, when a consumer has brand loyalty, he or she actively prefers the brand, is committed to the brand to some extent, and probably has developed positive feeling towards the brands.

Brand loyalty is important to marketers because it leads to increased market share, and ultimately to greater profit. If consumer have been satisfied with the promoted brand their satisfaction is reinforcing and leads to increase in the probability of choosing the brand is again after the promotion is withdrawn, particularly for previous non users of brand. Because of the importance of the brand loyalty, many marketers develop a simple, descriptive promotional line, and through heavy repetition, engrave it in the consumers memories. They are concerned with the actual consumer purchasing pattern, with consumer beliefs and opinion concerning their brands and with knowing how important the product is to consumer known. Discovering how consumer knows about brands and become attached to certain brands assists marketers in achieving their goals.

So manager should recognize the importance of creating and maintaining the brand loyalty, because satisfied consumer are more likely than dissatisfied consumer, reveal brand loyalty. When a consumer has a brand loyalty, he or she actively prefers the brand, is committed to the brand to some extent and probably has developed positive feeling towards brand.

Brand loyalty is important to the managerial areas of developing the marketing mix and marketing research. Marketers attempted to develop the marketing mix in order to create brand loyalty among the user of the product.

Brand loyalty however, is a suitable basis for market target definition. A firm aware of its customers is highly brand loyal may elect to confine its marketing efforts to that group of people. Reaching highly loyal customers may be a relatively simple matter depending on the length of repurchases cycle. If the cycle is short a message can be effectively distributed by putting it in a package with the product or even attaching it to the product itself.

So a marketer who wants to be successful should recognize that consumer is the king. He can justify his existence only when he is able to understand commitment and satisfy them.

MEASUREMENT OF BRAND LOYALTY

Brand loyalty is conceptual in nature. As a conceptual variables, it has been used both as an output variable the results of the consumer decision; and as input variable-the cause of consumer decisions. In either case the concept of brand loyalty to be used in consumer research must be operationally defined. The operational definitions described below include:

- Brand choice sequences
- Preference over time~ proportion of purchase and other measures, including an extended definition of brand loyalty based both on preferences and purchases.

BRAND CHOICE SEQUENCES

This concept of brand loyalty based on the sequences of purchasing a specific brand. This operational definition of loyalty was important in the development of the concept and in the studies such as those of Tucker and Stafford who defined brand loyalty as three successive choices of the same brand in their empirical studies.

Thus if A,B,C,D,E,F..... are various brands in a particular product, then household could be classified as having following types of loyalty:

1. Undivided loyalty is sequence AAAAAAA
2. Divided loyalty is sequence ABABABAB
3. Unstable loyalty is sequence AAABBB
4. No loyalty is sequence ABCDEF

PREFERENCES OVER TIME

Some time loyalty has been defined as preference statement overtime rather than actual purchase. This loyalty was most manifest when factors such as unavailability, price consideration and respondent not being the buyer did not play a major part in brand selection.

PROPORTION OF PURCHASE

The most frequently used definition of brand loyalty, at least in empirical research, is the proportion of total purchases within a given product category developed to the most frequently purchased brand (or set of brands).

This is used both on a conceptual definition of brand loyalty in these studies as well as on operational measures.

Other measures of loyalty

Several researchers have employed a combination of two or more of the above criteria in defining brand loyalty. The factor analytic approach employed by Sheath uses a definition of brand loyalty based on both the frequency of purchase of a brand and the pattern of these purchases.

Another entirely different approach based on the price increase in most preferred brand relative to the prices of other brand necessary to induce brand switching.

WHY JEANS FOR THE STUDY

Jean was chosen as the product for the study because it was kept in mind that this product has been and is among the fastest growing industry on national and international standards/markets. The product is rather already very popular. It is a routine shopping product.

Every company feels that the market for jeans will keep going, and at a growing pace. The product is popular everywhere and anywhere in India. The main customers are the youths. Most of the young persons or the ones who are studying or newly employed generally have a crush over jeans. It is this segment which generally feels like 'rebellious' and 'independent'. Most of the marketers try to strike this segment only, when they term their jeans as 'for cowboys', rugged', 'tough', etc. As such the educated youth is the most aware about different brands of jeans available in the market. Also most almost all the jeans available in the nation could be had from outlets in almost every city. So, there is uniformity

WHY IS THE PROBLEM CONSIDERED WORTH INVESTIGATION?

It is believed that consumers exhibit a great degree of brand loyalty towards Jeans brands. One cannot make such assumptions without any strong basis. To justify branded jeans towards above products, this small study has been undertaken.

MAIN OBJECTIVES

1. To study the number of persons wearing branded jeans.
2. To study the change in brand loyalty in response to change in price.
3. To study the effect of freebies scheme on brand loyalty.
4. To study the effect of non-availability of favourite brand on the brand loyalty.
5. To determine the product attributes which consumers considered as important while making purchase decision.
6. To evaluate the reasons for brand switching by the consumers.
7. To study which are the most powerful source of information?

RESEARCH METHODOLOGY

It is quite an attempt to examine brand loyalty of consumers towards various brands of Jeans. This research is called as "Expostfacto" research because this is descriptive -cum-analytical in nature. Most "Ex-post-facto" research projects are used for descriptive studies in which researcher seek to measure such items e.g. frequency of shopping, preferences of people or similar data. In this type of study researcher has no control over variables. He can only report what has happened or what is happening.

UNIVERSE OF THE STUDY

The universe of study has been confined to Ludhiana and Jalandhar (economically significant cities) due to the limitation of time, finance. The "Ludhiana and Jalandhar" has been chosen due to the reason that it has maximum number of colleges and university from where the respondents were interviewed.

RESEARCH DESIGN

Human beings by nature differ in behaviour preferences, liking and disliking. A consumer has different feelings he views products in his own way of thinking and ranks the brand with his own level of satisfaction. It was in this background of the consumer behaviour that questionnaire was divided into two different parts. In one part information regarding age, occupation and educational qualifications were framed.

In the second part of questionnaire covers the different aspects ranging from the liking of the consumers to different brands media, range of price of product source of motivation, effects of different factors on his decision etc. were taken.

DATA-COLLECTION METHOD

This study is entirely based on primary data. For the collection of primary data, the questionnaire method were used for questionnaire was of structured and non-disguised type which contained open and close ended, multiple choice and dichotomous questions. Some of the questions required rating or ranking of alternative i.e. the liker scale method.

SAMPEL AND SAMPLING DESIGN

The sample under study comprised of 112 respondents which were personally interviewed. The sample has been chosen with the help of "random sampling technique" and the sample was divided into three categories i.e. undergraduates, graduates and post graduates.

RESEARCH METHODOLOGY

The data is analysed on the basis of response by respondents in the questionnaire. Age, education and family income has been taken as the main variables in the analysis.

ANALYSIS TOOLS

PERCENTAGES: Demographic features and other response obtained from survey are express in terms of percentages, figures in tables within parenthesis represents percentage while those without parentheses are simple frequencies.

WEIGHTED AVERAGE: Respondents were asked to rate the benefits of branded apparels, according to their importance from rank 1 to 5. Weighted score assigned viz. 5, 4, 3, 2,1 to rank 1, 2, 3, 4,5 respectively. On the basis of frequency rating of each factor, weighted average scores for each factor were computed.

LIMITATIONS OF THE STUDY

Although utmost care has been taken to get the accurate results, yet because of the risk of ambiguities and interpretations on the part of the respondents, some elements of inaccuracy could have crept in. also the selection of the respondents was based on convenience.

Because of the small size the sample is not truly representative of the universe.

- Due to the memory difficulties on the part of the respondents, there may be problems of under-reporting. Also there may be problems of over-reporting in the case of prestige brands.
- Some of the respondents do not use branded jeans, so its brand loyalty may not be calculated accurately with respect to total percentage of its class.

REVIEW OF THE LITERATURE

Among the first to publish research results, showing that consumer do not choose a brand or random but that for a certain consumer different brand have different probabilities to be bought, were Brown and Cunningham (1952).

Brown and Connigham (1952) using data from a consumer panel, calculated for every family in the panel. The percentage represented by the most favoured(most bought) brand in the purchases of various product during the 3 years For seven product studies, they found that individual household bought the favourite brand much more frequently than would be expected under the assumptions of random choice from the brand available.

Henriet (1956) conducted a pilot study of evaluate styles, designs and sizes of readymade dresses and their pattern on retail market for girls aged 12-15 years. There was no relationship between price of dress and desirable features such as wide hems and provision for elastic.

Shanon (1962) conducted a study on consumer's satisfaction with cotton fabrics for selected physical characteristics. It was observed that while buying fabrics, consumers most often considered qualities of sensory satisfaction, colour and appearance of fabric.

Cheriyani (1965) studied clothing management practice of families with special reference to their purchasing practices. For buying the clothing the cheapest shop was preferred mostly by low income families. The customs and tradition had the greatest influence on the choice of clothing. Price and quality of fabrics were considered by those families who read clothing labels.

Some' Sharir (1974) concluded that more brand switching occurred when price difference are significant between brands and that have the most effect on consumer in the extreme levels of both income and education, rather than linear relationship to these variables.

John U. Farley (1989) study conducted to investigate the relationship between brand loyalty, and certain market. Market structures such as the availability of brands, price, fluctuations, and clearing activity. The importance of these types of variables was demonstrated by Farley's study of the purchases of 199 families in 17 diverse product categories they found that.

- Consumer tends to be less loyal towards product with many available brands, where prices are relatively active, and where consumers might be expected to simultaneously use a number of brands of the product.
- Consumer tends to be loyal in market where brands tend to be widely distributed and where market share is concentrated heavily in the leading brand.

Garg (2002) studied clothing practices of Home Science Students of Ludhiana, Hissar, Chandigarh and Delhi. Majority of them saw labels before buying readymade garments. Most of them who checked the labels saw company, size, mark, quality, price and washing instructions. Some of them learned about shrinkage, resistance, colour and fatness from labels. Brand name was mostly checked. The respondents of Ludhiana and Hissar gave greater weighted to price, durability, appearance, material and latest fashion.

Hofstede and McCrae (Marsella et al. 2002), who are currently analysing the relationship between culture and the so-called 'Big Five' dimensions of personality that were considered originally to be universal. At national level McCrae's five dimensions of personality are correlated with Hofstede's dimensions of national culture. A conclusion for international brand management should be that brand personalities developed in one culture are not necessarily relevant for other cultures. The extension of brand values of one culture to another where they don't fit will not make effective advertising.

Business world (2003): brand loyalty is still a discount dream for branded appeals. Most people have a considered set of brands within which they keep switching. They are loyal to the concept of branding rather than a particular brand. Consumer believes the brand be usually patronises is not brings him as much values (no necessarily tangible) as another he has no compunctions is shifting to the second label.

Admap(2003) , directors of research and insight at McCann-Erickson World Group, describes 'McCann Brand Clout', a proprietary research tool used to evaluate seven universal marketing drivers for brands and categories. The drivers are brand awareness, emotional bond, product news, activation, loyalty, product experience and buzz. He argues that brand loyalty is among the most important, is very much undervalued and under exploited by marketers.

Marie (2003): wearing clothes with prestigious brand names seems to be very important for adolescents. This phenomenon was studied in the context of consumer socialization by examining the influence of three socialization agents, namely parents, peers and TV, on the development of French Canadian adolescents' brand sensitivity and their relative importance. Controlling for socio-economic variables, multiple regression analyses were conducted separately for boys and for girls. For both genders, brand sensitivity is related to peer influence. Girls' brand sensitivity is related to the importance fathers give to clothing brands. TV exposure is not related to adolescents' brand sensitivity. For boys and girls, peers represent the most important predictor of this consumer socialization. The results are discussed in the light of social and economic pressures and family relationships.

Michael Lewis, (2004) loyalty programmers encourage consumers to shift from myopic or single-period decision-making to dynamic or multiple-period decision making. The author models customers' response to a loyalty programmed under the assumption that purchases represent the sequential choices of customers who are solving a dynamic optimization problem. Empirical results and policy experiments suggest that the programmed studied increased annual purchasing for a substantial proportion of customers.

Business India (March 2004) made a study in order to know factors which induced consumers to go in for readymade garments. It received different responses and it was concluded that people have switched over to ready-to-wear market due to factors like wide variety in terms of colors and pattern, trial facilities, time saving and casual satisfaction.

Jennifer (2004): loyalty programmers encourage consumers to shift from myopic or single-period decision-making to dynamic or multiple-period decision making. The author models customers' response to a loyalty programmed under the assumption that purchases represent the sequential choices of customers who are solving a dynamic optimisation problem. Empirical results and policy experiments suggest that the programmed studied increased annual purchasing for a substantial proportion of customers.

Thomas J. Reynolds and Carol B. Phillips, (2005) the elusive notion of brand equity is operational zed in a "share the ring" framework with a combination of multiple constructs: (1) relative barrier or brand price, (2) brand quality perceptions, (3) brand purchase loyalty, and (4) self-report future brand purchase trend. This general measurement framework for "true" brand equity when applied longitudinally permits the evaluation of marketing ROI. Recommended measures for the "share tie ring" approach to brand equity measurement are illustrated using the cola category as an example.

Rajesh Iyer and James A. Muncy, (2005) perceived brand parity is the belief in the consumers mind that major offerings in a product category are similar. The current article presents the results of a study indicating that high parity perceptions inhibit a company's ability to develop loyal customers. Whether that is good or bad depends on the type of competitive strategy a firm has chosen. With a differentiation strategy, advertising should be used to fight parity perceptions.

However, with a low price strategy, parity perceptions should be fostered in an attempt to discourage brand loyalty. Thus, a starting point for many advertising campaigns should be a clear understanding of both the parity perceptions in the marketplace and the need to either develop or fight brand loyalty.

ANALYSIS

RESPONDENT DESCRIPTION

In order to grasp the nature and characteristics of the various respondents included in the study. We analysis the information according to their socio-economic background which includes the characteristics of the respondents age, qualification, family income (yearly).

TABLE 4.1: AGE WISE SAMPLE DISTRIBUTION

Age-Group	Number/Percentages of Respondents
15-19	32
20-24	60
24-28	20

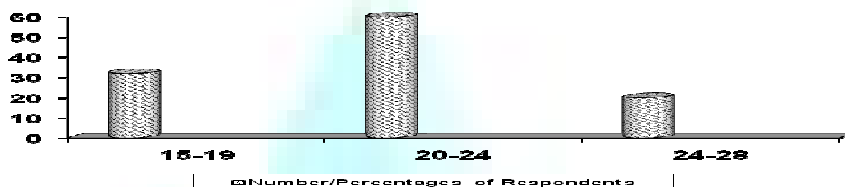


Table 4.1 indicates that the major part of the respondents fall in the age group (20-24 years) which is followed by (15-19) which mostly include under graduates.

TABLE 4.2: EDUCATION WISE SAMPLE DISTRIBUTION

Educational Qualifications	Number/Percentages of Respondents
Undergraduates	30
Graduates	32
Post Graduates	50

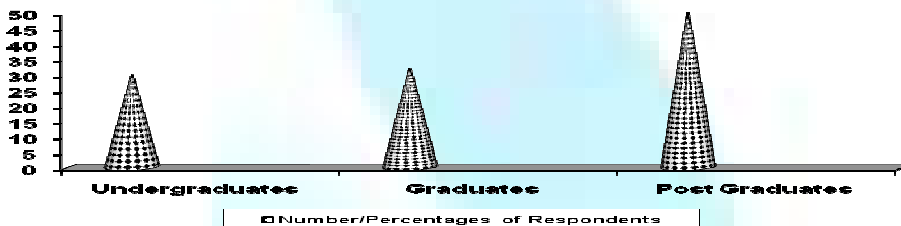


Table 4.2 signifies the educational level of the respondents. It is quit obvious from the table that post-graduates constitutes the largest groups (50 percent) among all the types of respondents which is then followed by graduates (32 percent), undergraduates (30 percent).

TABLE 4.3: FAMILY INCOME WISE SAMPLE DISTRIBUTION

Family Income (Yearly)	Number/Percentages of Respondents
80000-120000	19
120000-160000	18
160000-200000	43
200000 & above	32

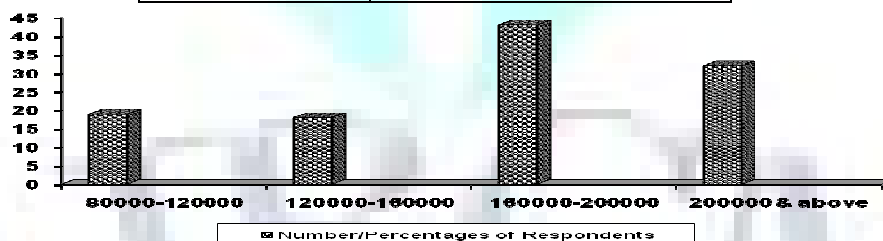


Table 4.3 signifies the family income of the students. It is clear from the table that most of the students (43 percent), belongs to the higher middle income group. Whereas the 32%, percent) high income class. Whereas 19 percent belongs to middle income, level. Whereas (18 percent) belong to lower middle income, group.

TABLE 4.4: PERSONS WEARING BRANDED JEANS

Respondents	Number/Percentages of Respondents
Yes	100
No	12

Table 4.4 signifies the major number of students wear brand jeans where as only (12 percent) either doesn't wear jeans or branded jeans. This signifies that there is increase in the living standard of the people and respondents are more in favour of fashion.

TABLE 4.5: BRAND OF JEANS MOST FAVOURED

Brand Name	Number/Percentages of Respondents
Levis	21
Lee	17
Live In	7
Lee Cooper	16
Newport	6
Pepe	7
Flying Machine	3
Killer	12
Ruff and Tuff	11

Table 4.5 shows that Levis (21 percent) is the most favored brand followed by Lee Cooper (16 percent) where Ruff and Tuff and others constitutes (11 percent) of the students and the others are preferred by the students with the given percentages.

TABLE 4.6: PLACE OF BUYING BRANDED JEANS

Place	Number/Percentages of Respondents
Exclusive Showroom	33
Ordinary Retail shop	22
Both (a) & (b)	45



Table 4.6 shows that the people buy their favourite brands mainly from both Exclusive showrooms and ordinary retail shops. This shows that where as second proportion of people buy their brand from the exclusive showroom. Whereas students don't go so, much to the ordinary retail, shops.

TABLE 4.7: NON AVAILABILITY OF BRAND AT SHOP

Statements	Number/Percentages of Respondents
Waif for the brand to be available	33
Go for other brand	18
Try to another shop	46
Don't know	3

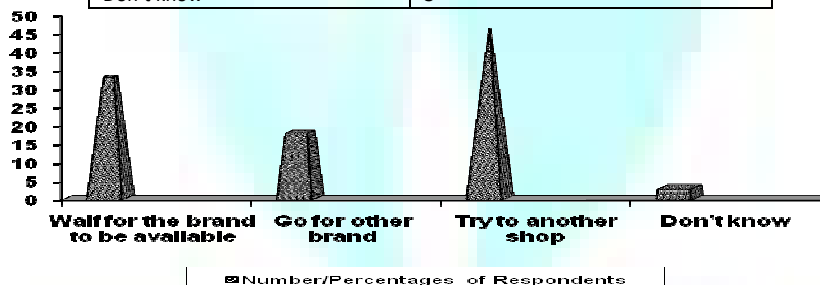


Table 4.7 shows that if people don't get the brand from the particular showroom they will try for another shop (46 percent) where as 33 percent to will wait for the brand to be available at their exclusive showroom. Whereas 18% despondence were will switch over to another brand. Whereas 3 % despondence, were not able to take any decision regarding this statement.

TABLE 4.8: BRAND USAGE OVER THE YEARS

Usage over the years	Number/Percentages of Respondents
6 months	17
1 year	24
2 year	36
3 year or more	23

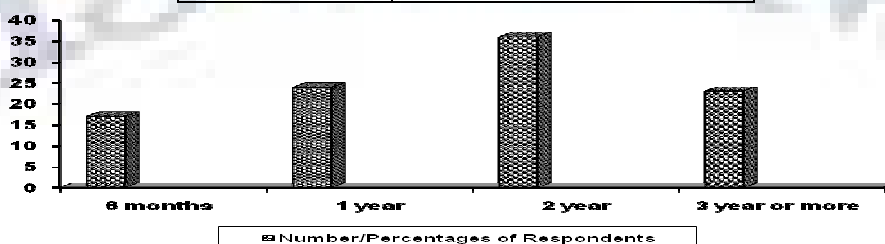


Table 4.8 shows that the people are wearing their favourite brand for 2 years where as still good amount of percentage of people are wearing their for more than 3 year. This shows that these people this percentage of people is very brand loyal. Whereas there are respondent 24 percent wearing particular brand for a period of 1 year and 17 percent of respondent constitute period of 6 months.

TABLE 4.9: CHANGE IN FACTORS THAT WILL LEAD TO SWITCH OVER TO ANOTHER BRAND

Scale	2	1	0	-1	-2	
	Definitely will	Probably will	Might or Might not	Probably will not	Definitely will not	Weighted Average
Price	24	18	24	25	9	.23
Quality	39	29	19	11	2	.92
Stitching	31	21	29	17	2	.52
Fashion	30	28	26	11	5	.67
Durability	36	27	24	9	4	.82
Advertisement	4	11	39	29	17	-.44

The above table signifies that people are not ready to make compromise with the quality of the product. Change in quality will lead to the change in brand worn by the respondents. Large people still very fashion conscious they will change their brand if it is not providing jeans according to the recent trend. Stitching along with durability of cloths also matters the respondents. Whereas the respondents show, their negative impact towards advertisement. Change in advertisement won't matter to the brand loyalty of the respondents.

TABLE 4.10: RANKING OF VARIOUS BENEFITS OF BRANDED APPARELS

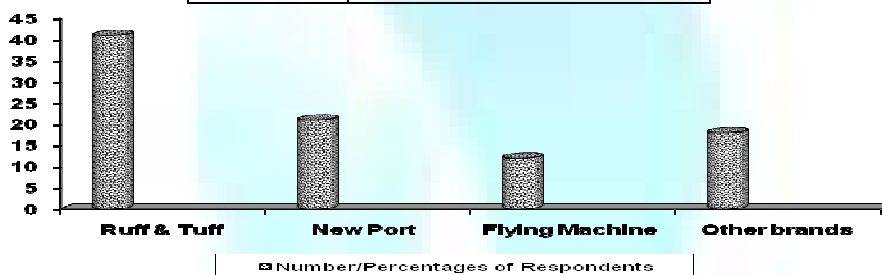
Score	5	4	3	2	1	
Ranks	Rank 1	Rank 2	Rank 3	Rank 4	Rank 5	Average
Convenience	19	17	20	26	18	2.93
Status Symbol	27	23	19	18	13	3.33
Better Quality	32	28	18	8	14	3.56
Ready Availability	13	18	23	25	21	2.77
Cost effectiveness	9	14	20	23	34	2.41

Above table takes into consideration the advantages of wearing jeans of the brand use the respondents. The main reason for wearing the particular brand was of better quality where as people also considered wearing branded jeans as a status symbol. Convenience ready availability and cost effectiveness was given the same weight age by the respondents.

This shows that the respondents are very particular regarding the quality of branded jeans worn by them.

TABLE 4.11: BRAND WORN BY RESPONDENT BEFORE SWITCHING OVER TO PRESENT BRAND

Brand Name	Number/Percentages of Respondents
Ruff & Tuff	41
New Port	21
Flying Machine	12
Other brands	18



Eight percent of respondents were loyal to their old brand (means they did not change their brand).

As we know Ruff and Tuff was famous for providing jeans with the low cost. But due to increase in standard of living, people switch over to other brand. Similar is a case of new port and flying machine (21 percent) respondents include who switch over from other brands like Peep, Killer and other brands.

TABLE 4.12: REASONS FOR SWITCHING OVER TO NEW BRAND

Reasons	Number/Percentages of Respondents
Friends Experience with new brand	36
Impress by the advertisement of new brand	30
Price increase in old brand	12
None availability of old brand	14

Eight percent of respondents were loyal to their old brand (means they did not change their brand so eight percent of the people were not considered).

The main reason for changing to new brand was the effect of reference groups this shows that people has lot of influence of the people living around them. Whereas people were also impress by the promotional scheme (Advertisement) effort taken by the brand producers. Whereas increase in price and non availability of old brand does not affect them much.

CONCLUSION

The study was made with the objective to study the change in brand loyalty in response to change in price , to study the effect of freebies scheme on brand loyalty, to study the effect of non-availability of favorite brand on the brand loyalty, to determine the product attributes which consumers considered as important while making purchase decision ,to evaluate the reasons for brand switching by the consumers , to study which are the most powerful source of information. To achieve these objectives a survey was conducted with sample size of 112 respondents in Ludhiyana and Jalandhar. The important things which came out in this survey are that customers are loyal to brand. Fast changing attitude of people toward different branded apparel and purchase factor, as brought out by this study, necessitate that marketer should remain in touch with the preferences, motivations, expectations, attitudes, perceptions and opinion of customers. Research in consumer behavior should thus be carried out on continues basis by the marketers to keep them in the forefront, thereby improving the productivity of their market efforts. As a whole, brand consciousness and price consciousness are the key areas of concern for consumers. It is clear massage for marketers to work on these and penetrate the market successfully.

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