

PURCHASE INTENTION TOWARDS INTERNATIONAL FASHION BRANDS

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ABSTRACT

The purpose of this study is to study the factors affecting related to people who use a product or service purchase plan/purpose towards huge company clothing brands. Person who uses a product or service numbers that change/things that change for purchase plan/purpose are normative influence and related to people who use a product or service confidence and brand clearly stated/particular numbers that change/things that change for purchase plan/purpose are emotional value and perceived quality. The findings of this paper cannot generalize to other products and pieces/parts. Results also show that multinational clothing brands should focus on all of these numbers that change/things that change in order to be successful in this area. More than that, due to high percentage of product involvement mostly person who uses a product or service have to think a lot of factors to buy high involvement brand for these reasons all of talked about/said numbers that change/things that change have very high importance in the related to people who use a product or service mind. Results also show that all of these numbers that change/things that change have significant hit/effect on purchase plan/purpose and think about/believe all of these numbers that change/things that change while making marketing decisions. The expensive and desirable products normally found in stores market has enjoyed a significant rise during the last ten years, mostly in the newly-visible markets such as India. This research shows the helpful change and incorporation of the explanation of planned behaviour (TPB) along with an external changeable brand image to examine the things that decide other things that influence Indian people who use a product or service purchase plan/purpose towards expensive and desirable fashion brands. The diamonds, boats, fur coats, etc. of interest in this study are high-end personal fashion products including apparel, perfume, and added or extra things/people or things that help like handbags, shoes, watches. Data was collected in the form of a survey from 815 diamonds, boats, fur coats, etc. users in Delhi-NCR and related to what holds something together and makes it strong equation modeling was used to carefully study the solid basic structure on which bigger things can be built. Results showed/told about that all the four numbers that change/things that change brand image, point of view/way of behaving, open to opinion and judging; not black-and-white normal behaviors and perceived behavioural control were found to have a positive relationship with purchase plan/purpose.

Keywords: Purchase, International, Fashion Brands, Luxury Consumer.

INTRODUCTION

In the developed countries the retail market is at mature stage of the world. As the competition is very high, companies are looking for more new markets locally as well as in other countries. In China, India and other Asian countries the people of these clothing this that their business helps to develop the money-based conditions of their parent country. In Asian markets like China, Indian and Japan that receive information because of the Money-based development and adult people which have good knowledge of fashion popular things/general ways things are going. Every day of life the people who use a product or service are watching/ noticing/ celebrating/ obeying many brands in the market of their countries. This is the reason they are interested in the brand as what it offers, how it satisfy

their needs and how it promise to them. There are different factors which are involved to buy a particular brand. In addition to money-based benefits, the brand reflects related to people who use a product or service desire for newness, association, social status and personality. A recent study is also managed and did/done which shows that purchase plan/purpose are strongly influenced by product different like nothing else in the world features. In related to people who use a product or service decision making process, searching for information is key stage that includes internal as well as external surrounding conditions search. By collecting external information from different sources like reference groups which include family members, peers etc. and place where people buy things. While collecting internal information from experience. All the information that receives form internal or external surrounding conditions will make something as small as possible/treat something important as unimportant the search behavior and perceived risk. The greatest challenge for huge company clothing firms is what people who use a product or service want and then provide the solution in the same way/in that way and also developing targeted success plans/ways of reaching goals. Brand confidence has direct relationship with the purchase plan/purpose of the person who uses a product or service and suggested confidence as requirement to the knowledge of particular product. When there is large amount of information available then related to people who use a product or service confidence helps person who uses a product or service to function more effectively. When people who use a product or service purchase brand they perceived that these brands have high quality. More than that, the quality of the brand is perceived by its price.