

A Comprehensive Study on Consumer Decision-Making and Buying Behavior for Branded Apparel

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Abstract: *This research paper aims to analyze consumer decision-making and buying behavior towards branded apparel, focusing on expectations, satisfaction, and repurchase intention. The study is based on the Expectation-Confirmation Theory (ECT), which explains how consumer expectations and perceived performance influence satisfaction and loyalty. Primary data was collected from 100 respondents using a structured questionnaire. The analysis was conducted using percentage methods and Chi-square testing. The findings reveal that product quality, price, comfort, and brand image significantly influence purchase decisions. Consumers show high satisfaction levels when expectations are met, leading to strong repurchase intention. However, demographic factors like age do not significantly affect buying behaviour. The study concludes that customer satisfaction is the key driver of loyalty in branded apparel..*

Keywords: Consumer Buying Behavior, Branded Apparel, Expectation-Confirmation Theory (ECT), Customer Satisfaction, Repurchase Intention,

I. INTRODUCTION

Clothing is an essential part of human life and plays a significant role in expressing personality, lifestyle, and social status. In today's competitive market, branded apparel has gained importance due to its association with quality, reliability, and fashion trends. Consumers prefer branded clothing not only for functional use but also for emotional and social value.

Consumer decision-making and buying behaviour are critical aspects of marketing that determine how individuals select, purchase, and use products or services. These decisions are influenced by a combination of psychological, social, and economic factors, including preferences, attitudes, income, and risk perception. Research indicates that consumer behaviour is a complex process shaped by both internal and external influences, which guide purchase intentions and final decisions (Shegokar & Husain, 2024). Additionally, investment and financial behaviour studies highlight that demographic factors such as age, income, and awareness significantly impact decision-making patterns (Jamnik & Husain, 2024). Consumers often evaluate product attributes such as price, quality, and brand reputation before making a purchase decision. Furthermore, emotional and behavioral factors also play a vital role in influencing buying choices and preferences (Wankhade & Husain, 2023). Therefore, understanding consumer decision-making behaviour is essential for businesses to design effective marketing strategies and enhance customer satisfaction.

The scope of the study is limited to urban consumers who have purchased branded apparel. It includes both online and offline buying behavior and focuses on expectations, perceived performance, satisfaction, and repurchase intention.



II. THEORETICAL AND CONCEPTUAL REVIEW

Consumer decision-making theory explains that individuals follow a structured process before making a purchase. This process includes recognizing a need, searching for information, evaluating alternatives, making a purchase decision, and analyzing post-purchase satisfaction. In the context of branded apparel, consumers evaluate factors such as quality, price, and brand reputation before making a choice.

The Expectation-Confirmation Theory (ECT) provides a strong framework for understanding consumer satisfaction. According to this theory, consumers develop expectations before purchasing a product and compare them with actual performance after use. If the performance meets or exceeds expectations, satisfaction increases, leading to repeat purchases and brand loyalty. This theory is highly relevant to branded apparel, where consumers often have high expectations regarding quality and style.

Table 1: Components of Expectation-Confirmation Theory

Component	Description	Relevance to Apparel
Expectations	Pre-purchase beliefs	Quality, fit, price
expectations Performance	Actual product experience	Fabric, comfort, delivery
Confirmation	Comparison of expectations vs reality	Satisfaction or dissatisfaction
Satisfaction	Emotional response	Influences loyalty
Repurchase	Future buying behavior	Repeat purchase decision

III. REVIEW OF LITERATURE

Previous studies highlight that consumer buying behavior is influenced by multiple factors such as price, quality, brand image, and social influence. Kotler and Keller (2016) state that consumer behavior is shaped by psychological, social, and cultural factors. Solomon (2018) emphasizes that branded apparel reflects identity and social status. Zeithaml (1988) explains that consumers focus on perceived value, balancing price and quality.

Empirical studies show that online reviews, website design, and promotions significantly influence consumer decisions. Oliver (1980) introduced the Expectation-Confirmation Theory, which explains satisfaction and repurchase behavior. Despite extensive research, there is limited focus on urban consumer behavior in branded apparel, which this study aims to address.

Table 2: Summary of Literature Review

Author	Focus	Key Finding
Kotler & Keller	Consumer behavior	Influenced by social & psychological factors
Solomon	Fashion behavior	Apparel reflects identity
Zeithaml	Perceived value	Value influences purchase
Oliver	Satisfaction theory	Expectations drive satisfaction
Kim & Lennon	Online shopping	Website design affects buying

IV. RESEARCH METHODOLOGY

The study adopts a descriptive research design to analyze consumer behavior towards branded apparel. Primary data was collected using a structured questionnaire distributed through online platforms, while secondary data was obtained from journals, articles, and market reports. The sample consists of 100 respondents selected using convenience sampling, focusing on urban consumers.

The collected data was analyzed using percentage methods and Chi-square testing to examine relationships between variables such as satisfaction and repurchase intention. The research aims to understand the influence of factors like price, quality, and brand image on consumer behavior.



Table 3: Research Design Summary

Element	Description
Research Type	Descriptive
Sample Size	100 respondents
Sampling Method	Convenience sampling
Data Collection	Questionnaire
Tools Used	Percentage, Chi-square

V. DATA ANALYSIS, INTERPRETATION AND HYPOTHESIS

The analysis reveals that most respondents belong to the 18–25 age group, indicating strong youth involvement in branded apparel purchasing. Consumers generally purchase apparel occasionally rather than frequently, showing that buying behavior is influenced by need and affordability. Shirts and T-shirts are the most preferred clothing items, reflecting demand for casual wear.

Social media is the primary source of brand awareness, highlighting the importance of digital platforms in influencing consumer decisions. Consumers place high importance on quality, price, and comfort, and they expect value for money when purchasing branded apparel.

The study also shows that customer satisfaction levels are high, and most consumers intend to repurchase branded apparel. Chi-square testing confirms that satisfaction has a significant relationship with repurchase intention, while age does not significantly influence buying behavior.

Hypothesis of the Study

The present study aims to examine the relationship between consumer satisfaction, repurchase intention, and demographic factors influencing buying behavior of branded apparel. Based on the Expectation–Confirmation Theory (ECT), it is assumed that satisfaction plays a key role in determining repeat purchase behavior.

The following hypotheses have been formulated for statistical testing:

Table 4: Hypothesis Testing Summary

Hypothesis	Statement	Result	Conclusion
H0 ₁	There is no significant relationship between consumer satisfaction and repurchase intention.	Rejected	Significant relationship exists
H1 ₁	There is a significant relationship between consumer satisfaction and repurchase intention.	Accepted	Supported
H0 ₂	There is no significant relationship between age and buying behavior.	Accepted	No significant relationship
H1 ₂	There is a significant relationship between age and buying behavior.	Rejected	Not supported

The results of the Chi-square test indicate that consumer satisfaction has a significant impact on repurchase intention, meaning that satisfied customers are more likely to buy branded apparel again. On the other hand, demographic factors such as age do not show a significant relationship with buying behavior, suggesting that purchasing patterns are similar across different age groups.



VI. FINDINGS AND CONCLUSIONS

The findings of the study indicate that consumer buying behavior for branded apparel is primarily influenced by product quality, price, comfort, and brand perception. Social media plays a major role in creating awareness and influencing decisions. Consumers show high satisfaction levels when their expectations are met, which leads to strong repurchase intention and loyalty.

The study concludes that satisfaction is the most important factor in determining consumer behavior. While demographic factors like age have limited impact, experience and perceived value play a crucial role in shaping buying decisions. The results support the Expectation-Confirmation Theory, highlighting the importance of meeting consumer expectations to ensure long-term customer loyalty.

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