



Impact of Socio-Economic Factors on Preferences of Youth Towards Purchasing Branded Clothing

¹Mr.Ajinkya G. Deshpande, ²Dr.Milind Barhate, ³Dr.Ashish Linge

¹Assistant Professor, ²Principal, ³Assistant Professor

¹Commerce Department,

¹R.S.Mundle Dharampeth Arts & Commerce College, Nagpur, India

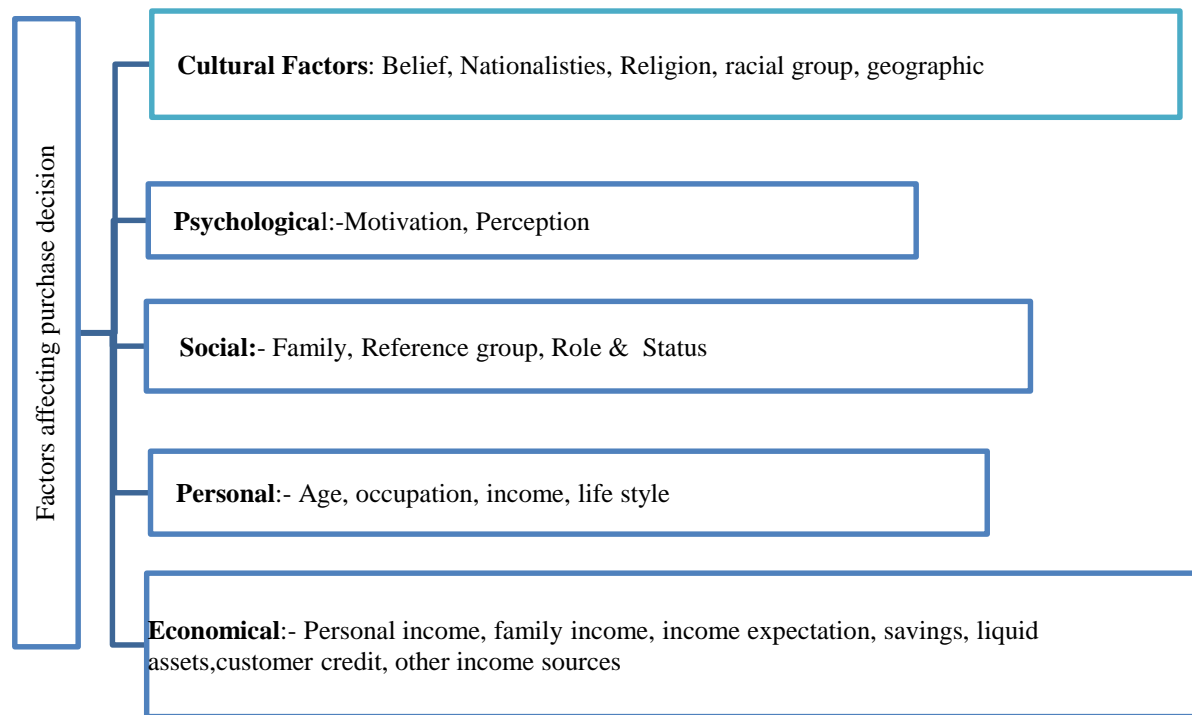
Abstract: The main objective of this research study is to evaluate the impact of socio-economic factors (gender, age, and income) and their various interactions on the preferences of youth towards purchasing branded clothing. Gender, age and income are the three independent variables and preferences of youth towards purchasing branded clothing is the dependent variable for this study. The data for the study were gathered from 435 youths in Nagpur city through a well-structured and self-administered questionnaire. The proposed relationship was investigated empirically by performing three-way ANOVA. Analysis was done using Statistical Package for Social Sciences (SPSS). This study used availability and purposive sampling techniques for selecting the samples of youth from Nagpur city. The results of three-way ANOVA analysis show that, from the three independent variables: age, income and gender; only income is found to be significantly affecting the preferences of youth towards purchasing branded clothing. The various interaction effects were also found to be non-significant. Therefore, the research concludes that monthly household income of youth significantly influences the preference of youth towards purchase of branded clothing.

Index Terms - Social factors, Economic factors, Youth, Branded Clothing

I. INTRODUCTION

Every youth is very aware about his external appearance, and clothing is very important part of external appearance. Youth also want to try in fashion apparels. The consumers particularly youth are becoming more and more brand conscious. Brand is associated with quality, fashion and reliability. Every youth have aspiration to become more attractive and distinct than other. For this youth tries to purchase branded clothing which is a symbol of fashion and quality. Here youth means the young person between the age group of 15 yr to 24 yr, (NSSO Report 2011).

Currently, the branded apparel market in India is estimated to be around \$15 billion, with the total apparel market valued at around \$52 billion. By 2021, it grew to \$30 billion with the total apparel market worth \$88 billion. The popular brands of clothing mostly include - Peter England, Levy, Flying Machine, Allen Solly, Numero Uno, Mufti, Wrangler, Pepe Jeans, Lee, Van Heusen, Monte carlo, Provogue, Park Avenue, Louis Philippe, Fabindia, Biba, Zodiac, Raymond, Colorplus, Parks, Adidas, Nike, GINI & JONY, W, AND, Indian Terrain, Globus, Koai, Urban Suburban, Classic Polo and different local and regional brands available at big stores. (Ali, 2016), There are various factors which affects the purchase decision of branded clothing by youth consumers. Apart from Cultural, psychological and personal factors, socio-economic factors are significant factors which affects purchasing decisions of you with respect to branded clothing.



The socio-economic factors include – as man is a social animal, the consumer's behaviour or purchasing patterns, likes and dislikes are influenced by the people around them to a great extent. In Indian context it has been observed that people buy those things which are socially accepted and avoid those which are not socially acceptable. The social factors affecting consumer behaviour or purchasing pattern are family, Reference Groups and Roles and status. Normally, there are two types of families in the buyer's life viz. nuclear family and Joint family. In nuclear family the family size is small and individuals have higher liberty and independence to take decisions but in joint families, the family size is large and consultation of other family member in purchasing is given importance. Family members can strongly influence the buyer behaviour, particularly in the Indian context. The tastes, likes, dislikes, life styles etc. of the members are rooted in the family purchasing or buying behaviour. The family influence on the individual personality, characteristics, attitudes and evaluation criteria.

An individual normally lives through two families Family of orientation First the family where the person gets birth and secondly reference group. The family in which a person takes birth have deep influences of parents and individual's upbringing have a strong effect on the buying habits. For instance, an individual coming from an orthodox Tamil or Gujarati vegetarian family may not consume meat or egg even though she may appreciate its nutritional values. Family of procreation This is the family formed by an individual with his or her spouse and children. Normally, after marriage, an individual's purchasing habits and priorities change under the influence of spouse. As the marriage gets older, the people usually settle in certain roles. For instance, a father normally takes decisions on investment whereas the mother takes decision on health of children. From a marketing viewpoint, the level of demand for many products is dictated more by the number of households than by the number of families. The relevance of families to marketing is therefore much more about consumer behaviour than about consumer demand levels. The second family is reference group. A reference group is a group of people with whom an individual associates. It is a group of people who strongly influence a person's attitudes values and behaviour directly or indirectly. Roles and status also influence the buying or purchasing pattern. A person participates in many groups like family, clubs, and organizations. The person's position in each group can be defined in terms of role and status. A role consists of the activities that a person is expected to perform. Each role carries a status. People choose products that communicate their role and status in society. Marketers must be aware of the status symbol potential of products and brands.

Economic Factors is also another factor that influence Consumer behaviour. Economic factors that affect consumer behaviour are Personal Income, Family income, Income expectations, Savings, Liquid assets of the Consumer, Consumer credit, Other economic factors. The personal income of a person is determinant of his buying behaviour. The gross personal income of a person consists of disposable income and discretionary income. The disposable personal income refers to the actual income (i.e. money balance) remaining at the disposal of a person after deducting taxes and compulsorily deductible items from the gross income. Disposable income affects the expenditure. More disposable income means more expenditure and less vice versa. The discretionary personal income refers to the balance remaining after meeting basic necessities of life. This income is available for the purchase of shopping goods, durable goods and luxuries. An increase in the discretionary income leads to an increase in the expenditure on shopping goods, luxuries etc. which improves the standard of living of a person. Family income refers to the aggregate income of all the members of a family. Family income influences the buying behaviour of the family. The surplus family income, remaining after the expenditure on the basic needs of the family, is made available for buying shopping goods, durables and luxuries. Income expectations are one of the important determinants of the buying behaviour of an individual. If he expects any increase in his income, he is tempted to spend more on shopping goods, durable goods and luxuries. On the other hand, if he expects any fall in his future income, he will curtail his expenditure on comforts and luxuries and restrict his expenditure to bare necessities. Savings

also influence the buying behaviour of an individual. A change in the amount of savings leads to a change in the expenditure of an individual. If a person decides to save more out of his present income, he will spend less on comforts and luxuries. Liquid assets also affects buying behaviour. Liquid assets refer to those assets, which can be converted into cash quickly without any loss. Liquid assets include cash in hand, bank balance, marketable securities etc. If an individual has more liquid assets, he goes in for buying comforts and luxuries. On the other hand, if he has less liquid assets, he cannot spend more on buying comforts and luxuries. Consumer credit refers to the credit facility available to the consumers desirous of purchasing durable comforts and luxuries. It is made available by the sellers, either directly or indirect through banks and other financial institutions. Hire purchase, instalment purchase, direct bank loans etc are the ways by which credit is made available to the consumers. Consumer credit influences consumer behaviour. If more consumer credit is available on liberal terms, expenditure on comforts and luxuries increases, as it induces consumers to purchase these goods, and raise their living standard. Other economic factors like business cycles, inflation, etc. also influence the consumer behaviour.

II. LITERATURE REVIEW:

(Derya ÖZTÜRK, 2016), The study 'The Determination of Factors Influencing Brand' .is based on the responses of sampling size of 350. Three major factors influencing the attitudes and behaviours of students towards brands were determined and verified. The first of these factors were 'brand loyalty'. The second factor determined was the behaviour of 'turning to an alternative brand'. Finally, it was found that consumers had some sensitivity towards the brand they used. There were two items affecting 'brand sensitivity.' These were bad advertisements about the brand and bad experiences of users about the brand. The present study revealed that discounts and promotion sales by alternative brands are among the effective reasons for students to change brands. Therefore, firms are advised to increase their various discounts, campaigns and promotion sales.

(Malik Garima, 2019), In this study data is collected from young consumers between the age of 15-30 yrs. The study identified various factors like reference group, brand, celebrity, social networking sites have influence on consumer behaviour. The study also reveal that age is important factor in frequency of purchase decisions.

(Gurumoorthy, 2016), In this study, Simple Random Sampling method has been used to identify 300 respondents, It was found that, "durability" is an important factor influencing customers to purchase branded readymade garments and this study reveals socio-economic factors and online purchase. Seven important factors such as (i) Durability, ii) Colour, iii) Design, iv) Price, v) Comfort and Look vi) Advertisement vii) Discount & Offers are identified by the researcher as the factors influencing for the purchase of branded readymade garments. "Durability" is an important factor which influencing customers in purchase of branded readymade garments followed by Colour, Price, Comfort and Look, Design, advertisement and Discount/Offers in three cities (Coimbatore, Madurai, Trichy).

(Sanad, 2016,), The study titled "Consumer purchase decision towards fashion apparel has been studied. Females were found buying fashionable apparel more than men. Price of apparel products is a crucial factor affecting consumer purchase decision. Research studies concerned with factors having impact on marketing of textile products including apparel and fashion products were reviewed. These factors include different cultural, social, personal, psychological and environmental aspects. Features related to market; namely product characteristics, purchase channel, price and promotion were reported.

(D.Asokan, , November - 2020), The study entitled 'Acquisition Behaviour and Purchase Decision of Men's Branded Apparels' based on survey of one hundred and twenty respondents reveals that, there are three factors namely physical factor, image factor and promotional factor. From the data collected it was seen that physical factors such as Durability, Material of shirt, Design on shirt, Colour of shirt, Thickness occupied important position while taking purchase decision.

(Riadh Ladhari, 2019), The study "Generation Y and online fashion shopping: Orientations and profiles" is a descriptive survey based study were a of total 538 women who made purchases on the fashion retailer's website completed the survey. The results reveal four approaches to online shopping: trend shopping, pleasure shopping, price shopping, and brand shopping. Six shopping profiles have also been identified, each with different objectives: price shoppers, discovery shoppers, emotional shoppers, strategic shoppers, fashionistas, and shopping fans.

(AHUJA, 2015), The research "Effect of Branding On Consumer Buying Behaviour: A Study in Relation to Fashion Industry" is a survey of 100 consumers. It was concluded that brands have an effect on the consumer mind in many ways like quality, rates, income, age group's etc. Even in the fashion industries brand have a significant effect on consumer behaviour.

(Vikas Gautam, 2017), The study titled "The Mediating Role of Customer Relationship on the Social Media Marketing and Purchase Intention Relationship with Special Reference to Luxury Fashion Brands" is based on 243 sample size. The study reveals that there is positive significant impacts of social media marketing and customer relationships on consumers' purchase intentions. It was also confirmed full mediation of customer relationships in the relationship between social media marketing and consumers' purchase intentions.

III. ABOUT THE PRESENT STUDY:

The main objective of this research study is to evaluate the impact of socio-economic factors (gender, age, and income) and their various interactions on the preferences of youth towards purchasing branded clothing. Gender, age and income are the three independent variables and preferences of youth towards purchasing branded clothing is the dependent variable for this study.

The specific objectives of this study are:

1. To study the impact of gender on preferences of youth towards purchasing branded clothing
2. To study the impact of age on preferences of youth towards purchasing branded clothing
3. To study the impact of income on preferences of youth towards purchasing branded clothing
4. To study the impact of interaction between gender & age on preferences of youth towards purchasing branded clothing
5. To study the impact of interaction between gender & income on preferences of youth towards purchasing branded clothing
6. To study the impact of interaction between age & income on preferences of youth towards purchasing branded clothing
7. To study the impact of interaction among gender, age and income on preferences of youth towards purchasing branded clothing

The hypotheses formulated for this study are:

H1: There is no impact of gender of youth on their preferences towards purchasing branded clothing

H2: There is no impact of age of youth on their preferences purchasing branded clothing

H3: There is no impact of monthly household income of youth on their preferences towards purchasing branded clothing

H4: There is no impact of interaction between gender & age on preferences of youth towards purchasing branded clothing

H5: There is no impact of interaction between gender & income on preferences of youth towards purchasing branded clothing

H6: There is no impact of interaction between age & income on preferences of youth towards purchasing branded clothing

H7: There is no impact of interaction among gender, age and income on preferences of youth towards purchasing branded clothing

The conceptual framework of this study is presented in Figure:1

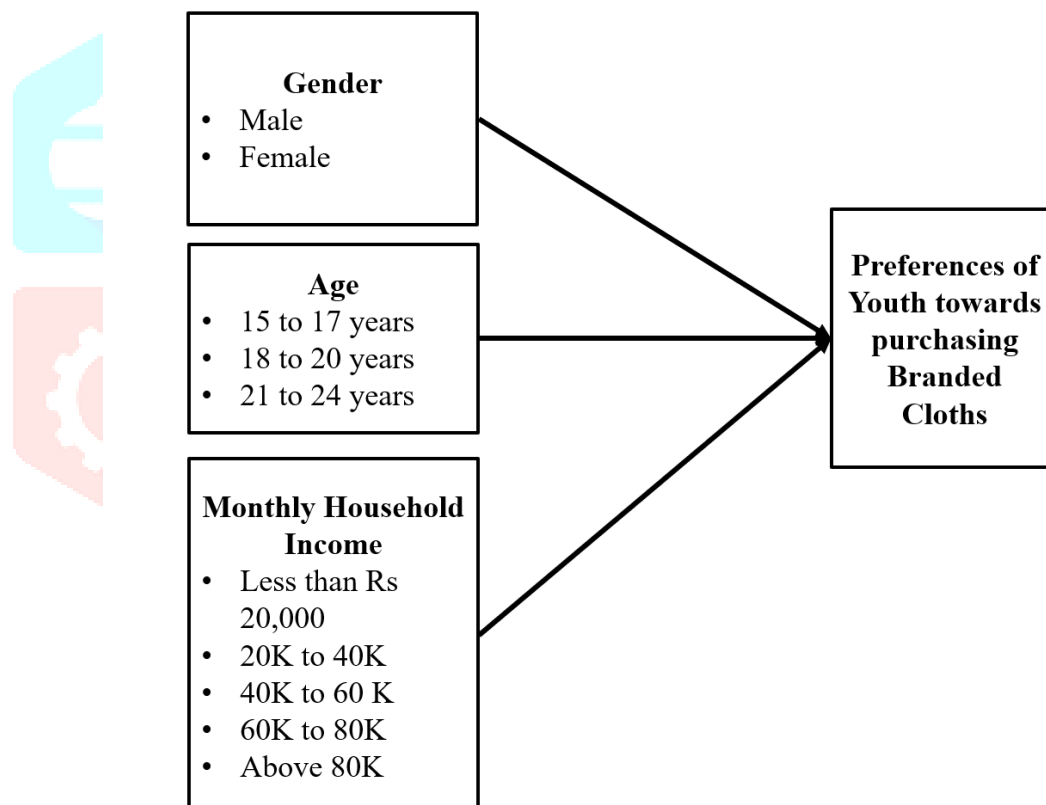


Figure:1 Research Model

IV. RESEARCH METHODOLOGY

Research Design:

The researchers have used 2x3x5 factorial design as the three independent variables viz gender, age and income varied at different levels. The codes used for the different levels in various variables are:

Gender (A): A1 = male; A2 = female;

Age (B): B1 = 15-17 years; B2 = 18-20 years; B3 = 21-24 years;

Income (C): C1 = <20,000; C2 = 20,000-40,000; C3 = 40,000-60,000; C4 = 60,000-80,000; C5 = >80,000.

The following key combinations were used for analysing the data:

A1B1C1 = Male/15-17/<20,000

A1B1C2 = Male/15-17/20,000-40,000

A1B1C3 = Male/15-17/40,000-60,000

A1B1C4 = Male/15-17/60,000-80,000

A1B1C5 = Male/15-17/>80,000

A1B2C1 = Male/18-20 years/<20,000
 A1B2C2 = Male/18-20 years/20,000-40,000
 A1B2C3 = Male/18-20 years/40,000-60,000
 A1B2C4 = Male/18-20 years/60,000-80,000
 A1B2C5 = Male/18-20 years/>80,000
 A1B3C1 = Male/21-24 years/<20,000
 A1B3C2 = Male/21-24 years/20,000-40,000
 A1B3C3 = Male/21-24 years/40,000-60,000
 A1B3C4 = Male/21-24 years/60,000-80,000
 A1B3C5 = Male/21-24 years/>80,000

A2B1C1 = Female/15-17/<20,000
 A2B1C2 = Female /15-17/20,000-40,000
 A2B1C3 = Female /15-17/40,000-60,000
 A2B1C4 = Female /15-17/60,000-80,000
 A2B1C5 = Female /15-17/>80,000
 A2B2C1 = Female /18-20 years/<20,000
 A2B2C2 = Female /18-20 years/20,000-40,000
 A2B2C3 = Female /18-20 years/40,000-60,000
 A2B2C4 = Female /18-20 years/60,000-80,000
 A2B2C5 = Female /18-20 years/>80,000
 A2B3C1 = Female /21-24 years/<20,000
 A2B3C2 = Female /21-24 years/20,000-40,000
 A2B3C3 = Female /21-24 years/40,000-60,000
 A2B3C4 = Female /21-24 years/60,000-80,000
 A2B3C5 = Female /21-24 years/>80,000

Sampling

In this study, a sample survey was carried out to collect the relevant data on the chosen variables from the youth buying branded clothing. The sample distribution is presented in Table: 1. The data were collected from 433 youths from Nagpur, the second capital of Maharashtra State, India. Socio-economic variables viz; gender, age, income, education, etc were taken into consideration to divide the respondents into various strata. Further, stratified sampling, availability sampling and purposive sampling techniques were adopted for the final selection of the respondents.

Table: 1 Sample Distribution

	Characteristic	N
Gender	Male (A1)	180
	Female (A2)	253
Age	15-17 years (B1)	44
	18-20 years (B2)	254
	21-24 years (B3)	135
Income	Below 20,000 (C1)	206
	20,000-40,000 (C2)	91
	40,000-60,000 (C3)	64
	60,000-80,000 (C4)	36
	Above 80,000 (C5)	36

N= 433

Measure:

This research study is based predominantly on the primary data. Primary data was collected by administering a well-structured questionnaire. The questionnaire was designed by the researchers incorporating all the specified variables and constructs. Five-point Likert Scale ranging from 'not at all' to 'to a very great extent' was used for the items measured in preferences of youth towards branded clothing. All the items used in the construct 'preferences of youth towards purchasing branded clothing' and their descriptive statistics are presented in Table:1. The items used to measure the construct were adapted from the various prior relevant research studies. The independent variables viz gender (male, female), age (15-17, 18-20, 21-24) and monthly household income (<20,000, 20,000-40,000, 40,000-60,000, 60,000-80,000, >80,000) of the respondents were measured on multiple choice scale.

Data Collection

The researcher used two methods for surveying the respondents viz., self-administration of questionnaire and online survey. The researchers administered the questionnaire, by visiting the places like colleges, hang out places of youth, restaurants, and their respective residence. The questionnaire was also transformed in electronic Google survey form. This Google form was subsequently delivered to the potential respondents at their respective e-mail addresses. It was also circulated through various social media platforms viz WhatsApp and Facebook.

V. RESULTS & DISCUSSION

The present study aims to investigate the impact of socio-economic variables (gender, age, income) of the youth on their preferences towards purchasing branded clothing. The results were obtained by using SPSS software. The mean, Chronach's alpha, SD for the various items used in measuring the dependent variable 'preferences of youth towards purchasing branded clothing' are presented in Table: 2.

Table: 2 Items, Alpha, Means, and SD

Variable	Items	Mean	SD
Preferences of youth towards purchasing Branded Clothing ($\alpha = .9$)	I prefer branded clothes because I have seen its ads on e-media	2.44	1.107
	I prefer to purchase branded clothing recommended by my acquaintance through social media	2.49	1.066
	I prefer to purchase branded clothing because it adds to my personality	2.63	1.23
	I prefer to purchase branded clothing because I think it improves my lifestyle	2.74	1.231
	I prefer to purchase branded clothing because it is a status symbol	2.57	1.259
	I prefer to purchase branded clothing because it gives me value for money benefit	2.7	1.166
	I prefer to purchase branded clothing because I wish to impress others	2.48	1.274
	I prefer to purchase branded clothing advertised on e-media	2.57	1.184

N=433

The mean, and SD of all the 30 groups are presented in Table:3.

Table:3 Descriptive statistics of all the classified groups

Dependent Variable:		Consumer preferences towards branded clothing			
Gender			Mean	Std. Deviation	N
Male (A1)	15-17 yrs (B1)	Below 20,000 (C1)	24.0000	8.86566	11
		20,000-40,0000 (C2)	16.5000	6.62571	6
		40,000-60,000 (C3)	18.0000	2.64575	3
		Total	20.8500	8.16459	20
	18-20 yrs (B2)	Below 20,000 (C1)	20.5000	8.24621	56
		20,000-40,0000 (C2)	20.5000	7.49313	18
		40,000-60,000 (C3)	24.2000	6.49444	10
		60,000-80,000 (C4)	22.0000	10.31988	5
		Above 80,0000 (C5)	24.6667	4.50185	6
		Total	21.2316	7.85704	95
	21-24 yrs (B3)	Below 20,000 (C1)	21.8438	6.67740	32
		20,000-40,0000 (C2)	21.0000	8.76071	9
		40,000-60,000 (C3)	17.6667	6.40833	6
		60,000-80,000 (C4)	20.0000	8.92562	7
		Above 80,0000 (C5)	21.6364	6.71227	11
		Total	21.1077	7.10441	65
Female (A2)	15-17 yrs (B1)	Below 20,000 (C1)	19.5000	6.55744	12
		20,000-40,0000 (C2)	22.6667	9.00370	6
		40,000-60,000 (C3)	16.6667	7.57188	3
		60,000-80,000 (C4)	13.0000	4.24264	2
		Above 80,0000 (C5)	40.0000		1
		Total	20.2500	8.30532	24
	18-20 yrs (B2)	Below 20,000 (C1)	19.5441	6.86856	68
		20,000-40,0000 (C2)	20.8974	7.33698	39
		40,000-60,000 (C3)	19.9643	6.51200	28

		60,000-80,000 (C4)	19.3000	5.71645	10
		Above 80,0000 (C5)	19.1429	5.78934	14
		Total	19.8994	6.72252	159
	21-24 yrs (B3)	Below 20,000 (C1)	20.0370	6.90864	27
		20,000-40,0000 (C2)	19.8462	8.29504	13
		40,000-60,000 (C3)	22.3571	7.90917	14
		60,000-80,000 (C4)	20.7500	7.79423	12
		Above 80,0000 (C%)	28.0000	7.34847	4
		Total	21.0429	7.58992	70

To ensure whether the obtained classified groups differ significantly from each other, the data was treated by using three-way ANOVA. The summary of the results of three-way ANOVA is presented in Table:4.

Table: 4 Summary of Three-Way ANOVA (Preferences of youth towards branded clothing)

Source	SS	df	Mean Square	F	Sig.
Gender (A)	2.437	1	2.437	.046	.831
Age (B)	9.726	2	4.863	.091	.913
Income (C)	660.887	4	165.222	3.105	.016
Gender * Age (A*B)	266.586	2	133.293	2.505	.083
Gender * Income (A*C)	199.996	4	49.999	.940	.441
Age * Income (B*C)	632.644	8	79.081	1.486	.160
Gender * Age * Income (A*B*C)	581.008	6	96.835	1.820	.094
Error	21553.386	405	53.218		
Total	207279.000	433			

The summary of three-way ANOVA indicates that main effect A (Gender) could not brought out significant F ratio ($F=0.046$, $df=1$ and 405 , $P>0.05$). These values clearly indicate that there is no gender difference as far as the preferences of youth towards purchase of branded clothing is concerned. Hence, the hypothesis, 'there is no impact of gender of youth on their preferences towards purchasing branded clothing' has been retained.

The main effect B (Age) was also found to be insignificant. It yielded F ratio ($F=0.091$, $df=2$ and 405 , $P>0.05$). These results show that, there is no age difference in the preference of youth towards purchase of branded clothing. Hence, the hypothesis, 'there is no impact of age of youth on their preferences towards purchasing branded clothing' has been retained.

The main effect C is indicated by 'income'. In this case, highly significant results were obtained. It yielded F ratio ($F=3.105$, $df=4$ and 405 , $P<0.05$). The results clearly reveal that the household monthly income of the youth significantly influence their preferences towards purchasing branded clothing. Hence, the hypothesis, 'there is no impact of income of youth on their preferences towards purchasing branded clothing' has been rejected.

The interaction effect A*B indicates the interaction between gender and age. The results yielded F ratio ($F=2.505$, $df=2$ and 405 , $P>0.05$). The results show that, the interaction effect of B*C is non-significant. Therefore, the hypothesis, 'there is no impact of interaction between gender & age on preferences of youth towards purchasing branded clothing' has been retained. Therefore, it is interpreted that, there is no interaction effect of gender and age on the preference of youth towards purchase of branded clothing.

The interaction effect A*C indicates the interaction between gender and income. The results yielded F ratio ($F=.94$, $df=4$ and 405 , $P>0.05$). The results reveal that, the interaction effect of A*C is non-significant. Therefore, the hypothesis, 'there is no impact of interaction between gender & income on preferences of youth towards purchasing branded clothing' has been retained. Therefore, it is interpreted that, there is no interaction effect of gender and income on the preference of youth towards purchase of branded clothing.

The interaction effect B*C indicates the interaction between age and income. The results yielded F ratio ($F=1.486$, $df=8$ and 405 , $P>0.05$). The results reveal that, the interaction effect of A*C is non-significant. Therefore, the hypothesis, 'there is no impact of interaction between age & income on preferences of youth towards purchasing branded clothing' has been retained. Therefore, it is interpreted that, there is no interaction effect of age and income on the preference of youth towards purchase of branded clothing.

The interaction effect A*B*C indicates the interaction among gender, age and income combinedly. The results yielded F ratio ($F=1.82$, $df=6$ and 405 , $P>0.05$). The results reveal that, the interaction effect of A*B*C is non-significant. Therefore, the hypothesis, 'there is no impact of interaction between gender, age & income on preferences of youth towards purchasing branded

clothing' has been retained. Therefore, it is interpreted that, there is no interaction effect of gender, age and income on the preference of youth towards purchase of branded clothing.

VI. CONCLUSION:

From the above results, it is summarised that from the three socio-economic characteristics: gender, age, and income; only income is found to be significantly affecting the preferences of youth towards purchasing branded clothing. The various interaction effects were also found to be non-significant. Therefore, the research concludes that monthly household income of youth significantly influences the preference of youth towards purchase of branded clothing.

This research study has used only three socio-economic factors viz gender, age and income to study their impact on the preferences of youth towards purchase of branded clothing. The study was confined to the youth in Nagpur city only. The future studies could involve further socio-economic characteristics which may affect the preferences of youth towards purchase of branded clothing so that further information on this topic can be explored in depth. The future studies may also involve some other target groups in various geographic areas. The retailers selling branded clothing will have essential insights concerned with the socio-economic factors affecting purchase of branded clothing by referring to the results of this study. This research further helps in developing their marketing strategies. The results of this study will also be useful for the academia as well.

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