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INFLUENCE OF BRAND ATTITUDE ON PURCHASE INTENTION OF BRANDED FASHION APPAREL USERS IN CHENNAI

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ABSTRACT

The main objective is influence of brand attitude on purchase intention of branded fashion apparels users in Chennai. The study was carried out on a sample of 100 respondents. For the purposes of the research respondents were selected using the convenience sampling. Regression analysis was used to measure the relationship among brand attitude and Purchase intention. This finding shows that there was a significant relation between the dependent and the independent variable. It was also reported that brand attitude was seen to predict purchase intention. Findings show that the purchase intention of branded fashion apparels users is highly influenced by their brand attitude.

Keyword: Brand attitude. Purchase intention

INTRODUCTION

On the contrary, if the consumers find that the advertisements of certain brands are ridiculous or offensive, they tend to reflect it on the attitude towards that brand by changing the brand (Yoon & Park, 2012; C. Samudhra Rajakumar and V. Balakrishnan, R.Sritharan, K.Anandanatarajan 2004). Hence, it can be rightly said that the brand attitudes of consumers are predictors of the buying behaviour of the consumers in the current competitive era. As argued by

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Brakus et al. (2009), the attitude towards a brand arises from the brand experience. it is the brand attitude that tells whether the consumers wish to buy a product through experience. regarding this, brand attitude and purchase intention can be said to be inter-related (Hung, et al,., 2011).

One of the major elements of consumer's cognitive behaviour is purchase intention. It is the way by which a person intends to purchase a brand (R Sritharan, C Samudhra Rajakumar 2004; R Sritharan, K Tamizh Jyothi, C Samudhra Rajakumar 2008; R Sritharan 2012). Hung, et al,., (2011) had suggested that consideration of customers in purchasing a brand and expectation to purchase a brand can be utilized to compute the purchase intention of consumer. They also include the interest of the consumers.

Need for the study

For examining the factors that affect the brand attitude, the field of marketing is finding novel ways to attract the consumers towards them and engage them to their brands. The research in this study has also made endeavours that explore such factors. The obstacles which hinder the process of making the consumers engaged are also discussed in this study. To conclude, the impact of the independent variable on the dependent variable is also checked to see if the results are in line with the present study.

Objective of the study

The main objective is influence of brand attitude on purchase intention

REVIEW OF LITERATURE

Adis, Azaze-Azizi & Jun, Kim. (2013) the purpose of this study was to examine the influence of brand attitude and brand recall on the purchase intention. The study was done among the gamers of Malaysian adver games. The antecedents of brand attitude and brand recall

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were also examined to compute their impacts on the consumer's purchase intention. The sample population of the study consisted of 350 gamers of Malaysia who were made to attend an online interview type of survey. Findings of the study showed that entertainment, acceptance of brand placement and self brand congruity had a relation with purchase intention and brand attitude. Brand recall was related with acceptance of brand placement and entertainment. In short, brand attitude and brand recall had a positive relation with the purchase intention of consumers regarding adver games in Malaysia.

Kruger, Liezl-Marié& Kuhn, Stefanie &Petzer, Daniel & Mostert, Pierre. (2013); the main aim of this paper was to explore the relation between the consumer's brand attitude and loyalty towards the purchase of cell phones. The study was done in the North West province of South Africa. The research design for this study was descriptive in nature. The sample population was given questionnaires to collect the data for the study. The sample size was 371. the findings showed that many respondents stick on to a particular brand of cell phone for a maximum of three years. Further, the brand loyalty and brand attitude was positively related with the purchase intention of cell phone brands of South Africa.

RESEARCH METHODOLOGY

The study was carried out on a sample of 100 respondents. For the purposes of the research respondents were selected using the convenience sampling. Regression analysis was used to measure the relationship among brand attitude and Purchase intention. The survey questionnaires were developed and used a 5-point Likert scale (1 = strongly disagree and 5 = strongly agree). The investigations were conducted among Chennai population. Brand attitude instrument adopted from Wu & Wang (2011).

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ANALYSIS AND INTERPRETATION

Influence of brand attitude on purchase intention

Model Summary

R	R Square	Adjusted R Square	F	Sig.
.920(a)	.846	.835	72.426	.000(a)

a Predictor: (Constant), Brand attitude

Coefficients(a)

	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	.471	.189		2.487	.015
This is a brand that meets my expectations	.014	.033	.022	.437	.663
I feel confidence in this brand	-.032	.047	-.057	-.675	.501
This is a brand that will not disappoint me	.210	.058	.270	3.620	.000
This brand guarantees satisfaction	.227	.057	.277	4.003	.000
This company which owns this brand will be honest and sincere in addressing my concerns	.328	.040	.461	8.163	.000
I could rely on the company which owns this brand to solve a problem I experience with the brand	.032	.047	.061	.672	.503
The company which owns this brand will make any effort to satisfy me	.090	.044	.178	2.061	.042

a Dependent Variable: Purchase Intention

Findings show that all statement of brand attitude was significant. The table also shows a positive coefficient, which means that between all the statements, three statements was not influence on the purchase intention of branded fashion appeals users in Chennai. There was a relation found between the dependent variable and the Brand attitude. The analysis done through regression exhibits that among seven factors three factors was not influence over the purchase intention of branded fashion apparels users. The coefficient value, R^2, was found to be 0.846

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through multiple linear regression, which shows that 84.6% of the independent variables had an influence on the purchase intention of the branded fashion apparels users. In order to examine whether the value of coefficient (R^2) is significant or not, ANOVA was executed. The F value so got was 72.462 which means $p<0.000$. This finding shows that there was a significant relation between the dependent and the independent variable. It was also reported that brand attitude was seen to predict purchase intention. Findings show that the purchase intention of branded fashion apparels users is highly influenced by their brand attitude.

CONCLUSION

This study objective is to examine the influence of brand attitude on purchase intention in branded fashion apparels users among Chennai customers. Brand attitude is a essential communication outcome if brand purchase is to take place. Brand attitude strategy is reflecting an interaction between a potential consumer's involvements with the purchase. Findings show that the purchase intention of branded fashion apparels users is highly influenced by their brand attitude. There is positive relationship exists between brand attitude and purchase intention.

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