

ROLE OF CULTURE IN CONSUMER BEHAVIOUR FOR BUYING CLOTHING PRODUCT

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ABSTRACT

This article shows the role of culture in consumer behaviour for buying clothing product. The customer who exhibit behaviour while in search of buying, using, estimating and discarding of services and products that they tend to assure their satisfaction. This research shows the reason of behaviour of consumer and that effect on intentions during purchase towards trend. Customer choice involves assessing the value of various possible alternative. A particular brand may seem attractive or unattractive, depending on whether inferior or superior brands, respectively, are included in the consideration set. This article concludes a positive role for culture and partiality on evolving in intentions of buying, towards purchase of garments.

KEYWORDS: *Consumer, Behaviour, Clothing, Buying, Culture, Products, Fashion, Brand image, Purchase Intention.*

INTRODUCTION

Clothing executes an important role in a person's lifestyle far beyond being a fundamental requirement. The notion shows the customer behaviour gives a clear information about the psychology of a customer and during the selection, they put effort to know the thinking of a customer as well as behaviour at the time before purchasing or while and after purchase. At the end of the day they put efforts to maintain the customer needs. From marketing point of view, study of consumer behaviour is a required tool for the merchants to know about consumer group and target market, in order to enhance their strategies. Due to this, the consumer behaviour analysis has spread rapidly to different sections in different fields over the globe. Although, clothing has considered as basic utility in these days. Clothing became a means of communication which shows one's personality. The customer behaviour shows their culture in purchasing garment and its assumptions can be analysed.

Customer behaviour analysis is the modern study of customer's selection process, use and scrap the services and products that gives satisfaction with needs of customer. The understanding and knowledge of behaviour of a customer that become a important task at the industrial as well as entrepreneurial levels. The consumer behaviour is influenced by different elements which are essential for managing wing which deals indirectly to customers in any organization as well as businesses. Culture is a of human beliefs, their behaviour, roles, traditions, values and customs in the society. It is a principal theory in understanding and examination of a behaviour of customer and their need. It is a need that rely among group of people that binds as society that shares human beliefs, traditions, customs and norms. The important aspect for human's determination and desire is a culture.

LITERATURE REVIEW

Customer behaviour is the research of why, what and how customers behave during the buying process and make use of services. It tries to know the process of a buyer in making a decision in groups as well as individual. It considers the

fullness of decision of a customer and an active methods which are determined by different elements. Customers who are interested in clothing are targets of producers and merchants in clothing industry. Clothing is observed as an important aspect that are used by individuals it shows their psychographic and psycho dynamic needs like looks, status in their society and pride did research on elements effects buying of clothes from customized merchandise. Moreover, the interest of individual clothing has been influencing the clothing quality. Their target is that every company should provide the best quality products for the customers and there's is a belief that if they need quality so that they have to pay more price for the products. There is a strong relation between luxury and quality and they think that those expensive and luxuries inter-relates with expensive and quality. That is why, the quality influence more on a behaviour of a customer in making decisions while purchasing.

Objectives

- To acknowledge about different customers ideas and their behaviour.
- To know the relation between the marketing strategies and behaviour of a customer, marketing according to society, and segregation, positioning and targeting.
- To study how customer's behaviour relates with their value, fulfilment, faith and possession.
- To understand that the culture across the world leads the condition in buying.
- To understand how retailers will approach the customers and increase their sales anywhere.
- To understand that the new technology is helping the retailers in fulfilling customer's needs with their services.

The study focuses to relate the correspondence as well as dissimilarities in between the customer behaviour of general and fast fashion and analyse the hypothesis.

Observation

[Buying process for different customer]

COST: The primary aspect that should be examined is the expenditure of money that is spent on clothing. While buying clothes one can observe that they are differently priced.

MATERIAL: Each stuff holds a thing that makes it special, some are long-lasting, some are chosen according to material's texture in making process. Some common stuff that are used in making fabric are leather, cotton, silk and fibres. It is important to not to choose the fabric that a person is sensitive towards it.

COLOR: Colour is an important element in choosing clothes and purchasing them. It is to be noted that colour of a cloth should be considered. The person's colour of cloth represents their mood and nature. The appearance of body is regulated through colour of cloth. At the time of purchasing clothes a person should have an idea about colour, material and price, also the extra elements like size, brand, etc.,

Methodology

The society needs are conveyed and satisfied through culture. It gives orders, guidance and direction while solving a problem by giving "tried and true" techniques of fulfilling social, physiological and personal needs. The strategies of

positioning and product category numbers are mattered through culture values. The values are significant because it considers the behaviour of cultural acceptance. The mass accepted brand on belief of culture has to initiate different alternatives of products to similar section. The nostalgic sense regards the particular culture makes a better approach for a good old brand.

In my study course, customer behaviour in clothes buying plays significant part increasing the offer value. Fundamentally, the customers perception is their imagination related to prices that they are evaluated according to previous experiences.

The different colours are suited for different occasion according to culture. Now-a-days the dressing culture changed radically, Americans are casually dressing for formal required attire. For instance, in metropolitan cities most of clubs and restaurants are willing to have a consider amount of men to have a particular dress codes. Some corporate companies has dress code which relates to its environment, some people wear dresses like shirts, suits, ties an some women dress up like pantyhose and suits.

Study methodology consistently carryout various types of projects on customer. The primary consumer research has two types of categories, they are: Qualitative research, it focuses on projective methods, depth interviews, focus groups. Quantitative research, it focuses on experimentation, observation, survey.

CONCLUSION

To conclude, fashion industry is rapidly growing environment. Consumer behaviour buying mentions the consumer steps before purchasing a product or service. It may also include the process of seeking advice from google and other websites and social media. Costumers generally attract to purchase branded and newly introduced fashions. They tend to acquire clothes in less prices and they wanted to look trendy up to date.

Elements that are to be recognized in customer behaviour, the interest in clothing and buying intention possess great significance. In those awaken interest in customers helps retailers to understand and section to their target market, retaining the loyal customers and enhance marketing strategies and promotions. Buying products like clothing should have to acquire more efficient marketing strategy and advertising skills to have a positive impression for a customer. Brands also play a key role in purchasing of clothing products. Nevertheless, the brands lose their image due to mismanagement. To conclude our study, we can conclude that the customer behaviour can be affected through brand, rate, quality, age group, income, etc. also in fashion industry the importance and preferences of branding effects customer behaviour.

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