A STUDY ON CONSUMER BEHAVIOUR TOWARDS BRAND IMAGE AND PURCHASE INTENTION WITH SPECIAL REFERENCE TO APPAREL INDUSTRY

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ABSTRACT

Purchase intention for apparel products in retail stores has taken attention in the last decades since the sector has been growing rapidly. The aim of this study is to investigate the effects of price image, brand image and perceived risk on store image and purchase intention of consumers in apparel sector. The study also examines the mediating effect of store image on the relationship. The data was gathered through questionnaire distributed in face to face interviews. The findings of the research which was conducted on 146 retailer shoppers supported direct effect of price image, brand image and perceived risk on purchase intention. There has been also empirical evidence regarding mediating effect of store image on the relationship between price image and risk perception and purchase intention.


References


