

Table of Contents

TABLE OF CONTENTS

CHAPTER NO.	TITLE	PAGE NO.
I	INTRODUCTION	
	1.1 Introduction of the Study	1
	1.2 Statement of the Problem	2
	1.3 Objective of the Study	4
	1.4 Need of the Study	4
	1.5 Research Methodology	5
	1.6 Statistical Tools	7
	1.7 Hypothesis	7
	1.8 Limitations of the Study	8
	1.9 Chapter Scheme	8
II	REVIEW OF LITERATURE	
	2.1 Introduction	10
	2.2 Conclusion	29
III	INTRODUCTION ABOUT TEXTILES AND THE BRANDED RAIMENT	
	3.1 Introduction	36
	3.2 Introduction about Raiment	36
	3.3 Buying Behaviour	37
	3.4 Impulsive Buying Behaviour	38
	3.5 Factors of Impulsive Buying Behaviour	39
	3.6 Types of Impulsive Buying Behaviour	43
	3.7 Reasons for Impulsive Buying Behaviour	43

CHAPTER NO.	TITLE	PAGE NO.
	3.8 Difference between Impulsive & Compulsive Shopping	44
	3.9 Branding	45
	3.10 Types of Brands	47
	3.11 Conclusion	62
IV	CUSTOMERS CHARACTERISTIC FACTORS AND PURCHASE PATTERN CONSIDERED BY MEN BEFORE PREFERRING BRANDED RAIMENT.	
	4.1 Introduction	63
	4.2 Analysis and Interpretation	63
	4.3 Demographic Profile of the Respondents	64
	4.4 Purchase Pattern and Demographic Profile of the Respondents	67
	4.5 Factor Analysis for the Selection of Branded Outlets	74
	4.6 Demographic Variables Vs Affordability	83
	4.7 Demographic Variables Vs Cordial Atmosphere	87
	4.8 Demographic Variables Vs Availability	92
	4.9 Demographic Variables Vs Accessibility	97
	4.10 Conclusion	102
V	THE HEDONIC FACTORS THAT TRIGGERS MEN ON IMPULSIVE BUYING BEHAVIOR AND IMPULSIVE BUYING DECISION.	
	5.1 Introduction	104
	5.2 Mean Rank -Most Preferred Brand	104
	5.3 Fashion Accessories Influenced to Buy-Multiple Accessories	106
	5.4 Descriptive Statistics - Impulsive Buying Behaviour	107

CHAPTER NO.	TITLE	PAGE NO.
	5.5 Factor Analysis for Impulsive Buying Behaviour	108
	5.6 Demographic Variables Vs Brand Value	115
	5.7 Demographic Variables Vs Brand Identity	120
	5.8 Demographic Variables Vs Brand Advertisement	125
	5.9 Demographic Variables Vs Brand Image	130
	5.10 Descriptive Statistics - Factors Influencing Purchase Decision	135
	5.11 Demographic Variables Vs Influence of Impulsive Buying on Purchase Decision	137
	5.12 Conclusion	142
VI	THE OVERALL LEVEL OF SATISFACTION OF MEN TOWARDS IMPULSIVE BUYING BEHAVIOR	
	6.1 Introduction	144
	6.2 Overall Satisfaction	144
	6.3 Descriptive Statistics - Satisfaction on Buying Behaviour	145
	6.4 Correlations – Overall Satisfaction	146
	6.5 Demographic Variables Vs Satisfaction of Information Gathering	147
	6.6 Demographic Variables Vs Shopping Behaviour	152
	6.7 Demographic Variables Vs Brand Behaviour	157
	6.8 Demographic Variables Vs Quality	162
	6.9 Regression Analysis of Customer Satisfaction Regarding Selection of Branded Outlet	167
	6.10 Path Analysis	171
	6.11 Conclusion	184

CHAPTER NO.	TITLE	PAGE NO.
VII	SALES PROMOTIONAL TECHNIQUES INFLUENCE IMPULSIVE BUYING	
	7.1 Introduction	187
	7.2 Influence of Sales Promotional Measures on Impulsive Buying	187
	7.3 Demographic Variables vs Sales Promotional Techniques	190
	7.4 Correlations	195
	7.5 Conclusion	196
VIII	SUMMARY OF FINDINGS SUGGESTIONS AND CONCLUSIONS	
	8.1 Findings of the Study	198
	8.2 Suggestions	212
	8.3 Conclusion	213
	BIBLIOGRAPHY	
	APPENDIX	
	PUBLICATIONS	