

## *Chapter II*

# *Review of Literature*

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## **CHAPTER II**

### **REVIEW OF LITERATURE**

#### **2.1 INTRODUCTION**

A literature review is an overview of the relevant research studies in the research areas. It broadens knowledge about the area of research and provides a pedestal for new research. It seeks to describe, summarise, evaluate, clarify and integrate the content of previous studies. The present literature was carried out from 2006 to 2019. With this background, this chapter presents the reviews based on the concepts of the study, namely, customer perception; impulsive buying behaviour, purchase behaviour, brand and sales promotional techniques are arranged in chronological order.

#### **CUSTOMER PERCEPTION**

**Vikrant Jagannath (2006)<sup>1</sup>** has undertaken a study on “Consumer Perception and Brand Preference for Premium Branded Shirts”. The objectives of the study is to find the consumer perceptions towards premium branded readymade formal shirts, Brand awareness, impression of advertisement and to know the expectations of consumers from premium brands. Simple random sampling techniques are adopted for the study. The sample of 50 respondents has been taken for the study. The statistical tool applied is percentage analysis. The research was conducted on the consumers of premium branded readymade formal shirts in the city of Bangalore. The study found that the majority of the respondents purchase premium brands like Van Heusen, Louis Philippe, Arrow, Allen Solly and Park Avenue. Advertisement also played an important role in selecting the premium branded shirt. Brand name, Quality, Price and Design are the most important factors that influence customers to purchase premium branded shirts. The study also suggested that companies should focus on giving better quality products as most customers were very brand loyal and were generally satisfied with the product.

**Ali Kara and et al. (2009)<sup>2</sup>** in their article titled “Consumer Preferences of Store Brands: Role of Prior Experiences and Value Consciousness”. Store brands play an important role in retail strategy and understanding store brand purchase behaviour is a critical issue for marketers and researchers. The objective of the study is to know the

body of knowledge in this area by examining different factors affecting consumers' purchase behaviour of store brands and to find the decision to purchase a store brand using a conceptual model. A sample size of 850 respondents selected using a convenient random sampling method and the sampling area of respondents belonging to Pittsburgh and York, Pennsylvania are taken for the study. The statistical tools are percentage analysis and conceptual models are framed. The finding of the study is there is a significant relationship between consumer consciousness and store brand perceptions and the purchase behaviour. The study also suggests that investments in promotion campaigns to familiarise consumers with their brands and encourage first time purchases through novel sales promotion methods.

**Parul Mittal and Sandeep Aggarwal (2012)<sup>3</sup>** have made a study on “Consumer Perception toward Branded Garments: A Study of Jaipur”. A physical, mental and emotional factor makes the consumers prefer branded garments before, during and after each and every purchase of apparels. The objective framed for the study is to know the awareness of branded clothes among consumers and to know the most popular brand among various age groups in branded clothes market in Jaipur city. A sample of 120 respondents has been chosen from different shopping malls by adopting convenience sampling techniques. The study was conducted in Jaipur city. The statistical tools like percentage analysis and chi square tools have applied for the study. The study has found that comfort and quality are the major key motivators for purchasing branded garments. Levis and peps jean are the brands mostly preferred by Jaipur city customers.

**Karuppasamy Pandian et al. (2012)<sup>4</sup>** have made a study on “An Empirical study on Consumer Perception towards Branded Shirts in Trichy city” with the objectives to investigate men’s perception towards branded shirts and consumer’s perception towards retail garments showrooms. The study is descriptive, Primary data has been collected with the help of structured questionnaires from 215 male respondents in Trichy city and the type of sampling is convenient sampling. The statistical tools applied for the study are multiple regression, factor analysis, descriptive statistics and reliability tests. The study revealed that Raymond, Peter England, and John Player remain the top three brands preferred by the respondents. The study also examined that most of the shoppers of men’s branded shirts were highly influenced by the factors such as durability, reference groups,

wider choice of color and design, attractiveness, price range and celebrity endorser. The study has suggested that most of the customers are expecting reduced price and wider choice of colour and design. The manufacturers of branded shirts must focus on all these factors to formulate branding strategies effectively and to sustain their growth. Convenient shop hours and the offer & discounts are the two factors that contribute more to prefer a particular retail garment showroom. The retailers need to give more attention to these factors in order to attract and retain their customers.

**Gaurav Vashishth and Nishi Tripathi (2016)**<sup>5</sup> has made a study entitled “A study of Customer perception towards the exclusive showroom and retail outlets” with the objective to identify the customer perception towards retail outlets and exclusive showrooms, The factors that derive the perception of the customers on services in organised retail. Samples of 200 consumers are selected randomly from the total population of each City of Northern India on the basis of the geographical area. Statistical tools -Percentage analysis have been adopted for the study. The study found that the customers were highly satisfied with the comfort and indifferent with the return policy. Quality and Price are the most important factors which influenced the customers regarding readymade apparel purchase. There is also a segment of our society whose income is low but they want to wear the branded clothes. The companies should plan new strategies to increase their sales by introducing a low range of clothes especially for this segment.

**Prabha Kumari and Muthu Karthick (2018)**<sup>6</sup> have made a study on “Customer Preference towards Selected Branded Shirts in Tirupur City”. The objectives of the study is to analyse the customers preference of using branded shirts and the factors that are influencing men’s towards branded shirts. The top brands like Louis Philippe, Van heusen, Peter England, Allen solely and Raymond have been taken for the study. The study is descriptive and a sample of 100 male respondents from Tirupur city has been taken for the study. They have applied a Percentage analysis tool to analyse the data. The study has concluded that customers are influenced to wear branded shirts with factors like good quality, colour and design, comfort and style and price. The study also suggested that brand developers should develop and place the products according to the customer satisfaction level and it will help to sustain images of the brand in the minds of consumers.

**Palani (2019)**<sup>7</sup> has made a study on “Impacts of Consumer Preference on Branded Readymade apparel in Madurai districts” with the objective to analyse the relationship between socio economic factors and the preference of consumers towards branded apparel and to analyse the most preferred aspects of brand selection. A sample of 316 consumers has been randomly selected for the study from Madurai districts. The statistical tool such as Percentage Analysis, Chi-Square Analysis, and Garrett Ranking technique has been used for the study. The study has concluded that most of the sample respondents were highly influenced by the factor quality. Many respondents were aware of the garment products through television and radio. Further, it is observed that there is a relationship between the gender classification, the age profile and the type of family and no relationship between the educational background and the marital status with the buying Behaviour of the customer toward branded garments. The study has also found that Lee, Raymond, Park Avenue, and Allen Sully are the brands mostly preferred by the customers.

## **IMPULSIVE BUYING BEHAVIOUR**

**Susana Garrido Azevedo and et al. (2008)**<sup>8</sup> have made a study on “Consumer Buying Behaviour in Fashion Retailing: Empirical Evidence”. Consumer behaviour research is the scientific study of the processes consumers use to select, secure, use and dispose of products and services that satisfy their needs. The objective framed for the study is to find the gender differences in consumer buying behaviour of a Portuguese population when they go shopping to buy apparel. The sample size of 221 respondents is selected by snowball sampling method. Statistical tools framed for the study are percentage analysis and t test. The outcome given by the researcher is there is a difference between women and men especially in terms of What, Where, When and How they buy. Women make their purchase with the factors such as satisfaction and comfort, fit and style, where men prefer comfort, followed by satisfaction and, after that, quality.

**İrem Güre (2012)**<sup>9</sup> conducted a study on “Understanding Consumers’ Impulse Buying Behavior”. The objective of the study is to assess the impulse buying behaviour of consumers in Turkey and to examine the factors that affect impulse buying behaviour. Samples of 254 customers have been selected for the study. Convenience sampling

method is used for the study. The questionnaire is designed in an electronic environment with the help of an established survey site (surveymonkey.com). Convenient sampling method is used for the study. Statistical tools like percentage, correlation and regressions have been adopted for the study. The study concluded that impulsive buying is made when consumers feel the intention or urge to buy on impulse and they have enough knowledge about the products. Word-of-mouth enables the transmission of information, experience and advice between individuals. The researcher suggested that online impulsive buying behaviour can be taken for further research.

**Vinay Gupta (2012)**<sup>10</sup> has made a study on “Customer Satisfaction towards Raymond’s Fashion Wear” with the objective to identify the customer satisfaction towards Raymond’s fashion wear and factors affecting customer behaviour for making the purchase decision. A sample of 25 respondents has been selected by adopting Convenience Sampling method. The sample area of the study is Moradabad city. The statistical tool adopted for the study is percentage analysis. The study has concluded that most of the people like and prefer Raymonds suiting due to its quality and its good brand image. People use Raymond’s product because it has certain image in the minds of people and they think that, by wearing Raymond’s product their standard of living will be enhanced. Customers are aware about Raymond product through television advertisement and the customers of Raymond’s remain faithful to the company because the products of it provide high quality.

**Mamta Sharma and et al. (2012)**<sup>11</sup> have examined the study on “Impulsive Buying Behaviour among Professional Students in reference to Gender” The objective of the study is to explore gender differences in impulsive buying behaviour among professional students and to compare gender differences of affective and cognitive processes to impulsive buying. A Sample consists of 140 (60 girls and 80 boys) students from Engineering and Management Colleges of Agra have been taken for the study. A 10-item questionnaire was developed consisting of two separate sections (cognitive and affective components). Five items are related to cognitive aspects and five items are related to affective aspects. The statistical tool applied to analyse the data was t-test. The finding shows that male spend less time in stores and shopping trips. Male students have higher impulsive buying tendencies than female students Males move faster than

females through store passages, spend less time and get a thrill from the experience of paying. Impulsive buying behaviours are more likely to occur when the consumer is under time constraints. Thus time pressure is one of the factors which are related to impulsive buying behaviour.

**Verma Priyanka and Verma Rooble (2012)**<sup>12</sup> has made a study on “An On-Field-Survey of the Impulse Buying Behaviour of Consumers in Consumer Non-Durable Sectors in the Retail Outlets in the City of Indore, India” with the objective to know the impact of communication mix that affects customer impulse buying behaviour in non-durables in the city of Indore. A sample size of 100 respondents has been taken for analysis of data by adopting convenience sampling technique. The statistical tool applied for the study is chi-square test. The study concluded that respondents of the same age groups show a similar attitude because they are keener towards the newer and newer things. According to education-wise it is found that people have more knowledge about impulsive buying behaviour. The study suggested that Impulsive buying behaviour is the behaviour which plays a significant role in buying the products and the marketers try to make use of this attitude of the consumers in making and marketing their commodities.

**Sandip Prajapati and Khuman Rathod (2013)**<sup>13</sup> have made a study on “A study on Impulse Buying Behavior of College Students for Branded Apparels in Ahmedabad city”. Impulse buying has been defined as a spontaneous, immediate purchase without pre-shopping intentions either to buy a specific product category or to fulfil a specific buying task. With the objective to study college student’s impulse buying behaviour for branded apparel in Ahmedabad city. The sample size of 119 respondents has been taken for the study. Non-probability sampling convenience sampling method is used to select the respondents. The research design is Descriptive. Statistical tools like ANOVA and KMO, Bartlett’s test have been applied. The result shows that there were significant relationships between college students’ buying behaviour and impulse buying behaviour for branded apparels. The window display and floor merchandising (visual merchandising) are significantly correlated with impulse buying behaviour for branded apparels. When consumers (college students) are exposed to these visual stimuli they are likely to make purchase decisions on impulse basis.

**Balanaga Gurunathan and Krishnakumar (2013)**<sup>14</sup> have conducted a study on “Factors Influencing Apparel Buying Behaviour in India: A Measurement Model”. The current study examines the apparel buying behaviour of Indian consumers through four dimensions - consumer characteristics, reference groups, store attributes, and product attributes. A sample of 100 respondents has been taken for the study. The study was conducted in Coimbatore city. Customers from different apparel stores and the respondents is selected on the basis of nonrandom sampling and convenience sampling which means that the customers who are willing to respond to the questionnaire is reserved for the study. Percentage analysis, factor analysis and KMO and Bartlett’s Test has been applied for the study. The study has concluded that out of five apparel buying behaviour dimensions, the promotion, store attributes and reference groups’ dimensions are the main dimensions of apparel buying behaviour. This shows that the apparel stores should give more importance to store attributes to attract and appeal to the customers.

**Aleksandar Grubor et al. (2013)**<sup>15</sup> has made a study on “Impulsive Consumer Behaviour”. The objective of the study is to analyse the factors affecting consumers’ impulsive buying behaviour and to distinguish between impulse-driven and compulsive buying consumer behaviour. A sample of 312 respondents in the cities of Novi Sad and Subotica has been taken for the study by adopting random sampling techniques. The statistical tools applied are the chi square test. The findings of the studies are statistically significant differences between genders in terms of manifesting impulsive buying behaviour and females are much more prone to impulsive buying, i.e. spontaneous and emotional.

**Shweta Choudhary (2014)**<sup>16</sup> has conducted a study on “Impulse Buying Behavior of Consumers” with the objectives to understand the impulsive buying behaviour of consumers. It is a conceptual study. The study has concluded that Indian customers are most of the time emotionally driven to any products and it has paved the way for retailers to take on various promotional tactics for attracting the general mass and converting them into customers. The factors such as discount, offers, behaviour of salesperson, display of the products, personal characteristics of the shopper are influenced by customers towards impulsive buying the study suggested that Compulsive buying can be referred to as a deeply rooted phenomenon in the individual trait of the consumers.



**Kanwal Gurleen Singh (2015)**<sup>17</sup> have conducted a study on “Impulse Buying Behaviour of Consumers in the Shopping Malls” with the objective to find the factors affecting the Impulse Buying Behavior and the effects of Sales force, Display/ Images, Discount and Schemes, family & Psychology of Customer on purchase decisions. A sample size of 200 respondents of age group (18-35) has been selected by using convenient sampling techniques. The sampling area is Jalandhar city. The statistical tool like Percentage analysis is applied. The study concluded that the overall majority of Jalandharis mainly go for enjoyment i.e., watching movies clubbed with eating out and other entertainment activities and rarely for shopping. Factors such as quality, variety of brand and discount are considered by customers while making a buying decision. The study has suggested that these visual merchandising practises serve as stimuli that provoke a desire that ultimately motivates a consumer to make an unplanned purchase decision upon entering the store.

**Nagadeepa and Pushpa (2015)**<sup>18</sup> in their article “Apparel Attributes: A Reinforces on Impulse Buying Behaviour of College Students in Bangalore city”. This study has made an attempt to find out the relationship between the product attributes and impulse buying behaviour with reference to College students. The sample sizes of 250 respondents by adopting Convenience sampling method are taken for the study. The sampling area was Bangalore city. Chi-square tests have applied for the study. The study concluded that there is no significant relationship between consumer impulse buying behaviour and other attributes of product such as quality, brand popularity and value for the price. The study suggested that external factors like economy, technology etc. may be taken up for future research.

**Raja Irfan Sabir et al. (2015)**<sup>19</sup> in their article “Determinants of Impulsive Buying for Clothing: A case of Sahiwal Shopping Malls”. The objective of the study is to examine the impact of promotional approach, attractive display of product, in store environment, price reduction on impulse buying behaviour. A sample size of 140 respondents is taken for the study, random sampling techniques are used for the study. Structural Equation. Modelling (SEM) with Linear Structural Relationships (LISREL) and multiple linear regression models applied for the study. The finding of the study is that there is a positive relation between promotional approach, attractive display of product, in store environment and price reduction with impulse buying behaviour.

**Deepali Saluja (2016)**<sup>20</sup> has made a study on “Consumer Buying Behaviour towards Fashion Apparels- a Case of Delhi”. Delhi is the state where international designers approach for organising their fashion shows and introducing international brands. They design as per the Indian preference. India is a country of the mix of different cultures and each consumer has its own choice and preference. The objective of the study is to know whether the Indian apparel market size and growth are developed and to know the demographic, psychological and socio-economic factors influence the consumer purchase behaviour for apparel. Samples of 100 respondents who belong to Delhi are selected by using random sampling techniques. The statistical tools like percentage analysis and chi square test has been applied for the study. The findings of the study are that there is a significant difference between the gender, education, monthly income and occupation compared to the purchasing behaviour of apparel. For each of the demographics factors the result found that there are differences concerning the price of fashion apparels and the various other factors such as quality, comfort and also the attributes of a store which affected their purchase intention.

**Khagendra Nath Gangai and Rachna Agrawal (2016)**<sup>21</sup> have made a study on “The Influence of Personality Traits on Consumer Impulsive Buying Behaviour”. Consumer behaviour is a complex phenomenon which is evolving according to the time, situations, demographic characteristics of individuals, personality traits, cultural influences etc. The objective of the study is to investigate the influence of personality traits on consumer impulsive buying behaviour, and the role of gender and their personality traits influence on consumer impulsive buying behaviour. A sample of 120 (60 male and 60 female) respondents has been taken for the study from Delhi and NCR region by adopting random sampling techniques. They have applied statistical tools like Mean, SD, Correlation, and t- test to analyse the data. The study found that the overview of inter correlation matrix like personality traits such as psychoticism, neuroticism, extraversion & impulsive buying behaviour of male consumers reveals that the variables of psychoticism shares a significant relationship with the variable of impulsive buying behaviour. The study also found that extraversion is not correlated with psychoticism. In case of gender, men show more impulsive buying behaviour compared with women.

**Dinesha (2016)**<sup>22</sup> have conducted a study on “The Effect of Situational Factors on Unplanned Buying of Fashionable Garments: A Special Reference of Norway and Sri Lanka”. The objective framed for the study is to innovate the impulse buying behaviour differences between Norwegian and Sri Lankan consumers and to find the influence of situational factors (availability of money, availability of time and in-store promotion). Sampling size of 178 respondents has been taken for the study from both the countries. University of Ruhuna located in the southern part of the country was selected as a study site in Sri Lanka. Similarly, the University located in southern Norway, named the University of Agder was chosen as the study site in Norway. Universities are selected as the test group because; it gives vast opportunities to get easy access for a larger number of respondents in the particular group. T-test is applied to find the equality of means and Spearman’s correlation for relationships. The study has concluded that two different nationalities, Norwegians and Sri Lankans have significantly different ideas regarding the impulse buying decisions and the situational factors. Norwegian sample displays mostly has a significant relationship between consumer impulse buying behaviour and availability of money. Similarly, Sri Lankan respondents have a significant relationship between the impulse buying behaviour and the situational factors like, availability of sufficient amount of money for shopping and in-store promotions in the store environment.

**Aastha Verma Vohra (2016)**<sup>23</sup> made qualitative research on “Materialism, Impulse Buying and Conspicuous Consumption”. The study deals with three important traits, namely, materialism, impulse buying and conspicuous consumption. All the three traits relate to the imaginative, emotional and evaluative components of consumption behaviour. The study synthesised the factors which motivates a consumer to exhibit a particular consumption trait. In order to validate the findings from the literature review, and to confirm whether it stands true on the sample of population selected in this study, in-depth interviews has been conducted following Kvale’s (1996) seven-stage model. The findings of the qualitative study suggested that there are various factors which lead to materialism, impulse buying and conspicuous consumption, and if all the common factors from each of the three categories are extracted and accommodated in a separate category, then that produces a different category, which is named as consumer behavioural traits’.

**Lakshmi Narayana and Sreenivas (2016)**<sup>24</sup> has made a study on “A Study on Consumer Buying Behaviour towards Branded Apparels with reference to Bangalore City” with the objective to know the buying behaviour of consumers towards the branded Apparels in Bangalore, the socio-economic characteristics of selected consumers and to know the impact of promotional activities of selected companies. A sample of 200 respondents has been taken for the study by adopting simple and stratified random sampling technique. The survey is conducted in textiles / apparel shops & exclusive garment showrooms and some college campuses and among the general public. Chi square test has been applied for the study. The study has concluded that there is a significant relationship between reference group and purchase intention also promotion, Store attributes, product attributes, Income of the respondent and occupation have positive significant relation between consumer buying behaviour. Male consumers visit the showroom for passing time, even though pop, advertisement, promotional schemes and other factors influence the consumer purchase decision. Among the various promotional schemes and promotional measures discounts, buy2 get1 free schemes have maximum influence on purchase decisions of a particular brand.

**Thangavel and Arumugaswamy (2017)**<sup>25</sup> have made a study titled “Consumer Preference and Satisfaction of Branded Clothing of Men” with the objective to analyse the consumers perception towards branded clothes and to examine the brand loyalty towards branded clothes. The study was done in Coimbatore city. A sample of 30 respondents has been taken for the study by using a convenience sampling method. The sample constitutes both the female and male consumer. The statistical tools applied for the study are percentage analysis and rank analysis to analyse the data. The result of the study reveals that offers and discounts make the consumer prefer branded apparel and it is difficult to maintain brand loyalty among consumers.

**Romeen Anne Sangalang et al. (2017)**<sup>26</sup> has made a study on “Factors Influencing Consumers’ Impulse Buying Behaviour in the Fifth District of Cavite” with the objective to assess the internal and external factors significantly influence the consumer impulse buying behaviour in the malls. Sample size of 120 respondents has been taken by adopting convenience sampling techniques. Percentage, chi square test and multiple regression analysis has been used for the study. The results indicated that internal factors

net monthly income has a great influence and for external factors, shopping enjoyment greatly influences the impulse buying behaviour of the consumers. Impulse buying behavior is not significantly influenced by the consumers' gender and occupation.

**Sreerekha and Praveen Kumar (2018)**<sup>27</sup> have made a study on "Consumer Preference towards Branded Apparel Purchase in Coimbatore City". The apparel market has seen substantial change with respect to dressing design, style, usage of branded items and choice of fibres and awareness of modern trends. The objective framed for the study is to know the Indian apparel market in terms of market size and growth, focusing on the men apparel market, women apparel market, boys" and girls" apparel market. Also to find out the consumer behaviours for apparel are influenced by factors like gender and peer influence. Samplings of 100 respondents (male and female) are selected for the study by adopting a non-probability method (convenience sampling method). Areas covered under Coimbatore are Gandhipuram, Race Course, Singanallur, Peelamed, Saravanampatti and RS Puram. Statistical tools like percentage, weighted average and Henry Garrett Ranking Technique have been used for the study. The study has concluded that factors such as usual Buying, Purchase place, Shopping time, reason of purchase, Need of branded, Expected price, number of dress purchase, Fabric Preference, Shopping accompany are highly influenced by consumers. Aware about clothing brands, Advertisement is useful, Celebrities impact, Formal & Casual brands preference, Purchase decision, Purchase same brand, Do you recommend, Accept new brand, Idea of brand measures are also highly influenced by the consumers. The factors considered points out the relationship between respondents' attitude on apparel purchase and manufacturers' decision on apparel promotions. 73 percent of the respondents are in the age group of 19-25, 62 percent of the respondents are male, 38 percent of the respondents are Female, 16 percent of the respondents are under graduate, 27 percent of the respondent's monthly income was between 10,000-20000. The study suggested that retailers have an idea about the consumer decision process on apparels in such a way they will plan their future strategies which will boost up their sales.

## **PURCHASE BEHAVIOUR**

**Jain et al. (2014)<sup>28</sup>** have done a study on “Purchasing Behaviour of Branded Men's wear –a study on youngsters and professionals”. The objectives of the study is to find the purchasing behaviour of the buyers of branded men's wear, factors influencing purchase behaviour and to study the impact of promotional activities on the purchase behaviour of consumers. Samples of 150 consumers who come out of the showroom after purchasing or without purchasing were taken for research. Non-random sampling technique is used for the study. Statistical tools used for the study are graphs and chi-square to analyse the data. It has observed that the professionals’ consumers’ purchase branded clothes to maintain their status in jobs. In comparison with the youngsters, they make a purchase of branded clothes only for showoff among their friends and relatives.

**Syed Irfan Shafi and Madhavaiah (2014)<sup>29</sup>** have made a study on “An Investigation on Shoppers' Buying Behaviour towards Apparel Products in Bangalore City”. Consumer buying behaviour is influenced by three factors namely Social Factors, Psychological Factors and Personal Factors. The objective of the study is to find the purchase behaviour among Indian Consumers and explore the relationship between variables which affect consumer buying behaviour for apparel products. Questionnaires have been distributed to respondents who at present live in Bangalore city and are regular buyers of apparel products. The sample size taken for the study is 90 respondents and the study was conducted in Bangalore city. The sampling technique used for the study is non-random sampling. Tools like chi square and percentage has applied for the study. The study found that there is a significant relationship between reference group and purchase intention. Respondents are more influenced by people around them such as family, friends in order to make purchases, promotion is another element which positively impacts consumers' buying behaviour. Income and occupation of the respondents are also positively associated with purchasing behaviour among consumers as more income group respondents have more purchasing power.

**Emine Koca and Fatma Koc (2016)<sup>30</sup>** have conducted a study on “A Study of Clothing Purchasing Behaviour by Gender with Respect to Fashion and Brand Awareness” with the objective to determine the degree to which gender affects the

purchasing behaviour of consumers buying fashion items and the differences between male and female consumer clothing purchasing behaviour. A sample size of 382 consumers has been selected by using a random sampling method. The sampling areas taken for the studies are respondents living in Ankara. Chi-Square tests have been applied to analyse the statistical relationship between gender and the reasons for buying clothes and the factors influencing purchasing behaviour. The study found that there is a difference in men and women consumers' clothing purchasing behaviour with respect to the different genders' opinions about fashion and brand names. Women are more influenced by fashion while men are more influenced by brand names.

**Archana Chanuvai Narahari and Dhiman Kuvad (2017)**<sup>31</sup> has made a study on “Customer Behaviour towards Shopping Malls – A Study in Bhavnagar (Gujarat State, India)” with the objective to identify the purchasing behaviour of customers who visit shopping malls and to identify gender differences in terms of purchasing behaviour. A sample of 100 respondents has been taken for the study. Purposive random sampling techniques has been used which means that purposely three malls are selected in Bhavnagar. The statistical tools applied are Percentage analysis to analyse the data. The study has concluded that there are no predominant differences between men and women in their shopping experiences, choices and purchasing decisions. Working women plays a key role in purchasing decisions and enhancing living standards.

**Maran et al. (2017)**<sup>32</sup> have undertaken a study on “Branded Apparels customers Purchase Behavior”. The objectives framed for the study are to identify buyers’ behaviour towards branded readymade garments and to analyse the consumers’ satisfaction levels and expectation level on branded apparels. The sampling technique used in this study is convenience sampling and the sample sizes are 320 respondents. The study was conducted in the Chennai region. chi-square, correlation analysis and paired sample t-test were used, the chi-square test used to find out the association between the variables (Income level and branded apparel preference), the paired sample t-test is used to find out the significant difference between the satisfaction level and expectation level of branded apparel users, correlation analysis is used to know the relationship between expectation and satisfaction level of respondents. The study has concluded that there is an association between the income level and preference towards

the apparel brand. The expectation level and satisfaction level towards the types of branded apparel are having positive relationships. They have suggested that it is important to know the customer's buying behaviour process and customers' requirements properly. The brand developer should also develop and place the products according to the customer needs and that will help in sustainable apparel products development as well as better business performances.

**Mohanraj and Gopalakrishnan (2017)**<sup>33</sup> in their article made a study on "Purchase Preferences towards Apparel Brands" with the objectives to find the purchase preference on apparel brands in Chennai, General shopping pattern and shopping frequency and the amount spent on apparel. A sample of 238 respondents has been chosen from a shopping mall (Chennai) by adopting a random sampling method. The statistical tools applied for the study are percentage analysis and mean rank. The outcome of the study is that Casual shopping was more preferred by the respondents. 39.5% of the total respondents made their frequency of shopping for once in a month and level of satisfaction of purchase are based on store experience, apparel quality and store location. The study also found that respondents are familiar with brand awareness programs.

## **IMPULSIVE BUYING DECISION**

**Mazedul Islam et al. (2014)**<sup>34</sup> conducted a study on "Customer Perception in Buying Decision towards Branded bangladesh local apparel products". The purpose of the study is to identify the clothing's local brand most preferred by customers and to determine the various positive attributes of popular local brands. Both primary and secondary data have been collected with a sample size of 200 respondents belonging to Bangladesh city. People who are using apparel clothing have been chosen as respondents using a non-random sampling method. Statistical tools like percentage, rank and various scores have been computed to fulfil the objectives of the study. The study found that Cat's Eye, Artisti, Aarong, Westecs, Ecstasy, Kay-kraft, Yellow are the leading brands and are the most preferred brands and possesses many better positive attributes and also analysed that many demographic factors and other purchase pattern factors have a significant influence on the customer's choice of retail outlets and buying of apparel clothing. Showroom specific factors also have influenced the buying behaviour of retail outlets.



**Madhavi Gupta et al. (2016)**<sup>35</sup> have made a study on "Gender Difference in Decision Making style of Middle age Consumer of Clothing" with the objective to analyse the effects of decision-making of adults for clothes. The research is exploratory in nature; the study has been conducted at two localities (Gorakhpur and New Delhi). A sample of 600 consumers has been taken for the study by adopting Random sampling techniques. The statistical tool applied for the study is chi square to know the association between gender and decision making of respondents. The study has revealed that the attitude of middle aged male and females is almost the same towards brands and brand loyalty is higher in male than compared to females. The study also suggested that middle aged consumers are price conscious and the quality of clothes is also considered by middle aged consumers while decision-making.

### **BRANDED RAIMENT**

**Prasanna Rosaline Fernandez (2009)**<sup>36</sup> has made a study on "Impact of Branding on Gen Y's Choice of Clothing". The objective of the study is to know whether groups of Gen Y are brand conscious in their choice of clothing and the study is focusing on college students belonging to five colleges located in the Subang Jaya, Sunway and Petaling Jaya areas. The age group of 18- 24 years is considered for the study. Quota sampling, a non-probability sampling method is used to choose the sample size of 130 respondents to analyse the data. Percentage analysis has been applied for the study. The outcome of the study is Gen Y are brand conscious as the right choice of clothing helps them to create an image and identity for themselves. Peer influence plays a crucial role in their choice of brands as it aids in their socialisation process. Gen Y's loyalty, brand managers need to build an emotional attachment to make the brand special and bring lasting competitive advantage.

**Manmeet Singh Monga (2010)**<sup>37</sup> in his article "A Study of Consumer Preference towards Branded Apparels in Ludhiana " with the objective is to know the profile of consumers preferring branded apparels and factors influencing preference for branded apparels. Random sampling technique is used for the study. A sample of 200 respondents who are aware of branded apparels has been chosen on the basis of their willingness to respond by visiting malls like westend mall, ansal plaza and flamez and by visiting

apparel stores in model town, sarabha nagar and ghumar mandi area of ludhiana. Statistical tools like frequency distribution mean scores; percentage, z test and standard deviation have been applied to analyses the data. The results of the study indicated that consumers buying branded apparels belong mainly to the younger age group, youngsters are more influenced by their friends and they even try to dress and purchase apparels same as their friend. Quality, status of a person, comfort, taste and preference and nice fitting are the factors influencing the consumers to prefer branded apparels.

**Gopinath (2010)**<sup>38</sup> made a study on “Men’s Perception in Buying Decisions on Branded Shirts in Tiruchirappalli District” with the objective to investigate the men’s perception in buying decisions on branded shirts and to analyse the various positive attributes of popular brands of shirts. A sample of 200 respondents has been taken by adopting a non-random sampling method. The sampling area is conducted in Tiruchirappalli district. The statistical tools like Percentages, Ranks, means scores and weighted scores have applied. The finding of the study is that all the demographic factors, purchase pattern factors and Showroom specific factors do not have significant influence on the buyer’s choice of retail outlet, the brand possesses a high degree of positive attributes. The study also concluded by adopting a ranking that the quality factor occupies the first position, color and design, comfort and style are securing successive ranks respectively. The total scores and means scores found that single brand showrooms have a slight edge over the multi brand showrooms. The suggestions and discounts provided to customers must be improved in single brand showroom compared to multiband shops.

**Venkateswaran et al. (2011)**<sup>39</sup> has conducted a study on “A Study on the Influence of Brand Loyalty towards Branded Apparels for Men at Dindigul”. Branding may communicate several meanings to the consumer, which include the attribute, benefit, value, culture, personality, and user. The objective of this article is to study the influence of brand loyalty on apparel's buying behaviour of consumers at Dindigul. Consumers of various socio economic groups have been interviewed for the research survey using a structured questionnaire. Sample sizes of 400 respondents who belong to Dindigul city have been taken for the study. The statistical tools applied for the study are descriptive analysis, one-way ANOVA and Pearson Correlation. The findings of this study indicated that brand name/Brand image has shown strong correlation with brand loyalty. The study

concluded that Peter England, Classic Polo and Park Avenue are the well-known brands at Dindigul. Product quality, promotion, store environment and service quality are relevant factors attributable to brand loyalty. All these factors showed positive relationships with brand loyalty except style which has no relationship.

**Priti K Rao and Vanitha Bhargav (2016)**<sup>40</sup> have made a study on “A study on Brand Management with reference to Louis Philippe Brand ”. The objective framed for the study is to know the most preferable brand of madura fashion and lifestyle and to analyse the brand popularity of LP among the customers. In this study the sample size is 100 customers from the total population of Thrissur. The convenience sampling method is used for the study. The statistical tool applied for the study is the chi-square test. The study concluded that Louis Philippe is preferred by the customers because of its brand name, quality and lifestyle. The brand LP is leading because of their brand management activities. They have also provided home delivery services and a better customer service programme. The study suggested that it is essential to have a brand management system in every organisation, so that they can sustain and create a brand image among their customers.

**Sivakumar and Saranya (2017)**<sup>41</sup> have made a study on “The Brand Preference of Selected Branded Attire among the Arts College Students in Coimbatore city (North)”. The objective framed for the study is to know the awareness of branded attire and to know the major factors responsible for buying branded attire among the Arts College students. In this study a set of 200 students (male and female) has been selected by using a nonrandom sampling method. The area of study is Coimbatore city (north). The statistical tools like Simple percentage analysis, Chi-square analysis, Ranking analysis, anova have been adopted for the study. The result found that respondents are aware about the latest fashion and trends by watching TV shows, the various factors like brand image, current fashion and trends, comfort etc., make the students prefer the branded apparels. There is no significant relationship between gender and preference of shops. The study suggested that students like to pay less and buy quality products so they like to prefer the branded attire which has some discounts, coupons etc., so the producers may give these benefits to them.

## **SALES PROMOTION**

**Rojalin Mishra & Asmita Shukla (2013)**<sup>42</sup> have made a study on “The Effects of Brand Consciousness, Sale Proneness and Buying Urge on Impulsive Buying Behaviour: An Empirical Research”. The objective of the study is to examine the mediating effect of buying urge on the relationship of brand consciousness, sale proneness and impulsive buying. Sample was randomly drawn from the population of consumers who reside in Bhubaneswar. A sample of 126 respondents has been taken for the study. Regression analysis and factor analysis are the statistical tools applied to analyse the data. The result of the study shows that brand experience has positive effects on buying urge and impulsive buying. Brand consciousness creates and develops trust-based relationship platform between brand and customer. Sale proneness had a significantly positive influence on impulsive buying. Buying urge mediates the relationship between independent and dependent variables. Various external factors create the buying urge for the product spontaneously which ultimately leads to impulsive buying.

**Nagadeepa et al. (2015)**<sup>43</sup> have undertaken a study on “Impact of Sale Promotion Techniques on Consumers’ Impulse Buying Behaviour towards Apparels at Bangalore” with the objective to identify the various sales promotion techniques and the most effective sales promotion technique that influences the customers’ impulse purchase decision. The study has taken five important sales promotion techniques namely, Rebate & Discount offer, Coupon, Loyalty Programs, Price Packs and Contests. Random sampling technique is used for the study. A sample of 125 respondents has been taken for the study from 5 different malls in Bangalore city. The statistical tools applied are Regression to analyse the data. The study has concluded that consumers’ impulse buying behaviour is highly motivated by the Rebate & Discount offer among the five promotional techniques; Loyalty Program shows a significant influence on the consumer’s impulse buying decision. The study suggested that marketer should focus on the remaining sales promotion tools to make them a perfect promoting strategy to promote their products.

**Harish Kumar (2016)**<sup>44</sup> have made a study “Impact of Advertisement on Buying Behaviour of Consumer” with the objective to analyse how effective advertisement

influences consumer buying behaviour and how emotional advertisements have a greater impact on consumer's purchasing decisions. A sample of 500 respondents has been taken by adopting a convenient sampling method. Respondents belonging to Delhi and Gurgaon have been considered for the study. The statistical tools applied for the study are percentage analysis and chi-square. The present study revealed that environmental response is negatively associated with the overall consumer buying behaviour. A consumer has a wide range of choice of products to choose and purchase, so consumers make their purchase with different brands when they watch advertisements.

## **2.2 CONCLUSION**

It is evident from literature that various studies have been conducted on impulsive buying behaviour. But no research has been done to study the men's impulsive buying behaviour while purchasing branded raiment. The research gap for the study is to find the customer perception and impulsive buying behaviour of men while purchasing branded raiment. Many studies have focused on impulsive buying behaviour of women in shopping malls, gender difference in decision making, purchase behaviour of both men and women while making impulsive buying. To know how the sales promotional activities are influencing the customers to prefer branded raiment and men's impulsive buying of branded raiment and the top brands are considered based on the customers mostly preferred brand.

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