

Identify and ranking the effective factors of brand on consumer buying behavior (case study of Clothing industry)

Azin Bohlool

Marketing and export management MA- management department- Islamic Azad University Saveh Science and Research Branch – saveh- Iran

azin_k2@yahoo.com

Maryam Majidi(Ph.D)

Department of Management- Islamic Azad University -Saveh Science and Research Branch – saveh- Iran

Abstract

Trade names in the current economics of the world are as cornerstone elements of business. Trade name is considered to be as intangible assets of each company that is as a valuable source for companies. the identity of brand name is one of the features of brand name, and that is regarded to be as most important issue in managing brand name. The brand name cause to happen positive behaviors from the costumers' side like loyalty, mouth-to-mouth advertisement, visiting, and re-buying, and that is very important in relational marketing. for each brand name to be rich, that should recognize the identity of itself at the beginning terms of formulating the brand name, and that should shape in this image the mind of consumers. Today, brand name is like capital for the organization and its products. A brand name to have more authority, which should show loyalty in times.. In the current research, it is to identify and discover the effective critical factors on brand. There should be a questionnaire including 23 items and 400 numbers in active

companies of Clothing industry and distributed in Tehran. out of 400, only 385 were collected. by the use of the factorial analysis, we just found six vital factors for identifying the most influential factors. After this sort of analysis, one factor removed in naming the factors stage, and 5 factors remained naming as brand sense, brand society, brand trust, brand equity, and brand personality. Cronbach's alpha for the study was 0/735.

Key words: brand, consumer behavior, Clothing industry

Introduction

Each single business requires having some interests for survival and the growth in the world. The interest of a company is derived from going up the revenue out of fee. Business is defined as trying to increase revenue and / or cost reduction. Brand strategy, business performance can help achieve these goals. Aaker (1991) stated that a business could separate your brand strategy to manage products and higher prices. In addition, the business is the case to invest in the brand name and develop new business all are due to the high cost of product development. Business can be risen up by increasing the maximum of the brand equity. Thus, the business should know that how pays attention to the creation of brand equity. Aaker (1991) elaborated that there is set of assets by which the brand equity can create the brand name based on the perceived quality. The most valuable brands as Disney, AT&T, City Bank, and American Express are popular because they have the attributes of perfect service quality.the brand name is a framework for integrating the total business. by which, it can determine the positioning limitations, and legalize the instrumentations of statement, and ensure the individuality and the stability. The concept of equity warns us that a brand name cannot position at any cost. a brand name may have the capacity for accepting everything at first, but that has some sort of time, symbols is meaningful, and has a domain and some borders for that domain (Kapfer, 1365, P. 63). the importance of brand building and the roles they play in companies' success makes us have such study on this importance and resources of building brand name for clothing industry. the quality of rich brand names presented a clear-cut brand identity defined (McCormack et al., 2004, p.1). the definition of the brand name identity is a very crucial issue in managing the brand name because the more brand names are wide, the more feeling costumers may have towards different brand names and not as a competitor. If each single product whit having nothing to do with the matter of trusting the values want to proceed its approach, there is no longer that product may face some difficulties and then fails. that is why, a bunch of companies pay special attention to maintaining the

definition. the brand name identity is defined as, " identity is elicited out of a division source and then transferred to the product based on the symbols, messages, and etc, and if the product and relational experience constantly move forward, it can be hardly said that all the directions lead to the same brand name source. The identity of each single brand name is its nature and originality. That should first create the brand name identity, and then scatter the messages based on that identity, which is the image of each name (Bah Afarin, 1388, p. 48). All that are some sort promises, which should be key to the branding, and in doing so, the companies should be trying to build brands, which are rich, unique, and specific according to Kestlick (2008). briefly, that brand name can have some cognition-based roots, which impose some limitations, and ban some positioning. the positioning must not be far-fetch, and that should be justifiable (Kapfer, 1385, p.63).. Here, it is being tried to discover and identify the most fundamental factors affecting the clothing brand on consumer buying behavior, so that the growth and brand development in the market would be provided, as a result.

The review of related literature

One of the domains for brand managers is making sense in consumers' mind by building brand charisma (Halidy, 2008). when the consumers pay much attention to the quality of brand name and the competitors could easily copy the products, building a rich brand name for creating the brand equity is gracious and valuable (Genius et al, 2009). The identity is a component for branding and it is the core for creating a successful brand, comprehending the creation and development of brand name identity (Lafourt, 2010). the equity of brand name is a framework for integrating the total brand name. by which, it can determine the positioning limitations, and legalize the instrumentations of statement, and ensure the individuality and the stability. This concept warns us that a brand name cannot position at any cost. a brand name may have the capacity for accepting everything at first, but that has some sort of time, symbols is meaningful, and has a domain and some borders for that domain. Trade name and logo may be as a name, a phrase, expression, symbol, sign, design, or a combination of them whose goal is to present a product or service that a seller or group of sellers can give, and they discriminate them from other goods (Keller, 2008). trade logo is a sign of product core to the costumers and can product the costumer and producer in the market. from a costumer's pointview, trade name and logo can be as some experiences (Ghodsavar, 2008).

The purpose of building brand

the goal is based on conception, management, and making relationship among the brand values in order for the companies to lead the decisions, managing actions, and finally their behaviors. when the brand values come in form of company and the culture, the costumers are able to understand the company all beyond the strategically nature (Tarnovskaye et al, 2008).

Brand Equity

There are many definitions for brand equity and different methods for measuring it. Dawar (1999) explained that some actions cover the behavioral outcomes of brand equity such customer loyalty to the brand name and/or the tendency to pay premium while others put emphasis on the psychological components of brand equity of band name such quality perception, brand awareness, and attitude. the financial models are based on the consumer: in Bolo and Halbrouk (1995)study, we can see two brand equity measures. The financial model is based on the company's financial performance measure and using common accounting to determine the level of sales and the corresponding costs. Market-share test data and expert assessment are designed to estimate the costs required in order to cover increased costs. Variables, such as price premiums, cash flow, market share, and financial performance of the devices are used to measure the financial Hased. Measure consumer is based on the preferences and scanner data.

These measurements include measuring brand name that consumers recognize the laboratory to provide answers, or to detect or no detect your brand. Based on these measurements, several features of subjective belief are applied to the surface of the target characteristics. Aaker in (1991) shows that the best measure of brand equity are shown under the discounted present value of future earnings that brand equity is to assets ratio.

applying this sort of measure is rough. Aaker recommend estimated revenue and earnings multiplied by an estimate of the competitive advantages of brand. Aaker (1991) thought of five dimensions for assessing the competitive advantage of brand equity: brand loyalty, brand awareness, perceived quality, brand name, and other proprietary brand assets. The weight must obtain an overall assessment of the brand. Mahajan, and Srivastava (1991), Rao, and Astava (1994) offered the triple dimensions of brand equity. Extensibility is under the first or the growth potential of second life and the vulnerability of earnings and dividend yield or debris are under the third, which is profitability. Details of the dimensions of brand equity dimensions are approximately the same with those of Aaker (1991).

Brand identity

The brand name identity is as the concept and meaning of brand name, which is designed and presented by the companies (Genius et al, 2009, p. 97). Asker (2002) believes that brand name identity is a unique-specific collection of many brand names, which asks for the strategies of advocates. All that are some sort promises, which should be key to the branding, and in doing so, the companies should be trying to build brands, which are rich, unique, and specific according to Kestlick (2008).

The consumer making-decision factors to buy brands

The factors for making decision of the consumer are those factors or variables of decision model for the consumer. Each factor is regarded to be as one single mode for the decision of the consumer and is as a system. Howard (1994) considered the factors as a model of six relevant components and/or those variables which are of relevance where is shown in figure 3. The six factors are as model, information, brand name recognition, attitude towards the brand name, self-confidence in judging the brand name, and buying intention as well as the three central factors is as brand name recognition, attitude/self-confidence, and brand name image of buyer.(

Howard, J. 1994).

Research questions

Since the study is of exploratory, we have some questions as:

1. What are the factors affecting the clothing brands?
2. What are the critical features of the clothing brands?
3. What is the constructional model of explored features of the clothing brands on consumer buying behavior?

Methodology

a questionnaire was used in the existent study due to some manipulations of information. the questionnaire was given to the staff and explained the instructions. the respondents were asked to read the questions carefully and then they were to answer. the validity of the questionnaire was accepted. the questionnaire was designed in a way that nothing hinders. At the end, the researcher used the views of experts and professors to assure the validity. The interval scale was used in the study. The statistical population of the present study is all staff of clothing industry in Tehran. since the questions are having multi-values, so the ordinal scale was welcomed. The sample size is going to be infinite, so the researcher benefited from using Infinite Cochran to determine the sample size. At the end, to distribute the questions, the random sampling was used.

$$N = Z_{\alpha/2}^2 \frac{p \times q}{e^2}$$

α = sampling error

e^2 = sampling precision

P= probability of a characteristic

regarding the error 0/05 and precision 0/95 and regarding the unidentified p as statistical population (and ultimately $p = 0/05$) here we have:
 $N=384.16$

thus, the sample size is 400 samples. More additional questions were distributed due to the unanswerability of some respondent. out of 400 questionnaires, just 385 were collected and tabulated below as KMO. the gained figure there for the KMO is 0.784. To analysis the data, the SPSS for exploratory factorial analysis and AMOS for confirmatory factorial analysis and modeling the constructional equations were used.

Data analysis

data analysis is a multi-stage procedure through which the data were collected in statistical sample, briefed, encoded, classified, and processed in order to have much analysis of data and test the hypotheses. data analysis is major and most important sections of a study. the raw data were analyzed by SPSS, and then given to users as valid information.

<i>data for population recognition</i>		
%	no	
gender		
0.545	210	elam
0.455	175	elamef
age		
0.096	37	less than 30
0.512	197	31-40
0.223	86	41-50
0.169	65	above 50
Education Level		
0.187	72	diploma
0.408	157	BA
0.309	119	MA
0.096	37	Ph.D

to measure the reliability of the study, the researcher calculated Cronbach's alpha number of which is 0.735 which is accepted.

Exploratory factorial analysis

one of the techniques, which are trying to lower the data and variables, is factorial analysis, which changes the variables to smaller collection, and then trying to brief the data to get explanatory factorial analysis. however, to test them we need to have confirmatory factorial analysis. this study has 23 questions, which show 6 factors explored, and one of the items removed (item 4) due to the loading, and there remained only 22 variables as below:

factor	Measured variable	weight	Eigenvalues	Variance	Cumulative
esnes dnarb	yllamrof eman dnarb gniwonk	0.754	2.654	11.538	11.538
	ytilibatsurt	0.687			
	esitrepxe	0.611			
	ssenmrahc	0.588			
	snoitasnes eman edart	0.553			
yteicos dnarb	egami dnarb	0.753	2.453	10.666	22.204
	gnillac eman edart	0.729			
	erutertil dnarb	0.694			
	eulav eman edart	0.681			
	spuorg eman edart	0.563			
tsurt dnarb	erutan eman edart	0.781	2.288	9.949	32.153
	tcnitsid eman edart	0.741			
	stceffe lanretxe/lanretni	0.407			
	ssenerawa eman edart	0.401			
	seiduts lanoitazinagro	0.349			
ytiuqe dnarb	ngised lufesoprup	0.421	2.238	9.731	41.884
	ytiuqe dnarb	0.333			
	no weiv laicos/ygolohcsyp ytitnedi dnarb	0.728			
	seulav dna sedutitta tnerruc	0.678			
	weiv lautcelletni	0.337			
ytilanosrep dnarb	ytilanosrep eman dnarb	0.786	1.979	8.603	50.488
	egami-fles	0.687			

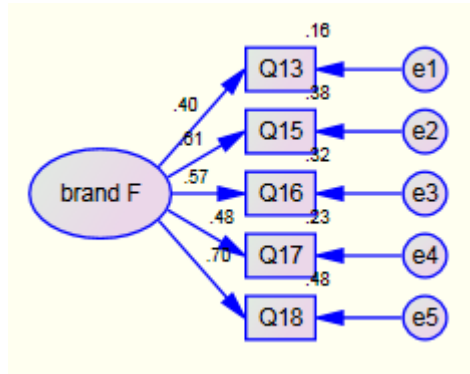
Confirmatory factorial analysis

Questionnaire was used as instrumentation for the study to collect the data and to measure content validity. the model of measurement show the factorial loads of variables. the authority and power of the relationship between the factor and observable variable is shown by factorial load. the factorial load ranges from 0 to 1. if that number is less than 0/3, the relationship is weak, and that is between 0/3 to 0/6 the relationship is in the middle, and if larger than 0/6 ,that relationship is optimum. in confirmatory factorial analysis, attention is towards fit model, and the indices of each fit are brought below. if the ratio K2 to df is less than 2, the fit model is good. the index RMSEA is less than 0/05. Other indices if closer to 1, they are optimum (Ghasemi, 1389).

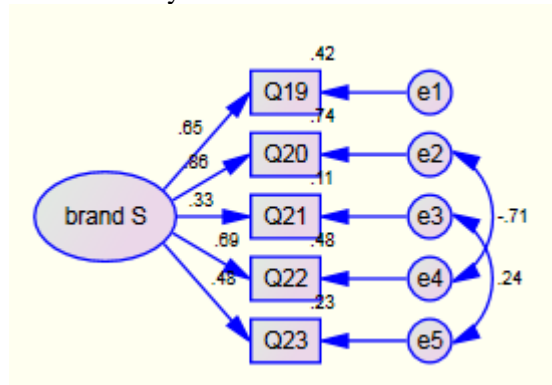
it should be noted that the relationship between errors in the shapes make the fir model grow up. these relations are based on modification index¹ in AMOS. thus, the more we have modification index, the better that fit is to be.

1. Modification index

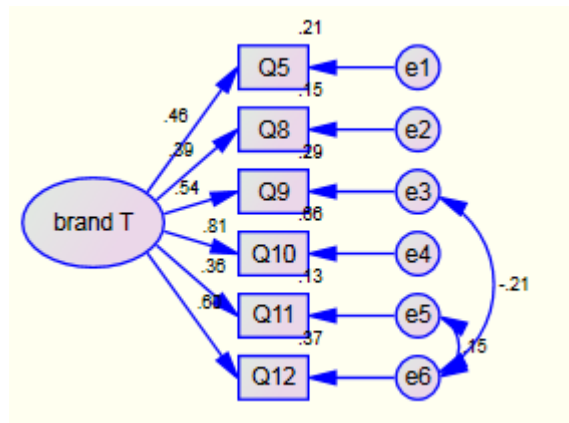
confirmatory factorial analysis of brand sense model1



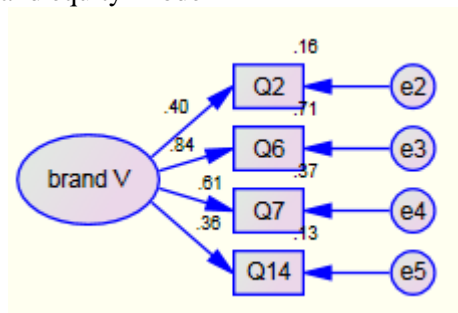
confirmatory factorial analysis of brand society model2



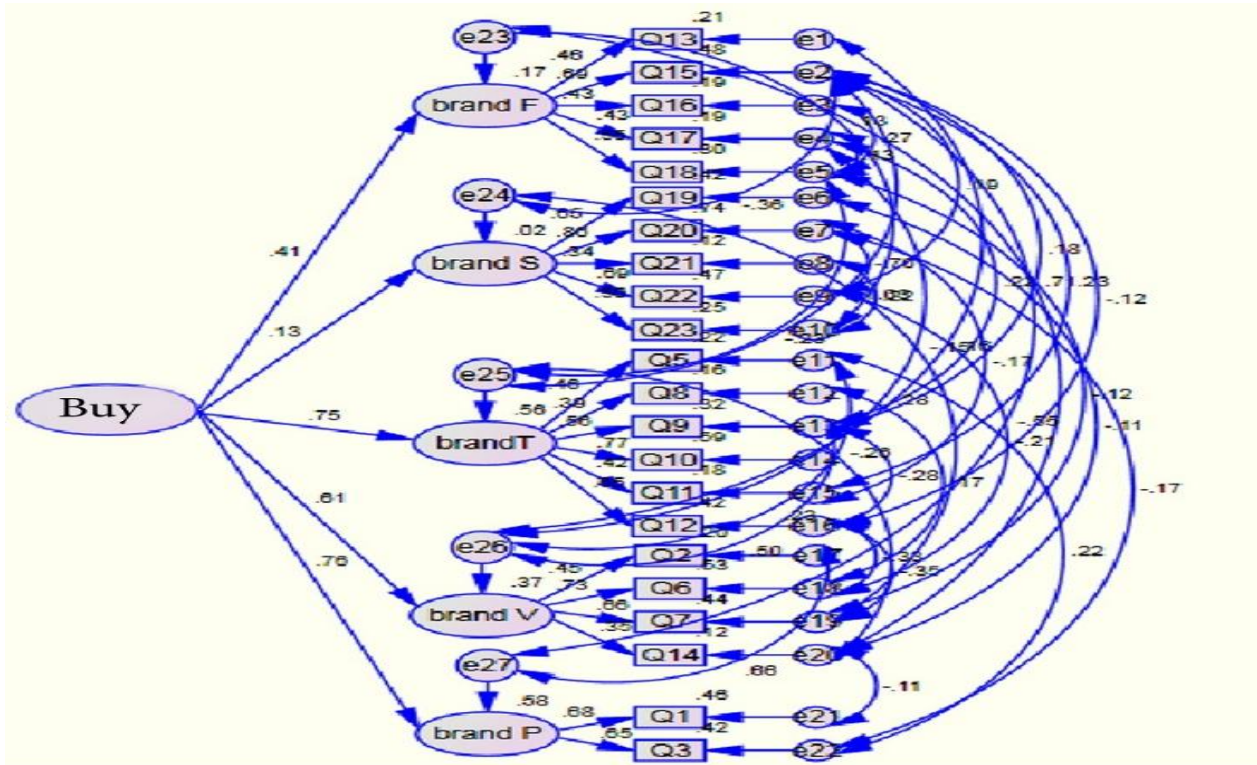
confirmatory factorial analysis of brand trust model3



confirmatory factorial analysis of brand equity model4



total confirmatory factorial analysis model5



Fit indices of modification model

Model Fit Summary

CMIN

Model	NPAR	CMIN	DF	P	CMIN/DF
Default model	82	200.792	171	.059	1.174
Saturated model	253	.000	0		
Independence model	22	2218.005	231	.000	9.602

RMR, GFI

Model	RMR	GFI	AGFI	PGFI
Default model	.050	.955	.934	.646
Saturated model	.000	1.000		
Independence model	.182	.558	.516	.510

Baseline Comparisons

Model	NFI	RFI	IFI	TLI	CFI
	Delta1	rho1	Delta2	rho2	
Default model	.909	.878	.985	.980	.985
Saturated model	1.000		1.000		1.000
Independence model	.000	.000	.000	.000	.000

Parsimony-Adjusted Measures

Model	PRATIO	PNFI	PCFI
Default model	.740	.673	.729
Saturated model	.000	.000	.000
Independence model	1.000	.000	.000

RMSEA

Model	RMSEA	LO 90	HI 90	PCLOSE
Default model	.021	.000	.032	1.000
Independence model	.150	.144	.155	.000

HOELTER

Model	HOELTER .05	HOELTER .01
Default model	388	415
Independence model	47	50

the ratio of K Scouler of total model to df is 1/17 and that is proper. all the indices are approximately above 90% and are appropriate. the index RMSEA is lesser than 5% and that is suitable. the economist indices are all above 50% and that is good. the Houlter indices are above 200 and indicate a sufficient sample size. thus, in total model there is a proper fit.

Comparison the results of likelihood and self-management

			ML				MSBootstrap			
			etamitse	ES	doohilekil	.gis	M	ES	rewol timil	reppu timil
esnes dnarb	<---	tropxe tnempoleved	1.000				1.000	.000	1.000	1.000
tsurt dnarb	<---	DE	1.772	.469	3.777	***	1.903	.748	1.119	3.195
ytiuqe dnarb	<---	DE	1.196	.308	3.887	***	1.295	.429	.725	2.003
.osrep dnarb	<---	DE	2.577	.618	4.170	***	2.435	.918	1.363	4.021
Q13	<---	SB	1.000				1.000	.000	1.000	1.000
Q15	<---	SB	1.614	.208	7.772	***	1.453	.230	1.108	1.894
Q16	<---	SB	.947	.146	6.493	***	.856	.156	.642	1.151
Q17	<---	SB	.809	.123	6.557	***	.818	.142	.610	1.069
Q18	<---	SB	1.100	.151	7.263	***	1.030	.167	.783	1.344
Q19	<---	yteicos dnarb	1.000				1.000	.000	1.000	1.000
Q20	<---	SB	1.432	.157	9.135	***	1.438	.253	1.116	1.989
Q21	<---	SB	.508	.080	6.326	***	.476	.104	.324	.667
Q22	<---	SB	.982	.128	7.695	***	1.118	.217	.891	1.696
Q23	<---	SB	.726	.080	9.039	***	.735	.107	.584	.960
Q5	<---	tsurt dnarb	1.000				1.000	.000	1.000	1.000
Q8	<---	TB	.899	.153	5.878	***	.936	.193	.626	1.249
Q9	<---	TB	1.138	.161	7.053	***	1.146	.205	.874	1.580
Q10	<---	TB	1.534	.184	8.323	***	1.481	.193	1.218	1.842
Q11	<---	TB	.955	.155	6.174	***	1.004	.240	.691	1.532
Q12	<---	TB	1.571	.207	7.594	***	1.474	.263	1.115	2.021
Q2	<---	ytiuqe dnarb	1.000				1.000	.000	1.000	1.000
Q6	<---	EB	1.759	.230	7.666	***	1.717	.294	1.333	2.314
Q7	<---	EB	1.516	.204	7.418	***	1.467	.266	1.086	1.993
Q14	<---	EB	.901	.164	5.485	***	.922	.196	.641	1.262
Q1	<---	dnarb ytilanosrep	1.000				1.000	.000	1.000	1.000
Q3	<---	PB	.871	.097	9.012	***	.925	.160	.695	1.201

as aforementioned, the self-management in doing the estimations of its own needs no default for normalization because normalization for multi-variables in the model was compared with the self-management in order to ensure the results. the likelihood approach for those data which are normalized estimate the standard error less

than the estimate one, that may be not so in reality. as table above, the relations are lower in likelihood approach than of self-management. the significant level is less than 0/05, so all the relations are confirmed above. In self-management, due to the lower limit and upper limit, the tracks and orientations are all significant, the mean is in the middle, and thus all relationships were to be accepted.

Findings and results

The results of the hypotheses are tabulated below;

t test for hypotheses		
t scitsitats eulav	.gis	
14/04	0/000	1H
35/19	0/000	2H
18/28	0/000	3H
52/19	0/000	4H

characteristics affecting the export development as classified

Ranking the factors of study

ffeoc gis	gis	rahc yortanalpxe
0/41	0/000	esnes dnarb
0/12	0/08	yteicos dnarb
0/75	0/000	tsurt dnarb
0/61	0/000	ytiuqe dnarb
0/76	0/000	ytilanosrep dnarb

according to the table above, in the confirmatory factorial analysis of total model in relations based on the brand sense, brand trust, brand equity, and brand personality all affect the buying behavior and all confirmed(significant level of all is 0/000, and less than 0/05). However, the impact of brand society buying behavior is rejected due to the sig. level 0/08 and above 0/05. Meanwhile, brand personality is on top among the other variables (sig. coefficient 0/76), brand trust as 0/75, brand equity as 0/61, and brand sense as 0/41 in consumer buying.

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