
Psychology of Fashion and Brand Image: A Case Study of Indian Consumer Perception

Dr. G P Dinesh¹, Dr. Divyabharathi²

¹*Professor and DEAN, Dept of Management Studies, VSK University, Ballari, Karnataka*

²*Associate Professor, Dept of Management Studies, Ballari Institute Of Technology and Management, Ballari, Karnataka*

<https://orcid.org/0000-0002-3055-275X>

Abstract

Fashion psychology is the study of how clothing and appearance affect human behavior, emotions, and cognition. Whereas brand image refers to the perception of a brand in the minds of consumers, which is shaped by advertising, packaging, and other marketing efforts.

The relationship between fashion psychology and brand image is that consumers often choose clothing and accessories based on how they want to present themselves to others, and a brand's image can influence this decision-making process. For example, a person may choose to wear a certain brand of clothing because they associate it with a certain lifestyle or social groups.

Brand image plays a significant role in the fashion industry, as it can greatly influence consumer purchasing decisions. Consumers often associate certain brands with specific styles, quality, and status, which can make them more likely to purchase clothing and accessories from those brands

Key Words: Fashion, Psychology, Brand Image

1. Introduction:

Fashion psychology is the study of how clothing and appearance affect human behavior, emotions, and cognition. Whereas brand image refers to the perception of a brand in the minds of consumers, which is shaped by advertising, packaging, and other marketing efforts.

The relationship between fashion psychology and brand image is that consumers often choose clothing and accessories based on how they want to present themselves to others, and a brand's image can influence this decision-making process. For example, a person may choose to wear a certain brand of clothing because they associate it with a certain lifestyle or social groups.

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2. Objective of the study:

To study the fashion Psychology towards brand image.

3. Research methodology:

In this study both primary and secondary data has been used. Primary data is collected from 100 respondents using question array transformed into Google forms. And secondary data is collected from published articles through websites. For data analysis simple percentage diagrams and charts has been used.

4. Brand image:

Brand image refers to the perception or impression that consumers have of a brand. It is the sum total of the experiences, perceptions, and associations that consumers have with a particular brand. A strong brand image can differentiate a company's products or services from its competitors and can help to build brand loyalty.

4.1 How to create brand image ?

Creating a brand image involves establishing a visual and messaging identity for your company or product. This can include elements such as logo design, color scheme, typography, and tone of voice.

Additionally, it's important to consistently communicate your brand's message and values through various marketing channels such as social media, advertising, and public relations.

Building a strong brand reputation through exceptional customer service and consistently delivering on your brand promises is also crucial in creating a positive brand image.

4.2 Types of Brand Image:

There are several types of brand image, including:

1. **Corporate image:** This refers to the overall image of a company, including its reputation and public perception.
2. **Product image:** This refers to the image of a specific product or product line offered by a company.
3. **Personal image:** This refers to the image of an individual, such as a company spokesperson or celebrity spokesperson, who is associated with a brand.
4. **Service image:** This refers to the image of a service offered by a company, such as customer service or technical support.
5. **Retail image:** This refers to the image of a physical retail location, such as a store or shopping center.
6. **Channel image:** This refers to the image of a distribution channel, such as an online store or retail chain.
7. **Virtual image:** This refers to the image of a brand in the digital world, such as website, social media and other digital platforms.

4.3 Advantages of brand image:

There are several advantages of a strong brand image, including:

1. **Increased customer loyalty:** A strong brand image can create a sense of trust and familiarity with customers, making them more likely to return for repeat purchases.
2. **Increased brand recognition:** A strong brand image can make it easier for customers to identify and remember a product or service, which can help a business to stand out in a crowded market.
3. **Increased perceived value:** A strong brand image can make a product or service appear more valuable to customers, even if it is priced the same as a similar product or service.
4. **Increased credibility:** A strong brand image can create a sense of trust and credibility with customers, making them more likely to believe in a company's claims and messages.
5. **Increased ability to charge a premium:** A strong brand image can give a company the ability to charge a higher price for its products or services, since customers will be willing to pay more for a well-known and respected brand.

4.4 Effects of negative brand image:

1. **Difficulty in attracting new customers:** A negative brand image can make it more difficult for a company to attract new customers, as potential customers may be hesitant to do business with the company due to its negative reputation.
2. **Negative publicity:** A negative brand image can lead to negative publicity, which can further harm the company's reputation and financial performance.
3. **Loss of business partners:** A negative brand image can lead to partners and suppliers breaking ties with the company, leading to supply chain disruptions and lost revenue.
4. **Reduced employee morale:** A negative brand image can also affect employee morale, leading to increased turnover and reduced productivity.
5. **Financial loss:** A negative brand image can lead to decreased stock prices and loss of investment, as investors may avoid investing in a company with a negative reputation.
6. **Loss of customers:** A negative brand image can lead to lost customers and decreased sales, as consumers may avoid purchasing products or services from the company.

5. Review of literature:

“Effect of brand image on customer satisfaction & loyalty intention and the role of customer satisfaction between brand image and loyalty intention” Dr. Nischay Kumar Upamannyu, Dr. Shilpa Sankpal. This a study that investigated the relationship between brand image and customer

satisfaction and loyalty intention for a specific cosmetic brand in India. For which data is collected from 200 respondents. The study used a hypothetical model and measures were reconstructed to suit the purpose of the research. The results of the study found that there is a strong positive relationship between brand image and loyalty intention, while the relationship between customer satisfaction and loyalty intention was found to be weaker.

“Influence of Social Advertising, Individual Factors, and Brand Image on the Buying Behavior toward Fashion Clothing Brands” –Afzal ur Rehman¹ and Basheer M. Al-Ghazali² This study aims to examine the impact of social advertising, individual factors, and brand image on the purchasing behavior of Malaysian consumers towards fashion clothing brands, and how brand image mediates this relationship. Data was collected from 288 respondents through self-administered questionnaires, and analyzed using Smart PLS-SEM. The study found that social advertising, individual factors, and brand image all have a significant impact on purchasing behavior, and that brand image plays a mediating role in the relationship between these factors. The study provides valuable insights for marketers in developing more effective advertising strategies for the Malaysian market.

“Does size matter? An exploration of the role of body size on brand image perceptions” Anna Watson, Natascha Katharina Lecki, Mohamed Lebcir This paper investigates the impact of body size on female consumers’ perceptions of fashion brand image. An experimental design was used with digitally manipulated advertising images of underweight, slender, average, and obese models. Through an intercept survey of German female consumers, respondents were exposed to one of the four images and asked questions about their brand image perceptions. The findings suggest that model body size has no significant impact on older consumers’ brand image perceptions, but for younger consumers, a slender model size had a positive impact on brand image. The authors suggest that fashion brands should cease using clinically underweight models and brands targeting older consumers may benefit from using larger models.

“brand image in multi- fashion companies” Linnea Lindstedt, Sofia Kleist Multi- This research is an exploratory study that aims to investigate how consumers perceive the brand image of multichannel fashion companies. The research uses a qualitative perspective and conducts ten semistructured interviews with participants who are experienced in fashion consumption in both online and offline channels. The findings of the research indicate that there are 13 attributes that consumers consider as most prominent for brand image, with six offline attributes and seven online attributes. The research also found that interviewees think it is highly important that the brand image is consistent across different channels so that the brand can convey a holistic image.

“Brand image and customers’ willingness to pay a price premium for female’s Stitched clothing” by: Saad munir, COMSATS Institute of information technology Vehari, Pakistan. Main objective is to understand the impact of brand image on the customer’s willingness to pay premium price for Female stitched clothes. Data is collected from 409 University level female students analyzed using regression analysis. Findings of research says that there are 6 major dimensions of brand image that make consumers to pay premium price for branded clothes. These results help brand manager know the importance of incorporation of Price premium and to build up brand image dimensions which coerce price

“Study on consumers’ attitude towards brand image, athlete endorsement and purchase intention” By : Chao-Sen Wu, Ph. D. Department of Sport and Health Promotion, TransWorld University, Taiwan- This study is undertaken to know the attitude of consumers towards brand image and athlete endorsement. For this 800 questionnaires have been issued out of which 77 invalid questionnaires were excluded. Findings of the study says brand image had intervening effect of athlete endorsement path and the athlete endorsement had intervening effect on brand image but towards purchase intention. So companies which will build specific brand image and use professional endorsement and improved consumers’ brand identity helps companies in sustainable operations and competitiveness.

“Comparative analysis of clothing apparel brand and designer clothing brand image evaluation system” By: Joseph NingNational Taiwan University of Science and Technology Department of Applied Foreign Languages.-The research in this paper found that the image of the product and service has a larger impact on the overall brand image of clothing apparel brands, while culture, humanity, and high level design play a more important role in the image of designer clothing brands. This conclusion can provide a reference for the establishment, maintenance, and upgrading of brand image for all types of clothing brands.

“Impact Of Brand Image and Quality on Purchasing Decision on Foreign Clothing Companies among Working Adults in Kazakhstan” By: Alisher Mamedov ,Management & Science University, Shah Alam, Malaysia ,Professor Dr Abdol Ali Khatibi Management & Science University, Shah Alam Malaysia,andDr Jacqueline Tham Management & Science University, Shah Alam, Malaysia.-The research is being conducted to study the impact of quality and brand image one purchase behavior of imported Branded clothes in Kazakhstan. For this 500 questionnaires were collected out of which 408 valid questionnaires were analysed through statistical software to validate the hypothesis the correlation was applied and found that quality has impact on both consumer behavior and purchase decisions. Whereas brand image does not deal with customer buying decision And also explored that consumer buying behavior Has positive association with their buying decision of foreign company clothes. This study helps to understand the desires , patterns an consumers’ potential needs in Kazakhstan.8

“The impact of Service Quality and Brand Image on Customer Satisfaction and Behavioral,Intention in Vietnam Fashion Market” The author Dam Tri Long, Nguyen Thanh Long. The current study’s primary purpose was to empirical research on the impact of Service Quality and Brand Image on Customer Satisfaction and Behavioral Intention in Vietnam Fashion store they collected 285 clients data at fashion store/ shop in Vietnam. The service quality had a positive effect on customer satisfaction. The results of customer satisfaction on brand image will effect had substantial positive on brand satisfaction and behavioral.

“Impact of lighting design on brand image for fashion retail stores” The author T. Schielke Dr. and M Leudesdorff Msc. This analysis the influence of fashion retail store lighting on the brand classification and brand personality. Four different interiors with four specific light scene were combined to form 16 different scenes. The fashion retail stores include stereotypes for low budget, colour, black box and minimalism, lighting scenes with general lighting, vertical illumination, accent lighting and projection. The result shows / revealed that the lighting had an impact on the brand classification with regard to the factors of social status and value orientation and on the brand personality with regard to the factors of temperament, competence, attractiveness and naturalness.

“Binational study of the impact of brand image, brand personality and brand love on word of mouth : The case off fashion brand in UK and Switzerland” .The author Ahmed Rageh Ismail. The research framework designed to explain the direct effects of brand love, image and personality upon word of mouth in different two contexts. Using data collected from two different countries (United kingdom and Switzerland). In this research hypotheses are developed related to consumer brand relationship across the two counties which are then tested using structural equation modeling. The finding showed in this research that there is a significant relationship between excitement and brand image, brand love and word of mouth. This is particularly true in two countries.

“Effect of Brand image on consumer behavior : case study of Lousiss Vuitton – Moet Hennes” The author Gpkhan Tekin , Sercan Yiltay , and Esra Ayaz. The consumer are influenced by many psychological, Social and personal factors that influence their perception of a brand. Brand is a powerful tool to attract more consumers to buy particular products and has become is strong. The main purpose of this article is to study and analysis the role of brand image on consumer behavior. The study examine that how the consumer affect the brand prospects. On this study the questions, data will collected by the secondary data this will be prepaid.

“Relationship Analysis among Apparel Brand Image, Self-Congruity, and Consumers’ Purchase Intention” by Lihong Chen, Habiba Halepoto, Chunhong Liu, Naveeta Kumari, Xinfeng Yan, Qinying Du and Hafeezullah Memon.-This research explores the influence of apparel brand images on consumers’ purchase intention, using the self-congruity theory as a basis. A hypothetical model was constructed, including self-congruity and perceived quality as mediators, and a questionnaire was designed to test the model. The research found that apparel brand image and perceived quality can significantly influence consumers’ purchase intention, with self-consistency and perceived quality playing an intermediary role. The findings suggest that a positive attitude towards apparel brand image can strengthen cognitive consistency between consumers and the brand, and benefit textile fashion and clothing enterprises in their brand building and marketing efforts.

“Impact of brand image on consumer buying behavior in clothing sector a comparative study between males and females of central punjab (lahore) and southern punjab (multan)” By Ayesha Riaz M. Phil Scholar, Superior University Lahore, Pakistan. This study aims to examine the impact of brand image on consumer buying behavior in the clothing sector, specifically comparing the perceptions and behaviors of consumers in Lahore and Multan. The study uses a sample size of 155 and surveys both males and females. Data analysis includes descriptive statistics, inferential statistics using SPSS software. The findings suggest that males are more brand conscious than females.

“The Relationship Between High Fashion Brand’s Image, and Customer’s Behavior” by Dr. Sana Mahmoud Abbasi. Niagara College, Capacity Building Project, Madinah, KSA. This research proposal aims to investigate the psychology behind the relationship between high fashion brands’ image and customers’ behavior, and how this relationship can affect customers’ choices and buying habits. The proposal cites the example of the budget American shoe brand “Payless” that played a prank by mimicking the approach of high-end designer stores for a few days, showing that customers are affected by the display and merchandising layout, and can change their perspective about a product accordingly. The proposal suggests that High Fashion Brands spend a lot of money on advertising to create a certain concept or mood in order to influence customers to make a purchase.

“Effects of customer brand perceptions on store image and purchase intention: An application in apparel clothing” by T. Sabri ERDİL. Faculty of Business Management, Marmara University, 34722, Istanbul, Turkey.-This study aims to investigate the effects of price image, brand image, and perceived risk on store image and purchase intention of consumers in the apparel sector. The data was gathered through questionnaires distributed in face-to-face interviews with 146 retail shoppers. The findings support a direct effect of price image, brand image, and perceived risk on purchase intention. There is also evidence of a mediating effect of store image on the relationship between price image, risk perception, and purchase intention. Overall, the research provides valuable insights into the factors that influence consumer purchasing behavior in the apparel industry.

“The role of product brand image and online store image on perceived risk And online purchase intentions for apparel” by Marine´ Aghekyan-Simonian a,n,1, Sandra Forsythe b, Wi Suk Kwon , Veena Chattaraman b .A Department of Family and Consumer Sciences, California State University, Long Beach, California, 1250 Bellflower Boulevard, Long Beach, California 90840, USA B Department of Consumer Affairs, Auburn University, Auburn, Alabama, USA. This study examines the impact of product brand image and online store image on perceived risks and online purchase intentions for apparel products. The results show that product brand image has a direct and indirect impact on reducing various risk perceptions and increasing purchase intentions. Online store image also plays a role in decreasing risk perceptions and influencing purchase 10 intentions. The study provides new insights into how these factors can impact the risk perceptions associated with online shopping for apparel products.

“Effects of product image at three stages of the consumer decision process for apparel products: alternative evaluation, purchase and post-purchase” H Jessie Chen-Yu, Doris H Kincade Journal

of Fashion Marketing and Management: An International Journal 5 (1), 29-43, 2001. The study aims to investigate the effects of product image on consumer decision-making for apparel products at three stages: alternative evaluation, purchase, and post-purchase. The specific objectives were to examine the effect of product image on perceived quality and performance expectation during alternative evaluation, on purchase intention and price during purchase, and on consumer satisfaction during post-purchase. The study used an experimental design with 120 university students as participants and sweatshirts as the sample product category. The results indicated that product image had a positive impact on perceived quality and performance expectation during alternative evaluation, and on the price participants were willing to pay during purchase. However, product image did not directly affect purchase intention. During post purchase, product image did not have a direct impact on consumer satisfaction, but it had an indirect impact on satisfaction through its interaction with product consumption performance. Overall, the study suggests that product image plays an important role in consumer decisionmaking, especially in the evaluation and post-purchase stages.

“Modelling consumer responses to an apparel store brand: Store image as a risk reducer” by Veronica Liljander. Department of Marketing, Hanken School of Economics, P.O. Box 479, 00101 Helsinki, Finland -The abstract presents a study that investigates attitudes towards buying store brand (SB) apparel in a Finnish department store. The study surveyed customers and analyzed the data using Structural Equation Modelling (SEM). The results of the study indicate that perceived value and quality of SB apparel are the main drivers of purchase intentions, while perceived risk reduces SB value and purchase intentions. Additionally, the study finds that store image affects purchase intentions indirectly, by reducing perceived risk and increasing SB quality perceptions. Overall, the study aims to provide insights for retailers to understand the factors influencing consumer's brand choices in the apparel retailing industry and to make informed private label (PL) strategy decisions.

“Importance of apparel store image attributes: Perceptions of female consumers” by Hester S Janse van Noordwyk, Ronel Du Preez, Elizabeth M Visser SA Journal of Industrial Psychology 32 (3), 49-62, 2006-This qualitative research examines the importance of store image attributes among a group of female apparel consumers and assesses their perception of Lindquist's proposed dimensions of store image attributes. Data is collected through focus groups and analyzed using the non-verbal quali-quantitative Schutte Visual Scale. The study finds that Merchandise, Clientele, and Service are the most important dimensions, while Physical facilities is the least important. Additionally, the study looks at differences between age and population groups and finds that the store image attribute dimensions generated by the respondents differ slightly from those proposed by Lindquist. The study concludes with implications for retailers and suggestions for further research. Overall, the research provides valuable insights into the perceptions of female apparel consumers regarding store image attributes and can be helpful for retailers to improve their store image and attract more customers.

6. Findings and Suggestions:

- Majority of respondents falls within the age group of 25 to 30.
- Majority of respondents that is 80% Of respondents spend ₹10,000 to ₹20,000 to buy fashion products.
- Majority of respondents pursue the quality aspect of a fashion product as brand image.
- Only 16% of respondents buying decisions are always getting affected by brand image of products whereas 60% of respondents buying decisions are affected by products brand image sometimes.
- Majority of respondents thinks that brand image of a product makes them unique whereas Few respondents don't think that brand image makes them unique because they think that other aspect of product makes them unique like design, innovation etc.
- Majority of respondents i.e. 76% of respondents believes that brand image of fashion products affects consumers satisfaction level.

- Majority of respondents i.e. 64% of respondents are willing to pay premium price based on brand image of fashion products company.
- 74% of respondents said brand image can make them to be loyal for a fashion product brand.
- 56% of respondents said that all the aspects like advertisement, positive customer feedback, brand endorsement through celebrities helps a brand to communicate its brand Image.
- 84% of respondents said that emotions towards a brand affects the brand image, while 16% said that it does not affect the brand image.
- 88% of respondents said that corporate social responsibility activities help companies to create a positive brand image, while 12% said that it does not help to create a positive brand image.

Suggestions:

- The majority of respondents fall within the age group of 19 to 25 years, and a majority of them are willing to spend between ₹10,000 and ₹20,000 per year on fashion products. This information can be used to target marketing and advertising efforts towards this age group and price range.
- The majority of respondents believe that the quality of a product is the brand image. Companies should focus on ensuring that their products are of high quality in order to create a positive brand image.
- A majority of respondents said that the brand image affects their buying decisionsometimes. Companies should try to create a strong brand image to influence consumer's purchase decision.
- 78% of respondents think that the brand image of an apparel brand makes them unique. Companies should focus on creating a unique brand image to appeal to consumers.
- 76% of respondents said that the brand image has an impact on consumer satisfaction. Companies should focus on creating a positive brand image to increase consumer satisfaction.
- 64% of respondents are willing to pay premium prices based on the brand image. Companies should focus on creating a strong brand image to justify premium pricing.
- 72% of respondents said that the brand image of fashion products makes them loyal to a particular brand. Companies should focus on creating a strong brand image to increase customer loyalty.
- 56% of respondents said that all the aspects like advertisement, positive customer feedback, brand endorsement through celebrities helps a brand to communicate its brand image. Companies should focus on using a combination of these methods to communicate their brand image effectively.
- 84% of respondents said that emotions towards a brand affects the brand image. Companies should focus on creating positive emotional associations with their brand.
- 88% of respondents said that corporate social responsibility activities help companies to create a positive brand image. Companies should focus on implementing CSR activities to create a positive brand image.

7. Conclusion:

After analyzing the findings of study it shows that the majority of respondents fall within the age group of 19 to 25 years and are spending between ₹10,000 and ₹20,000 per year on fashion products. This information can be used to target marketing and advertising efforts towards this age group and price range. Additionally, the majority of respondents believe that the quality of a product is the brand image and that the brand image affects their buying decision sometimes.

Companies should focus on ensuring that their products are of high quality in order to create a positive brand image. The survey also indicates that 78% of respondents think that the brand image of an apparel brand makes them unique and 76% of respondents said that the brand image has an impact on consumer satisfaction. Furthermore, the results indicate that 64% of respondents are willing to pay premium prices based on the brand image and 72% of respondents said that the brand image of fashion

products makes them loyal to a particular brand. Companies should focus on creating a strong brand image to increase customer loyalty and justify premium pricing.

The Study also suggests that a mix of advertisement, positive customer feedback, brand endorsement through celebrities, and corporate social responsibility activities, can help a brand to communicate its brand image effectively. In addition, 88% of respondents said that corporate social responsibility activities help companies to create a positive brand image. Companies should focus on CSR activities to create a positive brand image.

Brand image can influence the behavior of a customer which is typically related to being loyal to a particular brand, and it also has connection with believes of Customers where brand image makes a customer feel unique for wearing fashion products which has positive brand image.

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