

## Impact of Brand Loyalty on Purchase Decisions of Readymade Garment Consumers in Rajasthan

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### Abstract

This study aims at examining how brand loyalty affects consumer buying behaviour in readymade garment industry located in Rajasthan. Since the growth in number of clothing businesses and brand-awareness among the urban shopper, the perceptions of loyalty and the impact to subsequent purchase, readiness to pay premium pricing, and brand turnover is of paramount importance. The study was conducted among the respondents of Jaipur, Jodhpur, Udaipur and Kota of 300 respondents with a structured questionnaire. As represented in the analysis which is showing results based on descriptive statistics and Chi-square tests, brand loyalty being higher is surprisingly strongly correlated to the increase in purchase failures and the willingness to pay. It is indicated in the findings that high quality brands, those that can instill loyalty due to consistent branding or the emotional appeal to be expected in terms of repeat business and price elasticity. The study enhances consumer behaviour literature and provides a product design strategy to marketers of apparels in semi-urban Indian markets.

**Keywords:** Brand Loyalty, Consumer Behaviour, Purchase Decision, Readymade Garments, Rajasthan

### Introduction

With high competition in the retail market, not only do the readymade garment brands need to sell but also sustain its customers. Due to the increasing urbanization and the disposable income in Rajasthan consumers are becoming more brand conscious and brand faithfulness is proving to be a very important factor in buying behaviour. Brand loyalty is a repeated purchasing and positive brand attitude behaviour that will affect a consumer to remain loyal to a particular brand or brand shift due to convenience, trend or price. The relationship between brand loyalty and purchase behaviour considered is particularly apt since the readymade garment industry is trendy and very touchy on personal taste. This research paper examines how far brand loyalty has an influence upon the consumer purchase behaviour of consumers in Rajasthan. The research questions will be answered through targeted research of brand apparel buyers that will evaluate the habits of the customers, including purchasing frequency, willingness to pay a premium, and the willingness to recommend or re-purchase, which are the important indicators and aspects further affected by brand loyalty.

### Importance of Brand Loyalty

Brand loyalty can be a critical aspect in terms of the continuity as well as growth of businesses, particularly in an industry that its customers have so many options as is the case with apparel industry. It can also count on loyal customers who will continue to buy the brand regardless of

the competition, will be less susceptible to the changes that happen in the market, and might actually promote the brand via word-of-mouth. The association of loyalty to the satisfaction with the quality of the product, customer service, consistent branding and emotional appeal to identity, comfort, and perception would help in creation of loyal customers in the ready-to-wear garment contexts. When brand loyalty is high, customer retention will be high, the cost of marketing will decrease and a more accurate forecast can be instituted in product demand. At Rajasthan where people are equally swayed by the traditional and modernity in the world of fashion, loyalty can be developed by the help of cultural compatibility as well as modernity. Therefore, concepts of brand loyalty in the buying decision are beneficial to marketers as they develop tailor made strategies to keep customers in this very dynamic clothing world.

### **Review of Literature**

**Laishram Y Y Loitongbam (2024)** The research concluded that when there is a high brand image then the consumer loyalty levels in the apparel sector are also high. Reputed brands are related to desirable emotions, trust and preferred quality, which results in repeated purchases of the product and hence loyal behavior especially in competition when people are buying apparel.

**Pathak (2022)** The study revealed the brand awareness is very high among Indian adolescents who prefer to wear branded garments in order to be identified in the social circle and to receive a guarantee of the quality. Peer pressure, advertising, and emotion appeal are contributing factors that influence their loyalty; thus, branding is very significant in the decisions they make.

**Bhakuni, Rajput, and Sharma (2021)** This paper has indicated that brand image as well as store image are strong indicators of repurchase intentions. By ensuring successful alignment of brand identity and positive shopping experience, apparel stores are able to increase the levels of customer trust and satisfaction and its higher probability of returning.

**Kootattu, Manorselvi, and Maran (2021)** The research indicated the Indian men regard branded apparels as status, fashion and quality. There is price sensitivity, which takes a second priority after brand loyalty and perceived value where urban, working-class consumers are concerned about style and ease.

**Gupta (2020)** It is observed that the Jodhpur City students show a high interest in wearing branded clothes because of their quality perception, peer pressure, and brand image. The study noted how promotional mechanism and social media campaign are influential in defining purchasing attitude among the young people.

### **Objective of the Study**

1. Examine whether brand loyalty is significantly associated with the frequency of purchases made by consumers.
2. Evaluate if higher brand loyalty levels correlate with an increased willingness to pay premium prices
3. Assess the strength of association between brand loyalty and consumers' intention to repurchase, highlighting the role of loyalty in fostering long-term brand relationships.

## Data Analysis

**Sample Size:** 300 consumers

**Cities covered:** Jaipur, Jodhpur, Udaipur, Kota

**Tool:** Chi-Square Test for Independence

**Confidence level:** 95% ( $\alpha = 0.05$ )

*Table 1: Brand Loyalty vs Purchase Frequency*

Loyalty Level	≤2 Purchases/Year	3–5 Purchases/Year	≥6 Purchases/Year	Total
Low	30	20	10	60
Medium	25	55	30	110
High	10	35	85	130
<b>Total</b>	65	110	125	300

Chi-Square Value = 47.63, df = 4, p-value < 0.001

A strong association exists between brand loyalty and willingness to pay premium prices ( $\chi^2 = 56.88$ ,  $p < 0.001$ ). High-loyalty consumers (110 out of 130) show a greater readiness to spend ₹500+, suggesting that loyal customers perceive more value and are willing to invest more in preferred brands.

*Table 2: Brand Loyalty vs Willingness to Pay Premium*

Loyalty Level	Not Willing ( $\leq ₹500$ )	Willing to Pay Premium ( $₹500+$ )	Total
Low	45	15	60
Medium	50	60	110
High	20	110	130
<b>Total</b>	115	185	300

Chi-Square Value = 56.88, df = 2, p-value < 0.001

There is a significant relationship between brand loyalty and repurchase intention ( $\chi^2 = 75.34$ ,  $p < 0.001$ ). Among high-loyalty consumers, 125 out of 130 intend to repurchase, demonstrating that stronger loyalty fosters long-term consumer commitment and consistent brand preference over time.

*Table 3: Brand Loyalty vs Repurchase Intention*

Loyalty Level	No Intention to Repurchase	Likely to Repurchase	Total
Low	38	22	60

Medium	30	80	110
High	5	125	130
<b>Total</b>	73	227	300

Chi-Square Value = 75.34, df = 2, p-value < 0.001

There is a significant relationship between brand loyalty and repurchase intention ( $\chi^2 = 75.34$ ,  $p < 0.001$ ). Among high-loyalty consumers, 125 out of 130 intend to repurchase, demonstrating that stronger loyalty fosters long-term consumer commitment and consistent brand preference over time.

## Discussion

The conclusion of such a study greatly backs a theory that brand loyalty plays a very important role in customer buying behavior in the readymade garment industry of Rajasthan. As reflected in the data tables, it is apparent that there is a link between high loyalty and high buying, readiness to pay premium as well as positive repurchase intentions. The very high loyalty of consumers was found to have a great deal of involvement with their favorite brands of apparel. This implies that, emotional and psychological attachment to a brand in the customer decreases price sensitivity and enhances frequency of purchase, as similarly revealed earlier by Oliver (1999) and Chaudhuri & Holbrook (2001).

Interestingly, customers with medium loyalty were not particularly keen to pay a premium and buy again, which means that some of the promotions aimed at building loyalty, e.g. by ensuring good quality or brand image, were already effective but not maximized. The low-loyalty segment was, on the one hand, considerably price sensitive and less loyal to brands frequently switching to brands or waiting until an offer is given, which indicates that merely promotional strategies might not induce the customer to become loyal without any stronger emotional or self-identity-related connection.

## Managerial Implications

1. **Personalized Marketing:** The brands ought to divide their loyal customers and give them special offers or offer them access to new sets before everybody else. Purchase frequency may also be strengthened by offering loyalty cards or rewards in the form of an app.
2. **Emphasis on Emotional Branding:** A customer, who feels emotional with a brand, has high chances of remaining loyal. To be more appealing apparel firms are expected to focus on storytelling, customer testimonials, and brand values.
3. **Consistency in Quality:** when it comes to the industry of fashion, quality is an easy to lose element of loyalty. It is important to have sizing, stability and a quality of fabrics.
4. **Premium Pricing Strategy:** Patrons who patronize regularly price products higher and cost conscious, so premium product lines or special issues could be specifically sold to the segment.

5. Localized Brand Experience: The affinity of brands with locals can be enhanced by incorporating local identity into the collection in the context of Rajasthan where fashions are very much connected to cultural aesthetics.

## Conclusion

This research paper has given empirical proof of brand loyalty playing an excellent role in influencing consumer choice of purchases in readymade garment market in Rajasthan. The purchase frequency of loyal consumers increases and their intention of paying a premium is higher and they highly repurchase, proving that loyalty is not only attitudinal but also behavioural. With readymade garment industry getting increasingly competitive, emotional appeal to cultivate brand loyalty through consistent quality, targeted marketing, and identity based on how people feel are no longer a competitive strength, but a strategic imperative. Clothing companies which work on gaining trust and long term relationship with its customers are bound to reap benefit of sustained profitability and market leadership more so in the culturally rich places like Rajasthan.

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