

ROLE OF CULTURE IN CONSUMER BEHAVIOUR FOR BUYING CLOTHING PRODUCT

S. Mounika, N. Nohitha & A. Chaitanya

Research Scholar, India

Received: 28 Dec 2021

Accepted: 30 Dec 2021

Published: 31 Dec 2021

ABSTRACT

This article shows the role of culture in consumer behaviour for buying clothing product. The customer who exhibit behaviour while in search of buying, using, estimating and discarding of services and products that they tend to assure their satisfaction. This research shows the reason of behaviour of consumer and that effect on intentions during purchase towards trend. Customer choice involves assessing the value of various possible alternative. A particular brand may seem attractive or unattractive, depending on whether inferior or superior brands, respectively, are included in the consideration set. This article concludes a positive role for culture and partiality on evolving in intentions of buying, towards purchase of garments.

KEYWORDS: *Consumer, Behaviour, Clothing, Buying, Culture, Products, Fashion, Brand image, Purchase Intention.*