CHAPTER – V

FINDINGS, SUMMARY AND DISCUSSION

In the previous chapter of the data analysis the objectives of the research study assumed were analyzed and assessed with the data and the following results were inferred from the objective on the basis of the data analysis.

The **objective based on the consumer buying behavior** regarding the readymade garments were handled via factor analysis as initially fifty six statements were putted to the consumer on their buying behavior in survey and to assessing the all the statements individually does not make any sense, thus they were reduced via factor analysis method in to smaller number of meaningful factors and their sores. Among fifty six statements, in total eleven dimensions of buying behavior of consumer of readymade garments were fragmented i.e. friendly environment, positive perception about stores, positive perception about brand, brand, background music in store, ambience, innovation in store, tangible conditions, avoidance behavior of customer, display in the store and brightness component in stores. As these dimensions fulfills the first objective of assessing the consumer buying behavior dimensions for readymade garments, additionally the scores obtained on the said dimensions were subjected to the demographic analysis and it was assessed that **ambiences and positive perception about store** were the two factors which were effected significantly by all the demographic variables discussedin the study i.e. age, education, occupation, marital status, gender, locality, income. The factor of **avoidance behavior** was more affected by the income as well as locality of the individual. The other factors like **positive perception about merchandise** and **brand** were also independent of the effect of the individuals gender, marital status and locality, thus it was inference that **positive perception about merchandise** was does effected by the age, occupation, education and income but since additionally **brand** is independent of education and occupation thus we realize that it was effected by the age and income of the individual. **Friendly environment** was effected by all demographics except by locality and it also does not play any role in describing **innovation, display and brightness**. Further, **innovation** and **display** were independent of the effect of the marital status whilst all other factors affect them while **brightness** factor additionally was independent of the effect of gender. The two other factors i.e.
background music and tangibility was assessed as effected by all demographics except education and marital status respectively.

The second objective of the study was based on the retailers assessment for their marketing strategies and for that they were surveyed on various issues regarding marketing plan & study, its research; customer feedback, policy, segmentation & their systematic analysis, brand building; incrementing sales through – media, campaigns, educating customer, sponsoring events, sales promotions, advertisements, personal selling, direct marketing, publicity; the role of various internal and external factors in business strategies – location, reputation, goodwill, parking facility, and mass media effect. The objective of study was comparative in nature between the retailers from Punjab and Haryana.

The trend of consumer study among the retailers from both the region was not so encouraging as from the results, as half of the retailers were developing any kind of marketing plan while it was reduced to one fourth of retailers those were into customers marketing research and their systematic analysis. Hypothetical annual forecasting process was no doubt used by majority of retailers. Majorly in Punjab, customer identification techniques like their behavior study, segmentations, introducing them as unique proposition was enlarge as in comparison to Haryana retailers. Everybody believes in their brand building, but considering the customers feedback was useless concept among them, but still they beliefs largely in advertisements of their products for publicity via mass media and doing campaigns and while lesser thinks of personal selling and in sales promotions.

The retailers surveyed from both regions were majorly rated newspaper and magazines are the best effective source of mass media for the advertisement of their products and it was understandable as promotions through these channels are very cheap in comparison to the television advertisements which are very expensive. Radio being an outdated advertisements source, road shows, internet, sponsorship programs, banners/flyers is the effective means of publicity while on seminars there was mix of response. The role of location, hassle free service and goodwill were taken highly among retailers in comparison to parking facility.

The objective based on the salesman perception in selling their product and about its store as the sales executives or sales men/women working in the retail stores
of readymade garments was also surveyed for their perception regarding business improvements, recommendation to succeed in business, policies by owners towards them. The purpose was since the sales executives were in direct involvement with the customers and selling’s thus they were the better judge to discuss the flaws of the business operation at micro level and can suggests recommendations and also the employee policy was discussed, since happy employee gives the productivity. Twenty seven statements were discussed under the heading of business improvements, recommendation to succeed in business, policies by owners towards them on the likert scale. The analysis of the sales executives surveyed from both Punjab and Haryana were similar and positive regarding the improvisation needed in their retail shop for the enhancement of business i.e. friendly and pleasant nature of employees, attractive environment, bargain process, coupons/discounts, cheap and quality, latest, unique products, knowledgeable employees, event promotions, loyalty schemes, credit card usage. Similar was the results regarding survey of sales executives over their recommendations i.e. range of prices, discounts, promotional schemes, hassle free services, distinct identity, encouragement to serious shoppers, all types of brands for all types of society and age groups. On customer policy all sales executives were again majorly agreed on the existences of the employee policy. As they were aware of issues i.e. satisfying customers results in their higher salaries, job retention, loyalty of customer, best employees status, repeated customers brings incentives, understating customers, employee training, positive relationship with customers and high quality services.

The above discussed findings were the summary evolutions of the research objectives obtained by surveying respondents quantitatively. The following sections discuss the literature of the earlier studies in conjure with the results obtained earlier in pervious chapters. The summary section drafted further were in correlation with the earlier studies performed in different domain of the consumers in different sectors and since the nature of consumer does not vary too much, thus results in this study were also similar to them. The finally chapter was ended up with the recommendations for the further research on similar topic and for the stakeholders of this research.
Summary and Discussion – Results

The activities such as acquiring, consuming and disposing products and services by the people are referring to as consumer behavior (Blackwell et al., 2001). Both external as well as internal factors are responsible for determining the consumer behavior which may be due to the situation or the consumer himself (Lejniec (2011)). Internal factors are accountable for characteristics of individuals such as income level, age, knowledge, interests, attitude, state of moods and involvements. On the other hand, external factors include the surroundings and environment of the individual which influence the behavior of the consumer as well as their attitude. Both internal and external factors are responsible for the accounting the consumer behavior. However, external factors are more powerful as they are dependent not only the scenario and current position of the state or a particular region but the situation of affairs in the whole world. The flow of information is majorly responsible for the social status and living standard of an individual which accounts for the part under externals. This research study is liable for factor analysis which is responsible for affecting the externals of the characteristics which shall be held accountable as tools for the measurement of consumer behavior i.e. better the environment, better the behavior: display, ambience, brand, store & merchandise, tangible, brightness, innovative, response from the salesperson and background music. On the other hand, internal factors added to the demographic profile of the survey.

The idea behind retail shopkeepers design their shops in a way that attracts the customers, encourage an unplanned purchase, can be located easily and impacts a soothing and satisfying experience to shop (Levy & Weitz 2009). In their research, Donovan and Rossiter (1982) have widely studied upon the influence of environment on the behavior and psychology of a customer into marketing. A detailed study is done significantly to transpire what all factors are needed to be altered or modified in order to improve the environment for costumers such as music, lightening, scent of the place, ambience and so on for the increase in sale, customers extending their time of stay in the store and other forms of approaches in behavior. Bitner (1990) gave away the literature of services scope that focused on both the customers and employees as integral parts of marketing that have a significance in improvising the ambience and the atmosphere. This factor is termed as friendly environment by the research. An early definition given by Kotler (1973, p.50) terms the store ambience as “buying environment” as it produces
certain impact on the customers’ minds due to the vibes in the atmosphere which encourages the costumers to purchase due to the presenting effect of it. On one hand where there are a number of techniques and designs that are devised to increase the sale of the store, on the other, the research analysis widely focus on two major view points, namely, approach or avoid the store. According to (Mehrabian & Russell 1974), avoidance of store can be a valid reason in various scenarios that is to stay away from exploring, affiliating and working in the store.

In accordance with the concept given by (Bitner 1992, Turley & Milliman 2000), the number, behavior and appearance of retail personnel greatly impact the consumers’ psychology while buying goods from a store. As it is observed many times, when a failure in a sale occurs, salespersons in informal attire are held largely responsible for a lack in the services for leaving behind a negative effect on the mental state of the costumers (Bitner 1990). As it was observed by (Baker, Levy & Grewal 1992), the friendliness and number of employees is greatly liable for motivating costumers to buy as a result of increased pleasure in their shopping experience. Stores with a greater number of members in their staff greeting and attending the costumers with better body language are observed to have greater sales as compared with the stores which lack in these facilities (Baker, Grewal & Parasuraman 1994, Hutton & Richardson 1995). Henceforth, it was observed that each costumer was in appraisal of these techniques from the store employees and in great pro-behavior for knowledgeable, pleasant and friendly staff which is considered as a huge demand for the improvement of the stores.

The avoidance factor discussed a detailed account of the presence of other costumers in the store (Machleit, Eroglu & Mantel 2000, Machleit & Mantel 2001). Many a times, the presence of other costumers in a confined space develops an ideology of crowding among the costumers. It is important to keep this different from the density as to consider the number of other shoppers present in the store along with the staff (Harrell & Hutt 1976). Crowding can be considered of two forms namely, spatial crowding due to restricted body movements due to lack of space or human crowding which is a large density of people present at the same place leaving a closed and restricted feeling of uneasiness (Harrell, Hutt & Anderson 1980, Machleit, Kellaris & Eroglu 1994). Many a times it is the crowding that affects the sales of the store but at other times it also depends upon the store layout. Studies show that crowding leaves a bad impact on the costumers’ perception leaving behind a negative flow of experience in shopping (Eroglu
& Machleit 1990, Hui & Bateson 1991, Machleit, Eroglu & Mantel 2000) and at other times it may lead to extreme display of behavior (Whiting 2009). However, density not always leaves such a bad impact as crowding if the costumers are in control due to the environment (Hui & Bateson 1991). A study was conducted in Taiwan that showed the inter relationship between human behavior and the pleasure associated with human crowding stressing that culture can have a vital role to play in such scenarios (Li, J.-O. Kim & S. Y. Lee 2009). As the Taiwanese culture is concerned, it is observed that they lack a sense of individualism as they tend to feel more comfortable being a part of a large group as compared to North Americans (Hofstede 2001, Hofstede 2011).

The display of certain colors soothing eyes has been considered one of the greatest factors that attract costumers (Ellis & Ficek 2001, Babin, Hardesty & Suter 2003, Chebat& Morrin 2007). Generally, costumers are more inclined towards retailing and tend to buy products of retail (Bellizzi, Crowley & Hasty 1983), they tend to be encouraged and pushed to stay longer in the store and thus, likely to buy (Bellizzi, Crowley & Hasty 1983), for which colors have great contribution. While on one hand where lightning has a great role in affecting the outlook and sale of a particular store (Baker, Levy & Grewal 1992, Summers & Hebert 2001), other studies show no significant difference due to lightning effect in the store (Areni & D. Kim 1994).

Factors such as lightning, display and ambience are also held accountable for a consumer’s behavior in the store. Not much study has been conducted over the factors of the flow of traffic, allocation of certain departments as well as the distribution of merchandise over different departments has been well taken care of. Most of the times a research are done concerning the layout of the store in order to vacate space for costumers (Levy & Weitz 2009, Hasty & Reardon 1996). Taking an example, if there is an eminent exhibition of a certain product no matter the size and worth of it, can lead to wonderful results in the sale (eg., Gagnon & Osterhous 1985). Many a times, research have shown, that the power pact display of the articles in a way that seeks attention can a great boost to the prize of it as well as the sale (Smith & Burns 1996). The online product literature claims that not always do the predictions of the old literature are correct (Vrechopoulou et al. 2004).

Music is a vital part responsible for encouraging costumers to increase their time spent in the store and also, enhances the chances of purchasing goods from the store
(Milliman 1982, Milliman 1986, Yalch & Spangenberg 1988, Yalch & Spangenberg 1990, Baker, Levy & Grewal 1992, Hui, Dubé & Chebat 1997, Yalch & Spangenberg 2000, Mattila & Wirtz 2001, Garlin & Owen 2006, Morin, Dubé & Chebat 2007, Broekemier, Marquardt & Gentry 2008). Background scores of music have always added to the pleasant experience (Yalch & Spangenberg 1988, Yalch & Spangenberg 2000), building the tempo and the thought process (Milliman 1986, Milliman 1982, Oakes & North 2008), and the patron’s age (Yalch & Spangenberg 1990). It is also important to notify that the music chosen shall match the kind of ambience a specific place holds. Considering the example of a restaurant, where the music shall be soothing in a way that increases the stay of the consumers (Wilson 2003, Baker, Levy & Grewal 1992, Grewal et al. 2003, Vida 2008). The costumers consider a positive environment in case they like the music (Dubé & Morin 2001), waiting time appears shorter (Hui, Dubé & Chebat 1997, Bailey & Areni 2006), and likely to spend more time (Caldwell & Hibbert 2002). Refer to Oakes and North (2008) for a wilder overview of the scenario where congruity of factors interplay a vital role.

It is also important to keep in mind the physical view and the outer surrounding of the store that may affect the costumer’s personal level of satisfaction. According to a study, a costumer would like to still enjoy the shopping experience at a store even after a failure of purchase for keeping a well, neat environment with friendly costumer services (Bitner 1990). Positive environment of a store tends to leave a positive impression and a positive flow of thoughts in terms of a shopping experience. The ambience, music and décor are specially needed to be kept in mind as a person enters a mall to keep people inside the mall for long (Wakefield & Baker 1998).

According to (Swan, 1995), demography is meant by the number of households in a family (Boehm & Mc Kenzie, 1982; Majid, 2010). Demography has been widely used by a number of researchers all over the world. Factors such as social class, income, gender, age etc. are accountable for evaluating a consumer’s behavior and the attitude and activities in the market at micro as well as macro levels (Pol 1991; Hansman and Schutjens 1993). Segment membership was evaluated by Gupta and Chintagunta (1994) on demographic tools. On the other hand, effect of demographic tools on the choice of the brand was evaluated by Kalyanam and Putler (1997). Demographic information has also been put in use by retail location model (c.f., Ghosh and McLafferty 1987) and transportation choice model (Tybout and Hauser 1981). The life cycles and the
consumption pattern were also taken into account during this research using demographic measurements Murphy and Staples (1979).

As Lejiniece (2011), rightly said that the factors of economic, cultural, social, demographic, personal and psychological are way beyond the reach of the control of marketers but still these are the factors that have a great influence on the costumers and play a vital role in the decision making related to purchasing (Harrell and Frazier, 1999; Czinkota et al., 2000; Czinkota and Kotabe; 2001; Dibb et al., 2001; Jobber, 2001; Boyd et al., 2002; Solomon and Stuart, 2003).

As it was observed during a number of previous researches that a consumer’s interest attitude and behavior vary with age and those in their youth are more inclined towards innovation (Darian 1987; Modahl 2000; Mulhern 1997; Rogers 2003; Schiffman and Kanuk 2003; Steenkamp, ter Hofstede and Wedel 1999; Wotruba and Pribova 1995). The innovation has several measurement factors such as the excitement, sensation, curiosity and appeal in the store and the sort of merchandise at the stores and the by the result of the shopping experience one gains at the store.

As it was observed by Mitchell and Walsh (2004), men and women have different forms of liking towards a particular purchasing and their ways of buying vary largely dependent on their respective tastes. Gender has an important role to play when it comes to purchasing by the consumers as men and women have varied life-styles, needs, wants and expectations which is also reflected by their sense of shopping (Akturan, 2009:66). As a result, female costumers ranked better than men as their sense of purchasing and attitude towards the store merchandise was more profound than that of men and better in the experience. According to Solomon et al (2010), products at a store are based on the gender. Women tend to be more compassionate, expressive and understanding (Broverman et al., 1972; Martin, 1987; Ruble, 1983; Williams & Best, 1990). The employees feel more likely to welcome women in a store than men and also attend women more than men (Eagly & Mladinic, 1989). It is due to the variation in the culture and traditions that is responsible for the existence of gender difference (Teather 1995). This is the reason that the market is largely turning on the basis of the gender and the products manufactured in such a way that they fulfill the demands of the particular gender.
On one hand, women will tend to be inclined towards extracting most information about a product they likely to buy whereas men will be more salient when it comes to shopping. According to Haas 1979, Meyers-Levy & Maheswaran 1991, men are more item-specific, analytical, logical and selective whereas women will be more comprehensive, subjective, relational and intuitive during their buying process. Men tend to formulate their purchasing based on the opinion of a lot of factors and taking in charge the views of others whereas women outcaste their opinions majorly based on their own ideology and experience and observation of the whole purchasing process. Women are the ones who give more focus to the details rather men are more logistic. According to the statistics, 86% women tend to buy a product getting influenced by their friends and family members whereas 81% of men buy products being influenced by the advertisements. As stated by Helga, Karen, &Rosie, 2004, men are more focused on the efficiency and quality whereas women tend to have more emotional involvement when it comes to purchasing. As observed by Block and Morwitz (1999, pp. 361-2), women were more inclined towards buying emotional and valued goods and more likely to be on their list whereas men tend to buy items related to finance and leisure. Males while shopping focused on the factors such as *location of store, reputation and good image, content of service items, quality and staff positive interaction* whereas women would look for *sales promotions, long term relationship and system soundness.*

Going by the consensus, it was observed that people buy goods in accordance with their social and financial status. According to (Slocum and Mathews, 1970), the social stand of people stands taller than the financial strata.

Researchers have long debated over the issue that the social strata of an individual accounts for the buying standards over the financial condition (Martineau, 1958; Coleman, 1960 and Wasson, 1969 in Keiser and Kuehl, 1972; Schaninger, 1981; Shimp and Yokum, 1981), but on the contrary, the research dealing with this issue came about contradictory results which gave income and financial conditions superior strata in terms of purchasing standard over the social situation (Matthews and Slocum, 1969; Myers et al., 1971; Myers and Mount, 1973; Hirisch and Peters, 1974). Many studies have shown that people with a greater income tend to purchase goods which are linked with class. One such study was conducted by Schaninger (1981) where he explained the same issue that people with better financial conditions have more inclination towards buying goods with a higher status such as big branded clothes and automobiles. On the
contrary, Mehic and Culina (2006) gave away the theory that it is the social strata which is responsible for the expenditure on goods. Thus, it was observed that people with greater income visit the store more often as those with low monthly income.

It was also observed that costumers from the urban areas were more profoundly indulged in shopping and their frequency of visits was greater than those belonging to the rural localities. Education is a vital key that decides the social strata. The social status of an individual is directly linked to the education acquired by him (Bullock and Limbert, 2003). Another valuable key measure is occupation which is again greatly responsible for upbringing the social foray of an individual (Schiffman and Kanuk, 2004). These lay emphasis on the major causes on the basis of which a person’s social status can vary uphill and downhill in the society.

Purchasing is a result of the sort of education acquired by an individual (Wood, 1998). According to Johnson (2010) education is one mean by which people can upgrade their social position in present scenario. Also, it is the educative jobs, education and social status of the costumers that lay emphasis on the reputation, advertisement, quality of services, staff knowledge and so on. The social strata of an individual accounts for the purchasing decision he/she takes in terms of the education, income, occupation, locality which has a major role in deciding how this individual would spend his/her income. The standard of living has the greatest association with the income as people with a greater income would like to spend an extra part of it in buying luxury goods and services to enhance their standard of living. Even marketers target people going by their social class and their attitude while buying goods.

The location given by the (Hotelling 1929; Reilly 1931; Huff 1964; Hubbard 1978; Brown 1989) is also an important factor to consider wherein the shops and store is also kept in mind while deciding the factors influencing sale as costumers would consider the distance as a major key factor to shop at a particular place as well as the shopping behavior of the costumer (Barnard and Hensher 1992; Arentze, Borgers, and Timmermans 1993; Bell, Ho, and Tang 1998; Dellaert et al. 1998). According to (Thill and Thomas 1987), “trip chaining” is followed by the costumers in which they cover multiple store and thus, shop more than they expected.

The consumption of the costumers largely depends upon their sense of self belonging (Levy 1959; Sirgy 1982). As claimed by Belk 1988; Fournier 1998;
McCracken 1989), consumers make use of brands to display their identities for others as well as for themselves. According to Anderson et al., (2005), the marketing strategy is greatly influenced by the consumer behavior. As observed by Kaynak (1985) and Thorelli (1981), not much attention has been paid to the consumer interest and spheres in the developing countries except for a few researches which have been done on the consumer marketing strategies in India by Hilger and Dahringer's (1982) which paid the attention to the minutest of the details of the consumer attitude towards purchasing in the developing countries.

Study conducted by Barksdale et al. (1982) revealed the negative behavior of costumers regarding marketing in the countries of US, Canada, Australia, Israel and Norway as these countries have major variations in the cross culture but this seemed valid when the example of the states of India like Punjab and Haryana was considered as though, the two states are adjoining but still vary in their culture to a huge extent. Researches such as (Bloom and Greyser, 1981; Bloom and Smith, 1986; Greyser and Diamond, 1974; Greyser, 1977; Kaynak, 1985; Kotler, 1972; Thorelli, 1981) are greatly responsible for studying the consumerism in terms of their dissatisfactions and satisfactions (Andreasen, 1977; Day, 1983; Westbrook, Newman and Taylor, 1978) and their behavior of complaining (Day, 1981; Warland, Herrmann and Moore, 1984, 1986). Other studies dealt with the attitude of costumers regarding the rules and regulations set by the government (Arndt, 1991, Crane and Tallhaug, 1977; Barker, 1987; Barksdale and Darden, 1972; Barksdale, Darden and Perreault, 1976; Barksdale and French, 1976; Barksdale and Perreault, 1980; Barksdale et al. 1982; French, Barksdale and Perreault, 1982; Gaski and Etzel, 1985, 1986a, 1986b). According to research, the issue of consumerism was taken in a number of developing countries (Kaynak, 1985; Peterson, 1986; Post, 1986; Thorelli, 1981).

The two major issues that arise in the fields of goods services and marketing industries in the developing countries are methods of promoting goods and the validity of the way they are being sold. The retailers were surveyed upon considering their policies of promotion and those of non-promotions as well. The scenario today represents the performance of market and the strategies to build a better productivity (Sheth and Sisodia 1993). The value received on the costumer end will degrade in case the choice is enhanced (c.f., Higgins and Shanklin 1992). Gaski and Etzel (1985; 1986a) devised certain tools for the measurement of consumer attitude i.e. retailing, quality,
advertisement and price. It was observed that devising questions to survey consumerism is a tedious task as it requires the detailing of a number of complex issues. Barksdale and Darden (1972) prepared a more profound questionnaire which was devised and replicated into a number of research studies (Barksdale, Darden and Perreault, 1976; Barksdale and Perreault, 1980; Barksdale et al 1982; French, Barksdale and Perreault, 1982

Researchers have come up with a number of family purchasing schemes and consumer behavior formulations in accordance with the study done by Engel, Kollat, and Blackwell (1973). The family purchasing scheme and Engel, Kollat, and Blackwell models concentrate on the following factors of search for information, store choice, problem recognition, evaluation, purchasing, shopping decision and post purchase processes. Other models such as (Howard and Sheth, 1969: Hansen, 1973) focused on the attitude, perception, purchase of brands and intentions.

According to Solomon et al., (2010), the choices are made in terms of a number of breeding factors that finally lead to the decision making of the choice of product. Many a times, even if the decision is made and the process of purchasing is over, many costumers still linger on evaluating their decision. This is majorly affected by the quality of the product and the services facilitated to costumers before the purchasing is done (Jobber (2007). Due to the increasing living standards of Indians, they are increasingly buying improved quality products and had long resigned from buying low quality goods (Tefft (1986)).

Branding accounts for a huge factor that differentiates any store from other competitors (Aaker, 1991; Murphy, 1998). The changing scenario is largely liable for branding in the market and chalks out a great scope for the budding managers and hence providing marketing tactics accounting for further research (Keller, 2003). Brand name makes place in every consumer’s mind (Mooij, 1998) and is depicted by a noticeable and distinct logo or emblem that differentiates the brand from its rivals in the market (Aaker, 1991; Keller, 1998). Adding to the brand name is the value which is enhanced by the product, advertisement, packaging and promotion and the overall presentation (Murphy, 1998). According to (Roman et al., 2005), a brand adds trust and reliability into the costumer’s behavior. Also, current scenario shows that a brand name differentiates the level of status of people as they use brands to signify their personality (Aaker, 1999;
Fennis and Pruyn, 2006). Successful branding techniques increase the awareness of the costumers and attract them to buy the goods and products of that particular brand (Doyle, 1999). Enhanced branding leads to a greater amount of chance of the sale of goods (Nedungadi, 1990). Thus, more publicized brands stand a better chance to be purchased more likely (Yasin et al., 2007). This can probably explain why consumers tend to buy goods of more publicized brands instead of the lesser known brands (Hoyer, 1990; Macdonald and Sharp, 2000). This shows that advertisements have a great contribution in the branding and sale (Mackenzie et al., 1986; Tsai et al., 2007). Also, quality is one the biggest factors that contribute to the development of a brand and raising its sale in the market (Delong et al., 2004). On the other hand, brand equity is calculated by the brand association that is developing a linkage between the brand the memory of the costumer (Aaker, 1991). Keller (1998) and Yasin et al. (2007) which further contributes to the brand image later. Brand association has various complicated features that it comprises multiple episodes, ideas, facts and examples that create the marketing for that brand (Yoo et al., 2000).

The quality of brand and its promising proposition during the performance shall be held liable to judge the brand equity (Atilgan et al., 2005). Regardless of the price of the brand, it is the loyalty in performance that still binds costumer without focusing on the superior prices and its competitors (Aaker, 1991). This also explains the fact that communication of the salesperson and the services are a great contribution to the final bounding of costumers to a particular brand (Henricks, 1998; Marney, 1995; Silverman, 1997; Bansal and Voyer, 2000). Many a times, it is the personal influence of communication on informal basis rather than proper advertisements campaigns and such things (Bansal and Voyer, 2000).