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IMPACT OF BRAND IMAGE, PRICE AND QUALITY ON PURCHASING DECISION ON FOREIGN CLOTHING COMPANIES AMONG WORKING ADULTS IN KAZAKHSTAN

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ABSTRACT

Customers of imported brand apparel in Kazakhstan are being studied for their purchase habits due to brand image and quality.

Purpose of the research. The study's goals were to examine the impact of brand image and quality on consumer behavior. While also looking at how customer behavior affects purchasing choices.

Methodology. By its very nature, this was a qualitative investigation. Simple random selection was used to choose a sample of 500 working people in Almaty and Nur-Sultan cities for this study, although only 408 of them took part in the survey as responders. A questionnaire was utilized to obtain data from the study's participants in this study. SPSS was used to analyze the data. Correlation, regression, and SEM were used to verify the hypothesis.

Originality / value of the research. Results show that both quality and price influence consumer behavior and purchasing decisions for international apparel firms, whereas brand image has no bearing on the customer's purchase. As a result of customer behavior, it has been shown that purchasing apparel from overseas manufacturers is more likely.

Findings. The findings of this research show how customers make purchasing decisions and what the future of the garment business will look like. Aside from understanding current market trends, this study will also help estimate customers' prospective wants, aspirations, and tendencies.

Keywords: customer behavior, purchasing decision, price, quality, brand image, clothing brands, globalization, market trends, adults.

INTRODUCTION

As a result of globalization, the globe is on the verge of becoming a single market, a global town [1]. Many claims that the process of globalization itself significantly sustained the exchanging of goods and services, data, and information via the reduction of world Vast obstacles; as a result, the world was changed into a single all-inclusive organization [2]. Globalization has played an essential role in allowing associations throughout the world to leave the confines of private markets and establish themselves around the globe with confidence as the world has transformed into a single call. As a result of this, there has been a decrease in the size of national borders and a growing focus on what the consumers want, whether they are based in the same country or a completely new part of the globe [3]. Associations that cling rigidly to local markets and ignore the needs of their members are finding themselves caught off guard and losing the advantage they worked so hard to gain in the face of an increasing level of global competition. To paraphrase [4], customers' preferences worldwide are becoming more similar.

As far as consumer behavior theories are concerned, they were initially studied in the first part of the twentieth century and have since evolved significantly. The term «consumer behavior» refers to the individual's actions when purchasing, using, or discarding a particular product or service [5]. There are a variety of things that might influence these kinds of actions. There has been an enormous amount of research in this area over the last several decades, which has made this area clearer and more straightforward every day. The marketing departments of businesses should devote a large portion of their time to consumer behavior research to better understand their target audience and consumers [5]. Consumer behavior theories have significantly benefited from the activities above, but they still need certain modifications to apply to a specific market since each is unique [6]. The procedure itself still needs research to be more uniform.

There are not many studies out there now regarding the apparel sector. The book Consumer behavior in fashion by [7] for example, provides an examination of the current consumer behavior in the fashion business. In addition to the typical fashion area, there is also the quick fashion industry. As it is just a tiny portion of the overall fashion industry, little attention is given to its qualities, and customer characteristics are overlooked [8]. As with other rising markets, the fast fashion sector needs time to develop correctly, as does this one [9]. There are now a few giant companies that dominate the majority of the fast fashion market in every region of the globe [10]. As a result, excitement and self-directed inquiry may be effective strategies for success. In addition, the number of competitors joining the Kazakhstani market from both national and international levels has increased internal competition. According to Sagatdinova et al. [11], “clothing firms in Kazakhstan are at a disadvantage owing to a lack of awareness from the grassroots level that fails to recognize the purchase choice”. The difficulty of manufacturing locally in the garment business means that local enterprises occupy only 10 % of the market. Because of this, it is necessary to research the influence of brand image, price, and quality on the purchase choices of working people in Kazakhstan.

This study aims to explore the determinants of consumer behavior and how does the brand image, quality, and price influence the purchasing decisions. Moreover, the study was aimed to identify the impact of consumer behavior on purchasing decisions.

Literature Review. Consumer behavior research is a scientific study of how customers choose, secure, utilize, and discard products and services that meet their requirements [5]. According to Bilgihan et al. [12], consumer behavior directly affects marketing strategy. This is due to the marketing concept, which states that businesses satisfy customer needs [13]. Firms can only meet such requirements to the extent that they understand their customers. As a result, advertising systems must include consumer behavior data into every part of an effective marketing strategy [14]. As a result, «there is a general acknowledgment that customer behavior is the key to modern marketing success», according to [15]. «Companies that do not put a client and his wishes at the center have a high risk of bankruptcy», according to [16].

The purchase of goods or services is complicated by several elements that might impact each decision. People choose brands based on their perceived significance and connection to their self-identity [17]. Purchaser decision-making is becoming more unexpected and much more critical than it was before. Consumers seek information from a few primary sources both inside and outside to enhance their participation with goods or

companies [18]. Consumers are overburdened with advertising, news articles, and direct mailings that provide an abundance of information, most of it with mixed messages [19].

The purchase choice process is critical for customers to find a collection of product brands, evaluate items, choose among options, and ultimately make an intelligent decision [20]. This typically entails going to numerous clothing stores and trying various brands based on quality, design, and fit. The difficulty in apparel retail is considerable, with a few well-organized and chaotic businesses vying for a piece of the customer's attention and pocketbook. Composed apparel retailers have experimented with various strategies and techniques, including Sales Promotions, Discounts, Customer Loyalty Programs, Store Ambiences / Visual Marketing, and Notices [21]. The majority of these strategies were only successful for a short period. There is always the possibility that a competitor may coordinate the Sales Promotion and discount offer. Customer Loyalty Programs, such as Customer Loyalty Cards, Customer Points, Vouchers, Coupons, and Special Limits, are found in almost every major store; hence, breaking the clutter is challenging for clothing merchants.

It is crucial to know the verified shifting instances of customer behavior when designing a successful company technique [22]. Apparel goods, like other objects, are made up of a variety of physical properties that are perceived differently by various buyers. Customers will generally thoroughly examine elective things created of specific property mixes when contemplating an item purchase [23]. Their preferences for clothes may be influenced by the interaction between price and item characteristics such as quality, style, and brand. According to previous research, the layout and ambiance of a clothes shop are also crucial in attracting customers [24]. As a result, [25] believes that having solid knowledge about the target market customer and elements affecting his behavior directly impacts a company's marketing strategy [26] because the customers want variety and quality at a reasonable price. However, obtaining the correct combination of factors to attract and retain customers.

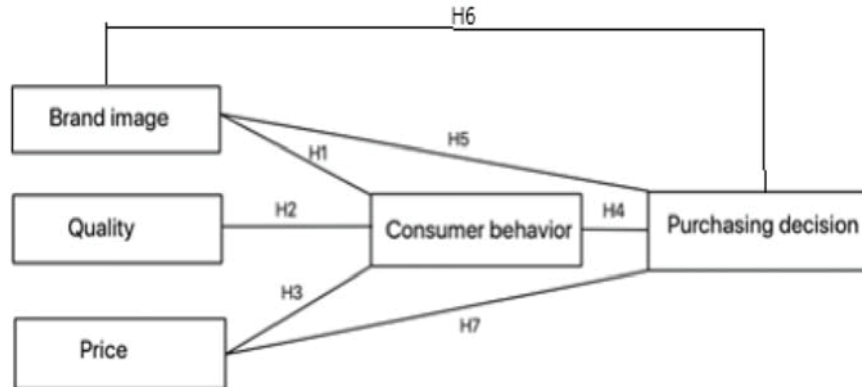


Figure 1 – Conceptual framework
Note – compiled by the authors

As a result, there is a genuine need to comprehend the characteristics influencing consumer behavior while purchasing clothing in Kazakhstan. Simultaneously, the need arises from an academic standpoint since there is a scarcity of knowledge regarding consumer behavior research conducted in Kazakhstan, particularly in the textile industry and sector. «Previous research neglected key significant elements including brand image, quality, and price, which were not evaluated together as independent variables in Kazakhstan's garment sector» [16]. There is a void in the literature. «Local enterprises compete more with imported items in terms of pricing» [17]. And, according to [16] «this sort of market became fascinated by local buyers by delivering high-quality items at low costs, even though there are some other elements such as attitude, preferences». Brand image is a fundamental driver of brand equity, which refers to a customer's overall view and feelings about a product and influences their behavior [27]. Consequently, there are number of hypotheses being developed according to Figure 1 conceptual framework as follows.

Research hypotheses.

- H1 There is a relationship between Brand Image and Consumer Behavior.
- H2 There is a relationship between Quality and Consumer Behavior
- H3 There is a relationship between Price and Consumer Behavior
- H4 There is a positive relationship between Consumer Behavior on Purchasing Decision
- H5 There is a relationship between Brand Image and Purchasing Decision
- H6 There is a relationship between Quality and Purchasing Decision
- H7 There is a relationship between Price and Purchasing Decision

Methodology. The influence of brand image, price, and quality on purchase choices on international apparel firms among working people in Kazakhstan was studied in this cross-sectional study. A random sample of 500 working adults from Almaty and Nur-Sultan cities was chosen; however, only 408 responded. In this study, the researcher collects data using a questionnaire delivered to the study population by the data collecting team. On the data obtained from 408 respondents, statistical tests were run using IBM SPSS 25. The correlation was used to the findings to validate the hypothesis. The effect of the three predictors (brand image, price, and quality) is balanced against the combination of the two outcome variables in this research, which uses multivariate analysis to analyze customer behavior and purchase choices.

Statistical Findings.

Demographics. Regarding age, the sample size is dominated by those between 31 and 40 years old (47.8 %), whereas those over 50 years old (less than 1 %). (i.e., approximately 47 %). The sample included almost 50 % men and 47 % females. Males outnumber females, demonstrating their dominance. The sample included nearly 50 % men and 47 % females. Males outnumber females, establishing their authority. Most responders (74 %) are married, while 19 % are single. The rest are divorced. The demographics of work experience show that most respondents (82 % of the sample size) had worked for eight years or more. Approximately 17 % of respondents have worked for 4-7 years, while 11 % have worked for 1 to 3 years. Respondents are primarily employees (i.e., 30 %). Top managers make up the minor responses (i.e., 4.7 %). Regarding education, around 53 % of respondents have a Bachelor's degree, followed by 36 % with a Master's degree. Fewer responders have PhDs.

Descriptive Statistics. The data set of underlying study components, including brand image, quality, price, consumer behavior, and purchase decision, was also subjected to descriptive testing using IBM SPSS. The descriptive statistics help define the overall construct's average rating, maximum and lowest ranges, and standard deviation. Table 1 shows that the average mean of quality is the greatest, at 3.78, compared to brand image and price. It means that while buying garments, Kazakhstani shoppers place a more significant value on the component of quality. However, the fact that the mean of each variable is between 3.00 and 4.00 indicates that the majority of respondents are either indifferent about the relevance of the aspect or believe that it is essential while shopping for garments [28].

Table 1 – Correlation Analysis

	N	Minimum	Maximum	Mean	Std. Deviation
Brand Image	408	1.00	5.00	3.2908	0.84436
Quality	408	1.00	5.00	3.7898	0.77708
Price	408	1.00	5.00	3.4326	0.72801
Consumer Behaviour	408	1.00	5.00	3.6907	0.91813
Purchase Decision	408	1.00	5.00	3.6789	1.01534
Valid N (listwise)	408				
Note – compiled by the authors					

Correlation Analysis. One of the parametric tests utilized in this research to investigate the links between the composite scores of the latent components was a correlation. Pearson correlation is used here, which aids in the partial examination of possibilities (Table 2).

Table 2 – Correlations Table

Correlations							
		Brand Image	Quality		Price	Consumer Behaviour	Purchase Decision
Brand Image	Pearson Correlation	1	.770**		.635**	.705**	.539**
	Sig. (2-tailed)		0.000		0.000	0.000	0.000
	N	408	408		408	408	408
Quality	Pearson Correlation	.770**	1		.695**	.792**	.611**
	Sig. (2-tailed)	0.000			0.000	0.000	0.000
	N	408	408		408	408	408
Price	Pearson Correlation	.635**	.695**		1	.743**	.570**
	Sig. (2-tailed)	0.000	0.000			0.000	0.000
	N	408	408	408	408	408	
Consumer Behaviour	Pearson Correlation	.705**	.792**	.743**	1	.710**	
	Sig. (2-tailed)	0.000	0.000	0.000		0.000	
	N	408	408	408	408	408	
Purchase Decision	Pearson Correlation	.539**	.611**	.570**	.710**	1	
	Sig. (2-tailed)	0.000	0.000	0.000	0.000		
	N	408	408	408	408	408	

Note – **Correlation is significant at the 0.01 level (2-tailed).
Note 2 – compiled by the authors

According to the findings, brand image, quality, and price all have a 0.01 level of significance in predicting customer behavior. The value of 0.01 is assumed in the statistical study of Emmert-Streib & Dehmer [29] and Rachmawati et al. [30]; Azam et al. [31], which supplies the hypotheses testing threshold. According to this criterion, the link is significant if its sig-value is less than 0.05 or 0.01 level of significance [29]. Furthermore, the relationship's direction is positive in each instance, and the magnitude is substantial (strong connection). It implies that good customer behavior is linked to a positive brand image, pricing perception, and quality perception. H1, H2, and H3 seem acceptable based on the findings.

Similarly, at the 0.01 level, the three variables influencing customer behavior (brand image, quality, and price) are strongly linked with purchase choice. Their relative p-values demonstrate this (sig values). Furthermore, the direction of the association between each pair of variables is positive. Finally, the investigation finds a robust significant correlation in each association (magnitude) based on the coefficient values. It demonstrates that a good purchasing choice is connected to a positive brand image, price perception, and quality perception. H5, H6, and H7 seem to be accepted as well. Finally, the correlation table establishes the link between customer behavior and international clothes purchasing decisions. At the 0.01 level, there is a statistically significant and positive connection between the two variables. Furthermore, the association's strength is considerable. H4, which posits a positive relationship between the two variables, seems accepted.

Regression Analysis. Three regression models are used in the research (Table 3-5). The first regression model determines the influence of brand image, quality, and price on customer behavior toward foreign apparel brands / companies.

Table 3 – Regression analysis of brand Image, Quality, and Price with Consumer Behaviour

Regression Analysis (1)					
Dependent Variable: Consumer Behaviour	B	Std. Error	Beta	t	Sig.
(Constant)	-0.295	0.131		-2.251	0.025
Brand Image	0.163	0.047	0.150	3.478	0.001
Quality	0.518	0.055	0.438	9.459	0.000
Price	0.433	0.048	0.343	8.967	0.000
R					0.842
R Square					0.708
Ad. R Square					0.706
F					326.806
Sig.					0.000
Note – compiled by the authors					

According to the findings, the entire multiple regression model is statistically significant at the 0.05 level, $F = 326.806$, $p = 0.05$. [32] stated that the presumed threshold of significance is below 0.05, as the research notes the practical consequences of 'P,' the statistical value, now referred to as p-value. According to these implications, the mathematician recommends that the 0.05 level is a reasonable cut-off, adding that it is easy to use this point as a limit to determine whether or not a variation is noteworthy [29]. It demonstrates the model's powerful combination effect. Furthermore, the r-squared values are identical to 0.706, indicating that the dependent variable, i.e., consumer behavior, explains 70.6 % of the variation. At the 0.05 level, each of the three predictors, including brand image, quality, and price, is statistically significant. Furthermore, the B (coefficient) is positive, indicating that stronger brand impression, quality, and price encourage consumers to buy international apparel brands. The correlation findings of H1, H2, and H3 are supported by this regression model.

Table 4 – Regression analysis of brand Image, Quality, and Price with purchasing decision

Regression Analysis (2)					
Dependent Variable: Purchase Decision	B	Std. Error	Beta	t	Sig.
(Constant)	0.287	0.205		1.401	0.162
Brand Image	0.125	0.073	0.104	1.710	0.088
Quality	0.458	0.085	0.351	5.358	0.000
Price	0.363	0.075	0.260	4.810	0.000
R					0.647
R Square					0.418
Ad. R Square					0.414
F					96.886
Sig.					0.000
Note – compiled by the authors					

The second regression model examines the influence of brand image, quality, and price on foreign apparel brand purchasing decisions. Similar to the previous model, $F = 96.866$, $p = 0.05$, the total regression model is significant at the 0.05 level. The model (r-squared = 0.418) explains 41.8 % of the variation in purchasing choices. Only price and quality are statistically significant in predicting purchase decisions independently. Because the p-value of brand image is more extensive than 0.05, it may be considered necessary in predicting/

explaining the purchasing choice of foreign clothes. It demonstrates that regression analysis fails to hold H5 (the relationship between brand image and purchase decision). H6 and H7, on the other hand, are acceptable.

Table 5 – Regression analysis of brand Image, Quality, Price, and customer behavior with purchasing decision

Regression Analysis (3)					
Dependent Variable: Purchase Decision	B	Std. Error	Beta	t	Sig.
(Constant)	0.472	0.189		2.500	0.013
Brand Image	0.023	0.068	0.019	0.335	0.738
Quality	0.133	0.087	0.102	1.534	0.126
Price	0.091	0.076	0.065	1.200	0.231
Consumer Behaviour	0.628	0.071	0.568	8.815	0.000
R					0.716
R Square					0.512
Ad. R Square					0.508
F					105.887
Sig.					0.000
Note – compiled by the authors					

Structure Equation Modelling (SEM). As previously stated, the research examines both direct and indirect effects, considering the impact of brand image, quality, and price on customer behavior and purchasing decisions. SEM is a robust and powerful approach for determining structural correlations, even though regression analysis can reveal direct and indirect (mediating) effects [33]. This research uses PLS-SEM, which produces fewer contradicting findings than regression analysis to discover mediation effects [34] (Table 6).

Table 6 – PLS-SEM Path Coefficients

Path Coefficients	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
Brand Image -> Consumer behavior	0.208	0.212	0.043	4.86	0.000
Brand Image -> Purchase Decision	0.058	0.062	0.054	1.091	0.276
Consumer behaviour -> Purchase Decision	0.671	0.674	0.081	8.235	0.000
Price -> Consumer behaviour	0.362	0.366	0.04	9	0.000
Price -> Purchase Decision	0.017	0.015	0.055	0.32	0.749
Quality -> Consumer behaviour	0.374	0.368	0.05	7.449	0.000
Quality -> Purchase Decision	0.024	0.019	0.068	0.35	0.726
Note – compiled by the authors					

The impacts of brand image, price, and quality on customer behavior are statistically significant at the 0.05 level, according to path coefficients retrieved using the PLS Algorithm, as shown in prior research [35]. Furthermore, the causal influence of customer behavior on purchase decisions is considerable. The path coefficients of all explanatory factors with purchase choice, on the other hand, are negligible at the 0.05 level, which is consistent with the regression findings. It indicates that the entire mediation is explained by customer behavior.

The fundamental SEM path analysis is also shown in the Figure 2, including regression weights (standardized), factor loadings, and R-squared values.

Summary of Statistical Analysis. The first study goal, including H1, H2, and H3, intended to determine if the brand image, quality, and price predictors Kazakhstani working adult consumer behavior for international apparel brands. According to the study's findings, brand image, product quality, and price significantly influence the consumer behavior of working people in Kazakhstan. Thus, these three elements may influence customer behavior. A good, significant, and robust association between customer behavior and purchase choice was suggested by statistical analyses for the second study goal, H4. The findings accepted H4. The statistical

analysis disapproved of H5 for the third study goal of brand image and purchase choice. The study's regression model demonstrated the lack of influence of brand image on purchase decisions. The other study goals, H6 and H7, were addressed using the same statistical analyses, indicating that quality and price affect the purchase decisions of working people in Kazakhstan. They affirm a conceptual framework is establishing consumer behavior's mediation function in the quality-price-purchase choice. However, purchase decisions are not closely linked to brand image for working individuals in Kazakhstan. They affirm a conceptual framework is establishing consumer behavior's mediation function in the quality-price-purchase choice. However, purchase decisions are not closely linked to brand image for working individuals in Kazakhstan.

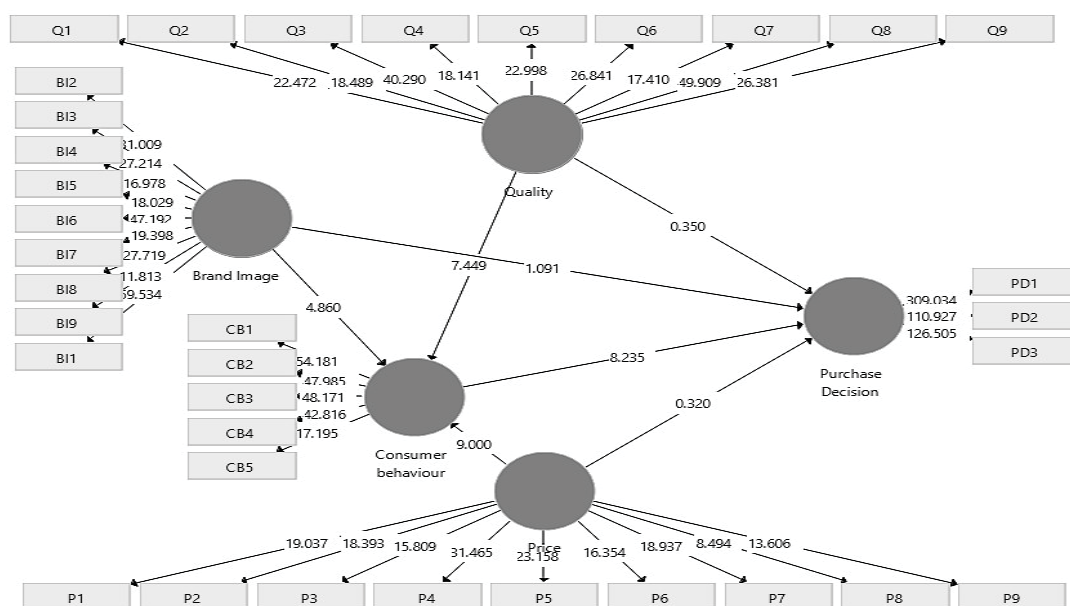


Figure 2 – PLS-SEM model

Note – compiled by the authors

Discussion. When the statistical findings are compared to the literature examined before, it is clear that most of the theoretical framework establishing the link between brand image, quality price, and consumer behavior holds for Kazakhstan's working-class customers. For example, the Theory of Reasoned Action (TRA), used in [36] study, describes how attitudes created via reference group views influence intentions, which inspire a person to perform in a specific way. A step further, the Theory of Planned Behavior (TPB) originated the phrase, demonstrating that the combination of attitude, subjective norm, and perceived behavioral control increases an individual's real behavioral goals [37]. The current data set's empirical findings are consistent with these two theories, demonstrating that consumer behavior based on subjective norms of reference groups and perceived behavior control mediates the relationship between purchasing decisions for clothing from foreign brands and the pricing factors of brand image and quality. These findings also address the study goal of consumer behavior influencing purchase decisions, demonstrating a strong and positive association between the two. Overall, the influence of consumer behavior on mediation matches the present literature-based conceptual framework (see Figure 1). According to the conceptual framework, consumer behavior mediates the interaction between predictors, brand image, quality, and price with purchase choices. This conceptual framework is appropriate to Kazakhstan's working adults; nonetheless, the findings indicating a negligible association between brand image and purchase choice do not prove the complete conceptual framework is correct. Given that regression, the study shows that brand image has a negligible influence on purchase decisions. According to the authors, people are influenced to buy from a business with a strong brand identity because it represents a commitment to meet customer expectations and give good value for money items. The first and third study objectives, which

attempt to investigate brand image as a predictor of consumer behavior and effecting purchase choices, are also discussed in these findings. The correlation and regression analyses show that brand image has a positive and substantial link with customer behavior, but its influence on purchase decisions is negligible. When it comes to purchasing garments from international labels, the working adults of Kazakhstani customers are unconcerned with the brand image. Consequently, the findings somewhat contradict [38] previous academic findings, demonstrating that brand image helps keep customers for more extended periods, which is lucrative for businesses. In terms of a single quality measure, the results reveal a positive and substantial association between quality, customer behavior, and purchase choice, confirming Swain et al. findings' [39]. The authors indicate that placing a high value on quality in terms of durability, dependability, simplicity of use, and ease of maintenance has a more significant impact on the purchase decision's quality. As noted by Noe et al. [40], many organizations now consider quality to be an essential component in judging their brand image. This also demonstrates that quality is an essential driver of customer behavior, addressing the fourth study aim of quality influencing purchase decisions. When it comes to Kazakhstani customers seeking clothing from foreign brands, this is true: consumers are believed to put a high value on quality, and as a result, quality has a significant influence on their consumer behavior and, ultimately, purchase choice. The study's last research goal, which explores the influence of purchasing price, was similarly addressed using regression and correlation analysis. According to a regression study, the price component has a beneficial influence on the purchase choice and consumer behavior of Kazakhstani working people. These findings are consistent [42], indicating that pricing is a sensitive topic for consumers worldwide. As a result, even a tiny price shift may significantly influence customer behavior and buying decisions. The literature also indicated a link between demographic characteristics and consumer behavior, moving away from the research and its outcomes. Gender, age, income, marital status, nationality, working experience, job status, educational levels, and income were all employed in the present study to see whether they influenced the underlying research constructs of quality, brand image, pricing, consumer behavior, and purchase choice. [43] found that gender does not always influence consumer behavior. As a result, many businesses disregard this aspect of their marketing strategy. As a result, age has little impact on international branded clothing buying preferences regarding brand image, quality, or price [44]. When it comes to money, the demographic factor has a significant impact on how Kazakhstani working people value brand image, quality, and the kind of consumer behavior or purchase choices they make when they go clothing shopping [45].

CONCLUSION

Consumer behavior research is a scientific investigation of purchasers' procedures to choose, secure, use, and discard items and administrations that meet their needs. Knowledge of consumer behavior directly affects marketing strategy [12]. Composed attire retailers have attempted different plans and systems, such as sales promotions, discounts, customer loyalty programs, store atmospherics / Visual marketing, and notices. Shayakhmetova [17] stated that «producing local goods in the clothing industry is very hard». Existing customers generate larger margins and profits (per customer) than new ones. Merchandizing and fixing a cost for the array is constantly a test as the more significant part of the clothing sector. Choosing an inappropriate store configuration can influence the deals and benefits of the retail outlet. There is a need to understand the consumer behavior of consumers while purchasing clothes in Kazakhstan. Shayakhmetova [17] argued that local companies compete more with imported goods in terms of price. Consumer behavior is a broad term, yet this is still unexplored in Kazakhstan. Purchasing decision plays a critical role in the clothing industry. There is a need to fill the practical and academic gap in academia for studying the fast fashion industry. The present study is an attempt in this direction.

The study examined whether brand image, quality, and price are determinants of consumer behavior of Kazakhstani working adults when it comes to foreign clothing brands. The statistical tests indicated a positive, significant, and strong relationship between consumer behavior and purchasing decision. The present research hypothesized that brand image, quality, and price substantially influenced customer behavior and purchasing decisions.

Limitations and Future Research Suggestions.

- The present findings are restricted in scope since the sample size was centered on Kazakhstan's two major cities, Almaty and Nur-Sultan. Because of the limitations imposed by the Covid-19 epidemic, the researcher was unable to broaden his views and conduct a comparative examination of other places. Furthermore, the researcher could only gather data from these two places due to time and financial restrictions. Future studies should broaden their scope and concentrate on Kazakhstan's larger geographical areas to compensate for these constraints. This would boost the data's generalizability and relevance to various study scenarios.
- Finally, various social factors impact customer behavior and buying choices in today's society. As a result, future research should consider them alongside product- and brand-specific variables.

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ҚАЗАҚСТАНДАҒЫ ЖҰМЫС ЕТЕТІН ЕРЕСЕКТЕР АРАСЫНДА ШЕТЕЛДІК КИІМ КОМПАНИЯЛАРЫН САТЫП АЛУ ШЕШІМІНЕ БРЕНД ИМИДЖІНІҢ, БАҒА ЖӘНЕ САПАСЫНЫҢ ӘСЕРІ

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АНДАТПА

Зерттеудің мақсаты – бренд имиджі мен сапасының тұтынушылардың мінез-құлқына әсерін зерттеу. Сондай-ақ, тұтынушы мінез-құлқы сатып алу таңдауына қалай әсер ететіні қарастырылады.

Әдіснамасы. Бұл мақала өз табиғаты бойынша сапалы зерттеу болды. Осы зерттеу үшін Алматы және Нұр-Сұлтан қалаларында жұмыс істейтін 500 адамнан іріктеме таңдау үшін қарапайым кездейсоқ таңдау қолданылды, дегенмен сауалнамаға жауап беруші ретінде олардың 408-і ғана қатысты. Осы зерттеуге қатысушылардан деректерді алу үшін сауалнама пайдаланылды. Деректерді талдау үшін SPSS пайдаланылды. Гипотезаны тексеру үшін корреляция, регрессия және SEM қолданылды.

Зерттеудің бірегейлігі / құндылығы. Нәтижелер сапа да, баға да тұтынушылардың мінез-құлқына және халықаралық тігін фирмаларының сатып алу шешімдеріне әсер ететінін, ал бренд имиджі тұтынушының сатып алуына ешқандай қатысы жоқ екенін көрсетеді. Тұтынушылардың мінез-құлқының бақылау нәтижесінде тұтынушылардың шетелдік өндірушілерден киім сатып алу ықтималдығы жоғары екендігі анықталды.

Зерттеу нәтижелері – Бұл зерттеудің нәтижелері тұтынушылардың сатып алу туралы шешімді қалай қабылдайтынын және тігін бизнесінің болашағы қандай болатынын көрсетеді. Ағымдағы нарықтық тенденцияларды түсінуден басқа, бұл зерттеу тұтынушылардың болашақ тілектерін, ұмтылыстарын және тенденцияларын бағалауға көмектеседі.

Түйін сөздер: тұтынушының мінез-құлқы, сатып алу туралы шешім, баға, сапа, бренд имиджі, киім брендтері, жаһандану, нарық үрдістері, ересектер.

**ВЛИЯНИЕ ИМИДЖА, ЦЕНЫ И КАЧЕСТВА БРЕНДА НА РЕШЕНИЕ О ПОКУПКЕ
ИНОСТРАННЫХ ШВЕЙНЫХ КОМПАНИЙ СРЕДИ РАБОТАЮЩИХ ВЗРОСЛЫХ В
КАЗАХСТАНЕ**

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АННОТАЦИЯ

Цель исследования – Целью исследования было изучить влияние имиджа и качества бренда на поведение потребителей. А также посмотреть, как поведение клиентов влияет на выбор при покупке.

Методология – По самой своей природе это было качественное исследование. Для данного исследования была использована простая случайная выборка выборки из 500 работающих жителей городов Алматы и Нур-Султан, хотя только 408 из них приняли участие в опросе в качестве респондентов. Анкета была использована для получения данных от участников исследования в этом исследовании. SPSS был использован для анализа данных. Для проверки гипотезы использовались корреляция, регрессия и SEM.

Оригинальность / ценность исследования – Результаты показывают, что и качество, и цена влияют на поведение потребителей и решения о покупке для международных фирм по производству одежды, в то время как имидж бренда не влияет на покупку клиента. В результате поведения клиентов было показано, что покупка одежды у зарубежных производителей более вероятна.

Результаты исследования – Результаты этого исследования показывают, как клиенты принимают решения о покупке и как будет выглядеть будущее швейного бизнеса. Помимо понимания текущих рыночных тенденций, это исследование также поможет оценить потенциальные потребности, стремления и тенденции клиентов.

Ключевые слова: поведение клиентов, решение о покупке, цена, качество, имидж бренда, бренды одежды, глобализация, тенденции рынка, взрослые.

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