



TRUST OF THE EMPLOYEES OF MULTINATIONAL COMPANIES IN BRANDED CLOTHING -A LINK TO BRAND LOYALTY: AN EMPIRICAL AND FACTUAL EVIDENCE

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Abstract

Brand faithfulness is one of the central part of brand value, furthermore absolutely and straightforwardly influenced by brand value. This study was carried out to find out frequency and reasons of consistent preference of certain brands, reasons for shifting to other brands and popular clothing brands enjoying the brand loyalty in present scenario. The results revealed that maximum number of respondents had the brand loyalty for the brands namely Lee, Levis, Nike, Tommy Hilfiger and Zara. Evaluation of the brands was done with product attributes, brand image, brand equity, brand association, value for money and the services given by the brand organizations. Maximum number of respondents often bought the same brand. Reasons for being loyal to the same brand related to different genders, ages and cultures were because of product attributes, value for money, services provided by the organizations, availability and affordability of the product. Employees of multinational companies were found loyal to certain brands of clothes, which was significantly related to age, gender and culture.

Key Words: Preference Of Certain Brands, Brand Choice Shift, Popular Clothing Brands Enjoying The Brand Loyalty.

INTRODUCTION

Shopper's buying behavior is essential from numerous points of view. As per Blackwell et al. (2006), buyer behavior impacts the economy of a country. According to Schiffman and Kanuk (2000), buyer behavior is about how individuals settle on their choices for individual or family unit items with the utilization of their accessible assets, for example, time, cost and effort. Subsequent to understanding the purposes behind customers to buy the items and their purchasing propensities, firms can make utilization of such data to make related marketing strategies as per the purchaser needs (Blackwell et al., 2006). As indicated by Gabbott and Hogg (1998) for case, tweaked products can be made to enhance the client esteem and thus to encourage repeat buy. After understanding the purchaser purchasing behavior of the products or brands, they can be created in a right manner (Abbott and Hogg, 1998).

Visitor (1964) characterized brand loyalty as a conduct and a deliberate level of inclination consistency and obtaining a product. Brand devotion has additionally been characterized in light of real acquiring behavior (Cunningham 1956; Farley 1964; Tucker, 1964; Carman, 1970). Real acquiring conduct is measured by a part of every buy or aggregate number of buys. At last, Jacoby and Chestnut (1978) added to the estimation of brand loyalty conduct, presuming that brand dedication is blend of practices, including both behavioral and attitudinal properties.

OBJECTIVES OF THE STUDY

- Frequency and reasons of consistent preference of certain brands.
- Reasons for shifting to other brands.
- Popular clothing brands enjoying the brand loyalty in present scenario.

MATERIALS AND METHODS

The universe for the study was comprised of multi-national companies located in Bengaluru, Delhi and Chandigarh. The purposively and randomly selected sample consisted of four hundred employees, working in these multinational organizations, holding supervisory or managerial positions. Men and women from these organizations were administered with the questionnaire. Given the constraints of time and their hectic schedules, only those participants were given the questionnaire those were willing to be involved in the study. Fifty employees comprised of both the genders were personally interviewed with the structured interview questions related to branded clothing.

For quantitative analysis structured questionnaire was used as the primary tools for data collection. The questionnaire was predominantly consisted of multiple choice and open ended questions to get more attitudes and belief of brand purchasing behaviour of employees of multinational.

Quantitatively the data was collected by the researcher through personal interviews with senior officers of the companies, IT managers, supervisors, administrative heads and marketing heads. The discussions were carried out about the branded

apparels, their consumption, formation of brand image, brand loyalty, personality changes and problem of branded apparels as to validate the contents of the schedule and no gaps were left while collecting information.

Results and Discussion

Results revealed that maximum no. of respondents i.e. 49% and 48% sometimes and often bought the same brands respectively as shown in Figure 1. Only 3% never bought the same brand. So it can be said that most of the employees of multinational companies were loyal to the clothing brands they used.

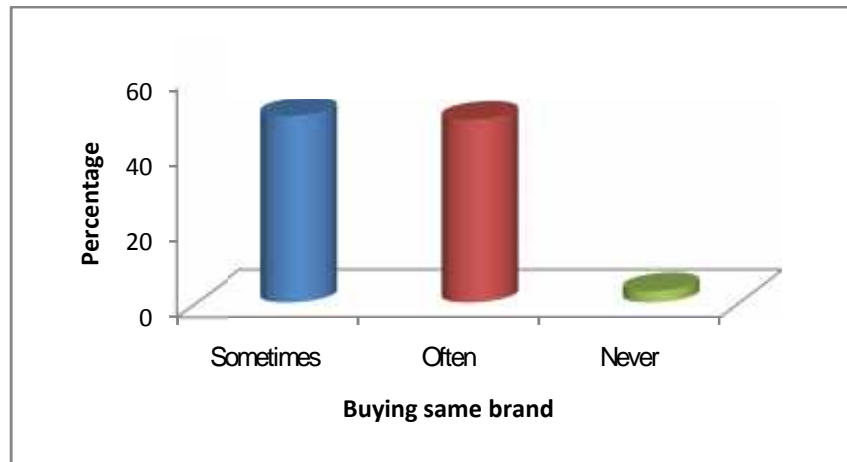


Figure 1: buying of same brand (n=400) multiple choice

Table 1: Buying of same brand as per Gender

Variables Gender	Buying same brand	Male N = 238		Female N = 162		Chi-Square	P-Value
		n	%	n	%		
Sometimes	Yes	116	49	81	50	0.061	0.804
	No	122	51	81	50		
Often	Yes	118	50	73	45	0.789	0.375
	No	120	50	89	55		
Never	Yes	7	3	5	3	0.007	0.933
	No	231	97	157	97		

The above table 1 revealed that when tested statistically, no significant result were obtained for buying of same brand by the respondents as per gender

Table 2: Buying of same brand as per Religion

Variables Religion	Buying same brand	Christian N = 14		Hindu N = 310		Muslim N = 9		Sikh N = 67		Chi-Square	P-Value
		N	%	n	%	n	%	N	%		
Sometimes	Yes	7	50	162	52	5	56	23	34	7.237	0.065
	No	7	50	148	48	4	44	44	66		
Often	Yes	5	36	141	46	3	33	42	63	8.192	0.042*
	No	9	64	169	55	6	67	25	37		
Never	Yes	0	0	10	3	0	0	2	3	0.766	0.858
	No	14	100	300	97	9	100	65	97		

The above table 2 indicated that when statistical tested, significant values were evaluated which shows that 63% Sikhs often purchased the same brand.

Table 3: Buying of same brand as per Region

Variables Region Ë É Buying same brand		East N = 4		North N = 296		South N = 81		West N = 19		Chi-Square	P-Value
		N	%	N	%	n	%	N	%		
Sometimes	Yes	2	50	134	45	49	61	12	63	7.444	0.059
	No	2	50	162	55	32	40	7	37		
Often	Yes	2	50	158	53	26	32	5	26	15.218	0.002*
	No	2	50	138	47	55	68	14	74		
Never	Yes	0	0	6	2	5	6	1	5	4.223	0.238
	No	4	100	290	98	76	94	18	95		

The above table 3 indicated that when statistical tested , significant and highly significant values were obtained which shows that 50% employees of eastern and 53% employees of northern region often purchased the same brand.

Table 4: Buying of same brand as per Age

Variables Age Ë É Buying same brand		25 years N = 106		26-30 years N = 170		30 years N = 124		Chi-Square	P-Value
		N	%	N	%	N	%		
Sometimes	Yes	61	58	81	48	55	44	4.283	0.117
	No	45	43	89	52	69	56		
Often	Yes	46	43	79	47	66	53	2.407	0.300
	No	60	57	91	54	58	47		
Never	Yes	0	0	10	6	2	2	8.952	0.011*
	No	106	100	160	94	122	98		

Table 4 indicated that when analyzed statistically, the employees of younger age group i.e. < 25 years, significantly never bought the same brand. It was concluded that maximum no. of respondents, sometimes and often bought the same brands. Only 3% never bought the same brand. Sikhs, employees of eastern and northern region significantly often purchased the same brand. The employees of younger age group i.e. < 25 years, significantly never bought the same brand.

Figure 2 showed that maximum no. of respondents i.e. 64% bought two to three brands at the same time. 27% of them moved from one brand to another. Very few of them i.e. 14% bought the same brand all the time and 11% always tried new brands. Thus the employees of multinational companies were loyal to two-three brands at the same time.

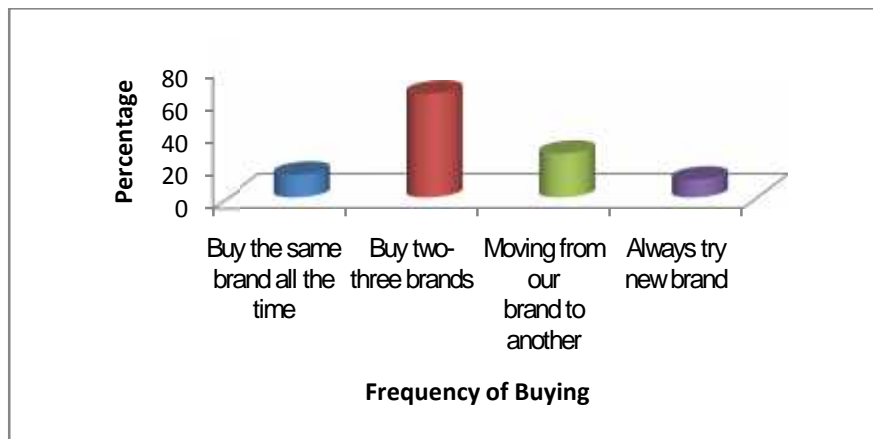


Figure 2: Frequency of buying the same brand (n=400) multiple choice

Table 5: Frequency of buying the same brand as per Gender

Variables Gender Frequency of Buying the same brand		Male N = 238		Female N = 162		Chi-Square	P-Value
		N	%	n	%		
Buy the same brand all the time	Yes	38	16	19	12	1.417	0.234
	No	200	84	143	88		
Buy two-three brands	Yes	161	68	93	57	4.360	0.037*
	No	77	32	69	43		
Moving from one brand to another	Yes	53	22	53	33	5.401	0.020*
	No	185	78	109	67		
Always try a new brand	Yes	25	11	20	12	0.327	0.567
	No	213	90	142	88		

The above table 5 indicated statistical analysis, which is significant in case of 68% males buying two three brands at the same time and 33% females were moving from one brand to another.

Table 6 Frequency of buying the same brand as per Religion

Variables Religion Frequency of Buying the same brand		Christian N = 14		Hindu N = 310		Muslim N = 9		Sikh N = 67		Chi-Square	P-Value
		N	%	N	%	n	%	n	%		
Buy the same brand all the time	Yes	0	0	42	14	5	56	10	15	15.043	0.002*
	No	14	100	268	87	4	44	57	85		
Buy two-three brands	Yes	9	64	206	67	3	33	36	54	7.461	0.059
	No	5	36	104	34	6	67	31	46		
Moving from our brand to another	Yes	3	21	83	27	1	11	19	28	1.410	0.703
	No	11	79	227	73	8	89	48	72		
Always try a new brand	Yes	0	0	36	12	0	0	9	13	3.276	0.351
	No	14	100	274	88	9	100	58	87		

Table 6 reflected that when statistically analyzed, 56% Muslims purchased the same brand of clothing all the time where as Christians did not buy the same brand all the time which is highly significant.

Table 7: Frequency of buying the same brand as per Region

Variables Region Frequency of Buying the same brand		East N = 4		North N = 296		South N = 81		West N = 19		Chi-Square	P-Value
		N	%	N	%	n	%	n	%		
Buy the same brand all the time	Yes	0	0	39	13	15	19	3	16	2.189	0.534
	No	4	100	257	87	66	82	16	84		
Buy two-three brands	Yes	2	50	189	64	49	61	14	74	1.496	0.683
	No	2	50	107	36	32	40	5	26		
Moving from our brand to another	Yes	1	25	83	28	18	22	4	21	1.416	0.702
	No	3	75	213	72	63	78	15	79		
Always try a new brand	Yes	0	0	34	12	8	10	3	16	1.069	0.785
	No	4	100	262	89	73	90	16	84		

The above table 7 revealed that when tested statistically, no significant result were obtained for frequency of buying the same brand by the respondents as per region.

Table 8: Frequency of buying the same brand as per Age

Variables Age È È Frequency of Buying the same brand		25 years N = 106		26-30 years N = 170		30 years N = 124		Chi- Square	P- Value
		N	%	N	%	n	%		
Buy the same brand all the time	Yes	8	8	29	17	20	16	5.353	0.069
	No	98	93	141	83	104	84		
Buy two-three brands	Yes	69	65	109	64	76	61	0.405	0.816
	No	37	35	61	36	48	39		
Moving from our brand to another	Yes	26	25	47	28	33	27	0.327	0.849
	No	80	76	123	72	91	73		
Always try a new brand	Yes	14	13	14	8	17	14	2.706	0.259
	No	92	87	156	92	107	86		

Table 8 revealed that that when tested statistically, 17% of respondents in the age group of 26-30 years and 16% in the age group of >30 years significantly preferred the same brand.

It was concluded that the employees of multinational companies were loyal to two-three brands at the same time. Very few were loyal to the same brand. Muslims were significantly loyal to same brand but the Christians did not buy the same brand all the time. Respondents in the age group of 26-30 years and >30 years also preferred the same brand.

Figure 3 revealed that maximum no of respondents i.e. 60% of them bought the same brand because the product attribute were very good ,45% bought them because they thought that they gave value for money, 34% bought the same brands because they liked the services given by the brand organizations, 29% bought them for easy availability. Hence it can be said that there were many reasons for buying the same brand given by the respondents for buying the same brand.



Figure 3: Reasons for buying the same brand (n=400) multiple choice

Table 9: Reasons for buying the same brand as per Gender

Variables Gender È È Reasons for È Buying the same brands		Male N = 238		Female N = 162		Chi- Square	P- Value
		n	%	n	%		
Affordable	Yes	91	38	46	28	4.145	0.042*
	No	147	62	116	72		
Value for money	Yes	117	49	64	40	3.626	0.057
	No	121	51	98	61		
Availability	Yes	72	30	45	28	0.285	0.593

	No	166	70	117	72		
Product attributes are very good	Yes	145	61	93	57	0.495	0.482
	No	93	39	69	43		
Services given by the brand	Yes	78	33	55	34	0.060	0.806
	No	160	67	107	66		

Table 9 revealed that when statistically tested the reasons for buying the same brand, significant results were obtained showing that 38% males preferred the same brand because they were affordable.

Table 10 : Reasons for buying the same brand as per Religion

Variables Religion	Reasons for Buying the same brands	Christian N = 14		Hindu N = 310		Muslim N = 9		Sikh N = 67		Chi-Square	P-Value
		N	%	n	%	n	%	N	%		
Affordable	Yes	6	43	100	32	6	67	25	37	5.486	0.139
	No	8	57	210	68	3	33	42	63		
Value for money	Yes	7	50	139	45	4	44	31	46	0.179	0.981
	No	7	50	171	55	5	56	36	54		
Availability	Yes	3	21	92	30	0	0	22	33	4.578	0.205
	No	11	79	218	70	9	100	45	67		
Product attributes are very good	Yes	4	29	185	60	4	44	45	67	8.041	0.045*
	No	10	71	125	40	5	56	22	33		
Services given by the brand	Yes	1	7	111	36	1	11	20	30	7.549	0.056
	No	13	93	199	64	8	89	47	70		

Table 10 revealed that when statistically tested, 60% Hindus and 67% Sikhs significantly purchased the same brand because the product attribute were very good.

Table 11: Reasons for buying the same brand as perRegion

Variables Region	Reasons for Buying the same brands	East N = 4		North N = 296		South N = 81		West N = 19		Chi-Square	P-Value
		N	%	N	%	n	%	N	%		
Affordable	Yes	1	25	107	36	27	33	2	11	5.405	0.144
	No	3	75	189	64	54	67	17	90		
Value for money	Yes	3	75	134	45	39	48	5	26	4.453	0.217
	No	1	25	162	55	42	52	14	74		
Availability	Yes	1	25	92	31	21	26	3	16	2.610	0.456
	No	3	75	204	69	60	74	16	84		
Product attributes are very good	Yes	3	75	188	64	37	46	10	53	9.170	0.027*
	No	1	25	108	37	44	54	9	47		
Services given by the brand	Yes	2	50	114	39	12	15	5	26	17.015	0.001**
	No	2	50	182	62	69	85	14	74		

Table 11 indicated highly by the respondents results, when statistically tested, showing that 75% respondents of eastern and northern region bought the same brand because the product attributes were very good. 50% respondents of eastern region significantly bought the same brand because of the services given by the brand organizations.

Table 12: Reasons for buying the same brand as per Age

Variables Age Ë Reasons for Buying the same brands		25 years N = 106		26-30 years N = 170		30 years N = 124		Chi- Square	P- Value
		N	%	n	%	N	%		
Affordable	Yes	31	29	54	32	52	42	4.898	0.086
	No	75	71	116	68	72	58		
Value for money	Yes	47	44	68	40	66	53	5.111	0.078
	No	59	56	102	60	58	47		
Availability	Yes	23	22	53	31	41	33	4.098	0.129
	No	83	78	117	69	83	67		
Product attributes are very good	Yes	60	57	104	61	74	60	0.569	0.752
	No	46	43	66	39	50	40		
Services given by the brand	Yes	26	25	71	42	36	29	10.180	0.006*
	No	80	76	99	58	88	71		

Table 12 showed that when statistically tested, the respondents in the age group of 26-30 years significantly bought the same brand because of the services given by the brand organizations.

It was concluded that employees of different gender, culture and age were loyal to the same brand for different reasons i.e. product attributes, affordability of the brand, product attributes, and services provided by the brand organizations. Males significantly preferred the same brand because they were affordable. Hindus, Sikhs, respondents of eastern and northern region significantly purchased the same brand because the product attributes were very good. Respondents of eastern region and the respondents in the age group of 26-30 years significantly bought the same brand because of the services given by the brand organizations were very conducive.

Figure 4 illustrated that 47% of respondents shifted to other brands because of non-availability of the same brand, 40% shifted to other brand because they could afford them any more, 28% found that the product attributes were not suitable and 15% thought that services offered by the brand organizations were not enough.

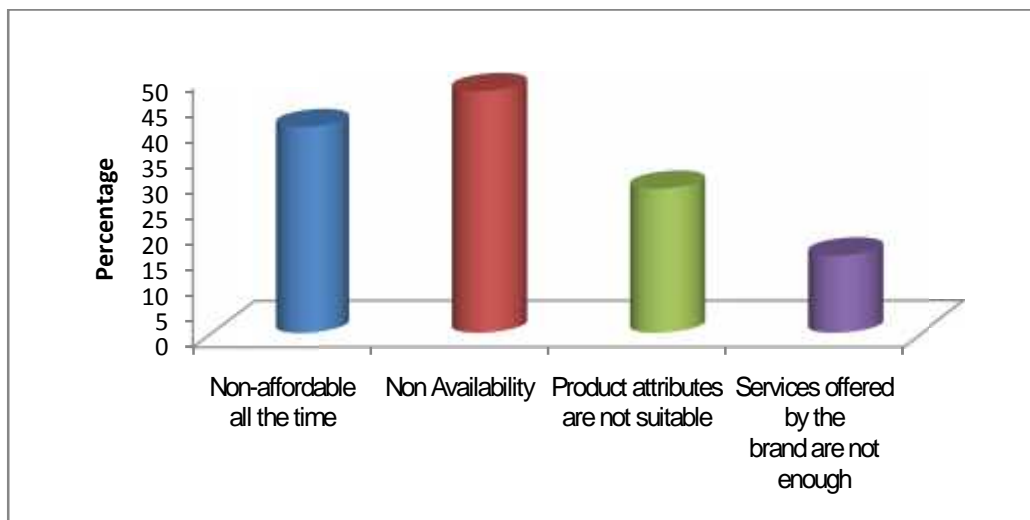


Figure 4: Reasons for shifting to other brands (n=400) multiple choice

Table 13: Reasons for shifting to other brands as per Gender

Variables Gender	Shifting to other brands because	Male N = 238		Female N = 162		Chi-Square	P-Value
		N	%	n	%		
Non-affordable all the time	Yes	107	45	53	33	6.019	0.014*
	No	131	55	109	67		
Non Availability	Yes	110	46	77	48	0.067	0.796
	No	128	54	85	53		
Product attributes are not suitable	Yes	63	27	49	30	0.682	0.409
	No	175	74	113	70		
Services offered by the brand are not enough	Yes	36	15	22	14	0.186	0.666
	No	202	85	140	86		

The above table 13 revealed that when tested statistically for the reasons of shifting to the other brands, 45% males significantly went in for other brands because the brands they purchased were not affordable all the time

Table 14: Reasons for shifting to other brands as per Religion

Variables Religion	Shifting to other brands because	Christian N = 14		Hindu N = 310		Muslim N = 9		Sikh N = 67		Chi-Square	P-Value
		N	%	N	%	n	%	N	%		
Non-affordable all the time	Yes	10	71	122	39	4	44	24	36	6.377	0.095
	No	4	29	188	61	5	56	43	64		
Non Availability	Yes	5	36	146	47	3	33	33	49	1.519	0.678
	No	9	64	164	53	6	67	34	51		
Product attributes are not suitable	Yes	2	14	85	27	2	22	23	34	2.838	0.417
	No	12	86	225	73	7	78	44	66		
Services offered by the brand are not enough	Yes	0	0	47	15	0	0	11	16	4.209	0.240
	No	14	100	263	85	9	100	56	84		

The above table 14 revealed that when tested statistically for the reasons of shifting to the other brands, 71% of Christians significantly went in for other brands because the brands they purchased were not affordable all the time.

Table 15 Reasons for shifting to other brands as per Region

Variables Region	Shifting to other brands because	East N = 4		North N = 296		South N = 81		West N = 19		Chi-Square	P-Value
		N	%	N	%	N	%	n	%		
Non-affordable all the time	Yes	1	25	112	38	37	46	10	53	3.303	0.347
	No	3	75	184	62	44	54	9	47		
Non Availability	Yes	2	50	147	50	35	43	3	16	8.749	0.033*
	No	2	50	149	50	46	57	16	84		
Product attributes are not suitable	Yes	2	50	76	26	27	33	7	37	3.633	0.304
	No	2	50	220	74	54	67	12	63		
Services offered by the brand are not enough	Yes	2	50	37	13	15	19	4	21	6.734	0.081
	No	2	50	259	88	66	82	15	79		

Table 15 indicated that when tested statistically significant results were obtained showing that 50% employees of eastern region and 50% of northern region shifted to other brands because of the non availability of the same brand in the market.

Table 16 : Reasons for shifting to other brands as per Age

Variables Age Ë É Shifting to other brands because		25 years N = 106		26-30 years N = 170		30 years N = 124		Chi- Square	P- Value
		N	%	N	%	n	%		
Non-affordable all the time	Yes	33	31	70	41	57	46	5.411	0.067
	No	73	69	100	59	67	54		
Non Availability	Yes	42	40	76	45	69	56	6.390	0.041*
	No	64	60	94	55	55	44		
Product attributes are not suitable	Yes	32	30	48	28	32	26	0.552	0.759
	No	74	70	122	72	92	74		
Services offered by the brand are not enough	Yes	11	10	24	14	23	19	3.113	0.211
	No	95	90	146	86	101	82		

Table 16 indicated that when tested statistically, significant results were obtained showing that 56% respondents in the age group of more than 30 years shifted to other brands because of the non availability of the same brand in the market.

It was concluded that maximum no. of respondents shifted to other brands because of non-availability of the same brand, non-affordability, product attributes were not suitable and services offered by the brand organizations were not enough. Males and Christians significantly went in for other brands because the brands they purchased were not affordable all the time. Employees of eastern & northern region and in the age group of > 30 years shifted to other brands because of the non-availability of the same brand in the market.

Figure 5 revealed that maximum number of employees had the **brand loyalty** for **foreign brand** with Levi's, Lee, Zara, Nike, Tommy Hilfiger, Calvin Klein, Puma, Pepe, U.S. Polo, LP and Woodland.

Loyalty for domestic brands was with Arrow, Woodland, Raymonds, Van Huesen, Madame, Nike, Peter England, Reebok, Levi's, Lee and Blackberry.

Loyalty of brands with **Indian dresses** was with FabIndia, Biba.

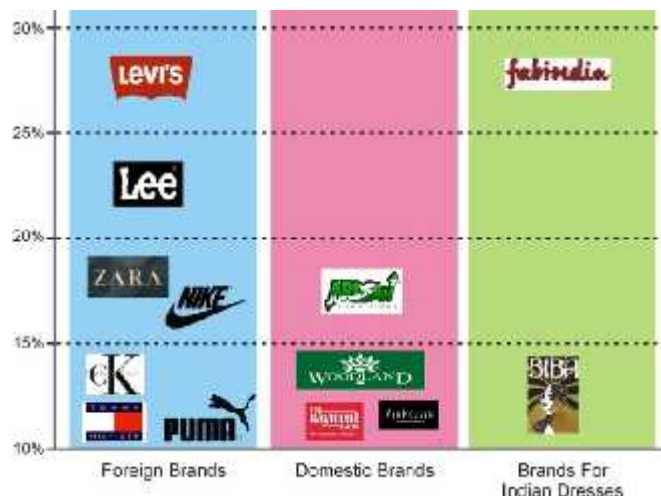


Figure 5 : Popular brands having brand loyalty

Figure 6 illustrated that maximum no. of respondents i.e. 65% accepted a certain brand because they were aware of the brand. They knew the product attributes and the services given by the brand organization. 52% had the knowledge of the brand, 45% knew about the brand value and 33% bought the same brand because of brand image. Very few respondents i.e. 14% accepted the same brand because many people liked that brand. It was concluded that employees of multinational companies accepted the same brands

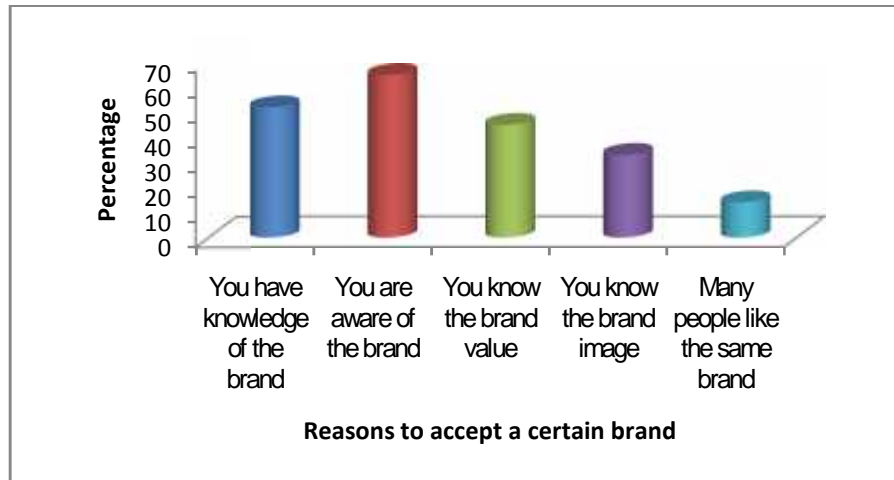


Figure 6: Reasons to accept the same brand (n=400) multiple choice

Table 17: Reasons to accept the same brand as per Gender

Variables Gender	É Accept the same brand because	Male N = 238		Female N = 162		Chi-Square	P-Value
		N	%	N	%		
You have knowledge of the brand	Yes	129	54	80	49	0.897	0.344
	No	109	46	82	51		
You are aware of the brand	Yes	168	71	94	58	6.733	0.009*
	No	70	29	68	42		
You know the brand value	Yes	113	48	68	42	1.179	0.278
	No	125	53	94	58		
You know the brand image	Yes	75	32	55	34	0.261	0.609
	No	163	69	107	66		
Many people like the same brand	Yes	36	15	18	11	1.331	0.249
	No	202	85	144	89		

Table 17 indicated that when tested statistically, significant results were obtained showing that 71% males preferred a certain brand because they were aware of all the aspects (the product attributes and the services given by the brand organization) of the brand, which they were purchasing.

Table 18: Reasons to accept the same brand as per Religion

Variables Religion	É Accept the same brand Because	Christian N = 14		Hindu N = 310		Muslim N = 9		Sikh N = 67		Chi-Square	P-Value
		N	%	N	%	N	%	n	%		
You have knowledge of the brand	Yes	7	50	169	55	6	67	27	40	5.252	0.154
	No	7	50	141	46	3	33	40	60		
You are aware of the brand	Yes	7	50	211	68	6	67	38	57	4.684	0.196
	No	7	50	99	32	3	33	29	43		
You know the brand value	Yes	5	36	143	46	5	56	28	42	1.320	0.724
	No	9	64	167	54	4	44	39	58		
You know the brand image	Yes	6	43	100	32	3	33	21	31	0.737	0.865
	No	8	57	210	68	6	67	46	69		
Many people like the same brand	Yes	0	0	40	13	2	22	12	18	3.982	0.263
	No	14	100	270	87	7	78	55	82		

The above table 18 revealed that when tested statistically, no significant result were obtained for reasons to accept the same brand by the respondents as per religion.

Table 19: Reasons to accept the same brand as per Region

Variables Region Ē Ē Accept the same brand Because		East N = 4		North N = 296		South N = 81		West N= 19		Chi-Square	P-Value
		N	%	N	%	n	%	n	%		
You have knowledge of the brand	Yes	2	50	154	52	45	56	8	42	1.153	0.764
	No	2	50	142	48	36	44	11	58		
You are aware of the brand	Yes	3	75	204	69	45	56	10	53	6.628	0.085
	No	1	25	92	31	36	44	9	47		
You know the brand value	Yes	1	25	135	46	35	43	10	53	1.231	0.745
	No	3	75	161	54	46	57	9	47		
You know the brand image	Yes	1	25	93	31	28	35	8	42	1.217	0.749
	No	3	75	203	69	53	65	11	58		
Many people like the same brand	Yes	0	0	43	15	9	11	2	11	1.431	0.698
	No	4	100	253	86	72	89	17	90		

The table 19 revealed that when tested statistically, highly significant and significant P-values were obtained for accepting a certain brand. 75% employees of eastern and 69% employees of northern region preferred a certain brand because they were aware of all the aspects (the product attributes and the services given by the brand organization) of the brand, which they were purchasing.

Table 20: Reasons to accept the same brand as per Age

Variables Age Ē Ē Accept the same brand because		25 years N = 106		26-30 years N = 170		30 years N = 124		Chi-Square	P-Value
		N	%	n	%	n	%		
You have knowledge of the brand	Yes	45	43	100	59	64	52	7.043	0.030*
	No	61	58	70	41	60	48		
You are aware of the brand	Yes	67	63	110	65	85	69	0.804	0.669
	No	39	37	60	35	39	32		
You know the brand value	Yes	38	36	85	50	58	47	5.446	0.066
	No	68	64	85	50	66	53		
You know the brand image	Yes	29	27	53	31	48	39	3.593	0.166
	No	77	73	117	69	76	61		
Many people like the same brand	Yes	13	12	22	13	19	15	0.537	0.765
	No	93	88	148	87	105	85		

Table 20 indicates that when tested statistically , 59% and 50% employees in the age group of 26-30 years significantly had the knowledge of the brand and knew the brand value of the brand respectively, which they were purchasing.

It was concluded that that maximum no. of respondents accepted a certain brand because they were aware of the brand, knew the product attributes and the services given by the brand organization, had the knowledge of the brand, knew about the brand value and because of brand image. Very few respondents accepted the same brand because many people liked that brand. Males, employees of eastern and northern region significantly preferred a certain brand because they were aware of all the aspects (the product attributes and the services given by the brand organization) of the brand. Employees in the age group of 26-30 years significantly had the knowledge of the brand and knew the brand value of the brand.



CONCLUSION

Employees of multinational companies were found loyal to certain brands of clothes, which was significantly related to age, gender and culture in terms of religion and region.

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