A. Mamedov

Management & Science University, Shah Alam, Malaysia
(E-mail: bsc@bk.ru)

Influence of brand image and price on purchase decision on foreign clothing companies among working adults in Kazakhstan

Abstract. *In today's globalized world, companies should follow on customers' needs related to purchasing decisions. There is a need to understand what specifically influences consumer behavior among working adults in Kazakhstan. Particularly, the research focused on such marketing tools as brand image and price. The main research objective of the study is to find out the impact of brand image and price on purchasing decisions. The research question is to see how brand image and price influence purchasing decisions. A quantitative method was used in this study that suits the nature of the research where data was collected by using a questionnaire in a target population (working adults in Nur-Sultan city, the capital city of Kazakhstan). In this quantitative study, 500 working adults were selected randomly for the survey, but only 408 people participated. The data collection involves the adults in the sample group the questionnaire. The findings of the study are analyzed using the SPSS software. The hypothesis testing was done with correlation. Also, research uses multivariate regression to analyze market behavior and purchasing decisions, the influence of the two predictors (price and brand image) is weighed against the mixture of the two outcome variables. The study provided important recommendations for the marketers and policymakers to improve the situation in the clothing industry among local companies. Marketers are recommended to focus more on advertising direction while such aspects as quality and price should be central as well. The study showed that foreign clothing companies easily take over the market share by establishing a strong marketing policy and concentrating on determinants of consumer behavior. In this situation, the local companies are recommended to adjust their business strategy accordingly by using some competitive advantages like logistics, location of raw materials, labor force, local policies, etc. Therefore, as the study is a contribution to marketing, especially in consumer behavior, it is recommended to make a more detailed study to understand and forecast purchasing behavior of customers.*

Keywords: *Customer behavior, Purchasing decision, Price, Brand image, Clothing brands, Market trends, Adults.*

Introduction

Fashion is perceived to be the most important factor in the clothing industry's growth since it is diverse and successful. Fashion is a reflection of both time and the individuals whose actions affect the business. Apparel marketers must consider the consumer dynamics and gain a thorough understanding of the problems that affect the apparel industry. As a result, every business is currently working hard to provide interesting products and services to attract new customers. These companies, which have a massive customer base, struggle to keep their customers [1]. With their unmatched brand value, increased service, and a better price image, clothing companies work to increase consumer loyalty to ensure the loyalty and happiness of consumers. Acknowledgment

of consumers' behavior has a major influence on marketing strategy [2]. Companies work to meet customers' desires due to the marketing principle [3]. Firms can only fulfill these standards if they have a thorough understanding of customers. As a result, customer behavior data must be incorporated into a central campaign approach by advertising programs. Buying products or services involves several factors that can influence one's choice. People select brands based on their presumed meaning and relevance to their personality [5]. Buyers' decision-making is being more unpredictable and critical than it was before. To optimize their involvement with products or brands, consumers seek information from a few key internal and external sources [6]. Advertisements, news articles, and direct mailings have bombarded consumers with a range of content, many of which contain mixed messages [7]. Companies can attract customers more effectively if they exploit various vital variables based on market needs and desires. Brand name, accuracy, and price are some of these variables [8]. This study has been designed to investigate the impact of brand image and quality on purchase decisions for international clothing companies among working adults in Kazakhstan.

Brand Image: Consumers' reputation is a concept that consumers assume based on subjective motivations and emotions [9]. A customer's perception of a specific brand is dependent on either factual or emotional factors [10]. The most important thing is the name; a good name will help to promote a brand. Positive brand awareness will help the marketing effort succeed by allowing the brand to appreciate and have excellent relationships with clients [11]. The ability of brands to endure data as an integral aspect of their brand reputation determines the quality of their affiliations [12]. With the current inexorably difficult market competition, the novelty of brand affiliations restricted the corporation not to be the same as gaining an advantage that may have been used as a reason for clients to select a specific brand [13]. The distinctiveness of brand associations may differ from product-related features, functional benefits, or perceived image [14].

The brand image often refers to the mental parts of the picture or interpretation that incorporates with the imagination of purchasers through the desires and experience of taking the brand over an entity or administration; as a result, forming a successful brand image is becoming increasingly important to be proclaimed by the corporation [15]. The brand image is often a reflection of its bid, which involves the intangible importance of consumers due to specific features of the products or services [16]. A customer's perception of a brand's good experience is referred to as a brand picture [17]. If a company has a distinct advantage, good credibility is well-known, trustworthy, and willing to provide the finest support possible, a favorable impression may have formed [18].

Marketing communication, customer experience, and social influence are three distinct inductive mechanisms by which a brand's identity develops. The voice of a company and how companies will build relationships with consumers around their product proposition are reflected in marketing communication [19]. It means that displaying communication aids corporations in addressing their clients and cultivating a corporate profile in their clients' minds. Recognizing a consumer's consumption experience is a top priority for today's marketers, particularly with the rise of experiential marketing techniques that aim to re-enchant consumers via consumption [20]. Customers are asking management firms, in particular, to take a wider view of what types of experiences to prepare for them and how to include them. Customers are less interested in optimizing their rewards and more focused on gluttonous gratification within a given social context from an experiential perspective. Within that context, usage elicits sensations and feelings that do more than respond to a person's needs, as they also overcome the shopper's search for a personality.

In general, social influence refers to a person's adjustment of his or her attitudes or behavior in response to the attitudes or behavior of others based on their interactions in the social system Social influence is also known as «social contagion» in diffusion research since

disseminating a new product among people is similar to the spread of a virus in a population [21]. A prospective adopter's opinion, attitude, or behavior toward a new product evolves due to association with prior adopters' experience, behaviors, or attitudes. However, according to utility theory, the social impact as to how one's peers' behaviors influence the utility one expects to achieve by engaging in a particular action, and therefore the likelihood that (or degree to which) one will engage in that behavior.

Price: Costs can influence a variety of shopper habits for consumers, products, and their availability at different shops and on various networks and in a variety of components [22]. Organizations are now seen from a different perspective, and economic prospects in all areas of the world shift every year. Organizations must aim to keep these regular transitions updated in this manner. J.F. Kennedy was a popular figure in the 1950s. McCarthy produced the four Ps, which became the most enduring structures in the commercial mix at the time. «McCarthy's 4 Ps provided a suitable and acceptable nomenclature for marketing analysis and study» [23]. The cost is the most volatile component of the market mix and the most significant «paying factor» [24]. In any case, the promoters should be in charge of this aspect, which many too many organizations overlook. Values can be adjusted (increased or decreased) more easily by organizations. It is incredibly difficult to achieve the same effect with different elements in the promotional mix. As a result, changing the characteristics of the commodity, the primary sources of crude material and finished goods, the permanent and basic consumers, and the dispersion networks is extremely difficult. As a result, changes to promotional mixtures are tied to longer timeframes. Since expenses can be conveniently identified by adding initial costs and a final charge, they have a legal impact on wages, which are eventually converted into benefits. In this way, a slight price change can elicit a strong response from customers, which may be positive or negative [26]. In this regard, valuing similar options usually determines the most complex and touching arrangements for each company,

particularly where cost is a major consideration in such transactions [26]. The cost is defined as a «sum of the significant amount of quality, which clients change to service ownership or use for a certain article or administration» in the narrow sense, and as a «sum of the significant amount of quality, which clients change to service ownership or use for a certain article or administration» in the broad sense [27].

It should be noted that the organic commodity or management demand is influenced by value. Along these lines, as shown, even a minor rise in prices reduces demand for the product, as costs represent the buyer's loss on the exchange they make. Cost is often used as a profit ratio, and it can entice a potential customer to purchase an item or service.

Purchasing Decision: The article explains the decision-making process for consumers and how decisions are made from a list of options. The paradigm is based on market psychology theories and concepts such as the purchaser's behavioral theory and Nicosia's consumer decision theory. Buyers' physical and social circumstances have tremendous consequences for their purchasing choices and may play a significant role in their need for and consideration of purchasing products [28]. One of the main elements is social time, described as «time about social institutions and social rhythms and habits, such as working hours, opening hours, meal hours, and other institutionalized schedules.» Everyday shoppers make many decisions in their daily lives. Customer behavior encompasses more than just purchasing or decision-making; it also includes consumer participation and a wide range of consumption-related experiences [29]. Business decision-making is an essential component of consumer action. The first step in making a purchasing decision when consumers desire something new is identifying the issue. The customer's purchasing choices begin with an obstacle or a dilemma. These options are easily identified, questioned, and solved (food requirements), but the unexpected dilemma is still challenging to resolve (needs of the car). Different variables, such as social factors, social factors, cultures, and environmental factors, all affect issue identification [30].

Primarily, the study focuses on the second step of the buying process, namely on in-store choices, by exploring the impact of certain psycho-demographic factors on behavior in Kazakhstan. Perhaps it is no surprise that research on consumer psychology has received so much interest that these factors significantly impact consumer behavior. The main psychological factors chosen for this study are experience, lifestyle, temperament, value, and need [31]. As a result, research should not disregard other aspects of consumer conduct. Some demographic considerations play a role in furniture store decision-making [32]. These factors primarily include gender, age, and income [33]. A more in-depth examination of demographic characteristics in defining and categorizing customers into different market categories will encourage customer behavior studies. It is accomplished by depending on the same characteristics across customer categories while accounting for regional differences [34]. Different statistical models can be used to analyze various aspects of consumer behavior. According to the Jenkins marketing continuum model, the customer goes through several phases on his or her way to purchasing a product [35]. For starters, the customer is unfamiliar with a product or service. Any kind of marketing raises the customer's awareness of the product. The next step is comprehension, followed by the dedication that makes it possible. In the following stage, customers would choose labels over others. The process of deliberate acquisition and purchasing appraisal is then completed, and the goal is to purchase the brand again. Other business models include the Nicosia customer decision-making paradigm or the Marshallian, Freudian, Veblenian, and Hobbesian models and Kotler's various marketing trends [36].

Significance of the study

Although customer behavior is well understood, it is nevertheless understudied in Kazakhstan, despite the importance of clothing buying decisions. It is possible to see how realistic and intellectual gaps are reconciled [37]. It is best, to begin with, consumer procurement decisions and adopt an appropriate business model for Kazakhstani apparel companies [38]. The lack of academic study among working adults in Kazakhstan, particularly in the garment industry, makes it necessary to conduct a research that bridges the gap between academia and industry [39]. Despite its rapid growth, the fast mode industry is still considered an under-invested sector. Fashion experts are impossible to find, both academically and economically. It is a modern study's effort. Consumer behavior in Kazakhstan differs considerably from that of working adults when it comes to purchasing foreign clothes. Divers must keep these two considerations in mind to save the present adverse circumstances [40]. This research is beneficial to apparel retailers who wish to learn about the variables influencing consumer behavior, their relationship to buying decisions and collect data and knowledge from functioning more efficiently. The research will also help entrepreneurs and sellers tailor strategies for consumers and use them as an effective marketing tool.

Research Objectives

- To analyze the determinants of consumer behavior.
- To what extent the consumer behavior influence their purchasing decisions.
- To find out the impact of Brand Image on purchasing decisions.
- To find out the impact of price on purchasing decisions.

Research Hypothesis

1. There is a relationship between Price and Consumer Behavior
2. There is a relationship between Brand image and Consumer Behavior
3. There is a positive relationship between Consumer Behavior on Buying Decision
4. There is a relationship between Price and Buying Decision
5. There is a relationship between Brand image and Buying decision

Methodology

The author of the study chose a random sample of 500 working adults in Astana for this report, but only 408 replied. This study was quantitative by nature. This study's data is gathered by the

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Price	408	1.00	5.00	3.4326	0.72801
Brand Image	408	1.00	5.00	3.2908	0.84436
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				

use of a questionnaire administered by the researcher. The questionnaire was administered to the adults in the sample group by the data collection team. The SPSS software is used to interpret the outcomes of the analysis. After reading the literature, the theory was developed and validated using experimental results derived from data. To put the theory to the test, it applied the link to the results. This study employs multivariate regression to analyze customer behavior and purchasing choices; the influence of the two predictors (brand name and price) is weighed against the mixture of the two outcome variables. Data mining has affected ethical issues such as confidentiality, privacy, openness, respect, and experience. Furthermore, before any prospective applicants are invited to participate in any non-exempt study survey, the Institutional Review Board must review all hiring plans and records. As a result, the IRB will reconsider the study's recruiting plan. It is not necessary, but it helps to protect the health and interests of human testing subjects. As a result, participants' privacy would be secured, voluntarism would be promoted, and prospective participants would be informed consistently.

Results

IBM SPSS has also been used to conduct informative experiments on data collection containing the underlying testing frameworks of pricing, brand image, customer behavior, and purchasing decision. Descriptive statistics are useful for defining factors and maximum, minimum, and standard deviations in total systems.

Table 01 shows that the overall ranking average is 3.29 and 3.43 in terms of brand value and expense, respectively. It means that when shopping for clothes in Kazakhstan, shoppers value prices more. Any measure between 3.00 and 4.00, on the other hand, indicates that the majority of respondents are either indifferent or accept that it relates to clothes shopping.

Correlation Analysis

Correlation is one of the parametric methods used in this study to investigate the relationships between the combined ratings of the latent constructs. Pearson Correlation has been used in this case, which also aids in the partial study of hypotheses.

According to the results, at the 0.01 stage, both brand name and price, as determinants, have a close association with consumer behavior. In the light of the statistical review, which includes the hypotheses testing threshold, a significant amount of 0.01 has been reinstated [41]. According to these criteria, a relationship is deemed necessary if its sig-value is less than 0.05 or 0.01 degree of significance. Furthermore, the interaction path is positive in each event, and the magnitude is high (strong relationship). It means that increased customer activity has resulted in a stronger brand profile and greater product awareness. The results propose that H1and H2 are accepted.

Similarly, all factors affecting purchase behavior (brand name and price) are closely associated with purchasing decisions at the 0.01 level of significance. That is shown by their respective p-values (sig values). Furthermore, the relationship between and set of variables is positive in orientation. Finally, the study

Table 2

Correlation

		Brand Image	Quality	Price	Consumer Behaviour	Purchase Decision
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
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
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
**. Correlation is significant at the 0.01 level (2-tailed).						

discovers a strong, robust association in each relationship depending on the coefficient values (magnitude). It represents a stronger brand image and higher product awareness associated with wise purchasing decisions. It follows that H4 and H5 are also suitable. Finally, the association table establishes the link between customer behavior and international clothing purchasing decisions. There is a statistically significant and positive relationship between the two variables at the 0.01 level. Furthermore, the strength of the association is important. It suggests that H3, which denotes a stable relationship between the two variables, has been settled.

Multivariate Analysis

The research utilizes multivariate regression to study and interpret consumer behavior and buying choices (as an outcome variable), with the two predictors (brand name and price) weighed against the combination of the two outcome variables.

The figure is critical at the 0.05 level when using Pillai's Trace, indicating that market awareness and price correlated with multinational fashion products on the combination of consumer behavior and buying decision is significant. It validates previous observations and models.

Structure Equation Modelling (SEM)

As previously stated, the study would evaluate direct and indirect influences, taking into account the influence of brand image and price on consumer behavior and buying decisions. Though regression analysis can analyze both direct and indirect (mediating) outcomes, structural equation modeling (SEM) is a reliable and efficient method for evaluating structural relationships [42]. When detecting mediation effects, this study utilizes PLS-SEM, which shows less contradictory results than regression analysis [43].

Moreover, per the PLS Algorithm route coefficients, the effects of brand name and price

Multivariate Tests

Effect		Value	F	Hypothesis df	Error df	Sig.
Intercept	Pillai's Trace	0.027	5.690b	2.000	403.000	0.004
	Wilks' Lambda	0.973	5.690b	2.000	403.000	0.004
	Hotelling's Trace	0.028	5.690b	2.000	403.000	0.004
	Roy's Largest Root	0.028	5.690b	2.000	403.000	0.004
BI	Pillai's Trace	0.029	6.091b	2.000	403.000	0.002
	Wilks' Lambda	0.971	6.091b	2.000	403.000	0.002
	Hotelling's Trace	0.030	6.091b	2.000	403.000	0.002
	Roy's Largest Root	0.030	6.091b	2.000	403.000	0.002
P	Pillai's Trace	0.169	40.964b	2.000	403.000	0.000
	Wilks' Lambda	0.831	40.964b	2.000	403.000	0.000
	Hotelling's Trace	0.203	40.964b	2.000	403.000	0.000
	Roy's Largest Root	0.203	40.964b	2.000	403.000	0.000

a. Design: Intercept + BI + P

b. Exact statistic

on consumer behavior are statistically significant at the 0.05 stage, as shown by previous studies [44]. Furthermore, understanding the causal effect of consumer behavior on buying decisions is important. Path coefficients for all explanatory variables for buying judgment, on the other hand, are marginal at 0.05, as are regression results. That suggests the total mediation is explained by consumer behavior.

The first research target, which covered H1 and H2, sought to ascertain if brand name and price are determinants of Kazakhstani working adults' buying behavior toward foreign clothing brands. Using Pearson Correlation, Regression, and SEM research, the H1 and H2 theories were thoroughly implemented, showing that brand awareness and product price significantly impact the buying behavior of working adults in Kazakhstan. As a consequence, these three variables can influence consumer behavior. In terms of the second study target, H3, the statistical analysis revealed an encouraging, significant, and distinct relationship between consumer behavior and purchasing decisions. As a result,

PLS-SEM Path Coefficients

Path Coefficients	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (|O/STDEV|)	P Values
Brand Image -> Consumer behaviour	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

Table 5

Hypothesis results

Hypotheses	Results
H1: There is a relationship between Brand Image and Consumer Behaviour	Accept
H2: There is a relationship between Price and Consumer Behaviour	Accept
H3: There is a positive relationship between Consumer Behaviour on Purchasing Decision	Accept
H4: There is a relationship between Brand Image and Purchasing Decision	Not Accepted
H5: There is a relationship between Price and Purchasing Decision	Accept

H3 has accepted the findings. Despite addressing the third research goal of brand identity and purchasing decision, the methodological study generated contradictory results, as mentioned earlier in the literature review, and H4 dismissed it. The following table summarises the hypotheses testing:

Based on these results, the current research determining consumer behavior can play a mediating role in the price-purchase decision relationship. Working adults in Kazakhstan shopping for foreign label clothes, on the other hand, are unable to make purchasing decisions based on brand image.

Discussion

The study summarises the rising complexities of determining consumer preferences due to globalization shifts and stands out in a competitive market. For example, look at the implications of globalization, demonstrating that recent economic trends have enabled international markets and communities to dominate local economies and cultures [45]. One of the most significant effects of globalization has been seen in the textile industry, where subsectors such as fast fashion and other westernized divisions have evolved. That is also because westernized departments, such as quick fashion, make the supply chain more effective. Globalization movements have given multinational brands fast access to low-cost labor in Asian local markets. In comparison, not just from a manufacturing standpoint, international brands in a wide range of prices in emerging Central Asian economies

such as Kazakhstan and Russia are causing concern.

In terms of a single quality variable, findings support the findings, which show a favorable and significant relationship between price, quality, use, and purchase decision [46]. The authors assert that the accuracy of the buying decision is based on the product's durability, performance, ease of use, and low maintenance. As a result, several organizations view quality as a critical decision consideration on their costs [47]. It further emphasizes the importance of continuity as a determinant of consumer behavior and extensively addresses the fourth research objective of quality decision-making. It is true for buyers searching for globally recognized garments in Kazakhstan. Consumers place a high emphasis on consistency because quality directly impacts their market behavior and, as a result, their purchasing decisions.

The current data set's observational findings indicate that the interaction between purchasing clothes from global brands and brand recognition and price is mediated by arbitrary expectations of comparison classes and perceived behavior control. These results explore how consumer behavior influences purchasing decisions through analysis, showing a strong and positive connection between the two. According to the author, a strong brand name encourages consumers to buy from it because it aims to meet their needs and have good value for money. These results are also relevant to the first and third research objectives, which were to assess brand value as a predictor of consumer behavior and a factor in purchasing decisions. As a consequence of the relationship, the study concludes that brand

image has a positive and substantive relationship with consumer behavior, but its impact on purchasing decisions is marginal. Brand worth is unimportant to working adults in Kazakhstan when it comes to buying clothing from foreign brands. As a result, the results partially dispute previous academic findings, demonstrating an opposing perspective demonstrating that brand image helps draw buyers for profitable long-term companies.

The correlation studies have addressed the review's most recent goal: to explore the impact of pricing on procurement decisions. The same can be said for the price factor, which, according to regression analysis, positively impacts Kazakhstani working adults' buying decisions and consumer behavior. These findings are in line with those showing that price is a sensitive topic for customers worldwide. They are the same outcomes. A small price change may have a big impact on consumer behavior and buying decisions.

As a result, the thesis' results have two implications. Advertisers on the ground and politicians, for example, are looking for ways to boost Kazakhstan's economy and industry. Second, the findings make a substantial contribution to scholarly literature, filling a gap that has been identified. The findings of Kazakhstan's consumer behavior in terms of clothing shopping habits will serve as a foundation for future research in this field. This thesis is a positive move forward. The study vacuum takes a step forward by presenting informative observations almost connected to conventional model customer practices. As a result of the latest study, academics will examine market activity in Kazakhstan through the prism of multinational apparel brands.

Marketers suggest that international brands use more aggressive promotional campaigns in Kazakhstan to stress the quality of products and price factors, based on the findings. It would help international brands gain a foothold in Kazakhstan's domestic target market and multinational corporations. For example, by offering coupons, loyalty bonds, or gift cards that enable shoppers to buy additional goods from foreign brands, a consumer's propensity

to be swayed by costs can be exploited. That would also aid in disseminating good word of mouth, which would aid in their longevity. Multinational apparel giants can affect buying decisions by demonstrating the durability of their clothing items. These days, the consistency of a person's life is determined by their ability to wear durable clothes. This garment is made from natural materials with no social or environmental consequences, such as fur exploitation for coats. Consumers who are aware that their apparel is eco-friendly or upcycled are of the same caliber as modern multinational corporations. As a result of such marketing efforts, international brands based in Kazakhstan will draw working adults.

This study demonstrates that international apparel firms can effectively control local Kazakhstan citizens by using transparent pricing in terms of policy ramifications. As a result, policymakers will inform the clothing and apparel industry in the United States to use these components to lure target customers. It will assist domestic officials in promoting domestic products rather than international brands and local businesses in increasing market share, as brand recognition had little bearing on buying decisions.

Conclusion

Consumer behavior influences buying decisions in many ways due to the many alternatives available [48]. On the other hand, several social scholars have argued that critique is a major cause of cultural loss of identity [49]. Simultaneously, marketers see it as an incentive to understand why customers choose international or local brands to sell their products accordingly to gain a larger global market share [50]. To summarise the statement, Kazakhstan clothing firms and their marketers, on the other hand, refuse to understand and identify significant patterns in customer buying decisions. Kazakhstan's domestic fashion firms account for just 10% of the country's garment industry, while international brands dominate the remainder. Due to these patterns and a lack of analysis, a systematic study was needed to prompt purchasing decisions against global

brands and determine which variables affect consumer behavior. As a result, this study aimed to look into the factors influencing consumer behavior in Kazakhstan working adults who shop for clothing from international brands. The study also looked at the degree to which customer behavior influences purchase decisions and the effect of brand value and price on purchasing decisions.

Previous experimental and theoretical experiments were used to assess the price and brand image analysis goal. Sex, aging, and wealth all have a strong impact on customer behavior in some sectors, such as wood preferences, according to extensive literature analysis [51]. On the other hand, fast food is unaffected by gender. In addition, the research looked at the various aspects of psychological causes, demonstrating that they substantially affect clients' behavior. From the standpoint of the entire literature, these aspects fulfill the study's first goal, which was to analyze customer behavior. From the standpoint of the entire literature, these aspects fulfill the study's first goal, which was to analyze customer behavior. Similarly, once a buyer learns more about the skills or specific properties, he or she is more likely to purchase the brand if ten more options are presented to the same product [52]. Similarly, fashion governs various modes of consumption and the types of goods or brands to which customs' lifestyles adhere and cater and influences consumer behavior based on the standards, legal regimes, and finances of various companies. The customer's attitude toward a particular brand or product is created by inviting the consumer to an advertising or conference. These social questions are consumer opinions that influence their attitudes (positive or negative) toward a company or its goods. The effect of qualifications and beliefs on customer behavior [53]. All of the names may be classified as economic, aesthetic, social, political, or religious. Finally, individual desires are the primary motivator for recognizing and filling the void as a determinant of customer behavior.

As a result, the company identity refers to a mark in a customer's visual memory. That is a positive opinion if the company has a distinct edge, a strong reputation is well regarded, trustworthy, and is recognized for its consistent customer service. Suppose these variables are not visible, vice versa. As a result, media engagement strategies, user experience, and socially influencing consumers can affect the brand reputation or good word of mouth. The existence of a brand will affect consumers' buying decisions in this way. The same may be said for prices and coherence. According to a previous report, providing luxury products and services to customers who are conscious of consistency improves their buying decisions [54]. Consumers who pay for a product are more likely to be quality-conscious if the contents are better. As a result, the price of a commodity influences consumers' buying choices and behavior. The current study hypothesized that brand identity and price substantially impact consumer decision-making based on this observation.

Limitation and Suggestions for Future Research

This study focuses on the factors that influence consumer behavior in the clothing industry, especially in Astana (Kazakhstan). Respondents of Astana come from all walks of life and are of all ages, but working adults are at the forefront. This research will reflect the decision-making process on consumer behavior and the fashion industry's future drive. Simultaneously, the study aids in understanding Kazakhstan's new consumer preferences and how they can be used to assess consumers' future wants expectations, and wishes. This analysis, on the other hand, was limited in various ways.

In the apparel industry, there is also a scarcity of scholarly and marketing customer behavior studies. One of the industry's flaws is a lack of study and customer behavior research, especially for international firms and working adults. Because of the importance, the lack of evidence in the current research can be considered a disadvantage. As a result, the few publicly traded textile producers are at a disadvantage, as the requisite study data cannot be shared with another company. Furthermore, the majority of fabric manufacturers are spread across Kazakhstan, far from my country. In this case, consistency is also an important factor to remember. As a result, future research and even this variable will be scrutinized more closely.

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А. Мамедов

Менеджмент және Ғылым университеті, Шах Алам, Малайзия

Қазақстандағы жұмыс істейтін ересектер арасындағы шетелдік киім компанияларының сатып алу шешіміне бренд имиджінің және бағаның әсері

Аннотация. Қазіргі жаһандану жағдайында компаниялар сатып алушылардың шешіміне байланысты тұтынушылардың қажеттіліктерін ескеруі керек. Бұл ретте Қазақстанда жұмыс істейтін ересектер арасында тұтынушылардың мінез -құлқына нақты не әсер ететінін түсіну қажет. Атап айтқанда, зерттеулер бренд имиджі мен баға сияқты маркетингтік құралдарға бағытталған. Зерттеудің негізгі мақсаты - бренд имиджі мен бағаның сатып алу шешіміне әсерін анықтау. Зерттеу сұрағы - бұл бренд имиджі мен баға сатып алу шешіміне қалай әсер ететінін білу. Бұл зерттеуде мақсатты топтағы (Қазақстанның астанасы Нұр-Сұлтанда жұмыс істейтін ересек адамдар) сауалнаманы қолдану арқылы мәліметтер жиналған зерттеулердің сипатына сәйкес келетін сандық әдіс қолданылды. Бұл сандық зерттеуде сауалнамаға кездейсоқ 500 жұмыс істейтін ересек адам іріктелді, бірақ тек 408 адам қатысты. Деректерді жинау сауалнаманың іріктелген тобындағы ересектерді қамтиды. Зерттеу нәтижелері SPSS бағдарламалық жасақтамасының көмегімен талданады. Гипотезаны тексеру корреляция әдісімен жүргізілді. Сонымен қатар, зерттеулер нарықтық мінез -құлық пен сатып алу туралы шешімдерді талдау үшін көп айнымалы регрессияны қолданады, екі болжаушының әсері (баға мен бренд имиджі) нәтиженің екі айнымалысының қоспасымен салыстырылады. Зерттеу жергілікті компаниялар арасында киім өндірісінің жағдайын жақсарту үшін маркетологтар мен саясаткерлерге маңызды ұсыныстар берді. Шындығында, маркетологтарға жарнама бағытына көбірек көңіл бөлу ұсынылады, ал сапа мен баға сияқты аспектілер де маңызды болуы керек. Зерттеу көрсеткендей, шетелдік киім компаниялары күшті маркетингтік саясатты қолдана отырып, нарықтағы үлесті оңай иемденеді және тұтынушылардың мінез - құлқының детерминанттарына шоғырланады. Бұл жағдайда жергілікті компанияларға логистика, шикізаттың орналасуы, жұмыс күші, жергілікті саясат және т.б сияқты бәсекеге қабілетті артықшылықтарды қолдану арқылы бизнес стратегиясын сәйкесінше өзгерту ұсынылады, сондықтан зерттеу маркетингке, әсіресе тұтынушылардың үлесі болып табылады. Мінез -құлық, клиенттердің сатып алу мінез - құлқын түсіну және болжау үшін егжей - тегжейлі зерттеушілерді жасау ұсынылады.

Түйін сөздер: тұтынушылардың мінез -құлқы, сатып алу шешімі, баға, бренд имиджі, киім брендтері, нарықтық тенденциялар, ересектер.

А. Мамедов

Университет менеджмента и науки, Шах Алам, Малайзия

Влияние имиджа бренда и цены на решение о покупке одежды иностранных компаний среди работающих взрослых в Казахстане

Аннотация. В сегодняшнем глобализированном мире компании должны учитывать потребности клиентов, связанные с принятием решения о покупке. При этом необходимо понять, что конкретно влияет на поведение потребителей среди работающих взрослых в Казахстане. В частности, исследование было сосредоточено на таких маркетинговых инструментах, как имидж бренда и цена. Основная цель исследования - выяснить влияние имиджа бренда и цены на решение о покупке. Вопрос исследования заключается в том, чтобы увидеть, как имидж бренда и цена влияют на решение о покупке. В этом исследовании был использован количественный метод, который соответствует характеру исследования, в котором данные собирались с помощью анкеты в целевой группе населения (работающее взрослое население в городе Нур-Султан, столице Казахстана). В этом количественном исследовании для опроса случайным образом было отобрано 500 работающих взрослых, но в нем приняли участие только 408 человек. Сбор данных вовлекает взрослых в группу выборки анкеты. Результаты исследования анализируются с помощью программного обеспечения SPSS. Проверка гипотез проводилась с помощью корреляции. Кроме того, в исследовании используется многомерная регрессия для анализа поведения рынка и решений о покупке, влияние двух предикторов (цены и имиджа бренда) сравнивается со смесью двух исходных переменных. Исследование предоставило важные рекомендации для маркетологов и политиков, чтобы улучшить ситуацию в швейной промышленности среди местных компаний. Фактически маркетологам рекомендуется уделять больше внимания направлению рекламы, в то же время такие аспекты, как качество и цена, также должны быть центральными. Исследование показало, что иностранные швейные компании легко захватывают долю рынка, проводя строгую маркетинговую политику и концентрируясь на детерминантах поведения потребителей. В этой ситуации местным компаниям рекомендуется соответствующим образом скорректировать свою бизнес-стратегию, используя некоторые конкурентные преимущества, такие как логистика, расположение сырья, рабочая сила, местная политика и т.д. Таким образом, поскольку исследование является вкладом в маркетинг, особенно в потребительском секторе поведения, рекомендуется провести более детальное исследование для понимания и прогнозирования покупательского поведения покупателей.

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

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Information about author:

Mamedov A. – Ph.D. student, Management and Science University, University Drive, Off Persiaran Olahraga, Shah Alam, Malaysia.

Мамедов А. – Менеджмент және ғылым университетінің докторанты, Ениверсити Драйв, Офф Персиаран Олахрага, Шах Алам, Малайзия.