**EVALUATING THE TREND OF CUSTOMER BEHAVIOR IN THE UK FASHION INDUSTRY**

**CHAPTER ONE**

1. **Introduction**

This segment of the thesis seeks to examine the importance of the topic and explain why it is chosen to be the center part of the research. The chapter will also analyze the current state of construction industries. Similarly, it shows the objectives, significance and relevant questions that must be answered by the findings of the proposal.

**1.1 Background Information**

Human behavior can be broken into several nucleus as submitted by Skinner (1953). Examining the framework and perspective of Skinner will accord us the opportunity to further analyze the behavior of customer with respect to changing trends as it makes it possible to break it down into smaller fragments. In general, customer attitude is made up of feelings, and perception of a particular product.

Consumer behavior is the step-wise series of activities engaged in by people with respect to searching, selecting, buying, usage, evaluating and decision making which has to do with a particular product or service with the aim of needs and desire satisfaction (Belch and Belch, 2004). Phycologist and

Economists, over the years, have considered and analyzed the theory of human behavior. To achieve this thorough analysis, they have made use of demographic and physiographic indices as well as different important variables like taste to unravel the continuous and dynamic changing trend of customers.

The United Kingdom’s fashion Industry is greatly characterized by peculiar fashion intelligence. The purchasing power of average British people with respect to fashion keep increasing all along. A very considerable instance is the United Kingdom’s all-time clothing retailer, ‘’Marks and Spencer’’. Marks and Spencer has been able to maintain adequate sales boom and meeting customers’ changing trend at the same time. As the products meet the continuous needs of the UK people, the net sales of the company scale up. For a new entry into the competitive market, adequate strategies and strong organizational structure must be in place. The research seeks to consider an in-depth analysis of the current trend in the UK fashion Industry and make proper recommendation that will help other businesses of similar products in the UK fashion Industry.

**1.1.1 The U.K Fashion Industry**

Close to 100% of the clothing materials utilized by the average British people comes readily from importations. Manufacturers make use of outsourcing as their weapon of operations as they picture this as a good way to lower cost of production. In sharp contrast to this, Gap and Next plc sell and produce their goods within the country. Despite clothing good been imported, the label of the country of origin remains unchanged.

The UK clothing capital market has a huge perception in the UK Gross Domestic Product (GDP). This market remains the highest contributing sector to the UK Gross Domestic Product (GDP) despite the declining sales records in the recent financial report (UK Statistics, 2020). As a matter of evaluation, the consumer consumption trend has increased with the millennium evolvement. Employment has skyrocketed in the industry as demands for clothing goods increase as seen in the private-public sector and people gaining financial independence (UK Statistics, 2020).

Vacancies of jobs openings have scaled up by 0.4% per month each year and this is a good signal that unemployment will be reduced as time goes by (UK Statistics, 2020).

Increasing employment generation will greatly influence the fashion industry in the United Kingdom because the market is loaded with people within working ages. As consumer income increase through employment, there will be reasonable increase in sales and this will call for a new competition and more challenging competition.

Clothing companies in the United Kingdom have two key organizations in charge of supply chain monitoring and regulations. These organizations have seen to the efficient delivery and maximum production in meeting customer’ satisfaction without having conflicting competition.

The British Apparel and Textile Confederation, founded in the year 1992 has been saddled with the responsibility of regulating and monitoring the overall working and manifestation process of the United Kingdom fashion Industry and has achieved great increase in employment generation. Close to £ 96 billion has been reached in retail sales (British apparel Textile, 2019).

Another important regulatory body is the Association of suppliers in the British clothing Industry (ASCBI) coordinating the affairs pf the supply industry. This is the association that coordinates the clothing industry (ASCBI,2020).

**1.1.2 Burberry Plc**

Burberry is involved in the sourcing of apparel mixture. They have taken their retail and wholesale annex outside the country while still in operation within the country. The company is inter-generational and unisex with value proposition through excellence, grand style and top-notch quality (Burberryplc, 2020).

The early quarter report of the company showed 74% increase in wholesales and 14% increase in retails. This is believed to be a result of product appeal, and customers’’ satisfaction having built clientele relationship over the years in regions like the United State, China, and other emerging markets of the world (Burberryplc,2020).

**1.1.3 Courtaulds Textile (Holdings) Ltd.**

Courtaulds is one of the dominating fashion companies in the market, having established its base in France, Hong Kong, the United State and other key playing cities of the globe, aside from London. Its products include berlie, gossard, petty polly, aroistoc, and elbeo, focusing on women market and maintaining a front-space in the manufacturing of both underwear and lingerie brands (BBC,2019).

**1.1.4 Delta Textiles (London) Ltd**

Delta has landed coverage both in the local and international market having maintained a unified collaborations in famous brands throughout the world. The company has worked extensively with Nike, Puma, Ralph Lauren, Hugo Boss among host of others and has shown credibility, bearing in mind attributes and peculiarity if each brand’s nature (Delta Textiles, 2020).

**1.1.5 French Connection Group Plc**

French connection has gained recognition in the world market, having established concrete brand name, the FCUK prints. The company has captured the attention of customers and policy makers because of its style of operations and manufacturing process and strategy. French connection remains one of the major players in the United Kingdom’s Fashion Industry (Benady, 2001)

**1.1.6 Levi Strauss UK Ltd**

Through a family company, Levi strauss is named after the founder. This suggest that the company is not quoted on the UK stock exchange for public share trading. The company appears to be one of the dominating companies in the market. The company’s jeans and shirts have been worn by great number of customers across the globe because of its quality and excellence style (Levistrauss,2020).

**1.2 Problem statement**

The lack of adequate knowledge and understanding of trends in fashion customers behavior and attitudes makes if very difficult for new entry into the industry as it will be faced with many challenges and disadvantages, and this has resulted partly in monopoly in the industry. Similarly, it makes it very burdensome for fashion industry to plan, coordinate, implement and evaluate the overall working process if the changing trends in customers’’ taste and attitude is not known and understood. Several fashion companies have been knocked out of the industry due to lack of proper understanding of how customers’ behavior switch. Furthermore, few companies that understand these changing trends do not know how to objectively switch as they should, thereby affecting their net sales and organizational objectives achievement.

**1.3 Research Aim and objectives**

The main aim of this research is to examine and evaluate the trend of customer behavior in the United Kingdom fashion industry. To achieve this aim, the following objectives have been put forward.

1. To examine the behaviors displayed by customers of the United Kingdom fashion industry
2. To ascertain the new trend of customers behavior in the United Kingdom fashion industry.
3. To identify factors promoting a constant change in customers’ behavior in the United Kingdom fashion industry.
4. To examine how the change in customer’s behavior has affected the United Kingdom fashion industry.
5. To evaluate how sustainable is the adoption of the new customers’ behavior in the United Kingdom fashion industry.

**1.4 Research Questions**

The following questions have been enumerated to be answered by the findings of this research.

1. What are the behaviors displayed by customers’ of the United Kingdom fashion industry?
2. What is the new trend of customer’s behavior in the United Kingdom fashion industry?
3. What propels a constant change in customers’’ behavior of the United Kingdom fashion industry?
4. How has the change in customer’s’ behaviors affected the United Kingdom fashion industry?
5. How sustainable is the adoption of the new customers’ behavior in the United Kingdom fashion industry?

**1.5 Significance of the Study**

The significant impacts of this study is quite phenomenal as it will serve as a veritable platform for fashion and clothing industry manufacturers. Adoption of technical and adequate innovations of this research will result in phenomenal and exponential growth in the market dominance. Similarly, the result of analysis of customers’’ behavior trend will impact the manufacturers to make informed decisions to further advance their course and actions and achieve greater organizational goals and objectives.

Secondarily, the extent of benefits to the customers’’ is quite enormous in that it will inform them with the customers’’ behavior trend of the 21st century. This will enhance their decision-making power.

**1.6 Scope and (De) limitation of the study**

This study centers on the fashion industry in the United Kingdom so it limited to a region. However, the research will make judicious use of relevant analysis by examining different data of customers’’ behavior from journals, literature and past findings with respect to customers and manufacturers.

**1.7 Structure of the Dissertation**

This research paper will produce an in-depth significance of the topic in the fashion industry in the study area, the United Kingdom. The paper examines the different markets top players, laying emphasis on their strengths, weaknesses, opportunities and threats and provide adequate suggestions and recommendation to different manufacturers in the fashion industry in the United Kingdom and across the world. The research objectives have also been made known.

Customer buying trend forms the central of the review of related literature segment. The theory of needs and relevant consumer theory will also be given an important place. Several factors that affect consumer buying behavior will also be presented. The methodology will examine different research philosophies to underpin the objectives of the study. The result and analysis chapter will explain the findings of the research.

Finally, the conclusion and summary of the findings will be recommended for further studies and for proper understanding of customer trend of the 21st century by manufacturers of fashion industry and for customers of fashion industry to understand the customer behavior trend in the fashion industry.

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**CHAPTER TWO**

**2.0 Literature Review**

**2.1 Introduction**

This chapter of the research will explain the concept of customer behavior, justify the significance of customer behavior to fashion business and industry. It will also analyze different relevant models of customer behavior, hierarchy of needs and present the models within the interest of views of different scholars.

**2.1 Customer Behavior**

Customer behavior and pattern has been defined as a step-wise process and series of activities people involve in when looking for, deciding on selection, buying, usage, assessment and final disposal of product and services in a bid to satisfy their desires and meet their needs (Belch and Belch, 2004).

According to Encyclopedia of <management, customer behavior is simply ‘’why people act the way they do as far as buying decision is concerned’’

After a careful review of Hawkins, Best and Coney submitted that customer behavior is the science pr persons, groups or committee with the process they go through to make their purchasing decisions in order to satisfy their desires and the impacts these processes have on every aspect of their lives. More importantly, the customer purchasing behavior do not only affect their behavior but also have a long-term reflection on the society in a wide-view.

In summary, customer behavior is a segment of management science study that explains how customers make informed decisions on their buying intentions.

**2.2 importance of Customer Behavior**

According to Dr, Lars Perner, there are four major applications of customer behavior which include;

1. It serves as a guide for industries to understand the comparative importance of production cost.
2. It informs manufacturers on what the customer wants and how to technically provide what they want, thereby getting their attentions.
3. It serves as means to level up appropriate public laws
4. It allows understanding of customer changing trend with respect to buying pattern.

The significance of customer behavior to fashion industries have been recognized long ago as it informs marketers and manufacturers alike to make decisions on what to produce, how to produce, where to produce and for whom to produce. This is important because customers respond adequately well to trending designed products that exhibits what they want. Products and services creation remain the flag of manufacturing (Webster dictionary, 2022). Customer behavior must be a veritable tool for fashion industry and manufacturers when making production decisions. The research and development department of fashion industry need to take adequate proactive measures as to the trending taste of customer in order to stand shoulder-high with other fashion businesses. Manufacturers should continue to study the market and prevailing customer trend so as to stay relevant in the market for a very long time.

Less attractive products to customers will be on the verge of failing away from the market in no time. It is no doubt that key players in the fashion industry have studied and continue to study customer behavior for them to remain in the market.

The United Kingdom’s fashion industry is characterized by thorough competition and no fashion business will afford to get knocked off market.

Before deciding on production, it is pertinent for manufacturers to understand why products are preferred by customers and the reasons for buying them again and again. Chances have been given to marketers and manufacturers to understand what customers need and plan accordingly, to meet those needs. In a competitive market like the United Kingdom fashion industry (Dey, 2003; Haggerman, 2004). It is important to define indices for measuring the decisions of customers so that the marketing tool can be effective. Also, the process of customer behavior should be clearly understood before production decisions is made (Robinson, Faris and Wind, 2007).

**2.3 Models of Customer Behavior**

Models are abstraction of reality and they help us to fully gain understanding as to the facilitation of theory of a particular theory. They are expressions of past or current conditions (Anderson, Sweeney & Williams, 2007).

Models have mathematical or statistical framework and can be sub-divided into four important segments vis-à-vis stochastic, experimental. Linear and information processing order (Bettman and Jones, 2016). Information processing impacts with the understanding of how people get repeated facts and figures and understanding how to process this information, analyze it and interpret it accordingly (Bettman and Jones, 2016).

In information processing, the choices made per individual is a direct result of process his or she has gone through to make final decision which forms his or her behavior. Furthermore, to fully understand the concept of information processing, it is important to know that the choices customers make about their fashion d decision are termed ‘deterministic’ in nature. Therefore, the models are collected through a careful data collection (Bettman and Jones, 2016).

This model begins with theory of motivation goal hierarchy which, to a large extent affects the capacity of individual to process. the model is embedded with all the elements connected to each other. When a customer is motivated to purchase one type of product, he can will certainly go through the processing capacity he has which has to do with information gathering to get full understanding and the current trends of such a product before making final decisions. The individual perceptive ability will be gained the moment his attention has been caught. In order to gain full information about the product an individual wants to buy, he begins with gathering internal information about the manufacturer and the product before migrating to external search of such a product and might eventually be motivated by external factor that can convince him or her to finally purchase such a product (Bettman, 2016).

According to Bettman, the hallmark of information processing is encoded in the fact that people make decision base on their individual capacity to process information quite well before deciding to purchase any product. For instance, an informed individual will likely to be taken more serious by the marketer and manufacturers like (Bettman, 2016).

Bettman also made use of information search to understand what an individual customer requires and the process they go through to carefully make their buying decisions. People get more active in buying fashion products when they are motivated, attended to and have strong perception about the product. Therefore, manufacturers and marketer must be baptized with informed skills to get customers more motivated. When this is in place, getting customers attention will be fast and achievable (Bettman, 2016).

Bettman also p[pointed out that decision rules should be in place and evaluate for time to time in order to gully understand what customer choices are and the process they go through in achieving them among the scales of preference they have highlighted for themselves (Bettman, 2016).

Furthermore, Bettman also affirms that ‘Consumption and Learning’ is one of the feedbacks received from internal findings (Bettman, 2016). Other points he noted is that people have previous relationship and does not only reply on present information. This simply means that a rational customer will make decision based on the things he has seen, heard and felt or information received from past users (Bettman, 2016). Another factor that motivates decision makers if the kind of information they receive in their environment (Bettman, 2016).

The stochastic models exhibit two key aspects. The first one is the individual science of behavior and the cumulative rules being used (Bettman and Jones 2016). The relationship between this model and other model is that its first part entirely depicts the individual science of behavior (Bettman and Jones 2016).

The stochastic models accurately incorporate certain elements that are stochastic in feature and have the ability to manage the different dimensions of human behaviors. The features of these models center mainly on the usual certain factors for determining human behaviors and its mostly used for collecting population facts (Bettman and Jones 2016).

For the experimental and other linear models, they primarily give facts and figures on people with respect to their behavior. (Bettman and Jones 2016). Few of them make use of demographic indices to measure the behaviors of individuals. They have the capacity to describe a certain aspect of human behavior and other types of personality trait using marketing and sales as their variables (Bettman and Jones 2016).

Linearity is the major property of these models as they are structured to include errors factors in the model. Another point to note about these models is their simplicity and accuracy when being employed to analyze the behavior of individual. (Bettman and Jones 2016).

Nicosia began the design of his models from four distinct fields or simply put ‘building blocks’ having carefully developed the model, differentiation equations were used to justify the capacity if the four fields. These four fields include ‘purchasing behavior’, ‘motivation’, ‘attitude’, and ‘’advertising’’ (Nicosia, 2006).

According to Howard and Sheth, three kinds of inputs a rational buyer gets from his external environment.

The process begins with the stimuli after the buyer have received the product perception from factors like bias, intention, brand knowledge, and satisfaction. For a customer to arrive an objective end, he must go through the process of constructs. In real sense, as soon as the buyer gets the input, it must be followed constructs. The receiving of information about any product must begin with process (Howard and Sheth, 2016).

The final outcome will follow after the customer has gone through the process. At this point, the buyer is faced with decision to give attention or purchase the product. This model is easy to understand because of its systematic approach to explaining human behavior (Howard and Sheth, 2016).

According to Amastutz, there is microanalytic approach to consumer behavior pattern. ‘Word of mouth; ‘mass media’, ‘attitudes’ goes a long way in convincing people to give attention to a particular product.

**2.3.1 Formal Models: Uses, Properties, Problems**

Erev and Roth, in their scientific perception, submitted that models are not limited to just the scientific world but are very much needed in the business world in order to analyze what the market is made up of and the way it’s make decisions to satisfy the needs of customers and how models can be used to objectively describe, forecast and understand human behaviors. Several other models must be used to justify a behavior because of the variation across the world, more importantly in the scientific world.

Information processing models have a competitive edge over the other models when it comes to understanding human nature with respect to buying attitude. Information processing models can be used to from the basis for building a veritable macro model. Therefore, for proper situation modeling, information processing models are models of choice. Furthermore, Bettman and Jones gave a controversial opinion that a model that can not be used for exact description of human is not really important. Though, the case is not applicable to large populations but anyone making use of this model should take time to be emphatic as to the interests and objectives of the situation (Bettman and Jones, 2016).

For stochastic models, they have been used over time to predict the outcome of certain situation and have been confirmed to be a good tool to be engaged. However, the stochastic models are yet to be confirmed whether they can employ to predict the outcome of situation that have to do with human behavior (Bettman and Jones, 2016).

According to Hopkins, adaptive learning models are models representing the series of choices made per individual when encountering recurrent difficulties if common sense is deployed. He further gave his supports that models, if employed and deployed adequately, can be used to explain customer buying decisions (Hopkins, 2006). With the mathematical nature of adaptive learning models, they have been proven by experts to be a tool in understanding human behaviors.

For Peter and Olson, Customer affective domain, cognitive domain, behavior and sales strategy can be used a effective tool for objective marketing. The pattern is a continuous process where Customer affective domain, cognitive domain, behavior and sales strategy are employed in an interrelated nature. This is done in a step-wise manner, beginning with customer affective domain, followed by customer cognitive domain, then the outcome will be the customer’s behavior (Peter and Olson, 2009). This outcome can be further analyzed by scholars in the field to examine and forecast the behavior of a customer as touching a product in his environment.

Yu, in the findings of his dissertation submitted that there is a new computation model, which he described as the Holistic Consumer Behavior Model. He stressed that the model informs the market with the prevailing buyer reactions and perceptions. It has a practical view point in that it directly let the market know the current changing trend of an individual so as to plan and respond to it. Similarly, the model informs the market about a certain behavior of customers in that they are not only interested in the product, but the environment where such product is being produced or packaged (Yu, 2006).

Piana, in submission to Hopkin’s viewpoint on models, by using agents to further simplify the forcast of human bahvior. He affirms that curtomers are challeeged with decision making as to what to buy, how to buy, when to buy and when not buy. It is a long process that must be carefully planned, implemented and evaluated. This model is considered the summary of all the findings that have taken place with respect to models over the years (Piana, 2004).

**2.3.2 The Engel-Kollat-Blackwell Model (EKB Model)**

The Engel-Kollat-Blackwell Model has been described and used by many business behavioral analysts because of its accuracy and precision. It always begins with an input of the decision-making processes starts and anytime a customer gets an input from his immediate environment, he is likely to decide on what to do-weather to buy or not to buy (Engel-Kollat-Blackwell, 2008).

Several models are presented in this research but there are other numerous models that have not been examined and reviewed. The issue with people who make use of the model is not in the ambiguity but each of the model should be clearly understood for proper usage and for any meaningful result to be realized from the model.

Consumer buying behavior model have been used by a great number of marketers and manufactures across the world to strengthen their marketing prowess and bank. This same model can be adopted by fashion companies for product innovations or development of new fashion items that will get the attention of customers and flow along with the changing trend in the fashion industry.

Olshavsky and Spreng, after a careful analysis of situations and keys to effective new product introduction campaign, submitted that managers and scholars centers their objectives on identification of organizational structures, principles and processes. This is because the goal of a function business is product creation that will respond sharply to the customer’s needs and wants and take care of the overall needs of the society where the products are being produced and services being rendered. Care must be taken when planning product innovation as this might focus only on market acceptability of such a product without giving adequate attention to the end users of such a product- Consumers. At every stage of planning, each process must be evaluated to check the progress or otherwise of the process as to if it is really meeting the increasing need of customers and the general requirements of the market (Olshavsky and Spreng, 2006).

**2.4 The Buying Process**

The buying process is the marrow image of purchase decision. The consumer is not the only determinant of the buying process. those deciding the products are also included in the process. The pre-purchase activity begins the process of buying before the real buying is done. In submission to other relevant models mentioned earlier, this model also allow the buyers to make choices based on their analysis of the internal and external factors before deciding on what to do.

After a careful identification of a product, the initiator, who is the pioneer of the process then start the process of buying. The influencer then put adequate motivating factors in place to arouse buyers’ interest. The buyer then swings to action after being motivated enough. The end user will then use the product and the process takes a form of bottom-tom approach again, beginning with the user back to the initiator (Zatman & Burger, 2003).

Initiation

Influencer

User

Buyer

**Fig: Process of Buying;** (Zatman & Burger, 2003).

**2.4.1 Factors Influencing Buyers Behavior**

Dibb et. al., submitted in 2000 that each person undergoes a decision process whenever he goes to market to buy a product. Certain factors will influence his final decision to buy or not buy a particular product. These factors include, but not limited to, psychological factor, personal factor, environmental factor.

The decision process of a typical consumer buying decision process has five distinctive stages. These stages are problem recognition, information search, evaluation of the alternatives, purchase and post-purchase evaluation.

Problem recognition

Information search

Evaluation of the alternatives

Purchase

Post-purchase evaluation.

**Fig: The decision process** (Dibb, 2000).

From the chart above, it is clearly explaining the buying process of a typical consumer undergoes before his or her final decision on whether to buy or not buy a product. During this process, there are certain factors that affect the choices that will eventually be made by the buyer. The sources of these factors can be broadly categorized into personal factors, psychological factors and social factors (Wiedner, 2001).

During the problem recognition, the buying process allows the buyer to fully recognize and understand a need. The need can be a result of internal or external response. The search for adequate information starts as the customer start to gather relevant information, facts and figures about the products. Similarly, he begins find out more about the product with respect to existing competing brands and if the brand has competitive edge over other brands and what make the brand has edge over other in the market. He begins to ask questions like ‘what makes the brand preferred by buyers?’ ‘Why is the awareness of the brand so strong?’ ‘Does the awareness about the brand comprehend its quality’? from there, thee customer then breakdown the decision-making process in a simple manner that will be properly understood by him. At this juncture, factors like perception and attitude of others and situational influences will come up and alter the decision of the buyer. At the post-purchase level, the sanitization derived by the user will determine if the product will be purchased again by the buyer. Feedback mechanism must be in place by marketers to understand how customers feel about each product so as to adjust in order to meet the current trend of customer needs (Schiffman & Kanuk, 2005).

**2.4.1.1 Internal Influences**

In 2003, Loudon and Della Bitty highlighted four different internal factors to an individual’s buying decision. These internal forces include: personality and self-concept, motivation, information processing, learning and memory, attitudes.

1. Personality and self-concept: the comprehensiveness of individual is referred to as personality. The frued personality theory is one of the functional theories on personality. The theories have been used by marketing personnel to understand the totality of individual when it come to their decision-making strength as touching a particular product by leveraging on the Freud personality theory to achieve their aims. (Kasarjian, 1971). The Id, the ego, and the superego are frequently used interrelationships employed. Most recent marketing and advertising tips make use of these three relationships to understand the personality of customers in relations to their decision-making strength. Another theory that can be applied to personality theory is the Social Theory (Louder and Della Bitty, 2003). Horney submitted that there are three major information on the description of the relationship of people among themselves. These interactions are Compliant orientation, aggressive orientation and detached orientation. In order to assess the buying behavior of individual, their traits must also be understood. The reason been that every individual has personality traits but exhibits them differently and the way they use these differences go a long way to understand their personality traits and plan a marketing campaign that will be most effective. These theories of personality traits are very essential in planning and they are readily invented and evaluated for use of modern researchers and marketers (Kasarjian, 1971). Self-concept is a veritable tool and has more merits in examining human behaviors across the world. The reason for this is if correct answers are provided by consumers, their perception will be very effective in planning objective marketing campaign (Marcus, 2006). These concepts become readily available tool to marketers and manufacturers to objectively plan on how to examine customers through their biodata. Great number of psychologists like William James have contributed immensely in this field. Self-appraisal remains a one-way to examine behavior of individual. This is the way an individual develops a barrier to his overall behavior (Krponen, 2006). Another important view to note is reflection, which is a view of an individual to himself based on the reports he has gathered from people around him over time. More often than none, an individual sees himself based on what others say about him. Comparing what an individual view about himself and what others say about him is also very important in doing appraisal analysis because an individual tend to appreciate what others say concerning him (Krponen, 2006). Therefore, if a person is asked to evaluate his own fashion intelligence, he is likely to draw conclusion from what others have said and are saying about him. Self-concept and personality theories have been tagged as easy-to-use when it comes to product innovation design, imaging and customer behavior in place of brand. But the marketers and manufacturers should be very objective and effective when deciding on the perception of what is ‘’self’’ and how to comprehend its consequences. The more the accuracy of judgment, the little bottlenecks will be encountered (Loudon and Della Bitty, 2003).
2. Motivation. The covert state of individual that influences move for something is known as motive (Loudon and Della Bitty, 2003). When an individual is willing to buy an puma shoes, this is called a motive. The motive of individual arouses him to do a particular thing. Similarly, a motive also drives an individual towards a particular goal or aspiration. In a general sense, motives can guide behavior in the following sense, a) define primary strivings; b) identification of goal objectives; c) influence on choices and d) coordinating other influences (Korman, 2004). Motive moves people on the verge of identifying what they primarily need. Therefore, the Hierarchy of needs of Maslow can further be an important tool to analyze motives (Peter & leadley, 2001).

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| Transcendence |
| Self-actualization |
| Need for aesthetics |
| Knowledge and Understanding |
| Self-esteem |
| Love and Belonging |
| Safety and Security |
| Phycological Needs |

**Fig: Hierarchy of needs of Maslow** (Peter & leadley, 2001).

Abraham Maslow’s hierarchy of needs are psychological, safety, social belonging, self-esteem and status, and self-fulfillment. These interrelated needs should be carefully looked into when during the planning and implementation of strategies that have to do with brands and product innovation. This will allow the marketer to understand and fully comprehend the needs of customers or end users of such a product. Considering this will go along way in achieving fashion company’s organizational objectives. Maslow highlighted human needs and he based it on growth and deficiency needs. He pointed out that an individual must begin his journey of meeting his needs from the bottom to top (Peter & Leadley, 2001). The hierarchy of human needs begins with psychological needs which include water, sex, food, shelter. He further affirms that when an individual is hungry, he is likely to think about food above other things (Elkin & Tobi, 2000). After psychological needs comes safety needs. An individual must be quite sure of his safety he will acquire with the purchase of any item (Philip, 2005). Gleaning from Abraham Malsow, when a customer purchases a brand like 65’’ HD Plasma Samsung TV, he is feeding his ego so he can command respect and status in the society (Philip, 2005). Having fulfilled the self esteem needs, the nest in line is the self- actualization needs where an individual he feels fulfilled. Few members of the society reach this place in life (Rothman & Wilson, 2002). Motives is a marrow image of arousal and arousal is influenced by psychological, cognitive, situational condition and external stimuli (Korman, 2004).

1. Information processing. When consumers get information from the external environment, they tend to use this information by processing it in order to make tier buying decision. This will make marketers to gather relevant information on what is going on in the environment and make relevant plan to satisfy needs of customers. Therefore, every marketer should view their customer as a problem-solving buyer. Based on the submission of Loudon and Della Bitty in 2003, five means for customers to make use of information they have gathered from external environments. 1) to fully understand the product 2) to reviewed the feedback of past users 3) to decide on buying 4) to meet their needs 5) be reminded of the products that need rebuying.
2. Attitudes. These are also important when determining what costumer behavior is all about. Scholars, both in the business and academic world have conducted many researches about attitude. When there is adequate understanding of the attitude of a customer in place, it will help in the development of marketing campaigns that will result in organizational goals realization. Aspects of attitude include a) they are product of past events b) they are geared towards a particular degree c) they are structured d) they are products of learning (Allport, 2005). High and low involvement strategies are methods by which attitude can be altered (Loudon and Della Bitty, 2003).

**2.4.1.2 External Influences**

Certain factors also affect the behavior of an individual when it comes to consumption. These factors include culture, social status, family and personal perception and innovation adoption and diffusion (Loudon & dela Bitty, 2003).

1. Culture. Culture is the general way of life of an individual throughout life. Products is a material segment of culture. The importance of culture cannot be ruled out when planning marketing campaigns. This is because people views and beliefs affect what they wear. Marketer must understand the culture of their target groups and consider them well.
2. Social status. Social status has been in place right from time immemorial. Individual tend to buying based on his giving capacity. The reason why many people buy a product is such products add his or her status in the society. This important external factor must be carefully considered when planning a customer inclusive campaign.
3. Family. The family is the origin of every buyer and that is why most buying decision rest largely on family. This is the primary group of every individual and where he belongs. This is important and every panning on marketing campaign on a product should considered this factor.
4. Personal perception. Personal perception can occur through communication of the channel or media of advertisement. Quite a number for people tend to carry information, adopt it quicky and influence others to do so.
5. Adoption of innovation. There are different categories of adopters. Some people adopt innovation more quickly than others. This has effects on the decision-making strength of every customer.

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