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Impact of Brand Image and Quality on Purchasing Decision on Foreign Clothing Companies among Working Adults in Kazakhstan

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Abstract

The research has been conducted to study the impact of brand image and Quality on the customer's purchasing behavior of imported brand clothing in Kazakhstan. The study's objectives were to investigate the factors influencing customer behavior, including brand image and Quality. As well as to investigate the influence of consumer behavior on buying decisions. This was a qualitative inquiry by definition. For this research, a random sample of 500 working persons in Astana city was chosen; however, only 408 of them participated and provided their responses as survey respondents. This study's participants were asked to fill out a questionnaire to gather data. Statistical software (SPSS) was used to analyze the data. To validate the hypothesis, the correlation was applied to the results. This study employs multivariate analysis to investigate consumer behavior and purchasing decisions, with the influence of the two predictors (brand image and Quality) weighed against the mixture of the two outcome variables. The correlation and multivariate analysis results indicate that Quality impacts both consumer behavior and purchasing decisions on foreign clothing companies, while the brand image does not deal with the customer's buying decision. Also, it has explored that

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consumer behavior has a positive association with their decision to buy from foreign clothing companies. This study will assist in gaining awareness of existing market tastes in Kazakhstan and how it will assist in estimating the customer's potential needs, desires, and desires, patterns.

Keywords: Brand Image, Quality on Purchasing Decision, Foreign Clothing Companies, Working Adults in Kazakhstan

Introduction

Understanding Consumer behavior strongly impacts marketing policy (Bilgihan et al., 2016). Because of the selling theory, companies work to satisfy the needs of their clients (Baker, 2016). Firms can only meet those requirements if they understand their clients. As a result, advertisement programs must incorporate consumer behavior data into any component of a core marketing strategy (Kumar & Reinartz, 2016). The purchase of goods or services includes several considerations that may affect each decision. People choose brands based on their significance and perceived importance to their identity (Katz et al., 2017). Decision-making is becoming more unpredictable and essential for buyers now than previously. Consumers request knowledge from a few critical outlets internally and externally to maximize their involvement with goods or brands. Consumers have been bombarded with ads, news stories, and direct mailings that contain various information, many of them with mixed messages (Li, 2017). Companies may draw consumers more efficiently when consumer demands and preferences manipulate different essential factors. These variables are brand name, consistency, and price (Erkan & Evans, 2016). This study investigates the effect of brand image and Quality on purchase decisions for international clothing companies among working adults in Kazakhstan.

Businesses should emphasize customer desires over consumer actions in today's dynamic market climate. It is necessary to comprehend what affects consumer behavior among working adults in Kazakhstan. Therefore this study has

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investigated brand image, impact on quality influence consumer purchasing behavior and buying decisions.

Even though customer behavior is necessary, Kazakhstan is still understudied because buying decisions are crucial in the apparel industry. It should look at ways to bridge the realistic and intellectual gaps (Forsman and Madsen, 2017). According to Sagatdinova and Quan (2018), taking consumer purchase decisions as a starting point and pursuing a business model that suits domestic apparel product enterprises in Kazakhstan is good. Furthermore, Yang et al. (2017) note that "the lack of academic investigation among working adults in Kazakhstan, especially in the clothing industry, creates a need to do research, which is an obvious gap in academia." Sari and Hanifah (2018) also mentioned, "Despite its rapid development, the fast fashion industry is still considered an under-researched region. Quick fashion experts are hard to come by, both academically and commercially ". The current thesis is an effort in this direction.

Furthermore, there is a substantial difference between market behavior and purchase decisions among working adults in Kazakhstan when buying foreign clothes. With both of these factors in mind, a diver must analyze to save the current unfavorable condition (Seara and Boger, 2019). This research is helpful for companies in the apparel industry who want to learn more about the factors that influence consumer behavior their relationships to buying decisions, and obtain evidence and knowledge to help them run their businesses more successfully. Furthermore, the research can be helpful in customer marketing strategies, and not only business people can use it, but marketers can also take advantage of the observations about consumer behavior and develop theories as an effective marketing tool.
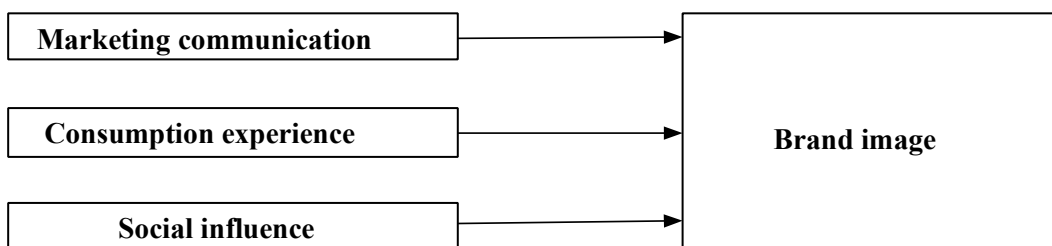
Literature Review

Brand Image

According to Leckie et al. (2016), consumers' reputation is a term consumers believe based on subjective motives and emotions. Brand image refers to a customer's view

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of a particular brand based on a factual or emotional basis (Islam & Rahman, 2016). The fundamental issue is naming it; choosing an excellent name will help (Casado-Daz et al., 2017). A strong brand image can allow the campaign initiative to enjoy and provide outstanding partnerships to the brand that remain continuously in client maintenance (Aschemann-Witzel et al., 2017). The consistency of brand affiliations is dictated by how well brands can withstand data as an essential feature of the brand image (East et al., 2016). Considering the inexorably challenging business competition at the moment, the uniqueness of brand affiliations limited the company to be not the same as making an edge that can have seen as a justification for clients to choose a particular brand (Ebrahim et al., 2016). Brand associations' distinctiveness may deviate from product-related characteristics, practical benefits, or perceived image (Oke et al., 2016). The brand image often refers to the conceptual parts of the picture or perception that incorporates with the imagination of purchasers by the expectations and knowledge of taking the brand over an object or administration; therefore, shaping a good brand image is becoming increasingly essential to be asserted by the company (Bçakcolu, pek, & Bayraktarolu, 2018). The brand picture is often a representation of its bid, which includes the symbolic significance associated with customers by unique characteristics of the goods or services (Lassoued & Hobbs, 2015). A brand image is a customer's view of a brand's positive experience (Burmann et al., 2017). A positive opinion may have been created if the brand has a distinct benefit, a strong reputation, is well-known, trustworthy, and eager to deliver the best service possible (Szmigin & Piacentini, 2018).

Figure 1

The mechanism of inductive reasoning of brand picture

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A brand reputation evolves through three distinct inductive processes: marketing contact, consumer perception, and social impact. Marketing communication reflects a brand's voice and how businesses can create relationships with customers around their product offering (Chinomona, 2016). It implies that exhibiting correspondence assists companies (via publicizing) address their clients and cultivating a corporate profile in their clients' minds.

Understanding a consumption experience is a top priority for today's marketers, especially with the emergence of experiential marketing methods that aim to re-enchant people via consumption (Petit, Spence, Velasco, Woods & Cheok, 2017). Management companies, in particular, are being asked to take a broad perspective of what kinds of experiences to plan for customers and how to include them. From an experiential standpoint, customers are less interested in maximizing their benefits and focus more on gluttonous pleasure within a given social environment. In this case, use elicits stimuli and emotions that do far more than only respond to a person's desires since they also resolve the shopper's search for a personality (So et al., 2016).

In general, social influence denotes a person adjusting his or her attitudes or behavior to the attitudes or behavior of others based on their interactions in the social system (Bilgihan et al., 2016). In diffusion research, social influence is also known as 'social contagion,' because the spread of a new product among people is similar to the spread of a virus in a population (Hudson, 2016). Social effect occurs when a potential adopter changes his or her belief, attitude, or behavior toward a new product due to interaction with previous adopters' knowledge, attitudes, or behaviors. According to utility theory, Barger et al. (2016) define social influence as how the behaviors of one's peers shift the utility one hopes to gain from participating in a particular activity and hence the probability that (or degree to which) one would participate in that behavior.

Brand Quality

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According to previous studies, product consistency is one of the crucial positioning resources that directly affects buying decisions (Rana & Paul, 2017) and helps build their competitive advantage and enhance brand equity (Yoshida, 2017).

A commodity is an essential component of a business proposition that provides value to the consumer. Devices are more than just actual objects; they also provide service features, architecture, performance consistency, brand name, and packaging (Gatignon et a;., 2016). Product quality is the most crucial consideration when choosing a brand, particularly in a competitive market with price competition (Kumar & Jha, 2017). However, satisfying the consumers' standards is problematic because their interpretation is varied and contradictory. Value views vary in economic, technological, social, and cultural achievements. Table 1 displays the eight different measurements of product consistency.

Table 1

Garvin's eight dimensions of product quality

Dimensions	Definition
Performance	The product's primary working characteristics
Features	The secondary characteristics of a product that advantage its basic functioning
Reliability	The probability of foilure-free performance over a specified period of time of the product
Conformance	The degree to which a product's physical and output attributes follow design specification.
Durability	the amount of useful product life a customer gets from a product before it determines or ha to be replaced
Serviceability	The easiness, pace, courteousness, and competence of repair
Aesthetics	The way a product looks, feels, sounds, tastes, or smells is a matter of personal preference.
Perceived Quality	Quality dependent on image, brand name, or advertising rather than product attributes and, to course, is subjectively evaluated.

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According to Hussey et al. (2017), Quality is not a one-dimensional concept, and it is common for managers to comprehend Quality in different ways: managers see Quality concerning their very own workplace.

The design of a clothing item will change toward either an assembly-based or a shopper-based point of view. Performance in the Manufacturing-put together technique is dependent on conformance to assembly specifics recommended by managers or object engineers (Creswell and Poth, 2017). A customer-centric approach to consistency is becoming more subjective and difficult to verify (Knight, 2015). As a result, clients and creators (item designers) can define Quality in unpredictable ways, and the setup item may not wholly satisfy the client's quality desires. Supervisors must demonstrate that Quality has a significant impact on the company's primary concern, and optimizing Quality must enable the organization to improve key implementation proportions such as performance, cost reduction, benefit, and share of the pie (Dale and Plunkett, 2017).

Because of the vast number of players entering the Kazakhstani market at national and international levels, competition within the industry is also increasing. According to Sagatdinova and Quan (2018), "clothing firms in Kazakhstan are at a disadvantage due to a lack of awareness from the ground floor, which struggles to define the buying decision." As a result, Zhakupova (2019) claimed that "making local products in the textile industry is very difficult; for example, local firms cover just 10% of the market." As a result, changes in customer behavior affect the market, either directly or indirectly (Pansari & Kumar, 2017). Competition is fierce because of intensified globalization, with both domestic and international brands vying for total market share. It contends that local brands are not as competitive in the industry as international brands. Material exports in the light industry totaled $108.5 million in January-August 2018, a 21% decrease from the previous year, while imports totaled $845 million, a 6.2 percent increase from 2017.

Similarly, it has been unavoidable for companies in Kazakhstan to learn how to sustain and grow their market share in the apparel industry. The retail sector has become more concentrated and disciplined because of the unpredictable arrival of more developed rivals. There is an intense and ferocious rivalry. It has been found

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that existing customers create more sales and income (per customer) than new customers.

Since an increasing percentage of clothing buyers choose composed shopping stores in metropolitan cities, the vast majority of the sorted-out clothing retailers are expanding. As a result, the city is seeing a rise in new suburban and outside players. According to Burnes and Towers (2016), clothing retailers face several difficulties when opening new locations, including venue, store location, forecasting, promoting, and personnel. According to Yeoman et al. (2017), area judgments last over a long period. Choosing an unsuitable store layout can affect the retail outlet's offers and benefits. These solutions have high running costs, making it impossible to recoup the interest if the venue or store placement is incorrect. Essentially, estimating and merchandising options are essential in attracting customers. As the bulk of the apparel meets the design period, merchandising and deciding a price for the assortment is still a task. One of the essential aspects of the brand equity model, according to Lefebvre (2017), is continuity. Customers expect good quality and choice at a low price. However, deciding the right mix of variables to draw and maintain consumers. As a result, there is an urgent need to understand the variables influencing consumer behavior when buying apparel in Kazakhstan. Concurrently, there is a need from an academic standpoint, as there is a lack of knowledge about consumer behavior researchers done in Kazakhstan, especially in the apparel industry and market. According to Baimakhanova (2019), "previous studies neglected many important factors such as brand name, cost, and price, which were not viewed together as independent variables in Kazakhstan's apparel industry."

Research Methodology

A survey of 500 working adults in Astana city was randomly selected for this analysis, but only 408 participated as respondents. The study was methodological. In the current analysis, the researcher gathers data using a questionnaire. The data

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collection team administered the questionnaire to the adults in the research population.

Data Analysis

The data were processed using the SPSS software. The theory was developed and validated using scientific evidence derived from the data following a literature analysis. To validate the hypothesis, the correlation was applied to the results. This study employs multivariate analysis to investigate consumer behavior and purchasing decisions, with the influence of the two predictors (brand image and Quality) weighed against the mixture of the two outcome variables.

The ethical considerations of secrecy, privacy, accountability, respect, and expertise have been guided by data collection. Furthermore, according to ISU (2016), the Institutional Review Board must review all hiring plans and materials before any prospective applicants are invited to engage in any non-exempt research report. As a result, the IRB will review the recruiting plan for this analysis. It is unnecessary, but it helps protect the health and interests of human testing subjects. As a result, the ethical concern would protect participants' anonymity, encourage voluntarism, and reliably notify future participants.

Findings

IBM SPSS was also used to run informative experiments on the data collection containing the underlying testing constructs: brand appearance, consistency, consumer behavior, and purchasing decision. The descriptive statistics help define variables in terms of the overall construct's average ranking and its maximum and minimum ranges and standard deviation.

Table 2
Descriptive statistics

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

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Quality		408	1.00	5.00	3.7898	0.77708
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				

Table 02 shows that the overall mean of Quality is the best compared to brand image and costs, at 3.78. When shopping for clothes in Kazakhstan, customers place a higher value on Quality. However, any predictor is between 3.00 and 4.00, suggesting that most respondents are either indifferent about the factor's value or accept that it is relevant when shopping for clothing.

Correlation is one of the parametric measures used in this analysis to investigate the associations between the cumulative scores of the latent constructs. Pearson inference is used in this situation, which assists in the partial analysis of theories.

Table 3
Pearson Correlation

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

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	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).

According to the findings, both brand image and consistency, as determinants, have a strong relationship with consumer behavior at the 0.01 level. The significance level of 0.01 has been presumed in the context of Verma's (2012) statistical analysis, which provides the hypotheses checking threshold. According to this criterion, a partnership is considered significant if its sig-value is less than 0.05 or 0.01 degree of importance (Verma, 2012). Furthermore, in each case, the course of the interaction is positive, and the magnitude is high (strong relationship). It means that good customer activity is correlated with a more substantial brand reputation and higher product recognition. The results propose that H1and H2 are accepted.

Similarly, at the 0.01 level of significance, all variables influencing purchasing behavior (brand name and Quality) strongly correlate with buying decisions. Their respective p-values demonstrate this (sig values). Furthermore, the orientation of the relationship between and set of variables is positive. Finally, the analysis finds a 'strong' significant correlation in each relationship (magnitude) based on the coefficient values. It reflects a more substantial brand reputation and higher product recognition related to good buying decisions. It means that H4 and H5 are also appropriate.

Finally, the association table establishes the relationship between customer activity and international clothing buying decisions. At the 0.01 standard, there is a statistically essential and positive association between the two variables. Furthermore, the association's intensity is essential. It implies that H3, which means a positive relationship between the two variables, is agreed.

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The report employs multivariate regression to study and analyze consumer behavior and purchasing decisions together (as an outcome variable), with the three predictors (brand name, consistency, and price) weighed against the mixture of the two outcome variables.

Table 4

Multivariate Tests

Effect		Value	F	Hypothesis df	Error df	Sig.
Intercept	Pillai's Trace	0.027	5.690[b]	2.000	403.000	0.004
	Wilks' Lambda	0.973	5.690[b]	2.000	403.000	0.004
	Hotelling's Trace	0.028	5.690[b]	2.000	403.000	0.004
	Roy's Largest Root	0.028	5.690[b]	2.000	403.000	0.004
BI	Pillai's Trace	0.029	6.091[b]	2.000	403.000	0.002
	Wilks' Lambda	0.971	6.091[b]	2.000	403.000	0.002
	Hotelling's Trace	0.030	6.091[b]	2.000	403.000	0.002
	Roy's Largest Root	0.030	6.091[b]	2.000	403.000	0.002
Q	Pillai's Trace	0.186	46.067[b]	2.000	403.000	0.000
Wilks' Lambda		0.814	46.067[b]	2.000	403.000	0.000
Hotelling's Trace		0.229	46.067[b]	2.000	403.000	0.000
Roy's Largest Root		0.229	46.067[b]	2.000	403.000	0.000

a. Design: Intercept + BI + Q

b. Exact statistic

Using Pillai's Trace, the statistic is essential at the 0.05 level, as indicated by Sheffer (2019), suggesting that the impact of brand recognition and consistency associated with international apparel brands on the combination of consumer behavior and purchasing decision is substantial. It backs up the previous findings and models.

As previously reported, the research includes evaluating direct and indirect impacts, considering the effects of brand perception and consistency on consumer behavior and purchasing decisions. While regression analysis can evaluate direct and indirect (mediating) results, structural equation modeling (SEM) is a robust and effective technique for determining structural relationships (Gunzler et al., 2013). This thesis employs PLS-SEM, producing less conflicting findings when detecting mediation effects than regression analysis (Ramli et al., 2018).

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Table 5

PLS-SEM Path Coefficients

Path Coefficients	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (|O/STDEV|)	P Values
Brand Image -> Consumer behavior	0.208	0.212	0.043	4.86	0.000
Brand Image -> Purchase Decision	0.058	0.062	0.054	1.091	0.276
Consumer behaviour -> Purchase Decision	0.671	0.674	0.081	8.235	0.000
Quality -> Consumer behaviour	0.374	0.368	0.05	7.449	0.000
Quality -> Purchase Decision	0.024	0.019	0.068	0.35	0.726

According to the path coefficients derived using the PLS Algorithm, the effects of brand name, price, and consistency on consumer behavior are statistically crucial at the 0.05 stage, as indicated by previous studies (Koch, 2016). Furthermore, the causal impact of consumer behavior on purchasing decisions is essential. Path coefficients of all explanatory variables for purchasing judgment, on the other side, are negligible at the 0.05 mark, as are the regression effects. It means that consumer behavior explains absolute mediation.

The first research goal, which covered H1 and H2, aimed to determine if brand name and consistency are determinants of Kazakhstani working adults' purchasing behavior toward international apparel brands. The H1 and H2 hypotheses were fully adopted using Pearson Correlation, Regression, and SEM analysis, demonstrating that brand perception and product consistency substantially affect the purchasing conduct of working adults in Kazakhstan. As a result, these three variables may be determinants of consumer behavior. In terms of the second study goal, H3, the statistical analyses indicated an optimistic, meaningful, and clear association between consumer behavior and buying decisions. As a result, H3 was acknowledged in the results. Although discussing the third study objective of brand identification and buying decision, the methodological study provided inconsistent findings, as stated earlier in the literature review, and H4 was dismissed. The hypotheses testing is summarised in the table below:

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Table 6

Hypothesis results

Hypotheses	Results
H1: There is a relationship between Brand Image and Consumer Behaviour	Accept
H2: There is a relationship between Quality 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 Quality and Purchasing Decision	Accept

Based on these findings, the current study determining consumer behavior could play a mediating role in the relationship between quality and purchase decisions. However, buying choices based on the brand picture is inapplicable to working adults in Kazakhstan shopping for international label garments.

Discussion

Based on the increasing globalization trends, the study summarises the growing complexities of determining consumer preferences and standing out in a competitive market arising with it. For example, the study of Oyevaar et al. (2016); Dawson, Hirt, and Scanlan (2016) discusses globalization's implications, showing that the current trends due to the world being a global village' have allowed international market and cultures to impact local markets and cultures. One of the significant impacts of globalization has been observed on the clothing industry, where subsects like fast fashion and other westernized segments are evolving to influence local markers of Central Asia (Kotler et al., 2015). This is also because westernized divisions, such as quick fashion, allow for supply chain optimization. Globalization patterns allow multinational brands to access low-cost labor in Asia's local markets quickly. However, not just from the standpoint of manufacturers, the entry of global brands into emerging Central Asian markets such as Kazakhstan, Russia, and others exposes shoppers to a plethora of choices ranging from domestic to international apparel brands, in a wide range of prices and Quality (Joseph, 2017).

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The current data set's empirical results suggest that consumer behavior developed by subjective standards of comparison groups and assumed behavior regulation mediates the relationship between buying clothes from global brands and brand perception and Quality. These findings further discuss the research goal of consumer behavior influencing buying decisions, demonstrating a significant and constructive association between the two. According to the writer, a good brand name influences customers to buy from the brand because it promises to satisfy customer needs and offer value for money. These findings also speak to the first and third research goals, aiming to test brand image as a determinant of consumer behavior and an influencer of buying decisions. As a result of the association, the analysis discovers that brand image has a favorable and meaningful relationship with consumer behavior; however, its effect on buying decisions is negligible. When it comes to purchasing clothes from foreign brands, brand value is unimportant to working adults in Kazakhstan. As a result, the findings partly contradict the pre-existing academic findings of Chinomona (2016), illustrating an alternative viewpoint demonstrating that brand image helps attract customers for longer terms lucrative for businesses.

In terms of an individual variable of Quality, the results suggest an essential and robust association between Quality, customer conduct, and purchasing decision; this validates the findings of Swain et al. (2018). The authors affirm that placing a high value on consistency in terms of longevity, dependability, ease of use, and maintenance has a more significant impact on the Quality of buying decisions. As a result, as stated by Noe et al. (2017) and Hussey et al. (2017), a variety of organizations now consider consistency to be a significant element in judging their brand value (2017). I further illustrate that Quality is a significant determinant of consumer behavior and discuss the fourth research goal of Quality affecting buying decisions thoroughly. It is, in particular, valid for Kazakhstani consumers who pursue foreign brand apparel. Consumers put a high emphasis on consistency, and as a result, Quality has a significant effect on their purchasing conduct and, inevitably, buying decisions.

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As a result, the study's conclusions have two consequences. For starters, there are real consequences from advertisers on the ground and politicians looking for ways to boost Kazakhstan's economy and industry. Second, the findings make an essential contribution to the scholarly literature and fill a previously established study vacuum. The findings on Kazakhstani consumer behavior patterns about clothing shopping serve as a basis for potential research in the same area and field. The present thesis serves as a stepping stone. Filling the study void with informative results directly linked to adapting conventional market behavioral models to new patterns is a step forward. As a result, the new thesis assists academics in viewing Kazakhstani market activity through the prism of international apparel labels.

Based on the findings, advertisers suggest that international branded clothing in Kazakhstan employs more robust promotional strategies that emphasize product quality and price variables. It will assist global brands in Kazakhstan gain their target market and multinational firms in retaining their presence in Kazakhstan's domestic market. Consumers' propensity to be swayed by price, for example, can be abused by offering promotional discounts, loyalty passes, or gift cards to consumers, enticing them to buy more from foreign brands. That will also assist in their longevity and disseminating the good word of mouth. In terms of Quality, quick international fashion brands can affect buying decisions by demonstrating the high longevity of their clothing articles. These days, consistency is measured by long-lasting garments. That clothing is manufactured from raw materials that have caused no environmental or social impact, such as the extraction of animal fur for jackets. Consumers aware that their garments are eco conscious or have been upcycled have a comparative edge in terms of consistency that modern-day multinational brands chase. As a result of these marketing campaigns, international brands in Kazakhstan will draw working adults.

Regarding policy ramifications, the current study illustrates that international apparel firms can effectively control Kazakhstan locals by consistency and pricing. As a result, policymakers should inform domestic textile and fashion industries about gaining target buyers by leveraging these elements. It will assist officials in boosting the domestic sector rather than international brands, and it will assist local

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firms in increasing their market share because brand recognition has little effect on buying decisions.

There is still a lack of study in consumer behavior in the garment industry, both academically and in marketing. One of the limitations is the scarcity of research and studies on consumer behavior in the apparel industry, especially on international companies and working adults. Because of the importance of this analysis, the lack of evidence in the current sample can be seen as a drawback. Another drawback is the small number of publicly traded textile production firms, which means that not every firm can disclose the requested research details. Also, most fabric manufacturing companies are based in various parts of Kazakhstan that are far from my location. The price in this context is also an essential factor. So future researches and also include this variable to have a more fantastic look.

Conclusion

Consumer behavior is drastically changing due to the many choices available, which has a different effect on buying decisions (Samiee, 2019). However, several social scientists have called for criticizing this transition as a significant cause of cultural identity loss (Davvetas and Diamantopoulos, 2016). Simultaneously, marketers see it as an incentive to understand what motivates people to choose international or local products and promote their offerings accordingly to achieve a larger market share globally (Sarri and Hanifah, 2018). However, to summarise the issue statement, apparel firms and their advertisers in Kazakhstan struggle to consider and recognize patterns relevant to customer buying decisions in the clothing industry. According to Shayakhmetova (2019), local garment firms in Kazakhstan account for just 10% of the region's clothing industry, while international brands dominate the remainder. As a result of these patterns and a lack of analysis, a systematic study on which variables affect customer purchasing behavior to trigger their purchase decisions against international brands was needed. As a result, the current research sought to investigate the determinants of customer behavior in shopping for clothes from international brands among Kazakhstani working adults.

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The study goal also included determining the degree to which customer behavior affects purchase decisions and the effect of brand appearance, price, and consistency on purchasing decisions.

The study goal of brand image and Quality resulted from previous scientific and theoretical studies in the same domain. A comprehensive analysis of the literature showed that demographic factors such as gender (Pascual-Miguel, Agudo-Peregirna, & Chaparro-Pelaez, 2015), age (Godey et al., 2016), and wealth (Pan, Rasouli, & Timmermans, 2018) have a direct effect on consumer behavior in some sectors, such as wood choice (Laukkanen, 2016). On the other hand, fast food has little effect on gender (Shephard et al., 2016). Furthermore, research has covered the aspects of psychological causes, demonstrating their significant effect on consumer behavior. These dimensions included awareness (Bilgihan et al., 2016); lifestyle (Van Acker, Goodwin, & Witlox, 2016); behavior; values; and needs (Van Acker et al., 2016). (Murphy & Dweck, 2016). From the standpoint of the entire literature, these considerations answer the first research goal, which was to examine the effect on consumer behavior. From the standpoint of the entire literature, these considerations answer the first research goal, which was to examine the effect on consumer behavior. For example, suppose a customer has a higher degree of understanding about a product's competencies and specific characteristics. In that case, it is anticipated that the same consumer would be more likely to purchase that brand when presented with ten other alternatives to the same product (Wang & Hazen, 2016).

Similarly, lifestyle, influenced by differing societal standards, laws, and finances, influences various types of consumption and what goods or brands the customer's lifestyle suits and attaches appeal to (Kuster-Boluda & Vidal-Capilla, 2017); hence, affecting consumer behavior. The customer's attitude toward a particular product or brand is created by introducing the consumer to advertising or encounter. These social cues form customer opinions, which in turn influence how they act (either positively or negatively) toward a company or its merchandise (Rana & Paul, 2017; Lu et al.,2016). Harun et al. (2018) clarified the six value systems and demonstrated their effect on consumer behavior in terms of beliefs or belief systems. Economic,

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Aesthetic, Social, Political, and Religious were some of the titles. Finally, as a determinant of consumer behavior, desires are the primary motivator for individuals to recognize and fill the opportunity void (Murphy & Dweck, 2016).

The literature provided by Ebrahim et al. (2016), Oke et al. (2016), and Bruwer et al. (2016) also form the study focus prompting a connection between brand perception and purchasing decision. As a result, the brand image refers to a brand's imprint on a consumer's cognitive memory. The opinion will be positive if the company has a distinct edge, a firm name, is well-known, trustworthy, and well-known for the consistency of its customer service (Szmigin & Paicentini, 2018) if these variables are not present, vice versa. Thus, the brand picture in the minds of consumers can be shaped by marketing engagement strategies, user experience, and socially affecting customers or sharing a good word of mouth. According to Chinamona (2016), brand image will affect customer buying decisions in this way. The same is true for consistency and costs. Previous research has shown that presenting high-quality products and services to quality-conscious customers will improve their buying decisions (Yoshida, 2017).

As a result, the better the content, the more likely it is that quality-conscious customers would pay more for the commodity. As a result, the availability of given commodity influences buying decisions and consumer behavior (Gao et al., 2016). Based on these results, the current study hypothesized that brand name, efficiency, and price significantly impact purchasing decisions through consumer behavior.

Limitations and Suggestions for Future Research

However, there are some limitations to this study since the sample size was limited to Almaty and Astana, Kazakhstan's two largest cities. Because of the Covid-19 epidemic's restrictions, the researcher could not perform a comparative study in other locations. Furthermore, the researcher could only collect data for 1.5 months owing to time and funding constraints. Expand your reach and focus on Kazakhstan's more prominent regions to compensate for these limitations. In this way, the data would be more generalizable and could be used in various research

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contexts. A wide range of social elements influence customer behavior and purchasing decisions in today's culture. Because of this, future studies must take into account these characteristics as well as those associated with particular products and brands.

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