

IRSTI 06.81.55

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

Abstract. The study aimed to determine the effect of price and quality on customers' buying behavior in Kazakhstan who purchases imported brand clothing. The study's goals were to look at variables such as price and quality that affect consumer behavior. Furthermore, it has investigated the impact of consumer behavior on purchasing choices. By its very nature, this was a qualitative investigation. Simple random selection was used to choose a sample of 500 working people in Nur-Sultan and Almaty cities for this study, although only 408 took part in the survey as responders. A questionnaire was utilized to obtain data from the study's participants. SPSS was used to analyze the data. Correlation, regression, and SEM were used to verify the hypothesis. According to correlation and multivariate research, both quality and price affect consumer behavior and purchase decisions in global apparel firms. It also discovered that consumer behavior positively correlates with their decision to purchase clothes from overseas firms. The report further depicts market decision-making and what will drive the fashion industry forward. Overall, the study would aid in understanding current consumer preferences in Kazakhstan and estimate the customer's future wants, preferences, and expectations trends.

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

Introduction

Hameed, Ismail Dastageer, and Shahab (2020) argued that because of globalization, we are on the verge of a global metropolis, a single market. Therefore, Anwar and Andrean (2021) stated that numerous arguments have

been made that globalization greatly facilitated the flow of goods and services and information and expertise and, therefore, transformed the planet into one all-inclusive organization. Globalization has played a critical role in enabling enterprises worldwide to break free from the limits of private markets and establish themselves around the globe with confidence as the world has become one global market. Because of this, As a result, Lee and Chen-Yu (2018) agreed that national borders are shrinking, and the focus is shifting to what consumers want, whether those customers are based in the same country or completely other parts of the globe. Associations that cling firmly to local markets and neglect the requirements of their members are finding themselves caught off guard and losing the edge they fought so hard to obtain in the face of an increasing degree of global competition. According to Samiee (2019) consumers' tastes around the globe are growing increasingly similar.

The consumer behavior theories were initially examined in the early half of the twentieth century and have since changed tremendously. The phrase "consumer behavior" refers to an individual's activities while acquiring, consuming, or discarding a particular product or service. There are a lot of elements that could impact these types of activities. There has been a tremendous amount of study in this field over the past few decades, which has made this subject clearer and more plain every day. Gupta, Garg, Farhan, Chandna, Jain, and Kumar (2021) stated that the marketing teams of firms should invest a considerable percentage of their time in consumer behavior research to better understand their target demographic and customers. Yinyin, Supervisor, and Holm (2020) told that the acts mentioned above have greatly benefited consumer behavior theories, but they still need to be adapted to a specific market since each is unique. The technique itself still requires study to be more standardized.

There are not many studies presently when it comes to the garment market. For example, the book *Consumer Behavior in Fashion* by Aviv, Wei & Zhang (2018), for example, presents an evaluation of the current consumer behavior in the fashion sector. In addition to the usual fashion sector, there is also the rapid fashion business. Customers' preferences and characteristics aren't considered since the fashion industry doesn't pay much attention to them. Cham, Ng, Lim, and Cheng (2017) stated for the view that to expand properly, the fast-fashion business needs time, just like any other growing sector. Therefore, Chen, Halepoto, Liu, Kumari, Yan, Du, and Memon (2021) viewed that only a few large firms dominate the majority of fast fashion's market share throughout all corners of the globe.

Consequently, enthusiasm and self-directed research may be beneficial tactics for success. In addition, the number of rivals entering the Kazakhstani market from both national and international levels has boosted internal competitiveness. According to Sagatdinova and Quan (2018), "clothing enterprises in Kazakhstan are at a disadvantage due to a lack of understanding from the grassroots level that fails to identify the buying option. In the clothing

industry, it's hard to make things at home, which means that local businesses only make up 10% of the market. Because of this, it is vital to examine the effects of price and quality on the purchasing decisions of working people in Kazakhstan.

Study Objectives

- This study examined the following goals:
- To analyze the determinants of consumer behavior.
- To what extent the consumer behavior influence their purchasing decisions.
- To find out the impact of quality on purchasing decisions.
- To find out the impact of price on purchasing decisions.

Literature review

Many factors may influence a consumer's choice to buy a product or service. Katz, Lazarsfeld, & Roper (2017) agreed that for many people, the relevance and link of a brand to their own identity is a significant factor in their decision-making. Li (2017) stated that these include brand name, quality, and price. This study is focused on studying the impact of price and quality on customer behavior and purchasing decisions.

Price

Aschemann-Witzel and Zielke (2017) stand for the view that cost is the most moving part of the business mix and the critical "paying factor". The promoters should manage this part in any event, which too many organizations consider. Organizations can adjust (increase or decrease) values somewhat easier. It is tough to do the same with various components of the promotive mix. Therefore, it is fundamentally problematic to change the characteristics of the commodity, the leading suppliers of crude material and products, change permanent and fundamental buyers, and change dispersion networks. Thus modifications to various promotional mixtures are linked to longer timeframes. As costs are easily defined by including introductory and final expenses, they legally affect salaries, which are gradually turned into advantages. Hameed, Ismail Dastageer, and Shahab (2020) see that consumers' responses might be positive or negative depending on how much difference there is between the current price and the previous price. Lee and Chen-Yu (2018) stated that the most complex and most heartfelt arrangements for each business are usually identified by valuing comparable options, particularly if we consider prices as a vital component in specific purchases. The cost is "the measure needed by the money for any product or administration."

In contrast, the cost is defined as "the total of the substantial amount of quality, which clients convert to service ownership or usage for a given article or administration". Organic products and management practices are affected by market value. Costs are a direct indicator of the buyer's loss. Therefore even a slight rise will hurt demand for the product. Cost is often seen as a benefit ratio and may entice a potential consumer to consider an item or service.

Quality

According to Rana and Paul (2017) as per previous research, quality accuracy is one of the essential tools for placing that specific influences procurement decision-making. Quality is not a one-dimensional term, and managers usually understand quality in various ways – according to Hussey et al. (2017), managers see the quality in their workplaces.

The configuration of a clothing product changes from either a mount or a shopping point of view. Creswell and Poth (2017) agree that performance at manufacturing together depends on compliance by managers or object engineers to assembly details. Lee and Chen-Yu (2018) see that an increasingly arbitrary and difficult-to-validate continuity strategy focuses on customers. Consequently, customers and developers can unpredictably determine the quality, and the setup object can not fulfill the customer's wishes for quality entirely. Dale and Plunkett (2017) stated that surveilled must show that quality has a significant effect on the primary business of the organization, and quality improvements must allow the organization, such as efficiency and cost reduction, profit, and pie share, to increase critical operational dimensions.

Coustomer behaviore

Mandel, Rucker, Levav and Galinsky (2017) detailed that Consumer behavior may be seen as a series of exercises throughout the time spent purchasing, consuming, and discarding goods and services. Advertisers and other organisations may use this information to construct marketing strategies that will draw in customers by analysing why people buy certain products, advantages, or brands, for example. An edge over rival marketers and organisations comes from attracting clients via numerous aspects that are tailored to their demands and requirements.

Purchasing Decision

A decision-making model known as an EKB model was created by Engel, Kollat, and Blackwell (1978). The document outlines customers' decision-making process and how choices are taken to choose from a list of alternatives. Siddique (2017) specified that buyers' physical and social conditions have enormous implications for buying options and may play a significant role in their drive for and thinking about buying items. Social time meaning 'time about social structures and rhythms and routines, such as working hours, opening hours, food hours, and other institutionalized schedules,' is one of the critical elements. Moreover, Siddique (2017) agreed that the state of contact about which customers are informed has an impression making. In their daily lives, everyday shoppers make multiple choices. Additionally, Anwar and Andrean (2021) viewed that consumer behavior does not just sum up decision-making or buying, the engagement between consumers, and the variety of interactions related to consumption. Consumer decision-making is an integral aspect of consumer behavior. As seen below, there are several steps to taking the judgment process described in the Engel, Kollat, and Blackwell (1978) EKB model.

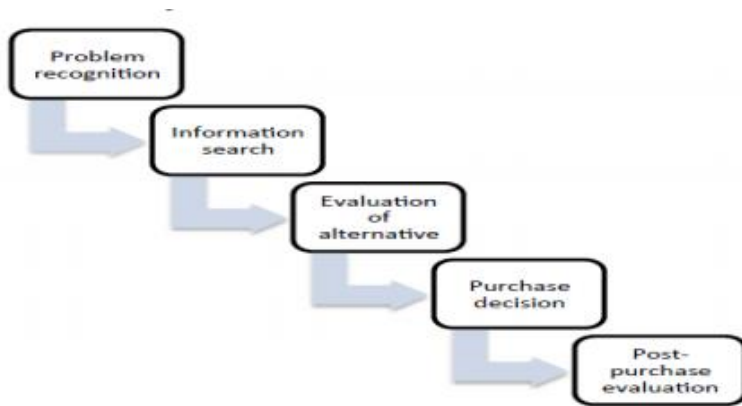


Figure 1. Customer Decision-making Process (A.Milwood, 2021)

Faith and Agwu (2018) agreed that the first phase in buying decisions that could arise when customers want something different is problem identification. The buying decisions of the customer start with a challenge or a problem. These choices are readily recognizable, challenged, and overcome, but the unforeseen dilemma also is challenging to address. Chowdhury (2019) viewed that different influences such as demographic factors, socioeconomic factors, communities, and environmental factors influence the recognition of problems.

The vast number of players joining the domestic and international Kazakhstani market also increases competition. Kazakhstan's garment companies are disadvantageous according to Sagatdinova and Quan (2018), because of insufficient knowledge from the ground floor to describe the purchase decision. It is tough to make local goods in the textile industry; local companies, for instance, are only 10 percent market. Pansari and Kumar (2017) stated that changes in consumer demographic characteristics thus have a direct or indirect impact on the industry. With the intensification of globalization, there is a fierce rivalry for the total market share of national and foreign products. It argues that local brands are not as competitive as foreign brands in the market. Material exported to the light industry in January-August 2018 totaled 108.5 million dollars, down 21% from the previous year, while imports amounted to 845 million dollars, up from 6.2% in 2017. Likewise, businesses in Kazakhstan have been inevitably learning how to maintain and increase their market share in the clothing industry. The volatile coming of more advanced competitors has led to a more focused and disciplined retail market. Rivalries are fierce and strong. It proved that returning customers create more revenue and profit than acquiring new customers. The majority of listed clothes merchants are expanding as an increasing percentage of clothing buyers choose composed shops in large cities. Consequently, the number of new suburban and out-of-town players in the area has grown. Anwar and Andrean (2021) viewed that clothes retailers confront several challenges while establishing new locations, including those related to

establishing sites, shops, forecasts, promotions, and personnel. Clothing retailers. According to Yeoman, Wheatley and McMahon-Beattie (2017), judgments of the Area are long-lasting. The choice of an inappropriate shop layout will affect the deals and benefits of the retail outlet. These solutions are costly, so it is challenging to retrieve interest if the location or storage is wrong. In essence, consumer attraction involves calculating and merchandising solutions. When most items hit the design time, it is always a market challenge and decides on the product range. According to Lefebvre (2017), longevity is one of the essential facets of the brand equity model. Customers demand high service and variety at a low cost. However, it is not easy to decide the best balance of variables to design and keep for customers. As a result, the variables that affect consumer behavior in Kazakhstan are urgently necessary for purchasing clothing. At the same time, there is a university need because in Kazakhstan, and especially in the clothing industry and market, there is insufficient knowledge about consumer behavior researchers. Baimakhanova (2019) notes that 'previous studies ignored several essential factors such as brand name, price, and expense, which were not considered together to be independent variables in the Kazakhstan apparel industry.

Research Hypothesis

- There is a relationship between Price and Consumer Behavior
- There is a relationship between Quality and Consumer Behavior
- There is a positive relationship between Consumer Behavior on Buying

Decision

- There is a relationship between Price and Buying Decision
- There is a relationship between Quality and Buying Decision

Research Methodology

This cross-sectional research examined the effects of brand image, price, and quality on the purchasing decisions of working individuals in Kazakhstan. Only 408 of the 500 people in Astana who were randomly selected for the study replied. The researcher gathered data for this study using a questionnaire provided to the study population by the data collection team. IBM SPSS 25 was used to conduct statistical tests on the data collected from the survey's 408 participants. The hypothesis was supported by a correlation between the data and the predictions. Using multivariate analysis, the three predictors (brand image, price, and quality) are balanced against the combination of the two outcome variables in this study.

Data Analysis and Results

IBM SPSS has also been used to perform insightful studies on collecting data containing the pricing, consistency, consumer behavior, and buying decision underlying research constructs. The descriptive figures help describe variables and maximum, minimum ranges, and standard deviations in the overall structures.

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Price	408	1.00	5.00	3.4326	0.72801
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				

Results reveal that the total rating average of 3.78 and 3.43 is the lowest in terms of quality and expense. It means that consumers appreciate prices more when shopping for clothes in Kazakhstan. However, any indicator is between 3.00 and 4.00, indicating that most respondents are neutral or agree that it applies to clothes shopping.

Correlation Analysis

Correlation is a parameter used to examine the links between accumulated values of the latent constructions in this analysis. In this case, this analysis includes Pearson inference and helps to analyze hypotheses partially.

Correlation

		Correlations				
		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
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
	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).						

Performance, brand identity, consistency, and price indicate that all three determinants are associated significantly with customer behavior at level 0.01. In Verma's (2012) statistics research which offers the test threshold hypotheses, the assumed importance of the 0.01 stage is assumed. According to Verma (2012) the relation is considered necessary at this threshold if its sig-value is less than 0.05 or 0.01. Also, the trajectory is positive in each case, while the magnitude is high (strong relationship). It means improving the brand's reputation, and the value and improved understanding of quality is linked to good customer behavior. Results show the acceptability of H1, H2, and H3.

The two factors underlying purchasing behavior (consistency and price) are all strongly linked to buying decisions at the level of 0.01. Their respective p-values make this apparent (sig values). Also, the orientation of the interaction between the different variables is positive. Finally, the analysis shows that each relationship is "solid" based on the coefficient values given (magnitude). It indicates that a better brand name, better price perception, and better perception of quality are connected with good buying decisions. H5, H6, and H7 are all considered appropriate.

Lastly, the link table identifies the relationship of customer behavior with global clothing buying decisions. The interaction of the two variables is statistically significant and positive at level 0.01. Also, the association's vitality is excellent. It means that H4 is agreed, which implies a positive relationship between the two variables.

Multivariate Analysis

To study the consumer behavior and purchase choices together (as an outcome variable), the research employs multivariate regressions with the two predictors (consistency and price) against the combination of the two results variables.

Multivariate Analysis

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
P	Pillai's Trace	0.169	40.964 ^b	2.000	403.000	0.000
	Wilks' Lambda	0.831	40.964 ^b	2.000	403.000	0.000
	Hotelling's Trace	0.203	40.964 ^b	2.000	403.000	0.000
	Roy's Largest Root	0.203	40.964 ^b	2.000	403.000	0.000
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 + P + Q						
b. Exact statistic						

Using Pillai's trace, statistics at the 0,05 level are interesting, as indicated by Sheffer (2019), and imply that pricing and quality in a combination of consumer conduct and buying decisions with foreign apparel brands are significant. It supports the previous results and models.

Structure Equation Modelling (SEM)

The study, as stated previously, involves assessing direct and indirect influence on consumer behavior and buying choices, taking into account price and quality consequences. According to Gunzler (2013) regression testing can estimate direct and indirect (mediating) outcomes, structural equation (SEM) modeling is a rigorous and efficient method to detect structural relations. Ramli (2018) stated that PLS-SEM is used to detect mediation results that yield less contradictory results than regression analyses.

PLS-SEM Path Coefficients

Path Coefficients		Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
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

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 Koch (2016), the price and quality effects of 0.05 levels on customer behavior, as indicated in past research, according to Path Coefficients derived from the PLS Algorithm. Also, a purchasing choice often has a crucial causal impact on customer behavior. On the other hand, all the explanatory variables of the acquisition decision have trajectory coefficients at level 0.05, close to the effects of the regression. It implies that the customer compartment illustrates complete mediation. Also, the causal effect of consumer conduct is relevant for buying decisions. On the other hand, the travel coefficients of all the explaining variables for the buying judgment and the regression results are marginal at the 0.05 mark. It suggests that the behavior of the consumer explains total mediation.

H1 and H2 are the first research objectives to determine whether price and quality are decisive for the buying behavior of adults from Kazakhstan toward foreign clothing brands. Pearson Correlation, Regression, and SEM analysis were fully used to show that price and commodity consistency significantly impact working adult buying in Kazakhstan. The theories of H1 and H2 were wholly adopted. It can be the determining factor in consumer behavior. In terms of H3, the second research target, the statistical analyses show that consumer conduct and purchasing decisions are positive, significant, and associated. H3 was therefore recognized in the results.

Discussion

The literature offered by Anwar and Andrean (2021) also form the study aim to encourage a link between Price, quality and purchasing choice. The same is true in terms of quality and cost. According to Yoshida (2017) previous research, quality-conscious customers' purchase decisions may be improved if offered high-quality products and services. As a result, the greater the quality, the more likely quality-conscious customers would be prepared to pay more for the goods. For those with low means, pricing is also an important consideration. As a result, as Lee and Chen-Yu (2018) believed the affordability of a product influences the purchase choice and customer behavior toward that product. Based on these results, the present research hypothesized that brand image, quality, and price substantially influenced customer behavior and purchasing decisions

The research sums up the increasing dynamics of deciding consumer tastes based on the changes in globalization and stands out in a dynamic market. The research by Hameed, Ismail Dastageer, and Shahab (2020); Lee and Chen-Yu, (2018) address, for example, the effects of globalization, which shows that new global developments have caused the foreign economy and societies to influence local economies and cultures. According to Chen, Halepoto, Liu, Kumari, Yan, Du, and Memon (2021) one of the most significant impacts of globalization, where subjects such as quick fashion and other westernized segments evolve, has been seen in the garment industry. That is also because westernized divisions, like fast fashion, facilitate the efficiency of the supply chain. Through globalization trends, multinational brands have fast access to cheap labor in the Asian local markets. In contrast, not just from the manufacturing point of view, the inclusion of foreign brands in a wide variety of prices and quality in developing Central Asian economies such as Kazakhstan and Russia.

In keeping with the methodological results of the literature examined previously, it is possible to conclude that much of the theoretical context justifies the relationship between brand name, quality prices, and consumer behavior for the working-class customer in Kazakhstan. , E.g., the Theory of Motivated Action (TRA) referenced in the study of Abrams (2017) illustrates the effect that beliefs developed in reference group views have on intentions, which encourages individuals to conduct themselves appropriately. According to Kim (2016) a further move into that has been coined by the theory of planned behavior, which demonstrates that attitudes stimulate the behavioral intentions of a person, subjective rules, and presumed behavioral influence. These two hypotheses demonstrate that customer behavior based on arbitrary standards of peer groups and assumed behavior regulation mediate the relationship between the choice to purchase clothing from international marks and its price and quality criteria. The findings further discuss the study goal of customer behavior that affects procurement, and they demonstrate a significant and constructive interaction between the two.

In terms of an individual quality variable, Anwar and Andrean's (2021) findings affirm the results that indicate a positive and vital connection between price, quality, consumption, and purchasing decision. The writers herewith affirm that the consistency of the purchase choice takes more excellent account of its longevity, efficiency, ease of use, and simple maintenance. Therefore a variety of organizations, as discussed by Noe (2017) and Hussey (2017), regard consistency as an essential consideration of their costs. It also indicates that consistency is an essential determinant of customer behavior and discusses the fourth research goal of quality decision-making. It is valid for buyers in Kazakhstan looking for internationally recognized clothing. Consistency is seen to be of great value to consumers, and hence quality has a significant influence on their market conduct and consequently on their buying decision.

The correlation analyses have covered the recent aim of the review, under which the effect of pricing on a procurement decision is investigated. The same is true for the price factor, which has favorable consequences for Kazakhstani working adults' purchasing decisions and customer behavior through regression analysis. These results are consistent with He (2015); Gao (2016), indicating that price is a sensitive issue for consumers worldwide. These results are the same. A minor price adjustment may also significantly affect customer behavior and purchasing decisions.

Aligning the statistical outcomes with the literature reviewed earlier, it can be inferred that most of the theoretical framework justifying the relationship between brand image, quality price and consumer behaviour stands true for the working-class consumers' in Kazakhstan. For example, the Theory of Reasoned Action (TRA) cited in the research of Abrams, Armitage and Christian (2017) explains how attitudes formed through the opinions of reference group impact the intentions, which in turn stimulate an individual to behave in a certain manner. A step further into this, the Theory of Planned Behaviour (TPB) coined the same, showing that attitude, subjective norm and perceived behavioural control together stimulates actual behavioural intentions of an individual. The empirical findings from the current data set are coherent with these two theories showing that consumer behaviour formed from subjective norms of reference groups, and perceived behaviour control, actually mediates the relationship between purchasing decision of buying clothes from foreign brands and its pricing factors brand image and quality. These results also address the research objective of consumer behaviour impacting purchasing decision, showing that the relationship between the two is significant and positive.

The findings of the thesis have two effects. For instance, advertisers on the ground and policymakers seek ways to improve the Kazakhstan economy and industry have practical effects. Secondly, the results contribute significantly to academic literature, filling a void established. The results of clothing shopping habits in Kazakhstan's customer behavior are based on future studies in the same area. This work is a step in the right direction. The research void is a step forward by providing insightful findings almost connected with adjusting traditional model consumer behaviors. Therefore, the new research will allow academics to see business action in Kazakhstan through the lens of global clothing labels.

Based on the results, marketers recommend that foreign brands use more powerful advertising tactics in Kazakhstan to emphasize the consistency of the goods and price variables. It will help foreign brands in Kazakhstan gain a foothold in Kazakhstan's domestic target market and multinationals. For example, a consumer's tendency to be influenced by prices can be misused by selling promotions, loyalty bonds, or gift cards that allow customers to purchase additional products from international marks. It would also help to spread positive word of mouth in their survival. In terms of durability, multinational fashion companies will influence purchasing decisions by showing their clothing

products' high longevity. The quality of these days is measured with durable clothing. This clothing is made from raw materials, such as the exploitation of fur for coats, that have no social or environmental effects. Consumers who know that their clothing is eco-friendly or upcycled are of the same quality that modern international companies pursue. The foreign brands operating in Kazakhstan would attract working adults due to such marketing campaigns.

Regarding policy implications, this study shows that foreign clothing companies can efficiently regulate local Kazakhstan residents using consistent pricing. Thus, politicians can notify the domestic textiles and fashion industries about how they can use these components to attract target buyers. It would help domestic officials boost rather than foreign brands and help local companies increase their market share, as brand awareness has no impact on purchasing decisions.

Conclusion

An investigation into the link between price and quality found a significant correlation between the two. If the client is dissatisfied with their purchase due to high costs and poor product quality, it may be stated that garment firms will lose customers and their brand's reputation if they don't address these issues. As we all know, people's demands and requirements are constantly shifting in today's market. For now, a marketer must examine their surroundings to serve their customers best and make their lives easier. We learned through studying customers and seeing how their habits have changed that choices are heavily influenced by the simplicity and comfort of the process. On the other hand, Apparel companies need to be different from their retail sector rivals to keep their long-term advantage.

Limitations and Suggestions for Future Research

This research focuses on factors that influence the behavior of consumers in clothing, particularly in the Nur-Sultan and Almaty cities. Respondents are from all backgrounds and categories of people, but work adults are at the forefront. This study would represent the decision-making process on customer conduct and the potential push for the apparel industry. Simultaneously, the research helps learn about Kazakhstan's new market desires and how it can help measure customers' potential needs, demands, and wishes. However, in different ways, this research was constrained.

For example, there is a lack of research in both academic and marketing consumer behavior in the clothing industry. One of the weaknesses is the lack of research and consumer behavior in the clothing industry, especially for foreign firms and working adults. The lack of proof in the current study may be considered a downside because of the significance. Therefore, the few publicly traded textile producers are at a disadvantage, which means that any enterprise cannot disclose the necessary study information. Moreover, most fabrics manufacturers are located far from my country in different parts of Kazakhstan.

The price is also a critical consideration in this regard. Therefore, future studies and even this variable are to look more closely.

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