

The impact of consumer's knowledge vis-a-vis brand preference for apparels will be investigated using a sample of consumers of Vadodara. The relationship between consumers' decision-making styles and their choice between domestic and imported brand clothing, their knowledge about the brand and on what basis they will select a brand would be examined. The objective of this paper is to gauge the factors affecting purchase decision taking different perspectives as base for our research. The objective of this paper is to analyze the significance of demographic profile of consumers affecting the purchase decision of branded garments and to observe from gender and age group perspective the consumer awareness and knowledge about different apparel brands available in the Indian market.

Consumer brand preference is an essential step to understand consumer choice behaviour, and has therefore always received great attention from marketers. Brand preferences reveal the type of attributes a brand possesses, to strengthen its position and increase its market share. Moreover, it forms a critical input in developing a company's successful brand strategy, and gives insight for product development. However, the shift to experiential marketing broadens the role of the brand from a bundle of attributes to experiences. Experiential marketing also considers both, the rational and irrational assumptions of consumer behaviour. The technological advancement helped increasing the similarities between the brands attributes and product commoditisation. Consequently, consumers cannot shape their preferences among brands using rational attributes only. They seek the brand that creates experience; intrigue them in a sensorial, emotional, and creative way. Companies' competitiveness in such market has, therefore become increasingly difficult. Their survival requires building their competitive advantage by delivering memorable experiences, which would influence consumers' brand preferences, and consequently stimulate consumers' purchase decisions.

Accordingly, the aim of this study is to develop a model that provides an understanding of how brand knowledge and brand experiences determine brand preferences and to investigate its impact on brand repurchase intentions. In this model, the brand knowledge is defined by attribute-based beliefs, referring to consumers' salient beliefs about the brand intrinsic cues, and non-attribute beliefs, reflected in the price, appearance, brand personality, and self-congruity. Therefore, the relative importance of brand knowledge factors contributing to brand preference is determined. Furthermore, the model addresses the interactions between the brand knowledge and brand experience in shaping brand preference. Thus, addressing how the experiences reflect embedded value in the brand offerings influencing consumer preferences.