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Does Your Decision Style Define Your Activewear? Exploring Satisfaction And Loyalty

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Abstract

Activity refers to the physical activity-specific clothes used by athletes. Tracksuits, gym suits, yoga wear, swimwear, and tights are among the several varieties of sportswear offered, depending on the sporting activity. The rise in popularity of these garments may be due to their distinct advantages, which include increased durability, greater range of motion, material breathability, and superior comfort. The aim of the study is to examine the influence of characteristic of consumer decision making style on the actual purchase of activity apparel and also determine the consumer's satisfaction level towards the purchase of activity apparel in relation with the behavioural loyalty. Data was gathered through a questionnaire survey of 200 apparel retail store consumers in Hyderabad. The influence of characteristic of consumer decision making style on the purchase of activity apparel relation between consumer's satisfaction and behavioural loyalty is investigated using structure equation Modelling.

Keywords: High quality consciousness, Brand consciousness, fashion consciousness, Price and "value for money" shopping, Impulsiveness, Purchase Decision of Activity Apparel, Satisfaction, Loyalty

Introduction

In terms of market sales, India's active wear market has risen steadily over the last decade. During the 2019-2024 period, the market is projected to expand at a compound annual growth rate (CAGR) of 13.59 percent, from INR 466.90 billion in 2018 to INR 997.83 billion in 2024. The active wear market in India has grown as a result of increased participation of women and children in sports activities and the promotion of athleisure as a casual wear choice. The mode of distribution has fueled business growth as online retail podiums is mounting achievement. The presence of counterfeit active wear products, on the other hand, is a major constraint on the market (Quadintel 2019).

Active wear is clothing designed to be worn when engaging in physical activities or sports. Active wear is a type of modern trendy clothing that denotes a healthy body and a relaxed lifestyle committed to self-improvement. The casualization of dress and the idolization of a safe and physically fit body as a fashion aesthetic are represented by the casualization of dress (Horton K. et al., 2016). Consumer prefer apparel to move from one activity to another without having to change at home that is the reason consumer prefer to wear athleisure trends which refers to apparel designed both for exercising and for general use (Athleisure., 2015) is a socially appropriate way to satisfy customers' need for both practical and versatile clothing (Green, 2017). Individual now being more health conscious making a considerable leisure time in their life span for physical activity (Bridel, 2015). Such a clear interest in this product category affects how these successful customers shop for physical activity apparel (i.e., their decision-making styles), as well as their attitudes toward it.

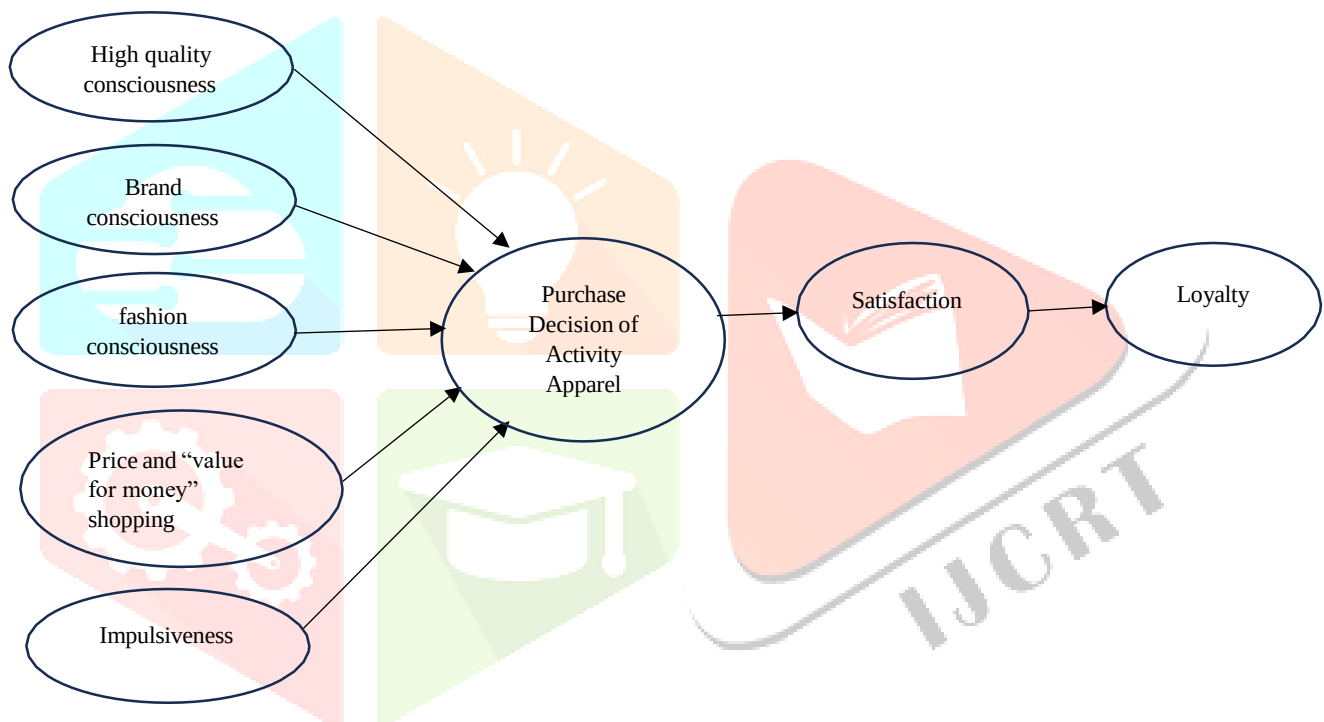
Since leisure clothing is usually worn during physical exercise, customers are likely to choose brands that help them perform better, inspire them to achieve their goals, and can withstand the rigours of their activities (Goodfellow, 2013). When consumers of physical activity apparel are happy with their performance apparel, they can seek out and become loyal to brands that they believe will help them achieve these goals (Kramer, 2014). When looking at physically active people, purchasing activity, satisfaction, and behavioural loyalty are all important factors to consider.

Objective of the Study

The objective of this study is to examine the relationships between various factors such as high- quality consciousness, brand consciousness, novelty-fashion consciousness, price, 'value for money' shopping, and impulsiveness and their effect on the decision to purchase activity apparel. Additionally, the study aims to comprehend how this purchase decision affects consumer satisfaction and assess the impact of customer satisfaction on behaviour loyalty.

Literature Review

Figure -1: Theoretical Framework of the Study



High Quality Consciousness

According to CSI theory (Sprotles & Kendall, 1986), a highly quality-conscious customer (perfectionist) shops carefully and systematically in search of highest quality products. Purchase intentions in India are much influenced by perceived quality of foreign brand clothing; factors like self-concept and perceived behavioral control are shown to be negligible. Emphasizing the need of quality perception in the market, high quality consciousness influences consumer decisions (Giridhar et al.,2016). Perceived quality influences clothes purchasing decisions, highlighting the role of aesthetic cues, expectations, and experiences in shaping customer choices. High-quality consciousness can contribute to increased garment usage duration, which promotes sustainability by encouraging consumers to invest in long- lasting clothing (Aakko & Niinimäki, 2022). Superior product quality markedly improves customer happiness, hence fortifying brand-consumer relationships and favourably affecting repurchase intentions within the online fashion sector. Consequently, superior quality awareness immediately influences purchasing decisions in clothing (Maria, et al.,2024). Purchase intention is directly influenced by perceived clothing quality. Giving men more knowledge about sustainable fashion raises their awareness and increases their desire to spend money on well-made, long-lasting clothing, which helps them make more sustainable purchases (Fittipaldi & Kim, 2025). The influence of "High Quality Consciousness" on garment purchasing decisions. It aims to improve customer experiences using AI-driven fashion intelligence, tailored recommendations, and trend forecasting within the e-commerce sector. Consumers with a high level of

awareness about sustainable fashion have strong purchase intentions for sustainable products, demonstrating that quality consciousness in garments is linked to educated sustainability decision-making, eventually affecting purchasing behavior (Han et al., 2024). In luxury clothing, high quality consciousness greatly affects buying choices since consumers give comfort, fit, and uniqueness top priority. This consciousness motivates individuals to choose companies that improve their self-awareness and fit their goals both personally and professionally (Jain et al., 2012).

H1: High-quality consciousness has significant influence on consumer's purchase decision of physical activity apparel.

Brand Consciousness

Consumers' preferences for purchasing higher-priced, reputable national goods. Individuals with elevated scores are inclined to perceive that a greater price signifies superior quality. They seem to possess favorable attitudes towards department and specialized stores, characterized by the presence of brand names and elevated pricing (Sprotles & Kendall, 1986). Consumers' decision-making processes are influenced by brand consciousness, as they are frequently drawn to upscale and renowned national and international clothing brands (Fan & Xiao 1998). When targeting brand-conscious consumers, clothing marketers should appeal to their targeted consumers' reference groups and promote the brand through trustworthy informational sources in the global market. Furthermore, global apparel marketers must establish a branding strategy for marketing the emotional value part of a brand, which satisfies the psychological and social demands of consumers who wear the brand (Yang, et al.) The study examines how brand association, emotions, and novelty interact in the clothing industry. It emphasizes how emotional bonds and creative qualities can have a big impact on how customers think and behave while making purchases (Amin & Sheikh, 2020). The study analyzes the impact of brand consciousness and brand loyalty in apparel purchases on fashion interest, product novelty, and product quality. The findings indicate that there are no substantial incidental relationships between brand consciousness and fashion interest. Significant incidental relationships were identified between brand consciousness and product quality, as well as between product novelty and brand consciousness (Dhurup, 2014).

H2: Brand consciousness has significant influence on consumer's purchase of physical activity apparel.

Fashion Consciousness

The quality of being fashion-conscious is evidently accompanied by a sense of novelty awareness. They are likely to derive exhilaration and enjoyment from pursuing novel experiences. They remain current with trends, and maintaining a fashionable appearance is significant to them. The pursuit of variety also seems to be a significant element of this trait (Sprotles & Kendall, 1986). Fashion consciousness and buying choices among adult working women in India are greatly influenced by novelty seeking since it drives their innovative behavior and taste for unusual styles and appeals to their senses (Zeba & Ganguli, 2019).

Online fashion buying intentions are greatly impacted by fashion consciousness. It highlights the significance of influencer marketing in generating sales by highlighting how social media influencers raise customers' fashion consciousness and, in turn, influence their clothes purchasing decisions (Truong et al., 2024). Fashion consciousness has a big impact on clothing purchases because people who are interested in fashion are more inclined to spend money on clothes because they see it as a way to express who they are and improve their perception of themselves (Shokeen et al., 2022). Fashion novelty shapes consumer awareness and purchasing choices, highlighting that the craving for novelty is incited by media, which pushes consumers to disregard past acquisitions and pursue new products, hence fostering incessant consumption (Liao, 2019). Fashion consciousness profoundly impacts purchasing choices in e-commerce fashion. Nevertheless, it does not explicitly pertain to novelty-fashion consciousness. Consumer value is pivotal, although shopping fun does not substantially influence purchasing decisions (Ardana & Artanti, 2022).

H3: Fashion consciousness has significant influence on consumer's purchase decision of physical activity apparel.

Price and "value for money" shopping consciousness

Price awareness, "value for money" customer trait shows that consumers scoring high search for sale prices and seem generally aware of reduced pricing. Crucially, they also worry about getting the best value for their money. They most certainly qualify as comparison buyers (Sprotles & Kendall, 1986). Value consciousness has a positive impact on hedonic shopping value in clothing, as consumers experience enjoyment from perceived value for money. Expensive clothing indicates economic status and increases satisfaction, whereas seasonal sales do not invoke hedonic shopping values for clothing acquisitions (Jin et al., 2003). Price consciousness negatively but significantly affects Cotton On brand purchase intention, demonstrating that people value for money when buying clothing. Brand equity affects buying intention, but price sensitivity is crucial (Sari et al., 2022). Price and "value for money" have a big impact on how young people shop for clothes. For example, low prices are a big reason why people buy clothes at the grocery store, especially when the economy is bad and people's fashion tastes are changing (Ross & Harradine, 2010). price/value for money is a crucial factor in consumption value that affects attitudes toward purchasing fast fashion brands, underscoring its significance in consumer decision-making and indicating that marketers should emphasize this aspect to entice buyers (Park, 2015). Value is sometimes viewed as a quality-price ratio, highlighting the role of money in determining perceived value. This link is critical for understanding consumer behavior, especially in price-sensitive markets such as clothes buying (Coutelle et al., 2020).

H4: Price and "value for money" shopping has significant influence on consumer's purchase decision of physical activity apparel.

Impulsiveness

Flash sales and discounts markedly affect impulsive shopping decisions in the fashion industry, demonstrating that these marketing tactics efficiently provoke rapid and spontaneous buying behavior among customers, especially for apparel (Utami et al., 2024). Impulsiveness plays a crucial role in shaping purchase decisions regarding apparel. Various elements such as the store environment, sales promotions, and individual circumstances contribute positively to impulse buying. Conversely, product qualities and the enjoyment derived from shopping appear to exert a negative influence (Agrawal & Singh, 2024). The hedonic shopping value, characterized by novelty, external praise, fun, escapism, and social interaction, is positively associated with the impulsive buying intentions of Generation Z regarding apparel (Agrawal & Pandey, 2024). Impulsiveness in apparel shopping is predominantly affected by situational factors rather than personal traits. Fashion retailers must proactively handle these situational factors to augment impulse purchasing habits among the youth demographic in Nepal (Sah & Pokharel, 2023). Individuals exhibiting a pronounced impulsive disposition in clothing shopping are considerably more like to engage in online impulse buying. This conduct is shaped by the perceived hedonic and symbolic worth of clothing, underscoring the significance of internal and external determinants in purchasing choices (Chen-Yu, et al., 2022). Price reductions, hedonic shopping incentive, and store atmosphere all have a big impact on Generation Z's impulsive apparel purchases. Shopping enjoyment acts as a mediator between these elements, which in turn increases impulsive buying behavior (Elida et al., 2024). Impulsiveness dramatically affects clothing buying decisions, influenced by external stimuli such as promotional strategies and store design. Consumers frequently engage in impulsive purchases driven by emotional stimuli, social factors, and perceived worth, resulting in unanticipated buying behavior inside clothes retail settings (Malani et al., 2024).

H5: Impulsiveness has significant influence on consumer's purchase decision of physical activity apparel.

Purchase Decision and Satisfaction

Online brand image and country of origin have an effect on clothing purchases, which is good for consumer satisfaction. More satisfied customers are more loyal customers, which shows how important brand image is in Malaysia's competitive clothing market (Raman & Ramachandran, 2023). Purchase decisions considerably influence consumer satisfaction. Enhanced purchasing decisions result in elevated satisfaction levels, indicating that a variety of product offerings improves consumer options, ultimately yielding increased pleasure for patrons of Fitness Centre Club Verde (Febrianto et al., 2024). Economic,

locational, physical, and social components of purchasing decisions all have a substantial impact on residential satisfaction. Economic variables reduce satisfaction, whereas physical and social ones increase it, emphasizing the significance of perceived value in the total purchasing experience (Kim & Lee, 2024). Myntra customers' decisions to buy clothes and their satisfaction with their purchases are largely affected by pricing strategies and personalized suggestions. Age, gender, and occupation have little effect. These lessons show how important it is to use customized marketing strategies to keep customers interested (Jadhvani et al., 2024). The fit of a garment significantly impacts purchase intention and satisfaction. Self-model presentations reduce perceived risks and improve decision-making. Neural correlates suggest that mental imagery and social cognition play essential roles in assessing apparel during the purchasing process (Kim et al., 2021). Factors affecting female consumers' apparel purchasing decisions encompass personal, social, and psychological elements, with mass media influences and criteria for clothing selection, which ultimately affect their satisfaction with branded clothes purchasing (Muhammad & Ghulam, 2019)

H6: There is a significant relationship between purchase decision of activity apparel and customer satisfaction.

Satisfaction and Loyalty

Customer satisfaction is widely recognized as essential for customer loyalty and word-of-mouth marketing. Satisfaction influenced relative attitude, repurchase, and referral, but not store loyalty (Sivadas & Baker-Prewitt, 2000). Satisfaction positively influenced Loyalty, whereas Brand Awareness and Fashion Consciousness both contributed favourably to Loyalty, suggesting that satisfied customers are more inclined to maintain brand allegiance (Rimiyati & Rahman, 2024). Customer satisfaction has a positive impact on loyalty within Pakistan's apparel sector. The research indicates that elevated customer satisfaction correlates with enhanced loyalty, underscoring its significance in conjunction with elements such as service recovery, word of mouth, and convenience in promoting brand loyalty (Umer, 2024). Customer satisfaction profoundly influences loyalty in online fashion retailers. satisfaction, trust, and switching costs are essential aspects affecting loyalty, underscoring the necessity of improving customer happiness to cultivate enduring loyalty in apparel shopping (Nguyen Ton & Nguyen Ton, 2023). Service quality, especially tangibility, increases clothes customer satisfaction, while reliability and formality boost loyalty. Cultural qualities like self-transcendence also affect customer loyalty, demonstrating the role of culture in buying incentive (Singh, 2024). Consumer satisfaction has a tremendous impact on client loyalty in the garment industry. When customers' wants and expectations are met or surpassed, they are more likely to form a loyal bond with the brand, resulting in repeat purchases and long-term success (Ismunandar, 2023). Customer satisfaction profoundly influences customer loyalty within the apparel sector. The research demonstrates that improving service quality results in heightened satisfaction, subsequently cultivating loyalty and promoting repurchase intentions among youthful apparel brand consumers in Karachi (Frooghi et al., 2022).

H7: Customer satisfaction positively influences loyalty of activity apparel brands.

Research Gap

Emphasizing quality consciousness, fashion awareness, price sensitivity, and impulsive buying behavior, current studies comprehensively investigate consumer decision-making in apparel purchases. Still, little is known about how these elements especially affect the purchasing of sportswear, gym wear, and athleisure clothes. Although general clothes decisions are influenced by quality perception and brand consciousness, their importance in performance-oriented gear is yet unknown.

Research Methodology Data Collection and Sample

The data have been collected and analyzed using a questionnaire in order to evaluate the suggested theoretical model. The study population is confined to adults between the age of 18 to 55 living in Hyderabad city of Telangana state in India. A convenience sampling technique is used with the sample size of 200 to choose the participants.

Instrument

The questions quantifying characteristics of consumer decision making influencing the consumer's actual purchase of physical activity apparel and questions measuring Consumer's satisfaction with physical activity apparel which is influenced by their actual purchase of that apparel are self-designed questionnaires . loyalty attribute is measure through self-designed questionnaires. All responses are measured on a five-point Likert scales. A Cronbach's alpha test was performed to evaluate internal reliability. Internal dependability is generally thought to be satisfactory if alpha values are more than 0.7.

Analysis

Utilised statistical tools such as Structural Equation Modelling (SEM) to evaluate the proposed relationships.

Results

Cronbach's alpha is one of the most extensively used indicators of reliability in the social and organizational sciences. Current practice is to provide the sample Cronbach's alpha reliability, but a population reliability confidence interval should also be reported. The usual confidence range for Cronbach's alpha's population value assumes multiple observations have equal variances and covariances, which is unnecessary. We suggest a confidence interval without equal variances or covariances. Simulations showed that the proposed strategy outperformed others. We also provide sample size calculations that approximate power or confidence interval precision needs. The proposed confidence interval and sample size techniques can be implemented using R functions (Bonett & Wright, 2015).

Variables	Numbers of Items	Cronbach Alpha
High quality consciousness	3	0.916
Brand Consciousness	3	0.848
Fashion Consciousness	3	0.880
Price and "value for money" shopping consciousness	3	0.888
Impulsiveness	3	0.834
Purchase Decision and Satisfaction	3	0.883
Satisfaction	3	0.891
Loyalty	3	0.896

Excellent dependability shown by High Quality Consciousness (0.916) indicates that the objects utilized to gauge this construct are quite consistent and trustworthy. With an excellent reliability score of 0.848, this scale suggests that the items fairly gauge consumer brand consciousness. Fashion Consciousness (0.880) guarantees consistency in assessing customers' awareness and inclination in fashion trends with great dependability. Price and "Value for Money" shopping Consciousness (0.888) strong internal consistency of the scale indicates that the items consistently evaluate consumer opinions about value for money and price sensitivity. Impulsiveness (0.834) dependability is good, indicating that the questions reliably measure impulsive buying habits. Purchase Decision and contentment (0.883) highly reliable since it guarantees that the products successfully reflect customer purchase decisions and their level of contentment. Satisfaction (0.891) exhibits excellent internal consistency, therefore indicating that the items consistently gauge general customer satisfaction. Loyalty (0.896) shows great dependability, therefore verifying the consistency of the items in measuring consumer loyalty

Confirmatory Factor Analysis

Confirmatory Factor Analysis is typically employed as a deductive method to assess whether a theoretically formulated model sufficiently accounts for the covariances among observed variables. The authors describe an application of the CFA model utilizing LISREL to assess the viability of one or more theoretical models that illustrate the relationships between conceptually defined latent variables and their corresponding manifest variables, as evaluated against sample data. Concerns related to goodness of fit are examined, along with the interpretation of the CFA solution. The subsequent section discusses additional applications of CFA and alternative parameterizations of the CFA model (Lance & Vandenberg, 2002).

Fit Indices	Recommended	Observed	Result
CMIN/df (minimum discrepancy as indexed chi-square)	>5 Terrible, >3 Acceptable, >1 Excellent	3.261	Acceptable fit
GFI	>0.80	0.803	Good Fit
CFI (Comparative Fit Index)	<0.90 Terrible, <0.95 Acceptable, >0.95 Excellent	0.964	Excellent Fit
TLI (Tucker–Lewis index)	> 0.9	0.933	Good Fit
PNFI (Parsimony-Adjusted Measures)	> 0.5	0.664	Good Fit
RMSEA (Root mean square error of approximation)	>0.08 Terrible, >0.06 Acceptable, <0.06 Excellent	0.031	Excellent Fit

With a modest fit, CMIN/df (3.261) lies within the allowed range (<5). With a recommended threshold (>0.80), GFI (0.803) shows sufficient goodness of fit. With CFI (0.964) falling in the outstanding range (>0.95), there is a strong relative match. Showing a strong incremental fit, TLI (0.933) above the advised 0.90. With PNFI (0.664) above 0.5, one finds a well- parsimonious model. With minimal error, RMSEA (0.031) fits in the excellent category (<0.06), thereby showing a quite strong model fit.

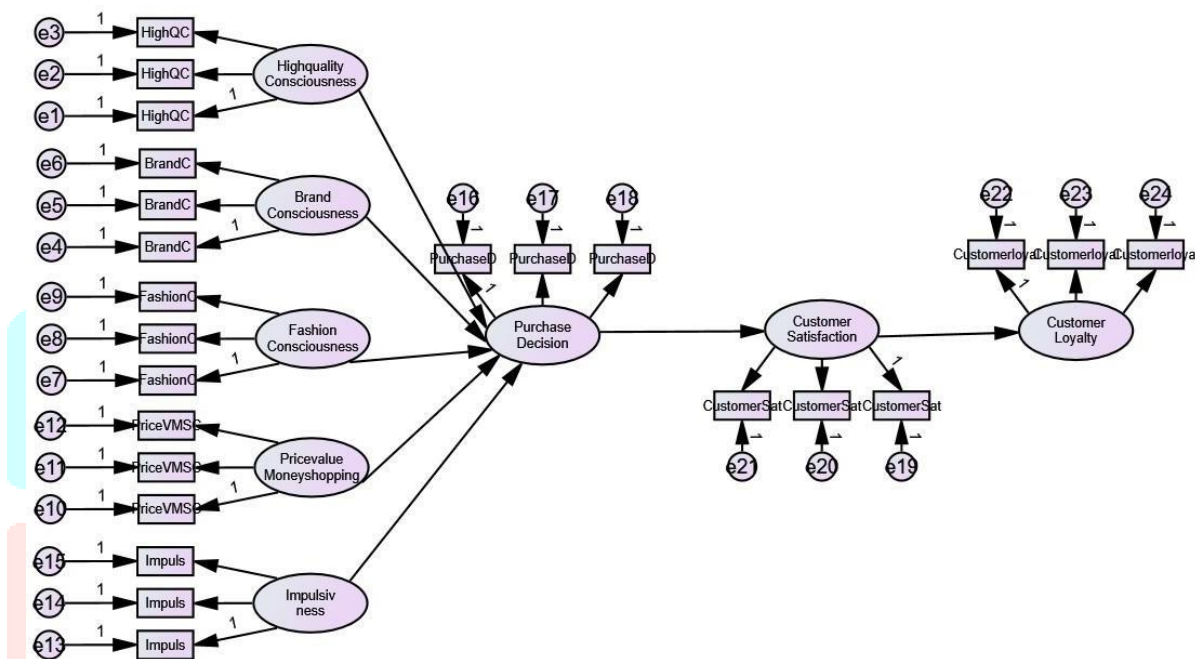
Struture Equation Model and Hypothesis Testing

Structural equation modeling is a method for multivariate data analysis that examines complex relationships between constructs and indicators. Researchers typically utilize two methods to estimate structural equation models: covariance-based SEM (CB-SEM) and partial least squares SEM (PLS-SEM). CB-SEM is mainly utilized for theory confirmation, while PLS adopts a causal–predictive approach to SEM, focusing on prediction in model estimation, with structures aimed at providing causal explanations. PLS-SEM is effective for validating measurement models. This chapter provides an overview of the essential characteristics of PLS-SEM and examines the primary distinctions between it and CB-SEM. This chapter outlines the considerations for employing PLS-SEM and identifies circumstances that favour its application over CB-SEM (Hair et al., 2021).

Fit Indices	Recommended	Observed	Result
CMIN/df (minimum discrepancy as indexed chi-square)	>5 Terrible, >3 Acceptable, >1 Excellent	2.946	Acceptable fit
GFI	>0.80	0.831	Good Fit
CFI (Comparative Fit Index)	<0.90 Terrible, <0.95 Acceptable, >0.95 Excellent	0.971	Excellent Fit
TLI (Tucker–Lewis index)	> 0.9	0.934	Good Fit

PNFI (Parsimony-Adjusted Measures)	> 0.5	0.568	Acceptable fit
RMSEA (Root mean square error of approximation)	>0.08 Terrible, >0.06 Acceptable, <0.06 Excellent	0.04	Excellent

The CMIN/df score of 2.946 is below 3, signifying an acceptable fit. The GFI (0.831) above the required threshold of 0.80, signifying a good model fit. The CFI of 0.971 exceeds the threshold of 0.95, which is deemed excellent. The model demonstrates a robust comparative fit in relation to a null model. The TLI score of 0.934 exceeds 0.90, signifying a good model fit. Elevated TLI values signify superior model fit while considering model complexity. PNFI (0.568) exceeds 0.5, indicating that the model demonstrates an adequate degree of parsimony, effectively balancing complexity with explanatory efficacy. RMSEA (0.04) is below 0.06, indicating an excellent fit. A reduced RMSEA signifies a slight divergence between the proposed model and the empirical data.



Hypothesis Testing

Hypothesis	C.R	P-Value	Result
H1: High-quality consciousness & Consumer's purchase decision of physical activity apparel.	4.854	0.00	Significant
H2: Brand consciousness & Consumer's purchase of physical activity apparel.	6.825	0.00	Significant
H3: Fashion consciousness & Consumer's purchase decision of physical activity apparel.	8.347	0.00	Significant
H4: Price and "value for money" shopping & Consumer's purchase decision of physical activity apparel.	4.592	0.00	Significant
H5: Impulsiveness has & Consumer's purchase decision of physical activity apparel.	2.924	0.03	Significant
H6: Purchase decision of activity apparel & customer satisfaction.	6.667	0.00	Significant
H7: Customer satisfaction & Loyalty of activity apparel brands.	6.415	0.00	Significant

The p-value of 0.00 obtained from testing H1 indicates a statistically significant relationship. Consumers with a strong awareness of product quality place considerable emphasis on it when making purchasing decisions regarding physical activity apparel. A p-value of 0.00 indicates a significant relationship. Brand-conscious consumers are notably affected by brand reputation when making purchase decisions regarding activity apparel. The p-value of 0.00 indicates that fashion-conscious consumers significantly prioritize style and trends in their purchasing decisions regarding physical activity apparel, thereby supporting H3. The H4 p-value of 0.00 indicates that price sensitivity and the perception of value for money significantly influence consumers' purchase decisions. The H5 p-value of 0.03 suggests a statistically significant relationship, albeit at a marginally weaker level than other variables. This indicates that although impulsive buying behavior influences purchase decisions, it is not as significant a determinant as other factors. Lastly, H6 and H7, with a p-value of 0.00, indicate strong evidence that a consumer's purchase decision significantly influences their satisfaction with the product. Additionally, satisfied customers are more likely to develop brand loyalty toward physical activity apparel brands.

Discussion

According to CSI theory (Sprotles & Kendall, 1986), a highly quality-conscious customer (perfectionist) shops carefully and systematically in search of highest quality products. Thus, the study indicates customers that give great quality top priority are more inclined to buy physical exercise clothing. This implies that their choice is much influenced by quality. Consumers' decision-making processes are influenced by brand consciousness, as they are frequently drawn to upscale and renowned national and international clothing brands (Fan & Xiao 1998). The study revealed that Consumers are drawn toward well-known companies when purchasing physical activity clothes, underscoring brand reputation's relevance. Fashion consciousness and buying choices among adult working women in India are greatly influenced by novelty seeking since it drives their innovative behavior and taste for unusual styles and appeals to their senses (Zeba & Ganguli, 2019). The study found that Fashion-conscious consumers of activity wear consider style, design, and appearance when choosing their clothing. Price awareness, "value for money" customer trait shows that consumers scoring high search for sale prices and seem generally aware of reduced pricing. Crucially, they also worry about getting the best value for their money. They most certainly qualify as comparison buyers (Sprotles & Kendall, 1986). The results of the study indicate that before making a purchase, consumers evaluate the price in respect to the value of the goods. One very essential consideration is the degree of cost-effectiveness. Impulsiveness plays a crucial role in shaping purchase decisions regarding apparel. Various elements such as the store environment, sales promotions, and individual circumstances contribute positively to impulse buying. Although impulse buying has a big influence, the research showed that it is less important than other elements. Purchase decisions considerably influence consumer satisfaction. Enhanced purchasing decisions result in elevated satisfaction levels, indicating that a variety of product offerings improves consumer options, ultimately yielding increased pleasure for patrons of Fitness Centre Club Verde (Febrianto et al., 2024). The results of the study show that consumers' purchasing decisions are closely related with their degree of satisfaction, implying that informed purchases lead to higher satisfaction. Customer satisfaction is widely recognized as essential for customer loyalty and word-of-mouth marketing. Satisfaction influenced relative attitude, repurchase, and referral, but not store loyalty (Sivadas & Baker-Prewitt, 2000). The findings of the study indicate that customers who are satisfied tend to exhibit a greater propensity for developing brand loyalty.

Conclusion

While brand-conscious people depend on brand reputation, consumers with great understanding of product quality give top priority to it when making decisions. Fashion-forward consumers often stress trends and style, therefore supporting the influence of visual attractiveness. Further stressing the financial aspects in customer decisions, price sensitivity and perceived value for money are quite important. Though statistically significant, impulsive purchase behavior has a rather less influence than other factors. Furthermore, the research shows a high correlation between purchase decisions, customer satisfaction, and brand loyalty, so proving that happy consumers are more inclined to stick to their chosen brands. For companies in the sportswear sector as well as for marketers, these results offer insightful analysis that helps them to modify their plans to fit consumer objectives and improve customer happiness and brand loyalty.

Limitations and future research

The study provides an insight on how characteristics of consumer decision making influence the actual purchase of activity apparel and the consumer's satisfaction levels towards actual purchase of activity apparel in relationship with behavioural loyalty. Firstly, the research was limited to the apparel consumers of Hyderabad, and the findings do not apply to the entire country. Secondly the study focused on the analysing the influence of characteristics of consumer decision making on actual purchase of activity apparel as future research can be extended to ethnic apparels, casual and formal apparel for both men and women.

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