

**International Brand Image Influence on Georgian Youth's Purchase Decisions in
Apparel Sector**

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Abstract

Brand image has a big impact on customer decision-making process and it is becoming more and more popular to analyze its role on consumer purchase behavior. Clothing industry is a growing sector in Georgia. Many international apparel companies enter the market; therefore, it is important to determine the role of international brand image among other factors influencing Georgian youth's purchasing behavior while buying garments. This paper aims to examine whether the international brand image has a superior influence on purchase behavior in apparel sector, or not; and what other priorities there are that affect buying decision of the Georgian youth. For this research, primary and secondary data was gathered to examine the impact of the brand image on the Georgian youth. The primary data was collected by quantitative and qualitative data collection techniques. The quantitative data was obtained using the questionnaires completed by 397 Georgian students; the qualitative data of the study was gathered by the interviews with 8 students on university campuses; secondary data was obtained through the literature review and relevant electronic sources. The study revealed that the most important factors for Georgian youth are: **style, price and the quality**. As for the brand image, it does not have a superior influence on the purchase decision; however, it still needs to be taken into account. Therefore, international brands, which have branches in Georgia, and the ones that want to penetrate the market, need to take these factors into consideration in order to maximize their profit, and settle on this market.

Key Words: international brand image, brand image influence, clothing industry, apparel sector, Georgian youth, purchase behavior