

To study the impact of Consumer Buying Behaviour for Apparels in organised Retail Stores

Authors Information:

Mr. Avinash Raj Kumar

**Research Scholar, Faculty of Commerce and Management Studies,
OPJS University, Churu - 331303, Rajasthan, India.**

Dr. G. S. Parmar

**Associate Professor, Faculty of Commerce and Management Studies,
OPJS University, Churu - 331303, Rajasthan, India.**

Abstract

Buying something is often a complex, time-consuming process that involves going to a shop and rapidly picking something. Individual variables, such as attitude, whether or not the customer experiences time pressure to complete the order, and the actual situation or circumstance in which the customer seeks the product, influence customers' decisions. When purchasing a vehicle or a home, the salesperson or realtor also has a huge influence on which model and brand the buyer chooses. Consumer behaviour that exists after we've bought a commodity tends to be especially critical. We must determine whether we are pleased with a product after we use it. This approach to marketing has recently gained increased traction among experienced marketers who recognise that the secret to sustainability is establishing a long-term partnership with consumers, rather than just selling them a commodity once. This research paper shows the impact of consumer buying behaviour for apparels in organised retail stores. This article also analyzes the numerous factors that have an impact on consumers buying behaviour when they shop for apparels in organised retail stores.

Keywords: Consumer Buying Behaviour, Apparel Industry, Retail Industry and Retail Brands

Introduction

Consumer behavior is generally accepted as a gateway to contemporary marketing growth. Knowing customer behavior shapes business strategies. Marketing definition, in other words, companies exist to meet consumer needs (Winer, 2000). This is why a well-rounded marketing approach should integrate customer behavior into any aspect of a strategic marketing campaign (Solomon, 2002).

Apparel goods are made up of several physical features, each of which is viewed differently by multiple customers. Consumers compare and contrast substitute goods, made up of various attribute combinations,

when deciding whether to buy a good. Because of the impact that price and product characteristics, such as consistency, design, and brand, have on their choices, their tastes for clothing products are likely to be affected by this mutual influence.

Consumers have gone from passive consumers to enthusiastic partners in the collective marketing process, proactively optimizing their consumption experiences. as a holistic representation of abstract meanings, subjective reactions, and sensory pleasures (Hirschman and Holbrook, 1986; Holbrook and Hirschman, 1982). Shopping requires several aspects of the shoppers' encounters, which necessitates that there be a significant number of contacts among the shoppers, the salespeople, and the store's environment. With this particularity, the shopping process combines sensory, emotional, and logical interactions in which shoppers may find themselves. For starters, when shoppers enter a supermarket, they are subjected to different ambient stimuli, such as the store's retail display, interior, aromas, lighting, and background music. Sensory sensations of this sort will consequently induce feelings such as pleasure, delight, and enthusiasm, among others.

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Review of Literature

Gupta (2004) examined factors influencing privacy preference in departmental-shops in Telangana for 2 types of product: “processed food and toiletries”. The effects of private label labels on garment retailing have been determined by Memon (2006). This study only looked at two Ahmedabad, Westside and Pantaloons retail brands, and it took to the assumption that customers would be willing to turn to other brands if they had the same facilities. In her conceptual model, Radha created a variables chart that analyzed the influence of different business, demographic, and branding variables on consumers' habitual buying behaviour. The existence of factors, however, which stimulate clients to choose organised retail brands is still a mystery.

Different factors the effects the behaviour of shopper as observed by Reichheld (1996), Verdisco (1999) and Erika (1999). As expectations of clients continue to increase, retailers need to avoid grievances that ultimately lead to customer unfortunate results. The circumstances that cause retail brands to be unmet with customers. They states that retailers who offer real advantages based on their clients' personal experience would gain ultimately, increasing consumer loyalty. Factors including incentives, added value and gratitude contribute to the retention of customers. Several brand preference models were created, taking the effect of current buying activities on the future buying probabilities into account. This time, it remains to be seen that supermarket brands' customer behaviour follows the same trend as previous researchers.

According to Blattberg, a new research stream explores how the costs and benefits of promotional operation are passed on to consumers, but empirical findings are mixed. Price promotions, increase customers' price vulnerability, but they also note that these promotions can help both distributors and producers in some circumstances. According to a broad empirical research which explains the widespread usage by producers and retailers, temporary price reductions dramatically increase brand sales in the short term. Price promotions have much smaller short-term implications, on the other hand. These findings mean promotions don't inherently offer the promoting brand long-term benefits, but may generate short-term income and margin.

Promotional actions can be attributed to the optimistic outcomes during the dust settlement era. This duty has 2 sections. Initially, a promotion does not lead to a perpetual decrease in margin or price. Prices must return to normal after the promotion period has ended, or

profit margins would be permanently erode without compensating for the rise in volume. Secondly, a promotion shall generate a net surplus for the promoter during the dust-settling period (increased sales and baseline benefit). The total profitability of price promotions and how they are shared between manufacturers and retailers are only limited through empirical studies. Some argue that although producer benefits have remain stable from discounts, retail profit has declined “(Ailawadi, Farris, and Shames, 1999)”. As described rivalry between retail stores may avert retailers from making profit from trade-allowances. Retail price competition exceeds what the industry wants, but it is not true of producers. On the other hand, they believe that their promotional revenue could increase as ownership of the channel has moved into retailers. Many leading manufacturers want to lessen their over-support of price-promotion, but hesitate in doing so for the fear who retail store keepers that still value the capacity of the market to expand are losing support. Researchers have also found it surprising that, during weeks or months following the marketing, short-term promotion outcomes disappears and that the promotional brand has only little if any long-term advantages. This pattern is true for market share promotion, category demand and frequency, quantity and brand favourite for consumers.

The value of buyer-selling ties in clothing industry for promotion assistance was investigated by Kincade, Woodard, Ginger and Haesun (2002). The purpose of the study was to understand the promotions made by manufacturers to retailers. The objective of the research was to find out about retailers' perceptions of the frequency and importance of promotional support and of the relationship between the frequency and the importance of offerings. Monetary help has been found to be the most important promotional aid. In a period where large-scale integrated supermarkets compete for customers, find that small businesses need to be determined and able to call on the local community to thrive and to pay more attention to the needs of local people. The poor but critical relationship between participation and brand loyalty became discovered in supermarkets. Researchers concluded that seniors are particularly vulnerable to pricing structures and enjoy interactions with and choose a shop where special aid services are provided (with sometimes demanding memory of the prices of products frequently purchased, frequent price reductions in stores which need promotion).

Research Objectives

The research objectives of this research paper are as follows:

- To study the numerous factors that have an impact on consumers buying behaviour when they shop for apparels in organised retail stores.
- To study the impact of Consumer Buying Behaviour for Apparels in organised Retail Stores.

Research Methodology

The research methodology of this research paper is as follows:

Geographic Location

Urban areas have a large part of organised retail stores. In comparison to other parts of country, major cities in India have a far higher proportion of organised retail outlets. As a result, Western Uttar Pradesh was chosen for this study because it includes many regions of the NCR and has a good number of organised apparel retail stores.

Research Samples

The current research included a survey of 500 respondents from numerous age groups, occupations, & different levels of income. The survey is been carefully selected to comprise participants from all areas of Western Uttar Pradesh. The comprehensive questionnaire was provided to the participants at their workplaces, residences, and malls with coordinated apparel retail outlets. Malls were chosen with care to ensure that the entire Western Uttar Pradesh region was covered.

Collection of Data

An in-depth customer behaviour survey was taken into consideration. Numerous factors affecting consumer purchasing behaviour in terms of apparel purchases in organised retails were investigated, and few key factors were also established. The impact of demographical factors on purchasing behaviour was also looked into. The researcher directly monitored the questionnaire.

The current study is an empirical study in the field of consumer behaviour for apparel in the organised retail stores, and thus information is gathered in 2 phases – firstly via pilot study and then as final study. Pilot study was conducted with unique procedures, with a few inquiry areas described and tested. For the pilot study, a group of 125 people were selected. The pilot study helped to confirm and expand the results of the bigger examination. The pilot study also surfaced the way for additional discovery of newfangled regions, with only a few insignificant areas being overlooked.

The following are the key results of the study:

- The age of the participants was found to have an effect on the visit frequencies to organised apparel retail stores, with teenage participants visiting regularly.
- It was discovered that the number of apparel store visits and the amount bought in respective visit have a negative relationship.
- It was discovered that sales promotions have a positive effect on customer purchasing behaviour when it comes to clothing.
- Male participants favoured straight discounted offer to other types of sales promotions, according to the report.

Final Remark

An extensive questionnaire was administered at the end of the process, when collecting actual data, concentrating on all relevant aspects of consumer purchasing behaviour.

Data collection sources

Both primary and secondary data are used in this research. The questionnaire was used to gather primary information. Secondary data was gathered by looking at old EBSCO research reports, marketing journals, and articles written by retail experts. In addition, all of the data was relevant to the study's goals, the hypothesis to be tested, and the desired results.

Research Hypothesis:

H_a: There is substantial impact of demographical variables on consumers buying behaviour when shopping for apparel from organised retail stores

Data Analysis Tools:

Statistical analysis tests such as Correlation, ANOVA, Reliability Test, Factor Analysis and Regression have been conducted. The analysis was done using SPSS statistical tool. The reason for doing an ANOVA is to see if there is any difference between groups on some variable. ANOVA provides a statistical test of whether or not the means of several groups are equal.

Data Analysis and Interpretation

The data analysis and interpretation of this research paper is as follows:

Demographics

The demographic characteristics are as follows:

Table : Gender

		Statistics			
Gender		N	Valid	500	
			Missing	0	
Mean				1.48	
Std. Error of Mean				.022	
Std. Deviation				.500	
Variance				.250	

		Gender			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	260	52.0	52.0	52.0
	Female	240	48.0	48.0	100.0
	Total	500	100.0	100.0	

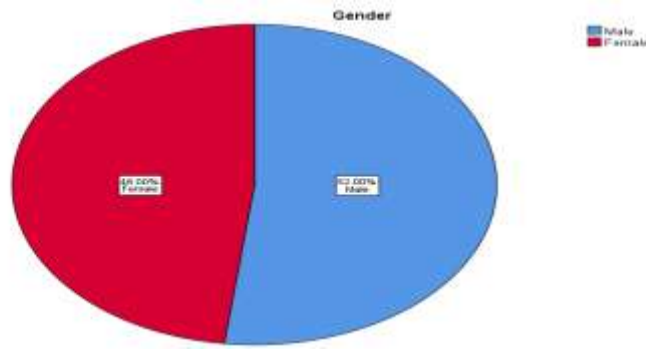


Chart: Gender

Interpretation

Females constituted as most part of sample (at 52%) whereas the Males comprised the remaining 48% of the sample.

Table: Age Group

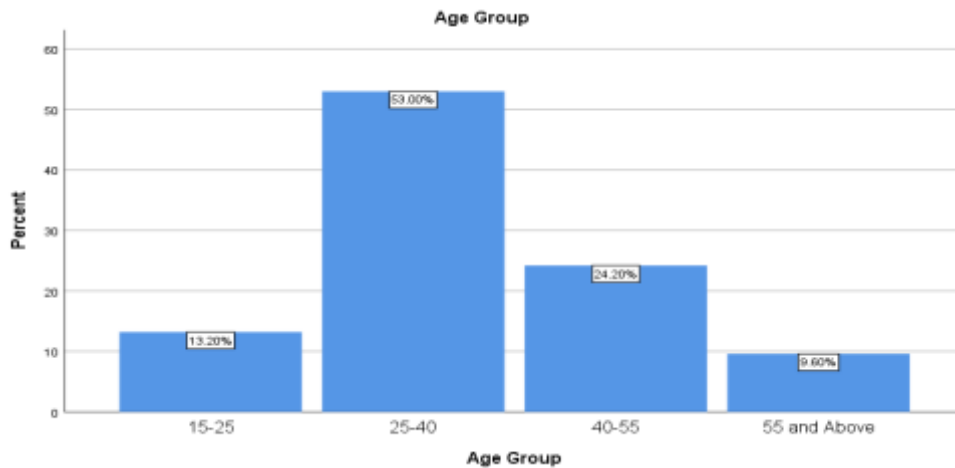
Statistics

Age Group

N	Valid	500
	Missing	0
Mean		2.30
Std. Error of Mean		.037
Std. Deviation		.817
Variance		.668

Age Group

	Frequency	Percent	Valid Percent	Cumulative Percent
15-25	66	13.2	13.2	13.2
25-40	265	53.0	53.0	66.2
40-55	121	24.2	24.2	90.4
55 and Above	48	9.6	9.6	100.0
Total	500	100.0	100.0	



Graph: AgeGroup

Interpretation

The participants in the age group of below 25 years constituted 13.2% of the sample. Those in the age group of 25-40 years constituted majority of the sample with 53% and 40 to 55 years and 55 and above constituted 24.2% and 9.6%, respectively.

Outcomes

Since majority of shoppers shopping for apparels in organized retail outlets are college students and young working professionals, the researcher encountered more participants in the age range of 15 to 40 years. Many of the participants aged more than 55 years responded that they rarely buy apparels from organized retail outlets. So for the further part of the study age group of 15-25 and 25-40 years were clubbed together.

General Information

The general information is as follows:

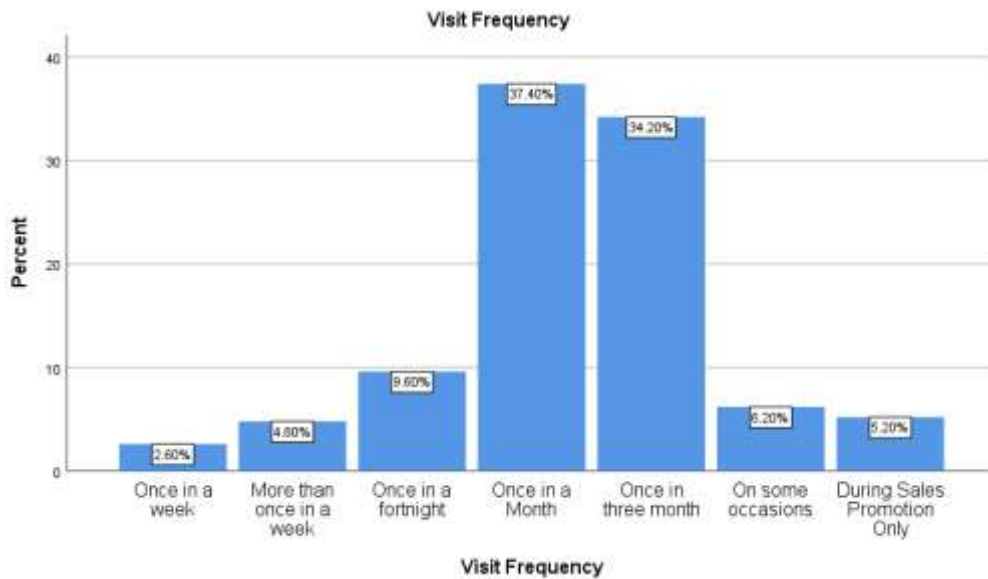
Table: Frequency of Visit to Organised Retailer Statistics

Visit Frequency

N	Valid	500
	Missing	0
Mean		4.35
Std. Error of Mean		.054
Std. Deviation		1.208
Variance		1.459

Visit Frequency

	F	%	Valid %	Cumulative %
Valid Once in a week	13	2.6	2.6	2.6
More than once in a week	24	4.8	4.8	7.4
Once in a fortnight	48	9.6	9.6	17.0
Once in a Month	187	37.4	37.4	54.4
Once in three month	171	34.2	34.2	88.6
On some occasions	31	6.2	6.2	94.8
During Sales Promotion Only	26	5.2	5.2	100.0
Total	500	100.0	100.0	



Graph: Frequency of Visits to Organised Retailer

Interpretation

One in three survey participants confirmed that they go to a formal shopping venue at least once a month, such as a mall, store, or marketplace. This group (34.2 % of the population) was considerably larger, while this group (6.2 % of the population) was significantly smaller. 9.6% and 2.6% of the survey were done

weekly, and 9.6% and 2.6% of the sample replied. 5.2% and 4.8% were those who only joined in advertisements, and 4.6% and 3.9% were those who took part over a longer period of time.

Table: PreferredRetailerOutlets

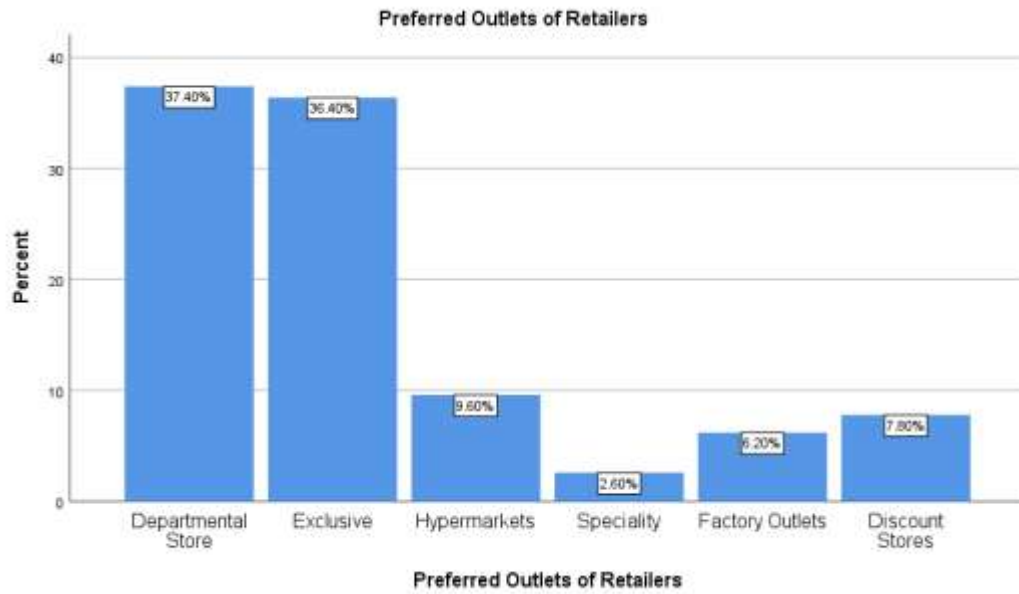
Statistics

Preferred Outlets of Retailers

N	Valid	500
	Missing	0
Mean		2.27
Std. Error of Mean		.068
Std. Deviation		1.520
Variance		2.311

Preferred Outlets of Retailers

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Departmental Store	187	37.4	37.4	37.4
	Exclusive	182	36.4	36.4	73.8
	Hypermarkets	48	9.6	9.6	83.4
	Speciality	13	2.6	2.6	86.0
	Factory Outlets	31	6.2	6.2	92.2
	Discount Stores	39	7.8	7.8	100.0
	Total	500	100.0	100.0	



Graph: Preferred Retail Outlets

Interpretation

An estimated 37.4% of participants suggested that department stores are their favorite shopping destination, while approximately 36.4% preferred retailers specialized in exclusives. Factories, department outlets, and specialty stores made up approximately 6.2%, 7.8%, and 2.6% of the sample, respectively. 9.6% of the overall consumers surveyed classified as consumers who have their favorite shopping destination to be hypermarkets.

Correlations

Table: Factors Influencing the Purchase of Apparel from Organized Retail Outlet

Correlation Satisfaction with Retail Outlet		
Selection becomes easy since wide variety is available in organised retail outlets	Pearson Correlation	0.230**
	Sig. (1- tailed)	0
	N	500

Latest design is available in organised retail outlets	Pearson Correlation	0.271**
	Sig. (1- tailed)	0
	N	500
I was attracted by the advertisements of organised retail outlets in order to shop for apparels / clothes	Pearson Correlation	0.105**
	Sig. (1- tailed)	0.02
	N	500
Family shopping for apparels / clothes is possible under a roof in organised retail outlets	Pearson Correlation	0.186**
	Sig. (1- tailed)	0
	N	500
Buying apparels / clothes in organised retail outlets increases social recognition	Pearson Correlation	0.136**
	Sig. (1- tailed)	0
	N	500
Various discount offers attract me to shop for apparels / clothes in organised retail outlets	Pearson Correlation	0.097**
	Sig.	0.03

	(1- tailed)	
	N	500
Convenient to buy apparels in organised retail outlets as it offers pick and choice	Pearson Correlation	0.313**
	Sig. (1- tailed)	0
	N	500
Easy to return defective clothes or to get refunds	Pearson Correlation	0.114**
	Sig. (1- tailed)	0.01
	N	500
Frequently have items on sale or special deals	Pearson Correlation	0.143**
	Sig. (1- tailed)	0
	N	500
While purchasing apparels I prefer organised retail outlets having well trained staff	Pearson Correlation	0.147**
	Sig. (1- tailed)	0
	N	500
Prefer the billing/payment method	Pearson	0.129**

	Correlation	
	Sig. (1- tailed)	0.01
	N	500
These outlets carry familiar brands/apparels	Pearson Correlation	0.230**
	Sig. (1- tailed)	0
	N	500
Comfortable place to shop or socialize	Pearson Correlation	0.221**
	Sig. (1- tailed)	0
	N	500
Good quality apparels / clothes are available in organised retail outlets	Pearson Correlation	0.299**
	Sig. (1- tailed)	0
	N	500
I was attracted by the trial room facility provided by organised retailers	Pearson Correlation	0.000
	Sig. (1- tailed)	0.08

	N	500
Good fitting / Standard sizes of clothes are available in organised retail outlets	Pearson Correlation	0.179**
	Sig. (1- tailed)	0
	N	500
I like to Window shop for clothes in retail outlets	Pearson Correlation	0.000
	Sig. (1- tailed)	0.17
	N	500
Was attracted by the ambience / Visual appeal of the apparel stores	Pearson Correlation	0.107**
	Sig. (1- tailed)	0.02
	N	500

** . Correlation is significant at the 0.01 level (1-tailed).

*. Correlation is significant at the 0.05 level (1-tailed).

The above table shows that:

Satisfaction with retail outlet has optimistic and substantial (at 1% level) correlation with “(a) Selection becomes easy since wide variety is available in organised retail outlets; (b) Latest design is available in organised retail outlets; (c) was attracted by the advertisements of organised retail outlets in order to shop for apparels / clothes; (d) Family shopping for apparels / clothes is possible under a roof in organised retail outlets; (e) Buying apparels /

clothes in organised retail outlets increases social recognition; (f) Convenient to buy apparels in organised retail outlets as it offers pick and choice; (g) Frequently have items on sale or special deals; (h) While purchasing apparels I prefer organised retail outlets having well trained staff; (i) Prefer the billing/payment method; (j) These outlets carry familiar brands/apparels; (k) Comfortable place to shop or socialize; (l) Comfortable place to shop or socialize; (m) Good quality apparels / clothes are available in organised retail outlets and (n) Good fitting / Standard sizes of clothes are available in organised retail outlets.”

With “I was attracted by the advertisements of organised retail outlets in order to shop for apparels / clothes', 'Various discount offers attract me to shop for apparels / clothes in organised retail outlets', 'Easy to return defective clothes or to get refunds' and 'Was attracted by the ambience / Visual appeal of the apparel stores', Satisfaction with the retail outlet has positive and significant correlations (at 5% level)”.

Findings

The researcher makes an effort to discuss the study's results. These conclusions were drawn from the previous chapter's data analysis. The researcher has attempted to clarify the study's findings in this chapter.

- **Visit frequency to organised apparel stores**

The single largest group of participants (37.4%) reported that they go to a structured apparel retail outlet once a month. Those who did it once every three months and just before special occasions made up 34.2 percent and 6.2 percent of the survey, correspondingly. Apparel is primarily a shopping item, not a need or a comfort item. Apparels have a long useful life, but their selection is influenced by seasonal cycles and fashion patterns, necessitating the replacement of out of style apparels with current in style apparels. Wear and tear affects clothing as well, and people discard and reuse old garments. For the reasons mentioned above, and also because shoppers want a certain amount of excitement while shopping for clothes and related accessories, the maximum proportion of participants chose to visit organised clothing stores once a month, followed by once every three months. Apparel stores keep customers interested by changing the

product periodically in terms of style, variety, and colour. Clothing stores that are well-organised change their style from time to time to give them a new look.

- **Preferred Apparel Stores**

When it comes to shopping for clothing, exclusive apparel stores are the most common, with 37.4% of participants preferring them. Exclusive stores, which are close to exclusive apparel stores in terms of product quality and shopping experience, were preferred by 36.4 percent of participants. Customers love exclusive clothing stores because they sell the most up-to-date designs, high-quality products, well-trained salespeople, and a wide range of merchandise. When it comes to clothing, shoppers aren't very price sensitive. Higher disposable income and purchasing power have resulted from double-income families, young single people with well-paying jobs, no dependents, students with generous allowances, and so on. However, a sizable percentage of participants are price sensitive, preferring factory outlets and discount stores when shopping for clothing.

Among the coordinated apparel retail outlets, hypermarkets and department stores were the least favoured. For all forms of clothing, the majority of participants said they prefer organised retail outlets. This response indicates that organised apparel retail outlets are very popular with customers and will be around for a long time.

Shoppers' favoured exclusive clothing stores for all three categories, namely formal, casual, and party wear. Separate single-choice questions were used to find these answers for each group. For casual clothing, factory outlets and discount stores were favoured. This demonstrates that when shopping for casual clothing, customers are price sensitive. Casual clothing includes items such as home wear, jeans, T-shirts, cargo pants, and so on. Casual is a dress code that emphasizes comfort and personal expression over appearance and uniformity in the European tradition. When it comes to casual clothing, shoppers don't mind buying lesser-known brands or private labels because presentation isn't significant. When it came to formal clothing shopping, Exclusive stores were preferred over Specialty stores and Factory outlets. When it came to shopping for formal wear, participants preferred discount shops to shopping for casual clothes. In the case of formal clothing, this demonstrates the value of branding. Factory outlets selling seconds and rejects remained popular because they carried the brand name, which is essential to shoppers looking for

formal wear. When it came to shopping for party wear, Exclusive stores were preferred over Specialty stores. This result suggests that customers are unconcerned with price when shopping for party wear.

Conclusion

The fashion industry is rapidly expanding. As a result, the need of the age is to comprehend consumer psychology and act accordingly. The impact of demographic variables, customer buying characteristics, and store-related factors on consumer apparel purchasing behaviour was investigated in this research. The researcher wanted to know how different variables in the shop affected customer satisfaction when they were buying clothes. Consumers are drawn to coordinated fashion retail outlets for a variety of reasons, according to the report.

Consumers value variety and cutting-edge design, according to the report. These are important results for organised fashion retailers to remember while merchandising, or procuring and stocking apparels. Apparel retailers often alter store environments and products in order to pique the interest of customers. This is a good practice; however, since the study indicates that customers trust familiarity, caution should be taken not to adjust the store settings and products too often. Customers enjoy comfort while shopping for clothes, according to the report. The aisle spaces in organised clothing stores should be large enough to allow for a seamless flow of customers. They can also make sure the fast-moving clothing is shown at eye level to avoid causing inconvenience to customers.

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