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An Analysis Of Characteristics Affecting Clothing Buyers' Decisions At Retail Establishments

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Abstract:

In India's Shifting Organized Retail Sector, This Study Seeks To Understand Consumers' Clothes Buying Habits. The Study Seeks To Link Respondents' Assessments Of Shop Qualities To Customers' Reasons For Buying From And Frequenting Organized Retail Outlets. It Reveals The Factors Influencing Indian Consumers' Purchase Decisions. This Paradigm Evaluates How Many Factors Influence Behavior And Retail Industry Profitability. India's Dynamic Organized Retail Landscape Was Shaped By Rising Literacy Rates, More Working Women, High Disposable Income, Easy Access To Low-Interest Credit, High Media Penetration, And The Guarantee Of Comparable Quality Products With Wide Price Differences. Only Consumers' Desires That Their Purchasing Patterns Be Analyzed Are Driving The Organized Retail Market's Growth And A Business's Success. The Study's Primary Data Came From 178 Retail Customers Of Apparel Retailers In Top Hyderabad And Secunderabad Who Were Interviewed Using A Mall Intercept Questionnaire. The Results Reveal That Customers Value The Criterion Differently, So They May Be Highlighted Without Guessing. The Data Also Show That Style > Value > Diversity > Demand > Credibility > Concern > Referral Groups Influence Clothing Purchasers' Purchases. For Theoretical And Practical Grounds, This Study Informs Academic And Retail Management.

Keywords: Retail Industry Profitability, Influence, Behaviour, Credibility

Introduction

Developing Nations Like India, China, Russia, Mexico, And Brazil Have Experienced Unprecedented Economic Growth. "India's Rebound From The Global Crisis Is Set To Accelerate In 2010, With Estimated Growth Of 8.2%, Although Rising Price Pressures Present A Challenge To Policy Makers As They Steer The Economy's Recovery " In 'The Asian Development Outlook 2010', ADB Said Organized Retailing In India Is Undergoing A Radical Transformation. Increased Store Chains Throughout Indicate That Organized Retailing Is Emerging As An Industry And Will Boom Soon. AT Kearney's Eighth Annual Global Retail Development Index (GRDI) In 2009 Named India The Most Attractive Emerging Retail Market For Retail Investment. India Is The Fifth Largest Retail Destination In The World. ICRIER Predicts That Retail Will Account For 22% Of India's GDP By 2010. By 2013, India's Retail Sector Is Estimated To Reach US\$ 833 Billion And US\$ 1.3 Trillion By 2018, Growing 10% Annually.

As Of July 2009, Single-Brand Retail FDI Inflows Were About US \$ 46.60 Million, Per DIPP. Liberalized And Globalized Economies Have Caused A Paradigm Shift In Consumer Spending Patterns Due To Dramatic Changes In Domestic Demographics, Psychographics, Urbanization, And Information And Communication Technology, Creating A Massive Consumer Market With Many Opportunities For Modern Retailing In India. Food & Grocery Led Retail With 59.5% Share At Rs.792, 000 Crore, Followed By Clothing

And Accessories With 9.9% At Rs.131, 300 Crore. Understanding Apparel Customer Buying Behavior Emerged From New Kinds Of Competition And Retail Format Restructuring.

The Recent Economic Meltdown, High Growth Rates, Changing Lifestyles, Literacy, Urbanization, Media Penetration, Young Population, And Favorable Demographics Have Contributed To The Growth Of The Organized Retail Sector In India. Global Organised Retailing Is Promising, Attracting Shoppers. Shoppers Now Have More Options, Despite Their Previous Preference For Private Brands In Stores. Numerous Brands Have Excelled In The Emotional Connection People Have With Clothes. Two-Thirds Of Consumers Say They Buy Brands That Reflect Their Personality And Lifestyle. Thus, Organized Retailing, Especially Clothes, Overcame Doubts To Become Global. Customer Accessibility Has Been Increased By Providing A Welcoming Atmosphere In Stores. The Promises Of Equivalent Quality, Bigger Price Differentiation, And More Product Variety Have Made Retail Shopping More Enjoyable. Retail Brands Are Outperforming Manufacturer-Owned Brands By Offering Customers Benefits. Consumers Feel Safe Shopping With A Trusted Brand. The Organized Retail Sector Will Strongly Influence The Competitive Landscape Of Indian Consumer Goods And Service Sectors In The Near Future. To Ensure Corporate Success, It Is Crucial To Monitor Consumers' Buying Behavior In Organized Retail Markets. According To The Prior Debate, Forecasting Consumer Purchasing Behavior For Garment Products In Organized Retail Forms Is Crucial.

Objective Of The Study

Retailers Face Competition From Changing Client Wants, Demography, Retail Kinds, Technology, Ownership, And Merchandise. In India's Developing Retail Industry, Corporations Have To Learn How To Keep And Grow Market Share. The Retail Market Is Becoming More Ordered And Structured As Bigger Businesses Enter. Soon, Competition Will Heat Up. Understanding And Predicting Client Happiness And Purchasing Qualities Is Vital In Such An Environment. The Store Aims To Boost Repeat Business. Customers Today Want More Than Product Variety And Quality—A Synthesis Of Multi-Attributes That Build A Positive Retailer And Store Image. Thus, Retail Management Must Identify And Target Client Groupings, Assess Satisfaction Variables, And Maintain Long-Term Patronage. 2000 (Sivadas, Baker-Prewitt).

Research Estimates That Maintaining Consumers Costs One-Fifth Of Obtaining New Ones. Existing Customers Earn More Per Customer Than New Ones (Smith And Taylor, 2005). Researchers Want To Study Organized Retailing In India And The Factors That Influence Consumers' Buying Behavior In This Sector. Retailing Offers A Wide Range Of Items And Services, Therefore Researchers Focused On Organized Clothes. Since India's Organized Retail Business Is Growing, The Researcher Will Focus On Urban India. The Study Aims To Understand Customers. Researchers Must Understand The Following To Attain The Goal:

1. To Examine Clothes Consumer Behavior In Organized Commerce.
2. To Analyze Factors Affecting Consumer Buying Behaviour In Clothes Retail.
3. Assess The Impact Of Buying Behaviour Variables On Clothes Product Retail Format Selection.

Review Of Literature

Shopping Behavior Is Multifaceted. Shopping Orientation Is Difficult To Define Due To Several Connected Elements. Researchers Define Shopping Orientation From Diverse Angles, But Several Major Characteristics (Or Concepts) Are Repeated. Segmentation Variables Like Demographics Are Easily Measured. In Response To New Retail Formats, Shoppers Are Increasingly Visiting Multiple Stores And Developing Loyalties To A Set Of Stores To Meet A Variety Of Shopping Needs And Motives. Changing Lifestyles And Consumption Patterns Of Indian Consumers Affect Shopping Preferences And Store Traffic (Kaur And Singh, 2006).

Earlier Research By Khare (2011) Indicated That Hedonic And Utilitarian Values Significantly Influenced Indian Small City Customers' Shopping Mall Sentiments. Sinha And Benerjee (2002) Discovered That Indian Shoppers Favor Emotional Purchasing Over Functional Shopping.

Functional Attributes—Product Quality, Produce Assortment, Service Quality, And Store Atmosphere—Influence Shopping Value In Supermarket And Traditional Retail Formats, Contrary To Earlier Studies. The Study Indicates That Functional Qualities Assist Buyers In Choosing Retail Formats Based On Hedonic And Utilitarian Values. Retailers Must Avoid Complaints, Which Contribute To Customer Discontent, As Customer Expectations Rise.

Berry (1996) And Jackson (1999) Highlighted Situations That Lead To Consumer Dissatisfaction With Retail Brands. Stone (1954) Coined Shopping Orientation. Referring To Shopping Habits Or Patterns That Prioritize Specific Activities. Other Researchers Stated That Shopping-Specific Lifestyles Include Shopping Habits, Interests, And Opinions. Shopping Orientation Is A Complicated Personal, Economic, Social, And Recreational Phenomenon (Darden And Howell, 1987; Shim And Kotsiopoulos 1993). Shoppers With Different Shopping Orientations Reveal Different Consumer Characteristics And Differences In Market Behaviour, Including Different Needs And Preferences For Information Sources, Store Preferences And Store Attributes (Shim And Kotsiopoulos, 1992).

Shopper Behavior Varies Based On Location And Level Of Involvement (Berman And Evans, 2005). In Their Study Of Hedonic And Utilitarian Shopping Motivations Among Portuguese Young Adults, Cardoso And Pinto (2010) Identified Seven Dimensions: Pleasure And Gratification, Idea, Social, Role, Value, Achievement, And Efficiency.

Shopping Depends On Product Type, Product Class Risk, And The Level Of Knowledge Or Amount Of Information About Alternatives. Watching Shoppers In The Store Shows That Every Purchase Requires A See-Touch-Sense-Select Process. Connolly And Lindsay (2001) Identified Three Types Of Shopping Behavior: (A) Blinkered Mode, Where Shoppers Focus On Familiar Brands Without Reading Labels Or Studying Product Attributes; (B) Magpie Mode, Where Shoppers Are Distracted By Various Brands; And (C) Browser Mode, Where Shoppers Rationally Read Labels And Study Product Attributes. It's Important To Study Indian Shoppers' Motivations (Sinha And Banarjee, 2004). Highly Individualized Clothes Companies Are Discouraging Buyers From Switching To Traditional Methods. The Knowledge Of Consumer Shopping Behavior Is An Essential Input To The Development Of An Effective Marketing Strategy, Which Is Required For The Effectiveness, And Success Of Any Business. Compared To Brand Choice Behavior Research And Theory, Store Patronage Behavior Has Received Little Attention (Darden And Howell, 1987), Suggesting That Consumers Solve Many Consumption Problems Using Shopping Strategies Rather Than Brand Strategies.

Rhee And Bell (2002) Believe That While Shoppers Often Patronize Many Stores, They Typically Have A Primary Affiliation To A „Main Store“ That Captures The Majority Of Their Purchases. Taher Et Al. (1996) And Sirohi Et Al. (1998) Emphasise That It Is Important For Retailers To Systematically Seek Information Of The Retail Patronage Experience And Then Plan To Build Store Loyalty Based On Augmented Services, Including Their Financial Implications. Research Conducted Processing Of Store Attributes By Means Of Which Consumers Decide Which Will Be Their Primary Store. It Is Empirically Examined That Retail Store Attributes Affect Store Choice And Purchases (Leszczyc And Timmermans, 1997).

A Study Examined How Demographics Impact Consumer Purchase Decisions For Branded Clothing, As Well As Gender-Based Awareness Of Apparel Brands In The Indian Market. It Also Examined Whether Males And Females Spend Differently On Branded Clothing. The Results Exhibited No Significant Differences In The Brand Awareness, Shopping Frequency And Shopping Expenditure Between Males And Females (Rajput, 2012).

Study Significance

Clothing Retailing Dominates Organized Retailing With 38.1% Market Share. This Section Of The Retail Industry Is Sensitive, As Things Might Become Outdated If Not Sold In A Timely Manner. Fashion And Opulent Brands Are Especially Susceptible To This Type Of Phenomenon, And Products Sold At Cheap Discounts Will Not Profit The Companies. Apparel Retailing Is A Fast-Moving Consumer Products Industry. Thus, Things Must Sell Faster Than Expected Or Retailers May Have Trouble Selling. Consumer Buying Behavior Has Garnered Significant Attention From Previous Studies. Numerous Studies Examined Its Impact On Marketing Strategy Design.

Despite Studying Buyer Behavior And Retail Marketing Literature, Few Research Have Examined Customer Behavior In Retail Markets.

The Retail Industry Constantly Introduces New Products, Making Old Ones Outdated. Lifestyle Changes Can Affect Consumer Fashion Preferences, Allowing Organized Shops A Wide Range Of Opportunities To Introduce New Fashions. A Study Found That Even Well-Known Firms Lack The Flexibility To Tap Developing Styles. Organized Retailers Usually Try To Attach Benefits To Their Brands To Access New Trends.

The Profit Margins Of Such Retail Brands Are Large, And These Private Brands Are Projected To Boost The Brand Value Of Established Merchants. Thus, Retailers' Bonding Intentions Are Still Developing As They Enter The \$13 Billion Garment Retail Industry, Which Accounts For Approximately 20% Of The Country's Overall Export.

After 2005, The Garment-Manufacturing Industry Emerged As The Most Promising Segment In The Textile Chain, Driving Demand For Finished Products. Due To The Significant Growth Of The Garment Market, The Proposed Study Would Focus On Organized Apparel Retailing. The Researchers Felt Compelled To Discover And Evaluate The Elements That Influence Indian Organized Retail Garment Buyers.

METHODOLOGY

This Study Examines How Shop And Customer Factors Affect Garment Purchases. The Study Uses Primary And Secondary Data. This Survey Includes Organized Retail Apparel Customers From Hyderabad And Secunderabad, India. The Mall Intercept Approach Was Used To Acquire Data From Shoppers Departing For Modern Store Formats. Data Was Obtained At 12 Retail Formats Including Clothing Chains Employing An Organized, Pre-Ordered Questionnaire. After Data Gathering, 250 Clients Were Questioned, However Only 178 Returned The Questionnaire.

For Legibility, A Trial Survey Was Done Before Designing The Final Questionnaire. Our Goal Was To Understand What Influences Customers' Clothes Purchases From Organized Retail Outlets. We Created 19 Statements Describing The Situation. Respondents Rank The Assertions On A 5-Point Likert Scale (5 = Strongly Agree, 3 = Unknown Or Indifferent, 1 = Strongly Disagree). A Data Reduction Approach Called Factor Analysis Was Applied To Uncover The Characteristics That Impact Garment Purchasers In Organized Retail Stores. Assuming All Statements Are Related. We Analyzed Study Data With SPSS 14. We Investigated Whether Customers Rank These Criteria Similarly While Buying Apparel From Organized Retail Shops To Identify Them. A 200-Respondent Paired Comparison Scale Was Created To Assess Consumer Relevance Of These Criteria. The First Part Involved A Qualitative Exploratory Study To Determine Factors Affecting Patronage Behavior In Garment Retailing. Exploratory Interviews With Twenty Store Managers And Extensive Discussions With Academicians/Researchers Helped Us Identify Factors Such As Store Quality, Appeal, Assortments, Fashion (Latest Apparel Merchandise), Store Image, Shopper Demographics, And Temporal Aspects That Affect Apparel Shoppers' Patronage. A Comprehensive Literature Review Validated Exploratory Findings.

Results And Interpretations

Demographics Of Respondents

The Average Monthly Income Of Shoppers Was Rs. 18,000/-, With 50.2% Of Respondents Working. 52% Of Respondents Buy All Their Clothes From Organized Retail Locations, 7.5% Prefer Formal, 32% Casual, And 8.5% Party-Ware. The Sample Shows That Over 40% Of Respondents Frequent Organized Retail Shops Monthly, With Their Frequency Being Higher Among Those Aged 18-30. We Found No Substantial Gender Difference In Shopping Behavior.

Preferred To	Preferred						
	Demand	Value	Diversity	Credibility	Concern	Referral Groups	Style
Demand	X	80	82	70	120	90	170
Value	120	X	88	110	50	115	80
Diversity	118	112	X	60	125	87	100
Credibility	135	90	140	X	85	90	107
Concern	80	150	75	130	X	75	90
Referral Groups	110	70	113	110	125	X	145
Style	35	120	100	93	110	30	X

MANAGEMENT ISSUES

This Research Has Many Management Implications For Organized Garment Retailers In Hyderabad And Secunderabad. In The Fast-Changing World Of Organized Retailing, Especially Apparel Purchasing Is More Thrilling And Entertaining Than Mundane. Despite Considerable Customer Involvement In Clothes Buying, The Industry Is Undergoing A Transformation Due To Increased Consumer Knowledge And Availability Of High-Quality, Competitive Brands. Rapid Changes In Consumer Demographics And Psychographics Have Made It Harder For Organized Retailers To Choose The Appropriate Clothes Retail Structure.

The Study Reveals That Consumers' Education, Income, Occupation, And Marital Status Significantly Influence Their Choice Of Clothes Retail Format. Psychographic Segments Differ In Consumer Behaviors, Interests, Attitudes, And Values For Clothes Purchases (Style > Value > Diversity > Demand > Credibility > Concern > Referral Groups). It Is An Uphill Task To Serve Today'S Pragmatic And Enigmatic Consumers Because Consumers Are Looking For Huge Variety Of Quality Products, Offering Special Services, Pleasant Ambience And Store Services. To Sustain Client Loyalty, Garment Retailers Must Carefully Build Trust. It Is Important To Consider How Clothes Consumers' Shopping Behaviors And Attributes Affect Their Choice Of Retail Format.

Conclusion

This Study Examined How Consumer Demographics And Store Dynamics Affect Organized Apparel Retail Models. Consumers Now Shop For Clothes More Thoroughly. Consumers' Opinions Vary When Buying Clothes In Different Stores. Due To The Weight Age Of The Clothes Industry In The Global And Indian Organized Retail Markets, This Study Focused On Twin City Apparel Buyer Decisions. Retail Managers Are Frustrated By Consumer Buying Behavior As The Underlying Motivations Remain Undiscovered. The Present Study Will Help Managers Focus On Customer Garment Buying Behavior Before Selling Their Products Through Organized Retail Channels. Considering That Shoppers May Not Regard These Variables Equally, It Is Important To Prioritize Them. In The Analysis, Finally We Found That The Apparel Consumers' Buying Behaviour Is Mostly Influenced By The Attributes Like Style >Value >Diversity >Demand> Credibility>Concern >Referral Groups. In Order To Recruit And Maintain Customers, Organise Merchants Need Be Careful In Meeting Their Requirements, Wants, And Preferences.

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