

Outshopping Behaviour Of Rural Masses Towards Apparel Showrooms In Coimbatore

DR. V.P.KARTHIKEYAN., M.COM. , M.PHIL. MBA., P.HD,

ASSOCIATE PROFESSOR, SCHOOL OF COMMERCE,

RATHNAVEL SUBRAMANIAM COLLEGE OF ARTS & SCIENCE (AUTONOMOUS),

SULUR ,COIMBATORE , TAMILNADU -641402

AND

DR.DHANALAKSHMI.M., M.COM. , M.PHIL. P.HD,

ASSISTANT PROFESSOR, SCHOOL OF COMMERCE,

RATHNAVEL SUBRAMANIAM COLLEGE OF ARTS & SCIENCE (AUTONOMOUS),

SULUR ,COIMBATORE , TAMILNADU -641402

AND

DR.KUMARAN.M.P., M.COM. , M.PHIL. P.HD,

ASSOCIATE PROFESSOR, SCHOOL OF COMMERCE,

RATHNAVEL SUBRAMANIAM COLLEGE OF ARTS & SCIENCE (AUTONOMOUS),

SULUR ,COIMBATORE , TAMILNADU -641402

Abstract

Outshoppers are none but floating customers. If the In-Town shoppers are called the capital of the business, the Outshoppers can be called the interest that the capital brings.

In market language rural consumers, i.e. those who come from rural parts to make buying in urban are called the rural Outshoppers. Therefore it is essential for shopkeepers to find attitude, preference, trend and style of rural Outshoppers. Moreover Rural Consumer Preference, perception and behaviour of buying clothing & apparels frequently change due to fashion trends, impact of movies, friends, relatives and migrants from one place to another. Attitude, cultural and socio-economic changes depend upon where consumer locates. The studies related the role and contribution of rural Outshoppers in urban showrooms is very

limited in India. So it is very essential to study about out shopping behavior of rural masses towards apparel in Coimbatore.

INTRODUCTION

“Beware, as long as we live, we will be judging men by their outward appearance”-

Jean de La Fontaine (1621-1695) French poet.

There are three basic needs for human beings in this world that is food, Clothes and shelter. Many ancient poets and scholars of Tamil literature said “clothing helps an individual to perfect their appearance”. Clothing is a second skin of human beings because it protects the skin from sun, wind, mist and insects. The function of clothing is to improve the comfort and protect the wearer from the elements, injuries, climatic conditions, reduce risk during work. It reflects the people’s cultural, attitude, modesty, religion, identity, gender and social status through wearable clothes and style of wearing.

Especially in current scenario a person’s appearance, dressing and clothing does a lot. Clothing have identities and images, consumers seek those apparels that match their self-image or the image they would like to project to others¹.(Goldsmith, R.E., Moore, M., Beaudoin, P. (1999); “Fashion innovativeness and self-concept: a replication”, *The Journal of Product & Brand Management*, 8(1), PP: 7-18.)

Today, in this consumer-based society, clothing has become an indispensable part of us. Every day individuals spend some amount of time to decide about clothes they wear and a lot of time goes in decision-making while selecting and purchasing clothes². (Ruby Jain, Rachana Singh and KumkumRankawat (2011); “General Values and Clothing Behavior of College-going Students”, *Stud Home CommSci, Kamla-Raj* 2011 5(1), PP: 13-20.)

Appearance is a Non-Verbal communication, it communicates person's personality, taste, socio-cultural background, tradition, work nature, education etc., and it will depend on the occasion for which the individual dresses himself. Nowadays, individual’s values are determined by not only attitude, education, talent, skill but sometimes appearance also plays the important role. First appearance is the best

appearance because it makes the opinion and image in people's mind; Nowadays people show keen interest towards selection and purchasing clothes.

Still India is an agriculture based economy. Nowadays awareness level of rural masses is growing due to communication, social networks, learning, movies and rural development programs. Human wants and needs are endless and changing frequently, especially in fashion trends. In urban, consumers can shop the apparels in giant showrooms and shopping malls. But for rural masses, it's require time to see and buy trendy apparels in their nearby market. Hence its clearly visible rural Outshoppers migrate from their home town to urban showrooms for more collections ,trendy ,availability and most of them image that shopping in urban will express their status.

Outshopping is a phenomena which occurs when consumers shop outside their local trade area. Out shopping, also known as market gravitation or market leakage is the practice of going outside the local community to buy goods. Reasons behind for such behavior include better prices, more stores and broader product depth.(Cathy Ashley-Coteleur, Carol Gaumer and Barry Foltos (2009); *"the effects of outshopping on a small rural community: The importance of relationships"*, *The Coastal Business Journal Spring: Volume 8, Number 1.*)

Outshoppers are none but floating customers. If the In-Town shoppers are called the capital of the business, the Outshoppers can be called the interest that the capital brings. It should be noted, in market terminology, that rural consumers, i.e. those who come from rural areas to make purchases in urban areas, are called the rural Outshoppers. An Outshoppers from the rural area comes to shop in the neighboring town or city with full of expectations. If the expectations are met by the shop he visits, he may go and bring another like-minded Outshoppers to the shop. It is always the case that the outshopper goes to a place to seek or buy something that he cannot get at a place where he lives. If he gets the entity at a place with good service, he may choose to visit the place frequently.

The rural outshoppers, at present, are gradually growing informative about the development of ultra-modern world and they do not have business Showrooms as they find in towns and cities. But the necessity of a rural outshopper is no way lesser than the necessity of the urban shopper. As the modern trends are slowly seeping into rural areas, the urban shops have to be alert, so that they can attract the rural outshoppers and earn

their patronage. In order to retain the outshoppers the shops have to monitor their product quality, service and other business appurtenances.

Moreover Rural Consumer Preference, perception and behaviour of buying clothing & apparels frequently change due to fashion trends, impact of movies, friends, relatives and migrants from one place to another. Attitude, cultural and socio-economic changes depend upon where consumer locates. Therefore the retailer will not follow the same strategy for all geographical areas, socio-cultural backgrounds, climate conditions, work flows, religion etc. Relationship management between retail store and customers comprise of trust and satisfaction.

In retail clothing stores, loyalty of a customer is very much dependent on the product and the services. Therefore it is very necessary for each retailer to know and realize the perception, influencing factors, opinion towards products and services of rural outshoppers. The studies related the role and contribution of rural outshoppers in urban retail outlets is very limited in India. So it is very essential to study about rural outshoppers buying behaviour towards clothing and apparel products and it becomes an area of research.

LITERATURE EVIDENCES

Previous research helps to understand the research gap and explain the influence of outshopping.

According to Papadopoulos (1980)¹ outshoppers' purchase behaviors were higher visibility, higher status in shopping and buy special products, those are offered by the retailers. The Researcher found that clothing and home furnishings are popular products mostly purchased by the outshoppers, but the researcher also stated that sporting goods, furniture, appliances and jewelry also fit in this category. The author found that outshopping venue increases, outshopped goods become smaller, easier to carry, require less after sales service and are less expensive.

Riecken and Yavas (1988)³ suggested that retailers offer wide assortments of heavily outshopped goods, enhance customer service, increase promotions, improve in-store environments, and it should reach the surrounding communities' shoppers.

Cathy et.al (2009)²⁷ commented that small businesses in rural communities face a number of problems like: small market areas, ageing populations, and limited supply sources etc. because of these limitation their buyers are inclined to go outside the community to buy goods. Thus, the authors mention that outshopping, also known as market gravitation or

market leakage is a phenomenon that is particularly prevalent now with the explosion of retail establishments and easy access to major metropolitan areas.

The above reviews gives an understanding that only limited systematic attempt has been made across the world on the select dimensions of the shopping behavior of rural migrants. This is so in India, where no study that focused directly on the issue, rural migrants shopping behavior, the same has been considered as the research gap that persuaded the researcher to carry this empirical research work, that aim to analyze the outshopping behaviour of rural masses towards apparels in the study area, Coimbatore District.

STATEMENT OF PROBLEM

Considering the textile marketing in India, the demand for the dress materials and clothing is always on the increase and it is the basic need of the human beings. Two decades ago the ordinary people preferred to buy dress material on festivals occasions, birthdays, weddings, etc. At present, the buying power of the consumers has increased and their choice of clothing retail outlets is also more.

In order to utilize this opportunity a large number of retailers both large scale and small scale slowly stepped into the society to increase their profit by satisfying the wants and needs of the consumers. A large number of retailers have started their business in various cities especially in the cotton city Coimbatore. In order to attract the consumers and to compete with their competitors, the various textile retailers both large scale and small scale have introduced various marketing strategies to induce the consumers to buy their products. Showroom marketing is one of the strategies which play a vital role to capture a large group of buyers. Showroom marketing is a great blessing for the economic development of a country. In a highly competitive world of textile marketing, a dissatisfied consumer and a slight rumor about the particular textile showroom regarding quality and service aspects will impact the perspective consumers of the showroom. So the key function of seller is to fulfill the expectations and wants of consumers. A satisfied consumer is a real and long-term asset of the business.

The clothing and apparel market has become more diverse by brands, store layout, advertisement and ethnicity. If manufacturers and retailers of apparel can identify the consumer's preferences and needs, they will be able to attract and uphold their target consumer group. However, little research has been conducted to investigate the factors influencing the clothing and apparel shopping behaviours among rural outshoppers. A rural consumer is an end part of a business. Consumer satisfaction is a big challenge of apparel and

clothing retailers because taste, preference, needs and wants of consumers change day by day. The shopping behaviour of consumers changing frequently due to location, socio-economic and cultural factors, offers, discounts, availability of cloths and varieties. In this context, it is very essential to study in detail about the rural outshoppers buying behaviour, influencing factors, perception and satisfaction towards s Apparel showrooms in Coimbatore .

OBJECTIVES OF THE STUDY

- The study aims to analyze the relationship between the shopping experience and it differs according to the season.

RESEARCH METHODOLOGY

The current study is both explorative and descriptive in nature. As per 2009 census Coimbatore District is divided into two Revenue Divisions and six Taluks consisting of 295 Revenue villages. Out of the two Revenue Divisions, Coimbatore is industrially developed and Pollachi is predominantly based on agriculture. The Coimbatore district comprises six Taluks: Coimbatore (North), Coimbatore (South), Sulur, Mettupalayam, Pollachi and Valparai. The entire district is divided into 12 blocks consisting of 229 village panchayats.

It has been observe that in thèse 12 sample villages selected for the study, nearly 26733 households live in this région. The data collection consists of two stages; one is a pilot study which was carried out with the help of a questionnaire with a small sample size of 30 respondents in each region.

For the study purpose, the samples of two villages were selected from each Taluk. In the second stage of the study, samples of 100 respondents (households) were selected from each Taluk (i.e., 50 respondents from each sample village) by using Convenience Random Sampling Method bases with the support of friends, relatives and references groups. Totally 600 respondents were surveyed.

There are several textile showrooms which inspire huge number of customers in and around Coimbatore district. Out of the various textile showrooms, Kalyan Silks,RmKV, The Chennai Silks,Pothys, Shree Devi Textile and Sri Ganapathy Silks were selected for the study. It had been observed that thousands of customers visit these six destinations during the festival seasons, Aadi offer sale, other occasions and causal purchase period are considered for data collection.

RURAL OUTSHOPPERS' LEVEL OF PERCEPTION TOWARDS SHOPPING EXPERIENCE IN THE PARTICULAR CLOTHING SHOPS DIFFERS ACCORDING TO THE OCCASION .

THE RESULT OF RELIABILITY ANALYSIS FOR RURAL OUTSHOPPERS LEVEL OF PERCEPTION TOWARDS SHOPPING EXPERIENCE IN THE PARTICULAR CLOTHING&APPAREL SHOWROOMS

Sl. No	Variables	Mean	SD	Cronbach's alpha
1.	All brands available under one roof	2.633	0.926	.729
2.	Shopping environment is good inside these cloth stores	2.368	0.681	.728
3.	Lot of combination offers are provided by stores	2.720	0.808	.731
4.	Trust for the brand is high	2.400	0.775	.724
5.	Quality of service is high (Salesmanship, Billing and other amenities)	2.418	0.775	.733
6.	The stores create customer satisfaction	2.360	0.782	.735
7.	Various kinds of buying needs are satisfied in Lifestyle store	2.453	0.782	.734
8.	My family enjoys shopping inside these retail stores	2.700	0.880	.729
9.	I find brands which are not available in other stores	2.568	0.761	.728
10.	I believe in product quality which I can only get inside these stores	2.667	0.911	.729
11.	I always find enough stock here	2.475	0.775	.731
12.	Lot of choice are offered	2.597	0.816	.739
13.	Good facility of changing rooms	2.510	0.853	.736
14.	I derive value for money	2.690	0.813	.731

The result of Cronbach's alpha draws a significant amount of correlation between the variables tested. The result of individual variables reliability analysis declares that the Cronbach's Alpha value varies between .724 and .739, it establishes significant and positive association between the variables tested. It establishes the existence of internal consistency with data collected at the time of field survey. The results of the test establish consistency in the opinion expressed by the sample population on their perception towards the clothing and apparel retail showrooms they visit.

Multiple Regression Model II

The regression model was performed to evaluate rural outshoppers' level of perception towards their shopping experience in the particular clothing shops.

Rural Outshoppers level of perception towards their shopping experience in a retail showroom= $\alpha + \beta_1X_1 + \beta_2X_2 + \beta_3X_3 + \beta_4X_4 + \beta_5X_5 + \beta_6X_6 + \beta_7X_7 + \beta_8X_8 + \beta_9X_9 + \beta_{10}X_{10} + \beta_{11}X_{11} + \beta_{12}X_{12} + \beta_{13}X_{13} + \beta_{14}X_{14} + e$.

The dependent variable considered was cloths buying in various Season and the independent variables are:

- X₁- All brands available under one roof,
- X₂- Shopping environment is good inside these cloth stores,
- X₃- Lot of combination offers are provided by stores,
- X₄- Trust for the brand is high,
- X₅- Quality of service is high (Salesmanship, Billing and other amenities),
- X₆- The stores create customer satisfaction,
- X₇- Various kinds of buying needs are satisfied in Lifestyle store,
- X₈-My family enjoys shopping inside these retail stores,
- X₉-I find brands which are not available other stores,
- X₁₀- I believe in product quality which I can only get inside these stores,
- X₁₁-I always find enough stock here,
- X₁₂- Lot of choice are offered,
- X₁₃- Good facility of changing rooms
- X₁₄- I derive value for money.

MULTIPLE REGRESSION MODEL SUMMARY
RURAL OUTSHOPPERS LEVEL OF PERCEPTION TOWARDS
SHOPPING EXPERIENCE IN THE PARTICULAR CLOTHING &
APPAREL SHOWROOMS AND CLOTHS BUYING SEASONS

R	R²	Adjusted R²	SE	F Value	Sig
.440	.194	.129	.699	.267	.017

Level of Significance: 5 per cent

$$Y = 3.036 + .078 X_1 - .064 X_2 - .064 X_3 + .016 X_4 + .024 X_5 + .038 X_6 + .014 X_7 + .009 X_8 + .024 X_9 - .024 X_{10} - .015 X_{11} - .086 X_{12} + .010 X_{13} + .047 X_{14}$$

It is revealed from the above econometric analysis that F ratio (0.267) is statistically significant at 5 per cent level of significance. From table 4.30 it is seen that the coefficient of correlation (R) value .440 which describes the relationship between variables and the coefficient of determinant (R²) .194 value that describes the level of perception towards shopping experience in the particular clothing shops will vary around 19.40 per cent for variation in each of those 14 independent variables. Table 4.31 shows the value of constant and coefficient value of each attributes for level of perception towards shopping experience in the particular clothing and apparel showrooms model.

The hypothesis is accepted and it is clear that rural outshoppers level of perception towards shopping experience in the particular clothing shops differs according to the season (time period).

**RESULTS OF MULTIPLE REGRESSION ANALYSIS
RURAL OUTSHOPPERS' LEVEL OF PERCEPTION TOWARDS SHOPPING
EXPERIENCE IN THE CLOTHING & APPAREL SHOWROOMS
AND CLOTHS BUYING SEASONS**

Level of Significance: 5 per cent

Variables	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
Constant	3.036	.390	-	7.779	.000	-	-
All brands available below one roof	.078	.075	.051	1.039	.299	.701	1.426
Shopping environment is good inside these cloth stores	-.064	.098	-.031	-.651	.515	.762	1.312
Lot of combination offers are provided by stores	.064	.082	-.036	-.776	.038	.769	1.300
Trust for the brand is high	.016	.086	.009	.181	.857	.759	1.318
Quality of service is high (Salesmanship, Billing and other amenities)	.024	.084	.013	.280	.779	.803	1.245
The stores create customer satisfaction	.038	.082	.021	.466	.641	.822	1.216
Various kinds of buying needs are satisfied in Lifestyle store	.014	.082	.008	.176	.861	.823	1.215
My family enjoys shopping inside these retail stores	.009	.075	-.005	-.114	.009	.773	1.294
I find brands which are not available other stores	.024	.087	.013	.279	.780	.771	1.297
I believe in product quality which I can only get inside these stores	-.024	.072	-.016	-.341	.733	.799	1.251
I always find enough stock here	-.015	.082	-.008	-.186	.853	.841	1.190
Lot of choice are offered	-.086	.077	-.049	- 1.120	.263	.874	1.145
Good facility of changing rooms	.010	.075	.006	.128	.899	.827	1.209
I derive value for money	.047	.081	.027	.574	.566	.782	1.279

Level of Significance: 5 per cent

To determine one or more of the independent variables that are significant to the predictors of level of perception towards shopping experience in the particular clothing shops the information provided in the co-efficient table is examined. All the above 14 parameters are statistically significant. The standardized co-efficient beta column reveals that level of perception towards shopping experience in the particular clothing showrooms have beta co-efficient of 3.036 which is statistically significant at 0.000.

To assess multi-collinearity one looks at the size of tolerance and VIF (Variance Inflated Factor). For the tolerance small values indicate the absence of collinearity. The VIF is the inverse (opposite) of tolerance, one looks for large values. If the tolerance value is smaller than .10, it is concluded that multi-collinearity is a problem. Similarly, if the VIF is 5 or larger, then multi-collinearity is a problem. Since the tolerance value is substantially above .10 and the VIF is smaller than 5, it is concluded that multi-collinearity among the independent variable is statistically significant.

Predicated Value of

Rural Outshopper's level of perception towards their shopping experience in a retail showroom= 3.036(Constant)

.064(Lot of combination offers are provided by stores)

.009(My family enjoys shopping inside these retail stores)

To assess the rural outshoppers level of perception towards shopping experience in the particular clothing shops multiple regression modeling was performed and to the relative importance of the individual dimension of the generated scale. With the support of multiple regressions modeling out of 14 variables tested 2 variables were found significant: lot of combination offers are provided by stores and my family enjoys shopping inside these retail stores.

Factor analysis technique is applied to find the underlying dimension (factors) of level of perception towards shopping experience in the particular clothing shops that exist among the 14 variables relating to the cloths buying in season period.

KMO AND BARTLETT'S TEST RURAL OUTSHOPPERS' LEVEL OF PERCEPTION TOWARDS SHOPPING EXPERIENCE IN THE CLOTHING & APPAREL SHOWROOMS AND CLOTHS BUYING SEASONS

Kaiser-Meyer-Olkin Measure of Sampling Adequacy	.623
Bartlett's Test of Sphericity Approx. Chi-Square	313.933
DF	91
Sig	.000

Level of Significance: 5 per cent

In the present study, Kaiser-Meyer-Olkin (KMO) Measure of Sampling Adequacy (MSA) and Bartlett's test of Sphericity were applied to verify the adequacy or appropriateness of data for factor analysis. In this study, the value of KMO for overall matrix was found to be excellent (0.623) and Bartlett's test of Sphericity was highly significant ($p < 0.05$). Bartlett's Sphericity test was effective, as the chi-square value draws significance at five per cent level. The results thus indicated that the sample taken was appropriate to proceed with a factor analysis procedure. Besides the Bartlett's Test of Sphericity and the KMO Measure of Sampling Adequacy, Communality values of all variables were also observed.

**CUMULATIVE
RURAL OUTSHOPPER'S LEVEL OF PERCEPTION TOWARDS
SHOPPING EXPERIENCE IN THE CLOTHING & APPAREL
SHOWROOMS AND CLOTHS BUYING SEASONS**

Variables	Initial	Extraction
All brands available under one roof	1.000	.690
Shopping environment is good inside these cloth stores	1.000	.521
Lot of combination offers are provided by stores	1.000	.601
Trust for the brand is high	1.000	.601
Quality of service is high (Salesmanship, Billing and other amenities)	1.000	.651
The stores create customer satisfaction	1.000	.587
Various kinds of buying needs are satisfied in Lifestyle store	1.000	.633
My family enjoys shopping inside these retail stores	1.000	.621
I find brands which are not available in other stores	1.000	.631
I believe in product quality which I can only get inside these stores	1.000	.615
I always find enough stock here	1.000	.574
Lot of choice are offered	1.000	.488
Good facility of changing rooms	1.000	.572
I derive value for money	1.000	.695

In order to provide a more specific interpretation of the results, for 14-item scale Factor analyzed using the Principal Component method with Varimax rotation were computed. Factor loadings are used to measure correlation between variables and the factors.

A loading close to 1 indicates strong correlation between a variable and the factor. While a loading closer to zero indicates weak correlation.

Factor analysis attempts to identify underlying variables, or factors, that explain the pattern of correlations within a set of observed variables. Factor analysis is often used in data reduction to identify a small number of factors that explain most of the variance observed in a much larger number of manifest variables. In the current study Rotation Factor analysis is performed to measure the association between level of perception towards shopping experience in the particular clothing shops and cloths buying season period. The significance of relationship between the variables is depicted in Table: 4.34.

**FACTOR ANALYSIS OF ASSOCIATION
RURAL OUTSHOPPER'S LEVEL OF PERCEPTION TOWARDS
SHOPPING EXPERIENCE IN THE CLOTHING& APPAREL
SHOWROOMS AND CLOTHS BUYING SEASONS**

Variables	Cloths bought at different Seasons/Occasions				
	Festivals	Birthdays	Weddings	Aadi discount sales	Special occasions
X ₁ -All brands available under one roof	-	.816	-	-	-
X ₂ -Shopping environment is good inside these cloth stores	-	-	.595	-	-
X ₃ -Lot of combination offers are provided by stores	-	.733	-	-	-
X ₄ -Trust for the brand is high	.502	-	.506	-	-
X ₅ -Quality of service is high (Salesmanship, Billing and other amenities)	-	-	-	.796	-
X ₆ -The stores create customer satisfaction	.735	-	-	-	-
X ₇ -Various kinds of buying needs are satisfied in Lifestyle store	-	-	.770	-	-
X ₈ -My family enjoys shopping inside these retail stores	.757	-	-	-	-
X ₉ -I find brands which are not available in other stores	-	.579	-	-	-
X ₁₀ -I believe in product quality which I can only get	-	-	-	.719	-

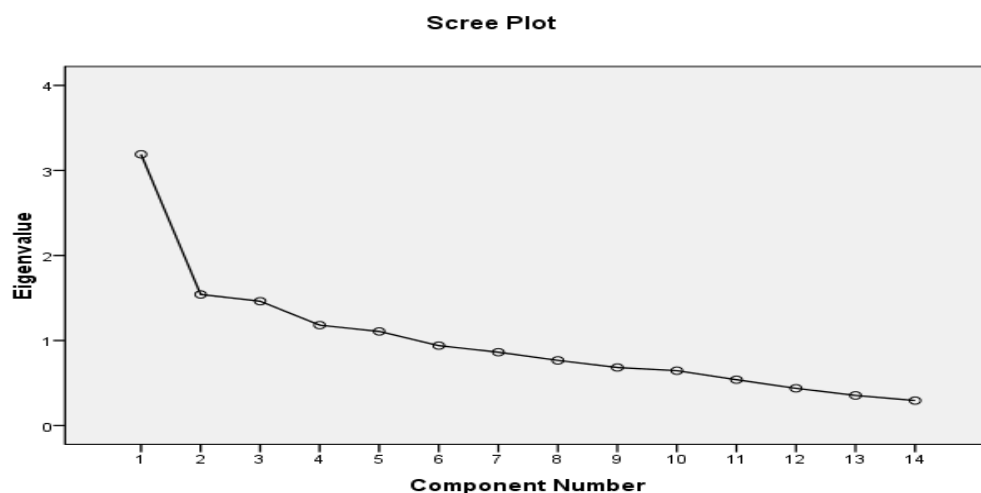
inside these stores					
X ₁₁ -I always find enough stock here	-	-	-	-	.616
X ₁₂ -Lot of choice are offered	-	-	-	-	.667
X ₁₃ -Good facility of changing rooms	-	-	.555	-	-
X ₁₄ -I derive value for money	-	-	-	-	.701
Eigenvalues	3.190	1.541	1.462	1.180	1.107
% of variances	22.784	11.010	10.444	8.430	7.904
Cumulative	22.784	33.794	44.238	52.668	60.572

Level of Significance: 5 per cent

Five factors extracted together account for 60.572 percent of the total variance (information contained in the original 14 variables). This is pretty good, because we are able to economize on the number of variables (from 14 the researcher has reduced them to five underlying factors), while the data lost only about 39.428 percent of the information content (60.572 percent is retained by the six factors extracted out of the 14 original variables). Since the idea of factor analysis is to identify the factors that meaningfully summarize the sets of closely related variables, the rotation phase of the factor analysis attempts to transfer initial matrix into one that is easier to interpret. Varimax rotation method is used to extract meaningful factors.

Five factors were identified as being maximum percentage variance accounted. The variables X₄, X₆ and X₈ are grouped as factor I and it accounts for 22.784 per cent of the total variance. The variables X₁, X₃ and X₉ constitute the factor II and it accounts for 11.010 per cent of the total variance. The variables X₂, X₄, X₇ and X₁₃ are grouped as factor III and it accounts for 10.444 per cent of the total variance. The variables X₅ and X₁₀ are grouped as factor IV and it accounts for 8.430 per cent of the total variance. The variables X₁₁, X₁₂ and X₁₄ are grouped as factor V and it accounts for 7.904 per cent of the total variance.

SCREE PLOT **RURAL OUTSHOPPERS LEVEL OF PERCEPTION TOWARDS** **SHOPPING EXPERIENCE IN THE CLOTHING & APPAREL** **SHOWROOMS AND CLOTHS BUYING SEASONS**



**FACTOR ANALYSIS OF ASSOCIATION & CRONBACH'S ALPHA
RURAL OUTSHOPPER'S LEVEL OF PERCEPTION TOWARDS
SHOPPING EXPERIENCE IN THE CLOTHING& APPAREL
SHOWROOMS AND CLOTHS BUYING SEASONS**

Factors	Factor interpretation	Variables included in the factors	Cronbach's Alpha
F ₁	Festivals	Trust for the brand is high, The stores create customer satisfaction and My family enjoys shopping inside these retail stores.	.785
F ₂	Birthdays	All brands available under one roof, Lot of combination offers are provided by stores and I find brands which are not available in other stores.	.863
F ₃	Weddings	Shopping environment is good inside these cloth stores, Trust for the brand is high; Various kinds of buying needs are satisfied in Lifestyle store and Good facility of changing rooms.	.752
F ₄	Aadi discount sales	Quality of service is high (Salesmanship, Billing and other amenities) and I believe in product quality which I can only get inside these stores.	.762
F ₅	Special occasions	I always find enough stock here, Lot of choice are offered and I derive value for money.	.725

Source: Computed From Primary Data

The measure of reliability test indicates significant portion of association between the shopping season chosen by the consumers in rural area and their perception towards the modern clothing & apparel retail showrooms in nearby urban center.

FINDINGS

The following tables' clearly indicates that occasion for shopping and inducing factors between shops chosen and occasions.

- It is observed that 47 per cent of the outshoppers said that they shopped during festivals and the influencing factors are Trust for the brand is high, stores create customer satisfaction and my family enjoys shopping inside these retail stores.
- 37 per cent of the respondents used to purchase for birthday celebrations, determine factors are all brands available under one roof, Lot of combination offers are provided by stores and I find brands which are not available in other stores.
- 26 per cent of them shopped during aadi discount sales due to Quality of service is high (Salesmanship, Billing and other amenities) and I believe in product quality which I can only get inside these stores.
- 23 per cent of the outshoppers shopped during special occasions, since I always find enough stock here, Lot of choice are offered and I derive value for money.
- 9 per cent of them used to purchase for wedding celebrations, key factors are Shopping environment is good inside these cloth stores, Trust for the brand is high; Various kinds of buying needs are satisfied in Lifestyle store and Good facility of changing rooms..

SUGGESTIONS

- In the research it is observed that most of the respondents (50 per cent) prefer to buy dress materials during festivals, especially Pongal and other regional festivals. At that time, the prominent retailer can organize trade fairs- cum-fashion shows in all the rural centers to attract the buyers and establish their brands. These fairs-cum-fashion shows could be endorsed by the prime regional celebrity either on Television or in cinema so it could reach the rural population easily.
- Can notify the special offers for birthday of the existing customers in the way of flat offers, buy one and get one, it makes customers to get personal feel on showrooms.
- During Diwali time can provide sweets, crackers as small gift for the customers, it's kind of value added one.
- In wedding shopping, can introduce family discount, it will induce the family members to shop in exclusive showroom alone.
- Moreover, the retailers must establish a personal relationship with rural outshoppers, where the shopping experience is seen as an interaction between friends and not just as a financial transaction, would go a long way towards making local buyers more inclined to purchase from the same store every time.

- For strengthening customer- store relationships the retailers must ensure that they provide shopping convenience to their customers, strategic location of the stores. Retail store image should be effectively promoted either through publicity or endorsement of sponsor programmes. Moreover, due concentration should be paid by the retailer on store ambience and provision of parking facilities.

CONCLUSION

- In India, apparel retailing is the fastest growing segment after food and grocery. Clothing and apparel retailing sector consists of both tangible and intangible factors. The empirical survey results depict that rural customers have opined that the clothing & Apparel retail showrooms that they had visited in the past have created customer satisfaction, the shoppers express high degree of satisfaction towards the shopping environment in the showroom, trust towards the brand is high, Quality of services then rural respondents noted design, quality and discounts, location, availability of dress materials, response to customer queries, A/C and lift facility and Cleanliness maintained inside the showrooms. Rural consumers have started liking ethical fashion products and brands but still they are more price conscious. Thus, it will be very tough task for the retailer to retain the loyal customers, since 70 per cent of their shoppers prefer to change their showroom. By mean of introducing strategically viable loyalty programmes, they can retain their valuable customers to a certain extent.

REFERENCES

- Apparel Retailing in India; “Opportunities for Foreign Firms”- Textiles Intelligence , August 1, pp: 24, Pub ID: TXI1035097, 2004.
- Cathy Ashley-Cotleur, Carol Gaumer and Barry Foltos, Frostburg State University; “The effects of outshopping on a small rural community: The importance of relationships”- The Coastal Business Journal Spring 2009: Volume 8, Number 1, PP: 32-41, 2009.
- Devi Prasad Kotni V.V; “Prospects and Problems of Indian Rural Markets,”-Zenith International Journal of Business Economics & Management Research, Vol.2 Issue 3, PP: 200-213, ISSN 2249 8826, March, 2012.

- Kamalaveni .D. andKalaiselvi.S; “Buying decisions of men’s shirts-single brand show rooms vs. multi brand retail outlets perspective”, Vellalar College for Women, Erode (India), 2006.
- Rajagopal; Measuring Consumer Value Gaps: “An Empirical Study in Mexican Retail Markets”- Economic Issues, 11(1), 19-40, 2006.
- RamayahT. And Jasmine Yeap Ai Leen; “what drives relationship quality? A study of two retail clothing stores”- Journal of the Asian Academy of Applied Business Volume2, Issue1, PP: 33-43, 2013.
- Ruby Jain, Rachana Singh and KumkumRankawat; “General Values and Clothing Behavior of College-going Students”- Stud Home CommSci, 5(1): 13-20, Kamla-Raj, 2011.
- Rajagopal; “Consumer Culture and Purchase Intentions towards Fashion Apparel”- Working Paper, MKT-01-2010, EGADE Business School, Monterrey Institute of Technology and Higher Education, Mexico, 2010.
- Goldsmith, R.E., Moore, M., Beaudoin, P. (1999), “Fashion innovativeness and self-concept: a replication”- The Journal of Product & Brand Management, 8(1), 7-18.
- The Textile Apparel & Clothing Industry in India, Market Research on Textile Clothing & Apparels, Prepared for Italian Trade Commission, Trade Promotion Section of the Consulate General of Italy Mumbai by ACE Global Private Limited New Delhi, India, 2009.