

A Study On Evaluating The Factors Influencing Purchase Of Women's Apparels In The Organised Retail Sector In Chennai City.

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ABSTRACT:

The Indian retail sector has both organised and unorganised apparel businesses. The Indian retail market is estimated to be US\$ 600 billion and one of the top five retail markets in the world by economic value. So it is necessary to know about the factors of apparel buying behaviours of the women. The research is aimed at evaluating the factors influencing purchase of women's apparels in the organised retail sector. The suggestions show that changes in attributes in the part of marketers will have its effect on purchase behaviour.

Keywords: *Consumer behaviour, apparel retailing, organised retail outlet, buying behaviour, Marketers attributes.*

Introduction:

Retailing in India is one of the pillars of its economy and accounts for about 10 percent of its GDP. India has occupied a remarkable position in global retail rankings; the country has high market potential, low economic risk and moderate political risk. India is expected to become the world's third-largest consumer economy, reaching US\$ 400 billion in consumption by 2025, according to a study by Boston Consulting Group. India is ranked first in the Global Retail Development Index 2017, backed by rising middle class and rapidly growing consumer spending. There is a large scope for retail apparels industry to become zillionaire business. For this purpose, it is necessary to understand the women buyer behavior. By evaluating the factors influencing purchase of women apparels will give better idea to the investors and marketers.

Research Problem:

Indian women apparels industry is one of the fastest growing industries in the past two decades. Women education and employment empowered them to explore many aspects of life. One among them is apparels. It is clear that some of the women retail outlets offering apparels are successfully but others are not. There is need to understand the women consumer behaviours in the apparels

world and the triggers of it. The present study has made efforts to explore the factors influencing purchase of women apparels, to give suggestions to the marketers to get the desired sales.

Review of literature:

Consumer behaviour which was earlier termed as 'overt behaviour' is a continuous consumption process related to pre-purchase, purchase and post purchase issues. This refers to the physical action of consumers that can be directly observed and measured by others. According to **Michael R.Solomon, & Nancy J.Rabolt (2004)**, consumer behaviour is the study of the processes involved when individuals or groups, select, purchase, use or dispose of products, services, ideas or experiences to satisfy needs and desires.

According to **Frank R.Kardes (2002)**, consumer behaviour is the study of human or consumer responses to products, services, and the marketing of products and services.

The concept of modern consumer behaviour is that people mostly buy products not for what they do but for what they stand for. This concept implies that the product play a role which goes beyond their functional purposes what actually they meant for and consumers tend to establish a relationship with a product what they like. The types of relationships a consumer may make with a product is like self – concept attachment, nostalgic attachment, interdependent and love.**(Solomon & Nancy, 2004)**

Sproles and Kendall (1986) established a model to conceptualize consumer's decision making behaviour with eight consumer mental orientation variables viz., perfectionism consciousness, brand consciousness, novelty and fashion consciousness, impulsive and careless consumer, confused by over choice consumer, habitual and brand loyal consumer, recreational and hedonic shopping consciousness, and price and value consciousness.

Jin and Kang (2010) in their study of purchase intention toward foreign brand jeans using four antecedents viz. Face saving, attitude, perceived behaviour control, and subjective norms found that face saving, attitude, perceived behaviour control have significant influence of purchase intention where as subjective norms has not significant influence toward purchase intention.

Park, J.H and Lennon, S.J (2004) in their study on television apparel shopping and impulse buying found that there is a positive relationship between impulse buying and television programme exposure. **Kim et al (2003)** tested the behavioural intentions model of online shopping for clothing and the study results supported Fishbein's behavioural intentions model in predicting behavioural intention to shop for clothing online and the result of positive relationship between attitude and subjective norms implies that behavioural intention is not a functions of independent set of set of attitudinal and normative variables but of a set of interdependence between these variables. The results of this study suggests that although the power of attitude and subjective norms are not equivalent in their effects on behavioural intentions both are important predictors of consumers' shopping behaviour in the specific context of online shopping for clothing.

Research objectives:

- To evaluate the factors influencing purchase of women apparels in the organised retail outlets.
- To know the demographic profile of the respondents.
- To give suggestions to the apparel retails about the ways and means to attract and retain the women customers.

Research Design:

In the present study, researcher has followed descriptive research method. Simple random sampling technique is used. The Sample Size is 80 female respondents. Geographical area of the research – Chennai. Structured questionnaire is used as data collection tool to collect primary data and the secondary data is collected from journals and text books. Statistical tools used – Percentage analysis and Descriptive analysis (Mean and standard deviation).

Data analysis & Findings:**Percentage Analysis:**

Females constituted 100% of the sample. 52% of the respondents in the age range of 12 to 24 years, 23% of the respondents in the age range of 25 to 34 years, 11% of the respondents in the

age range of 35 to 44 years, and 16% of the respondents in the age range of 45 to 54 years. 45% of respondents were single and 55% of respondents were married.

62% of the respondents were graduates, 36% % of the respondents were post graduates, 2% of the respondents were at higher secondary level.

38% of the respondents were students, 22% were employed in the private sector, 8% were employed in the government sector, 12% were homemakers, 7% of the respondents were professionals and 13% of the respondents were business women.

18% of the respondents have the family income of Rs.1, 00,000 and above, 27% of the respondents have the family income of Rs.75, 000 – Rs.99, 999. 29% of the respondents have the family income of Rs.50, 000-Rs.74, 999. 12% of the respondents have the family income of Rs.25, 000 –Rs.49, 999. 14% of the respondents have the family income of Rs.25000 and below.

32% of the respondents do visit organised apparel outlet once in a month, 27% of the respondents do visit organised apparel outlet twice in a month. 21% of the respondents do visit organised apparel outlet thrice in a month, 20% of the respondents do visit organised apparel outlet four times and more in a month.

23% of the respondents are giving importance to the quality of the apparels, 35% of the respondents are giving importance to the price and fluctuations, 18% of the respondents are giving importance to the latest fashions and trends, 24% of the respondents are giving importance to the prestige and social recognition.

21% of the respondents said that they get attracted by combo offers. 27% of the respondents said that they get attracted by gifts and vouchers, 15% of the respondents said that they get attracted by discount, 12% of the respondents said that they get attracted by redeemable purchase points, 25% of the respondents said that they get attracted by brand image and values.

Descriptive Analysis:

The factor 'easy to select the best apparels out of multiple choices available in the organised retailers' achieved the highest mean score of 4.14. The second highest mean value of 4.04 was obtained by both 'Availability of different models and designs with standard size' and 'Convenient to buy apparels in organized retailers as they offers pick and choice'. The third highest mean value of 4.02 was obtained by organised showroom layout and ambience in the

organised retailers and Convenient to buy apparels in organized retailers as they offer pick and choice.

S.No	Factors Influencing Purchase of Women Apparels	N	Mean	SD
1	Easy to select the best apparels out of multiple choices available in the organised retailers	80	4.14	4.72
2	Organised showroom layout and ambience	80	4.02	0.71
3	Attraction towards promotional activities	80	3.25	0.93
4	Apparels shopping for the whole family under a single umbrella	80	3.82	0.91
5	Buying apparels in organized retailers increases social recognition & Pride	80	3.87	1.02
6	Various discount offers issued periodically	80	3.72	0.89
7	Convenient to buy apparels in organized retailers as they offers pick and choice	80	4.02	3.65
8	Return and Refund policies of organised retailers	80	3.52	1
9	Apparels available in line with changing trends	80	3.57	0.77
10	Friendly staff who assist us in purchase decisions	80	3.87	0.87
11	Competitive Pricing	80	3.87	0.91
12	Availability of different models and designs with standard size	80	4.04	3.77
13	Friends and relatives recommends this retailer	80	3.89	0.99
14	Membership cards/ Gift cards	80	3.97	1.78

The factor 'Membership cards/ Gift cards' scored the mean value of 3.97. The mean of value of 3.89,3.87,3.87,3.87,3.82,3.72,3.57,3.52 and 3.25 are scored by Friends and relatives recommends this retailer, Competitive Pricing, Friendly staff who assist us in purchase decisions, Buying apparels in organized retailers increases social recognition & Pride, Apparels shopping for the whole family under a single umbrella, Various discount offers issued periodically, Apparels available in line with changing trends, Return and Refund policies of organised retailers and Attraction towards promotional activities respectively.

The factors 'Easy to select the best apparels out of multiple choices available in the organised retailers' which has standard deviation 4.72 and the corresponding mean value 4.14, 'Convenient to buy apparels in organized retailers as they offers pick and choose' which

has standard deviation 3.65 and the corresponding mean value 4.02, 'Availability of different models and designs with standard size' which has standard deviation 3.77 and the corresponding mean value 4.04, 'Membership cards/ Gift cards' which has standard deviation 1.78 and the corresponding mean value 3.97, 'Return and Refund policies of organised retailers' which has standard deviation 1 and the corresponding mean value 3.52, which implies, they can act as strong influencers of purchasing apparels.

Suggestions & Conclusions:

Majority of the respondents are in the age between 12-34 and their income level is up to Rs.49,999. This is the group which tends to act as per the latest fashions and trends. So the marketers need to be dynamic to satisfy the changing wants of the customers. It is known that as people gets old and matures, they become out of fashion due to generation gap.

Most of the respondents visit organised apparel outlet once or twice in a month. So there is a need to do customer relationship management to get them visit the store frequently. Most of the respondents were price sensitive and want of esteem needs. Customers were attracted by gift, vouchers, brand image and values.

On the basis of mean and standard deviation analysis, the followings factors are influencing purchase of women apparels - Easy to select the best apparels out of multiple choices available in the organised retailers, Convenient to buy apparels in organized retailers as they offers pick and choose, Availability of different models and designs with standard size, Membership cards/ Gift cards, Return and Refund policies of organised retailers.

However, other factors play a significant role in mean analysis that do not have close relationship with standard deviation which leads to treat them as non strong factors which are influencing purchase of women apparels.

The apparel retailers need to concentrate on the above factors, to capture the potential market and retain the customers.

Scope for further research: The factors influencing purchase of women apparels has to be explored more in terms of reference groups, Psychological factors etc; to optimise the outcome of the study. The study is limited to Chennai only with limited samples. Only females were surveyed. Only shop attributes from the marketers side has been evaluated. The time taken for this

research is limited, if more geographical areas are covered with more samples then results will be more precise.

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