An Investigation on Shoppers' Buying Behaviour Towards Apparel Products in Bangalore City

Syed Irfan Shafi*
Dr. C. Madhavaiah**

*Doctoral Research Scholar
Department of Management
Pondicherry University, Karaikal Campus
Nehru Nagar KARAIKAL

**Assistant Professor
Department of Management
Pondicherry University, Karaikal Campus
Nehru Nagar KARAIKAL

Abstract

This study explores the relationship between elementswhich affect consumer buying behaviour for apparel products in Bangalore city. In order to do so questionnaires were distributed to respondents who presently living in Bangalore city and are regular buyer of apparel products. The total sample size consists of 90 respondents. Data were collected by author himself, convenience sampling method was used for data collection,after assembled data it is analysed in SPSS 16.0. Descriptive statistics was used to analysis the demographics and Chi-square testwere used to analyse theresearch objective. The result of this study offersinsights and evidence about the relationship between the variables which impact consumer buying behaviour for apparel products. Finally it is concluded in the present study that there is significant relationship between reference group and purchase intention also promotion, Store attributes, product attributes, Income of the respondent and occupation have positive significant relation between consumer buying behaviour.

Keywords:

Apparel, Buying Behaviour, consumer, Purchase Intention.

Introduction

To remain competitive and profitable in present marketplace, the apparel industry must continue to expand its capability to respond to the needs and wants of customers.Since last few years The apparel market has seen substantial change with respect to dressing design, style, usage of branded items and choice of fibres and awareness of modern trends. The Indian textile industry is a sector which has created employment in large scale and it stands next only to agriculture by providing employment to about 15 million people across rural as well as urban areas. Retail in India has emerged the third most attractive market destination for apparel retailers, according to a study by global management consulting firm AT Kearney. India, apparel is the second largest retail category, representing 10 percent of the US$ 37 billion global retail market. It is expected to grow 12-15 percent per year.

In 2012, the total size of the Indian apparel market was $ 45 billion. India and China will be the fastestgrowing markets, growing in double digits and would become the leading consumer market with a huge share of 27 per cent.

"India would have a vast consumption growth due to population progress. It would be irrespective of export market," According to the report, (Wizar2103) the global apparel market would grow to $ 2.1 trillion by 2025 from its present size of $ 1.1 trillion. According to report with the changes in global macro-economic conditions and demographics, it would be very important for Indian

manufacturers to be present at the right location at the right time.

On one hand, in textile sector high domestic consumption is going to throw up significant business prospects, while on the other hand a slowdown in Chinese exports will offer an opportunity to exporters to fill the void, provided they are able to measure up and match the expectations of the consumers, With this potential, India will appear as a preferredplace for investment in textile and apparel sectors, both by Indian and global companies, the report (wizar 2013) added. The apparel and clothing industry being placedat first place and also the spending on apparel and clothing among the customers are getting increased, considering these points it is very necessary to study the changing behaviour of consumers. The main purpose of this study is to increase the awareness of apparel buying behaviour of Indian consumers and in a real sense understanding factors which impact apparel buying behaviour in order to provide actionable information to apparel retailers seeking to standardize or adapt their strategy for the Indian consumers.

Consumer Buying Behaviour

Consumer buying behaviour is the study of individuals and the proceduresthey use to select, secure, use, and dispose of products, services, experiences, orideas to satisfy needs and the impacts that these processes have on the consumer andsociety (Kuester, Sabine 2012). Consumer behaviour is gradually a part of strategic planning for the upcominginvestment and growth of any industry. Retail industry or specifically to say apparelindustry is no exception, Consumers can either be subjective or objective, testing the persuasionof brand names. Retail stores not only selling the products but also play an important role in convincingthe decisions of customers. The whole platform or graphical appeal of the retail outletcan determine sales, or the service of the sales person or the clerks(Aaker, D. J. &Joachimsthaler, E ,2000).

Furthermore,consumers may selectspecific products/brands not only because these productsdeliver the functional or performance paybacksprojected, but also because productscan be used to express consumers' personality, social status or association or to fulfil their internal psychological requirements, such as the need for change or freshness.

Consumer behaviour denotes to the emotional and mental process and the observable behaviour of consumers during search of product, purchasing process and post consumption of a productor service. Consumer behaviour includes study of how people buy, what they buy, when they buy and why they buy. It mergers the elements from Psychology, Sociology, Sociopsychology, Anthropology and Economics. (Bhattacharya, C.B. &Sen, S., 2003)

Literature Review

Consumer Buying Behaviour and Its Related Studies

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. Sproles and Kendall (1986) developed a model to conceptualize consumer's decision making behaviour with eight consumer psychological 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.

Kim et al (2003) examined the behavioural intentions model of online shopping for clothing and the study results supported Fishbein's behavioural intentions model in forecasting behavioural intention to shop for clothing online and the result showed positive relationship among attitude and subjective norms involves that behavioural intention is not a functions of independent set of attitudinal and normative variables but of a set of interdependence between these variables. The findings of this study proposes that though the influence of attitude and subjective norms are not equivalent in their effects on behavioural intentions both are important predictors of consumers' shopping behaviour in the particular context of online shopping for clothing

K. BalanagaGurunathanand M. Krishnakumar (2013) studied the apparel buying behaviour of Indian consumers through five dimensions viz. consumer characteristics, reference groups, store attributes, promotion and product attributes. The results show that the store attributes promotion and reference groups are the important dimensions of apparel buying behaviour.

Rajagopal (2010) studied the determinants of consumer behaviour and their influenceon purchase intentions towards fashion apparel in the Indian context. The results concluded that socio-cultural and personality associatedaspectspersuade the purchase intentions among consumers.

P.Vikkraman and N.Sumathi(2010) in their study examined the purchase behaviour in Indian Apparel market and the study concluded that the factors specificallyself-concept, need for uniqueness directly influence clothing interest and indirectly impact the purchase intention inthe case of international and local brands. Perceived Quality and emotional value are the other essential predictors of the purchase intention.

Jin and Kang (2010) studied purchase intention toward foreign brand jeans using four antecedents viz. face saving, attitude, perceived behaviour control, and subjective norms and found the results that face saving, attitude, perceived behaviour control have significant effect of purchase intention whereasindividual norms has not significant impact toward purchase intention.

Park, J.H and Lennon, S.J (2004) examined in their study impact of television on apparel shopping and impulse buying and found results that there is a positive relationship between impulse buying and television programme exposure on apparel shopping.

Krishna C. V (2011) in his study'Determinants of Consumer Buying Behaviour: An Empirical Study of Private Label Brands in Apparel Retail' concluded that, four aspects namely brand image, sales promotion offers, design and store atmospheric are the primary aspects affecting consumer preferences for private levelbrands. The study also concluded that demographic aspects namely occupation of the consumer and social class of the consumer has no effect on the consumer buying behaviour in choosing private label brands.

According to Dolekoglu et al. (2008), Concluded in their study that the main significant factors affecting consumerbuying behaviour are: quality, price, trust, availability of alternative packaging, frequent advertising, sales promotions, imitations, availability,

brand image, prestige, freshness and habits.

Factors Affecting Consumer Buying Behaviour

According to Angel, James F., Kollat, David T. and Blackwell, Roger D., (1968) Consumer buying behaviour is influenced by the major three factors:

A. Social Factors   B. Psychological Factors   C. Personal Factors.

A. Social Factors

Social factors refer to forces that other people exert and which affectconsumers' purchase behaviour. These social factors can include culture and subculture,roles and family, social class and reference groups.

B. Psychological Factors

These are internal to an individual and generate forces within that influenceher/his purchase behaviour. The major forces include motives, perception, learning,attitude and personality.

C. Personal Factors

These include those aspects that are unique to a person and influence purchase behaviour. These factors include demographic factors, lifestyle, and situational factors.
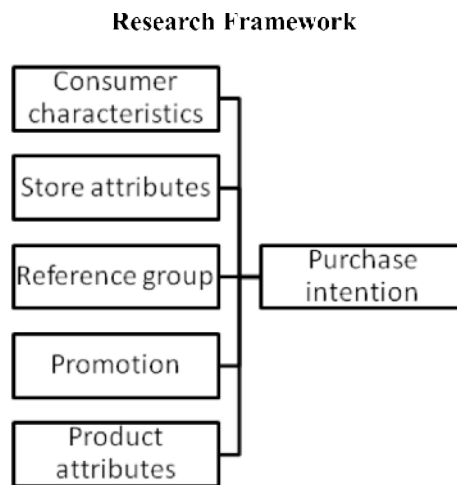
Research Framework

Figure1: Consumer Buying Attributes & Purchasing Behaviour

Objective of the Study

The main objective of the research is to analyse the purchase behaviour among Indian Consumers and explore the relationship between variables which affect consumer buying behaviour for apparel products.

Research Methodology

Research Design

To examine the buying behaviour of consumer's descriptive research design was used. Primary data was gathered with the help of questionnaire. The current study is mainly based on primary data and examines the factors which influence the consumers regarding apparel purchase. The area selected for this study is Bangalore City of Karnataka. Themain focus of this study is primarily to understand the present buying behaviour of consumers and find out the elements which impact the customers regarding purchase of apparel products.

Questionnaire Design

The present study is mainly based on the primary data structured questionnaire was used to gather data from the respondents which included three parts. The first part of the questionnaire covers questions based on demographic aspects of the respondents and the second part of the questionnaire contained questions relating to apparel buying behaviour dimensions viz., Consumer characteristics, Store attributes, References group, Promotion, Store attributes and Product attributes. Third part of the questionnaire contained questions based on Consumers purchase intention toward buying apparel products. All these questions were measured with a 5 point Likert Scale that ranged from 1 strongly agree to 5 strongly disagree except demographic factors

Sample Design

In order to measure the purchase intentions of apparel buyers, respondents containing both male and female apparel customers. The study was conducted in Bangalore City which is the largest city in the state of Karnataka India. The respondents were the customers of different apparel stores and the respondents were selected on the basis of convenience sampling and non-random sampling which means that the customers who were ready to answer to the questionnaire were selected. The sample size for the present study was 90 respondents. Initially our target sample size was 100 respondents, 100 questionnaires was distributed and collected back but because of the missing data in some questionnaire the final sample size came to 90 respondents which

we used for analysis.

Data Analysis and Interpretation

Demographic DescriptiveTable 1 shows about 62.23% of the respondents were male and 37.78% were female.40% of

respondents were in the age group of 21-30, 30% of respondents were post graduates, 28.89% were above PG and remaining were UG and Up to 12Th, among income group 28.89 % of respondents were income group of 15001-30000. 37.78 % of respondents were found employees and 14.44 % were found student.

Table 1: Demographic Descriptive				
Demographic		Frequency	Percentage	Cumulative percentage
Gender				
	Male	56	62.23	56
	Female	34	37.78	90
Age				
	Below 20	6	6.67	6
	21-30	36	40.00	42
	31-40	21	23.34	63
	41-50	16	17.77	79
	Above 50	11	12.22	90
Education				
	Up to 12th	14	15.56	14
	UG	23	25.55	37
	PG	27	30.00	64
	Above PG	26	28.89	90
Income				
	Up to 15000	12	13.33	12
	15001-30000	26	28.89	38
	30001-45000	21	23.33	59
	45001-60000	16	17.78	75
	Above 60000	15	16.67	90
Occupation				
	Student	13	14.44	13
	Employee	34	37.78	47
	Business	21	23.33	68
	Profession	22	24.45	90

Cumulative percentage is also calculated as shown in Table 1. It is another way of stating frequency distribution. It calculates the percentage of the cumulative frequency within each interval, much as comparative frequency distribution calculates the percentage of frequency. The main advantage of cumulative percentage over cumulative frequency as a measure of frequency distribution is that it provides an easier way to compare different sets of data.

Table 2 below shows the result of the chi-square test. Hence, through the analysis it can be simply interpret that there is

significant relationship between reference group and purchase intention respondents are more influenced by people around them such as family, friends in order to make purchase, promotion is another element which positively impact consumers buying behaviour, also Store attributes (Parking Facilities,Stock availability,Trial Room etc), product attributes (design, brand, size, quality) have positive relation with consumers buying behaviour.

Table 2 : Chi-Square Test

Cross-tabulation variables	Cross tabulation Count					Chi-square	Result
	Strongly Agree	Agree	Natural	Disagree	Strongly Disagree		
Consumer characteristics / Purchase intention	42	36	2	4	6	0.077	Insignificant
Store attributes / Purchase intention	40	38	3	4	5	0.089	Insignificant
References group / Purchase intention	38	35	5	7	5	0.003	Significant
Promotion / Purchase intention	45	40	5	0	0	0.000	Significant
Store attributes / Purchase intention	42	43	3	2	0	0.002	Significant
Product attributes / Purchase intention	48	35	6	0	1	0.000	Significant
Gender/Purchase intention	38	32	8	7	5	0.091	Insignificant
Income /Purchase intention	41	39	2	8	0	0.030	Significant
Occupation / Purchase intention	34	39	10	7	0	0.015	Significant
Age/ Purchase intention	28	31	18	12	1	0.105	Insignificant

*significance level 5%.

As further we can conclude that Income and occupation of the respondents also positively associated with purchasing behaviour among consumers as more income group respondents have more purchasing power similarly occupation of the respondent have impact on purchase intention with branded apparel products However, it is also concluded that there is no significant relationship between Consumer characteristics/purchase intention, Store attributes/Purchase intention, Gender/Purchase intention, Age/Purchase intention at 5% level of significance.

Conclusion

The apparel market is growing very quickly. Hence, the need of era is to understand the consumer psyche and proceed accordingly, This experimental study examined the influence of demographic and Consumer buying attributes which influence the apparel buyer decisions, results of the study revealed that reference group, promotion, Store attributes, product attributes, income and occupation are the main dimension of apparel buying behaviour, this shows that the apparel stores should give more importance to apparel buying attributes to attract and appeal the consumers, and also the promotional programme also should be done aggressively and appropriately. The apparel stores should furthermore come up with programmes concerning various reference groups, develop product attributes as well as store attributes through which they could easily and accurately attract the consumers and offer service according to their needs.

Limitations and Recommendation of Further Research

Following limitations may be traced in the present study:

- Like many other studies this research also have some limitations in reference to sampling, data collection and generalization of the findings. The samples drawn for the study may not be enough to generalize the study results.

- The outcome of similar study may differ because other metro cities may possibly possess certain different demographic peculiarities

- In this study, respondents were selected from the metropolitan area of Bangalore only. It would be beneficial to extend the study to rural area of Bangalore.

- However, future studies could avoid these limitations by using data from several cities or countries, representative samples, and additional variables.

References

Aaker, d. J.&joachimsthaler, e.(2000).The brand relationship spectrum: The key to the brand architecture

challenge.*california management review Usa*.(42), 42. p.8-23.

Angel, james f., kollat, david t. &blackwell, roger d. (1968).Consumer behaviour.*dryden press. Illinois,* 18.

Balanagagurunathan k.&krishnakumar m.(2013).Factors influencing apparel buying behaviour in India: a measurement model.*paripex - Indian journal of research*. 2(3).

Bhattacharya, c.b. &sen, s. (2003).Consumer-company identification: a Framework for understanding consumers' relationships with companies.*Journalof marketing, American marketing association,*67, 76- 88

Dolekoglu, c.o., albayrak, m., kara, a. &keskin, g. (2008).Analysis of consumer perceptions and preferences of store brands versus national brands: an exploratory study in an emerging market. *Journal of euro-marketing*, 17(2), 109-125.

Frank r. Kardes.(2002).Consumer behaviour and managerial decision making.*second edition, Pearson education*.

Jin & Kang.(2010).Face or Subjective Norm? Chinese College Students' Purchase Behaviours towards Foreign Brand Jeans,*Clothing and Textile Research Journal*,28(3),218-233.

Kim, y-k, kim, e.y, &kumar,s. (2003).Testing the behavioural intentions model of online shopping for clothing. *Clothing and textile research journal,*.21, (1).32-40.

Krishna, c. V.(2011).Determinants of consumer buying behaviour: an empirical study of private label brands in apparel retail.*vilakshan: the ximb journal of management*, 8 (2),43-56.

Kuester, Sabine. (2012).MKT 301: Strategic Marketing & Marketing in Specific Industry Contexts. *University of Mannheim,*110.

P.vikkraman; &sumathin.(2010). Purchase behaviour in Indian apparelmarket: an analysis.*zenith international journal of business economics & management research,* 2(2).

Park, J.H& Lennon, S.J. (2004*).*Television Apparel Shopping: Impulse Buying and Parasocial Interaction.*Clothing and Textile Research Journal,* 22 (3), 135- 144.

Shilpiagarwal&Amitaggrawal.(2012).Acritical analysis of impact of pricing onconsumer buying behaviour in apparel retail sector: a study of Mumbai city. *International journal of multidisciplinary educational research*,1(1).

Rajagopal.(2010).Consumer culture and purchase intentions towards fashion apparel. *Working paper, #mkt-01.*

Solomon, M.R&Rabolt,Nancy J.(2006).*Consumer Behaviour in Fashion***,***Pearson Education.*

Sproles, g.b&kendall, e.l. (1986).A methodology for profiling consumers' decision-making styles.*Journal of consumer affairs,*20(2), 267-278.