

## An Investigation on Shoppers Buying Behaviour towards Apparel Products in Ahmedabad City

**Pulkit Trivedi**

Research Scholar

Gujarat University Ahmedabad

### ABSTRACT

This study explores the details information between elements which affect consumer buying behavior for fashion and apparel products in Ahmedabad city. In order to complete research I have distributed questionnaires to respondents who are living in Ahmedabad City and regular purchase apparel products. Total Sample size of respondents was 90. Data collected through questionnaires. Convenience sampling method was used for data collection of respondents. After assembled all the data it is analyzed in SPSS Statistics 23. Descriptive statistics was used to analysis the Chi-square and demographics test used to analyze the research objective. Result of this analysis impact consumer buying behavior towards apparel products. It is also concluded that present study that there is significant relation between reference group and purchase intention also promotion, advertising, income of respondents and occupation have major impact on consumer buying behavior.

### **Introduction**

An opportunity of tremendous economic development is poses by the Apparel Industry in India (AII). In India, there is a rapid increase in the emergence of branded apparel outlets and shopping malls. The factor that accelerate the growth of AII and offers a wide range of opportunities are dynamic lifestyle of Indian consumer, increasing working class, higher disposable incomes, dual career families, and many other social and economic changes. The chief aspects that lead to a dynamic lifestyle are rapid urbanization, education and media & information and growing per capita and household income.

The Indian Business and economy has been rapidly elevating by the apparel fashion retail brands. The highest scope of growth is depicted by the men's wear segment. In 2012, the textile growth rate was more for women's wear; growing at 12% and is projected to achieve most of the share in future. Rapid increases in other apparel segments such as children wear were also seen. In terms of revenue, investment, and trade and job creation, the apparel industry is one of the extremely significant sectors of India. Apparel industry has incredible product categories, long and rigid distribution system, and short product life cycles, explosive and variable demand. With time, there has been an unstable shift in the apparel industry.

According to a report by McKinsey, the apparel is the most successful fragment of the Indian retail market. Apparel, offers the highest margin being not as organized and large as food. There is further scope of development of apparel industry in India. An apparel consumer consistently favours vogue style costumes, trying to imitate themselves as the

upper-class section of the modern society. Majority of them patronize the trends of popular designer brands or those flaunted by Bollywood or sports celebrities. India is measured as the most preferred harbours for trade and financing, a country of over one billion populace, a gigantic consumer class. The largest segments in retailing industry are Apparel and textiles. Clothing is adopted by individuals to display their identity, and as a significant means to express them in society. By the way Apparel has transformed the standard of living of the consumers; it is the most successful industry in terms of development in India and not just because of its volume.

## Who is Consumer?

- A **consumer** is mostly termed as the one who pays to consume the goods and services produced by a seller (i.e., company, organization), in the fields of economics, marketing and advertising.
- A **consumer** may be a person (or group of people), generally categorized as an end user or target demographic for a product, good, or service.
- In marketing, there are six types of target markets: Consumer Markets, Industrial Markets, Commercial Markets, Government Markets, International and Global Markets, Markets segmented for strategic targets. Few of them may find the term or label "**consumer**" somewhat offensive because it can be interpreted as being more descriptive of plain consumption (black and white purchase), rather than recognizing the person behind the purchase, who typically has feelings, needs and overall importance.
- Now, there is a trend in marketing to individualize the concept of "A **Consumer**."
- Marketers are paying close attention to **consumer behavior** or how potential buyers act when purchasing goods or services for personal consumption.

## What is Consumer Behavior?

**Consumer behavior** focuses on how individuals make decisions to spend their available resources (time, money, effort) on consumption-related items that includes what they buy, why they buy, when they buy it, where they buy it, how often they buy it, how often they use it, how they evaluate it after the purchase and the impact of such evaluations on future purchases, and how they dispose of it.

Two different kinds of consuming entities: the "**personal consumer**" and the "**organizational consumer**".

**Personal Consumer** Buy goods and services for his or her own use, for the use of the household or as a gift for a friend. The products are bought for final use by individuals, who are referred to as '*end users*' or '*ultimate consumers*'.

**Organizational Consumer** Includes profit and non-profit businesses, government agencies (local, state, national) and institutional (e.g. schools, hospitals, and prisons), all of which buy products, equipment, and services in order to run their organizations.



## What is Consumer Buying Behavior?

Consumer Buying Behavior refers to the buying behavior of the ultimate consumer. A firm needs to analyze buying behavior for:

- Buyer’s reactions to a firms marketing strategy has a great impact on the firm’s success.
- The marketing concept stresses that a firm should create a *Marketing Mix* (MM) that satisfies (gives utility to) customers, therefore need to analyze the what, where, when and how consumers buy.
- Marketers can better predict how consumers will respond to marketing strategies.

## Factors Affecting Consumer Decision-Making

A consumer’s purchase decision tends to be affected by the following four factors:

1. Demographic
2. Psychological
3. Environmental
4. Lifestyles

<p><b>Demographic Factors</b></p> <ul style="list-style-type: none"> <li>• Gender</li> <li>• Age</li> <li>• Occupation</li> <li>• Education</li> <li>• Family Size</li> <li>• Income</li> </ul>	<p><b>Psychological Factors</b></p> <ul style="list-style-type: none"> <li>• Motives</li> <li>• Perception</li> <li>• Learning</li> <li>• Attitude</li> <li>• Personality</li> </ul>
<p><b>Environmental Factors</b></p> <ul style="list-style-type: none"> <li>• Physical Environment</li> <li>• Social Environment-Culture</li> <li>• Sub-Culture, Social Class</li> </ul>	<p><b>Life Style</b></p> <ul style="list-style-type: none"> <li>• Activities and interests</li> <li>• Nature of Occupation</li> <li>• Availability of leisure</li> </ul>

## Literature Review

Kim et al (2003) examined the behavioral model of online consumer behavior for shopping online for clothing and mainly apparel. Result showed positive relationship among attitude and subjective norms involves that behavioral intention is not a functions of independent set of attitudinal and normative variables but of a set of interdependence between these variables. Finding f the study shows that attitude of the consumer play major role for online consumer behavior for buying.

According to Michael R.Solomon, & Nancy J.Rabolt (2004), consumer behavior 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 determine consumer’s decision making behavior with right



consumer physiological orientation variables viz, brand consciousness, perfectionism consciousness, impulsive and careless consumer, confused by over choice consumer, novelty and fashion consciousness, habitual and brand loyal consumer, choice consumer, recreational and hedonic shopping consciousness and price and value consciousness.

Park J.H and Lenon, S.J. (2004) examined the research study showed about impact of television on apparel shopping online and offline. Finding of the study shows that there are positive relationship between television impact and apparel shopping while buying.

According to Dolekoglu et al. (2008), examined the research in their study that the there are following factors impact the consumer buying behavior are price, advertising, quality of the product, sales promotion, brand image and celebrity endorsement.

According to Jin and Kang (2010) studies purchase intention toward foreign brand jeans using four antecedents viz. face saving, attitude, perceived behavior control and subjective norms and found the results that face saving, attitude, perceived behavior control have significance effect of purchase intention where as individual norms has not significant impact toward purchase intention.

P. Vikkraman and N. Sumathi (2010) examined the purchase behavioral in Indian apparel market and the study that the factors impact clothing while purchasing apparel in India. Perceived quality and emotional value are the other essential predictors of the purchase intention.

## Objective of the Study

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

## Research Methodology

To study the consumer buying behavior descriptive research design was used. Primary data gather with the help of questionnaire. This study mainly based on primary data and examined the factors which influence the consumer while buying apparel. The area is selected for this study is Ahmedabad City of Gujarat. The Main focus of the study to present which things impact consumer while buying apparel products online.

## Questionnaire Design

The present study is mainly focus on the primary data structured was used to gather data from the respondents. Questionnaire covers mainly three part first part based on demographic aspects of the respondents, second part of the questionnaire relating to apparel buying behavior dimensions ( Consumer Characteristics, Promotion, Sales Advertising and product attributes). Third party of the questionnaire include question related to Consumer Purchase intention toward buying apparel product. All these question 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 shoppers buying behavior toward apparel products in Ahmedabad city containing both male and female apparel customers. The respondents were the customer of different stores and different places and the respondents were selected on the basis of convenience sampling and non random sampling which means those who are ready to give answer were selected for the study. Sample size for the study is 90 respondents. In the beginning our target sample size was 100 respondents, I have distributed 100 questionnaire and collected back but some of the question are missing data. So, final sample size came to 90 respondents which we used for research analysis.

## Data Analysis and Interpretation

The below mention table 1 shows about 62.23% of the respondents were male and 37.78% were female. Table clearly shows that 40% respondents were in the age group between 21-30, 30% respondents were post graduates, 28.89% respondents income 15001-30000, 37.78% respondents were employees.

**Table:1 Demographic Data Analysis**

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



The below mention table 2 shows the result of the chi-square test. Hence, Data analysis clear shows that there is relationship between different reference group and purchase intention respondents are more affect by people around them like friends, family member in order to make apparel. Advertising, Promotion, Store attributes, Product attributes are also one of the major factor the impact consumer buying behavior.

We concluded that Income and Occupation of the respondents are also one of the major factors the impact while purchasing behavior of consumer.

**Table – 2 Chi-Square Test**

Cross - Tabulation Variables	Strongly Agree	Agree	Natural	Disagree	Strongly Disagree	Chi-Square	Result
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	Significant
Store Attributes / Purchase Intention	42	43	3	2	0	0.002	Significant
Product Attributes / Purchase intention	48	35	6	0	1	0	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%

## Conclusion

It is concluded from the findings that Reference Group, Promotion, Store Attributes, Product Attributes, Income, Occupation of the respondents affect consumer buying behaviour towards apparel buying. The apparel market is growing very quickly. Hence, the need of era is to understand the consumer psyche and proceeds accordingly, This experimental study examined the influence of demographics and consumer buying behaviour attributes which influence the apparel buyer decisions, results of the study revealed that promotion, online apparel attributes, price are the main dimension of apparel buying behavior, this shows that the apparel site should give more importance to apparel buying attributes to attract and appeal the consumers and a also the promotional programs also should be done aggressively and appropriately.

## Limitations and Recommendation of Further Research

- Like many other studies this research also have some limitations in reference to sampling, data collection and generalization of the findings. The sample 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. It would be beneficial to extend the study to rural area also.
- However, future studies could avoid these limitations by using data from several cities or countries, representative samples and additional variables.

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