

**A STUDY ON THE BUYING BEHAVIOUR OF CONSUMER AT  
APPAREL RETAIL OUTLETS IN BANGALORE**

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**ABSTRACT**

*Consumer behaviour refers to the behaviour that consumer's display in searching for purchasing, using, evaluating and display positioning of products and services that they expect will satisfy their needs. Consumer behaviour is the aggregate of human behaviour, which influences the purchase decision. Today there is a paradigm shift in the buying behavior of the consumer. Indian consumers are getting influenced by westernization, they are shifting to be more Brand conscious and are more aware about the range of apparels existing, and they are no more conservative about the choice of their apparel. As consumer, we benefit from the insights in our own consumption related decision, what we buy, why we buy, how we buy and how promotion influences the purchases we buy. The study of consumer enables us to become better and wiser customers. As a marketer, if one is able to understand consumer behaviour, then one can predict how consumers are likely to react, this information helps us to shape the marketing strategies and accordingly gain a competitive advantage in the market. A manager wants to know the specific causes of consumer behaviour and they regard it as an applied marketing science. If one could predict consumer behaviour they could influence the buying decision to a greater extent.*

**Key words:** Consumer, Marketer, Behaviour, Apparel, Retail

**Introduction:**

India is witnessing an unprecedented consumption boom. The economy is growing and the resulting improvements in income dynamics along with factors like favourable demographics and spending patterns and driving the consumption demand. Indian retail industry is ranked

among the ten largest retail markets in the world. The attitudinal shift of the Indian consumer in terms of 'choice preference', 'value forming' and the emergence of organized retail format have transformed the face of retailing in India. Recently India's central government announced retail reforms for both multi-brand stores and single-brand stores. These market reforms paved the way for retail innovation. Apparel is one of the basic necessities of human civilization along with Food, water and shelter. Apparel Industry reflects people's lifestyles and shows their social and economic status. Apparel and Textile industry is India's second largest industry after IT Industry. At present, it is amongst the fastest growing industry segment and is also the second largest foreign exchange earner for the country. Apparel industry accounts for 26% of all Indian exports. The Indian government has targeted the apparel and textiles industry segments to reach \$50 billion by the year 2015.

**Major factors influencing consumer behaviour:**

1. Cultural factors:

Cultural factors influence the consumer behaviour in a significant manner. This role is played by the attributes of buyer's culture, sub culture and social class.

It is the most fundamental determinant of a person's wants and behaviour.

Each culture consists of small identification and socialization for its member. It includes nationalizations, religious and geographical religions and they will make up important market segments and marketers of the design products and marketing programs tailored to their used.

2.Social factors:

A consumer is also influenced by such social factors as reference groups, family and social factors and status.

- Reference groups: Many groups influence a person's behaviour. A person's reference groups consist of all the groups that have a direct (face to face) or indirect influence on the person's attitudes or behaviour. Reference groups strongly influenced product and brand choice in the case of automobiles.
- Family: Family members constitute the most influential primary reference group. Markets are interested in the role and relative influence of the husband, wife and children in the purchase of a large variety of products and services.

- Roles and strategies: A person participates in many groups throughout his life. Family, clubs, organizations etc. The person's position in each of these groups can be defined in terms of role and status.

### 3. Personal factors:

The buyer's decisions are also influenced by personal characteristics, notable the buyer's age life-cycle, stage occupation, economic circumstances, life style and personality and self-concept.

- Age and life cycle stage: People buy different goods and services over their lifetime. Consumption is also shaped by the stages of the family life cycle.
- Occupation: A person's occupation also influences his or her consumption pattern. Ex: A blue collar worker will buy work cloths. Whereas company President will buy expensive suits.
- Economic circumstances: Product choice is greatly affects one's economic circumstances. It consists of their spendable income, saving and assets, debts narrowing power and attitude toward spending versus saving.
- Life style: People coming from the same sub culture, social class and occupation may lead quite different life style.
- Personality and self-concept: Each person has a distinct personality that will influence his or her buying behaviour.

### 4. Psychological factors:

A person's buying choices are further influenced by four major psychological factors – motivation perception, learning and beliefs and attitudes.

- Motivation: Every market has to understand the needs of the consumer so that those suitable stimuli can be provided to motivate them to buy the product.
- Perception: A motivated person is ready to act. How the motivated person actually acts is influenced by his or her perception of the situation.
- Learning: Learning is the process of acquiring knowledge. The learning theory says that there will always be a relationship between a stimuli and response. Person actually acts is influenced.
- Beliefs and attitudes: Through doing and learning people acquire beliefs and attitudes. These in turn influence their buying behaviour. A belief is a descriptive though that a

person holds about something. An attitude describes persons enduring favourable or unfavourable cognitive evaluation, emotional feelings and action tendencies towards some object or idea.

**Objective of the study:**

1. To study the important demographic, psychological and socio-economic factors which influence the consumer purchase behaviour for apparel.
2. To study how consumer behaviour for apparel is influenced by factors like family income, gender and peer influence.
3. To study the marketing elements and its influence on buying decisions of consumer.

**Methodology:**

There are totally 40 retail malls in Bangalore. Out of which a total number of 10 popular malls in Bangalore was selected, (popularity of the mall is based on location, quality, and ambience and offers.).The study is confined only to apparel retail stores in these 10 malls and the customers who visit these stores. Hence a sample size of 250 customers is taken for the study. A structured questionnaire comprising of 20 questions was administered for the study and the feedback was collected from the customers.

**Tools used for the study:**

The data collected from the customer was then analyzed using Frequency and mean score, the analysis is also supported by graphical representation of the data.

**Findings:**

1. Majority (54%) of the customers are female who visit apparel retail outlets.
2. 60% of the respondents are single and 40% married
3. 32% of the respondents are between the age group of 20-25.Hence it is revealed from the study that Younger age group are more interested in shopping for apparel than middle age group.
4. 56% of the customers claim that their monthly income is less than Rs.10, 000.
5. 97% of the customers are residential customers; they buy the product for their own consumption.

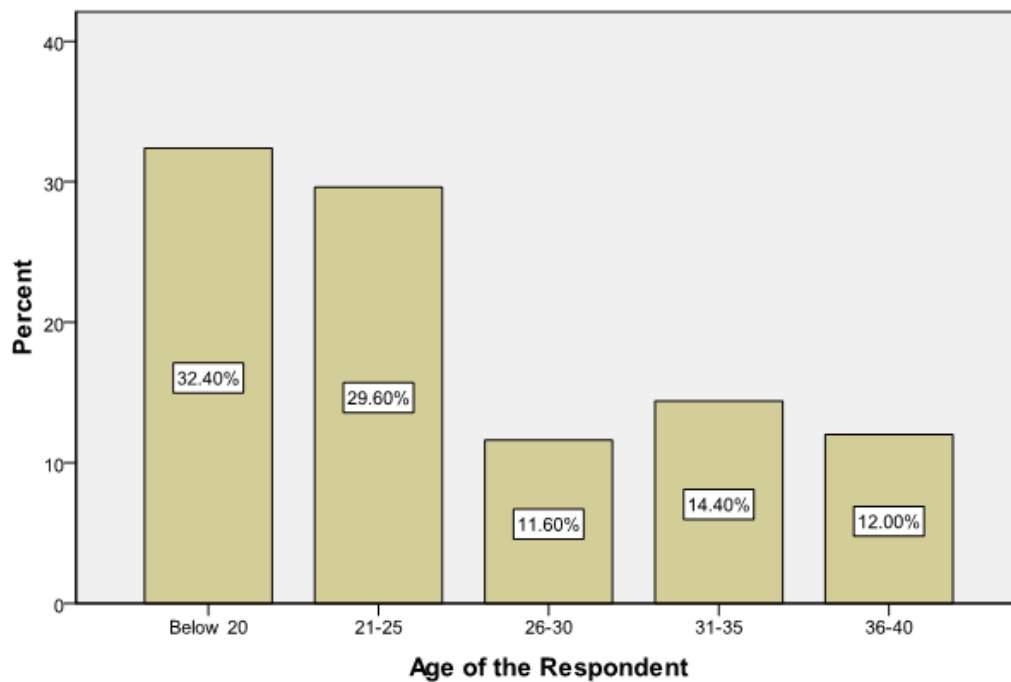
6. 30% of the customers visit the mall once in a month and 25% once a week.
7. 64% of the customers rank Forum mall as their most preferred mall.
8. Majority of the respondents choose the mall due to accessibility and some for good ambience.
9. Family & friends (51%) are the most influential source of choice for the malls.
10. 35% of the customers spend the most on food & 28% spend on clothing

**Table 1: Table showing the respondents reasons for choosing the mall**

Factors	Frequency
Accessibility	180
Good Ambience	42
Superior Quality of Products	24
Offers Provided	04

**Table 2: Table showing the degree of influence of the respondents**

Influenced by	Frequency	Percent
Advertisements	53	21.2
Family/Friends	128	51.2
Own decision	69	27.6
Total	250	100.0



**Figure 1: Graph showing the age of the respondents**

**Table 3: Table showing the respondents reasons for choosing the mall**

Factors	Frequency
Accessibility	180
Good Ambience	42
Superior Quality of Products	24
Offers Provided	04

**Table 4: Table showing the goods on which the customers spend the most**

Spend the maximum on	Frequency	Percent
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Food	89	35.6
Clothing	71	28.4
Accessories	24	9.6
Groceries	46	18.4
Any other	20	8.0
Total	250	100.0

11. The mean score of advertisement is more followed by aftersales service and the sales promotion. There is no doubt that advertisement attracts the customer more, it's the first medium which brings the customer to the store outlet.

**Table 5: Table showing the impact of marketing elements on consumer**

Factor	Mean	Standard deviation	S. E of Mean
Sales promotion programmes	3.2540	.48053	.03039
Advertisements	3.5387	.69458	.04393
After sales service	3.4150	.59403	.03765

**Recommendations:**

1. Since accessibility is the prime factor in the choice of mall, more promotional activities should be done to attract the neighbourhood like free samples, gift vouchers etc
2. Word of mouth communication (Family & friends) has wider reach in influencing the customer about the choice of mall, hence customer encounters has to be positive, customer complaints and recovery has to be taken seriously by the retail staff.
3. Advertisements attract the customer the most hence more platforms like viral advertisements can be promoted for better reach.
4. Younger generation are attracted more towards malls, special promotional programs in terms offers, discounts etc. should be given to these group to transform them in to buyers.

5. Pleasant ambience, friendly approach of the store attendants and wide variety of apparels results in positive buyer behavior.

### **Conclusion:**

Today it's a Hercules task for a marketer to understand the pulse of the customer since the buyers are brand conscious, they have much wider choice of products, and greater purchasing power than earlier days. Not only marketer Customers also look in terms of value for money in every transaction they do. Hence the buyer's behavior is hard-hitting to evaluate. Market research helps a marketer to beat this challenge to a large extent thereby providing strategies to rule over the customers though customer is the king.

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