CONSUMER BEHAVIOUR TOWARDS BRANDED ATTIRES IN THE COIMBATORE CITY

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ABSTRACT

Since the early 1980s, the Middle East in general has been an attractive region for European and American retail business investments, making it an appealing prototype for shopping developments in the 1990s (Jones, 2003). In India, dressing has transformed shopping of attires from a need driven activity to a leisure time entertainment. There is a paradigm shift in the dressing scenario that represents the diverse culture of the country. The changes in the perception

and attitude of the consumers towards dressing have been shifting towards the retail stores to shopping malls that pertain to various characteristics. The present research is made to examine the purchase behavior of the consumers in attires purchase.

Key words: Retail sector, attires and retail stores.

INTRODUCTION AND PROBLEM DISCUSSION

Today fashion industry is a rapidly growing industry in the world, which in India currently is considered dynamic. For the last few decades the fashion industry in India is experiencing a boom due to increasing consciousness for fashion among Indians. Increasing competition and Globalization, and short life cycles of cloths in fashion retailing, improve symmetric consumer behavior and set a number of marketing challenges for retail firms. To survive in this industry, it is necessary for manufacturers and retailers to develop effective marketing strategies. It has been noticed that the fashion apparel market has been extremely influenced by fashion trends in India.

Attires industry has become more diverse by fashion brands, personalization, advertisement and ethnicity in the global marketplace. If consumers' preferences can identify by manufacturers and retailers of fashion apparel, they can be better able to attract and maintain their target consumer group. Thus, the purpose of the present study is to investigate the dimension of fashion apparel shopping among consumers. Though the various dimension

that research subject of buying intentions has been widely covered in the literature, this study contributes to build the position of manufacturer and retailer in driving purchase intentions with factors like value and status, and price sensitivity and many more of brands among consumers in India. In the recent centuries, the people have become very much conscious of their dressing. They started purchasing from the local vendors and salespersons or shops available.

Consumers shop stores that provide a proper environment relative to image and services [1]. Often consumers evaluate the environment to determine the firm's capabilities for providing a particular service before a purchase. Therefore, the environment of service organizations should reflect the needs and preferences of the consumers and its employees[2]. The needs and preferences of retail consumers relative to the environment have been depicted in terms of physical dimensions, as well as other store attributes.

These attributes are thought to produce the store's image. The physical dimensions are facilities in stores such as elevators, lighting, air conditioning, washrooms, store layout, aisle placement and width, carpeting and architecture[3]. However, other store attributes are studied more often than physical attributes and include categories of merchandise, service and clientele[4]. Besides the factors of location, price and merchandise offerings, the store's personality draws shoppers to one store rather than another[5]. Not only should retailers be concerned with value and quality of merchandise, but also with a wide range of other factors (e.g., environmental dimensions). All of these factors are expected to play a critical role in the success or failure of stores. Hence, with the above settings the present research is intended to find the answer for the following research question.

1. What would be the purchase behaviour of the consumers in attires purchases?

REVIEW OF LITERATURE

Bhardwaj and Fairhurst (2018) stated that the perception of attires varies among different generations. Younger people generally prefer a higher number of low quality, cheap and fashionable clothes, compared to the older generation which prefers to purchase a fewer number of higher quality clothes. The older consumers will see fashion as a waste since it means buying garments of low quality and then throwing away older clothes as soon as the new ones hang in the cupboard.

Helen McCormick and Charlotte Livett (2017) fashion retailers must adequately interlace hedonic leisure with realistic utilitarianism to provide a mutually-satisfying shopping experience.

Chebat and Michon (2013) found out that shoppers' perceptions in the retail atmosphere influenced their perception of the product quality. Therefore, consumers' perception influences their evaluation of the products is available.

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[1] Holman and Wilson 1982

[2] Bitner, 1992

[3] Engel, Blackwell, and Miniard, 1995

[4] Lindquist, 1974

[5] Martineau 1958

OBJECTIVE OF THE STUDY

The objective of the study is to examine the purchase behaviour of the consumers in attires purchase at the shopping malls.

HYPOTHESIS OF THE STUDY

Based on the above objective, the present study attempts to test the following hypothesis;

H_{01}: Association between the purchase behaviour on attires and the demographic profile of consumers does not exist significantly.

RESEARCH DESIGN

Sample design

The population targeted for this study consisted of women consumers of attires from the Coimbatore city. The sampling technique to be adopted for the study will be purposive or judgment sampling since the sample respondents are selected on the basis of the purchases of attires at the predefined shopping malls in the city. A sample size of 100 respondents is chosen for the study and to whom the questionnaires were be distributed to collect the data.

Sources of data

The study is analytical and is based on primary data. The data is gathered from the women consumers of attires as sample respondents through questionnaire method. The other data for the study as reviews and sundries are being collected and compiled from various websites, magazines, journals and theses.

STATISTICAL TOOLS USED FOR ANALYSES

1. Simple Percentage
2. Chi-Square test

LIMITATIONS OF THE STUDY

1. This research was location specific and was confined to the city of Coimbatore in the state of Tamil Nadu in India. Hence the results of this research may not be applicable to other parts of globe.
2. The study adopted purposive sampling which was one of the methods of non-probability sampling and hence the limitations of this technique are applicable.
3. The study has all the limitations of a qualitative research namely subjectivity and personal bias.
4. Post purchase behavior of the respondents was outside the scope of this study.

ANALYSIS AND DISCUSSION

TABLE-1

DEMOGRAPHIC PROFILE OF RESPONDENTS

PARTICULARS		NO. OF RESPONDENTS	PERCENTAGE (%)
Age	18 to 25 years	21	42
	26 to 35 years	12	24
	36 to 45 years	8	16
	46 to 55 years	7	14
	Above 55 years	2	4
Marital status	Married	21	42
	Unmarried	29	58
Education	School level	2	4
	Under graduation	19	38
	Post graduation	13	26
	Professional	11	22
	Diploma	3	6
	Illiterate	2	4
Occupation	Private employee	17	34
	Public employee	7	14
	Self employed	3	6
	Housewife	5	10
	Retired employee	3	6
	Student	11	22
	Others	4	8
Type of family	Nuclear family	44	88
	Joint family	6	12
No. of members in the family	2	22	44
	3	23	46
	4	4	8
	Above 4	1	2
Earning members in family	1	13	26
	2	31	62
	3	6	12

	Above 3	0	0
Monthly income (INR)	Less than 20,000	10	20
	20,001 to 30,000	19	38
	30,001 to 40,000	11	22
	40,001 to 50, 000	5	10
	More than 50,000	5	10
Monthly spending (INR)	Less than 10,000	8	16
	10,001 to 15,000	9	18
	15,001 to 20,000	13	26
	20,001 to 25,000	15	30
	More than 25,000	5	10

Source: Primary Data

The table 1 represents the demographic profile of the consumers involved in the attires purchase. It has been inferred that most of the respondents are under the age of 25, unmarried, having the under graduate educational qualification, employed in a private enterprise, belonged to nuclear family, having just 3 members in their family and 2 earning members, having monthly income to maximum of between INR 20,001 to 30,000 and monthly spending of INR 20,001 to 25,000 INR.

PURCHASE BEHAVIOUR OF CONSUMERS OF ATTIRES BASED ON DEMOGRAPHICS: CHI-SQUARE ANALYSIS

H_{01}: Association between the purchase behaviour on attires and the demographic profile of consumers does not exist significantly.

TABLE – 2

PURCHASE BEHAVIOUR OF CONSUMERS OF ATTIRES BASED ON DEMOGRAPHICS

S. No	Dependent Variable	Independent Variable	x^2	Sig. value	Hypothesis
1	Purchase behaviour	Age	08.41	.522	Accepted
2	Purchase behaviour	Marital status	21.48	.002**	Rejected
3	Purchase behaviour	Education	30.03	.075	Accepted
4	Purchase behaviour	Occupation	42.23	.032*	Rejected
5	Purchase behaviour	Family type	51.34	.077	Accepted
6	Purchase behaviour	Members in the family	94.16	.025*	Rejected

7	Purchase behaviour	Earning members	22.18	.001**	Rejected
8	Purchase behaviour	Monthly Income	42.56	.002**	Rejected
9	Purchase behaviour	Monthly Spending	28.36	.008**	Rejected

Source: Primary data   * Significant at 5%.   ** Significant at 1%

The above table depicts the chi-square analysis between purchase behaviour of consumers and their demographic classification. It is clear from the table that the hypothesis is accepted for age, education and family type and rejected for the rest of demographics. Hence, the null hypothesis is rejected for those variables and conferred that Association between the purchase behaviour on purchase of attires and the demographic profile of consumers do exist significantly.

SUGGESTIONS

The findings show that the consumers are very much attracted towards the purchases on attires. Hence it is concluded that the environment is central to the perception of merchandise quality, and the place where respondents gain their shopping experience. This study produced evidence suggesting that store environment triggers affective reactions in consumers. Shopkeepers should do more on enhance hedonic shopping value, such as nice product display, store atmosphere, more assortments of novel products, and good decorations. It is especially important to focus on mall attributes that influence hedonic value because female shoppers who derive hedonic value from their mall visit

CONCLUSION

Attires purchases have become an inseparable element of modern agglomerations and large cities in Poland. They derive from the tradition of former town marketplaces, around which trade was developed and the life of local community flew. Similarly to them, modern shopping centers are becoming important avenues of social life, serving for commercial, entertainment, recreational, cultural, educational, integration as well as socializing purposes. Their comprehensive trade offer makes it possible to shop, cafés are a place for meeting friends, cinemas, discos, bowling alleys ensures entertainment, and playgrounds for children provide a response for the needs of the youngest visitors are likely to intend to return to the mall, so that visits will be perceived as providing shopping value.

In the present scenario, making the biggest malls with top class retailers is not the key to success. A cool and refreshing environment is required which makes the shoppers to forget all worries of the day. Malls are here for putting smiles on the face of shoppers. It is non-crucial whether a purchase is made or not, entry into the mall has given the right to courtesy. It should be the USP of the malls as the window shopper of today is the prospective customer of tomorrow. Further, malls should commune a feeling of oneness-with retaining the

individuality of each store. Something fresh and novel always attracts shoppers' attention but raises the bar for future innovation. Thus, malls should be designed in a manner that the new and innovative aspects can be added later on to keep up the consumers' delight.

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