



CONSUMER BEHAVIOUR TOWARDS PANTALOONS STORE IN TIRUCHIRAPPALLI CITY

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ABSTRACT

This paper focus on the consumer behaviour towards the PANTALOONS branded products store. The fascinating factors appealing the consumer behaviour such as exclusive fashion, trendy style, ambience, price, quality, design, and customer loyalty are considered to examine the shoppers behaviour in Tiruchirappalli City. Primary data was administered to collect data through a well-structured questionnaire using Rensis Likert's five-point scales from 120 sample respondents using convenience sampling technique by adopting survey method. Secondary data has been obtained from the website, journals, articles, newspapers, magazines, and unpublished thesis. The collected data has been analysed with the help of statistical packages (SPSS version) by using statistical tools such as Reliability Test, Percentage analysis and Chi-Square test has been adopted to explore the analysis and interpretations of the study. The results of this study confirm that the Indian consumers are ready to pay the price of the products rather they prefer excellent branded products with unique trendy style and excellent quality of the products from the PANTALOONS retail store.

Key words: Ambience, Quality, unique fashion, trendy style, and customer loyalty.

Introduction

In the present development consumers select and opt for decisions to purchase fashionable and trendy branded products with exclusive style and extraordinary quality. Consumers are also geared up to pay for ready to wear made apparels or consumable products from the PANTALOONS store because of abundant factors which persuade them to have trustworthiness towards the same store. The various branded products sold in this outlet attract many consumers who have the purchasing capability, enthusiasm to buy and

capacity to buy despite the cost or price of the brand. The consumer's decision making in purchasing the products are prejudiced by numerous factors such as ambience, interest, preferences, tastes, price and brand etc. Marketers deliver many offers and provide gift coupons etc to promote their sales.

Statement of the Problem

Consumers are passionate for maintaining them well groomed for shaping their preferences tastes and decision making in brand consumption. Consumers favour the exclusive branded products which offer high level of satisfaction and there is more demand from the consumers towards the unique western style branded clothes. These consumable goods are ready to use and are very convenient with exceptional fashion, trendy style and tastes. Thus, this unique brand Pantaloons is one of India's main fast fashion store brand. The Company also holds exclusive online and offline rights to the India network of California-based fast fashion brand Forever 21. The store ambience, quality, size, design and the loyal services offered play a significant role to attract consumers in the PANTALOONS stores. Hence, this research has been undertaken to study the "Consumer behaviour towards PANTALOONS store in Tiruchirappalli City".

Significance of the study

The taste, preferences and attitude towards purchasing this brand by Indian consumers, has enhanced the global style approved and has gained additional magnetism in terms of quality, technology, presentation, effectiveness and value. The consumers are very much fascinated towards PANTALOONS clothing and the present market is distended with supplementary goods from Indian markets which circuitously modify the purchase behavior of the consumers. Increasingly there is a far-reaching rebellion of the consumer behavior in India towards PANTALOONS products following the western style and trends. Thus, this research work has been examined to "Consumer behaviour towards PANTALOONS store in Tiruchirappalli City".

Review of Literature

Sellers, 1990; Smith, 1989; Parikh, 2006 have studied the atmosphere of retail in the world today is going on with rapid change than ever seen before and is features by tough competition and customers with lot of wants and needs and have large number of expectations associated with a their experiences related to consumption. Lewison and DeLozier, 1986, Sparks (1995) has stated the reference to all possible factors associated to the process of globalisation¹¹. They stated that the factors associated like location and layout of the store are the essential factors which can lead to retailing success. Brown (1987) has stated the 'wheel of retailing' and the 'retail life cycle' as the two most important influencing factors. The first one talks about a very new retailer type because of lowest prices, margin and status operators. The second one talks about the life cycle of the product. Retail Stores and formats tend to move from the innovation to maturity with rapid pace. Hildebrandt (1988) stated in his study that the retail sector's success happens only due to two major factors like image of the store and measurement model of the same. Further, he stated that the price factor and level associated with price is used to predict the future performance of marketing as the measure of success in retail business. Baker, Berry, & Parsuraman, 1988 focused on the physical environment which in turns create a representation which can be seen or the image of firm serving services only. They focused on the retail environment which was changing shape during the phase and improving the retail culture

representing the image of any organization. They were focusing on customer preferences and satisfaction during the period. Akehurst and Alexander (1995) both showcased the major developments in the retailing in international scenario which suggested the managers of retail firms and enterprises to be aware of multiple factors and to explore the number of opportunities in the market globally⁸. They have suggested multiple ways to exploit the international markets for the retailers. Sparks (1995) has stated in his study about several factors and has focused attention on the market in Japan. Sparks has showed a study of Japanese Company called as Seven-Eleven and made significant contributions. He also stated that the organization is an efficient retailer and success focused on technology, systems and relationships with producers, wholesalers and retailers. He further stated that the organization have had to redefine suitability store systems. Engel et al., 1995 have studied the physical attributes of the retail stores such as lifts, lighting, air-conditioning, toilets, layout of the store, ambience, flooring and architecture¹³. They studied that the factors associated in the study have a great influence on the behaviour of consumers specially the buying behaviour of consumers. Morganosky (1997) and Martin, Howard, and Herbig (1998), have showcased that the globalization needs to consider the type of the store, the store location, and how products are to be selected, distributed, and displayed. These all possible components and variables are the major items that are called to lead and influence how firms of retail manage their channels and partners. Lewison (1997) in his study explained the important mechanisms of retail like choice of format in retail, target consumers and modest advantage of retail sector. He stated that these three factors are highly significant for the success of any retail store and the factors associated can be influential for customer satisfaction. Howe (1998) suggested the points on the environmental issues of retail which were facing a change constant during that phase, however, when the market is not dynamic and there is high competition, retailers are willing to implement a strategy best in its kind. This is a common understanding of managers in retail specific organisations need to draft and to launch a planning strategy that can give an organisation a new shape. Baltas and Papastathopoulou, (2003), studies and stated that customer is fascinated towards location of the store which is regarded as most vital variable. The shopper in self-label has a very low status, socially and economically, which tends to fit the most pleasingly orientation of the purchaser. The researcher also absorbed on customer satisfaction which is regarded by the in-store information, frequency of shopping, best price and value for money. Morschett et al 2005; Ghosh 1990 were having a view over the context and concept of the sector of retail, the image associated the attributes of the related store. These all attributes are called as the marketing mix of the retailer. Srivastava (2008) in the study detected and stated that organized retailing, world-wide, has played an important role in the GDP and service of the nation. According to the researcher, the ratio (composition) of organized versus traditional retailing is increasing in countries such as the US (85:15), Taiwan (81:19), Malaysia (55:45), Thailand (40:60). Indonesia (30:70), China (20:80), and India (3:97). The above stated data explains the organized versus traditional ratio of retailing for each country. Goswami P, Mishra M. (2009) examined that the selection of the product, gathering of products at a place and behaviour of store personnel are few of the imperative aspects in determining the choice of the customers with cleanliness as the most important variable no matter what kind of the store it is. Mathew J, Mukherjee A. (2010) studied that retail in the new era called as modern era arrived in the nations of developed nature occurred in three phases

one after other. The Phase I, happened in the beginning of the middle of 1990s in Southern America, East of the Asia outside China, North-Central of Europe and Southern Africa. The Phase II existed during the middle to last 1990s in Mexico, Central America, Southeast Asian countries, Southern-Central Europe. The Phase III, started in last of 1990s and starting of 2000s in parts of Africa, some countries in Central and South America, Southeast Asia, China, India, and Russia. Jaswal N. and Gupta S. (2017) demonstrated the development of organized retail formats due to growing preferences, shifting customer taste and developing technology. However, ease to purchase and credit facilities make conventional stores favourable in rural and semi-urban markets. Dash A. and Mohanty A. (2019) examined the inspiration of purchase from organized retail is because of striking promotional offers and accessibility of extensive variability of products under a mutual roof. Still, unorganized formats are preferred for daily shopping and convenient business hours. Rani N. and Ramachandra K. (2019) suggested the procedures of customer loyalty in systematized retail stores. Thus, expert and qualified manpower and improved store management practices can increase the customers' footfall in retail stores. Nair K. (2019) studied the demand and development of retail industry in India. The motives for growth are increasing middle class customer base and young consumer demographics. Suresh A. and Ramanathan V. (2019) determined the factors influencing consumer behaviour in grocery stores. It was analysed that wide assortment of products, sales promotion schemes, parking facility, availability of fresh products and home delivery influences purchase decisions. Vanjari and Thorat (2020) stated that growth of modern retail is complement with the growing stature of conventional retail formats. With less supervisory and organizational obstacles, the expansion of modern retail can touch the superior heights. Kumar J. and Marishkumar P. (2020) recommended the role of service quality as a significant measurement for customer satisfaction in organized retail store. Neela M. and Abirami R. (2020) stated that retailers of organized formats are not fulfilling the prospects of rural consumers. There is lack of effective business models which appreciate and fulfil the customer requirements.

Objectives of the study

- To study the demographic factors of the sample respondents
- To examine the attractive factors influencing the consumers towards PANTALOONS store in Tiruchirappalli City.

Research Methodology

This research is descriptive in nature and portrays, ““Consumer behaviour towards PANTALOONS store in Tiruchirappalli City”. Primary data was administered to collect data through a well-structured questionnaire using Rensis Likert's five-point scales from 120 sample respondents using convenience sampling technique by adopting survey method. Convenience sampling is a non-probability sampling technique where subjects are selected because of their convenient accessibility and proximity to the researcher. Secondary data has been obtained from the website, journals, articles, newspapers, magazines, and unpublished thesis. The collected data has been analysed with the help of statistical packages (SPSS version 20) by using statistical tools such as Reliability Test, Percentage Analysis and Chi-Square test.

Analysis and Interpretations

This study entitled, “CONSUMER BEHAVIOUR TOWARDS PANTALOONS STORE IN TIRUCHIRAPPALLI CITY” has been depicted here with the analysis and interpretations, using Chi-square test. Hypothesis has been framed to prove the significance difference between the independent and the dependent variables.

RELIABILITY TEST

The most widely used measure to assess the internal consistency of constructs is Cronbach’s alpha. The generally agreed upon value of Cronbach’s alpha is 0.70, although it may decrease to 0.60 in case of exploratory research (Hair et al. 2006; pp.137). The reliability test has been depicted in the table given below:

TABLE : 1

RELIABILITY TEST

General Variables	Number of items	Range	Cronbach’s Alpha
Demographic and attractive motivating factors of the consumer behaviour towards PANTALOONS store - (Over all reliability)	20	1-30	0.901

In this research, the reliability measure for the whole scale is 0.901 which is satisfactory as the reliability for all the constructs in the values. The result of Cronbach’s alpha draws a significant amount of correlation between the variables tested. The validity of a test is the extent to which differences in scores reflect differences in the measured characteristic. Predictive validity is a measure of the usefulness of a measuring instrument as a predictor. Proof of predictive validity is determined by the correlation between results and actual behavior and construct validity is the extent to which a measuring instrument measures what it intends to measure.

TABLE: 2

Table showing demographic profile of the sample respondents

Demographic factor	Particulars	Frequency	Percentage %
Age	26 - 50 years old	110	97
Gender	Male	94	78
Marital status	Unmarried	92	77
Education Qualification	Degree holders	89	74
Occupation	Private sector	88	73
Family Type	Nuclear	112	93

Monthly Income of the family	Rs. 50,000 – Rs. 1,00,000.	72	60.00
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Source: Primary data

The above table depicts the percentage analysis of 120 sample respondents based on their demographic profile such as age, gender, marital status, educational qualification, occupation, family type and monthly income of the family. The results show that 97% (110) of the sample respondents show majority, on the age of the sample respondents, 78% (94) on gender of the sample respondents, 77% (92) on marital status of the sample respondents, , 74% (89) on educational qualification of the sample respondents, 73% (83) on occupation of the sample respondents, 93% (112) on family type of the sample respondents, 60% (72) on the monthly income of the sample respondents.

Chi-Square Test

This test was applied to analyze the attractive factors motivating the consumer behaviour of the sample respondents towards WESTSIDE store in Tiruchirappalli City.

HYPOTHESIS: I

Null Hypothesis: There is no significant association between the age group and the attractive motivational factors of the sample respondents.

TABLE: 3

Table showing the Age group and the attractive motivating factors of the Consumer Behaviour towards PANTALOONS store.

Age Group (in years)	Attractive motivating factors of the sample respondents			Total	Chi-square Value	'P' value
	Low	Medium	High			
Below 25 years	12 (46%)	09 (35%)	05 (19%)	26 (100%)	12.083 ^a	<0.001
26-50 years	11 (24%)	10 (22%)	25 (54%)	46 (100%)		
Above 51 years	13 (27%)	07 (15%)	28 (58%)	48 (100%)		
Total	36 (30%)	26 (22%)	58 (48.%)	120 (100%)		

Source: Primary Data

Note: ** denotes significant at 1% level.

The above table portrayed here elucidates the attracting factors of the consumer behaviour towards the PANTALOONS store in Tiruchirappalli City, between three age groups of the sample respondents in the study area. Among 120 sample respondents, 26 sample respondents fall below the age group of 25 years, 46 sample respondents belong to the age group 26-50 years, and 48 sample respondents belong to above 51 years old. Based on the attractive motivating facts like ambience, price, style, fashion, design, trend, staff, customer care etc the sample respondents behaviour has been measured as low, medium and high. The above

table proves that 12% of the sample respondents show low level as majority in the age group below 25 years old, 25% of the sample respondents show high level as majority in the age group 25-50 years old, 28% of the sample respondents show high level as majority in the age group above 51 years old. Thus, the “p” value (<0.001) is less than one the Null hypothesis is rejected and the alternative hypothesis is accepted.

Discussions

In this study the attractive factors motivating the sample respondents portray that they are much fascinated towards the PANTALOONS store branded products. The sample respondents feel that the ambience inside the PANTALOONS showroom is very pleasing and the store environment together with the customer care support of the sales personnel is very exhilarating. The consumers feel that globalized branded products in PANTALOONS store is very expensive as it satisfies the wants of the customer with good quality, style, fashion and trendy design. Many Indian brands lack all these features of the PANTALOONS designs and trendy products and thus this brand have captured the minds and hearts of the Indian consumers. The sample respondents have good perception towards the store which provides promotions like offers, coupons and gifts to make the consumers become very loyal. In this study the sample respondents are very well satisfied with services like Customer care, parking, mild music, check-in cabin for products exchange, excellent ambience, attractive globalised mannequins, light weight cart bags, luggage cabin, sales personnel care, kiosks services, trial rooms, good window display, attractive indoor display settings, easy accessible with hangers, discount boards with shelve arrangements, apparels display in hangers, cash counters, credit and debit card acceptance, customer card, good collection of cosmetics, eco-friendly packing, watches, cooling glasses, Ethnic wear, all trendy casual and formal wears for men, women, and kids provided by the store. This store also provides home decors and home furnishings and apparels for all with plus sizes. The sample respondents feel that this western style outlet provides ethnic and trendy western wear compared to other stores.

Conclusion

PANTALOONS a division of ABFRL, is one of India's most favored fast fashion destinations among huge retail format stores, and has developed into a progressive style partner for the fashion in quest of shopper's shopping by positioning itself as a unprompted, good-natured, vivacious brand which is at the forefront of all fashion trends transversely to all categories viz. Women's wear, Men's wear, Kid's wear, Fashion Accessories and recently Home Products. Pantaloons has lead the way as Fashion Retail in India and has materialized as one of the strongest players in the Market

As an exceptional store it possesses its exceptional brand, which confronts itself to symbolize the idea, attitude, attentiveness, values or opinions for creating a good marketing customs for retaining and preserve its brand. Thus, this branded showroom seeks out to engender a centre of alertness, promptness, stimulation, initiation and steer customers in a promising way to sustain customer loyalty by providing outstanding customer services.

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