

CONSUMERS' PURCHASING BEHAVIOUR ON READYMADE CLOTHING IN RETAIL OUTLETS

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ABSTRACT: Apparel goods are considered as one of the fast moving consumer goods. Hence the apparel goods should be moved or sold faster; otherwise the retailers should face problems in selling. Under these circumstances it is necessary to know the customers' behaviour in purchasing apparel goods. The purpose of this study is to know the demographic and socio-economic status of the consumers' who buy readymade clothes in Malda Town. The study also tries to explore the factors in deciding the purchase of readymade clothes with reference to the consumers in Malda Town. The study is based on primary data. The sample size of the study chosen was 270. Samples were selected from different readymade clothing shops within Malda Town. For analysis of the data IBM SPSS software version 20 has been used. Factor analysis using principal components with varimax rotation was used. Also the Kaiser-Meyer- Olkin (KMO) and Bartlett's test of sphericity was conducted. The KMO was as high as 0.708 which is significant. The Bartlett's test of sphericity was also significant. On the basis of the factor analysis it is found that the customers of Malda Town gave high priority for information gathering, pleasant buying, buying confusion, quality aspects and brand.

KEYWORD: Consumers, clothing, behaviour, retailers, factors, brands.

INTRODUCTION: Understanding Consumer behaviour is a key to the success of every business organisations. Marketing personnel are constantly analysing the patterns of buying behaviour and purchase decisions to predict the future trends. Consumer behaviour can be explained as the analysis of how, when, what and why people buy. According to Blackwell, Minard and Engel, 2001, consumer behaviour is the activities people undertake when obtaining, consuming and disposing of goods and services. Thus consumer behaviour is the study of how individual customers, group or organisations select, buy and use goods and services to satisfy their needs. Consumer behaviour is influenced by various factors:

- (i) Marketing factors such as product design, price, promotion, packaging etc.
- (ii) Personal factors such as age, gender, education and income level etc.
- (iii) Psychological factors such as buying motives, perception of the product and attitudes towards the product.
- (iv) Social factors such as social status, reference group and family background.
- (v) Cultural factors such as values and norms of the society, general attitude of the people, social class etc.

Apparel industry has become more diverse by fashion, brands, personalisation, advertisement and ethnicity in the global marketplace. If consumers' preference can identify by manufacturers and retailers of textiles, they can be better able to attract consumers.

The current urban middle and upper class Indian consumer buying behaviour to a large extent has the western influence especially among females. After the independence, changes occurred in Indian fashion industry and dressing style of Indians by the effects of globalisation, which led to the fusion of Indian and western dresses. The work done by Indian fashion designers is highly appreciated globally.

As consumers play the pivotal role to bring the success of any business, there is a need to study the consumers' buying behaviour in retail market.

SIGNIFICANCE OF THE STUDY: The Indian textiles industry, currently estimated at around 150 Billion US \$ and is expected to reach US \$ 230 Billion by 2020. The Indian textiles industry contributes approximately 2% to India's GDP, 10% of manufacturing production and 14% to overall Index of Industrial production.

Apparel retailing is considered as one of the fast moving consumer goods. Hence the goods should be moved or sold faster; otherwise the retailers should face problems in selling. Every Month, new outlets appear in Malda Town before the consumers making the old one obsolete. Frequent change in the lifestyle of the consumers made the opportunity to the retailers to open up newer fashion outlets. Under these circumstances it is necessary to know the behaviour of the consumers who buy clothing.

OBJECTIVES: The objectives of the study are as follows:

- (1) To study the demographic and socio-economic status of the customers purchasing readymade clothing with reference to Malda Town.
- (2) To study the factors in deciding the purchase of readymade clothing with reference to the customers of Malda Town.

DATA COLLECTION AND METHODOLOGY: The study is based on both primary and secondary data. Primary data have been collected from the customers who went to purchase readymade garments in different readymade retail clothing shops within Malda Town. Interviews were also conducted among the seller of readymade clothes. A written questionnaire was formed and respondents were requested to answer on each question. I prepared 9 questionnaires for demographic variables, 2 questionnaires for purchase behaviour, 11 questionnaires for measuring the role of factors in deciding of the purchase of readymade clothing and 15 questionnaires were prepared for measuring the consumers' opinion on various elements of purchase behaviour. The respondents are requested to rank the statements on a 5 point Likert scale ranging from 1 to 5 for "strongly agree" to "strongly disagree". After getting response the answer is noted down instantly. I met with more than 300 customers and finally 270 customers agreed to respond. All sample units were chosen randomly. For different statistical calculations IBM SPSS software version 20 has been used. Some secondary sources like books, journals, and websites are also used for conducting this study.

SCOPE OF THE STUDY: The scope of the study is to investigate the factors affecting the buying behaviour of the consumers who purchase readymade clothing. The age of the respondents was restricted between 15 to 55 years. The respondents were requested to respond on the basis of written questionnaire. More than 300 consumers were asked to respond. Finally 270 responses came out. The study is restricted to Malda town only.

RESULTS AND INTERPRETATIONS

Demographic profile of the respondents

Among 270 respondents, 134 (49.6%) were male and 136 (50.4%) were female. Among the respondents, 58 respondents were below 20 years of age, 58 were 21-30 years, 54 were 31-40 years, 52 were 41-50 years and 48 were above 50 years of age. Highest number of respondents among female were in the age group of 31-40 years.

Among the total respondents, 67 were Madhyamik passed out, 40 were higher secondary passed out, 92 were under graduate, 56 were post graduate and 15 were other qualifications.

It is found from the study that 31.5% respondents are home maker, 30.4% are servicemen, 4.8% are their own profession, 8.1% have their business and 25.2% of the respondents have their no such specific occupation.

25.6% of the respondents have income level below 20000, 14.1% have income level among 20001-30000, 8.9% have among 30001-40000 and 51.5% have income level above 40000.

It is found from the study that 70.7% of the respondents have 2-4 members in their family, 11.9% have their family members 4-7 and 17.4% have above 7 members. It is also found from the study that who earn above Rs 40000 per month, expend more than Rs 25000 per annum for purchasing clothing. 39.3% of the consumer spent more than Rs 25000 per annum for purchasing clothing.

Purchase behaviour

Frequency of purchase of clothing

Among the respondents 8.5% purchase clothing very frequently, 29.6% purchase regularly and rest 61.9% purchase occasionally.

Major role played in deciding the selection of dress

47% of the respondents replied that they purchase their clothing by themselves, 30.7% by spouse, 16.3% by parents, 3.3% by their children and rest 2.6% of the respondents respond that their clothing are purchased by others.

It is found from the study that the majority of the customers look after on uniqueness, colour, brand, fitting, good quality, comfort ability and latest design of the clothing before purchasing of readymade textiles. Few customers look after easy for care of clothing, durability, price and fashion before deciding to purchase of readymade clothing.

Reliability analysis: I have taken 15 variables to measure the consumers' opinion on various elements of clothing purchase behaviour. The respondents were requested to rank the statements on a 5 point Likert scale ranging from 1 to 5 for "strongly agree" to "strongly disagree". Overall Cronbach's Alpha of all 15 variables is acceptable and the value is 0.836. This shows that the 15 variables are reliable and valid.

Factor analysis to determine the consumer's opinion on various elements of clothing purchase behaviour

Factor analysis was conducted to reduce the number of variables to explain the original data to know the consumer's opinion on various elements of clothing purchase behaviour. We have 15 questions on different segment relating to purchase decision in order to derive the related factors which influence the study. We conducted a principal component analysis (PCA), first without rotation and then with rotation.

PCA: without Rotation

Table 1:

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.708
Approx. Chi-Square		8488.297
Bartlett's Test of Sphericity	df	105
	Sig.	.000

Source: Field Survey

Kaiser-Meyer-Olkin(KMO) measure of sampling adequacy which measures whether the distribution of values is adequate for conducting factor analysis. In this case, KMO was as high as 0.708, which is significant. The Bartlett test of sphericity was significant at 105 degrees of freedom, which also showed the presence of significant correlation among variables.

Table 2 : Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	4.623	30.823	30.823	4.623	30.823	30.823
2	3.107	20.714	51.536	3.107	20.714	51.536
3	2.436	16.238	67.775	2.436	16.238	67.775
4	2.280	15.201	82.976	2.280	15.201	82.976
5	2.138	14.250	97.226	2.138	14.250	97.226
6	.117	.780	98.006			
7	.089	.595	98.601			
8	.066	.437	99.038			
9	.053	.351	99.389			
10	.034	.227	99.616			
11	.025	.167	99.783			
12	.017	.110	99.893			
13	.008	.056	99.949			
14	.005	.033	99.982			
15	.003	.018	100.000			

Extraction Method: Principal Component Analysis.

Source: Field Survey

PCA have extracted 5 factors covering about 97.23% variations. The 1st factor covers 30.82% which is the most important and the other 4 factors are covering 20.71%, 16.24%, 15.2% and 14.25% respectively for Eigen value greater than 1.

Table 3: Component Matrix : Without Rotation

	Component				
	1	2	3	4	5
I often confused because there are many brands to choose	.638	.308		-.306	-.554
I always evaluate the product and proportionate price	.636	.344		-.302	-.546
It always confuses me when I have much information on different brands	.632	.329		-.313	-.549
I always buy the best quality of clothes	.553	-.496	-.412		.404
I always look after the quality not on price	.545	-.494	-.417	-.310	.417
Best quality of clothes will last long	.525	-.466	-.406	-.313	.451
I discuss with my friends and colleagues	.423	.767			.467
I collect information about price at different places	.418	.765			.464
I always collect information about recent brands and design	.423	.763			.464
I usually shop different brands	.584		.749		
It is fun to buy new clothes	.585		.747		
Buying clothes is a pleasant activity to me	.591		.737		
I usually purchase dress from reputed clothing brands	.550			.758	
I always buy the same brand	.561			.734	
Brand possess Special quality	.596			.708	

Extraction Method: Principal Component Analysis.

a. 5 components extracted.

Source: Field Survey

Considering the component matrix (Table no.3) without rotation we did not get any clear picture about the factor loadings of the component. For example component 1, 2, 3 are loaded in factor 1, 2, 4 and 5. So it is not possible to separate the factors distinctly as per components. In order to get a clear idea we have conducted PCA with varimax factor rotation.

Table 4: Component Score Coefficient Matrix

	Component				
	1	2	3	4	5
I always collect information about recent brands and design	.091	.246	.024	.038	.217
I collect information about price at different places	.090	.246	.026	.045	.217
I discuss with my friends and colleagues	.091	.247	.021	.038	.219
I often confused because there are many brands to choose	.138	.099	-.106	-.134	-.259
I always evaluate the product and proportionate price	.138	.111	-.111	-.132	-.255
It always confuses me when I have much information on different brands	.137	.106	-.109	-.137	-.257
It is fun to buy new clothes	.126	-.079	.307	-.072	-.011
I usually shop different brands	.126	-.080	.307	-.076	-.009
Buying clothes is a pleasant activity to me	.128	-.079	.302	-.069	-.004
I usually purchase dress from reputed clothing brands	.119	-.067	-.049	.332	-.052
I always buy the same brand	.121	-.065	-.042	.322	-.062
Brand possess Special quality	.129	-.076	-.059	.310	-.049
I always buy the best quality of clothes	.120	-.160	-.169	-.126	.189
I always look after the quality not on price	.118	-.159	-.171	-.136	.195
Best quality of clothes will last long	.113	-.150	-.167	-.137	.211

Extraction Method: Principal Component Analysis.

PCA: with Rotation

Table 5: Communalities

	Initial	Extraction
I always collect information about recent brands and design	1.000	.988
I collect information about price at different places	1.000	.990
I discuss with my friends and colleagues	1.000	.996
I often confused because there are many brands to choose	1.000	.969
I always evaluate the product and proportionate price	1.000	.984
It always confuses me when I have much information on different brands	1.000	.978
It is fun to buy new clothes	1.000	.988
I usually shop different brands	1.000	.993
Buying clothes is a pleasant activity to me	1.000	.977
I usually purchase dress from reputed clothing brands	1.000	.946
I always buy the same brand	1.000	.923
Brand possess Special quality	1.000	.943
I always buy the best quality of clothes	1.000	.966
I always look after the quality not on price	1.000	.984
Best quality of clothes will last long	1.000	.958

Extraction Method: Principal Component Analysis.

Source: Field Survey

It is found from the above table that the customers have given high priority for all the above factors.

Table 6 : Rotated Component Matrix^a

	Component				
	1	2	3	4	5
I discuss with my friends and colleagues	.991				
I collect information about price at different places	.988				
I always collect information about recent brands and design	.986				
I usually shop different brands		.987			
It is fun to buy new clothes		.984			
Buying clothes is a pleasant activity to me		.977			
I always evaluate the product and proportionate price			.977		
It always confuses me when I have much information on different brands			.975		
I often confused because there are many brands to choose			.970		
I always look after the quality not on price				.981	
Best quality of clothes will last long				.972	
I always buy the best quality of clothes				.968	
I usually purchase dress from reputed clothing brands					.965
Brand possess Special quality					.952
I always buy the same brand					.950

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.

a. Rotation converged in 5 iterations.

Source: Field Survey

(From Table no.6) Here we get the clear picture about the factor loading of the components. Factor 1 comprises 1st 3 questions about **information gathering** i.e. where verities of clothing are available. 2nd factor covers component related to **pleasant buying**. In factor 3 we have 3 components about **buying confusion**. In factor 4 we have 3 variables on **quality aspects** of readymade clothing. In factor 5 we have 3 components related to **brand behaviour**.

30% decision of buying readymade garments depends on the information gathering by him / her. 20% buying decision depends on the pleasant buying. 16% decision depends on buying confusion. Quality of clothing and brand covers 15% and 14% respectively of the influence of the buying decision.

CONCLUSIONS

Among 270 respondents, more or less both male and female respondents were same. The majority of the respondents (116) were in the age group of below 30 years and it comprises 43% of the total respondents. Highest number of respondents among female were in the age group of 31-40 years. It is found from the study that majority (34.07%) of the respondents were under graduate. In case of respondents occupation 31.5% were home maker and 30.4% were servicemen. Income level of the majority of respondents has monthly income above 40000. Most of the consumers (70.7%) belong to the nuclear family and their family members are 2-4. Those who earn more than Rs 40000 per month are expending more than Rs 25000 per annum for purchasing clothing. Majority of the customers (61.9%) purchase clothing occasionally. Most of the sample respondents (47%) purchase clothing themselves. In selecting dresses the most important factor to the customers are uniqueness, colours, brands, fittings, good quality of the clothing, comfort ability and latest designs. Customers below 20 years of age gave priority for fittings, uniqueness and latest designs.

On the basis of factor analysis it is found that the customers gave high priority for information gathering (information where varieties of clothing are available), pleasant buying, buying confusion, quality aspects and brand.

Retail managers should focus and strengthen of latest designs, colours, brands, good quality of garments, comfort ability for which customers gave high priority. Retailers also have to provide much information to the customers about their available product, reduce buying confusions, supply good quality of clothing of different brands and make friendly environment for pleasant buying.

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