



A study on the factor affecting consumer buying behaviour with reference to readymade cloths of selected brands

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Abstract

In this competitive age of business study about consumer buying behaviour has become one of the most significant challenge for each and every business organization. However it is important for both consumer as well as business organization. The present research study related with factors affecting consumer buying behaviour. There are many factors affecting consumer buying behaviour, in the present research study impact of demographic factors on consumer buying behaviour has been measured. The study was based on primary data which has been collected among the peoples who used to buy readymade cloth. The findings of the study indicates that all the demographic factors such as Age, gender, marital status and occupation have a significant impact on consumer buying behaviour.

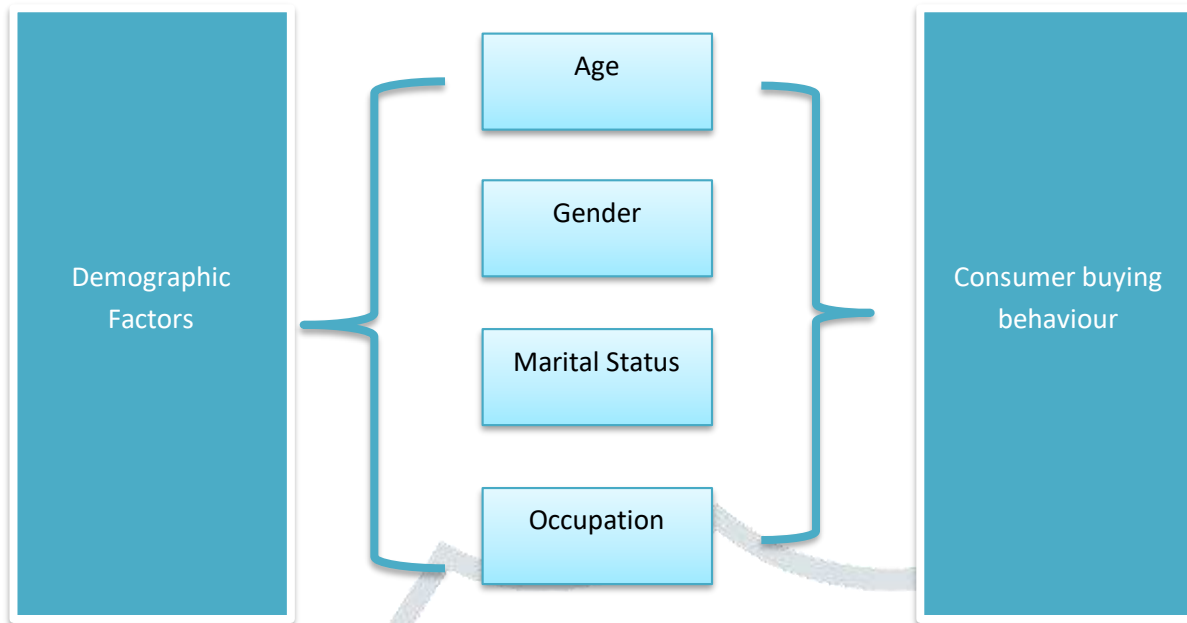
Keywords: Consumer Buying behaviour, Age, gender, Marital status, occupation

Introduction

In the present scenario of business study about consumer buying behaviour played a most significant role. However, it is important for both consumer as well as business organization. The study about consumer buying behaviour is a great challenge to the marketers because of their changing behaviour from product to product, person to person and place to place. However, it is most difficult because consumer decides what to purchase, when to purchase, from where to purchase and how much to purchase, on the other hand consumer is a king of the market because he decides the supremacy of the market and the actual market leader is always be elect by the consumer. Now a days each and every business organizations rapidly conducting marketing research in order to examine the changing buying behaviour of consumer for a particular brand and product. The present research study is based on the factor affecting consumer buying behaviour towards readymade cloths of selected brands. There are major amount of factors may be influence buying behaviour of the consumer such as psychology factors, economical factors, social factors, demographic factors etc. the present research study is related with the demographic factors like age, gender, marital status, occupation etc. The research study is based on primary data which has been collected by the survey method among the group of population on the retail outlets of selected brands.

Frame work for the study

The present study explore the impact of demographic factors on consumer buying behaviour towards readymade clothes of selected brands in the demographical factors study choose four factor such as age, gender, marital status and occupation. The frame work can be seen in the diagram.



Consumer buying behaviour

The consumer buying behaviour is a particular behaviour and attitude of the individual which is used on the time of making purchase decision. The buying behaviour of the consumer is largely impacts by the several factors and it may differ in the several conditions. However, it may be explore as “the attitude of the peoples which they use on the purchasing any goods and services is called a consumer behaviour”.

Literature Review

Kumar (2006): Conducted a research study to explore the relationship between various factors and consumer buying behaviour. In the findings of the study it has been explore that majority of the rural consumer give more preference to the quality of the product and services, which also indicates that the income level of consumers is increasing. However, the purchasing capacity of the consumer is also increasing. In the conclusive remark study mentioned that income is most significant factor which have high impact on the buying behaviour of the consumer.

Biesok G et.al., (2011): Has been conducted a research study to explore the impact of consumer behaviour on their satisfaction. The research study presented a idea that how the customer satisfaction is leads the customers loyalty. The research study was based on primary data which has been collected directly from the consumers of different places. In the finding of the study author explore that customer satisfaction is most important for each and every customer because it is directly related with their purchasing behaviour. However, study also explore that reason for changing behaviour of consumer is comes from their satisfaction.

Sheikh Quzzfai (2020), has been conducted a research study to explore the factor affecting the consumer behaviour. The purpose of this study to know the various factors which affect the consume behaviour towards goods and services. The study was conceptual in nature and based on secondary data. The findings of the study explore that there are four main factors which affect the buying behaviour of consumers such as personal factor, physiological factor, social factor and economical factor. Furthermore study also indicates that buying behaviour of the consumer affect at the different ages, life cycle stage and motivation & perception of the consumer also affect buying behaviour.

Adedeji Ajayi (2022), has been conducted a research study on factor affecting consumer buying behaviour. The purpose of this study to examine underline factors that influence the buying behaviour of consumer. The research was based on qualitative data which has been collected from various published research study. The findings of the study explore that among all the factors personal factors and economic factor are highly affected the consumer buying behaviour. Furthermore in the conclusive remark it has been indicates that buying behaviour of consumers is highly flexible in nature which may be change with the changing of product and services.

K.B Naveen kumar (2022), conducted a research study on factor influencing consumer buying behaviour. The objective of the study is to know the factors affecting the consumer buying behaviour towards goods and services and also to know how the factors affecting consumer buying behaviour. The qualitative approach has been use in study and secondary data for the study were collected from the published research paper. the findings of the study explore that many factors and charities which influence the consumers and their decision making process, purchasing habit, purchasing behaviour etc. furthermore study explore that after the identification of various factors companies may be develop the strategy for studying the consumer behaviour in future.

Sunday C. Eze et.al (2016), Conducted a research study on factors influencing consumer behaviour within clothing industry. The purpose of the paper is to explore the impact of sociological factors on consumer purchase behaviour in the clothing industry. The study develops a qualitative approach to exploring the various factors influencing consumer behaviour. In order to collect the data the semi-structures interviews has been conducted among the employees. The findings of the study suggested that the demographic and other factors such as quality, income and fund are highly related with consumer purchase behaviour.

Objective of the study

1. To study the relationship between the demographic factors and consumer buying behaviour towards age.
2. To study the relationship between the demographic factors and consumer buying behaviour towards gender.
3. To study the relationship between the demographic factors and consumer buying behaviour towards marital status.
4. To study the relationship between the demographic factors and consumer buying behaviour towards occupations.

Hypothesis of the study

H_{a1}: There is a significant relationship between demographic factor and consumer buying behaviour with respect to age.

H₀₁: There is a no significant relationship between demographic factor and consumer buying behaviour with respect to age.

H_{a2}: There is a significant relationship between demographic factor and consumer buying behaviour with respect to gender.

H₀₂: There is a no significant relationship between demographic factor and consumer buying behaviour with respect to gender.

H_{a3}: There is a significant relationship between demographic factor and consumer buying behaviour with respect to marital status.

H₀₃: There is a no significant relationship between demographic factor and consumer buying behaviour with respect to marital status.

H_{a4}: There is a significant relationship between demographic factor and consumer buying behaviour with respect to occupations.

H₀₄: There is a no significant relationship between demographic factor and consumer buying behaviour with respect to occupations.

Research methodology

Major amount of research study was conducted to explore the relationship between various factors and consumer buying behaviour towards readymade cloth of selected brand. All the previously conducted research study was based on different approach and methodologies. The present research study is analytical in nature which is based on primary and secondary data. However, the primary data for study were collected by the interview technique among the customers of readymade cloth and secondary data were collected from the various published sources.

Sample design

Sample for present study were collected by using the convenient method. In order to maintain the accuracy the data has been collected among the people of different area of Bhopal. The entire sampling process was adopted three steps

1. **Sample size:** The final questionnaire have been distributed among the 150 consumers of selected clothing brand. However, 136 questioner were found complete and correct. Hence sample size of the study was 136.
2. **Sampling method:** Convenient method of sampling were used to collect the sample among the group of consumers.
3. **Sample area:** Sample area for the study is limited up to selected retail outlet of readymade cloth in Bhopal city.

Measurement tools

Measurement tools of the study was Likert scale along with three options of each statements. Such as agree, neutral and disagree.

Data analysis tools

In order to test the hypothesis ANOVA test has been applied at 5% significant and 95% confidence.

Data analysis and testing of hypothesis

Hypothesis	Statement	Mean square	F	P Value	Result
H₀₁/H_{a1}	Relationship between age their buying behaviour	3.912	8.972	0.000	Significant
H₀₂/H_{a2}	Relationship between gender their buying behaviour	4.221	7.520	0.032	Significant
H₀₃/H_{a3}	Relationship between marital status their buying behaviour	4.864	11.187	0.006	Significant
H₀₄/H_{a4}	Relationship between occupation their buying behaviour	5.127	8.372	0.001	Significant

Findings and conclusions

The above table explore the relationship between various factors and consumer purchase decision. The various findings of the study are as under.

1. In the above table the impact of demographic factor on consumer buying behaviour with respect to age. Since the calculated value of f is **8.972**. Which is significant at 5% level of significant. However, in this case the study rejected the first null hypothesis and accepted the alternative hypothesis.
2. In the above table the impact of demographic factor on consumer buying behaviour with respect to gender. Since the calculated value of f is **7.520**. Which is significant at 5% level of significant. However, in this case the study rejected the second null hypothesis and accepted the alternative hypothesis.
3. In the above table the impact of demographic factor on consumer buying behaviour with respect to marital status. Since the calculated value of f is **11.18**. Which is significant at 5% level of significant. However, in this case the study rejected the third null hypothesis and accepted the alternative hypothesis.
4. In the above table the impact of demographic factor on consumer buying behaviour with respect to occupation. Since the calculated value of f is **8.37**. Which is significant at 5% level of significant. However, in this case the study rejected the fourth null hypothesis and accepted the alternative hypothesis.

Reference

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