A Study on Consumer Behaviour Among Retail Outlets in Chennai

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ABSTRACT

In this research paper researchers basically focused on behaviour of consumer mainly on purchasing pattern, frequency, price, period of purchase and various factors deciding the purchase. Researchers observed that the customers prefer retail outlets because of price discount, followed by colour, quality and fitting. Researchers have also observed that generally the customer purchase the product during festive season followed by off season. It was found that there is a significant difference between the expectations of coupons for purchasing readymade garments and income level of consumers.

KEYWORDS: Consumer behaviour, Consumer purchase preference, Frequency, Spending Pattern

1.1. INTRODUCTION

Consumer Behaviour is a set of activities which involves the purchase and use of goods and services which resulted from the customers' emotional and mental needs and behavioral responses. Schiffman defines consumer buying behavior as "the behavior that consumes display in searching for, purchasing, using, evaluating, and disposing of products and services that they expect will satisfy their needs

IMPORTANCE OF CONSUMER BEHAVIOUR

➢ Involvement of theory and model
➢ Buying decision process
➢ Forecasting new market
➢ Market segmentation
➢ Determination of pricing strategy
➢ Distribution decision

FOUR TYPES OF CONSUMER BUYING BEHAVIOR

Buying a tooth paste is totally different from buying a luxury car. The more expensive the good is the more information is required by the consumer. There are four types of consumer buying behavior on the basis of buyer involvement while purchasing any product.

PARTICULARS	HIGH INVOLVEMENT	LOW INVOLVEMENT
Significant differences between brands	Complex buying behavior (motor cycle)	Variety seeking behavior (washing detergent)
Few differences between brands	Dissonance buying behavior (floor tiles)	Habitual buying behavior (toothpaste)

1.2. STATEMENT OF THE PROBLEM

The most important statement is to identify the need of customers, what kind of apparels they like to wear. As we know that market, segmentation has become an important tool used by retailers and marketers for identifying target customers. Segmentation has become a major tool of companies for planning marketing strategies. Segmentation research has several objectives that include analyzing markets, finding a niche, and developing and capitalizing on

a superior competitive position. Therefore, its clear forms the report that, the branded apparel will have great significance in the market. Hence, the research is planned to identify consumer preferences, buying behavior, reasons to go for branded garments, and so on.

The present study was started with an aim to study the behavior of male shoppers in Chennai City in purchasing branded men's garments. Hence from this study it would be

helpful for the garment industry to identify the various factors that lie behind the college students in purchasing men's garments.

1.3. OBJECTIVES OF THE STUDY
PRIMARY OBJECTIVE
"A study on Consumer Buying Behaviour towards readymade garments at retail outlet in Chennai city.

SECONDARY OBJECTIVES
➢ To study the various factor which affect consumer behaviour while they purchase readymade garments.
➢ To study the consumer opinion on information gathering, purchasing decision and shopping behavior of readymade garments.
➢ To study the level of consumer expectation towards the buying behavior of the readymade garments
➢ To examine the shop attributes that influence the consumer buying decision of readymade garments.
➢ To study about demographic details of consumer buying patterns of readymade garments.

1.4. NEED OF THE STUDY
➢ Rapid increase of young population between the age group of 20-40 paves the way for availing and purchasing the Branded Readymade Garment. At this juncture, need to assess the factors influence the customers towards purchase of branded readymade garments through online mode.
➢ Marketers have come to realize that their effectiveness in meeting consumer needs directly influences their profitability the better they understand the factors underlying consumer behavior, the better able they are to develop effective marketing strategies to meet consumer needs.
➢ The most important reason for studying consumer behavior is the significant role it plays in our lives. Much of our time is spent directly in the market place, shopping or engaging in other activities. The study will focus on different factors affecting buying behavior and preference of men during a purchase of their garment in Chennai city.
➢ It will also helpful to new entrepreneurs who are willing to start the business in women's garment. This will provide them to know about the existing customers as well as the future expectations in same segment.
➢ The research findings will be helpful in knowing the buyers' perception towards branded readymade garments. This is turn will help in knowing their attitudes towards price, product, brand awareness, the market scenario of the branded readymade garments, potential customers etc.

1.5. SCOPE OF THE STUDY
➢ The research was planned to cover areas like consumer awareness, Preference Level, Shopping Particulars, Reasons for buying, and factors influencing Buying Behavior.
➢ The present study also focused on investigating impact of promotion schemes on consumer responses in purchasing readymade garments. Additional research is needed to confirm whether similar results can be observed with other product categories such as small electronics and groceries.
➢ This research provides me with an opportunity to explore in the field of textile shop in Chennai and the

various strategies used by the companies in the ever evolving increase in the sales of the industries.
➢ This research also provides the feedback of the customers which will be essentially turned into important tasks in the near future for the companies.
➢ The study will be of importance to readymade garments as it will help them to take better customer retention measures. In addition, the study will be a great help to research agencies, academicians, firms in retailing, consumers, business school students, etc.

2.1. REVIEW OF LITERATURE
(Rajput et al, 2015) A clear understanding of preferences of consumers will help the marketer to attract and maintain their target consumer group in better way. Price, fitting, income level of consumers are significant factors and some factors which are found to be insignificant are status, durability, and celebrity endorsement, can be ignored by the apparel retailers in their efforts to tap and capture the market. The customers purchase readymade garments mostly during discount period. Price, Quality and design are the important factors considered by them while shopping.

Ali et al, (2016). The family structure is also the most influencing factor for buying behavior while the advertisement was rated at the lowest. A buyer must have an internet access to shop. Researchers investigated electronic shopping in terms of choosing identical garments while buying online and offline, display of product, available data and information, visual merchandising, website and mobile apps ease of use and consumer having internet access. Sight and touch are essential senses responsible for purchase decision of textile and apparel products. Purchaser always likes to feel the handle of and see closely the purchased textile product.

Tinsley, Robert Nigel (2016) stating that the recent history of small shop and independent retailing has been one of decline. The aim of the investigation was to develop a model of marketing mix effectiveness that may be applied in small-scale retailing.

Hathcote, Jan Montgomery (2017) the research hypotheses were divided into 2 major divisions. Two hypotheses dealt with price and income demand elasticities and how these elasticities affect quantities of apparel demanded. The second group of hypotheses examined eight factors that may affect apparel profitability. The factors included: (1) brand (2) country of origin, (3) classification of departments; (4) fashion ability, (5) initial retail price, (6) methods of purchase, (7) type of item (basic versus new) and (8) quality. The directions of elasticities were positive for income and negative for prices as economic theory suggests.

Lee, Myung-Sik (2017) predicted that the behavior of individual consumer is an essential element in the analysis of products and marketing opportunities. In particular, the development of new products requires predicting the complicated attributes of choice behavior.

3.1. RESEARCH DESIGN
A research design is purely and simply the framework or plan for a study that guides the collection and analysis of data. It is a blue print that is followed in completing a study.

Descriptive Research Design

Descriptive research design includes surveys and fact findings, enquires of different kinds. The major purpose of Descriptive research is description of state of affairs, as it exists at present.

3.2. SAMPLING METHODOLOGY

A. Population: The population of the study consists of the different customers like government Employees, profession, Students & businessman purchasing readymade garments from login menswear in Chennai city.

B. Sampling frame: The frame describes the population in terms of sampling units. Samples are drawn from lists are called as sources lists \ sampling frames. The list of existing consumers was provided by the showroom along with demographic details.

C. Sampling Unit: It is a set of elements considered for selecting a sample. In this research, we have taken survey from consumers from retail outlet.

D. Convenience sampling: The sample comprises subjects who are simply available in a convenient way to the researcher. It is also called as chunk.

E. Sample Size: A total of 81 respondents were chosen for the study.

3.3. DATA COLLECTION METHODS

➢ **Primary Data**

Primary data are generated by a study specifically designed to accommodate the needs of the problem at hand. The methods used were direct survey from the buyers purchasing readymade garments from login menswear in Chennai city.

➢ **Secondary Data**

Secondary data are those, which are not collected specifically for solving the problem currently being investigated. Here secondary data were collected from the records available in the company website, magazines, books, journals, periodical reports of the company and through the internet.

DATA COLLECTION RESEARCH INSTRUMENT:

Questionnaire: A questionnaire is a research instrument consisting of a series of questions and other prompts for the purpose of gathering information from respondents. It is a device for securing answers to questions by using a form which the respondent fills by himself.

PILOT STUDY:

The term 'pilot studies' refers to mini versions of a full-scale study (also called 'feasibility' studies), as well as the specific pre-testing of a particular research instrument such as a questionnaire or interview schedule. A pilot study consists of 10 sample size were carried out which shows the research instrument is found to be more reliability and validity.

3.4. HYPOTHESIS & STATISTICAL TOOLS

Hypothesis 1: There is no association between the frequency of purchasing the readymade garments and marital status of the consumer

Hypothesis 2: There is no significant difference between the age of the consumer and the perception towards various factors affecting the buying behavior of the readymade garments.

Hypothesis 3: There is no significant difference between the age of the consumer and their opinion towards information gathering, purchasing decision and shopping behavior of readymade garments.

Hypothesis 4: There is no significant difference between the expectations of coupons for purchasing readymade garments and income level of buyers.

Hypothesis 5: There is no significant difference between mean ranks towards the factors while purchasing of readymade garments from login menswear.

Hypothesis 6: There is no significant difference between the mean ranks towards important factors while purchasing readymade garments by the customers.

STATISTICAL TOOLS:

1. PERCENTAGE ANALYSIS
2. RELIABILITY TEST
3. CHI SQUARE ANALYSIS
4. ONE WAY ANOVA ANALYSIS
5. KRUSKAL-WALLIS TEST/ H-TEST

3.5. LIMITATIONS OF THE STUDY

➢ A time constraint is unavoidable limitation of this study.
➢ Financial problem is also there in completing this project.
➢ Inadequate disclosure of information is also the problem.
➢ Some of the respondents might have answered in biased manner.
➢ The respondents were reluctant to fill the questionnaire due to their schedule.

DATA ANALYSIS INTERPRETATION

4.1. PERCENTAGE ANALYSIS

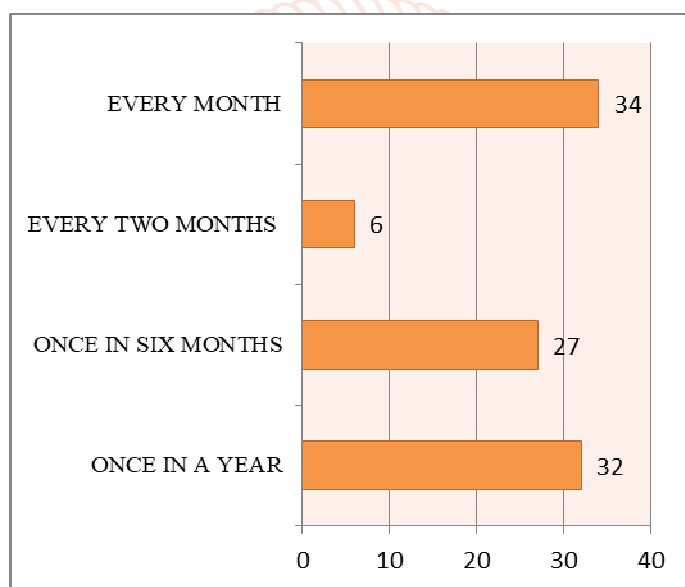### 4.1.1. TABLE SHOWING THE TYPE OF READYMADE GARMENTS PURCHASE BY THE CONSUMER

Particulars	No. of Respondents	Percentage
SHIRTS	29	36
COAT & JACKETS	5	6
JEANS & TROUSERS	36	44
UNDERWEAR	11	13
TOTAL	81	100
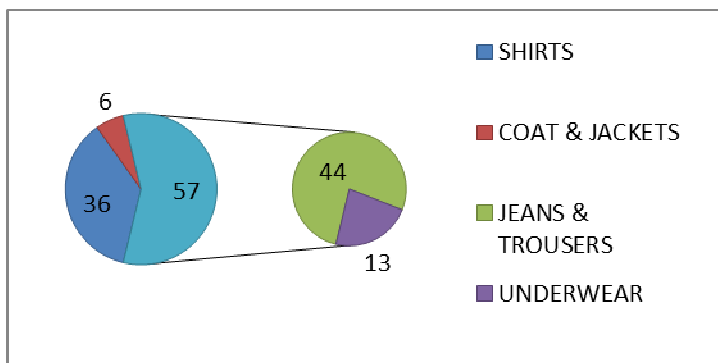
INFERENCE: From the table it shows that 36% of respondents purchasing shirts and 6% purchasing coat & jackets 44% purchasing jeans & trousers and 13% purchasing underwear from the shop.

### 4.1.2. TABLE SHOWING FREQUENCY OF PURCHASE READYMADE GARMENTS BY THE CONSUMER

Particulars	No. of Respondents	Percentage
Once in a year	26	32
Once in six months	22	27
Every two months	5	6
Every month	28	34
TOTAL	81	100

INFERENCE: From the table it shows that 32% of respondents saying the purchasing of readymade garments once in a year and 27% says once in six months, 6% saying once in two months and 34% saying every month.

### 4.1.3. TABLE SHOWING THE PERIOD OF PURCHASE BY THE CONSUMER

Particulars	No. of Respondents	Percentage
Festival season	48	60
Off season	20	25
Autumn season	7	8
Spring season	6	7
TOTAL	81	100
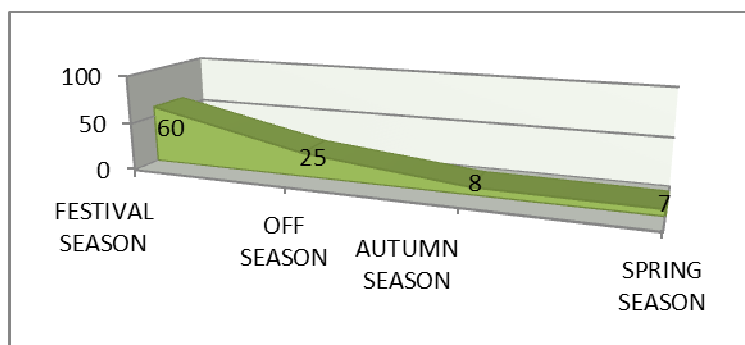
INFERENCE: From the table it observed that 60% of respondents purchasing during festival season, 25% purchasing off season, 8% purchasing during autumn season and about 7% during spring season.

4.1.4 TABLE SHOWING THAT FACTORS DECIDING FOR THE PURCHASING OF READYMADE GARMENTS BY THE CONSUMERS

Particulars	No. of Respondents	Percentage
PRICE	28	35
COLOR	20	25
DESIGN	15	18
QUALITY	12	15
FITTING	6	7
TOTAL	81	100
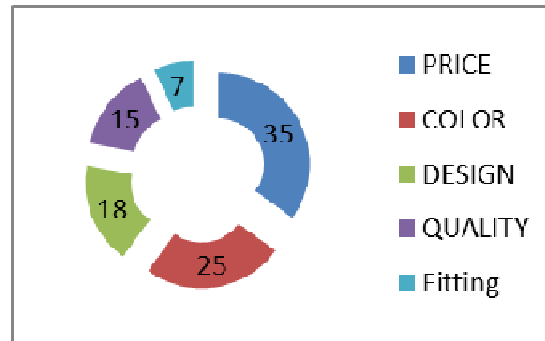
INFERENCE: From the table it observed that 35% of respondents saying price, 25%are saying color, 18% saying design and 15% saying quality towards the factors deciding to purchase to readymade garments by the consumers.

4.2. RELIABILITY TEST

Case Processing Summary			N	%
Cases		Valid	5	50.0
		Excluded[a]	5	50.0
		Total	10	100.0
a. Listwise deletion based on all variables in the procedure.				

Reliability Statistics	
.881	60

INFERENCE: The Cronbach's alpha coefficient for 60 items is 0.881 suggesting that the items have high level of internal consistency.

4.3. CHI-SQUARE TEST
Null hypothesis (Ho): There is no association between the frequency of purchasing the readymade garments and marital status of the consumer

Alternate hypothesis (H_1): There is association between the frequency of purchasing the readymade garments and marital status of the consumer

Chi-Square Tests			
	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	47.526[a]	3	.000
Likelihood Ratio	64.334	3	.000
Linear-by-Linear Association	.318	1	.573
N of Valid Cases	81		
a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 6.32.			

INFERENCE: The Pearson chi square significant value is 0.000 which is less than 0.05. Hence Reject Null hypothesis. There is association between the frequency of purchasing the readymade garments and marital status of the consumer

4.4. ONE WAY ANOVA TEST
Null hypothesis (H_0): There is no significant difference between the age of the consumer and the perception towards various factors affecting the buying behavior of the readymade garments.

Alternate hypothesis (H₁): There is significant difference between the age of consumer and the perception towards various factors affecting the buying behavior of the readymade garments.

ANOVA						
		Sum of Squares	Df	Mean Square	F	Sig.
RATINGS FOR BRAND	Between Groups	56.745	3	18.915	176.703	.000
	Within Groups	8.242	77	.107		
	Total	64.988	80			
RATINGS FOR COMFORT	Between Groups	12.462	3	4.154	9.702	.000
	Within Groups	32.970	77	.428		
	Total	45.432	80			
RATINGS FOR CLIMATE SUITABILITY	Between Groups	175.030	3	58.343	136.260	.000
	Within Groups	32.970	77	.428		
	Total	208.000	80			

INFERENCE: Here p values is lesser than 0.05. Hence reject null hypothesis. Therefore there is significant difference between the age of consumer and the perception towards various factors affecting the buying behavior of the readymade garments.

4.5. KRUSKAL-WALLIS TEST

Null hypothesis (Ho): There is no significant difference between the expectations of coupons for purchasing readymade garments and income level of buyers.

Alternate hypothesis (H₁): There is significant difference between the expectations of coupons for purchasing readymade garments and income level of buyers.

RANKS			
	INCOME LEVEL	N	Mean Rank
EXPECTATION FOR COUPONS	BELOW RS 10000	33	17.00
	30001-50000	32	57.50
	ABOVE 50000	16	57.50
	Total	81	

Test Statistics[a,b]	
	EXPECTATION FOR COUPONS
Chi-Square	63.725
Df	2
Asymp. Sig.	.000
a. Kruskal Wallis Test	
b. Grouping Variable: INCOME LEVEL	

INFERENCE: Since *p*-value = 0.000 ≤ 0.05 = α, we reject the null hypothesis. At the α = 0.05 level of significance, there exists enough evidence to conclude that there is significant difference between the expectations of coupons for purchasing readymade garments and income level of buyers.

5.1 FINDINGS OF THE STUDY

➤ It shows that 36% of respondents purchasing shirts and 6% purchasing coat & jackets 44% purchasing jeans & trousers and 13% purchasing underwear from the shop.

➤ It shows that 32% of respondents saying the purchasing of readymade garments once in a year and 27% says once in six months, 6% saying once in two months and 34% saying every month.

➤ It shows that 25% of respondents purchasing below Rs. 300, 33% purchasing Rs 301-500, 30% purchasing Rs. 501- 650 and 12% purchasing above Rs 650 from the shop.

➤ It observed that 35% of respondents saying price, 25% are saying color, 18% saying design and 15% saying quality towards the factors deciding to purchase to readymade garments by the consumers.

➤ The reliability of the study is interpreted as the cronbach's alpha coefficient for 38 items is 0.902 suggesting that the items have high level of internal consistency.

➤ From Chi square test, it is observed that, there is association between the frequency of purchasing the readymade garments and marital status of the consumer

➤ From one way Anova test it is observed that, there is significant difference between the age of consumer and the perception towards various factors affecting the buying behavior of the readymade garments.

➤ Krukal Wallis test reveals that there is significant difference between the expectations of coupons for purchasing readymade garments and income level of buyers.

5.2. SUGGESTIONS AND RECOMMENDATION

➤ It is suggested that retail outlet need to start by making inventory available online on their products and share it online with online portals.

➤ It was observed in the study that majority of the buyers purchase readymade garments during festivals and on good occasions like summer seasons. So retail outlets

should start aggressive promotion campaign well before these events and during the events.

➢ Many people seek salesmen advice before purchasing a garment. Hence retail outlet should use salesmen as medium of publicity of brand.

➢ Price sensitivity of consumer varies with the income level and age groups. Therefore, available stock should be in the different price range.

➢ It has been observed that discount and sale are preferred more by the consumers. Therefore, while designing promotion scheme they should be given due weightage.

➢ The retail outlets should respond to the respondent's complaint in time and can adopt the door delivery service in order to increase the level of customer satisfaction.

➢ The retail outlets should also encourage gifts and coupons apart from discounts.

5.3. CONCLUSION

In the midst of cut-throat marketing competition, every producer as well as marketer attempts to obtain a potential market share by making answers to all their personal needs and desires. Purchasing of consumable goods which mainly depends on style, choice and fashion of the modern civilization, especially, the ready-made garment is based on consumers' psychology whether to make demand or not. Therefore, it has become very crucial that shop of readymade garments should be familiar with the perceptions and attitudes of the respective consumer.

Indian consumers today are more aware and knowledgeable than ever before. An understanding of consumer attitude and behavior enables the shop to take marketing decisions which are compatible with its customer needs. In the present economic conditions the readymade garments industry has witnessed a greater importance. Hence the researcher has analysed the behavior of the customers related to readymade garments. The changing life style and psychographics of these customers will generate demand and need for the products. The new markets and resultant demands will be strong influences on the car industry. Therefore readymade garments manufacturers and marketers need to employ innovative mechanisms for reaching out to these customers so as to be able to position and sell their products in larger volumes to attain greater profitability.

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