



A STUDY ON CONSUMER APPAREL BUYING BEHAVIOUR

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ABSTRACT

Due to the proliferation of media, the growth of the smart phone industry, increased internet usage, increased access to information, increased exposure, smaller families, and ambitions for a higher standard of living today, people are more cognizant of their lives now that they have more disposable income. Due to digitization and increase in the number of malls, people are now left with a plethora of choices for apparel purchase. This paper studies the consumer buying behaviour of apparel buyers. With a sample size of 331 selected on convenience basis, the findings of the study revealed that majority of the sample preferred to purchase online over offline modes. Also the buying pattern varies significantly across genders. Moreover it is seen that festive offers have a great influence over apparel customers in a way that if customers finds the offers lucrative, they are willing to go above budget. Also there is a considerable difference in the purchase behaviour across specific age groups with or without festive offers. It is also founded out that the majority of the sample agreed that income has significant influence on their decision to make a purchase.

KEYWORDS:- Consumer buying behaviour, apparels, fashion sector, festive, peer influence, purchase.

1. INTRODUCTION

The global fashion sector is currently one that is expanding quickly in India as well as world. India's fashion sector is at present seen as being thriving. Due to Indians' increasing fashion consciousness over the recent times, the country's fashion business has flourished. The limited lifespan of fabrics in the clothing retail industry, fierce fight, and internationalization all contribute to balanced consumer habits and a variety of marketing issues for retailers. Producers and merchants must create successful marketing plans to flourish in this market. It has been highlighted that fashion trends in India have had a significant impact on the market for fashion garments.

Due to designer brands, customization, promotion, and diversity in the international market, the fashion garment industry has evolved. Fashion apparel producers and merchants will be better equipped to draw in and keep their market segment if they can pinpoint consumer consumption patterns. Even though the literature has extensively covered the multiple aspects of the proposed study of consumer attitude, this research aims to improve the viewpoint of the retailer and the producer in steering buying intentions among consumers in India with variables such as value and prestige, price elasticity, and several other brands.

The West has a massive impact on the contemporary buying habits of middle- and upper-class consumers in metropolitan India, particularly among women. The favourable attitude toward foreign trends is growing. The customers in India has significantly expanded in both receptivity and willingness to try new things. Indian consumers readily embrace international products. Millions

around the world, not just in developing nations, work in the multi-dollar fashion business. Because of this shifting environment, customers are greatly impacted by these abrupt changes..

- Apparel market revenue of 87.60 billion dollars in 2022. The market is anticipated to expand by 5.10% yearly (CAGR 2022-2026).
- Women's apparel will be the leading market sector, with a valuation of 39.51 billion dollars in 2022.
- In a global comparison, most of the revenue comes from the United States (\$312.00 billion in 2022).
- For the total population data, 62.28 dollars per capita income is obtained in 2022.
- The ready-to-wear market is expected to reach 37,646.5 million units. until 2026. In terms of volume, the ready-to-wear market is anticipated to rise by 9.8% in 2023.
- In the apparel industry, the average number per capita is anticipated to be 21.9 in 2022.
- In 2022, 99% of apparel sales will not be luxury.

2. OBJECTIVES OF THE STUDY

- To assess the preference of consumer buying online & offline of apparel product.
- To study the significance influence of gender, age group & their purchase decision with or without festive offers.
- To study the impact of variables genders, monthly income and peer influence on consumer behaviour of apparel.



3. RESEARCH METHODOLOGY

Research Design: The descriptive research design was adopted by the researchers. Both primary and secondary data were collected for the study. The questionnaire consisted of 16 questions was circulated among respondents. 331 samples were collected at random to know about their apparel purchase preferences relating to online, offline and also influence of festive offers on purchase decision.

Statistical tools: To meet the objectives, statistical tools like frequency counts, percentages and chi square test was used.

4. REVIEW OF LITERATURE

- **Ruchika Joshi et al (2020)**, The objective of this research is to understand consumers' purchasing behaviour towards branded clothing and to understand the factors that influence the purchasing decision. Quality, design, exclusivity, comfort and brand image were found to be important purchasing factors, while factors such as status symbols and advertising were considered unimportant.
- **Maran, Badrinarian et al (2018)** used research to analyze consumer behavior towards ready-to-wear by age and income level. The results of the study showed that quality is the most important factor and the other secondary factors are color, design, style, price and comfort. Consumers prefer designer clothes because they meet their expectations. Moreover, the level of income at the time of purchase is also a crucial factor for the consumer.
- **Sreerekha et al (2018)** conducted a study in the city of Coimbatore to investigate the relationship between several variables that determine branded clothing buying behavior. The objective of the study was to examine the garment industry in India and examine the various demographic, psychological and socio-economic factors influencing consumer choice. The researchers also looked at the impact of advertising

activity, gender, and peer influence on consumers. The study showed that consumers consider product quality and price as decisive factors in their purchasing decision. Properly pricing a product based on competitors' prices is crucial for long-term brands.

- **Narayanan. N.R (2018)** in his study “Studying Consumer Attitudes Against Holiday Clothing Sales” found that most consumers prefer trendy clothes and innovative designs during the holiday season.
- **Kumar et al (2017)** showed that age is a key factor in purchasing and has a critical impact on consumption patterns and decisions. The level of income influences the purchasing behavior of consumers. Overall, the study concluded that Ludhiana consumers are attracted to fashion and brands.
- **Namrata Anand et al (2014)** The report emphasises the need of research in the garment industry to harness this potential despite significant consumer demand for apparel and its active role in driving innovation. Acknowledging the purchasing habits of apparel consumers is crucial for apparel suppliers and retailers to be able to more successfully meet this market.
- **Verma, A. P. et al (2011)** This study estimates the segment value of some successful brands in the Indian market. Serve medium to high potential consumers who can appeal to international and domestic brands in an Indian context. The result shows that as revenue increases, people simply discover the brand. Brands and people alike would benefit from being conscious of the nuances of the environment and willing to embrace the possibilities.

5. ANALYSIS & INTERPRETATION

The collected data was edited, coded, tabulated and interpreted using chi square as the statistical method.

TABLE 1; - GENDER OF THE PARTICIPANTS

S.NO	GENDER	NUMBER	%
1	Male	180	54%
2	Female	151	46%
Total		331	100%

There are a total of 331 respondents out of which 180 are males, 151 are females.

TABLE 2:- TABLE SHOWING THE RESPONDENTS OPINION ON THE STATEMENT, “WHERE DO YOU PREFER TO BUY CLOTHES”

S.NO	GENDER	NUMBER	ONLINE	OFFLINE	ONLINE PERCENTAGE	OFFLINE PERCENTAGE
1	Male	180	132	48	40%	14%
2	Female	151	103	48	31%	15%
Total		331	235	96	71%	29%



Out of 331 respondents , 235 prefers to buy online which is 71% of the total sample size and only 96 prefers to buy offline which 29% of the total sample size.

TABLE 3:- TABLE SHOWING THE RESPONDENTS OPINION ON THE STATEMENT “DOES YOUR FRIENDS OR RELATIVE'S BUYING BEHAVIOUR AFFECT YOUR CHOICES AND PREFERENCES TOO”

S.NO.	OPINION	NUMBER OF RESPONDENTS	%
1	Strongly Agree	94	28%
2	Agree	101	31%
3	Neither agree nor disagree	95	29%
4	Disagree	33	10%
5	Strongly Disagree	8	2%

Out of 331 respondents, 33 respondents disagree and 8 respondents strongly disagree with the question that their friends or relative’s buying behaviour affect their own choices

and preferences too. In contrast, 101 respondents agree and 94 respondents strongly agree that their friends or relative’s buying behaviour affect their own choices and preferences.

Null and Alternative Hypothesis

H0; - There is no significant difference in the purchase decision across genders with and without festive offers.

H1; - There is significant difference in the purchase decision across genders with and without festive offers.

TABLE 4: - χ^2 (CHI SQUARE) TABLE SHOWING THE RELATIONSHIP BETWEEN DEPENDANT AND INDEPENDENT VARIABLE.

Gender/Opinion	Depends	Purchase it anyway	Wait for Festive Offers	Total
Male	62	69	49	180
Female	55	40	56	151
Total	117	109	105	331

The table shows that out of 180 males, 49 of the respondents wait for the festive offers if they like something to get, 69 of the respondents purchase it anyway without any offer or festive and the purchase decision depends for 62 respondents & out of 151 females, 56 of the respondents wait for the festive offers if they like something to get, 40 of the respondents purchase it anyway without any offer or festive and the purchase decision depends for 55 of the respondents.

The calculated Σ value here is 6.21. As the degree of freedom is 2, the table value of χ^2 becomes 5.991.

Hence, Calculated value 6.21 > Tabular Value 5.991.

As calculated value is greater than the χ^2 critical value at 5% level of significance, we accept the alternative hypothesis and reject null hypothesis.

So, we can infer that, there is significant difference in the purchase decision across genders with and without festive offers.

Null and Alternative Hypothesis

H0; - There is no significant difference in the buying behaviour across certain age groups with or without festive offers.

H1; - There is significant difference in the buying behaviour across certain age groups with or without festive offers.

TABLE 5: - χ^2 (CHI SQUARE) TABLE SHOWING THE RELATIONSHIP BETWEEN DEPENDANT AND INDEPENDENT VARIABLE.

Age group/Opinion	Depends	Purchase it anyway	Wait for Festive Offers	Total
15 - 20	1	6	7	14
21-25	63	61	51	175
26-30	36	41	27	104
31-35	10	0	16	26
35+	7	1	4	12
Total	117	109	105	331

The Table shows that

Out of 14 respondents from **age group 15-20**, 7 of the respondents wait for the festive offers if they like something to get, 6 of the respondents purchase it anyway without any offer or festive and the purchase decision depends for 1 respondent.

Out of 175 respondents from **age group 21-25**, 51 of the respondents wait for the festive offers if they like something to get, 61 of the respondents purchase it anyway without any offer or festive and the purchase decision depends for 63 of the respondents.



Out of 104 respondents from **age group 26-30**, 27 of the respondents wait for the festive offers if they like something to get, 41 of the respondents purchase it anyway without any offer or festive and the purchase decision depends for 36 of the respondents.

Out of 26 respondents from **age group 31-35**, 16 of the respondents wait for the festive offers if they like something to get, 0 of the respondents purchase it anyway without any offer or festive and the purchase decision depends for 10 of the respondents.

Out of 12 respondents from **age group 35 and above**, 4 of the respondents wait for the festive offers if they like

something to get, 1 of the respondents purchase it anyway without any offer or festive and the purchase decision depends for 7 of the respondents.

The calculated Σ value here is 27.96. As the degree of freedom is 8, the table value of χ^2 becomes 15.507.

Hence, Calculated value 27.96 > Tabular Value 15.507.

As calculated value is greater than the χ^2 critical value at 5% level of significance, we accept the alternative hypothesis and reject null hypothesis.

So, we can infer that, there is significant difference in the buying behaviour across certain age groups with or without festive offers.

TABLE 6:- TABLE SHOWING THE RESPONDENTS OPINION ON THE STATEMENT “DOES FESTIVALS OFFERS INFLUENCE YOUR PURCHASE DECISION”

S.NO.	OPINION	NUMBER OF RESPONDENTS	%
1	Strongly Agree	78	24%
2	Agree	130	39%
3	Neither agree nor disagree	78	24%
4	Disagree	28	8%
5	Strongly Disagree	17	5%
TOTAL		331	100%

Out of 331 respondents, 28 respondents disagree and 17 respondents strongly disagree that their purchase decision did not get influenced by the festival offers. In contrast, 130 respondents agree and 78 respondents strongly agree that their

purchase decision get influenced by the festival offers while 78 of the respondents neither agree nor disagree on the question “Does festivals offers influence your purchase decision”.

TABLE 7:- TABLE SHOWING THE RESPONDENTS OPINION ON THE STATEMENT “DOES THE INCOME OF THE INDIVIDUAL AFFECT PURCHASE DECISIONS”

S.NO.	OPINION	NUMBER OF RESPONDENTS	%
1	Strongly Agree	117	35%
2	Agree	121	37%
3	Neither agree nor disagree	71	21%
4	Disagree	12	4%
5	Strongly Disagree	10	3%
TOTAL		331	100%

Out of the respondents, 35% of respondents strongly agree and 37% of the respondents agree that the income of an individual affect the purchase decisions and in contrast 4% of the respondents disagree and 3% of the respondents strongly disagree that the income of an individual doesn't affect the purchase decisions.

6. MAJOR FINDINGS OF THE STUDY

The findings of the study revealed that:

- Over 71% of the total sample size prefer to buy online whereas 29% of the total sample size prefers to buy offline.
- The purchase decisions made by genders with and without Festive offers differ significantly.
- The majority of respondents agreed that a person's income has a significant influence on their decision to make a purchase.

- The majority of those surveyed believe that festival offers affect their purchasing choices.
- There is a considerable difference in the purchase behaviour across specific age groups with or without festive offers.
- The majority of respondents from the entire sample size believe that their social environment and way of life have an impact on their purchasing decisions.
- Well over 50% of respondents from the entire sample size feel that comparing clothes when shopping online is challenging.
- Several respondents from the entire sample believe that if the offers are particularly alluring, they will go above their budget.

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