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A STUDY ON CONSUMER BUYING BEHAVIOUR TOWARDS APPARELS IN HYDERABAD

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ABSTRACT
Alongwithfood,waterandshelter,apparelhasbecomeoneofthebasicnecessityforhumans. Apparel reflects people's lifestyle, social and economic status. Marketers should be able to collect information aboutwhypeoplechooseoneappareloverother,howtheymakedecisions,howcompanies should use this knowledge to provide value to customer. Behind the visible act of purchasing lies a process that must be investigated (consumer decision making process). Consumer purchase behaviour depends on many factors like demographics, income, social environment, reference groups etc.
Bystudyingconsumerbehaviouronapparel,managementmustbecapableoftakingdecisionsregardingthebrandstobeplaced,amountofstocktobemaintainedandstrategiesregardingpricingandmarketing.In this study, Shopping behaviour of respondents in Hyderabad was studied. Their taste and preferences were found, conclusions are drawn and suggestions were given for better performance of marketers.
KEYWORDS: *Apparels, consumer behaviour, strategies.*

INTRODUCTION

IndianApparelindustryisasecondlargestindustryafterIT.Itprovidesemploymenttoabout15million people across rural as well as urban. Today fashion industry is rapidly growing industry in the world. According to Pawankumar's Analytical study on consumer buying behavior towards fashion apparels, for the last few decades the fashion industry in India is experiencing a boom due to increasing consciousnessforfashionamongIndians.Ithasbeennoticedthattheapparelmarkethasbeenextremely influenced by western trends in India. Fashion apparel industry has become more diverse by fashion brands, personalization and advertisement in the global marketplace. If consumers' preferences can identify by manufacturers they achieve better customer satisfaction and gains marginseasily.

According to Kotler, "Consumer behavior is the study of how individuals, groups and organizations select, buy, use and dispose of goods, services, ideas, or experiences to satisfy their needs and wants". According to a study on Impact of age on purchase behavior of luxury brands by Srinivasan expressed the actions an individual takes in purchasing and using products and services, including the mental and socialprocessesthatprecedeandfollowtheseactionsareoftenknownasconsumerbehaviour.Itanswers questions such as: (i) Why people choose one product or brand over another? (ii) How they make these choices,and(iii)HowcompaniesusethisknowledgetoprovidevaluetoconsumersConsumerpurchase decision process: Behind the visible act of making a purchase,

lies a decision that must be investigated. Inmakingapurchasedecisionbuyerpassesthroughsever alstageslikeproblemrecognition,information search, alternative evaluation, purchase decision, post purchase behavior.

Objectives of this study are:
1. To understand factors influencing consumer buying behaviour.
2. To know whether consumer buying behaviour depends on pre-purchase customer services.
3. To make strategies related to pricing, marketing, advertisement.
4. To know the segment of consumers to the company.
5. To plan the marketing and distribution process to the consumers.

LITERATURE REVIEW

Philip Kotler(1967) stated to satisfy the wants and needs of the target customer is the main objective of marketing. Consumer behavior is a subject that deals with the factors that have an effect on the buying behavior of a consumer. It provides a concept that how consumer choose, purchase and use product and servicetosatisfytheirneedsanddesires.Reichheld(1996)havediscoverednumerousfactorsinfluencing shopper's behaviour as customers expectation move incessantly upward, it is imperative for the retailers to avoid the complaints that invariably cause customer dissatisfaction. Memon (2006) from his study, to trace the impact of private level brands on marketing dealing in garments considered only two retail brands Westside and Pantaloons in Hyderabad city and accepted the hypothesis that folks are ready to switch over to other brands if the same facilities are available. Fairhurst(2010) expressed that the perception of fashion varies among completely different generations. Younger individuals typically like abetterrangeoflowquality,lowcostandtrendyclothes,co mparedtotheoldergenerationwhichprefers to get a fewer range of higher quality clothes. Radha Krishna(2012) proposed a conceptual model and considered the influence of various marketing and

demographic factors on consumers" habitual buying behaviourtowardsbrandedarticles.Butidentificationof factors,existenceofwhichindulgesconsumers to go for organized retail apparel brands are still left unturned. Lahiri, Isita et al (2013) in their study make an effort to spot the factors of the consumers' buying behavior that is influenced by retail apparel section, and to assess the importance of each of them to consumers in choosing apparel from organized retail stores. Vandana Khetarpal (2014) in spite of the apparel consumer's increasing demand and their active role in the diffusion of innovation, the study highlights the importance of research in the domain of apparel industry to tap this increasing potential. Apparel retailers and suppliers also have a decisive roletoplayinordertounderstandtheconsumerbehaviorf orbuyingthefashionapparelsothattheymay cater to this segment more profitably. Srinivasa Narayana (2016) conducted a study mainly to know about the consumer perception, behavior, lifestyle towards the apparels. From the study, it is suggested that the apparel companies should focus more on customer retention. This can be achieved by keeping the prices reasonable, maintaining quality in clothing, announcing loyal programs in special periods, offering perfect customer services, advertising more on internet, newspapers, social-media and tele-media.

METHODOLOGY

The well structured questionnaire is used to collect the primary data from the people of different demographics like age, gender, income level, occupation. Secondary data is collected from the internet, journals, books, websites. Questionnaire contains 24 questions. First five questions are contains related to demographics. Remaining 19 questions mainly concentrates on consumer's behaviour. 5point Likert scale (where 5 is strongly agree and 1 is strongly disagree) is used in the questionnaire. The analysis of the data is carried out in Microsoft Excel and SPSS software. Microsoft Excel is used for the percentage analysis and SPSS is used to test hypothesis. The data is analyzed using Chi-square test.

S. No	Hypothesis
1	H_0: No significant association between gender and preference towards apparels H_1: A significant association between gender and preference towards apparels
2	H_0: No significant association between gender and satisfaction on purchase of apparels H_1: A significant association between gender and satisfaction on purchase of apparels
3	H_0: No significant association between gender and preference of shopping mode H_1: A significant association between gender and preference of shopping mode
4	H_0: No significant association between gender and style of apparels purchased H_1: A significant association between gender and style of apparels purchased

Table 1 Hypothesis (H_0 = Null hypothesis, H_1=Alternate hypothesis)

DATA ANALYSIS AND INTERPRETATION

S.No	Particular	No. of respondents	Percentage(%)
1	Gender		
	Male	31	47.8
	Female	34	52.2
2	Age		
	a) less than 20	14	22.4
	b) 21-30	39	59.7
	c) 31-40	7	9.9
	d) 41-50	4	6
	e) Above 50	1	2
3	Preference to get apparels		
	Tailor	15	23.9
	Ready towear	50	76.1
4	Method of buying apparels		
	Online	4	6
	Offline	26	41.8
	Both	35	52.2
5	Preference of apparels		
	Branded	50	77.6
	Unbranded	15	22.4
6	Frequency of purchase of apparels		
	Weekly	2	3
	Fortnightly	3	4.5
	Monthly	17	26.9
	Yearly	8	13.4
	Occasionally	35	52.2
7	Category of apparels		
	New arrivals	30	46.3
	Discounts	23	35.8
	Combos	12	17.9

Table 2 Profile of consumers and their buying behaviour

Chi-Square analysis

		How to you prefer to get your apparels		Total
		Ready to wear	Tailor	
Gender	Female	25	9	34
	Male	25	6	31
Total		50	15	65

Table 3 Count of gender and preference towards apparels

	Value	df	Symp.sig.(2-sided)
Pearson Chi-square	.463[a]	1	0.496
Likelihood ratio	.466	1	0.495
No. of valid cases	65		

Table 4 Chi-square test on gender and preference towards apparels

		Satisfaction	level		Total
		Can't say	dissatisfied	satisfied	
Gender	Female	9	6	19	34
	Male	13	3	15	31
Total		22	9	34	65

Table 5 Count of gender and satisfaction level

	Value	df	Symp.sig.(2-sided)
Pearson Chi-square	2.064^a	2	0.356
Likelihood ratio	2.084	2	0.353
No. of valid cases	65		

Table 6 Chi-sqaure test on gender and satisfaction level

		Howdo you buy apparels			Total
		both	offline	online	
Gender	Female	17	14	3	34
	Male	17	13	1	31
Total		34	27	4	65

Table 7 Count of gender and preference of shopping mode

	Value	df	Symp.sig.(2-sided)
Pearson Chi-square	$.900^a$	2	0.637
Likelihood ratio	.945	2	0.623
No. of valid cases	65		

Table 8 Chi-square test on gender and preference of shopping mode

		Style					Total
		1.0	2.0	3.0	4.0	5.0	
Gender	Female	7	6	10	6	5	34
	Male	1	4	9	7	10	31
Total		8	10	19	13	15	65

Table 9 Count of gender and style ofapparels

	Value	df	Symp.sig.(2-sided)
Pearson Chi-square	6.572^a	4	0.160
Likelihood ratio	7.155	4	0.128
No. of valid cases	65		

Table 10 Chi-square test for gender andstyle

S. No	Hypothesis	Pearson chi-square	Result
1	Gender vs preference towards apparels	0.496	Null hypothesis is accepted
2	Gender vs satisfaction on purchase of apparels	0.356	Null hypothesis is accepted
3	Gender vs preference of shopping mode	0.637	Null hypothesis is accepted
4	Gender vs style of apparels purchased	0.160	Null hypothesis is accepted

Table 7 Summary of hypothesis results

FINDINGS

1. Female respondents and males respondents for this study were 52% and 48%respectively.
2. It is observed that 59.7% of the respondents are of age group 21-30, 22.4% of the respondents are of age group less than 20years, 9.9% of respondents are of age group 31-40, 6% of respondents are of age group 41-50 and remaining 2% were of above 50 years age group.
3. Ithasbeeninferredthat76.1%respondentspreferrtogetreadytowearapparelsand23.9%prefer to get apparels by tailor.
4. It has been observed that 52.2% respondents buy apparels both from online and offline, 41.8% buy apparels from offline stores and remaining 6% buy apparels only from online.
5. It has been inferred that 77.6% of respondents prefer branded apparels over unbranded.
6. It is observed that more than 50% of respondents purchase apparels occasionally, 26% of respondents purchase apparels monthly.
7. It is observed that 46.3% of respondents purchase new arrival category of apparels, 35.8% respondents purchase discount apparels and remaining 17.9% respondents purchase combos category of apparels.
8. Over 30.7% of respondents says that quality of apparel is not at all important and 16.9% respondents says quality is the most important criteria.
9. Itisobservedthat30.7%ofrespondentsratedthat priceofapparelsisimportantcriteriaand20% rated it as neutral.
10. It is observed that 23% of respondents rated style of apparel is not all important criteria and 26% rated as neutral.
11. It is observed that 30.7% of respondents rated comfort is not at all important criteria and 15.3% of respondents rated it as most important criteria.
12. It is observed that 24.6% of respondents are neutral for the material of the apparel and 24.6% rated is as not at all important.
13. It has been inferred that 43% of respondents highly agree that location of store influences the consumer behavior. 37% of respondents agree that their purchase depends on their income level. 30.7% of respondents can't say whether their purchases are planned.
14. It is observed that 37%ofrespondentsagreepurchasedependsonpre-purchasecustomerservice like navigating them to apparels they want. 30.7% of respondents purchase depends on pre-purchase customer service like giving information about the apparels. 29.5%

respondents agree that their purchase depends on exchange policy and 29.9% respondents agree that their purchase depends on return policy.
15. There is no significant association between gender and preference towards apparels.
16. There is no significant association between gender and satisfaction on purchase of apparels.
17. There is no significant association between gender and style of apparels respondents purchase.
18. There is no significant association between gender and preference of shopping mode.

LIMITATIONS OF THE STUDY

1. The study is restricted to Hyderabad.
2. Sample size is limited to65.
3. Some of the respondents may not give accurate information, as they may not like to reveal their actual identity, income etc.

SUGGESTIONS

1. Peoplevisit1-3storesbeforebuyingtheapparelssomarketersshouldattractcustomersandmake them loyal to their stores. As per the study customers gives importance to quality and comfort marketers must maintain the apparels with good quality and comfort.
2. Mostofthepeoplepurchaseapparelsoccasionallysomarketersmustplanstrategiesaccordingly.
3. Knowing the customer is the most important task for marketers, so proper customer relationship must be maintained by email contacting, SMS contacting etc.
4. Once the customers are known distribution can be planned such as if most of the customers are college students then company can plan to open an outlet near to college and grab those customers.
5. It is observed that consumer buying behavior depends on pre-purchase customer services so marketers must make sure that the customers are received properly and provided with enough information what they want.

CONCLUSION

It is concluded that even though people of Hyderabad are restricted through some financial aspects like individual income still they are very much interested for buying branded apparels and they are usually updated for new arrivals. Quality, comfort, brand are the main criteria which effect their buying behaviour towards fashion apparels. Income plays the major role in purchasing apparels. Pre-purchase customer service also influence the consumer behavior. It is also observed that gender plays no significant role in preference towards apparels, satisfaction on purchase of apparels, style of apparels purchased, preference of shopping mode.

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