



A Study on Consumer Buying Behaviour with Special Reference to Sample Unit, Trichy

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Abstract

Indian markets were very popular in fashion and particularly in Tamilnadu. Tamilnadu is the state where foreign designers approach and launch international brands for organizing their fashion shows. They conceive according to Indian choice. India is a mixing country of the different cultures and each customer has their own choice and preference. Consumers in every category prefer to buy fashion apparel at every season or festival. This study was carried out in order to find out in sample unit the customer buying behaviour regarding fashion apparels. The aim is also to research how factors such as monthly income, gender and peer affect influence consumer behaviour for apparel. The Tamilnadu survey shows consumers prefer more shopping with friends and family members. Our decisions are affected by our peers, family members, celebrities, magazines etc. Price, place, promotion, comfort, brand are the main criteria that influence their purchasing behaviour towards fashion clothing. The study shows that age, class, education and employment have no effect on customer purchasing behaviour. Eventually, the survey reveals that consumers in Tamilnadu have a positive attitude towards fashion apparel brands.

Keywords: Consumer buying behaviour, Fashion apparels, Brand.

Introduction

The fashion industry today is a fast-growing industry worldwide. Currently the fashion industry is considered diverse in India. The fashion industry in India has been experiencing a boom for the last few decades due to an increasing awareness among Indians for fashion. Increasing competition and globalization, as well as short life cycles of apparel in fashion retailing, promote symmetrical consumer behaviour and pose a variety of marketing

challenges for retail companies. The manufacturers and retailers need to develop effective marketing strategies to thrive in this industry. It was found that the fashion apparel market in India was highly influenced by the fashion trends.

On the global marketplace, fashion apparel industry has become more diverse through fashion brands, design, advertisement, and ethnicity. If customers' tastes can be established by fashion apparel manufacturers and retailers, they can more easily attract and retain their target consumer market. Therefore the purpose of this study is to investigate the aspect of consumer fashion apparel shopping. Although the diverse dimension that research topic of buying intentions has been widely covered in the literature, this study contributes to building the role of manufacturer and retailer in driving buying intentions with factors such as value and rank, price sensitivity and many more consumer brands in India.

Especially among females, the new urban middle and upper class Indian consumer purchasing conduct has the western influence to a great extent. Positive attitude towards Western developments is on the rise. In his opinion the Indian customer has become far more open-minded and adventurous. In India foreign brands are gaining wide market acceptance. Fashion is a billion-dollar industry that employs millions of people across the globe, not just in the emerging economies. Such rapid changes are impacting customers to a large extent by this changing landscape.

The late 1980s, few large retailers dominate the fashion industry, and since the last few decades, the fashion industry has witnessed major change.

After the independence, changes in Indian fashion industry and Indian dressing style occurred due to the effects of globalization that contributed to the fusion of Indian and Western dresses. Wearing curtis on jeans, saree with spaghetti are examples of the influence of western culture on the Indian fashion industry. The Indian designers work is highly regarded globally.

Review of Literature

Michael R Solomon & Nancy J Rabolt (2004), Consumer behaviour is the study of the processes involved in the acquisition, use, or disposal of goods, services, ideas, or experiences to meet individuals or groups' needs and desires.

Frank R.kardes (2002), Consumer behaviour is the study of the response of people or consumers to goods, services and the marketing of products and services. Market behaviour's definition is that most people buy items not for what they do but for what they stand for.

Kotler (2001), the factors affecting consumer behaviour in the purchasing of clothing can be classified in the following groups: financial, psychological and cultural. Personal factors that determine consumer behaviour in the purchase of clothing are: age, gender, occupation, educational level, income level and marital status.

Bhardwaj and Fairhurst (2010), said fashion expectations differ through generations. Younger people generally prefer a higher number of low-quality, inexpensive and trendy clothes compared to older people who prefer to buy fewer high-quality clothes. Older consumers will see fashion as a waste, because it means buying low quality garments and then throwing away older clothes as soon as the new ones are hanging in the cupboard.

Jafar Ikbal Laskar and Haidar Abbas (2014), this research planned to examine the buyer's awareness of the various branded apparel and the factors influencing their perception. They concluded that the principal elements of brand awareness are promotion and self-conception.

Objective of the Study

1. To analyse the factors influencing the consumer's buying behaviour.
2. To study on current trends in consumer's buying behaviour with reference to sample unit.

Research Methodology

Type of research: Descriptive Research.

Research area: Sample unit.

Sampling size: 100.

Data collection:

Primary data: Through Structured Questionnaire.

Secondary data: By using earlier surveys, magazines, books, and websites.

Data Analysis and Inference

Table 1: Frequency Distribution on Respondents Gender

S.No	Particulars	Respondents	Percentage
1	Male	49	49
2	Female	51	51
	Total	100	100

Inference: Majority (51%) of the respondents are Female.

Table 2: Frequency Distribution on Respondents Age

S.No	Particulars	Respondents	Percentage
1	18-30	42	42
2	31-40	33	33
3	41-50	14	14
4	51-above	11	11
	Total	100	100

Inference: Majority (42%) of the respondents are under the age group 18-30.

Table 3: Frequency Distribution on Respondents Income

S.No	Particulars	Respondents	Percentage
1	15000 and below	27	27
2	15001-30000	23	23
3	30001-50000	10	10
4	50000 and above	16	16
5	Students	24	24
	Total	100	100

Inference: Majority (27%) of the respondent's income 15000 and below.

Table 4: Frequency Distribution on Respondents Education Qualification

S.No	Particulars	Respondents	Percentages
1	SSLC	7	7
2	HSC	11	11
3	Graduate	35	35
4	Post Graduate	33	33
5	Others	14	14
	Total	100	100

Inference: Majority (35%) of the respondents have completed their Graduation.

Table 5: Frequency Distribution on Respondents Occupations

S.No	Particulars	Respondents	Percentage
1	Students	24	24
2	Business	13	13
3	Private employee	41	41
4	Govt. Employee	14	14
5	Others	8	8
	Total	100	100

Inference: Majority (41%) of the respondents are Private employee.

Table 6: Frequency Distribution on Respondents Marital Status

S.No	Particulars	Respondents	Percentage
1	Married	62	62
2	Unmarried	38	38
	Total	100	100

Inference: Majority (62%) of the respondents are married.

Table 7: Frequency Distribution on Respondents Area

S.No	Particulars	Respondents	Percentage
1	Urban	68	68
2	Rural	32	32
	Total	100	100

Inference: Majority (68%) of the respondents are urban.

Table 8: Frequency Distribution on Respondents Family Type

S.No	Particulars	Respondents	Percentage
1	Nuclear	32	32
2	Joint	68	68
	Total	100	100

Inference: Majority (68%) of the respondents are Joint family.

Table 9: Factors Influencing Consumer Buying Behaviour towards the Sample Unit

S.No	Particulars	Agree	%	Disagree	%	Neutral	%
1	Product Quality	43	43	45	45	12	12
2	Price	28	28	33	33	39	39
3	Place	33	33	45	45	22	22
4	Advertisement	26	26	31	31	43	43
5	Offer	38	38	42	42	20	20
6	Quality of service	28	28	47	47	25	25
7	Visual merchandise	21	21	34	34	45	45
8	Family / Friends	32	32	38	38	30	30

Inference: Majority (43%) of the respondent's buying behaviour influencing by the product quality.

Table 10: Are You Satisfied With the Sample Unit Staff Behaviour

Agree	Disagree	Neutral
33	28	39

Table 11: Are You Satisfied With the Store Apparels Exchange Policy

Agree	Disagree	Neutral
24	56	20

Table 12: Is There Customer Service Genuine and Satisfying

Agree	Disagree	Neutral
47	23	30

Table 13: Is There Customer Service in the Store is personalised

Agree	Disagree	Neutral
36	24	40

Table 14: Are You Satisfied with the Store Staff Behaviour

Agree	Disagree	Neutral
56	21	33

Table 15: Is Atmosphere in the Store is warm and welcoming

Agree	Disagree	Neutral
42	31	27

Table 16: Whether Ample Parking Space is Satisfied

Agree	Disagree	Neutral
35	24	41

Table 17: Customer Phone Calls are immediately Responds by Our Staffs

Agree	Disagree	Neutral
61	12	27

Table 18: Current Trends in Consumer's Buying Behaviour with Special Reference to Sample Unit

Particulars	Gender	Agree	%	Disagree	%	Neutral	%
Ethnic wear	M	12	24	26	52	11	22
	W	28	56	9	18	14	28
Formal wear	M	27	54	12	24	10	20
	W	7	14	36	72	9	18
Casual wear	M	32	64	10	20	7	14
	W	30	60	11	22	10	20
Denim wear	M	24	48	13	26	12	24
	W	26	52	14	28	11	22
Sports wear	M	16	32	24	48	9	18
	W	14	28	27	54	10	20

Inference: Majority (men-64% and women-60%) of the respondents are agree to casual wear is current trend.

Table 19: Do You Purchase the Apparels on Special Occasion

S.No	Particulars	Yes	No	Total
1	Birthday	39	61	100
2	Wedding day	21	89	100
3	Festivals	72	28	100
4	Other special occasions	47	53	100

Findings

1. Majority of the respondents are Female.
2. Majority of the respondents are under age group of 18-30.
3. Majority of the respondents are private employees.
4. Majority of the respondents agree to that product quality influence that buying behaviour.
5. Majority of the respondents (men & women) agree to casual wear for current trend.

Conclusion

Consumers' decision to buy is affected by variables of attitude. The customers also enjoy shopping with their family and friends. They are inspired by friends, members of their family, celebrities, magazines etc. Price, comfort, brand are the main criteria that influence their buying behaviour towards fashion clothing. Even all demographic factors such as gender, age, jobs and monthly income have no effect on consumer behaviour towards fashion apparels.

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