A STUDY ON VOYAGERS PURCHASING BEHVIOUR TOWRDS APPAREL SHOPS LOCATED IN ROADSIDE

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Abstract

This study aims at measuring the apparel retail dimension instrument on roadside apparel retailing format. This study helps the researcher to identify the various factors determines the travelers buying behavior towards apparel retail outlets located in highways. The researcher adopted convenient sampling method to collect the data through structured questionnaire methods. Sample of 251 were collected for the study.

The data in use were gathered from consumers in a highways apparel retail outlets and the goal was to measure their perceptions of the services provided to them.

The findings obtained from the tests indicated that all the dimensions of Reliability, Creditability, Tangibility, and Ambiance are highly suited for measuring buying behavior retail format in apparel stores, also proving that the instrument is applicable in the highways. It has been observed that tangibility is most important dimension considered by the customer while making purchase of apparel.

The result concluded that the travelers who is travelling through long distance can also utilized this retail format for purchasing apparel but most of the customer in and around Erode district are making regular purchase in this retail format.

Keywords: *apparel,buying behavior, reliability, tangibility, creditability, ambiance*

1. INTRODUCTION

Retail industry plays a significant role in increasing productivity across a wide range of consumer goods and services, and it is a big business in developed countries, and it is in a much more organized format in India. Most of the retailing in India happens in the un-organized sector with over 12 million retail outlets of various sizes and formats. Retailing involves direct interface with the customer and co-ordination of business activities from end-to-end right from the concept or design stage of the product and delivery of service to the customers. The metros and the tire I cities continue to sustain retail growth, there is a shift from the great cities to lesser known ones, the

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spending power is no longer limited to metros, every Tire II cities in the country has good market for almost every product and service due to this tire II cities like Chandigarh, Coimbatore, Pune, Kolkata, Ahmadabad, Baroda, Hyderabad, Cochin, Nagpur, Indore, Trivandrum etc. provide a good platform for a brand to enter Indian market.

Changing customer's lifestyle and the competitive environment has made the customers" buying behavior grow high. Commercial retail locations are available in many different forms. Retailers have many store location factors to consider when choosing a place for their business. The retailers were more concise with behavior their customers since the buying behavior will be the core point of improving the retailer's products and services. So the researcher has made an attempt to measure the behavior level of customers in the apparel stores in highways. A study on travelers buying behavior was made by the researcher in view of measuring the satisfaction level of customers in apparel stores. This study will throw a highlight of getting an insight into the travelers buying behavior towards apparel stores in the selected areas. Most Indian shopping happens in open markets or numerous small grocery and retail shops. Shoppers typically wait outside the shop, ask for what they want, and cannot pick or examine a product from the shelf. Access to the shelf or product storage area is limited. Once the shopper requests the food staple or household product they are looking for, the shopkeeper goes to the container or shelf or to the back of the store, brings it out and offers it for sale to the shopper. Increasing purchasing power of consumers, there are significant challenges as well given that over 90% of trade is conducted through independent local stores.

2. REVIEW OF LITERATURE

DR. P.VIKKRAMAN & N. SUMATHI (2012) focused on the purchase behavior in Indian Apparel market to provide valuable implication for the existing Indian clothing retailers and global retailers. The global retailers are advised to focus on uniqueness and emotional aspects in order to make a great appeal on their product.

CORINNE NELL (2013), studied a holistic view of the area of store atmospherics, which forms part of the retail industry and the findings showed that the store atmospherics could have an influence on consumers' buying behavior in other retail industries, more specifically the grocery (consumer goods) industry, the do it- yourself (DIY) industry and the safari and outdoor industry, where clothing and outdoor accessories are sold.

BALANAGA GURUNATHAN & M. KRISHNAKUMAR (2013), examined the apparel buying behavior of Indian consumers through five dimensions viz. consumer characteristics, reference groups, store attributes, promotion and product attributes and identified that the focus is given on the apparel buying behavior in the retail store, in future this model can be tested for apparel buying behavior in online and other retail formats.

G. HARI SHANKAR PRASAD (2014) this study is based on a primary datacollection from customers of selected apparel retailer in Hyderabad.The data collected is analyzed using SPSS software. Statistical toolused is factor analysis. The findings of the study are interesting andhave practical implications for managers in apparel retail industry.

RUPA GUNASEELAN & R. CHITRA (2014) identified the store attributes which influence the customers for shopping behavior and identified that there exists a positive relationship between store attributes towards the customers. Increased competitive forces within the Indian retail segment are challenging retailers to evaluate their store image, make necessary changes, and alter marketing strategies to retain current customers and attract new ones.

MANU SEHGAL AND DR. PRIYAKA KHANNA (2017) this study tried to identify factors and attributes that act as satisfaction drivers for consumers in the retail outlets of Ludhiana. Ludhiana being the Manchester of India has already been introduced to all major forms of organized retailing stores. Therefore it would be useful in studying the behavior of people who have become accustomed to this form of shopping experience.

TARUN KUSHWAHA, SATNAM UBEJA, ANINDITA S. CHATTERJEE (2017) this study is an attempt in this regard with special reference to Indian context. The objective of this study was to identify the factors affecting selection criterion of consumers with respect to shopping malls. Study helps the mall owners and the retail marketers to understand the insights of shoppers that on what basis consumers select the shopping malls for shopping. On these bases, they can plan their strategies for shopping malls.

3. OBJECTIVES OF THE STUDY

- To study the travelers buying behavior towards apparel retail outlets located in highways.
- To examine different factors influencing travelers buying behavior in apparel retail outlets.
- To examine demographic factors which affecting buying behavior in retail apparel segment.
- To examine the buying behavior of Apparel retail on customer satisfaction.

4. RESEARCH METHODOLOGY

The design followed in this study is the descriptive because the goal was to look in some characteristics of the apparel store service and make assumptions and inferences about them.For this study, the quantitative approach was chosen, as the researcher want to test some aspects and buying behaviour in apparel retail on a large sample of the population. A systematic random sampling method was used in this study.

From this study the collected data are analyzed interpreted by applying the following statistical tools.

1. Simple Percentage analysis method
2. Weighted average method
3. Factor analysis

5. ANALYSIS AND INTERPRETATION

5.1 SIMPLE PERCENTAGE ANALYSIS

TABLE 5.1 .1

SI No.	PARTICULARS		NO. OF RESPONDENT	PERCENTAGE
1	GENDER	FEMALE	58	23.11%
2	AGE	BELOW 20	2	0.8%
		21 - 30	79	31.5%
		31 - 40	81	32.3%
		41 - 50	72	28.7%
		ABOVE 50	17	6.8%
3	EDUCATIONAL QUALIFICATION	SCHOOLINGS	70	27.89%
		DIPLOMA	26	10.36%
		UG	99	39.44%
		PG	55	21.91%
		OTHERS	1	0.398%
4	OCCUPATION	GOVERNMENT EMPLOYEE	34	13.5%
		PRIVATE EMPLOYEE	79	31.5%
		BUSINESS	101	40.2%
		HOUSEWIFE	36	14.3%
		OTHERS	1	0.4%
5	MONTHLY INCOME	BELOW 10000	3	1.2%
		10001 – 20000	34	13.5%
		20001 – 30000	85	33.9%
		30001 – 40000	69	27.5%
		ABOVE 40000	60	23.9%

6	FAMILY SIZE	BELOW 3	7	2.8%
		4 - 5	104	41.4%
		6 - 7	89	35.5%
		ABOVE 7	51	20.3%
7	AVERAGE PURCHASE	BELOW 5000	93	37.1%
		5001 – 10000	82	32.7%
		10001 – 15000	43	17.1%
		15001 – 20000	14	5.6%
		ABOVE 20000	19	7.6%
8	MODE OF TRANSPORT	TWO WHEELER	62	24.7%
		FOUR WHEELER	155	61.8%
		PUBLIC/PRIVATE TRANSPORT	34	13.5%
		OTHERS	0	0%
9	INFLUENCE TO PURCHASE APPAREL	FRIENDS	70	27.9%
		SELF	30	12%
		FAMILY	150	58.8%
		CHILDRENS	1	0.4%
10	TYPE OF APPAREL	CLOTHING	211	84.1%
		ETHINIC WEAR	26	10.4%
		WINTER WEAR	14	5.6%
11	WHOM YOU MAKE PURCHASE	FAMILY	158	62.9%
		SELF	24	9.6%
		RELATIVES	1	0.4%
		FRIENDS	64	25.5%
		OTHERS	4	1.6%
12	OVERALL SATISFICATION	HIGHLY SATISFIED	76	30.3%
		SATISFIED	132	52.6%
		NEUTRAL	43	17.1%
13	CONTINOUS SHOPPING	YES	250	99.6%
		NO	1	0.4%

INTERPRETATION

From the above table it is clear that 77% of the Respondents were Male.32.3% of the respondents was belong to the age group of 31 – 40. It is clear that 39.44% of the respondents were UG. 40.2% of the respondents were doing their own Business. Followed by 33.9% of the respondents were belong to the income group of Rs. 20001 - 30000. 37.1% of the respondents have spending capacity of below 5000 and 61.8% of the respondents were owning four wheelers. It shows that58.8% of the respondents replied were influenced by their family members.

5.2 FACTOR ANALYSIS

Factor analysis was performed to establish suitability for performing the subsequent multivariate analysis. The varimax factor rotation was employed for the analysis. The researcher standard with 17 items loading on 4 factors.

TABLE 5.2.1

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy	.671
Approx. Chi-Square	1007.102
Bartlett's Test of SphericityDf	136
Sig.	.000

Table shows key dimension items loading and communalities statistics.

Kaiser Meyer olkin measure of sampling adequacy of 0.671

Barlett'stest of sphericity significance 0.000.

TABLE 5.2.2

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	3.044	17.907	17.907	3.044	17.907	17.907	2.398	14.107	14.107
2	2.572	15.129	33.036	2.572	15.129	33.036	2.341	13.772	27.879
3	1.858	10.930	43.966	1.858	10.930	43.966	2.186	12.857	40.736
4	1.421	8.357	52.323	1.421	8.357	52.323	1.970	11.588	52.323
5	1.071	6.299	58.622						
6	1.008	5.930	64.553						
7	.877	5.157	69.710						
8	.833	4.902	74.612						
9	.672	3.952	78.564						
10	.653	3.842	82.406						
11	.611	3.592	85.998						
12	.466	2.742	88.740						
13	.460	2.705	91.444						
14	.414	2.438	93.882						
15	.389	2.286	96.168						
16	.333	1.960	98.127						
17	.318	1.873	100.000						
Extraction Method: Principal Component Analysis.									

It can be concluded that these 4 factors are extracted from the 17 variables.

INTERPRETATION

From the above table the total variance explained. Total variance is explained with rotation, the Eigen values are different for factor 1, 2, 3 and 4. The Eigen values for factor 1, 2, 3 and 4 are 3.044, 2.572, 1.858 and 1.421.Percentage of variance for factors 1, 2, 3 and 4 are 17.907, 15.129, 10.930 and 8.357 respectively. It indicates that four factors extract from 17 factors have cumulative percentage up to 52.323% of the total variance.

TABLE 5.2.3

ROTATED COMPONENT MATRIX

Rotated Component Matrix[a]				
	Component			
	1	2	3	4
Visibility of store	.753			
Reasonable price	.714			
Easily accessible location	.673			
Reflection of quality merchandise	.665			
Family shopping format		.797		
High store loyalty		.763		
Attractive advertisement		.729		
Latest fashion product		.634		
Well organized product display			.717	
Wider assortment			.694	
Provide promotional offers			.669	
Suiting the personality			.646	
Employee provide prompt service			.316	
Convenient clean attractive layout				.789
Merchandise is valuable				.699
Convenient parking facilities				.683
Pleasant and eco friendly				.486

INTERPRETATION

Above rotated component matrix shows to identify the different variance in the four factors (components).

DIMENSIONS OF BUYING BEHAVIOUR FACTORS

RELIABILITY	CREDITABILITY	TANGIBILITY	AMBIANCE
Visibility of store	Family shopping format	Well organized product display	Convenient, clean, attractive layout
Reasonable price	High store loyalty	Wider assortment	Merchandise is valuable
Easily accessiblelocation	Attractive advertisement	Provide promotion offers	Convenient parking facilities
Reflection of quality merchandise	Latest fashion product	Suiting the personality	Pleasant and eco-friendly
		Employee provide prompt service	

5.3 Weighted average method:

Travelers buying behavior towards retail apparel market have been measured by the mean score of Reliability, Creditability, Tangibility, and Ambiance. The result is summarized in table.

TABLE 5.3.1

MEAN SCORE

S.No	Buying behavior Dimensions	Mean Score
1	Reliability	3.7510
2	Creditability	3.6145
3	Tangibility	4.0127
4	Ambiance	3.8167

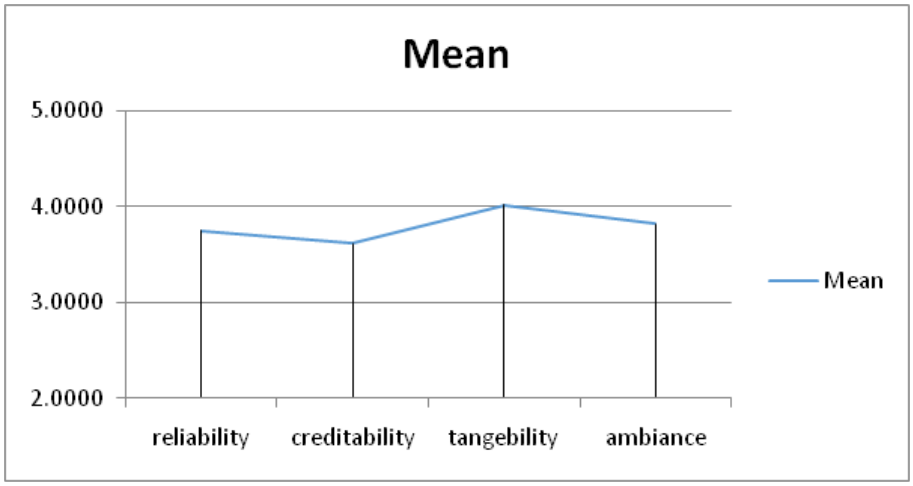
INTERPRETATION

From the above table the highly perceived buying behavior dimensions among consumers are 'Tangibility' (4.0127) followed by 'Ambiance' (3.8167), 'Reliability' (3.7510), and Creditability (3.6145) is the least preferred buying behavior dimensions.

FIGURE 5.3.2

FACTOR MEAN

SUGGESTIONS



The travelers who travel long distance do shop at retail formats. They are typically purchasing apparel. This study infers that customer of Erode district are regular customers of at these apparel retailing stores. This study reveals that out of 17 apparel buying behavior dimensions; employee prompt service, product display and wider assortment are the main dimension of apparel buying behavior. This shows that the retailers in this format might give more importance, to this factors for easily a precisely attract customer. So that they can be given service according to their requirements.From the findings, it reveals that four wheeler are mostly used by the customer who visit this format. So this retail format should provide a convenient parking facilities to attract more customer who travelers through this format.

CONCLUSION

The apparel market is in the district of Erode is growing at a faster rate than in other neighboring districts of Tamil Nadu. Store selection is one of the primary reasons

considered by the customer while they make purchase decisions. Hence the retailers should understand the need of the consumer and accordingly engage the customers.

This study examines the different factor influencing travelers buying behavior in the retail format selling apparel. This study explores the new ideas to the retail format related to the buying behavior. So the retailer needs to focus on identified factors, as discussed in this paper, to improve their format and ensure customer satisfaction.

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