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Research Paper   **Management**

A Study on Factors Affecting Buying Decision of Garments in Surat City

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ABSTRACT

Retailing is a set of business activities that adds value to the product and service sold to the consumer for the personal or family use. As Indian Consumer's lifestyle is changing and discretionary income is increasing, there is a shift from non-branded garments to branded garments. Here the study has been conducted to know the impact of demographic factors on the purchase of branded garments in Surat. Along with that the factors pertaining to attributes of branded garments and attributes related to showroom also have been studies. The researcher has used descriptive study and sample size of study was 415 respondents of Surat city.

Keywords : Retailing, Brand, Consumer Buying behavior

1. INTRODUCTION TO RETAIL INDUSTRY

Retailing is a set of business activities that adds value to the product and service sold to the consumer for the personal or family use.

The Indian retail industry has grown at a Compounded Annual Growth Rate (CAGR) of 13.3 percent for the period year 2006-2010. India's retail market, valued at US$ 353 billion in the year 2010, is projected to grow at a rate of 12 per cent per annum and is projected to reach at US $ 543 billion by the year 2014 according to the report of IBEF 2010. Rapid urbanization, changes in shopping pattern, demographic dividend and pro-active measures by the Government are abetting the growth of the retail sector in India.

Figure 1.1:-Indian Retail Market Growth (2002-03 to 2015E)
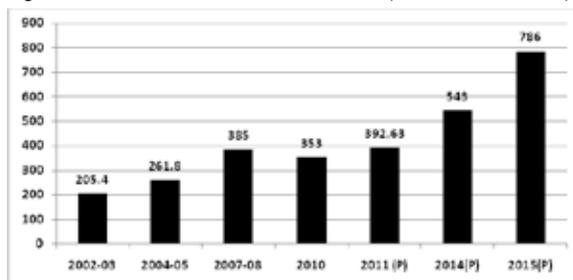
(Source: IBEF Retail September -2009 and November -2010)

The Indian retail sector is highly fragmented with 95 percentage of its business being dominated by unorganized retailers like traditional family run stores. The organized retail is at an emerging stage with the current penetration of 5 percent compare to 85 percentage of USA. Though the figure of 5 percent is not impressive but on the side it also represents that India Organized retail industry is having huge potential to grow in near future.

2. CONCEPTUAL FRAMEWORK

Definition of Buying Behavior
Buying Behavior is the decision processes and acts of people involved in buying and using products.

Factors Affecting Purchase of Branded Garments
1) Psychological factors
Psychological factors include:

Motives--
A motive is an internal energizing force that orients a person's activities toward satisfying a need or achieving a goal. Actions are effected by a set of motives, not just one. If marketers can identify motives then they can better develop a marketing mix. MASLOW hierarchy of needs

o Physiological
o Safety
o Love and Belonging
o Esteem
o Self Actualization

Perception
Perception is the process of selecting, organizing and interpreting information inputs to produce meaning. Information inputs are the sensations received through sight, taste, hearing, smell and touch.

Selective Exposure-
Select inputs to be exposed to our awareness. More likely if it is linked to an event, satisfies current needs, intensity of input changes.

Selective Distortion-Changing/twisting current received information, inconsistent with beliefs.

Selective Retention-Remember inputs that support beliefs, forgets those that don't.

Ability and Knowledge
Need to understand individual's capacity to learn. Learning, changes in a person's behavior caused by information and experience. Therefore to change consumers' behavior about your product, need to give them new information.

When making buying decisions, buyers must process infor-

mation. Knowledge is the familiarity with the product and expertise. Inexperience buyers often use prices as an indicator of quality more than those who have knowledge of a product.

Attitudes
Knowledge and positive and negative feelings about an object or activity Individual learns attitudes through experience and interaction with other people. Consumer attitudes toward a firm and its products greatly influence the success or failure of the firm's marketing strategy.

2) Personal Factors
Personality
All the internal traits and behaviors that make a person unique, uniqueness arrives from a person's heredity and personal experience. Traits affect the way people behave. Marketers try to match the store image to the perceived image of their customers. Though there is a weak association between personality and Buying Behavior; this may be due to unreliable measures. Consumers buy products that are consistent with their self concept.

Lifestyle
Lifestyles are a shift towards personal independence and individualism and a preference for a healthy, natural lifestyle. Lifestyles are the consistent patterns people follow in their lives.

Figure 1.2: Buying Behavior Model

3. Social Factors
Consumer wants, learning, motives etc. are influenced by opinion leaders, person's family, reference groups, social class and culture.

Opinion leaders
Marketers try to attract opinion leaders. They actually pay spokespeople to market their products.

Roles and Family Influences
Role is what individual do based on the expectations of you from your position within a group. People have many roles. Husband, father, employer/ee. Individuals role are continuing to change therefore marketers must continue to update information.

Family is the most basic group a person belongs to. Marketers must understand:

o   that many family decisions are made by the family unit
o   consumer behavior starts in the family unit
o   family roles and preferences are the model for children's future family (can reject/alter/etc)
o   family buying decisions are a mixture of family interactions and individual decision making
o   family acts an interpreter of social and cultural values for the individual.

Reference Groups--
Individual identifies with the group to the extent that he takes on many of the values, attitudes or behaviors of the group members. Families, friends, sororities, civic and professional organizations. Any group that has a positive or negative influence on a persons attitude and behavior. The degree to which a reference group will affect a purchase decision depends on an individuals susceptibility to reference group influence and the strength of his/her involvement with the group.
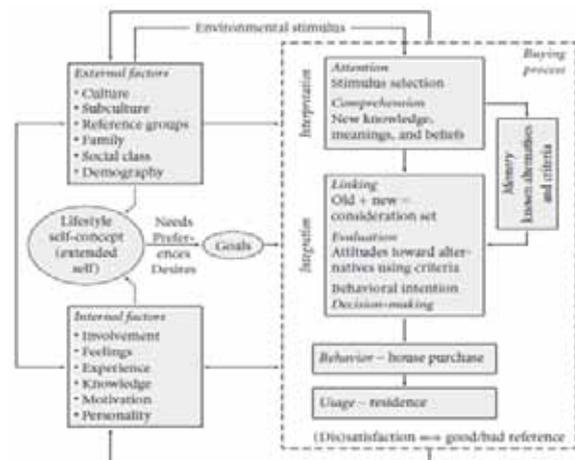
Social Class
An open group of individuals who have similar social rank. Social class influences many aspects of our lives. As upper middle class prefer luxury cars Mercedes. Social class determines to some extent the types, quality, and quantity of products that a person buys or uses. Lower class people tend to stay close to home when shopping; do not engage in much pre purchase information gathering. Family, reference groups and social classes are all social influences on consumer behavior.

Culture and Sub-culture
Culture refers to the set of values, ideas, and attitudes that are accepted by a homogenous group of people and transmitted to the next generation. Culture also determines what is acceptable with product advertising. Culture determines what people wear, eat, reside and travel.

2. Literature Review
Shah, A. (n.d) studied Factors Affecting Consumer Buying Behavior. He mentioned that Consumer behavior refers to the selection, purchase and consumption of goods and services for the satisfaction of their wants. The factors affecting buying decisions have been differentiated on the basis of socio-cultural factors, personal factors and psychological factors.

Kamalaveni,D., Kalaiselvi,S., Saranya Devi,P. (n.d) studied Buying Decision Of Mens' Shirts: Single Brand Showroom V/S Multi Brand Retail Outlets perspective. The objective of the study were to study the factors affecting purchase of branded shirts and factors related to showroom which influence the buying of branded shirts. They found that people prefer to visit showroom because the quality and comfort of that brand are suitable for them. They added that youth is generally not brand conscious as they focus on smart looks and different style.

Tamboli, S.(2008). studied Fashion clothe Buying Behavior. The objective of study was "to gain deeper understanding of different factors which are significantly related to the fashion clothe buying behavior of young female students in Denmark. The researcher has collected data with the help of structured questionnaire by taking response of 205 respondents. Data were collected from various age groups. He found that the main motive for female student is being fashionable and create own style. Further he added that the major source of information about garments were internet and magazine for young age. Study further revealed that the purchase was not influenced by any one and students took their own decision to purchase garments. Further price was one of the major factor and respondents prefer frequent shopping rather than ones a month.

Kwan C.Y., Yeung K.W., Au K.F.(2004). studied Decision-Making Behaviour Towards Casual Wear Buying: A Study of Young Consumers in Mainland China. The objective was to study young Chinese consumers' decision-making behavior towards casual wear purchase in Mainland China. A structured questionnaire as a data collection tool has been used to collect primary data and the research instrument was administered to 161 University students in Shanghai, Beijing and Guangzhou in the Mainland. They have involved 20 criteria for the purpose of study. Some of them were Price, Brand Style, Country of origin Colour / Design Store; Store image, Fabric Coordination with wardrobe, Appearance ,Salesperson's knowledge , Durability, Comfort, Safety Colour fastness. They have used factor analysis for analysis purpose. They found that style and quality related criteria, durability and easy

care, fit and sex appropriateness, and price were important one compare to others. "Product and self image related criteria", "Style and quality related criteria" and "Price" criteria were found to positively and/or negatively affect some of the consumer decision-making styles.

Zeb,H., Rashid, K., Javeed,M.(2011). studied Influence of Brands on Female Consumer's Buying Behavior in Pakistan. The purpose of this research is to examine Pakistani female consumer's buying behavior and understand the key factors of branded clothing which influence female consumer's involvement towards trendy branded clothing. A survey was conducted from general female consumers aged between 20-35 to obtain empirical evidence by using questionnaire and statistical techniques. The total of 415 respondents filled the questionnaires. The results indicate that status branding, brand attitude, paying premium for branded clothing, self-concept and reference groups were found to have positive effects on female consumer buying behavior while increasing consumer involvement in fashion clothing.

3. RESEARCH METHODOLOGY
Objectives of Study
1) To study the awareness related to branded garments in Surat City
2) To study the factors affecting the purchase of garments in Surat City.
3) To study various attributes of showroom that influence purchase of branded garments in Surat City.
4) To study various demographic factors which influence the choice of retail outlet.
5) To study the reasons for not purchasing branded garments.

Hypothesis

H1: The preference of branded garments is independent of Age.
H1A: The preference of branded garment is not independent of Age.
H2: The preference of branded garment is independent of occupation.
H2A: The preference of branded garment is not independent of occupation.
H3: The preference of branded garment is independent of income.
H3A: The preference of branded garment is not independent of income.
H4: The preference of branded garment is independent of education.
H4A: The preference of branded garment is not independent of education.

Limitations of Study
1) The study is based on Surat city so it reflects the attitude of people of Surat city only. The consumer attitude may be different in other cities across India.
2) The sample size is limited so the conclusions may not be wholly applicable to the total market.
3) The limitations of non-probability sampling are worth to mention.

Methodology
This study has been undertaken with the objective of studying the buying behavior in respect of men's shirts. The researcher has collected both primary data as well as secondary data to conduct the study. The primary data has been collected with the help of structured questionnaire on the basis of five point scale. While secondary data has been collected from various books, magazines and websites. The researcher has collected data with the help of non-probability convenience sampling and survey has been conducted outside the branded and non-branded garment stores. Due care has been taken to include people of various age groups hailing from different socioeconomic background. The factors included to study the preference related to shirts were identified on the basis

of literature review. They were offers and discounts, range of colour and variety, price, brand name, quality, smart look, comfort and feel. The study also included the factors related to showroom that influence the purchase. They were location of shops, salesmanship & courtesy, wider choice in colour, design & material, price range, offers & discounts and facility for use of credit card. The researcher has used 5 point Likert scale where 1 reveals extremely favorable situation and 5 reveals extremely unfavorable situation.

The researcher has also done pilot testing of 25 respondents and required changes have been done. The sample size of study was 366. The various statistical tools used to analyze data were weighted average mean, chi square test.

Findings of Study
The present study revealed that demographic factors such as age, income and occupation has impact on the purchase of branded garment Majority of people who prefer to purchase branded garment are in the age group of 26 to 55 years. Also those whose age is income is 3 lakh to 5 lakh prefer to purchase branded garments compare to other income range. Also as per occupation, self employee and service people prefer to purchase branded garments compare to businessman and students. Also those who have educational qualification of PG prefer to purchase branded garments in Surat city compare to other educational group.

Majority of respondents prefer to purchase branded garments during Festivals and when discount is offered on branded garments. From cross tabulation, it is found that Service people prefer to purchase branded garments during discount while self employed prefer to purchase branded garments during off season while business people prefer to purchase branded garments during festival and functions.

The survey also revealed that majority of respondents (56 percent) themselves are decision maker at a time of purchase of branded garment while 18 percent respondents said that their wives are the decision maker at a time of purchase of branded garments .

The factors that influence the purchase of branded garments for the people of Surat city are the quality of product, brand name and fitting of branded garments. While the important factors related to stores is the availability of wide range of products, the courtesy of sales man and Store ambiance of showroom of branded garments.

39 percent of respondents don't prefer to purchase branded garments as the reason revealed were value for money not deliver and price of branded garments were very high followed by no proper fitting provided by branded garments and lack of availability of branded garments.

CONCLUSION
1. The awareness related to branded garments in Surat City is High.
2. Demographic factors such as Age, Income, Occupation and Education has impact on the purchase of Branded Garments.
3. The factors influencing the purchase of branded garments are the quality and brand name (stratus) provided by branded garments.
4. The sales man courtesy and Store ambiance are the important parameter related to showroom which influences purchase.
5. The major reason for not purchasing branded garments is value for money not provided and high price of branded garments.

SUGGESTION
1. Branded Garment companies must reduce the price of garments.
2. Branded Garments companies must focus on delivering value for money to customer. This can be done by provid-

ing warranty and replacement scheme in case of damage of garment.
3. Companies must come with frequent discount so the price sensitive customers can be attracted to purchase.
4. Branded garment companies must focus on improving store ambiance and the proper behavior and guidance from sales person should be there.
5. Companies should have a dress code for sales person to develop professionalism.

ANNEXTURE
Table: 1 Impact of Demographic Factors on Purchase of Branded Garments

Demographic Factor	Chi Square Value	p-value @5 per. Significant level	Hypothesis Status
Age	24.90	0.000	H_1 is rejected
Occupation	32.56	0.000	H_2 is rejected
Income	111.82	0.000	H_3 is rejected
Education	80.65	0.000	H_4 is rejected

Table :2 Occasion to Purchase Branded Garments

Factor	Mean
During Discount	3.55
Off Season Sale	3.70
Festival	2.22
Function	3.86
As a Regular Purchase	3.64

Table 3: Factors Affecting Purchase of Branded Garments

Factor	Mean

Availability	3.35
Brand Name	2.09
Quality	1.95
Style	3.53
Looks	3.58
Fitting	2.70

Table 4: Factors Affecting Showroom of Branded Garments

Factors	Mean
Location of Showroom	3.76
Salesman Courtesy	3.45
Wider Choice	2.00
Price Range	3.83
Store Ambiance	3.52
Facility to use Credit Card	4.25

Table 5: Reason for not Purchasing Branded Garments

High Price	2.99
Less Availability	3.73
Poor Quality	3.90
Value for Money not Delivered	2.56
No Variety	3.67
No Proper Fitting	3.31
Not Aware About Brands	3.39
Just Don't Want to	3.72

Table : 6 Occupation –Wise Preference of Occasion to Purchase Branded Garments

Always		When Prefer to purchase: During Discount					Total
					Never		
Occupation	Student	0	19	0	4	4	27
	Self Emp.	8	15	12	4	30	69
	Service	14	10	5	6	28	63
	Businessman	2	12	0	12	38	64
Total		24	56	17	26	100	223

Always		When Prefer to Purchase : Off Season Sale					Total
					Never		
Occupation	Student	0	11	8	4	4	27
	Self Emp.	23	12	0	12	22	69
	Service	8	6	9	8	32	63
	Businessman	0	0	10	0	54	64
Total		31	29	27	24	112	223

Always		When Prefer to Purchase: Festival					Total
					Never		
Occupation	Student	10	4	3	0	10	27
	Self Emp.	24	26	10	6	3	69
	Service	16	18	12	8	9	63
	Businessman	43	13	0	2	6	64
Total		93	61	25	16	28	223

Always		When Prefer to Purchase: Function					Total
					Never		
Occupation	Student	2	0	2	0	23	27
	Self Emp	0	8	2	16	43	69
	Service	10	3	10	10	30	63
	Businessman	17	13	2	8	24	64
Total		29	24	16	34	120	223

Always		When Prefer to Purchase : As a Regular					Total
					Never		
Occupation	Student	0	14	0	0	13	27
	Self Emp.	12	14	14	0	29	69
	Service	4	4	12	4	39	63
	Businessman	6	11	5	20	22	64
Total		22	43	31	24	103	223

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