TITLE: Apparel Shopping – Trends, Consumer Buying Behaviour, Patterns and Preferences

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Abstract
As shoppers become progressively global and multicultural, research that is more diverse is necessary for better understanding consumers’ purchase behaviour. There are many factors which influence the shopping behaviour. The attitudes of people towards shopping are different. The main objective of this research is to study the factors that affect consumers directly or indirectly for shopping and to review the factors regarding reservations of consumers in shopping. This research investigates the perceptions of consumers in India related to shopping of apparels or clothing. In all 146 consumers participated in this survey and the results were analysed to derive certain conclusions. The consumer replies have been analysed by means of frequency distribution, average and chart analysis. The findings indicate that consumers hold significantly different perceptions regarding the relative advantages, ease of use, and risk of shopping. The results of the survey analysis show that there are some factors like psychological factors, social factors, emotional factors and the quality and authenticity factors, which affect the buyers’ attitudes towards shopping. Price, trust, convenience and discount schemes are some of the important factors. Most of the consumers hesitate not to do shopping, because of the lack of guarantee about quality, unavailability of trial rooms and a fear of the offers and facilities being unreal.

Overview of Indian Apparel Industry:
The Textile Sector in India ranks next to Agriculture. Textile is one of India’s oldest industries and has a formidable presence in the national economy in as much as it contributes to about 14 per cent of manufacturing value-addition, accounts for around one-third of our gross export earnings and provides gainful employment to millions of people. The textile industry occupies a unique place in our country. One of the earliest to come into existence in India, it accounts for 14% of the total Industrial production, contributes to nearly 30% of the total exports and is the second largest employment generator after agriculture. About 27% of the foreign exchange earnings are on account of export of textiles and clothing alone. The textiles and clothing sector contributes about 14% to the industrial production and 3% to the gross domestic product of the country. The main markets for Indian textile and apparel exports are:
• United States
• European Union
• Parts of Asia
• Middle East
In the near future, India’s apparel exports to developed markets are expected to increase considerably. India has the potential to increase its textile and apparel share in the world trade from 4.5 per cent to eight per cent and reach US$ 80 million by 2020.

Need for the Study
This survey project highlights the patterns of consumer behaviour with respect to shopping of clothes. It helps to find out factors responsible for consumer satisfaction. The main purpose of this study is to analyze the reasons as to why people are hesitant to shop. To analyze the mindset of people who are active shoppers. The survey might help to obtain information that will benefit the clothing sector to increase sales and volumes.

Objectives
➢ To study consumer buying behaviour for shopping.
➢ To find out strategies to increase sale of clothes in market.
➢ To find out reasons why people are conservative and hesitant to shop clothes.
➢ To find out customer preferences for clothes shopping.

Research Methodology
➢ Data collection – through survey questionnaire
➢ Sample size-146
➢ Type of sampling - convenience sampling
➢ Method - Google form used to collect consumer responses
➢ Time required to complete the study - 25 days

Factors considered for carrying out this survey
➢ Convenience
➢ Price, schemes and discounts
➢ Trust
➢ Authenticity of quality, variety
➢ Awareness
➢ Customer support and after sales services
➢ Types of clothes preferred to shop the most

Analysis and Results
(Sample size – 146)

QUESTION-WISE ANALYSIS:
(1) Gender wise response

<table>
<thead>
<tr>
<th>Gender</th>
<th>Responses</th>
</tr>
</thead>
<tbody>
<tr>
<td>Female</td>
<td>73</td>
</tr>
<tr>
<td>Male</td>
<td>73</td>
</tr>
<tr>
<td>Total</td>
<td>146</td>
</tr>
</tbody>
</table>

(2) Frequency of shopping per year

Observation: Out of the sample size of 146, 50% respondents shop more than 7 times per year.

Spending for shopping per year

Observations:
Out of the sample size of 146, nearly 50% respondents spend more than Rs 6000/- per year.
(3) Preferred mode for shopping

Observations:
As can be seen for this observation, preferred mode of shopping of 61% of sample size is retail stores/malls

Experience of online shopping

Observations:
More than 50% respondents feel satisfied after online shopping and 34% of respondents can’t say about online shopping experience.

(4) Influence of a brand image

Observations:
56% of male respondents usually get influenced by brand image before shopping and only 22% of female respondents get influenced by brand image before shopping.
(5) **Responsible factors for brand image**

**Observations:**
73% of total respondents get influenced by offers and information of specific brand while making a choice for that brand.

(6) **Branded products Vs Local Products**

**Observations:**
66% of total respondents think branded products are better than non branded products.

(7) **Brand loyalty**

**Observations:**
79% of total respondents ready to switch preferred brand if they get some promotional scheme with other brand.
Observations:
59% of male respondents are planned shoppers and only 41% of female respondents are planned shoppers.

Conclusion
This study was undertaken to discover the effects of people’s attitude, buying patterns, consumer behaviour, etc towards shopping. Shopping is getting trendier in India as well as in rest of the world. According to our survey, shopping is getting popularity among the young generation such as students and young working professionals. Students usually prefer to buy goods from its original source and hence they mostly prefer shopping. When a consumer purchases something, he or she faces certain problems. The main problems for shopping are identified as price, authenticity, guarantee, convenience, physical feel and discounted deals. However, shopping can be of great benefit to the consumer in terms of convenience, variety, time saving and money. In order to increase the sales of clothes, certain factors have been identified. If facilities like virtual trial rooms, alteration, etc are provided then there is a good chance that the clothes market will improve in terms of sales volumes.
In addition, if factors like authenticity of clothes, price and discount schemes, trust and more convenience of use are addressed then the frequency of people shopping clothes will increase.

References & Bibliography

Websites:
- www.trak.in (-shopping-trends-india-fashion)
- www.web.csulb.edu (shopping acceptance model — a critical survey of consumer factors in shopping, University of Maryland Baltimore County)
- www.easysize.me/blog (-shoppers-surveys)

Books:
- One-click: Jeff Bezos and the Rise of Amazon.com - Richard Brandt

Other:
- Attitudes toward Shopping: A Comparison of Consumers in China and the US (Wen Gong, Lynda M. Maddox, Rodney L. Stump, Department of Marketing, Howard University)