Full Length Research Paper

A study on attributes influencing the purchasing behaviour of apparel consumers in organized outlets

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The purpose of this study is to identify the purchasing drivers of apparel consumer in apparel product categories, in the context of the evolving organized retail industry in India. The paper attempts to correlate the distinct store features as perceived by respondents with the true motivations of various consumers in purchasing and patronising of organized outlets. In the process it provides insight of various attributes influencing the purchasing behaviours of an average Indian consumer. The framework evolved for evaluating effectiveness and impact of different attributes influence the behaviour and a major impact on the overall profitability of the retailing business. Increase in the rate of literacy, growing number of working women, highly disposable income, easy availability of credit at low interest rates and high rate of media penetration along with the assurance of similar quality products with large ambit of price differentiation, painted the India's dynamic organized retail landscape. Rising interest and growing expansion of organized retail market leading to success of a business, depends solely on consumers' urges that there is a need to study their buying behaviour. The study is based on primary data, a total of 178 apparel retail customer from leading outlets in Hyderabad and Secunderabad are surveyed by using structured questionnaire with mall intercept method. The results reveal that the shoppers do not rate the factors equally, without leaping in the dark, proper emphasis can be given to the factors. The results further prove that the apparel consumers' buying behaviour is mostly influenced by the attributes like style > value > diversity > demand > credibility > concern > referral groups. This study contributes information to both academic and retail managers for their theoretical and practical purposes.

Key words: Consumer behaviour, retail format, apparel, demographic patronage behaviour.

INTRODUCTION

India, an emerging economy, has witnessed unprecedented levels of economic expansion, along with countries like China, Russia, Mexico and Brazil. "India's rebound from the global crisis is set to accelerate in 2010, with estimated growth of 8.2%, although rising price pressures present a challenge to policy makers as they steer the economy's recovery," ADB said in its report 'The Asian Development Outlook 2010', in the growing economy the organized retailing in India is witnessing a radical transformation.

The increase in the number of retail chains across the country is an indication that organized retailing is emerging as an industry and will boom in a big way in the near future. The Indian retail market, which is the fifth largest retail destination globally, has been ranked as the most attractive emerging market for investment in the retail sector by AT Kearney's eighth annual Global Retail Development Index (GRDI) in 2009. As per a study conducted by the Indian Council for Research on International Economic Relations (ICRIER), the retail sector is expected to contribute to 22% of India's GDP by 2010. India's overall retail sector is expected to rise to US$ 833 billion by 2013 and to US$ 1.3 trillion by 2018, at a compound annual growth rate (CAGR) of 10%.

Foreign direct investment (FDI) inflows as on July 2009, in single-brand retail trading, stood at approx. US$ 46.60 million, according to the Department of Industrial Policy and Promotion (DIPP).

The liberalized and globalised economic environment have brought in paradigm shift in consumer spending

patterns driven by dramatic changes in domestic demographics, psychographics, increasing urbanization, remarkable advancements in information and communication technology which creates colossal consumer market offering a plethora of opportunities for the growth and development of modern retailing in India. In the overall Retail pie Food and Grocery was the dominant category with 59.5% share, valued at Rs.792, 000 crore, followed by Clothing and Accessories with a 9.9% share at Rs.131, 300 crore. New forms of competition and structural modification of retail formats led to the emergence of understanding the different attributes that influence apparel consumer buying behaviour.

Giving due recognition to the recent economic meltdown, the high rate of growth the economy achieved in the earlier years, changing lifestyle, increased rate of literacy, growing number of working women, excessive urbanization, high rate of media penetration, growing young population, tendency to 'spend now' and favourable demographic patterns act as the key in the recent spurt of the organized retail sector in India. Organized retailing in the global frame is well promising eliciting an eager response from shoppers. Nevertheless, the shoppers have a choice that they did not enjoy earlier due to strong desire for stores' private level brands. Indeed, it is in this very realm of consumers' emotional connection with apparel that a number of brands have dominated and won. In fact, two-third of the consumers surveyed admits they buy certain brands of clothing because these reflect their personality and lifestyle. Thus, organized retailing, especially apparel sector, crossed the threshold of doubts to illuminate its existence globally.

The accessibility of the customers has also been magnified by creating a customer-friendly ambience in the stores. The assurances of similar quality with larger ambit of price differentiation, more variety within the product category have made retail shopping more delightful. As a result, retail brands are outweighing the manufacturer owned brands by providing certain advantages to the customers. A trusted retail name provides comfort of shopping to the consumer. So, it cannot be denied that the organized retail sector is going to play a major role in shaping the competitive scenario of Indian consumer goods and service markets in near future.

As consumers play the pivotal role to bring the success of any business, there is a need to study the consumers' buying behavior in organized retail market. In view of the previous discussion it was observed that the importance of predicting the attributes influencing the consumer purchasing behaviour toward the apparel products in organized retail formats.

Objectives of the study

Retailers operate in a competitive environment facing changes in customer needs, demographics, types of retailing, technology and retail ownership, changes in merchandizes. In this booming retail market in India, it became inevitable for the companies to learn how to retain their market share as well as to enhance it. With the entry of bigger players, the retail market is getting more and more organized and structured. Competition will soon be very intense. In such an environment, the understanding and prediction of customer satisfaction and there purchase attributes are becoming an important subject. The retailers' intention is to increase repeat customers.

Nowadays, customers seek an experience, which is more than product variety and or quality: a synthesis of multi attributes which create a favourable retailer and store image. As a result, a critical issue for retail management is to determine the factors affecting satisfaction, to identify and target segments of customers, to ensure patronage on a long term basis Sivadas and Baker-Prewitt, 2000).

Research reveals the cost of retaining customers is conservatively estimated to be one-fifth of the cost of acquiring new ones. Existing customers generate larger margins and profits (per customer) than the new ones (Smith and Taylor, 2005). In the present scenario, the researchers want to venture into organized retailing in the Indian sector and to explore the different aspects that have impact on consumers' buying behaviour in the retail segment in India.

Retailing covers a very wide range of products and services; hence the researchers have decided to focus only on the organized apparel segment. It is also relevant to mention here as the organized retail market is just growing in India, the researcher will concentrate the whole analysis based on urban India. The agenda of the study is to know the customer. In order to achieve the said objective, the researchers need to have an understanding of the following:

1. To study the patronage behaviour of apparel consumers in the context of organized retailing.
2. To examine different factors influencing consumers buying behaviour in apparel retail segment.
3. To evaluate and examine the role of all buying behaviour variables for the selection of organized retail formats for apparel products.

LITERATURE REVIEW

Shopping behaviour is a complex and multidimensional concept. Defining shopping orientation is extremely difficult, due to numerous interrelated variables. Although the concept shopping orientation is described by researchers from various perspectives, certain major variables (or concepts) are repeated in the different descriptions. Demographic characteristics are easily measurable and identifiable segmentation variables.

The competition from new retail formats has increa-singly resulted in shoppers visiting multiple retail stores/ formats and developing loyalties toward a set of stores/formats instead of gravitating to just one store or format to fulfill a variety of shopping needs and motives (Prasad and Aryasri, 2011; Gupta and Chintagunta, 2011; Nielsen, 2011; Sinha, 2004). Furthermore, the changing lifestyles of Indian consumers and the resulting changes in consumption patterns trigger changes in shopping styles of consumers and also the factors that drive people into stores (Kaur and Singh, 2006).

Recent past study by Khare (2011) examined Indian small city consumers' attitude towards malls and found that hedonic and utilitarian values were the significant shopping motives influencing their attitudes towards shopping malls. However, Sinha and Benerijee (2002) analysed shopping orientations of Indian shoppers and found that the Indian shoppers seek emotional values more than functional values of shopping.

In contrast to previous research examined the influence of functional attributes (that is, product quality, produce assortment, service quality and store atmosphere) of shopping value in relation to supermarket and traditional retail formats. His study suggests that functional attributes facilitate the shoppers' motive of hedonic and utilitarian value towards choice of retail formats. As customers expectation move continuously upward, it is imperative for the retailers to avoid the complaints which invariably lead to customer dissatisfaction.

Berry (1996) and Jackson (1999) have identified situa-tions which result consumers' dissatisfaction towards retail brands. Stone (1954) introduced the concept shopping orientation. He referred to shopping lifestyles or shoppers' styles that place emphasis on certain activities in particular. Other researchers added to this definition by pointing out that shopping-specific lifestyles encompass shopping activities, interests, and opinions. The definitions of shopping orientation reflect a view of shop-ping as a complex personal, economic, social and recreational phenomenon (Darden and Howell, 1987; Shim and Kotsiopulos 1993). Shoppers with different shopping orientations reveal different consumer charac-teristics and differences in market behaviour, including different needs and preferences for information sources, store preferences and store attributes (Shim and Kotsiopulos, 1992).

The behaviour of shoppers differs according to the place where they are shopping and their involvement level with the act of shopping (Berman and Evans, 2005). Cardoso and Pinto (2010) examined hedonic and utilitarian shopping motivations among Portuguese young adult consumers and identifies seven shopping dimen-sions: pleasure and gratification shopping, idea shopping, social shopping, role shopping, value shopping, achievement shopping and efficiency related shopping.

Shopping is a function of the nature of the product, the degree of perceived risk inherent in the product class and the level of knowledge or amount of information about alternatives. Observations of shopper behaviour in the store show that every purchase involves part or the whole of a process that follows a consistent pattern of See-Touch-Sense-Select. Connolly and Lindsay (2001) have classified shopping behaviour into three categories: (a) blinkered mode in which shoppers confidently and efficiently zooming in on familiar brands, with no time or interest in logical label reading or studying product attributes, (b) 'magpie' mode in which the shopper allows himself or herself to be distracted and attracted by different brands on display, and (c) 'browser' mode in which the shopper behaving more rationally, reading the 'back of pack' copy and invariably comparing prices, ingredients and seeking more information about product attributes, making piece-value comparisons across various brands.

There is a growing need to evaluate the drivers of shopping behavior in the Indian context (Sinha and Banarjee, 2004). The apparel shops with a high level of personalized service, is making shoppers reluctant to depart from traditional ways of shopping. The knowledge of consumer shopping behavior is an essential input to the development of an effective marketing strategy, which is required for the effectiveness, and success of any business. Past research and theories in consumer behaviour compared to the theoretical and empirical work on brand choice behavior, store patronage behavior as a distinct field of investigation has received only scant attention (Darden and Howell, 1987) and further suggested that consumers are using shopping strategies rather than brand strategies in solving many consumption problems.

Rhee and Bell (2002) believe that while shoppers often patronize many stores, they typically have a primary affiliation to a 'main store' that captures the majority of their purchases. Taher et al. (1996) and Sirohi et al. (1998) emphasise that it is important for retailers to systematically seek information of the retail patronage experience and then plan to build store loyalty based on augmented services, including their financial implications. Research conducted processing of store attributes by means of which consumers decide which will be their primary store. It is empirically examined that retail store attributes affect store choice and purchases (Leszczyc and Timmermans, 1997).

A study analyzed the significance of demographic profile of consumers affecting the purchase decision of branded garments and to observe from gender perspective the consumer awareness about different apparel brands available in the Indian market and also to find out whether there is a significant difference in total expenditure on branded apparels done by males vis- a -vis females. The results exhibited no significant differ-rences in the brand awareness, shopping frequency and shopping expenditure between males and females (Rajput, 2012).

Store choice and patronage studies have focused on shoppers' tendency to concentrate on the same store. The existing models share a set of common variables to predict consumer buying behaviour and patronage behavior. In this section, those previously established patronage models are briefly reviewed, and then the important constructs are compared and discussed to build a conceptual foundation of the study. The first comprehensive model to illustrate the structural relationships among influencing variables of store choice behavior was introduced by Monroe and Guiltinan (1975). In their preliminary model of store choice, Monroe and Guiltinan (1975) proposed that consumers store patronage behavior in changing context is explained by sequential effects of different constructs: shoppers' characteristics, strategies for planning and budgeting, importance of store attributes and perception of stores.

Finally, the researcher recommended separation of store perceptions and attributes importance, because of the relative endurance and generality of the store perception compared to the importance of store attributes. They additionally suggested the importance of experience with a store in the formation of store choice strategies (Laaksonen, 1993; Monroe and Guiltinan, 1975). Monroe and Guiltinan's (1975) retail patronage model was refined by Darden and Howell (1987) who emphasized the importance of enduring and stable shopping orientation determining a shoppers' store choice. Darden et al. (1980) developed the patronage model of consumer behavior, which gave a comprehensive picture of patronage behavior. Terminal values, lifestyles, social class, and family were antecedents to shopping orientations. These antecedents with media habits and instrumental values also affected store attributes importance and the evoked store set. The second part of the model was triggered by stimuli that set needs queue in motion and started the information search that led to the evoked store sort. The evoked store set then influenced store attribute importance leading to patronage intentions and patronage behaviour.

Recently, Radha and Shylajan (2007) proposed a conceptual model and considered the influence of various marketing and demographic factors on consumers' habitual buying behavior towards branded articles. But identification of factors, existence of which indulges consumers to go for organized retail apparel brands are still left unturned. Gupta and Chintagunta (1994) investigated the factors influencing the choice of private label in departmental stores of Hyderabad for two product categories; processed food and toiletries. These literatures make available in depth study on the patterns of consumer behavior in retail garment market.

Significance of the study

In organized retailing apparel retailing has 38.1% of the major market share. But, it is a bit sensitive segment in retailing industry, where the products can easily undergo obsolescence (out fashioned) if they are not sold in a proper time. Especially the fashion and luxurious brands are very much prone to this type of phenomena and the products which have been sold at very low discounts will not yield profits for the companies.

At present, apparel retailing is considered as one of the fast moving consumer goods retailing (FMCG). Hence the goods should be moved or sold faster than we expect, otherwise the retailers should face problems in selling. Thus, consumers' buying behavior has drawn a considerable attention of the earlier researchers. Its impact on designing marketing strategies also became the part of a sizeable number of studies. But, while reviewing the literature on buyer behavior as well as retail marketing, only microscopic number of studies has been found available that analyzes how consumer behavior functions in retail market.

Every day, countless new retail offerings appear before the customers making the yesterday's one obsolete. Frequent change in lifestyle also dictates a continuous variability in the fashion preference of consumers giving organized retailers a wide scope of opportunity to appear with newer fashion apparels. Study shows even the well-known brands lack enough flexibility to tap the emerging fashion. In most cases, organized retailers put their efforts to attach several benefits to their own brands; apprehending those will help tap new trends.

The present profit margins of such retail brands are found to be substantially high and in the long run these private level brands are expected to enhance the brand equity of the established retailers. Thus, retailers' intention of bonding comes in the nascent stage with the well-heeled entry into the apparel retailing, presently the market of which is estimated at around $13 billion and accounting for nearly 20% of the country's total export.

The icing on the cake is the garment-manufacturing sector's appearance as the most promising segment in the textile chain after 2005 creating a large demand for finished products. Considering the hefty and flamboyant growth of apparel segment at such rapid pace, the proposed study is intended to keep confined only to the organized apparel retailing. Driven by the need, the researchers felt necessary that the study seeks to identify and assess the importance of the factors that shape the buying behavior in the Indian organized retail apparel segment.

METHODOLOGY

The present study is an empirical enquiry into the influence of store and customer attributes on purchasing behaviour of apparel products. The study is based on primary data as well as secondary data. The population of this study is apparel retail customers from organized retail formats in the city of Hyderabad and Secunderabad in India. For data collection purposes, the mall intercept technique was used on shoppers who were leaving for the modern retail formats.

Data was collected at 12 different retail formats comprised of

apparel chains, using a structured non-disguised questionnaire with questions in a prearranged order. Following the data collection procedure, a total of 250 customers were surveyed and only 178 respondents completed and returned the questionnaire.

Before drawing the final questionnaire, a pilot survey for the same was made to understand legibility. Our thrust was to determine the factors the customers are influenced by when they purchase apparels from organized retail outlet. We prepared a set of 19 statements reflecting various attributes of the problem. The respondents are requested to rank the statements on a 5-point Likert scale basis (5 = strongly agree, 3 = not known or neutral, 1 = strongly disagree). Factor analysis (a data reduction technique) was restored for identifying the factors the apparel buyers are influenced by in organized retail outlet. Assuming all the statements has some degree of association with each other. We applied SPSS 14 to analyze the data collected for the study. For getting the factors identified, we indulged the quest whether consumers rate these factors in the same way at the time when they purchase apparel from organized retail outlets. With a view to gauge the importance, the consumers find in these factors a paired comparison scale was constructed to circulate among 200 respondents.

In the first phase, an exploratory study which is qualitative in nature was carried out to identify the factors influencing on patronage behaviour in apparel retailing. The exploratory interviews with twenty store managers and extensive discussions with academicians/researchers helped us to identify different factors such as quality at store, appeal, assortments at the store, fashion (latest apparel merchandize), and store image factors besides shopper demographics and temporal aspects which are perceived to be affecting patronage of apparel shoppers. The extensive literature survey also supported the exploratory findings.

RESULTS AND INTERPRETATIONS

Respondent's demographical profile

A total of 250 retail consumers were approached for survey taking from apparel store formats (shopping centres), only 239 shoppers were responded and show interest to participate in the survey and from these 178 questionnaires were usable and rest were rendered useless due to incomplete data. All the respondents are living mostly in Hyderabad and Secunderabad and all respondents were adult male and female shoppers consisted of 132 female (74.16%) and 46 male (25.84%), with an average age of 26 years (18 to 40), model age group 18 to 23 years and median age was 22 years. The majority of respondents 115 (64.6%) were single and 63 (35.4%) are married. The major chunk of the respondents 55.06% had graduation as their educational qualification and least 7.39% had SSC and as their minimum educational qualification and 8.43% had above SSC and below graduation (pursuing) and the rest 29.21% had PG as their qualification.

The aggregated mean of monthly shoppers' income was Rs. 18,000/- with 50.2% respondents has paid employment as their occupation. From the respondents 52% are depending solely on organized retail outlets for purchasing all kinds of apparels, and least 7.5% prefer for formal apparels, 32% of shoppers favour for causal apparels and rest of the 8.5% are good turned for party-

ware apparels. Moreover, the sample reveals that more than 40% of the respondents visit organized retail outlets at least once in a month and this observable fact is more prevalent for the respondents belonging to the age group 18 to 30 years. We did not observed any significant difference between male and female shoppers in their buying behaviour.

Factor analysis to determine the attributes which impact on purchasing behaviour of apparel consumers

Factor analysis was conducted to reduce the number of attributes to explain the original data to know the patronage behavioural variables which impact the shopping orientations of apparel consumers. Factor models were selected based on Kaiser-Meyer-Olkin (KMO) measures of sampling adequacy criteria (should be as near 1 as possible) which is a goodness of fit coefficient, Bartlett's test of shpericity (should be as close to 0 as possible) which is a badness of fit test, the Eigen values greater than 1 and amount of variance explained by the model. Each model was estimated using principal components analysis as the extraction method.

Varimax with Kaiser normalisation rotation method assisted in interpreting the data for list of value factors activity factors, interest factors, opinion factors and shopping orientation factors. Factors were labelled based on salient loadings. All loadings below 0.5 were dropped, and the factor analysis was recalculated. The Cronbach alpha was used to measure internal reliability by unit weighting items with salient loadings in a factor. Results were discussed in the following paragraphs and summarized in Table 1.

The first seven components (attributes/ factors) in the initial solution have an enginevalues over 1 and they account for about 80% of the observer variation in the consumers' orientation about purchase of apparel from organized retail outlet in Hyderabad and Secunderabad (Table 2). According to Kaiser criterion, only the first seven factors (attributes) should be used because subsequent eigen values are less than 1. Factors loadings are used to measure correlation between variables and the factors. A loading close to 1 indicates strong correlation between a variable and the factor, while a loading closer to Zero indicates weak correlation. Un-rooted solutions of factor loading are not suitable for interpretation purpose since the variables generally tend to load on multiple factors.

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The factors are rotated with the Varimax with Kaiser

Table 1. Shopping orientation factor analysis.

Attributes	Initial	Extraction
Value for merchandize	1.000	0.811
Low price	1.000	0.832
Social class	1.000	0.774
Wider assortments	1.000	0.815
Format size	1.000	0.818
Easy return policy	1.000	0.726
Latest designs	1.000	0.859
Store image ((stylish and fashionable)	1.000	0.868
Retail format credibility	1.000	0.775
Trust on the format	1.000	0.834
Merchandize life	1.000	0.688
Credit facility	1.00	0.869
Sales force bearing	1.000	0.813
Most of them are preferring	1.000	0.867
Advertising	1.000	0.862
Family shopping format	1.000	0.710
Convenient (location / display)	1.000	0.875
Social recognition	1.000	0.710
Promotional offers	1.000	0.828

Extract method: principle components analysis.

Table 2. Observed variations in the consumers' orientation about purchase of apparel products.

	Initial Eigen values			Extraction sums of squared loadings			Rotation sums of squared loadings		
Component	Total	Variance (%)	Cumulative (%)	Total	Variance (%)	Cumulative (%)	Total	Variance (%)	Cumulative (%)
1	3.272	17.218	17.218	3.272	17.218	17.218	3.036	15.976	15.976
2	3.166	16.688	33.906	3.166	16.688	33.906	2.409	12.784	28.760
3	2.432	12.699	46.605	2.432	12.699	46.605	2.359	12.468	41.228
4	2.188	11.657	58.262	2.188	11.657	58.262	2.137	11.196	52.424
5	1.657	8.618	66.880	1.657	8.618	66.88	1.856	9.769	62.193
6	1.289	6.868	73.748	1.289	6.868	73.748	1.769	9.465	71.658
7	1.281	6.746	80.494	1.281	6.746	80.494	1.658	8.984	80.642
8	0.648	2.845	83.339	-	-	-	-	-	-
9	0.563	2.943	86.282	-	-	-	-	-	-
10	0.391	2.379	88.661	-	-	-	-	-	-
11	0.378	1.997	90.658	-	-	-	-	-	-
12	0.296	1.562	92.22	-	-	-	-	-	-
13	0.286	1.513	93.733	-	-	-	-	-	-
14	0.258	1.359	95.092	-	-	-	-	-	-
15	0.233	1.201	96.293	-	-	-	-	-	-
16	0.193	1.022	97.315	-	-	-	-	-	-
17	0.192	1.014	98.329	-	-	-	-	-	-
18	0.176	0.912	99.241	-	-	-	-	-	-
19	0.146	0.759	100.000	-	-	-	-	-	-

Extraction method: principle component analysis.

Table 3. Component matrix to measure correlation.

Variables (attributes)	Component						
	1	2	3	4	5	6	7
Value for merchandize	0.479	-0.369	0.298	0.519	-0.164	-0.207	0.175
Low price	0.476	-0.361	0.386	0.512	-0.089	-0.245	0.114
Social class	0.396	-0.314	0.397	0.552	-0.198	-0.092	0.245
Wider assortments	0.586	-0.361	0.286	-0.524	0.099	0.203	0.167
Format size	0.533	-0.319	0.131	-0.516	0.163	0.282	0.196
Easy return policy	0.478	-0.276	0.298	-0.389	0.279	0.229	0.179
Latest designs	0.529	-0.079	0.189	-0.336	-0.149	-0.279	-0.586
Store image (stylish and fashionable)	0.536	-0.014	-0.021	-0.27	-0.113	-0.402	-0.574
Retail format credibility	0.387	0.138	-0.579	-0.189	-0.035	-0.429	0.298
Trust on the Format	0.427	0.113	-0.649	-0.097	0.086	-0.359	0.357
Merchandize life	0.445	0.048	-0.644	-0.003	-0.098	0.046	0.185
Credit facility	0.482	0.019	-0.351	0.311	-0.379	0.471	-0.163
Sales force bearing	0.412	-0.014	-0.432	0.262	-0.281	0.526	-0.265
Most of them are preferring	0.259	0.128	-0.234	0.436	0.789	0.046	-0.158
Advertising	0.319	0.195	-0.069	0.359	0.758	0.056	-0.249
Family shopping format	0.289	0.694	0.365	0.047	0.121	0.089	0.074
Convenient (location / display)	0.246	0.849	0.202	-0.071	-0.177	0.011	0.115
Social Recognition	0.238	0.779	0.229	-0.076	-0.112	0.034	0.058
Promotional offers	0.271	0.812	0.314	-0.034	-0.076	0.019	0.121

Extraction method: principle component analysis, major (seven) components are extracted.

normalization rotation methods (Table 4). We have used principal component analysis method for factor extraction taking those factors only whose values are greater than 0.5 for the purpose of interpretation.

Interpretation of results

From Table 4 rotated component matrix we find attributes like *family shopping format, convenient, social recognition and promotional offers* have loading 0.791, 0.930, 0.846 and 0.912, respectively on factor one. This infers that factor one is a combination of these variables. This factor can be interpreted as 'Demand' effect that independently contributed 19% variation in consumers' behaviour about purchase of apparel from organized retail outlet in Hyderabad and Secunderabad. From the component matrix (Table 4) in factor two we find variables like *value for merchandize, low price, and social class* have high loading 0.889, 0.891 and 0.871, respectively indicating factor 2 as a combination of these attributes. This factor can be termed as 'Value' which contributed about 20% variations independently. For factor three, it is an evident form Table 4 that *wider assortment, format size, and easy return policy* have the highest loading 0.873, 0.866 and 0.839, respectively. This factor can be termed as 'Diversity', which plays an important role because it contributes 16% variations in consumers' behaviour in

purchase of apparel from organized retail outlets in twin cities.

We come across that the attributes like *retail format credibility, trust on the format, and merchandize life* have high loading 0.883, 0.911 and 0.778, respectively; indicating factor four is a combination of these attributes. This factor can be termed as **'**Credibility' which contributed about 12% variation independently. From the same table we find variables like *credit facility and sales force bearing* have high loading 0.917 and 0.867, respectively that indicate factor five is a mixture of these attributes. This factor can be phrased as 'Concern' which contributed about 8% variations independently. From Table 4, we also establish that the attributes like *most of them preferring and advertising* have high loading 0.919 and 0.914, respectively, in factor six. This factor can be expressed as 'Referral Group' that contributed about 6% variations independently. Further from this table we ascertain that the attributes like *latest designs and store Image* have high loading 0.768 and 0.834, respectively, which indicate factor seven is a combination of these variables. This factor can be named as **'**Style' and contributed about 8% variations independently. The factor analysis made so for using SPSS 12 helps extract seven factors viz., *demand, value, diversity, credibility, concern, referral groups and style* form 19 variables and all these factors contributed about 80% variations in consumer behaviour in purchase of apparel from

Table 4. Rotated component matrix.

Variables (attributes)	Component						
	1	2	3	4	5	6	7
Value for merchandize	-0.062	0.889	0.083	0.047	0.086	0.042	0.079
Low price	-0.051	0.891	0.083	-0.068	0.006	0.112	0.119
Social class	0.013	0.871	0.059	-0.089	0.089	-0.025	-0.062
Wider assortments	-0.029	0.101	0.873	0.026	-0.007	-0.103	0.172
Format size	-0.057	0.013	0.886	0.113	0.073	-0.022	0.102
Easy return policy	0.007	0.109	0.839	-0.036	-0.054	0.094	0.068
Latest designs	0.063	0.076	0.230	-0.034	0.062	-0.042	0.768
Store image ((stylish and fashionable)	0.048	0.047	0.089	0.182	0.06	0.051	0.834
Retail format credibility	0.043	-0.041	0.002	0.883	-0.016	-0.013	0.125
Trust on the format	0.029	-0.015	0.047	0.911	0.063	0.111	0.029
Merchandize life	-0.019	-0.037	0.079	0.778	0.448	0.045	-0.018
Credit facility	0.073	0.174	-0.009	0.132	0.917	0.007	0.061
Sales force bearing	-0.032	0.021	0.008	0.092	0.867	0.093	0.076
Most of them are preferring	-0.006	0.054	-0.059	0.126	0.071	0.919	-0.049
Advertising	0.143	0.064	0.039	0.006	0.038	0.914	0.062
Family shopping format	0.791	0.027	0.369	-0.073	-0.037	0.201	0.009
Convenient (location / display)	0.930	-0.086	-0.056	0.098	0.042	-0.084	0.048
Social recognition	0.846	-0.026	-0.097	0.012	0.072	0.031	0.063
Promotional offers	0.912	-0.019	0.007	0.034	-0.032	0.016	0.032

Extract method: principle components analysis, rotation method: varimax with kaiser normalisation, rotation converged in 6 iterations.

Table 5. Factors ranking.

Preferred to	Preferred						
	Demand	Value	Diversity	Credibility	Concern	Referral groups	Style
Demand	X	80	82	70	120	90	170
Value	120	X	88	110	50	115	80
Diversity	118	112	X	60	125	87	100
Credibility	135	90	140	X	85	90	107
Concern	80	150	75	130	X	75	90
Referral groups	110	70	113	110	125	X	145
Style	35	120	100	93	110	30	X

organized retail outlet in Hyderabad and Secunderabad.

Ranking of factors according to consumers judgement

Summarizing the paired comparison values for 200 respondents, we have obtained Table 5 where factors mentioned in stake holders are preferred to the factors mentioned in row.

Interpretation: Therefore, the rank of the factors according to importance the consumers reckon can be written in the descending order as style >value >diversity >demand> credibility>concern >referral groups. It implies that people go for retail apparel brands mainly to keep themselves fashionable with latest designs available. They are more value conscious and want more diversity. They are giving moderate anxiety on credibility and concerns. Credit facility and advertising plays lesser important role in shaping consumers purchase decision. Rather distinct features of organized outlets (that are promotional offers, wider assortment, family shopping, merchandize life, trust on the format, format size and convene both location and display) are considered to be more appealing. In the given seven factors 'Referral

groups' are least motive attributes.

MANAGERIAL IMPLICATIONS

This empirical has a great number of managerial implications on organized apparel retail outlets in Hyderabad and Secunderabad. In the fast changing face of organized retailing especially in apparel shopping is more a matter on non-fun mundane activity but an exciting and entertainment activity. Although consumers' involvement of shopping for apparel items is very high, yet it is in metamorphosis state due increasing levels of consumer awareness and availability of manifold branded products on qualitative and competitive basis. The rapid sea changes occurring in consumers' demographic and psychographic profiles posed a greater challenge for organized retailers to identify the required style and type of apparel retail format.

The study shows that consumers' education, income, occupation, marital status are the major determinants for type of apparel retail format. The psychographic segments are differed in terms of consumers' activities, interests and opinions and values for the purchase of apparel products (that is, style > value > diversity > demand > credibility > concern > referral groups). It is an uphill task to serve today's pragmatic and enigmatic consumers because consumers are looking for huge variety of quality products, offering special services, pleasant ambience and store services. The apparel retail outlets must be meticulous in creating a sense of high level of trust to maintain quality relationship and loyalty with customers. Hence it is imperative to bear in mind that apparel consumer's behaviour and shopping habits with regard to shopping attributes that influence the choice of apparel retail format.

Conclusion

This empirical study investigated the influence of demographic and store dynamics of consumers on choice of organized apparel retail formats. Consumers are now into apparel shopping in a more involved manner than ever before. The perception and opinion of consumers vary while buying apparels in different types of retail outlets. Considering the weight age, the apparel segment in global and in Indian organized retail market, this study emphasised on understand the attributes which influence the apparel buyer decisions in twin cities. The retail manager's stand abashed at the buying behaviour of consumers because the impetus that attracts buyer remains unknown to them. The result of the present study will help managers streamline their thoughts to the factors affecting apparel buying behaviour of the consumers before marketing their offerings through organized retail outlets. As the shoppers do not rate

these factors equally, without leaping in the dark, proper emphasis can be given to the factors. In the analysis, finally we found that the apparel consumers' buying behaviour is mostly influenced by the attributes like style >value >diversity >demand> credibility>concern >referral groups. Hence, it is concluded and suggested that organise retailers should exercise caution in serving the utmost needs, wants and preferences of potential and existing consumers in order to acquire and retain.

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