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Dr. Reena Khanooja
Head of Home Science
Department, Government Arts
Girls College, Kota, Rajasthan,
India

Customer's attitude towards organized apparel retailing in India

Dr. Reena Khanooja

Abstract

Retailing in India is one of the pillars of its economy and accounts for 14 to 15 percent of its GDP. The Indian retail market is estimated to be US\$ 500 billion and one of the top five retail markets in the world by economic value. India is one of the fastest growing retail markets in the world. India has been projected as one of the most sought-after retail destinations by many national and international consultancy firms. In the whole retail sector, clothing has emerged as one of the leading segments in terms of growth and a front runner in terms of growth in output. Since the beginning of this century, India has witnessed an increase in the number of retail stores in different parts of the country. The emergence of apparel retail stores in smaller cities of the country is definitely an attempt to tap the potential in the market. With the emergence of organized apparel store, apprehensions about the closure of unorganized retail outlets have been expressed. However, the success or failure of any retail outlet depends on the attitude of customers towards it.

Keywords: Retailing, apparel, retail consumers

Introduction

Following the global trend, Indian retailing is viewing a paradigm shift from traditional structure to a modern organized retailing sector. In spite of tardy entry into the organized retailing, it is forecasted that India will lead the industry and will be on the second position shortly. There are many key drivers which have driven the dynamic Indian organized landscape, of which some prime drivers are increasing number of working women, increase in disposable income, cheap availability of credit, price differentiation, increase in similar quality of products, and increase in use of media to position the product. To reap all the benefits from this exponentially growing market there is a need to study the behavior of consumers, but Indian literature briefs are deficient in this regard. Retail offerings feed the changing lifestyles, fashion and ever changing consumer behavior especially in the apparel industry

Hence, this paper attempts to determine the attitude of consumers towards organized apparel retailers by analyzing respondents from Kota.

Objectives

- To study factors due to which consumer buys from organized retailing sector.
- To explain the impact of online retailing in kota.

Hypothesis

There is increase trend of online apparel retailing in India.

Sample Selection

1. Sample Size - To complete the objective 200 samples were selected randomly from Kota district.
2. Sample Area – Kota region.
3. Sampling Techniques – convenience sampling would be used as the survey would be online with the population at hand.

Delimitation of Study

1. The study was delimited to Kota region.

Correspondence
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India

- Since it was a short research so the limited number of samples will taken.

Importance of Study

The apparel and clothing industry being positioned at first place and also the spending on apparel and clothing among the customers are getting increased, it is very important to study the changing behavior of consumers. The purpose of this study is to expand the knowledge of apparel buying behavior of Indian consumers and in a practical sense understanding factors which influence apparel buying behavior is extremely actionable for apparel retailers seeking to standardize or adapt their strategy for the Indian consumer.

Research Methodology

A research design is a framework or blueprint for conducting the marketing research project. It details the procedure necessary for obtaining the information needed to structure and/or solve marketing research problems. The research design provides a specific detail as to how to implement the approach.

- In order to study the customer perceptions for all the competing brands and to find out how different brands are positioned in consumers’ mind based on different attributes, A descriptive research was conducted.

Evolution of Data

Quantitative tools and methods will be applied.

Data Analysis

1. Location

Two Hundred (200) respondents were chosen from Kota region.

2. Age Groups

Most of the respondents belong to age group of 25-35 and they constitutes 40% of the total response followed by age group from 15-25 which constitutes 34.5% of response.

3. Occupation

40% respondents are not working, 22% salaried, 34% self-employed professional and 4% businessmen.

4) Marital Status

This question aims to understand the demographic segmentation of the respondents. 91 of the 200 respondents are married whereas 109 are unmarried.

5) Family Type

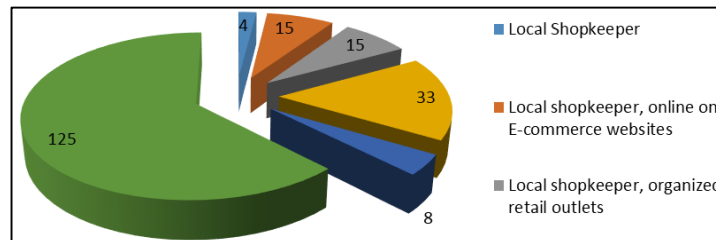
31% of respondents have a family with their parents. 25% live in a joint family, 24% in a nuclear family and 20% live single.

Results & Discussion

Consumer Preferences

Where do you mostly buy your clothes from?

This question aims to identify the current buying pattern of the respondents as far as clothes are concerned. The respondents were asked to mark the boxes according to their current buying behaviour. Multiple options were allowed to be selected.

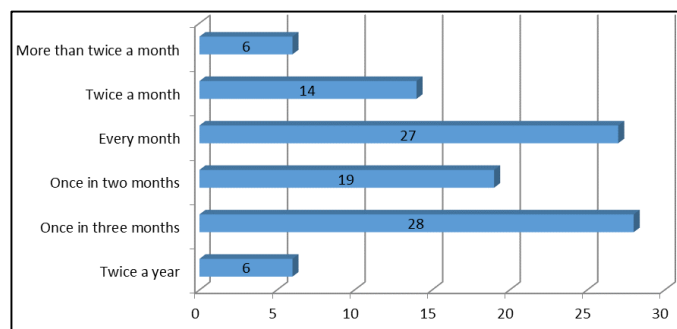


33 respondents buy their clothes from all three available options i.e. local shopkeeper, online websites and organized retail outlets. The maximum that is 125 respondents buy their clothes from either organized retail outlets or online websites. Only 4 respondents have chosen the option of local shopkeeper.

This shows a decline in the buying pattern of the consumers today towards local shopkeepers. A decent number of respondents engage in buying from all three available options. This shows that customers today do not restrict their buying choices towards one form of retail source and

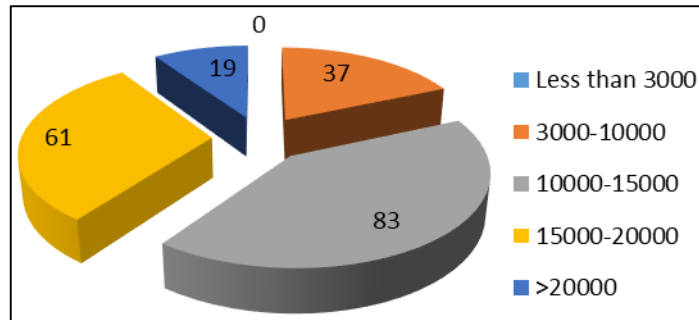
choose the option that provides them with best offers. Highest no of respondents i.e. 125 chose online websites and organized retail together as their preferred choice, showing an increasing trend towards organized retail and online shopping. However, none of the respondents chose only online websites as their current buying choice. This shows that although online shopping is gaining acceptance, it has not yet carved out a target market solely for itself.

How often do you buy clothes for you or your family? Kota

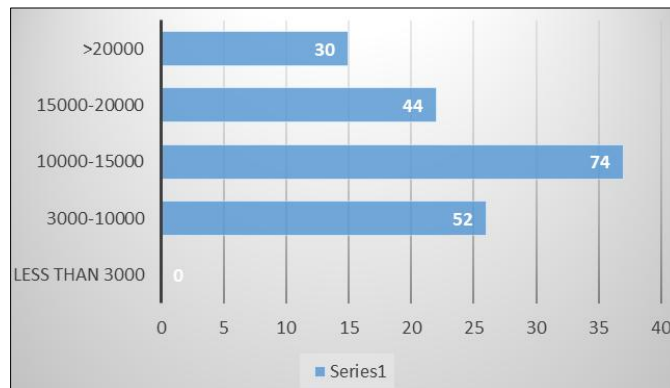


In Kota most people buy once in three months (28% of respondents) followed by every month (27% of respondents).

What is the price range of the clothes you buy at one go?



Spending in Kota



The highest annual spending lying in the range of 10,000 to 15,000 i.e. 74 out of 200 respondents in Kota.

Factors responsible for buying from organized retailing factor were as follows:

- Good Ambience
- Up-to-date
- Personal assistance while shopping
- One stop shopping
- Quality
- Reasonable price
- Social recognition
- Discounts and Promotional Scheme
- Easy exchange/return policies
- Time Saving
- Display of products

- Wider assortments

These factors were categories in main four heading-

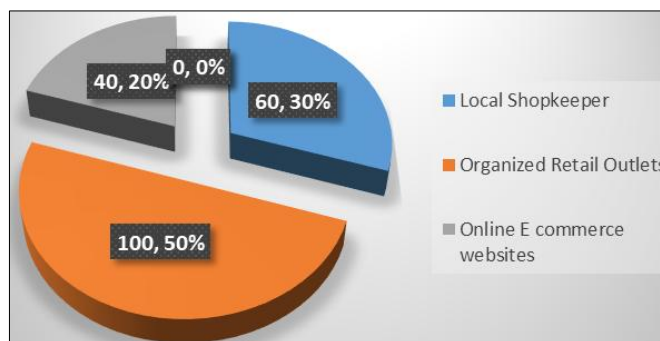
1. Store Characteristics
2. Value for money
3. Service
4. Assortments

These four factors have a significant role in consumer buying decision.

Customer’s Intentions

Where would you like to buy your next set of clothes from?

This question aims to understand the future buying behaviour of respondents.



The maximum that is 100 out of 200 customers plan to make their next purchase from organized retail outlets. This number although high is only 50% percent of the total respondents. The share of organized retail is slowly being captured by online E commerce websites with a considerable 40 respondents lying in this sector.

This shows an increase in the willingness of consumers today to switch to online shopping. Consumers today are ready and willing to go with the trend of online shopping. Factors responsible for shifting to online shopping were –

- Lower Price
- Price Comparison
- Large Variety
- 24*7 Shopping
- Home delivery
- Get Detailed Information of the product.
- Better customer service
- Better deals and offers

Thus factors can be categorized in four categories.

- 1) Economy and variety
- 2) Convenience
- 3) Customer Service
- 4) Deals and Offers

These four factors have a significant role in consumer buying decision.

Summary & Conclusion

Shopping behaviour of consumers show that consumers choose online websites and organized retail together as their preferred choice; showing an increasing trend towards organized retail and online shopping. However, consumers do not choose only online websites as their current buying choice. This shows that although online shopping is gaining acceptance, it has not yet carved out a target market solely for itself.

This study also concluded the key factors which affect organized apparel buying behavior. The study reveals four factors which can be attributed as the key factors which have impact on the purchasing behavior of consumers in the apparel segment. The four key factors revealed in the study are Store Characteristics, Value for money, Service and Assortments.

Many people have shifted from organized retail to online retail. Consumers today are ready and willing to go with the trend of online shopping.

The study also concluded the key due to which consumers shifted from organized retail to online retailing. The study reveals four factors which can be attributed to shifting from organized retail to online retailing. The four key factors revealed in the study are Economy and variety, Convenience, Customer Service and Deals and Offers.

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