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Women's Store Choice Determinants

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Abstract

Now-a-days in India apparel industry is facing new challenges due to its expansion and expectation of customers. Accordingly, it becomes essential to study factors that influence women consumers' while selecting stores for purchasing apparels. Data for study have been collected from 496 women through issue of well-structured questionnaire by adopting convenience sampling method. Simple Percentage and Chi-Square test has been used to analyze the data. Factors that influence consumers in selecting stores have been measured by giving scores to questions namely, convenient store location, good quality, wider choice, reasonable price, latest designs, attractive display, parking facility, convenient billing, credit card facility, trial room facility and so on. The study reveals that most of the customers belong to the age group of 31-40 years who are graduates and employed privately with low income. It is found that Age, Occupation, marital Status, Monthly Income and Family Income have significant influence in the buying behaviour of women while selecting stores.

Key Words: Retail Stores– Women Consumers – Buying Behaviour-Apparels.

Introduction

Apparel is one of the essential necessities of human being. In India demand for apparel is growing with fashion consciousness. The apparel industry indicates people's styles and shows their socio-economic status. The retailer should know about consumer's behavior like what they buy, why they buy, how they buy, when they buy. Nowadays consumers are influenced by non-price factors like store attributes, wide variety, shopping entertainment than price. The behavior of selecting a particular retail store depends on certain behavioral factors influenced by culture, family, friends, etc. Store image is a major part than other factors. Hari Shankar Prasad (2014)

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found that factors affecting apparel buying behavior of store customers are shopping as social compliance, family shopping, customers trust, cost consciousness and value for money, availability of choice and aspects of apparel quality. Poongodi and Gokulapriya (2017) observed that proximity of area, quality, price and brand affects the purchasing behavior of college girls. This study provides detailed analysis of various affecting women consumers store choice.

Review of Related Literature

Diallo et al., (2013) carried out a study to examine the factors that influence consumer behaviour towards store brands from the French Market. The study discloses that consumers are influenced by the factors like store image, price and store familiarity. **Mathuravalli (2013)** made an attempt to identify the factors that influence towards store brands in retail outlet, satisfaction and loyalty of store. The study reveals that the majority of the customers are female and most of the customers are home makers with age group of 30 to 39 years and they are spending Rs.1000-2000 for monthly purchase. It is also found that there is no significant difference between age and consumer attitudes towards store brand and there is a linear relationship between search experience and customers' store loyalty. **Bharat Goel and Bhushan Dewan (2011)** in the article entitled "Factors affecting consumer preferences of shopping at organized retail stores in Punjab", to examine the consumer preference on the attribute of retail stores in Punjab. The study discloses that the availability and variety of product, service, ambience, discounts and price, quality of product and promotion are the factors which influence the customers while shopping at organized retail store.

Statement of the Problem

Apparel is an important requirement of any human being along with other basic necessities like food, water and shelter. The frequent change in lifestyles with fashion consciousness makes the new retailers to focus on apparels. Women have been considered as a great source of purchase by the marketers as they are the decision maker in their family.

Sabrina (2014) observed that impact of environmental characteristics of the store and emotions during the visit of store affect the consumers. Namita Rajput and Akanksha Khanna (2014) found that there is a significant difference in the level of important attributes by female

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and male consumers to the attributes of physical facilities in store and variety, style, family and friends, store image, brand loyalty, preference to wear and try before purchase and promotional factors. Apparels are very important to women as it relates to their self-confidence. Therefore, it becomes essential to know what factors influence the women consumers in selecting stores while purchasing apparels. To find solution for the said questions, the following objective has been framed and tested.

Objectives of the Study

- To know the socio-economic profile of sample consumers.
- To examine the factors associated with store selection of women while purchasing apparels.

Research Methodology

The study is based on primary data collected through issue of well-structured questionnaire. It contains questions relating to the personal profile and buying behaviour of women consumers. A sample of 496 women in Coimbatore district has been selected by adopting convenience sampling method. Simple Percentage and Chi-Square test has been used to analyse the data.

Analysis and Interpretation

(i) Socio-Economic Profile of Women Consumers

Socio-economic profile of sample consumers like age, area of residence, educational qualification, occupation, marital status, type of family, status in family, total family members, monthly income and family income are disclosed in the table below.

Table-1: Socio-Economic Profile of Women Consumers

Variables	Number of Women (N=496)	Percentage (%)
Age(Years)		
Up to 30	128	25.80
31-40	188	37.90
41-50	137	27.62
Above 50	43	8.68

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Variables	Number of Women (N=496)	Percentage (%)
Area of Residence		
Rural	204	41.13
Semi-Urban	205	41.33
Urban	87	17.54
Educational Qualification		
Up to H.Sc.,	105	21.17
Diploma	48	9.68
Graduate	204	41.13
Post Graduate	103	20.77
Professional	36	7.25
Occupation		
Govt. Employee	54	10.89
Pvt. Employee	175	35.28
Agriculture	35	7.06
Business	75	15.12
Profession	26	5.24
Housewife	89	17.94
Retired	7	1.41
Student	35	7.06
Marital Status		
Married	387	78.02
Unmarried	109	21.98
Type of Family		
Joint	151	30.44
Nuclear	345	69.56
Status in Family		
Head	41	8.27
Member	455	91.73

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Variables	Number of Women (N=496)	Percentage (%)
Monthly Income (Self)		
No Income	73	14.72
Up to Rs.15000	161	32.46
Rs.15001-30000	159	32.06
Rs.30001-45000	50	10.08
Rs.45001-60000	26	5.24
Above Rs. 60000	27	5.44
Family Income (per month)		
Up to Rs.25000	114	22.98
Rs.25001-50000	181	36.49
Rs.50001-75000	99	19.96
Rs.75001-100000	56	11.29
Above Rs.100000	46	9.28

- Most of the customers, 188 (37.90%) belong to 31-40 years of age group
- Most of 205 (41.33%) customers belong to semi-urban area.
- Most of the customers, 204 (41.13%) are graduates.
- Most of 175 (35.28%) customers are private employee.
- Majority of the customers, 387 (78.02%) are married.
- Majority of the customers, 345(69.56%) belong to nuclear family.
- Majority of the customers, 455(91.73%) are members in the family.
- Most of 161(32.46%) customers' monthly income is up to Rs.15,000.
- Most of 181(36.49%) customers' monthly income is between Rs.25,001 and Rs.50,000.

ii) Factors Influencing Women towards Store Selection

The factors that influence women in selecting stores while purchasing apparels are analysed using chi-square test. The factors like convenient store location, good quality, wider choice, reasonable price,

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latest designs, attractive display, parking facility, convenient billing, credit card facility, trial room facility and so on.

Table-2: Factors Influencing Women towards Store Selection

Factors	Calculated Chi-Square Value	D.f	Table Value @ 5% Level
Age	17.402*	6	12.592
Area of Residence	8.516	4	9.488
Educational Qualification	11.245	8	15.507
Occupation	46.036*	14	23.685
Marital Status	7.565*	2	5.991
Type of Family	1.774	2	5.991
Status in Family	3.384	2	5.991
Monthly Income	29.526*	10	18.307
Family Income	24.640*	8	15.507

The above Table-2 discloses that out of nine factors selected, five factors namely age, occupation, marital status, monthly income and family income are found to be significant with the customers' level of buying behaviour in selecting stores at five percent level.

Suggestions

- More design and colors can be introduced to attract all age groups of consumers.
- Sales counters must be increased during festival times to reduce the waiting time.
- Convenient parking facilities can be provided.
- Women consumers can be attracted by improving promotional measures.

Conclusion

It is found that Age, Occupation, Marital Status, Monthly Income and Family Income significantly associated with consumer buying behaviour in selecting stores. Good quality, reasonable price, store location, parking facility and latest designs plays an essential role while

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selecting stores for purchasing apparels. This study helps the retailers to know about women consumers store selection while purchasing apparels and develop their stores according to the requirements to bloom in future.

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