

**A STUDY ON DYNAMICS OF FACTORS  
INFLUENCING FEMALE BUYING BEHAVIOUR  
FOR WOMEN'S BRANDED APPARELS IN  
MUMBAI WESTERN SUBURBS**

**A Thesis**

**SUBMITTED TO THE  
TILAK MAHARASHTRA VIDYAPEETH PUNE**

**FOR THE DEGREE OF  
DOCTOR OF PHILOSOPHY**

**In Management**

**Under the Board of Management Studies**



**BY**

**Mrs. PRIYA SANJAY GAWADE**  
Registration No.: 15815008333

**UNDER THE GUIDANCE OF**

**Dr. SURESH ABHYANKAR**

**DEPARTMENT OF MANAGEMENT**

**July, 2022**

## **Annexure III**

### **Tilak Maharashtra Vidyapeeth, Pune**

#### **Undertaking**

I, **Mrs Priya Sanjay Gawade** a Ph.D. Scholar of the Tilak Maharashtra Vidyapeeth in **Management** Subject, thesis entitled ‘**A study on Dynamics of Factors Influencing Female Buying Behaviour, for Women’s Branded Apparels, in Mumbai western suburbs.**’ under the supervision of **Dr. Suresh Abhyankar**, solemnly affirm that the thesis submitted by me is my own work.

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#### **Signature:**

**Address:** C-403, Silver Tower,  
Thakur Complex,  
Kandivali (E),  
Mumbai, Maharashtra- 400101

**Ph.No:** 9869313038

**e-mail :** sgpriyasingh@gmail.com

**Date:**

**Place :** Mumbai

## **Annexure IV**

### **CERTIFICATE OF THE SUPERVISOR**

It is certified that work entitled '**A study on Dynamics of Factors Influencing Female Buying Behaviour, for Women's Branded Apparels, in Mumbai western suburbs.**'

is an original research work done by **Mrs.Priya Sanjay Gawade** under my supervision for the degree of Doctor of **Philosophy in Management** to be awarded by **Tilak Maharashtra Vidyapeeth, Pune**. To best of my knowledge this thesis

- Embodies the work of candidate himself/herself
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- Fulfils the requirement of the ordinance related to Ph. D. degree of the TMV
- Up to the standard in respect of both content and language for being referred to the examiner.

Signature of the Supervisor

## ACKNOWLEDGEMENTS

Words are mere to express me. I have the urge to pinch myself for this moment seems unbelievable. I offer my heartfelt deepest gratitude to every single one who helped me in reaching this milestone. It was not an easy ride. There were ample obstacles and difficulties which can break me easily. It's my great pleasure to have such a wonderful Ph.D. Guide Dr. Suresh Abhyankar without whom I could not have undertaken this journey. Additionally, this endeavour would not have been possible without his precious invaluable time given to me by sharing his pearls of wisdom, knowledge, and expertise to fulfil my task in the right direction at right time. I am especially indebted to Dr. Suresh Abhyankar who has been the backbone of my entire work and supported me in every possible way through his positive outlook. I am truly grateful for his humble treatment and enthusiastic encouragement while doing each & every level of research work. Not only Sir but also Mrs. Abhyankar's kind hospitality created a special touch to my heart at my every visit to his place during the guidance sessions. I always came up full of high energy after meeting such beautiful souls which uplifted my confidence to proceed further.

I am obliged to Mr. Manish Pitke for his valuable statistical input to this data analysis process. His polite way of discussing statistical techniques, feedback, and ideas has been an incredible experience to go smoothly. A very special thanks to Mr. Manish Pitke for being kind and supportive to solve the technical glitches related to my data collection on time.

I would also like to thank Dr. Praniti Tilak, Dean, Department of Management, Tilak Maharashtra Vidyapith, Pune for allowing me to grow as a research scholar in the esteemed institution.

My sincerest gratitude goes to Dr. Sunanda Yadav, Dr. Nitin Vaidya, and Dr. D.S. Kadam for constructive comments on my study effort and their advice in editing areas that lead to completing my work successfully.

I am also grateful to my teacher Prof Dr. Rajashree Shinde for her treasured support at the last minute which was influential in shaping my research methodology area.

I would like to extend my gratitude to Dr. Anubhuti Gopal, my colleague who impacted and motivated me whenever I need. I am thankful to her for providing me with her time for all sorts of doubt-clearing discussions on the writing process. Her availability made my task very simple.

From the core of my heart, I am feeling grateful to my beloved parents Mrs. Beena and Dr. Shivprakash Singh for being my champions throughout the past 49 years by showering unconditional love and support. They act as a major source of power through all my hardships. They stood like a strong pillar of strength at every thick and thin by helping me to achieve all my goals. My life, without my Parent's contribution, is incomplete. They have supported me from day one of my Ph.D. coursework to the completion phase through a genuine commitment and perfect inspiration. I have huge respect and endless love for them for being with me and I can't thank both of you enough for what they have done for me for sure!

I would love to wholeheartedly appreciate my Brother, Mr. Anup Singh who is ever ready to extend his helping hand by being my biggest emotional supporter, and facilitator despite his

own busy work life. His enormous inspiration always kept me on track. Thanks for believing in me and for all of your timely assistance when I needed it the most.

I would love to thank my daughter Shivani and son Surajsingh for showing me the beauty of my slow and steady consistent work and for making my mind relaxed during the hard times of my thesis when it was delayed by my side. Their late-night technical assistance meant a lot to me during my thesis PPT preparation. Productive discussion with them helped me a better understanding of analytical graphs and tables. Their profound belief in my work kept my spirits and motivation high during the tenure of the entire process of my Ph.D. completion. I am truly indebted to both of them for being my good companion on every path of my successful life. I would like to thank my husband Mr. Sanjay for his suggestion to get enrolled in this Doctoral degree program and start my new journey.

Special thanks are extended to the respondents who contributed their valuable time, honest information, and thoughtful suggestions to complete the research survey which is the major part of this dissertation.

Finally, I would like to praise and thank God, the Almighty, who has granted countless blessings on me.

## Abstract

Demographically, females have been identified as the most important buyers of branded apparel in India. The industry has observed an increasing trend in terms of variety, value, and volume of sales in the last decade. The continuous expansion of the apparel industry has been driven greatly by the innate characteristics of women who view shopping as a joyful activity and apparel is viewed as an element of self-esteem and imperative for determining their self-identity. Understanding the behaviour of female consumers is a key to the success of the apparel fashion industry. Female buying behaviour is driven by an inclination toward shopping, and brand consciousness is influenced by various factors.

The study aims to get a thorough understanding of influential factors which affect female apparel shopping behaviour. The research has made different categories of respondents based on their work profile and age. Information is collected through 600 female respondents in Mumbai's western suburbs from the most popular apparel stores and stores located in the malls from Kandivali to Andheri . Although several studies have been conducted in the past to understand female apparel buying behaviour , more recently none of them have focused on female buyers with their unique and particular preferences was undertaken in the present study which fills in the research gap. To examine the behaviour, a Mono method study that uses survey-based quantitative analysis, descriptive, applied /action research, and stratified random sampling was conducted.

The study sought answers to questions on demographic, socioeconomic information, general background towards the purchase of branded apparel, and various factors influencing their decision on apparel shopping. The results from the factor analysis show that the demographic and socioeconomic factors, pricing, and product brand strategy factors are the main factors affecting female buying behaviour. However cultural factors have somewhat impact on female clothing choices as they prefer clothing that matches their culture and tradition in the western suburb of Mumbai.

## Chapter 1: Introduction

### Table of Content

Chpt. No.	Description	Page No.
<b>1</b>	<b>Introduction</b>	1
<b>1.1</b>	Research Theme	1
<b>1.2</b>	Apparel fashion in clothing	2
1.2.1	Meaning of apparel in the industry	6
1.2.2	Importance of clothing	8
1.2.3	History of Indian Apparel Industry	11
1.2.4	Fashion Apparels In Mumbai	14
1.2.5	Women Branded Apparel	16
<b>1.3</b>	Apparel shopping	18
1.3.1	Local Market	19
1.3.2	Branded Shop	22
1.3.3	Online Store	28
1.3.4	Fashion Designer Store	33
1.3.5	Exhibitions	38
<b>1.4</b>	Consumer Behavior	39
1.4.1	Female Consumer	40
1.4.2	Female Buying Behaviour	41
1.4.3	Frequency of Apparel Shopping	44
<b>1.5</b>	Researcher's View Of Factors Influencing The Purchase Of Apparel In Female	45
1.5.1	Importance Of Personal Factors	46
1.5.1.1	Age	46
1.5.1.2	Occupation	46
1.5.1.3	Income	46
1.5.1.4	Lifestyle	47
1.5.1.5	Personality	47
1.5.2	Psychological Factor	47
1.5.3	Marketing factors	49
1.5.3.1	Price	53
1.5.3.2	Discount & Coupon	53
1.5.3.3	Brand value and Quality	54
1.5.3.4	Advertisement and Promotion	54
1.5.3.5	Celebrity Endorsement	56
1.5.3.6	International Brand	57
1.5.3.7	Unique Design	59
1.5.3.8	Popularity	60
1.5.4	Culture Factors	61
1.5.5	Social factor	63
<b>1.6</b>	Researcher's View Of Apparel Purchase Decision	65

<b>Chpt. No.</b>	<b>Description</b>	<b>Page No.</b>
1.6.1	The Decision Making process	66
1.6.2	Female buyer behaviour & brand interaction	67
<b>1.7</b>	Significance of the Study	68
<b>1.8</b>	Statement of the problem	68
<b>1.9</b>	Need for the Study	69
<b>1.10</b>	Research Questions	69
<b>1.11</b>	Objectives of the study	70
<b>1.12</b>	Hypothesis of the study	70
<b>1.13</b>	Scope of the study	71
<b>1.14</b>	Limitations of the study	71

### **Chapter 1: List of Figures**

<b>Figure No.</b>	<b>Description</b>	<b>Page No.</b>
Fig. 1	Visual Merchandise	5
Fig. 2	Current Style	5
Fig. 3	Fashion Apparel Mumbai	16
Fig. 4	Women Branded Apparel	18
Fig. 5	Colaba Causeway	21
Fig. 6	Natraj Market	22
Fig. 7	Only Store	25
Fig. 8	Zara	28
Fig. 9	Myntra	32
Fig. 10	Aza Store	34
Fig. 11	Meghzee Fashion	36
Fig. 12	Ritu Kumar	38
Fig. 13	Types Of Purchase Cloth	45
Fig. 14	7P's Of Marketing	51
Fig. 15	Coupon & Discount	54
Fig. 16	Advertisement	56
Fig. 17	International Brand	59
Fig. 18	Unique Design	60
Fig. 19	Mumbai Clothing Culture	62
Fig. 20	Lehnga	63
Fig. 21	Brand Interaction	68



**Chapter 2: Review of Literature**  
**Table of Content**

<b>Chpt. No.</b>	<b>Description</b>	<b>Page No.</b>
<b>2</b>	<b>Review of Literature</b>	<b>72</b>
<b>-</b>	<b>Summary</b>	<b>89</b>

### **Chapter 3: Research Methodology**

#### **Table of Content**

<b>Chpt. No.</b>	<b>Description</b>	<b>Page No.</b>
<b>3</b>	<b>Research Methodology</b>	90
<b>3.1</b>	Conceptual Framework	90
<b>3.2</b>	Research Design	93
3.2.1	Type of Research	93
<b>3.3</b>	Population	94
<b>3.4</b>	Sample Size	95
<b>3.5</b>	Pilot Study & Questionnaire Validity	99
<b>3.6</b>	Questionnaire Reliability (Cronbach's Alpha)	101

### **Chapter 3: Research Methodology**

#### **List of Figures**

<b>Figure No.</b>	<b>Description</b>	<b>Page No.</b>
Fig. 3.1	Conceptual Framework	92
Fig. 3.2	Steps of Research	93
Fig. 3.4	Sampling (Population and Sample)	99

## Chapter 4: Data Analysis and Interpretation

### Table of Content

Chpt. No.	Description	Page No.
<b>4</b>	<b>Data Analysis and Interpretation</b>	105
<b>4.1</b>	Data Analysis	105
<b>4.2</b>	Survey Findings	108
<b>4.3</b>	Hypotheses Testing	157

## Chapter 4: Data Analysis and Interpretation

### List of Tables and graphs

Figure No.	Description	Page No.
Fig. 4.1	Respondents by Age (In %)	108
Fig. 4.2	Respondents by Educational Qualifications (In %)	109
Fig. 4.3	Respondents by Occupation (In %)	110
Fig. 4.4	Respondents by Annual Family Income (In Rs. Lakh) (In %)	111
Fig. 4.5	Respondents by Frequency of going out for shopping (In %)	112
Fig. 4.6	Response - Frequency of going out for shopping and age group	114
Fig. 4.7	Response - Frequency of going out for shopping and education	115
Fig. 4.8	Response - Frequency of going out for shopping and occupation	116
Fig. 4.9	Response - Frequency of going out for shopping and annual family income	117
Fig. 4.10	Preferred place for apparel shopping (In %)	118
Fig. 4.11	Average spend (in Rs.) in your single apparel shopping (In %)	119
Fig. 4.12	Response - Spending on an average (in Rs.) in your single apparel shopping and age group	121
Fig. 4.13	Response - Spending on an average (in Rs.) in your single apparel shopping and education	122
Fig. 4.14	Response - Spending on an average (in Rs.) in your single apparel shopping and occupation	123
Fig. 4.15	Response - Spending on an average (in Rs.) in your single apparel shopping and annual family income	124
Fig. 4.16	Response - Spending on an average (in Rs.) in your single apparel shopping and Frequency of going out for shopping	126
Fig. 4.17	Top five important parameters	128
Fig. 4.18	Top five insignificant parameters	129
Fig. 4.19	Response - P1	130
Fig. 4.20	Response – P2	131
Fig. 4.21	Response – P3	131
Fig. 4.22	Response – P4	132
Fig. 4.23	Response – P5	133
Fig. 4.24	Response – P6	133
Fig. 4.25	Response – P7	134
Fig. 4.26	Response – P8	135

<b>Figure No.</b>	<b>Description</b>	<b>Page No.</b>
Fig. 4.27	Response – P9	136
Fig. 4.28	Response – P10	137
Fig. 4.29	Response – P11	138
Fig. 4.30	Response – P12	139
Fig. 4.31	Top five important statements	141
Fig. 4.32	Top five insignificant statements	142
Fig. 4.33	Response – S1	143
Fig. 4.34	Response – S2	144
Fig. 4.35	Response – S3	145
Fig. 4.36	Response – S4	146
Fig. 4.37	Response – S5	147
Fig. 4.38	Response – S6	148
Fig. 4.39	Response – S7	149
Fig. 4.40	Response – S8	150
Fig. 4.41	Response – S9	151
Fig. 4.42	Response – S10	152
Fig. 4.43	Response – S11	153
Fig. 4.44	Response – S12	154
Fig. 4.45	Response – S13	155
Fig. 4.46	Response – S14	156
Fig. 4.47	Response – S15	157

## **Chapter 5: Conclusion**

### **Table of Content**

<b>Chpt. No.</b>	<b>Description</b>	<b>Page No.</b>
<b>5</b>	<b>Conclusion</b>	178
<b>5.1</b>	Findings of the Study	178
5.1.1	Introduction	178
5.1.2	Findings related to demographics	179
5.1.3	Important Parameters of buying decision	179
5.1.4	Unimportant Parameters mentioned by Respondents	181
5.1.5	Important Statements for buying decision	181
5.1.6	Unimportant Statements mentioned by Respondents	183
5.1.7	Findings related to final result	183
5.1.8	Findings related to Objectives of research	184
<b>5.2</b>	Conclusion of the study	186
<b>5.3</b>	Suggestions	189
<b>5.4</b>	Scope for further research	191

## Chapter 1: List of Figures

Figure No.	Description	Page No.
Fig. 1	Visual Merchandise	5
Fig. 2	Current Style	5
Fig. 3	Fashion Apparel Mumbai	16
Fig. 4	Women Branded Apparel	18
Fig. 5	Colaba Causeway	21
Fig. 6	Natraj Market	22
Fig. 7	Only Store	25
Fig. 8	Zara	28
Fig. 9	Myntra	32
Fig. 10	Aza Store	34
Fig. 11	Meghzee Fashion	36
Fig. 12	Ritu Kumar	38
Fig. 13	Types Of Purchase Cloth	45
Fig. 14	7P's Of Marketing	51
Fig. 15	Coupon & Discount	54
Fig. 16	Advertisement	56
Fig. 17	International Brand	59
Fig. 18	Unique Design	60
Fig. 19	Mumbai Clothing Culuter	62
Fig. 20	Lehnga	63
Fig. 21	Brand Interaction	68

## Chapter 3: Research Methodology List of Figures

Figure No.	Description	Page No.
Fig. 3.1	Conceptual Framework	92
Fig. 3.2	Steps of Research	93
Fig. 3.4	Sampling (Population and Sample)	99

## Chapter 4: Data Analysis and Interpretation List of Tables and graphs

Figure No.	Description	Page No.
Fig. 4.1	Respondents by Age (In %)	108
Fig. 4.2	Respondents by Educational Qualifications (In %)	109
Fig. 4.3	Respondents by Occupation (In %)	110
Fig. 4.4	Respondents by Annual Family Income (In Rs. Lakh) (In %)	111
Fig. 4.5	Respondents by Frequency of going out for shopping (In %)	112
Fig. 4.6	Response - Frequency of going out for shopping and age group	114
Fig. 4.7	Response - Frequency of going out for shopping and education	115
Fig. 4.8	Response - Frequency of going out for shopping and occupation	116
Fig. 4.9	Response - Frequency of going out for shopping and annual family income	117

Fig. 4.10	Preferred place for apparel shopping (In %)	118
Fig. 4.11	Average spend (in Rs.) in your single apparel shopping (In %)	119
Fig. 4.12	Response - Spending on an average (in Rs.) in your single apparel shopping and age group	121
Fig. 4.13	Response - Spending on an average (in Rs.) in your single apparel shopping and education	122
Fig. 4.14	Response - Spending on an average (in Rs.) in your single apparel shopping and occupation	123
Fig. 4.15	Response - Spending on an average (in Rs.) in your single apparel shopping and annual family income	124
Fig. 4.16	Response - Spending on an average (in Rs.) in your single apparel shopping and Frequency of going out for shopping	126
Fig. 4.17	Top five important parameters	128
Fig. 4.18	Top five insignificant parameters	129
Fig. 4.19	Response - P1	130
Fig. 4.20	Response – P2	131
Fig. 4.21	Response – P3	131
Fig. 4.22	Response – P4	132
Fig. 4.23	Response – P5	133
Fig. 4.24	Response – P6	133
Fig. 4.25	Response – P7	134
Fig. 4.26	Response – P8	135

<b>Figure No.</b>	<b>Description</b>	<b>Page No.</b>
Fig. 4.27	Response – P9	136
Fig. 4.28	Response – P10	137
Fig. 4.29	Response – P11	138
Fig. 4.30	Response – P12	139
Fig. 4.31	Top five important statements	141
Fig. 4.32	Top five insignificant statements	142
Fig. 4.33	Response – S1	143
Fig. 4.34	Response – S2	144
Fig. 4.35	Response – S3	145
Fig. 4.36	Response – S4	146
Fig. 4.37	Response – S5	147
Fig. 4.38	Response – S6	148
Fig. 4.39	Response – S7	149
Fig. 4.40	Response – S8	150
Fig. 4.41	Response – S9	151
Fig. 4.42	Response – S10	152
Fig. 4.43	Response – S11	153
Fig. 4.44	Response – S12	154
Fig. 4.45	Response – S13	155
Fig. 4.46	Response – S14	156
Fig. 4.47	Response – S15	157



# **Chapter - 1**

## **Introduction**

This chapter is the first step to explore an Indian Apparel market, Mumbai Apparel market and its impact on female consumers. A summary of the study's goal and objectives is provided in the overall information section. The main study emphasises on fashion apparel, factors influencing female buying behaviour and its correlated conceptual subtopics

### **1.1 Research Theme**

Western suburban area is also a main commercial center like other suburbs in Mumbai. Hence focusing on this area with respect to buying behavior of females is a quite required study.

Female behavior is very complex in nature. Hence while purchasing the clothes, it becomes very challenging to them to decide and buy the right apparel at the right place. There are many external as well as internal factors which influence them in the decision making process. Internal factors such as Personal factors include demographic details, psychological factors include learning and motivational attributes always influence the different females in different ways. External factors such as marketing and socio economic factors are also responsible for their buying pattern.

Hence the main theme of this study is to evaluate each and every such factors and their parameters thoroughly which influences female buying behavior for branded apparel in Mumbai western suburbs.

With the expansion of designer and retail brands, customisation, customs, as well as The consumer market for fashion clothing has gotten increasingly diverse as a result of advertising. A comprehensive understanding of customer preferences can assist marketers in attracting and retaining their target demographic. This study's purpose is to better understand the essential aspects of branded apparel that female customers' involvement in fashionable branded clothing can be influenced. The survey found that women are well aware of branded goods and that they regularly buy them. Females have unique viewpoints and motivations for buying. The shopping experience that people have at malls is changing the culture. The internet and marketing were found to be the most important sources of knowledge. The study finds that while price, fit, and

consumer income are important factors, status, durability, and celebrity endorsement are not, and may be neglected by garment shops in their quest to capture the market. As an apparel store, you must combine all of these insights into policy formulation to ensure real-time client happiness. (Rajput et al., 2012).

When it comes to today's marketplaces, brand management is crucial, particularly in Indian markets, where people have a very conventional outlook on the world. While the sari is India's traditional women's dress, the style has gradually been incorporated into custom-made clothes in recent years. India is becoming increasingly interested in ready-to-wear western clothing as a result of the globalisation process, particularly those produced by large multinational firms. After World War II, the readymade women's apparel industry in India experienced a slow but steady expansion that lasted until the early 1980s. As a result, for an exceptionally long length of time, there were no national-level brands in this area to speak about. Indian women were accustomed to acquiring garments and having their ensembles tailored primarily through small, locally owned tailoring firms in the unorganised market, and this was a major contributing factor to the situation. According to the data, the shift in customer thinking appears to have begun gradually by the mid-1980s, possibly changing social and economic circumstances as a result of increased urbanisation, as well as modifications in living arrangements. As with many other businesses around the country, branding has become increasingly popular in the women's wear sector as time has gone on, and this is especially true in the fashion industry. (Rajput et al., 2012).

## **1.2 Apparel fashion in clothing**

The garment and clothing industry is the most profitable, and since customers' spending on clothes and clothing is expanding, it is vital to understand how consumers' shopping patterns are changing. Market research is used to do this. To get a better understanding of Indian customers' garment purchase behaviour, the researchers conducted this study. Identifying the elements that drive Indian customers' clothes purchase behaviour is incredibly actionable in the real world, especially for apparel merchants that are attempting to standardise or change their approach to cater to Indian consumers (Gurunathan & Krishnakumar Management, 2013).

Apparel fashion in clothing has its own unique science which is followed by digital designing in today's era. It is a beautiful combination of different colors, dyes, woven stuff, style leads to brand image of an Artist who plays an important role in branding.

Each and every fabric has its different texture which gives an individual more soothing experience when they wear. Manufacturer always keeps the secret of their unique way of production and that is the specialty of their clothing. Being in fashion fabrics only your education is not enough, you need more technical as well as managerial skill to capture the right customer at right opportunity.

Fashion in clothing is a motivational aspect to buyer who is interested to purchase by seeing its pattern which is suitable for the right weather. Clothing purchase is simply joyous activity which boosts your energy in positive attitude towards carrying and enjoying yourself. Variety of textures like silk material captivates female with its touch and royal feel of smooth flair which no other material can match this for sure. (Patrik MC Maury, 2008).

When it comes of clothing in today's global warming environment, the value of organic product booms day by day. Knowledge of eco- friendly garments and its advantages keeps on increasing among buyers in India.

Apparel manufacture's role become vital when they produce the fabrics considering its authenticity as well as look which enhances the right value of the final garment which can be used by female buyers who are environment conscious. Green apparel always influences the hygiene condition positively regarding skin which is directly come in contact with buyer's fabric and it gives the long term good benefits to customer. While using of such organic clothing an individual creates his own special image among general crowd and it inspires to others to go with same. (khare, 2020).

The virtual view of apparel fashion also increasing day by day due to busy life pattern and people are engaged in such buying but exact idea of fitting get only after your real trial in malls. There are such 3D fashion models who can show the view of apparel and it gives more temptation to purchase even through mobile apps or physical malls where the screen displays such models to capture the female eyes. (harshada, 2021).

Longevity of clothing depends on its manufacturing process in textile industry including quality assurance auditing with respect to its raw material usages to make the final apparel. Different kind of material treatment in scientific way has been applied on texture of clothing to enhance its durability and unique image for recycling methods as well as pollution free generation.

Touch of fabric in clothing enhances the psychological bonding with that particular texture which inspires you to repeat the same buying with same manufacturer. It builds

the long term loyal relationship with garment in perspective point of core value of the buyer.

Fashion in clothing itself is a very complex terminology while we consider about its raw product as a material and when it comes out with final patterned dress it attracts an individual to wear for grooming themselves in beautiful attire. It is a very strong transitional mind set of a buyer to get convinced easily with such clothing which has applied a strong proven methodology for tailoring the dress. (Subramanian Senthilkannan Muthu, 2021).

Your sense of clothing give impact to your profession as well as in personal identity. In developing countries like India where the image consultants are doing their career in very lucrative manner its just because of wardrobe management and growing importance in apparel fashion.

White collar jobs are much more focused on employees dressing sense while they resume duty as they are the representative of their firm so they should carry themselves in proper fashionable decent clothing. Grooming session for models and artificial intelligence n fashion apparel also booming.

Fashion always relate to recent trend and upcoming style. The old retro pattern of clothing also becomes new trend with some fusion technology and using right model or brand ambassador for its projection in front of the public. Collaging of different ideas in designing the garment with adding contrast or subtle dyes to give more authentic and dazzling look to the end user.

Sometimes producers use a right model with ornaments which is complementary to the apparel with right touch up of parlor effect enhances the apparel fashion value.

While making any piece of clothing it is utmost essential to keep in mind of its basic colour because whatever fabric you use people attracted towards its colour as its first impression to catch a product in hand.

Design of a fabric also captivates the eye, way of falling which gives proper shape to the body. Fashion keeps on changing as per the season, festival or any special occasion. Fashion designer has to be very careful about the choice of taste as well as environmental effect.

Clothing also categorised into many parameters like feminine, athletic, wedding, regular, trendy, hot and spicy, decent sober one or royal! Certain ladies selects the cloth as per the recent current trend and few has their own constant style irrespective of trend

which is going on. So it's an interesting job of a fashion designer to tailor a cloth and satisfy their respective customers as well as manufacturers.

In short Fashion apparel stylist considers these three major aspects of this area is

1. Visual merchandising



**Figure 1 visual merchandise**

2. Virtual projecting

3. Current demanding style(Wang & Rasheed, n.d.).



**Figure 1 current style**

### **1.2.1 Meaning of apparel in the industry**

In response to shifting client demands, the garment industry has become more competitive and complex, placing increased pressure on enterprises in this sector to invest in more accurate demand forecasting and planning technology. Both external and internal variables influence the capacity of organisations in the garment supply chain to compete in the marketplace. As a consequence of these shifts in demand dynamics, forecasting and planning for the garment sector have become increasingly complicated. The goal of this study is to look into the many aspects that influence demand forecasting and planning in the clothing sector, specifically in the United Kingdom. According to the authors, the relevance of this research lies in the fact that it is necessary to understand the factors that influence demand forecasting in order to accurately predict the amounts of supply needed to fulfil customer demand. This research adds to the current body of knowledge since it provides insight into the many factors that influence demand planning for a well-known clothing retailer in the South African sector. The study is exploratory in nature and descriptive in nature. The data were analysed using theme analysis, which was performed on them. According to the conclusions of the research, a number of factors influence how demand forecasting and planning methodologies are implemented in the garment industry. Among the topics to examine are competition, economic worries, the weather, system obstacles, a lack of internal cooperation, supplier troubles, and social media, to name a few. Taking these considerations into account when forecasting demand is crucial for organisations in the garment industry to ensure that customer expectations are met, so enhancing the success of their particular sectors in the process.. (F.katemauswa, 2020).

Indian industrial growth depends on apparel industry as it is a huge industry which contributes in economic condition with respect to export business. This industry becomes the main cause for global warming so every manufactures keeps in mind for green eco-friendly apparel production maximum in these days. According to authors they mentioned the important aspects which highlighted the area of green eco-friendly framework to uplift the exiting condition to better. (Saxena &Khare, 2020).

While we talking about textile and apparel sector it is more concerned about its quality output production. It consists of procurement of raw material to final fabric production and customer are becoming reliability conscious so this industry is also become more traceable day by day as per the demand. Due to data misuse, the producer has a challenging task with respect to its supply chain partners as well as retailers to keep the things in confidential with all aspect. There are different kind of software, block chain based traceability gives freedom and smooth transaction between stakeholders to continue the genuine production process in better way.

Unfair trade practices follow unnecessary hurdles and pediment from government and knowledgeable customers so apparel industry has to be more open to their partners regarding their quality and authenticity. Competitive market demands manufacturer to become active in operational and functional development as per the standard of the international level due to quality auditing requirement. Apparel industry is following the traceability due to which the whole process of engineering and tailoring becomes fluid to consumers and retailers as on any single query related to supply chain problems and make them assured about their apparel in genuine way. Decentralisation in textile industry fascinates team building among the employees in high tech environment. Block chain technology as well as data analytics technology makes the entire industry very dispute-free in all contexts. Tracing and tracking makes this industry more conventional and reliable to the public.

Author mentioned certain features of recent apparel industry with respect to logistics in very systematic and scientific way

1. 'Traceability model for block chain enables the right path of networking judgement and peer communication whenever needed.
2. Basic raw material used in apparel production as a fabric details with its minute characteristics and can be changed as per demand of the retailer or stakeholders.
3. Organic cotton material assurance through many ways of evaluation and control process leads to final confirmed fabric with all necessary editing concepts (Agrawal et al., 2021).

In this highly technical market era, the quality maintenance of a apparel itself is a big challenging task of a quality control team members with respect to quantity and quality analysis. Machine learning tools and artificial intelligence also need to applied in every apparel industry to compete with the existing rivalries and sustain for a long time in

Future. As per the body measurement the dress has been shown in video so that a customer can visualise it exactly they wear the apparel and get satisfied to buy that product without making trial. One kind of thermal camera can rectify the errors in that dress as per the body size which proves to be right size to a right person. (Dehghan et al., 2019).

### **1.2.2 Importance of clothing**

Clothing has a range of tasks, the most significant of which is to provide protection for the body from the elements. Furthermore, it contributes in making you look more attractive to others as well as in talking with them effectively. There are many different reasons why individuals choose to dress in certain ways. There are some of these factors that are strictly physical in nature. Clothing is worn with the purpose of providing comfort and protection. Others dress for psychological and social reasons, such as to fit in with their surroundings. Clothes instill self-confidence while also allowing you to express your originality via your appearance. Additionally, clothing facilitates the establishment of interpersonal relationships. (Kiron, 2015) Every individual has fundamental human need.

Individuals experience sensations of fulfilment and joy when these conditions are met in their lives. Some of these criteria may be met with the assistance of clothing. Knowing a little bit about the purpose of clothes may help you get a better understanding of yourself and people in your immediate environment. The way people dress is a complicated yet intriguing facet of their lives that everyone can appreciate. Clothing performs a wide range of critical tasks in the lives of all people on the planet. The following are the results of this: clothes are worn for the following reasons:

- **Skin protection:** on a regular basis, our skin is both uncovered and exposed. Rain, snow, wind, cold, and heat are all examples of the impacts of the elements, which include rain, snow, wind, and heat. Whether we're at work or engaging in sports, our health and safety may be jeopardised at any time. In such instances, we must defend ourselves by wearing protective garments. Clothing adds to your whole sense of well-being. It provides a variety of functions, including absorbing sweat, assisting in the prevention of sudden chills, and acting as a protective barrier between your body and things like accidental burns, scratches, and abrasive surfaces. Your body may be



protected from being exposed to excessively hot or extremely cold conditions by wearing the appropriate gear.

- **Safety:** Your clothing acts as a barrier between your skin and any potential threat or damage, as well as the weather. In order to ensure the safety of participants in some sports and vocations, protective clothing must be worn. Headgear and protective padding are worn by football players to keep them safe during rough play and to assist avoid injury. Some people's employment requires them to work in circumstances that are potentially hazardous. Clothing may give some measure of protection in some situations. Some items are even labelled with the phrase "safety" in order to separate them from more ordinary apparel and accessories.

- **Sanitation:** Clothing and accessories that are associated with sanitation are regularly worn for hygienic reasons. The clothing we wear performs a range of important purposes as well. When working in their facilities, food and medical product producers require their personnel to dress in sanitary apparel, wear face masks, and cover their hair with a scarf. This precaution is done in order to prevent germs from contaminating the merchandise. Medical professionals working in operating rooms use sterile disposable hygiene suits, gloves, and face masks to keep themselves and their patients safe from infection. A sanitary napkin, which is essential during a woman's menstruation, is also included in its function as a sanitary product.

- **Modesty:** Modesty refers to the way in which individuals believe clothes should cover the body in the appropriate manner. Different groups of people may have different expectations of what it means to be humble. If a lady were to dress in an expensive party outfit one night and then wear the same outfit to work the following day, she would most certainly be regarded improper.

- **Identification:** The attire of individuals may be used to identify them as members of a certain group. Some outfits, colours, and accessories have come to be linked with particular organisations, activities, and vocations, and have been identified as such. Alternatively, people might establish that they are members of the same group simply by dressing in the same style. Personnel such as aircrews, air hostesses, physicians, and pilots, among others.

•Uniforms: A uniform is one of the most basic techniques of distinguishing group members, and it may be worn by anybody. It is possible to utilise uniforms to create quick identification or to portray a distinct image for a group of people. To ensure public safety, members of the police force, fire department, and military are obliged to wear uniforms so that they can be recognised promptly and readily by the general public when they enter a building. Teams in athletics use a range of colours to separate themselves from their opponents and to identify themselves as a group.

People who work in service industries such as restaurant employees, airline crew members, and hotel personnel are required to wear a certain uniform. Uniforms help customers differentiate personnel and establish a brand image for an organisation by making it easier for them to recognise them. Certain professions need the wearing of certain clothing in a specific style and colour.

• Colors and patterns: Judicial officers are expected to wear in the customary black robes for their positions. In order to perform religious services in a formal way, ministers, priests, and other clergy members may opt to dress in a certain fashion. It is common for the costume style to be hundreds of years old, in order to visually convey that what they are doing is related to global history. For important events in their life, many individuals choose to dress in distinctive styles and colours. This is especially true in the case of females, as previously stated. Graduates may dress in ling robes or mortarboards with tassels, which are both acceptable options.

• Insignias: Insignias are badges or emblems that are used to identify a person as a member of a certain organisation or organization's membership. Patches or emblems may be worn on the pockets of a jacket or blazer to indicate the organisation that the wearer belongs to. It is possible to wear a school letter on a jacket or sweater together with a sports pin to indicate that one is engaged in athletics at their school.

•Social standing: Crowns are worn by kings and queens in order to separate themselves from the rest of their people as well as to display their power. Their crowns serve as a symbol of their social status, as well as their position or rank within a group of people or organisations. Using clothes and other accessories, people may express their social standing and position in the world. They may also be used to elevate the user's feeling of significance by making them stand out from the rest of the group. For the typical individual, status symbols are items of clothing or other merchandise that serve to reinforce their feeling of social position. Typically, these items are either more costly

or feature the most up-to-date design features. Fashionable fur coats, pricey jewelry, and high-end designer apparel are all regarded status symbols by certain individuals.

- Personal decoration: Personal decorating is used to enhance one's look by individuals. They dress up, accessories with jewelry, and apply cosmetics in the hopes of boosting their appearance and attracting favorable attention. People may express their personality and inventiveness via the use of ornamentation, also known as decorating, in a number of ways. Clothing and accessories may be utilised to improve one's appearance in a number of settings. Clothing may also be adorned in order to make it more unique and memorable.(Kiron,2015).

### **1.2.3 History of Indian Apparel Industry**

Industry sources indicate that India's domestic readymade garment manufacturing in 1997 exceeded \$19 billion (Rs700 billion), despite the lack of official data on the sector. Garment manufacturing was "reserved" for the SSI sector and required non-SSI sector firms or export-oriented units (EOUs) to export at least half of their output.

The garment industry in India is extremely fragmented, with only 30,000 businesses employing 3 million people.

Almost all of the apparel enterprises in the United States are owned and controlled by families, and they typically have 50-60 sewing machines. They generally work under contract with clothing wholesalers and use obsolete manufacturing procedures and equipment. A specialty of the EOUs is the manufacture of men's clothes, which is done on a much larger scale and with more up to date machinery and equipment. 27th of July, 2007, India's Textile and Apparel Industry).

Given its long history of outstanding craftsmanship and international appeal, the Indian textile and garment industry is well-positioned for a bright future in the global marketplace. Cotton, silk, and denim are among the textiles exported from India that are in high demand in international markets, and as the degree of In recent years, Indian design expertise has developed, and Indian apparel has achieved success in fashion capitals around the world, particularly in the United States.

As a result of its large raw material and manufacturing base, as well as its large population, India ranks second in the world in terms of textiles and garment exports, behind only the United States. It makes a significant contribution to India's When it comes to both domestic market share and exports, it is the most important economy in the country, and it accounts for a major amount of the country's overall exports and

imports. According to estimates, this industry contributes for around Industrial output accounts for 7% of total output, 2% of GDP, and 15% of total export income in the country, according to the World Bank. Having directly employed more than 45 million people and indirectly employing an additional 60 million people through related sectors, the sector is one of the most important job creators in the country, making it one of the most important job producers in the country. The industry is one of the most important employers in the country, providing about one million jobs. ( IBEF, 2021). Female apparel accounts for around 38 percent of the overall income earned by the Indian garment sector, which is a significant amount of money. According to forecasts, the business would develop at a compound annual growth rate (CAGR) of 9.9 percent from 2016 to 2026, resulting in an increase in overall value of the sector to Rs 2,86,456 crore (US \$44 billion), with a market value of Rs 1,11,467 crore (US \$17.5 billion). A result of globalisation and rapid fashion, people are becoming more aware of current fashion trends and styling, which is a beneficial development. It is also a benefit of more female employment since the rise of the women's clothing sector has been fueled by this increase in female employment. All types of clothes are projected to be in high demand, including western clothing, fusion clothing, and ethnic clothing that is appropriate for specific settings. Women's clothing in India is divided into a number of categories, including ethnic wear, western wear, Indo-western, innerwear, and other types of clothes. 66 percent of total sales are accounted for by ethnic wear in the women's clothing market, making it the most important segment. Given its market value of Rs 37,837 crore and its share of the overall ethnic wear market of 12 percent, it is possible that the saree is the most popular traditional Indian outfit for ladies. From now until 2026, During the forecast period, During the forecast year, the company is predicted to develop at a compound annual growth rate (CAGR) of 5 percent, reaching Rs 61,632 crore. Consumer preferences for salwar kameez and western clothes are expected to move in urban and semi-urban markets, but the saree will remain the most popular choice among senior and middle-aged women throughout India, whether they live in cities or rural areas, according to the report's findings.(IMAGES Business of Fashion, 2018).

The Indian garment industry is more ancient than any other, dating back to 5000 BC, and there is plenty of evidence for this, which results in the provision of the highest quality resources to other countries. This company must be prioritised first because it has historically provided significant employment opportunities to startups as well as

established brands. This highly active business in India is characterised by the direct and indirect recruitment of white-collared and blue-collared personnel, as well as the hiring of temporary workers.

Apparel Industry is divided into two sectors

#### 1. Unorganized firm

This kind of plant is situated in outskirts and it functioning on olden methods of manufacturing process where charkha or weaving machine has been used. It produces and majorly occupied in handloom industry, sericulture and handicrafts products which has unique value in overall world. It is considered as low budget small scaled firm. Hand embroidery, different kind threading work, mirror work has been done in this sector by artistic employees who has very special skill.

#### 2. Organised firm

This is main apparel industry which carries final production of fabrics with the new advanced level of equipment and busy in garment digitization and computation as per todays contemporary requirement. We always considered any material or fabric is our second skin which soothes you, comforts you in very fabulous way which is the main aim of this industry to give more naturally sourced cellulosic fibers generated from this industry.

Indian apparel industry has very special place for its rich cultural heritage in its vibrancy, dyes, hues which shows the fusion of different cultural background community who is responsible of its beauty and originality product development. Indian silk and cotton is the country's second-largest producer in the world. It contributes the largest portion of export in economic sectors which is fifteen percent of overall exporting. As everyone knows that India is an agricultural country and cotton the main raw material which is derived from rural cities and it makes this Indian apparel industry very distinctive in all aspects. (nadhkumar, 2017).

#### **1.2.4 Fashion Apparels In Mumbai**

Researchers hope to use this study to better understand Mumbai shoppers' e-compulsive shopping patterns, as well as the relationship between materialism and fashion interest, as well as the association between Internet addictions. Young people are becoming increasingly fashionable, technologically savvy, and ambitious in their pursuit of new experiences and possessions throughout their lives, and this is expected to continue. Despite the fact that purchasing numerous fashion items may have severe There is an irresistible temptation to indulge in this behaviour, despite the bad Financial debt, for example, might have negative effects for their personal, social, and professional lives. That they would suffer as a result of their actions. However, despite recent research studies that have provided some insight into the factors that influence compulsive shopping, little is known about electronic compulsive purchasing (e-compulsion). 275 participants between the ages of 15 and 40 years old from different regions of Mumbai city were analysed in order to close this empirical gap. It has been established in this study that fashion desire and consumerism, Internet addiction, as well as other factors, have an impact on the behaviour of people who shop for clothes on the internet compulsively As previously indicated, E-compulsive buying behaviour is less affected by gender differences than it is by fashion interest and materialism combined. Differences in e-compulsive purchasing, as evidenced by the role of gender on the influence of this study investigates the impact of fashion desire and consumerism on e-compulsive purchasing behaviour. Customers who are very compulsive and wish to reduce their online purchasing behaviour will find the findings to be quite valuable, as will those who are not highly compulsive and do not want to limit their online purchasing behaviour will also find the findings to be quite useful. (Bhatia, 2019). Specifically, The goal of this study is to examine into the fashion habits of female students in higher education. customers in Mumbai, India, as well as the impact of these lifestyles on their clothing purchasing decisions and habits. The information was gathered from 129 Indian women ranging in age from their twenties to their forties who lived in Mumbai and analysed using the SPSS 12.0 statistical package. The data was analysed using a variety of techniques, Factor analysis, cluster analysis, one-way ANOVA, the Duncan test, the t 2 test, and frequency analysis are all examples of statistical techniques. The results were presented in a table. The following are the conclusions reached as a result of this investigation. According to the findings of the

study, the five factors that lead to a fashionable lifestyle are fashion consciousness, pricing orientation, advertisement/brand orientation, being aware of others, and tradition orientation. Using the variables that impact their fashion lifestyle, women were divided into four groups depending on their preferences: the display/brand oriented group, the active profit seeking group, the fashion oriented group, and the tradition oriented group. The most profitable group was the display/brand oriented group, which was followed by the fashion oriented group, and the least profitable group was the tradition oriented group, which was the least profitable group. Five of the 13 criteria assessed (newest fashion, price, similarity to existing items, size, and distance to the store are all important considerations) showed statistically significant differences across the fashion lifestyle groups, demonstrating that fashion is a lifestyle choice for many people. The group that was focused on display and branding received high scores for its knowledge of the most recent fashion and size trends. The aggressive profit-seeking group obtained favourable evaluations across all five qualities, with the exception of one. While shopping for clothes, the fashion-conscious group did very well in terms of both the latest trends and the degree to which they matched existing apparel. Finally, the distance to the shop was the only criterion that the tradition-oriented group obtained high marks on, whereas the other factors received poor marks for this group. However, according to findings from a study on the real-world In terms of clothing buying circumstances among fashion lifestyle groups, only the amount of money spent on clothing on a monthly basis differed significantly among the groups studied. (Ko & Koh, 2009).



**Figure 3 fashion apparel mumbai**

### **1.2.5 Women Branded Apparel**

Women's clothing refers to apparel that is designed specifically for women to wear and consume. Yes, this is a definition that has been put together with relative ease. Clothing, fashion, clothes, and garments are just a few of the adjectives that come to mind when thinking about clothing and fashion. Clothing and footwear are frequently referred to as "apparel" when they are collectively referred to as such.

Items that have been printed with a company's logo or brand statement are referred to as "branded merchandise" in this context. As a result, commonplace products such as T-shirts and accessories that people use on a daily basis are excellent promotional materials for businesses and organisations.

Everyone will be able to rally around anything if the organisation is properly represented in team sports. This is true whether the organisation is participating in team sports as a whole or simply presenting a more united front. Branded apparel also guarantees that everyone presents themselves in a consistent manner.

Is it common for you to feel confused or even perplexed by the sheer number of alternatives available to you when placing an order for branded merchandise? Not sure what to order and/or what would be the most beneficial for your workers or customers?



We can assist you. Maybe you've given up and just keep ordering the same thing over and over again because it's more convenient?

- A natural fiber, cotton can be found in a variety of items and is frequently employed in the textile industry (The fabric has been used to make garments for more than 7,000 years and is a timeless classic)
- In contrast to conventional cotton, organic cotton has been grown without the use of pesticides or fertilisers, making it a more environmentally responsible choice (no synthetic fertilisers or toxins are used). In contrast to conventional cotton, organic cotton has been grown without the use of pesticides or fertilisers, making it a more environmentally responsible choice.
- In the United States, Pima cotton is a kind of cotton that is grown in the Pima region of the country and is known as Pima cotton is a type of cotton that grows in the Pima region of South America (strength and durability considerably higher than regular cotton)
- When cotton is ring spun, the term "ring spun cotton" is used to describe the product (more durable and more expensive than regular cotton)
- A synthetic material that is commonly used in the production of clothing, shoes, and other accessories, polyester is widely available in the marketplace (a synthetic resin; fabrics and fibers are extremely strong)
- Canvas is a type of material utilised in the art industry that may be used to create a large variety of different designs (usually made of cotton or linen, although historically it was made from hemp)
- A vast range of denim products, including clothes, footwear, and accessories, may be found on the marketplace (known worldwide for its fit, ease and durability)
- a shirt made of flannel (known for its softness; can be made of cotton or wool)
- feathers (plural) (a lightweight, warm and soft material that shares some of the characteristics of wool but weighs less)
- Jersey is a British overseas territory that borders the English Channel and is part of the United Kingdom. It was founded in the year 1607. (Its characteristics make it ideal for making dresses, fashionable shirts, comfortable leggings, and other garments.)
- Make a hat out of yarn (comfortable, easy to sew, and travels beautifully)
- The arousal of rage (provides an embossed appearance resembling different patterns)
- The ability to wick away moisture (The fabric draws moisture away from the body and deposits it on the shirt's outer, where it can evaporate more readily.) (Daly, 2017).



**Figure 4 women branded apparel**

### **1.3 Apparel shopping**

Well-known fact that women make significant contributions to global spending. Women make 80 percent of the family's purchasing decisions — whether it's for groceries, consumer durables, clothing for their own children, or everything in between. In the early days, males were the ones who made the decisions about the purchases for the household. However, significant changes in the demographics and psychographics of the Indian people have occurred in recent years. During the last 5 – 6 decades, indicating a significant shift in the Indian population. Throughout history, women have gained more independence, education, and knowledge, as well as a greater understanding of their own bodies. They are high achievers in the fields in which they work, and they perform exceptionally well in them. They have a lot of disposable wealth, and they use a portion of it to improve their physical appearance, as well as their overall demeanor. Clothing, luggage, footwear, jewelry, and cosmetics are just a few of the items that women purchase for their own use on the market. Additionally, people have gotten more technologically literate, The

use of visual and digital media for information gathering has grown in recent years, and. Women do not believe in rumour and want to examine and evaluate the products personally as well as a growth when it comes to information collecting, they rely heavily on visual and digital media The vast majority of women do not believe in rumours and prefer to inspect and evaluate things in person before making a purchasing decision.

Marketers must use extreme caution when developing products and promoting them to women, because, in contrast to men, it is extremely difficult to persuade or fool female consumers. Marketing messages for women must be very precise and tailored to meet their specific demands and expectations, otherwise they will not be effective. In this study, we attempted to learn more about the purchasing habits of women when it comes to certain products such as attire, footwear, and parlour services. We attempted to discover the factors that influence women's decisions to acquire products and services that are of interest to them through our research. (Vidya Panicker & Khalil, 2015).

### **1.3.1 Local Market**

Mumbai Western Suburbs Market:

- Bandra Market(linking road):

It is time to pay a visit to Bandra's Linking Road, whether you are looking for high-end cosmetics or low-cost footwear. In addition to being Mumbai's fashion shopping destination, this is also a great area to pick up souvenirs and personal goods without breaking the bank. This market offers a wide variety of trendy fashion products ranging from clothing to cosmetics, all at a reasonable price point. True, there has been an upsurge in the amount of counterfeit products. Even if you thoroughly study and compare the products, you may be able to get an authentic one at an astonishing price if you are willing to barter. This is a market that is dominated by female entrepreneurs. If you're looking for feminine things, Amazon has a large selection that includes anything from accessories to fashionable garments, leather goods, cosmetics, and other stuff. Most stores also have a small section dedicated to the other gender, however it is minimal when compared to the remainder of the store's offerings. Take a break from your shopping by visiting one of the many brand showrooms, as well as some fast-food franchises like KFC, McDonald's, and others where you can indulge in a great snack while you wait for your shopping to be completed.

There are two kinds of stores in this area. You will find a vast complex with a variety of private shops, as well as rows of shops that have been licensed by the government along the side of the road.

Despite the fact that this license authorises them to conduct business, the government makes no representations about the quality or legality of the product or the validity of the manufacturer in relation to this license. Along the roadside, there are a considerable number of hawkers to be found. (21 C.E.)

- Colaba Causeway

In Mumbai, the Colaba Causeway is the most popular shopping destination, and it is particularly well-known for its trendy accessories and apparel, as well as for its antiques and shoes. The Fort, which serves as Mumbai's principal business hub, is only a few minutes' walk away from the street. Apart from the Café Leopold, the Shantaram is another well-known landmark on the Colaba Causeway. A best-selling novel by Gregory David Roberts, as well as the horrifying 26/11 Mumbai terror assault, in which the café was one of the targets, helped to popularise the establishment. Known formally as Shaheed Bhagat Singh Road, the Colaba Causeway links Colaba with Old Woman's Island. It is the longest bridge in India. In terms of length, it is the longest bridge in Mumbai. There is a distinct charm to the entire street, which is lined with ancient residences dating back to the colonial era and has its own unique character. Most people find walking around the causeway to be the most enjoyable way to experience it. (*Mumbai Tourism*, 21 C.E.).



**Figure 5** scolaba causeway

- Natraj Market

Located directly across the street from the mall, Natraj market is one of the oldest shopping destinations in the vicinity of Malad station and has long been a top choice for those looking for cosmetics, Punjabi salwar kameez, dress materials, saree, children's wear, artificial jewelry, and other items. This market is referred to as "natraj shopping" by the locals. Natraj Shopping is the name given to a structure that is half-way between a residential complex and a commercial complex, with the ground floor entirely filled by commercial establishments. Aside from jewelry, other products available for purchase include steel and other clay containers, pillows and draperies, ladies handbags, undergarments, and other accessories, among other things.



**Figure 6 Natraj market**

### **1.3.2 Branded Shop**

Product names have become increasingly important in the worldwide market, particularly in Indian marketplaces, where economic growth is changing swiftly and where people's living standards, shopping habits and spending power have all steadily risen since globalisation. The garment industry, which contributes 4 percent to India's gross domestic product, is one of the country's fastest-growing sectors (GDP). There are 51 million direct employment opportunities in this area, and an additional 68 million indirect employment opportunities in this sector, making it the second most productive sector in India. In the textile industry, the readymade trade is rising at a pace of 30 percent each year, according to the World Bank. Many multinational corporations have persuaded our country's consumers to purchase more variety and fashion branded

apparels in response to international competitions over the past two decades, consequently expanding their spending power. India's branded apparel is also improving in terms of design, quality, fashion, and pricing, in addition to other areas. Manufacturers are increasingly relying on branding as a key marketing tool. When it comes to purchasing patterns for products and services, brands' values and perceptions are important factors to consider. In particular, clothing is a powerful tool for transmitting one's self-image to those around them. A typical strategy used by companies in the garment sector to separate themselves from their competitors and obtain a competitive edge is to brand their products. It is the desire of the purchaser when they acquire an officially licensed branded product to have the product and the brand represent the purchaser's image and lifestyle. This serves as a means of expressing one's individuality to others. The phenomenon can be witnessed most prominently in the apparel sector, where an individual's attire can be seen to reflect aspects of his or her personal image.. (Maran, 2017a).

#### 1. Allen Solly

Allen Solly is a brand that has played a role in the emergence of a completely new consumer class. Launched in India in 1993, the brand's edgy posture, astute communication, and outstanding fashion helped to establish the 'smart casuals' category in the country. Allen Solly, a classic British brand, Madura Fashion & Lifestyle, a branch of Aditya Birla Fashion & Retail Limited with its headquarters in Mumbai, was the first company to introduce the brand to the Indian market. Allen Solly is a well-known brand in India, and it has a long history of success, and according to the Economic Times Brand Equity survey, it received the highest score among all brands in its category. Allen Solly is a pioneer in the field of western clothing for women in India, and its 'Friday Dressing' fashion idea is helping to reinvent work attire in the country. It is the fastest growing brand in the industry, and Only one has a considerable presence in both men's and women's and children's fashion across the entire country.

#### 2. BIBA

BIBA, which is Punjabi for "beautiful woman," is a home-grown fashion brand founded in 1988 by Mrs. Meena Bindra. BIBA is a synonym for "lovely woman." Since then, it has grown to be associated with Indian ethnic dress in general. BIBA's journey thus far has been nothing short of significant and remarkable, and the narrative behind

the business is every bit as inspiring as the woman who founded it herself.

What can you achieve if you have a dream in your heart and an unwavering spirit of determination behind you?

In fact, it is exactly what Mrs. Meena Bindra started with when she set out to establish the legendary brand Biba with a meagre sum of 8000 rupees. People were immediately drawn to the brand's trademark designs, which paired with the fine craftsmanship of hand block printing, caused them to sit up and pay notice. In addition to receiving adoration from numerous Bollywood celebrities, Biba rose to become a household name, with retail locations springing up all over India to meet the growing demand.

Biba is having a bad day today...

**BOLD, RISK-FREE, TREND-SETTING, STYLISH, AND EFFORTLESS** With its use of clean, comfortable silhouettes to advocate the modern Indian woman, as well as exquisite designs ingrained in our culture, and a collection of elegant and cute clothes for children ranging in age from 2 to 15 years, BIBA has emerged as a force in both contemporary and Indian fashion.

### 3. Pantaloons

Pantaloons, a division of ABFRL, is one of India's most popular fast fashion destinations among major retail format stores, and is one of the country's most profitable. With a focus on positioning itself as a spontaneous, playful, and vibrant brand that is at the forefront of all fashion trends across all categories Female clothing, male clothing, children's clothing, fashion accessories and recently home products are all examples of what the company does. Pantaloons has evolved into a progressive stylepartner for the fashion-seeking shopper.

Pantaloons was one of the first fashion retailers in India, and it has since grown to become one of the market's most powerful competitors.

### 4. ONLY

ONLY is a young women's fashion brand that operates on a global scale. Today, we are one of the most well-known denim brands in the European Union. MORE THAN 4500 locations around the world sell ONLY products, which has turned its success into know-how and extensive experience in both retail and wholesale markets.

The ONLY girl always manages to appear stunning in an unforced manner! Fashion is her passion — it provides her with a creative outlet in which she may experiment with



various attitudes, feelings, and appearances. Although she has no particular style, she is defined by her fun demeanor, her unique perspective on life and fashion, and her love of denim.



**Figure 7 only store**

##### 5. Global Desi

A major Indian design house, Ochre and Black Private Limited is present in more than 30 countries and has a presence in over 30 nations. It owns and maintains two brands, each of which has its own distinct personality and market position in the marketplace. As part of the company, Global Desi, a bright and free-spirited brand of boho-chic ensembles, as well as its collection of beautiful contemporary western apparel for women, has joined the fray, as has.

Today, Ochre and Black has a broad customer base that reaches not just across the country, but also internationally through its distribution network. More than 900 places of sale are located throughout India, including more than 210 exclusive brand stores and more than 690 multi-brand big format stores, according to the company. When it comes to foreign expansion, Global Desi marked Ochre and Black's first international foray into Mauritius in 2013.

After a decade in the city, the company shifted its headquarters to the calm, green hills of Rabale in Navi Mumbai in April 2015. It has been there ever since. It symbolises everything that the company stands for and believes in, and it is a representation of everything that the new, ergonomically constructed building has to offer. ECO-FRIENDLY — the innovative construction of this green space makes the most of available resources such as air, water, and sunlight to create a work atmosphere that is completely in sync with the surrounding natural environment, thereby saving both time and money.

## 6. ZARA

Zara has kept committed to its fundamental ideas throughout its history, which may be summarised in four terms that define all of our stores: "beauty, clarity, functionality, and sustainability." Zara has remained true to these ideals throughout its history.

The ability to stay up with the current fashion trends while retaining high-quality items and offering them at a fair price has proven to be challenging for only a few clothing manufacturers to achieve in recent years. Given the fact that Zara began as a small store in Spain and has grown to become the world's largest retailer, it should come as no surprise that the company has achieved such success. Its founder, Amancio Ortega, is currently ranked as the world's fourth richest person as a result of his vision and determination. From its humble beginnings as a single small store in Spain, Zara has grown to become the world's largest retailer, with founder and CEO Amancio Ortega ranking as the world's fourth richest person. There's nothing remarkable about Zara's meteoric rise; the company began as a little enterprise in Spain and has since grown to become the world's most successful shop, according to Forbes. It should come as no surprise that Zara has gained widespread notoriety, given the company's humble beginnings in Spain and stratospheric rise to become the world's largest retailer. Founded in Madrid, Spain, and headquartered in the capital city, Zara is one of the most well-known names in the fashion industry. The company is also one of the world's largest retailers. Zara is a well-known name in the fashion sector, and it is headquartered in New York City. Zara is a global fashion firm that sells its items in over 100 countries throughout the world, in addition to being a global retailer with a presence in over 100 countries.

No one, on the other hand, appeared to be familiar with Ortega's past. However, if it hadn't been for him, we would almost certainly have never heard of the term "fast fashion," and our purchasing patterns would almost certainly have been significantly different. It's important to put things into perspective by remembering that in 1998, in order to see what was going on the runway, you had to be invited. And it took six months before ordinary folks like you and me were able to purchase something from a department store that was 'inspired' by one of the designers. In almost every aspect of its life, almost from the beginning, the company's fundamental goal has been to make high-end products more accessible to everyone. It was as a result of this that they were able to democratise luxury makers of products that were in some way impacted by the development of fashion. Zara has developed into an industry capable of supplying fashionable products at reasonable prices as a result of the adoption of this ideology. In contrast, it is a firm that aspires to build a relationship with children and adolescents. A reflection of this aspiration can also be found in the organization's recruitment policy. Zara's young team has distinct fashion sense and styles that distinguish them from one another. When it comes to Zara on the other hand, she is able to recognise exactly what her client's desire and respond to those demands in a very short period of time. The fact that they know this is their most valuable secret, and it gives the distinct competitive advantage.



**Figure 8 Zara**

### **1.3.3 Online Store**

Women's tastes when it comes to online apparel buying are influenced by a variety of circumstances, and one of the study's objectives was to investigate these factors. Approximately 2,000 women between the ages of 18 and 55 who had previously done online shopping were polled, and their responses were taken into account. A factor analysis was used to discover four significant components: Orientations to shopping include those that are focused on saving money and having fun, as well as those that are focused on brands and fashion. It was discovered that these parameters were interconnected with one another. According to the findings of the study, the orientation toward smart-shopping had the most influence, whereas the orientation toward enjoyment, brand loyalty, and fashion loyalty had the least influence on purchasing decisions. As evidenced by the fact that women in Mumbai are clever online shoppers,

and that they prefer to make their purchases online in order to save time and money on their purchases. In this study, the researchers looked at the implications of these findings for managers in terms of devising effective strategies to attract and retain female shoppers. (Pardeshi&Khanna, 2021a).

When you buy online, you are researching and purchasing products or services using the Internet as a research and shopping tool. As a result of the introduction of the World Wide Web and the increasing number of people who own personal computer systems, established businesses began selling their products over the Internet as early as 1992. When it comes to online shopping, the ability to instantly compare prices from a variety of merchants, access to a large selection of items, the fact that it is available 24 hours a day, and the convenience of not having to drive to a physical location are just a few of the advantages it has over traditional retail. Internet shopping, while it offers some advantages, cannot replace the experience of buying in a physical store, nor can it replace the entertainment value that shopping gives. Uninformed buyers can use the internet to find exactly what they want, read and assess the information, and then make a purchase from the website that offers them the best price or service for their specific needs, all without leaving their homes. Shopping in a retail store will be more enjoyable for customers who are shopping for the first time or who simply enjoy browsing through the things on display. This is because they will be able to feel, handle, and sample the merchandise before making their final decision on what to purchase. By using various elements such as décor, music, and shelf placement, retail enterprises can create a multi-dimensional shopping experience for their customers. It is not possible to recreate this experience on the internet. Shopping centers such as malls, department stores, and markets provide as a form of entertainment and socialisation for many people who like travelling to these sites for their shopping needs. Many people who are presently inexperienced with computers and do not feel comfortable making purchases via the Internet will not change their purchasing habits in the foreseeable future, and this is unlikely to happen in the near future.

The adoption of more online shopping sites by existing merchants, the maturing of a younger, more technologically adept generation, and the development of new goods and services, as well as unique online shopping experiences, will all contribute to the industry's long-term success. The increasing availability of personal computers and credit cards in developing countries such as India will result in a considerable increase

in the number of individuals who conduct online transactions in the coming years, according to the World Bank.(Varma.2014).

As a result of the Internet, people all around the world are changing their purchasing patterns. Since then, it has grown into an economic beehive that includes marketing campaigns, retail stores, and other sorts of economic activity. People's daily lives are being influenced by the internet to a larger extent than they were in past generations. Consumers are profiting from becoming habituated to virtual experiences rather than actual ones, as well as becoming accustomed to conducting online transactions in accordance with established business practices. After searching and socialising on the internet, Lee and Zhang is the third most popular internet activity, trailing only e-mail and instant messaging, as well as site surfing and online shopping. These are the processes that a consumer must go through in order to purchase a service or product. In the context of online purchasing, when a consumer purchases a product from an online store from the comfort of his or her own home, Shopping on the internet is referred to as online shopping. In India, online shopping is getting increasingly popular among consumers. IAMAI-KPMG1 predicts that by 2020, the overall number of Internet users in India (out of a total population of 1.25 billion people) would reach 600 million, representing a 35% increase over the current figure of 400 million users. According to a PricewaterhouseCoopers2 analysis, the e-commerce business in India has expanded at a compound annual growth rate (CAGR) of 34 percent since2009 and is predicted to be worth between USD 60 and USD 70 billion . (Rao, 2018).

Factors Influencing Online Purchasing Decisions: Situational Considerations Various situational considerations, such as time constraints

- lack of mobility
- geographical distance
- the necessity for specialised commodities and the attraction of alternatives
- Customers' opinions and intentions toward purchasing via the Internet can be influenced. According to the majority of consumers, two of the most important qualities of online purchasing are the convenience and accessibility of the transactions. On the Internet, users may save time and effort by buying from the comfort of their own homes. They also have the flexibility to purchase at any time of day or night, making online shopping incredibly popular among consumers today.

Below are online shopping website

- 1.Flipkart
- 2.shopcluse
- 3.Ajio
- 4.Myntra
- 5.Nayka
- 6.Max Fashion

- Mynta:

Myntra's online shopping for ladies is an uplifting experience that will lift your spirits. This summer, chinos and printed shorts will keep you looking stylish while remaining comfortable. A tiny black dress will look stunning on your date, and red dresses will give you an extra dose of attitude. Clothing with stripes, such as dresses and T-shirts, embodies the classic spirit of nautical fashion. Among the many options are Bardot, off-shoulder, shirt-style (including blouson), embroidered (including peplum), and peplum shirts, to name a few. Pair them with slim-fit jeans, skirts, or palazzos to complete the look. Kurtis and jeans are the ideal fusion-wear combination for the stylish urbanite. Our large sarees and lehenga-choli options are ideal for making a statement at formal social events like as weddings and other formal occasions. In addition to our salwar-kameez sets, kurtas, and Patiala suits, we also provide more options for everyday wear.

BIGGEST DEALS ON TOP BRANDS



**Libas**

40-60% Off



*Sangria*

Up To 60% Off



**BIBA**

Up To 50% Off



**W**

Up To 50% Off



**pantaloon**s

Up To 50% Off



**anouk**

40-60% Off



**ONLY**

Up To 60% Off



**URBANIC**

Min. 30% Off



**dressberry**

40-70% Off

Figure 9myntra



### 1.3.4 Fashion Designer Store

#### 1. AZA Store:

'Aza' is a Sanskrit term that means 'desire,' and it was established by a doctor named Alka Nishar. Aza was founded in the year 2005. Her aim of creating a pleasant, welcoming environment that highlighted the best of luxury Indian clothes for both ladies and men came true when she opened the doors of her store. Every season, a seasoned team of fashion experts at Aza scrutinises the most recent collections and selects the most important pieces from them.

Anushree Reddy is one of the 200 names that have been carefully picked and presented in this publication. Manish Malhotra, Anamika Khanna, Varun Bahl, Sabyasachi, Anita Dongre, Monisha Jaising, Gaurav Gupta, and Neeta Lulla are among the designers who have collaborated with the brand. Apart from collaborating with major labels, Aza is dedicated to identifying and fostering budding musicians from all around Canada. It has sponsored the Gen Next show at Lakme Fashion Week and served as a launch pad for a number of designers, including Rahul Mishra and Nachiket Barve, among others, for the past many seasons. A talent incubation platform developed in cooperation with the Fashion Design Council of India, Aza Fashion's NEXT program chooses four outstanding designers each year and commits to assisting them in their professional development over the next three years. On NDTV Good Times, you may watch YarriDostii Shaadi, India's most popular wedding show, in which real-life couples are clothed in statement designer garments, extending Aza's legacy of being a one-stop shop for brides and grooms. Dr. Alka Nishar's daughter, Devangi Parekh, leads a fast increasing internet platform for the leading fashion authority, which has a presence both offline and online. The top fashion authority includes six storefronts in strategic locations around Mumbai and Delhi, as well as a rapidly increasing internet platform. Founder and CEO of the biggest fashion authority, Dr. Alka Nishar, is a recognized dermatologist. By purchasing at Azafashions.com, you have unparalleled global access to the most desirable runway collections, exclusive collaborations, magazine look books, and style assistance from the world's best fashion experts.

- Brand Promises
- Curation

For every occasion, we meticulously handpick collections from India's most talented designers and bring the most up-to-date in luxury apparel.

- Legacy

As part of our commitment to providing clients with unrivalled insider access to unique designer apparel and accessories at the most competitive prices, we are committed to supporting creativity, nurturing up-and-coming labels, and leveraging long-standing industry relationships.

- Customer Orientation

Our number one objective is to make your buying experience as personalised and effortless as possible. We provide a wide range of unique benefits to our customers as a result of our innovation in the fashion-tech arena, including same-day pre-orders on fashion week collections and customised couture tailored to your specifications. With our complimentary personal shopping service, we can assist you in locating the items that you seek. (AZA, 2019).



**Figure 10 Aza store**

## **2.PREETI S KAPOOR**

Preeti S. Kapoor Is A Prominent Designer Based In India's Couture Capital, New Delhi. Her Line, Which Was Established In 2002, Provides Tradition A New Appearance, Colour A New Definition, And Craft A New Foundation. All Of Her Pieces Are Meticulously Produced With The Finest Attention To Detail, A Zen For Achieving A Flawless Finish, And An Understanding Of Luxurious Fabrics.

An Accomplished Designer Who Draws Inspiration From The Past, Preeti Reinterprets Tradition In A Modern Way..... There Are Multiple Layers To The Silhouettes, And The Colours Blend Beautifully Into One Another. Color, Fabric, And

Form Are All Brought Together In A Harmonious Harmony By The Artistic Integration Of Old And Beautiful Weaves Into The Garment.

Her Label Features Some Of The Most Well-Known Fashion Personalities. In Addition, The Label Is Concentrating On Increasing Its Client Presence By Participating In Lifestyle Exhibits In Countries Such As India, Saudi Arabia, Australia, And France.

Stockiest:

The Preeti S Kapoor Studio And Store In Mumbai And Delhi, Carma And The Carma Online Shop, Aza Fashions/Online, Exclusively. In, Jabong, Limeroad, And Jivaana Are Examples Of Domestic Retailers.

Anthropologie Usa, Indian Heritage Kuwait, Rocco Bahrain, Philosophy Saudi Arabia, Corset Jeddah, Ss Style Kuwait, And Many More Are Examples Of International Brands. (kapoor, n.d.).

### **3. Aphrofiles**

Aphrofiles Brand is a well-known online designer boutique business in Mumbai that operates under the name Aphrofiles Boutique. Aphrofiles Boutique is a sub-brand of Aphrofiles Brand. For rent at this site are a diverse selection of items such as celebrity designer garments, women's apparel boutiques, wedding dresses, designer boutiques, fashion boutiques, Bollywood boutique clothing, and a variety of other stuff. The organisation has been under the direction of Manish Kumar and Sonia for many years, and as a result of consumer demand, more than 500 Bollywood boutiques have been founded. Aphrofiles has concentrated its efforts on the design of high-end fashion boutiques since the company's founding in 1997. As a result, it has grown to become Mumbai's largest and most well-known online clothing rental business. Aphrofiles' creative staff produces attractive apparel to meet the needs of its clients, which is then made available for rent at a very low price throughout Maharashtra and according to their specifications. Our well-known services include, but are not limited to, Listed below are a few instances of boutiques located in Mumbai: Among the many types of boutiques in Mumbai are Indian wear boutiques, ladies boutiques, high-end fashion rentals, Clothing Rental Boutique, Mumbai designer boutiques online, Bollywood boutique rental in Mumbai, and fashion boutique design in Mumbai. Sources in the fashion business say that Aphrofiles is now widely considered as one of Mumbai's most prominent celebrity fashion designers, if not the most prominent. Please stop by our

store right now to see the most recent collections of Indian wedding gowns, Bollywood boutique designs, and Indian designer women's apparel on the market today. You will be able to locate all types of high-end designer clothing, as well as clothing from celebrity stores, if you are looking for designer shops in Mumbai. Every detail is meticulously attended to by Aphrofiles team members, who are professionals in the disciplines of fashion and boutique design. They strive to deliver a finished product that exceeds the expectations of their customers. The designs for everything we do are created in-house by our incredibly brilliant and innovative team of designers, who work diligently to meet and surpass the expectations of our clients. While designing a fabric, our design team is particularly concerned with its quality and the brand that is established as a result of this, which leads to an increase in the value and expectations that are placed on the brand among other things. Afrophils is a fashion design company that specialises in African-inspired clothing, in addition to providing boutique wear for all occasions and events. The city of Mumbai is home to a variety of well-known enterprises, including designer boutiques online, designer garments on hire in Mumbai, fashion boutique design in Mumbai, and Bollywood boutique rental in Mumbai. (CREATION, 2021).

#### **4. Meghzee Fashions**

Meghzee Fashions is a fashion design firm based in Mumbai, Maharashtra, India. When it comes to displaying your strong personality, a stunning gown is all you need, especially when it comes to your wedding ceremony. When it comes to her wedding day, every girl dreams of looking like a princess. If you are seeking for a bridal studio that can provide you with a wide range of services, Meghzee Fashions is the best option because this studio is a one-stop solution for all your wedding wants and requirements. You will have the opportunity to outshine



**Figure 11meghzee fashion**

your natural beauty while wearing the most beautiful outfit from this studio.

With a plethora of services and continually updated items, Meghzee Fashions ensures that their clients look and feel their best on their special day, and they leave no stone left in this endeavor. Having your own design for the clothing is not an issue because they provide high-quality support in customising the product to your specifications. The team also provides sample pieces so that you can easily decide which one you want to purchase. International delivery is available at an additional fee.

Meghzee Fashions provides a wide range of services that can be customised to meet your specific requirements and tastes. The following are some of the products that they have to offer:

Dresses for Lehngas that are Indo-Western

Anarkali Gowns with Shararas

#### **5. Ritu Kumar:**

Ritu Kumar is the largest and most well-known designer-wear brand in India today, with a global presence. Founded in 1969, it has evolved its own style, which incorporates elements of Indian craftsmanship from centuries past while using a contemporary lexicon. Mrs.

It's no surprise that Ritu Kumar is an admired and worn brand all around the world, and with good cause. Some of the celebrities who have given their support to the organisation include Anoushka Shankar, Princess Diana, and Mischa Barton, among others. In addition to Aishwarya Rai and Priyanka Chopra, Indian celebrities such as Lara Dutta and Dia Mirza are vocal advocates of the movement. Additionally, since 1994, For the Miss India candidates' involvement in international beauty pageants like as the Miss Universe International Pageant, the Miss World International Pageant, and the Miss Asia Pacific International Pageant, Ritu Kumar has been designing their clothes for the past several years. There have been several champions crowned from among the thousands of contestants, putting India on the international beauty map for the first time.



**Figure 12 Ritu Kumar**

### **1.3.5 Exhibitions**

We EventsGram(@eventsgramin) announced the debut of a well-known brand in the Indian market. A wide variety of exhibits are on display in Mumbai throughout the year; some are hosted in public spaces, while others are held in private institutions. Many of them are free or have a modest cost associated with them. Using this website, you will be able to select from more than 100 different exhibitions taking place in Mumbai. You only need to get in touch with us and we will give you with information about exhibitions that are taking place today, as well as those that will be taking place tomorrow, this weekend, this month, and next month. Don't be bothered with the hassle of existing or prospective Exhibition Stall Booking In Mumbai any longer. All you have to do is relax and take pleasure in the moment. EventsGram is glad to bring to you the largest complete Lifestyle event to be held in the city of Mumbai, the Lifestyle Expo. Today, it has grown into one of the main hubs in the flea market over the internet cluster, collecting data for various exhibitions in order to benefit vendors who are looking forward to doing business through Expos conducted all over the country. An exhibition, also known as an expo, takes place at a variety of settings such as the Hotel Taj Bengal, The Lalit, and the JW Marriott to make branding your products easier and

more comfortable. It is possible for everyone to reach out to buyers and engage in commercial partnerships. It is also possible to generate brand opportunities and obtain access to the retail industry.

As everyone is aware, India has a market with a population of over 1 billion consumers, making it an ideal Bazaar for both producers and sellers. A wide range of products and services will be displayed by brands from all over India, including apparel, jewellery, ethnic designer wear, terracotta gift boxes and skin care products. Other products and services will include artefacts pottery, candles and crockery, woollen getup, strolls, statuettes, wall dangling, painting and organic food, handicrafts, and everyday products. It is a strictly business-oriented environment that has been created specifically for entrepreneurs. The expo will draw a diverse range of attendees as well as exhibitors who will compete and sell directly to one another on the most cutting-edge item developments and financially rewarding business prospects available in their respective fields of expertise. EventsGram will provide you with a comprehensive list of upcoming promotional events in the Mumbai region, including lifestyle exhibitions, fleamarkets, and other types of promotional events that will take place. Vendors can simply get in touch with the event organiser, whose contact information can be found on the EventsGram website. Our website will only supply you with information about fashion expos or lifestyle events, and nothing else. (event, n.d.)

- Sobo Shopping Spree

New Fashion trend exhibition occurring at Mumbai on the occasion in winter season Sobo Shopping Spree, the venue is Coomaraswamy Hall, Mumbai. This city usually preferred among Indians for a simple reason. Better livelihood with more opportunities. This trendy exhibition will start from 28 January to 30 January 2022. Must visit at this occasion to participate (event, n.d.)

#### **1.4 Consumer Behaviour**

Recently, there has been a substantial shift in the way Indian customers spend their money on a variety of different items. Consumer expenditure on food and non-food products in urban India was broken down into two categories: food and non-food. Cereals and cereal substitutes, milk and milk derivatives, vegetables, edible oil, and other food items are all included in the category of "food expenditures." Fuel and lights, as well as clothing, footwear, and other non-food items, were among the items purchased with the money spent on things other than food. Higher income groups in

India spend a greater amount of their money on luxury items and trendy products than they do on fact moving consumer products, when compared to lower income groups. Data show that the middle-income group spends a greater proportion of their income on consumer goods and services than the upper-income group. (Sama, n.d.).

A continuous consumption process that includes issues such as pre-buy, purchase, and post-purchase issues is known as "consumer behaviour," which was previously known as "overt behaviour." Other people can directly watch and measure the physical action of consumers, which is referred to as physical activity. According to Michael R. Solomon and Nancy J. Rabolt (2004), the study of consumer behaviour encompasses the processes that occur when individuals or groups decide to purchase, use, or dispose of products, services, ideas, or experiences in order to meet their wants and desires. Consumer behaviour, according to Frank R. Kardes (2002), is the study of human or consumer behaviour toward products and services, as well as the marketing of products and services, among other things. (Krishnakumar, 2013).

The consumer is king in today's corporate world, as the saying goes. It has become necessary for manufacturers to cater to their customers' tastes and preferences in order to remain competitive in the market. In recent years, as a result of increased media exposure and rising disposable money, Consumers in India have been increasingly demanding and adaptable to shifting fashion trends in recent years. Retailers are finding it increasingly challenging to keep up with fluctuating consumer tastes and expectations as a result of the constantly changing profile of consumers. Shoppers today are well informed of current fashion trends and place orders in accordance with those fashions trends. As a result, businesses are finding it increasingly difficult to keep up with the continuously changing demands of their customers. (IMAGES Business of Fashion, 2018).

#### **1.4.1 Female Consumer**

India is a complex country with a wide range of cultures, castes, and religious beliefs. This means that each person's option will be different from the next. Consumption is no longer a process driven by the needs of consumers, but rather one that is driven by the desires of consumers and is constantly evolving. It has therefore become vital to investigate the factors that remain in the context of marketing in order to determine their influence and characterise their behaviour as consumers. It was originally presented as an activity that had to be completed for the rest of one's life, whereas it



has now been elevated to the level of being the ultimate objective of one's life, as has been demonstrated throughout the process. Concepts such as influences, preference, and purchasing behaviour are classified and analysed in depth in this study. Because of a variety of elements such as personal taste and cultural and societal traditions, in addition to other factors such as economics and the impact of reference groups, buying behaviour and preferences differ from one individual to another. Because of this, female purchasing behaviour varies from person to person and from generation to generation. (Dr. Tan Fee Yean, 2019).

Buying Behavior refers to the decision-making and action taken by individuals who are involved in the purchase and use of things. The understanding of customer purchasing behaviour has evolved into an area of business performance that has a direct impact on the total performance of a firm, according to another widely held viewpoint. According to another viewpoint, understanding consumer behaviour has become increasingly vital, particularly in light of the fierce competition that exists in the retail industry.

In this day and age, women are not restricted to the role of "housewife." When it comes to making purchasing decisions, women are in command of over 85 percent of all purchases. She has achieved this level of financial independence only via her ability to compete in a male-dominated environment. In India, women hold more than a quarter of white-collar positions in industries such as information technology, information and communications technology (ICT), pharmaceuticals, Biotechnology, market research, financial services, advertising, marketing, and the media are some of the fields in which you can work.

For marketers, the new definitions of Indian women contain connotations that are not accurate. The New Indian Woman now enjoys increased economic independence, which is reflected in her shift in consumption habits and habits. (Suganya & Ganesamurthy, n.d.-a).

#### **1.4.2 Female Buying Behaviour**

Purpose Despite the fact that internet shopping is still in its infancy in India, the practise is fast gaining popularity in the country. Traditionally, research on the factors that influence female purchasing behaviour has been fragmented and dispersed throughout the literature. Women's attitudes regarding online buying are being investigated, according to the researchers, with the goal of determining a number of elements that

influence female customers' attitudes toward online shopping.

**Design/methodology/approach** It was possible to discover factors that influenced the purchasing decisions of online consumers after conducting a thorough review of the literature. Female consumers from all over India were polled through the use of a questionnaire designed specifically for this study. The results of the survey were used to gather information about their purchase preferences. Following the completion of a factor analysis, it was revealed that there was a pattern between the many variables analysed in the study. All of these aspects were assessed through the use of AMOS, and a model was built to reflect the varied characteristics of female consumer behaviour.

**Findings** As revealed by the findings, female shoppers regard ease of doing business online as the single most important factor when making a purchase. On the other hand, the researchers claim that the risk of conducting transactions online, as well as a preference for traditional shopping and concerns about reliability, are the most significant impediments to the growth of online shopping in India. The limits of the research as well as its ramifications are examined in depth. Several factors may have an impact on purchasers' purchasing decisions in the near future, but the elements taken into consideration in the conceptual model are quite limited. It is feasible to do additional research in the future to examine the effects of other types of commodities, characteristics of online merchants, and other environmental variables, all of which can contribute to the enhancement of the conceptual model that has been provided. A person's ability to remain relevant in the real world (if applicable) As a result of the findings of this study, there are ramifications for both online firms and Indian female shoppers. The results of a recent survey revealed that female internet buyers in India are looking forward to a risk-free and simple online purchasing experience. Online businesses should make every effort to address customers' privacy and security concerns while still emphasising the convenience that online purchases provide. This is especially important in light of the expansion of payment options. Originality/value given the phenomenal expansion of e-commerce in India, there is an urgent need for a more in-depth study of the factors that entice Indian female consumers to conduct online purchasing transactions. This study's findings will be of major benefit to online merchants and suppliers as they try to improve the effectiveness of their marketing tactics as a result of the limited number of studies that have been conducted in India. (Raman, 2014)

Generally speaking, consumer behaviour can be divided into four categories: routine purchase behaviour, variety-seeking purchasing activity, dissonance-reducing purchasing activity, and difficult purchasing activity. Product requirements, level of involvement required, and differences across brands all influence the forms of consumer behaviour that are observed in a given market. (Raman, 2014).

- The following elements have an impact on the purchasing decisions of customers: the extent to which the consumer is involved in the decision to acquire a product. It is possible to determine the significance and level of interest in a product in a specific setting.

Why a buyer is forced to seek information about specific things and brands while rejecting information about other products and brands is dictated by the level of participation of the customer in the purchasing process.

A high level of participation is required for purchases such as Honda motorcycles, high-priced goods, and products that are noticeable to others; the more the level of commitment required for these purchases, the greater the level of risk.

Risks can be classified into the following categories:

- Being willing to take a chance on oneself
- There is a risk on a social level.
- The economy is at risk.

A "Routine Response/Programmed Behavior" is a term that refers to low-involvement purchases of low-cost items on a frequent basis that require very little search and decision effort and are almost usually made without the consumer's knowledge.

Making Limited Decisions—purchasing things on a limited basis or only on rare occasions. Consider the following scenario: You are searching for information about a new brand in a well-known product category and are experiencing difficulties. To gather all of the essential information, it will take a considerable amount of time.

Examples include the following:

Clothing: I'm familiar with the product category, but I'm not familiar with the particular brand in question.

A good illustration of this sort of product purchasing behaviour would be things that need extensive decision-making/complexity and high participation, and that are unfamiliar, pricey, and/or infrequently purchased. The threats linked with economic, performance, and psychological repercussions are all extremely serious and should not

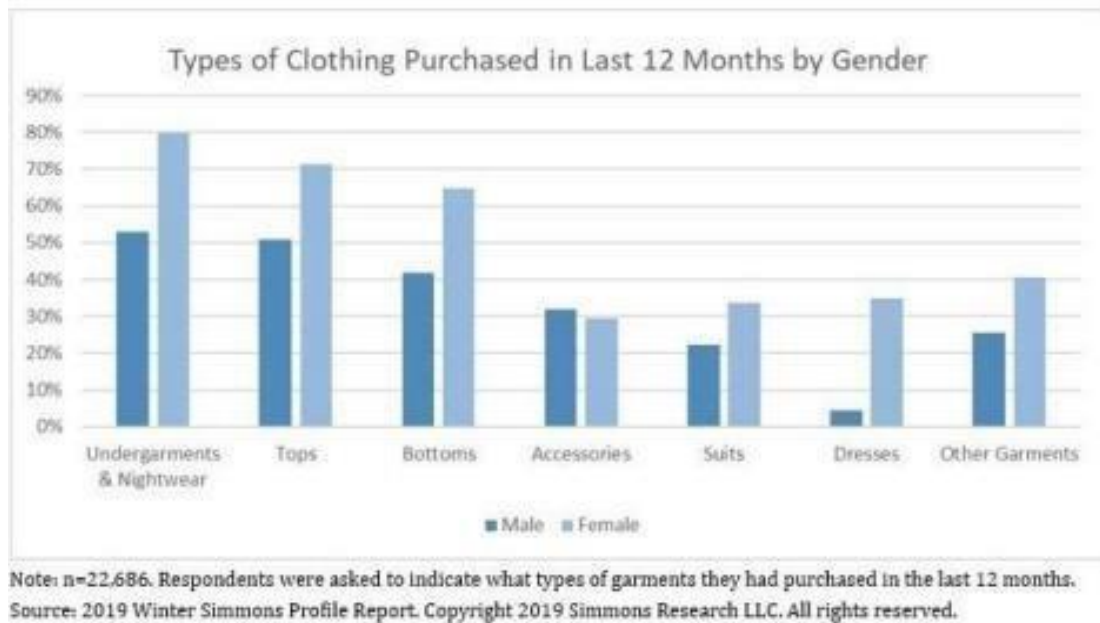
be underestimated. Examples of what I mean include the following, to name a few: Automobiles, housing, computers, and education are just a few examples of how technology has advanced. Spend a significant amount of time gathering information and making decisions on your own behalf.

Informants for the corporations include friends and family, as well as employees and managers from retail establishments, among others. Follow the purchasing process from beginning to end, from commencement to conclusion. Affordability-driven purchases undertaken without regard for the long term. (Consumer Buying Behaviour , 2019).

### **1.4.3 Frequency of Apparel Shopping**

Females are substantially females are more likely than guys to have made a clothing buy (whether for men or for women) in the past year when compared to the male population. Men, on the other hand, only purchased 53 percent of undergarments or nightwear, according to the poll results. A clear pattern could be seen, as women were at least nine percentage points more likely than men to acquire an item in every category except accessories, showing that females have a significant advantage in the marketplace. Among other reasons, women frequently purchase apparel for men and children, which contributes to the high purchasing rates among females in this area of merchandise.

For some reason, the purchase of accessories presents an interesting anomaly, as the rates of purchase in this category were practically comparable for both male and female customers (32 percent of women to 30 percent of men). Aside from clothing, jewelry, hairbands, and purses are some of the non-clothing accessories that women can use to spruce up their outfits. When it comes to male apparel accessories, however, hats, gloves, and neckwear are the most common items to be found. Women's purchases of non-clothing accessories compete with their purchases of clothing accessories, lowering the purchasing rates of women's clothing accessories to levels comparable to those of men's clothing accessories, as seen in the chart below. (sturat, 2019).



**Figure 13**types of purchase cloth (sturat, 2019).

### 1.5 Researcher's View Of Factors Influencing The Purchase Of Apparel In Female

What kind of consumer do you want to attract as a customer? Do they go shopping every day or only on special occasions? Do they conduct extensive study before making a purchase, or do they buy on the spur of the moment? Understanding the type of consumer that your company caters to might assist you in better understanding their purchasing behaviour. The greater you're understanding of what motivates your customers to make a purchase, the greater your understanding of how to emotionally engage with them on your website or in your shop. Additionally, when it comes to making a purchasing decision, consumers who connect emotionally go above and beyond price. These repeat clients aren't bothered by the fact that you're charging them extra for your product. Aside from that, they are good referral sources for friends and family. This is why it's important to understand what motivates your target audience to purchase. What is it that motivates their actions? How can you put that information to work for you in order to boost your profits?

Consumer behaviour is influenced by four elements, which are discussed in detail below. These elements have an impact on whether or not your target buyer purchases your item. They fall into four categories: cultural, social, personal, and psychological. (QuickBooks, 2018).

### **1.5.1 Importance Of Personal Factors**

Observing and understanding customer behaviour can help us better grasp the buying habits and spending patterns of consumers. Not everyone would choose to purchase things that are comparable to one another.

Consumer behaviour is concerned with the reasons for and against an individual's purchase of specific products and/or services.

Personal Factors have a crucial part in influencing the purchasing decisions of consumers. (Juneja, 2015)

#### **1.5.1.1 Age**

Consumer purchase decisions are also influenced by age and life expectancy. The survey concluded that youngsters prefer bright and bold colours to middle-aged or elderly people who favour respectable and discrete designs.

For example, a bachelor may desire to spend lavishly on beer, bikes, music, clothing, parties, and nightclubs. Single people rarely want to buy a home, land, insurance policies, gold, or other things. Buying something for his family is more important than buying something for himself.

#### **1.5.1.2 Occupation**

A person's occupation has been found to have a considerable influence on the purchasing decisions that he or she makes. This is due to the fact that the sort of employment that an individual has a direct impact on the products and brands that he or she chooses for themselves or for their families.

#### **1.5.1.3 Income**

When a person's monthly income/earnings are calculated, his or her buying tendency is exactly proportional to that amount. Which things an individual spends his or her money on is determined by how much money he or she takes home from work.

In contrast to those with moderate and lower salaries, people with higher incomes would spend their money mostly on necessities, as opposed to those with moderate and lower incomes who would spend their money primarily on luxury items. A person from a low income group would be hard pressed to spend their money on expensive garments and timepieces. Purchases of groceries items or stuff vital for his survival would be more appealing to him. (Juneja, 2015).

#### **1.5.1.4 Lifestyle**

Originally coined by Austrian psychologist Alfred Adler in 1929, the term "lifestyle" describes how a person interacts with other members of society. Some people place a great value on wearing branded clothing, whilst others do not place a high value on brand recognition in their clothing. Brand recognition in clothing is important to some people, but not to others. An individual who resides in a prestigious neighbourhood owes it to himself or herself to keep his or her social standing and image intact. Many elements determine how a person conducts himself or herself, among them his or her sense of style, attitude and perspective as well as social ties and the local environment in which he or she lives. (Juneja, 2015).

#### **1.5.1.5 Personality**

The personality of an individual has an impact on his or her shopping behaviour as well. The purchasing behaviour of each individual is influenced by a unique collection of personality qualities that are expressed differently by each individual. Unlike a fitness fanatic, who is continually on the search for fitness equipment, a music enthusiast is willing to spend money on musical instruments, CDs, concerts, musical events, and other musically connected products. (Juneja, 2015).

### **1.5.2 Psychological Factor**

Consumer Behaviour is concerned with the investigation of the purchasing habits of customers.

Let us examine the influence of psychological elements on customer behaviour as follows:

- Motivation

Nancy walked to a nearby restaurant and made an order for pizza for herself and her family to eat later.

What was Nancy thinking when she made the decision to order the pizza?

Having a hankering for something to eat, she wanted to eat something to satiate her hunger.

As shown in the preceding case, Nancy's purchase of pizza was motivated by her need to satiate her hunger. There are a range of other factors that influence people's decisions about what items and services they will purchase. Drinking soft drinks, bottled water,

juice, and other such goods to satisfy one's thirst is something that most people are willing to do for the sake of their own comfort. In addition to their sense of self-worth and recognition, people's purchase selections are influenced by their financial situation.

- Perception

When it comes to a product or service, what a person believes about it is referred to as his or her perception of the product or service in question. For some, for some, a Dell Laptop is the best laptop on the market, while for others, it is simply one of the best brands on the market today. It all depends on who you talk to about it.

As a result of variances in perception, it is possible that persons who have the same wants will not acquire the same goods.

Having worked a long and stressful day, Catherine and Roselyn looked forward to getting some food on their way home from work. Roselyn, on the other hand, chose a baked vegetable sandwich over a massive chicken pizza with French fries and Coca-Cola (which Catherine also ordered). The fact that although Catherine and Roselyn were motivated by the same reason (hunger), the items that they purchased were radically different because Roselyn regarded pizza to be a high-calorie food was a contributing factor. Individuals have diverse methods of thinking, and their points of view are not the same as one another.

Individuals react to similar events in a variety of ways as a result of the variances in the methods in which they process information.

When there is a variation in perception, there are three separate processes that take place:

1. Selective Attention - Specifically, when people pay attention to material that is relevant to them or their close family members, they are referred to as paying selective attention. The vast majority of ads, billboards, and hoardings that a person is exposed to in a single day are irrelevant to him; instead, he is only interested in those that are of benefit to him in some way. When presented with information that is not relevant at the time of the interview or presentation, he would be uninterested in it.

2. Selective Distortion - In general, consumers are more likely to perceive information in a way that is consistent with their previous views and beliefs.

3. Selective Retention - Consumers retain knowledge that they believe will be of use to them; the remainder is forgotten in due course by the consumer. A RADO advertising that Michael had seen a few days before reminded him of the need to buy a watch for



his wife. He remembered viewing the commercial and decided to get the watch. (Juneja,2015).

### **1.5.3 Marketing factors**

Cultures, conventions, lifestyles, demographics, and population transitions are all examples of social effects on fashion that can be observed in various forms. Small garment manufacturers, for example, must create designs that appeal to people of diverse ethnic origins, particularly when those cultural groups account for a large amount of the company's market.

The work of a fashion marketer is to push things in a planned and strategic manner. Market research is used to build marketing strategies, which includes addressing issues such as "target market" and "consumer needs and wants." Marketing plans are then implemented. Once this information has been obtained, a Fashion Marketer can utilise it to design a marketing program that incorporates coordinated aspects such as advertising, special events (such as fashion shows), public and media relations (such as press releases), videos and social media (such as YouTube videos), as well as written articles and other materials. The ultimate goal is to raise the amount of money that is sold. In many aspects, fashion marketing is very similar to product marketing in terms of effectiveness. In the fashion industry, it is always fashionable to incorporate the brand's logo into the product, and this is true for many popular retail fashion items, such as handbags and shoes. According to its most basic definition, Retail franchises and other similar entities are examples of distribution channels for fashion marketing. Marketing to fashion savvy consumers is one type of fashion marketing. (Jamal, 2014).

- The following are the responsibilities of the marketing department:

In addition to promoting the factory's products, the marketing department is in charge of bringing in additional orders for the industry and marketing the product in the market place.

- As a result of their responsibility for developing a business for a certain industry, the marketing department is also referred to as the business development department.

- A demonstration is provided in this section of the factory's ability to produce new designs, as well as the factory's quality policy and performance in terms of quality.

- One of the most important goals of this department is to keep existing customers happy and satisfied. However, it is contingent on the satisfaction of the consumer, which is ensured by the timely delivery of high-quality products.

- The marketing department is responsible for a wide range of activities such as advertising, research, branding, strategies, and so on.

- Marketing Department Requires Specific Qualifications

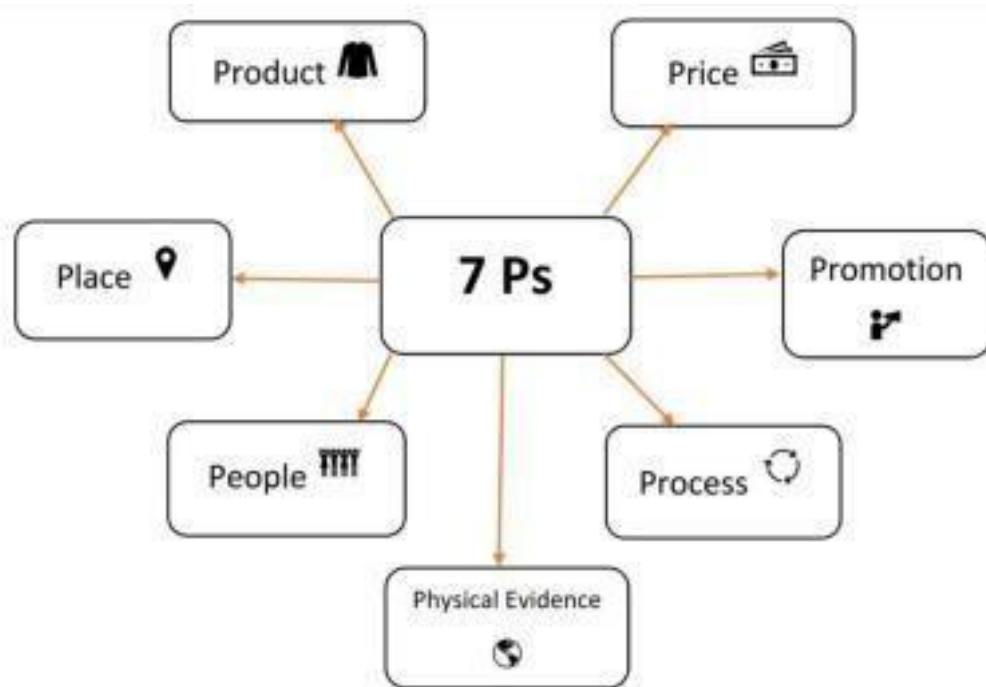
1. Outstanding interpersonal, verbal, and presentation skills
2. An ability to think critically
3. Skills in human resource management and public relations
4. Effective organisational and planning abilities
5. Excellent teamwork.

- Marketing Process:

1. Gain an understanding of the market and the wants and needs of your customers.
2. Create a marketing plan that is centered on the customer.
3. Construct a marketing strategy that provides higher value to the customer.
4. Capture the worth of your clients in order to make profit for your company.
5. Establish successful business ties while ensuring client happiness..

- The Seven Ps of Marketing are as follows:

Following the development of the sector's plan, the industry will conduct an analysis of the seven Ps of marketing. As a result, the industry is better able to manufacture products in line with the buyer's criteria and to keep the customer's relationship with the industry intact.



**Figure 14 7P's of marketing**

1. Product:

Achieving customer satisfaction is dependent on manufacturing the highest quality product in accordance with their specifications. By considering the needs of the client, business may provide the high-quality products that are demanded by the market. This will undoubtedly aid in the production of products that meet specifications. Making the competitive products again can help you earn more money in the future.

2. Pricing:

When determining the pricing of a product, it is important to make sure that the price is reasonable in comparison to the existing market price. The price cannot be raised directly by the industry. Price increases might occur when the manufacturing product is completely distinct from the competition in the market. It is possible that industry will lose a consumer as a result of boosting pricing.

3. Promotion:

Promotion is a crucial stage in the process of selling a product in the market. Increased product advertising leads to better sales, which in turn leads to more profits for the industry. There are two primary types of promotion: word of mouth and paid advertising.

- Traditional methods: In addition to traditional media such as newspapers and magazines, This technique makes use of a variety of mediums, including banners and

radio commercials, celebrity endorsements and e-mail, book covers, promotional events, reality television shows, exhibitions, mobile phone calls, street art, and television, among other things.

- New methods: This strategy includes advertising in the newspaper, magazines, banners, radio, and television, among other mediums.
- Modern technique: Promoting products using social media platforms such as Facebook, YouTube, and Instagram, app advertisements, tie-ups (such as buy one get one free), and website content are all examples of this strategy.

#### 4. Place:

The place where the products are actually sold is the fourth P in marketing. It stands for Place of Purchase. It is critical to meet the right clients in the right area. The optimum site for selling their products was chosen as a result by the various industries.

#### 5. Procedure:

The process of delivering things should be straightforward so that the client may simply comprehend it.

#### 6. People:

Every industry should have a clear understanding of its target customers, including their needs and wants, as well as their attitudes and behaviour. As a result, people play an extremely vital part in marketing because they are the ones who will be purchasing the products.

#### 7. Observational evidence:

It encompasses the physical environment in which industries manufacture and deliver other services. This covers the product's packaging and branding, as well as its marketing. (deshmukh, 2020)

Marketing factors as follow:

1. Price
2. Discounts & coupons
3. Brand value & Quality
4. Advertisement & promotion
5. celebrity endorsement
6. international brand
7. unique design
8. popularity

### **1.5.3.1 Price**

In order to obtain something, consumers must pay a certain amount of money on it, which is called its price. Product price setting requires marketers to evaluate not just when setting the price of a product, consider not only the true and perceived worth of the product, but also factors such as supplier costs, seasonal reductions, and the prices of competitors. When and if to offer discounts to customers in order to improve sales are also important decisions for marketers.

After the product has been built, pricing becomes a significant factor in the decision-making process. Price impacts the long-term viability of a product, the acceptability of the product by buyers, and the return and profitability of the product on the market.

When it comes to purchasing decisions, price is a crucial element to consider. When it comes to purchasing a product, the majority of consumers place greater emphasis on the price of the goods than on the value of the product. Consequently, changes in pricing have an impact on demand, sales volume, and market share.

### **1.5.3.2 Discount & Coupon**

Consumers enjoy receiving incentives. Customers will be delighted and cherished when you provide them special discounts or promotions that are not available to the general public. Use of promo codes that customers can enter in the shopping cart or at the check-out is an effective means of tapping into their previous commerce experience.

It is vital to establish and implement an effective promotional strategy when dealing with a large number of consumers who are accustomed to taking advantage of coupons, discounts, and other promotional offers.

It is possible for your firm to benefit from offering discounts, launching a customer loyalty programme, or developing promotional marketing strategies at any time of the year.

It is critical that your customer acquisition and retention strategy is centered on creating and maintaining client loyalty over the long term. Do you have any suggestions on how you might be able to provide something of value to your customers? The question is, how do you instill a sense of loyalty in your customers while simultaneously making them feel like they are important to your organisation?

Online merchants must not only keep up with their competitors, but they must also create a distinct point of differentiation in order to succeed in this climate.

Several small businesses are offering limited-time percentage discounts on full-priced items in order to encourage purchasing, and they are coming up with innovative ways to provide value to their audiences, whether through social media or an ecommerce store, in order to attract new clients. They deliver messages that are both forceful and empathetic, which helps to create a more favourable overall experience for their customers. (*bigcommerce*, 2020).



**Figure 15** coupon&discount

### **1.5.3.3 Brand value and Quality**

When individuals think that a brand is special and resonates with their personal beliefs, this creates a very powerful competitive advantage." As a result, brand value refers to the value that a brand has in the eyes of the consumer. The market value of a brand is represented by its financial worth. Companies are investing millions of dollars each year to raise awareness of their products and market their company's image. What the company gains as a result of this investment can make or ruin the company.

You are more than the items or services that you sell when it comes to building a brand. It is what you are committed to. Your company's logo, products, website, or marketing efforts may vary over time, but the value of your brand must always remain constant, regardless of the circumstances.

Consumption is continuously looking for connections with brands, thus it is beneficial for businesses to provide consumers with something to which they can relate. This goes beyond having a visually appealing website or a visually appealing logo. Although outward parts of your brand, such as your name and voice, can aid in the creation of brand recognition, it is your brand value that will drive genuine engagement and assist you in forging strong ties with your target audience. (wilkinson, 2020).

### **1.5.3.4 Advertisement and Promotion**

In order for a small business to be successful, its marketing and sales tactics must include advertising and promotion. Additionally, your brand's reach within your target market as a whole, the identification of new secondary markets, the development of consumer loyalty, and the prevention of competitor threats are all positive outcomes. In order for a small business to be successful, its marketing and sales tactics must include advertising and promotion. It can, for example, assist in the development of a brand, the extension of your target market group, the identification of new secondary markets, the development of consumer loyalty, and the prevention of competitor threats among other things. The lack of a marketing strategy may allow business owners to save money, but the lack of forethought and preparation will place them at an unfair competitive disadvantage in the marketplace.

Advertising exposes items and services to audiences in an attempt to enhance sales by persuading them to make a purchase. When implemented appropriately, it has the

potential to increase consumer awareness of a company's products and services while also enhancing the organization's overall revenue and profitability. With the Internet, the advertising industry has undergone a dramatic transformation, expanding its reach beyond traditional forms of media such as broadcast and print to encompass social media platforms such as Facebook and Twitter. In today's world, especially in the digital era, raising awareness, growing sales, preserving market share, and developing brand recognition through advertising is a difficult undertaking for businesses. (haris, 2013).



Figure 16 advertisement

### 1.5.3.5 Celebrity Endorsement

The endorsement of a celebrity helps to establish credibility for a brand and can aid in the expansion of the company's market reach. The celebrity effect is described as the ability of well-known individuals to have an impact on the behaviour of those around them. Companies can use the celebrity power and influence of celebrities to market their own products and services, and they should do so. Associating with celebrities can help a company get credibility and glamour as a result of the association.



Even if it is the work of a pop artist pushing soft drinks or an influencer showing off things on their social media profiles, well-known advertising is difficult to overlook. As a result, celebrities are sought after for sponsorship and branding possibilities because of their capacity to draw attention to themselves amongst the general public. Since it has the power to capture people's attention immediately and help them remember the company's brand, advertising with celebrities has long been recognised as a high-impact marketing technique.

Utilizing the endorsement of an established celebrity to promote an item or service serves to raise awareness about the item or service. It is a method of establishing credibility and increasing brand visibility for businesses and organisations, as well as for individuals in general. Having a celebrity endorse a product or service can help a brand separate itself from the competition because celebrities are well-known personalities. By utilising celebrity endorsements to market their products, many businesses have been successful in increasing their sales.

Generally speaking, celebrity endorsements are associated with huge corporations and organisations. Smaller and lesser-known businesses are increasingly reaching out to celebrity influencers to help them advertise their products and services. The endorsement of a celebrity helps to establish credibility for a brand and can help it reach new markets.

Celebrity endorsements are quite prevalent these days. Celebrities are typically well-known figures from traditional media or figures from new media, such as those who are active on social media. Traditional celebrities include, for example, film actresses and athletes who compete in professional sports, to name a few examples. Digital influencers and online celebrities, to mention a few of instances of new media celebrities, are among the most prominent. (mott, 2019).

#### **1.5.3.6 International Brand**

Generally speaking, people like to purchase items that are widely available in a range of stores. Therefore, global marketing is essential in order to boost brand recognition and increase sales. When a firm expands its operations into an international market, it gains an advantage in terms of connecting with new clients and new business partners. It is vital to connect with the rest of the world in order to succeed in business.

The opportunity to expand your organization's reach through international marketing, despite the fact that local marketing has many advantages, is one of the most significant.

This results in greater and better opportunities for business expansion, as well as a larger and more diverse consumer base. International marketing can be a very efficient approach for broadening the reach of your company's brand. Along with the opportunity to open new doors and expand your market reach, marketing your Being able to expand your company's international presence provides you with the opportunity to forge valuable business relationships with other businesses in the same industry with whom you may be able to collaborate in the future, in addition to with consumers, which is critical when it comes to sustaining strong business performance over time. You will have learned everything there is to know about international marketing methods by the time you have finished reading this essay.

If your company is considering increasing its foreign marketing efforts, there are several convincing arguments in your favour to do so. The decision to grow your firm on your own has a number of distinct advantages to working with others. International marketing, on the other hand, can greatly aid in the development of a broad client base, which is essential for achieving higher profit margins over the long term. Despite the fact that marketing globally for a small business is not cost-effective, technological improvements such as social media and internet advertising can make the process of worldwide marketing even more cost-effective for small firms. Customers may now purchase things from anywhere in the world thanks to the introduction of the internet, making market development through international marketing a valuable skill for firms to learn.(Damien,2018).



**Figure 17 international brand**

### **781.5.3.7 Unique Design**

In order to be distinctive, a logo should be created on the basis of a new concept that has not been utilised previously by anybody else. Because the concept is new to the viewers, they find it appealing, and no one else is likely to imitate it in the future because of the notion's intellectual property protections.

It enables the seller to compare and contrast its own goods with rival products on the market while emphasising the unique characteristics that distinguish the seller's product from the competition. When used effectively, vendors can obtain a competitive edge by explaining why their items are different from the competition.

Each company has its own distinct identity and style, and it is the responsibility of marketers to dissect that identity and use it to establish a communications bridge between that company and its customers. Marketing is a multidisciplinary field that includes branding, advertising, public relations, and public relations. Rather than focusing solely on the company's unique selling propositions (USPs), I'm referring to the company's overall business strategy. It is possible to see the manifestations of a

company's identity in its logo, brand colour scheme, office or retail decor, and approach to customer service; but, uncovering the true identity takes a little more investigation. It is our challenge as marketers to continue to differentiate our firm and target customers despite the fact that gaining client attention is becoming increasingly difficult day by day. To do this, we must first build distinctive marketing that highlights a company's uniqueness while simultaneously interacting with the company's buyer profile. To do this, a company must embrace its distinctive features and enable those attributes to guide the creative process. (Taylor, 2014).

PUBLISHED: DEC 11, 2019 | 18:40:24 IST



**Figure 18 unique design**

### **1.5.3.8 Popularity**

Popular brands enjoy a special bond with their customers, making it easier for them to build brand loyalty and expand their user base. As a result, businesses tend to receive more referrals and word-of-mouth traffic, which in turn results in increased sales. The 'buzz' that surrounds your brand is what determines its popularity.

In their advertising campaigns, internet shopping malls have used brand popularity as a descriptive standard and as an advertising signal to distinguish themselves from the competition. According to this theory, buyers prefer products with popularity claims because they feel the popularity claim is a result of superior quality compared to the

competition, rather than the other way around. On the other hand, only a little amount of research has been done to determine how popularity cues influence perceived quality in online buying settings. Furthermore, there has never been any research into the interaction effect of brand popularity and price on the perception of quality, which is very noteworthy. According to the findings of two experiments, brand popularity and price have an interaction effect on the estimation of sales, which has an impact on the perceived quality of the product, as is demonstrated in this study. Customer perception of quality will only improve if customers believe that the volume of sales is high, according to the findings of the research. Additionally, when it comes to making a purchasing decision, this study investigates how customers' perceptions of risk are lowered. (Kim & Min, 2014a).

#### **1.5.4 Culture Factors**

Cultural factors are, in general, a collection of beliefs and ideologies that are held by a particular society or group of individuals. The culture in which a person was raised has a significant impact on the way he or she behaves. To put it another way, culture is nothing more than a collection of ideals held by a specific individual. What a person learns from his or her parents and relatives when he or she is a youngster forms the foundation of that individual's culture and identity.

- Religious

Religion is a way of life for many people (Christianity, Hindu, Muslim, Sikhism, Jainism etc)

While a Hindu woman dresses in vivid colours such as crimson, maroon, or orange on her wedding day, a Christian bride dresses in white on her wedding day, according to the traditions of her faith. Traditionally, Hindus do not dress in white on auspicious days since it is regarded to be against Hindu tradition. Muslims, on the other hand, prefer to wear in green clothes for important events such as weddings.

The consumption of beef is considered a sin among Hindus, despite the fact that Muslims and Christians adore the delicacy. However, Hindus do not have an issue with pork intake because it is prohibited by their religion.

An excessively bright and vibrant colour scheme would not be appealing to a sixty-year-old, nor would it be appealing to someone under the age of sixty. He would prefer something that is both more difficult and straightforward at the same time, if that is

possible. An adolescent, on the other hand, would prefer edgy garments that are brightly coloured and have designs on the sleeves.

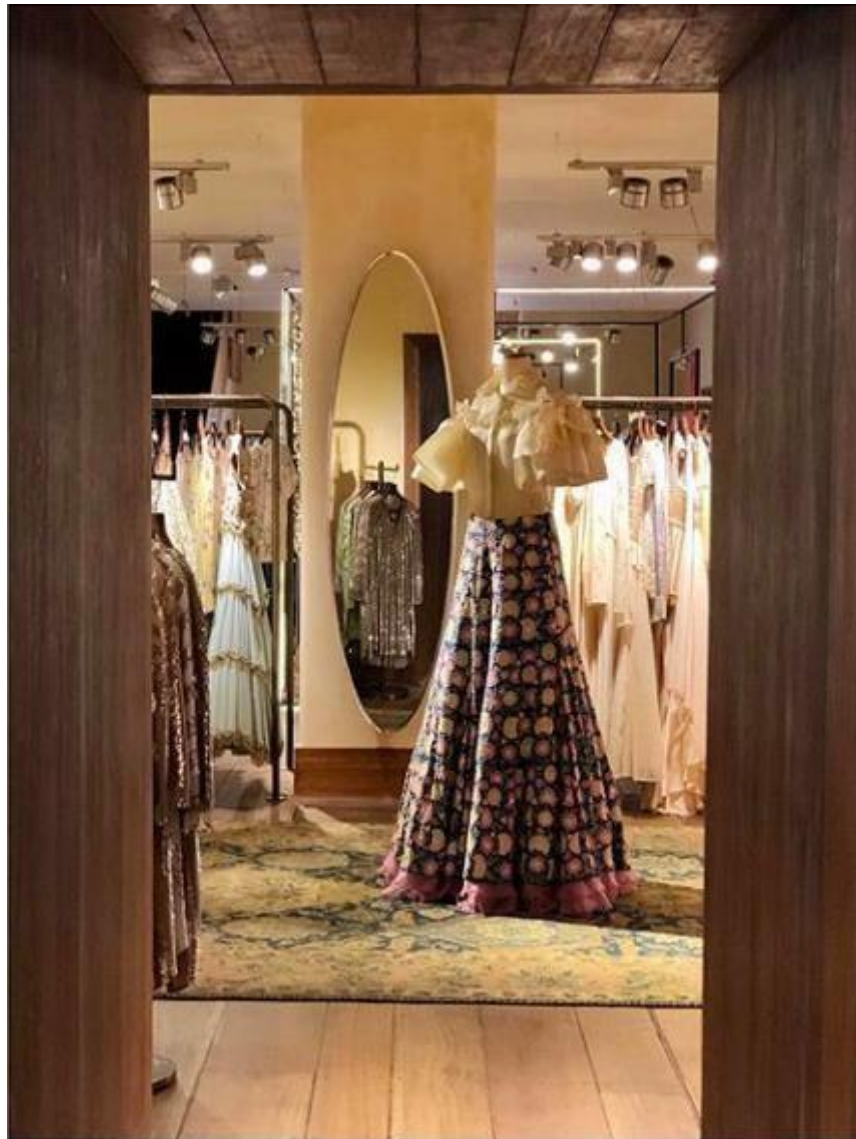
Widows are supposed to dress in all white in India. Colorful widows who are dressed in bright colours are looked upon suspiciously.



**Figure 19**mumbai clothing culture

- Subculture

Religious affiliation, age, geographical region, gender (male/female), socioeconomic standing, and so on and so forth are all characteristics that influence subcultures within a given society. (Juneja, 2019).



**Figure 20 lehnga**

### **1.5.5 Social factor**

Consumers' purchasing decisions are heavily influenced by social variables, which are critical to understanding.

Human beings are sociable animals who thrive when they are in a group setting. We require other people with whom we can speak and debate various difficulties in order to come up with better solutions and ideas for our problems. The fact that we all live in a society underscores the need of individuals adhering to the laws and regulations that govern their respective communities.

Social factors that influence a consumer's purchasing decision can be divided into three categories:

- Reference Groups are a type of organisation that provides information to other people on a topic. Members of the immediate family Relatives
- What is your position in society?
- Social standing in a society

### 1. Reference Groups

In every person's immediate environment, there are some people who have an effect on him or her in some way. This is true for everyone. Individuals build reference groups with those with whom they may compare their own traits and with whom they can compare their own characteristics with others. Individuals are all familiar with some individuals of the community who have grown to be idols in their eyes as a result of their contributions to the community. Reference groups are typically formed by employees, family members, relatives, neighbours, friends, and upper management in a firm to share information and provide support.

There are two sorts of reference groups that are commonly found:

- Primary Group - includes people with whom one has regular contact.

The following are the primary groups:

Friends, family members, and other close relatives

Workplace Companions

- Secondary Groups

Secondary groups are those that have an indirect relationship with the customer. Religious organisations, political parties, clubs, and other similar organisations are examples of groupings that are more formal and with which individuals do not contact on a daily basis.

### 2. What is your position in society?

When it comes to the social structure, each individual serves a dual purpose, depending on which group he or she is a member of at the time of writing. Someone who is the CEO of a well-known firm is frequently also the husband and father of a family at home, and vice versa. Individuals' purchasing preferences are influenced by their social standing as well as the role they play in the community in which they live. This is especially true for women.

### 3. Social standing in a society



Others from upper middle class would spend their money on fancy products, whereas people from moderate to lower income groups would spend their money on items that are essential for their existence. (Juneja, 2015b).

### **1.6 Researcher's View Of Apparel Purchase Decision**

An examination and development of the concept of involvement as it pertains to the garment industry is presented in this article... Using systematic random sampling techniques, a telephone survey was conducted for all of the names listed in a telephone directory for a city in the country's north central region using systematic random sample processes. Specifically, the findings of this study reveal that consumer attitudes and behaviours toward apparel, such as the amount of time spent searching for information about apparel from media sources, It is influenced by how closely the consumer views apparel as a reflection of his or her "self" in terms of the amount of time spent looking at apparel in stores, the significance of merchandise assortments, the amount of time spent being aware of brands, and the amount of time spent shopping for pleasure or leisure. These findings also provide support to the concept of participation by demonstrating that consumers do evaluate items in accordance with centrally held values, as advocated by numerous involvement researchers in the literature. (Vreeman & Morganosky, 2008).

The goal of this study was to evaluate the influence that customers' perceptions of risk have on their decisions to purchase clothing from catalogues. Participants were asked to complete a questionnaire about their risk perceptions. It investigated the association between people's frequency of purchasing clothing from catalogues, the amount of money they spent on clothing acquired from catalogues, and a number of other independent factors in order to arrive at a conclusion. Customers' incapacity to physically inspect items, their self-esteem, their desire to obtain information, their attitude toward a brand name, and their ability to imagine themselves wearing a garment are all independent aspects. Consumers who felt danger connected with these criteria were precluded from purchasing garments through catalogues in general, according to the findings of this study, which was an exploratory study in nature. Following the findings of the regression study, the inability to physically inspect the clothing, as well as one's attitude toward the brand name, are the most dependable indicators of how frequently orders are placed. a) Inability to physically inspect the clothing Researchers

discovered that physical inspection and customers' self-esteem were factors in their inability to anticipate the amount of money they would spend on clothing purchases made via catalogues, according to the findings of their study. (Jasper & Ouellette, 1994b).

### **1.6.1 The Decision Making process**

A customer's awareness and identification of their demands are followed by the collecting of information on the most effective ways to meet those needs, the evaluation of different available options, the decision to purchase, and the evaluation of their purchase, in that order.

Being able to analyse and optimise the consumer decision-making process is crucial for any organisation, but e-commerce businesses have a special edge in this area due to their large volume of transactions. Because online customers generate substantially more data than those who shop in physical stores, online merchants can use this data to develop conversion strategies that can be used at every stage of the purchasing process for their products.

Frequently, individuals feel that the most important stage of a transaction is the time at which a consumer hands over their money to the merchant. When it comes to understanding how to influence consumer behaviour, every element of the customer decision-making process is critical. This is especially true when it comes to understanding how to influence consumer behaviour. A company's profit margins must be maximised at all stages of the purchasing process if the company intends to maximise its profits and profit margins.

When consumers make a buying decision, they do not do it lightly. Their purchasing decisions are influenced by a wide range of diverse factors, which are detailed below. Furthermore, far too many businesses focus on optimising specific phases — such as improving checkout, acquiring customers through SEO or PPC, among other things — without taking the whole picture into consideration.

The buyer journey, the buying cycle, the buyer funnel, and the consumer purchase decision process are just a few of the words that have been used to characterise the consumer decision-making process in a variety of circumstances over the course of history. While all of the labels are referring to the same item, they are all referring to a different aspect of the client's journey while making a purchasing decision.

1. Recognizing a need (awareness): Every transaction begins when a consumer recognises that they have a need for a certain product or service, making this the first and most essential step of the purchasing process in the process.
2. Information seeking (research): Customers are eager in knowing more about their options at this point in the sales cycle.
3. Alternative evaluation (consideration): During this stage, the consumer is examining a large number of alternatives in order to make the best decision possible.
4. Purchase decision (conversion): At this step, the buyer's purchasing behaviour has been translated into action - it is now time for the consumer to complete the transaction.
5. When customers make a purchase, they analyse whether the transaction was worthwhile, if they will recommend the product/service/brand to others, whether they would make another purchase, and what kind of feedback they will provide once they have completed the transaction. (Millwood, 2020).

### **1.6.2 Female buyer behaviour & brand interaction**

Influenster, a product discovery and reviews, recently performed a survey for Ad week that found that marketers must move even further toward mobile if they want to build meaningful connections with women. "Portable devices are accelerating the pace at which digital consumption, particularly of visual material, is taking place. Marketers should prioritise mobile optimization at the top of their to-do lists and avoid treating it as an afterthought, according to a new report "Elizabeth Scherle, president and co-founder of Influenster, shared her thoughts. According to her, even though videos and GIFs are currently popular, women still prefer social media posts that include photographs. (Cummings April 24, 2016).

According to study, women are generally more effective communicators than males. Request their input and encourage a two-way dialogue that will make them feel more connected to the "company's community," which will benefit both parties. In order for a business to answer in time for it to become a discussion, the social media channel that is being used must be taken into consideration. Response times for tweets, for example, are typically 15 minutes, whereas those for Facebook status posts are often four hours.. The subject of the influence of brands on customer purchasing behaviour is a very active one in Mumbai, and it is of significant importance.

The fashion sector encompasses clothing, footwear, and various accessories such as cosmetics and even home furnishings, among other things. The clothes section is the

primary focus of our investigation. According to the reference, the 20-24 and 25-34 age groups are of the biggest importance to marketers since women are less concerned with quality than they are with fashion in their attire. When it comes to clothing expenditures, women's budgets are more heavily influenced by their age than by their socioeconomic standing. (moltz, 2014).



**Figure 21 brand interaction**

### **1.7 Significance of the Study**

This research study aims to better understanding between female buyer and apparel industry.

This study can device the information in order to discuss the various essential factors.

Getting the insights of this research, Apparel retailers can make the appropriate strategies for further growth of their business in order to female buying behavior and final purchasing decision.

This study highlights the behavioral aspects of female buying pattern towards branded apparels.

### **1.8 Statement of the problem**

‘‘The purpose of this study is to understand various factors influencing the female Buying behavior for branded apparels in Mumbai Western suburban region.’’

### **1.9 Need for the Study**

As per the literature reviews, no more such study has been conducted where the factors influencing on female buyers for apparel shopping in Mumbai sunburn area. Hence there is a quitenecessity to explore this area for branded apparels.

- The apparel market is highly competitive and is driven by the end users / people.
- There are various factors influencing the buying decision of the end users, (especially the women customers).
- Getting insights about these factors will help organizations to understand women consumer's behavior with regards to purchase of branded apparels.
- The said study will be useful in effective understanding of the factors that will impact the purchasing decisions taken by women consumers (female buyers).

### **1.10 Research Questions**

The current research study is an attempt to answer the following questions:

- Which factors are important and unimportant from the women's point of view for buying branded apparels
- What are the views and opinions of the women buyers when they buy branded apparels?
- How frequently do you go out of your home for apparel shopping?
- Where do you prefer to go for the apparel shopping?
- How much do you spend on an average (in Rs.) in your single apparel shopping?
- Importance to various parameters related to the factors influencing the decision on apparel shopping.

- Rating for the various statements related to the factors influencing the decision on apparel shopping.

### **1.11 Objectives of the study**

- To determine various factors influencing the female buying behaviour for branded apparels in Mumbai Western suburban region.
- To analyze the female buying behaviour for branded apparels in Mumbai Western suburban region.
- To identify the most preferred attributes responsible for shopping decision (by female buyers for purchasing of branded apparels) in Mumbai Western suburban region.

### **1.12 Hypothesis of the study**

After the identification of a problem of the study under specific objectives, certain predictions and assumptions are followed and tested during the data analysis course of study. Following are those hypotheses.

- Hypothesis 1: The frequency of going out of home for apparel shopping depends on age group of the respondents.
- Hypothesis 2: There is a significance relationship between the frequency of going out of home for apparel shopping and income of the respondents.
- Hypothesis 3: The frequency of going out of home for apparel shopping depends on the occupation of the respondents.
- Hypothesis 4: There is a significant relationship between frequencies of going out for apparel shopping by the respondents and discount offered on the product.

- Hypothesis 5: There is a significant relationship between income of the respondents and their spending on the shopping.
- Hypothesis 6: There is a significant relationship between age group of the respondents and their spending on the shopping.

### **1.13 Scope of the study**

This research study is relevant to the western suburb of Mumbai city ( Kandivali to Andheri).All the responses got collected through survey questionnaire from the female respondents who resides in this geographical area.

### **1.14 Limitations of the study**

- The study has limited study (geographic area) – Mumbai western suburbs.
- The study is only related to women buyers.
- The study has only considered ‘purchase of branded apparels’ by women buyers.

## CHAPTER -2

### REVIEW OF LITERATURE

The review of literature is an essential part of the research process. This allows the investigators to have a wealth of information on the studies that have been conducted, allowing the researcher to finish the study correctly. The reviewed literature is an overview of prior studies of current research that comprises of information about a particular subject that includes what is known and what needs to be understood about research. The review of literature occurs at the very beginning of the research process.

A considerable collection of writing has been compiled from published and unpublished papers, surveys, and report books, documents from websites, videos, and periodic articles, among other sources. It provides investigators with a vital grasp of the facts that are to be known and have already been found. Aside from that, it allows the researcher to choose the approach, conceptual framework, and hypothesis as well as data analysis.

For the purpose of this lesson, the researcher gathers all of the material he or she needs for the problem statement. The review enhances the understanding of the problem statement and the interpretation of the data. This also clarifies the extensive literature evaluation of completed studies, the method and material used, and the conclusion and advice made by researchers in previous studies concerning the study undertaken. This is very clear. It also gives the researcher an opportunity to be critical and in-depth about the issue at hand. It's also a quick way to see what's been done and what's still up in the air. According to the findings of this study, the reasons why female apparel buyers prefer to shop online, the dynamic factors that influence them to pick up the product, the impact of social media marketing on apparel retail, the different factors that affect the consumer buying behaviour for all types of fashion-oriented apparel, the impact of store layout on female consumers, identify the different variables for foreign-made ethnic wears.

1. C Nagadeepa and Pushpa A stated in 2015 (Nagadeepa & Selvi, 2015).

Researcher's comment: However there are certain problems in this approach.



First, study ignored the various other factors which can also affect the buyer while purchasing the apparels. It only focused on marketing factor.

Second, it covered only the promotional mix but not Product design, place. etc

Third, it ignored much other new communication techniques in their research that might affect the consumer behavior actually.

Four, the whole study is based on very generic customer hence it is difficult to judge a different kind of responses by male or female buyers with respective to their clothing.

In short, this study is not adequate for Apparel manufacturers for making the right strategy to capture the right consumer.

2. Shubham Goswami and shagufta Khan stated in 2016(Goswami & Khan, 2015)

Researcher's comment: This study is typically emphasized on consumer behavior patterns for online Apparel shopping in India.

The most critical part of this research is the chosen area of the study itself is very huge as India is a highly populated country. The psyche of the community was also very large to measure.

So consumer study without proper segmentation would not reveal the exact picture of their cognitive dimension to purchase the apparel.

Second, there are so many other factors which can be influenced them for the act of purchasing in specific manner but those factors were not at all considered here.

Third Apparel merchandise needs to be categorized into male or female buyers to get more clear idea about their inclination towards the buying decision for specific item. So it's not that convenient task for Marketing psychologists to consult any Online Retailer about buying behavior style of consumer on the basis of this research.

3. Jain,Varsha stated in 2014(varsha, 2014)

Researcher's comment:

This case based research study considered the young crowd and their buying behaviour towards luxurious apparel hence it covered only quarter part of the whole generation.

As the rest of the consumers got neglected so holistic approach is lacking in this research.

Generation Z category has not any fixed taste of purchase style because they are so adaptive and keep on switching from one style to another.

So it's difficult to predict their reliability and validity of survey responses itself.

This particular group of respondents have trendy apparel choices over luxury actually but this study focused on such rich or higher class consumers only who are not really constant to their pattern of buying.

Their overall behaviour keeps on changing so drastically .Due to this fact researcher's suggestion also not played the significant role in making any concrete strategy for online or offline platform of apparel industry.

4. Rao, Madasu Bhaskara attempted in 2018 (Bhaskar & rao, 2018)

Researcher's comment:

Authors discussed only about online shoppers and its dominant factors which affects female buying behaviour.

However it covered female buying behaviour style it was not focused on any single merchandise. There are many products included in this study which is used by female shoppers so proper analysis result of any specific product in detail must be lacking. Hence the study was very generic basis for all kinds of female products. So the direct benefit of this study doesn't go to any particular product industry at large.

The scope of this study is also very limited to web designers and online retailers of Vijaywada city only. Research was restricted to technical development of online format marketing but not useful for offline format.

5. Naser Valaei stated in 2017 (valaei & nikhashemi, 2017)

Researcher's comment:

Authors mentioned certain factors which affects Gen Y consumers at the time of fashion Apparel buying. However there was an ambiguity about the factors which influenced Gen Y consumers. There were contradictory statements regarding factors in its findings and knowledge about the most influential factor is also lacking.

The study is limited to consumer Y.

On the basis of this analysis no one can prepare the right marketing strategy for either male or female consumer's apparel.

6. Pawan kumar stated in 2017(Kumar & Kanchan, 2017)

Researcher's comment:

Authors studied the detail area of fashion retail industry in Ludhiana district only. This targeted area is low income group consumers for branded apparel. Data collection was limited to 24-40 years consumers and not specified to one gender. Hence it is difficult job for Manufacturers and retailers to form any defined strategy for every levels of female or male brands on the basis of this study.

7. Bakae Aubrey Mocoena , south Africa stated in 2017(Mokoena & Maziriri, 2017)

Researcher's comment:

Here in this research study an African authors selected Gen Y (25-40) years female students of university only. Rest of females in other professions, their different perception towards Apparel retail choice and other relevant factors were not considered in their discussion. So it's not that sufficient research for fashion industry professionals to generate new strategy in large aspect of female category consumers.

8. Rikita Gugnani mentioned in 2018 (Gugnani & Choudhary, 2017)

Researcher's comment:

In this study the Authors much more focused on online shopping concept with respect to Apparel industry in India.

This article is mainly emphasized on different ways of effective and attractive web designing for advertisement of online product design rather putting effort on its external factors which can induce the browsing act itself.

In this research study the exact indulging factor which activate the simple non web shopper to open the internet is missing.

This study is not that useful for other forms of retail formats hence digital marketers only can gain the benefit and no other marketing professionals in large extent.

They cannot tap all kinds of consumers unless they know the right key factors which influence them to go for online or offline shopping.

9. Subhadip Roy stated in 2016 (roy & seuthuraman, 2016)

Researcher's comment:

In this article the authors covered the study of fashion shopping and it's correlating

two factors in India.

However there are some problems with this approach.

First, it just focused only on demographic factors and personality characteristic factor which affects the consumer buying behaviour for fashion clothing.

Second the psychographic study in personality with respect to buying behaviour is also not in depth.

Hence the identification of right motives and peculiar attitude behind every purchase of young female shoppers is also missing.

Third, there are many other factors which can influenced old females as well young in different perspectives is not considered.

Hence the marketing people in fashion industry cannot form the right strategy to capture all kind of female buyers on the basis of this research.

10. Rahul Dhiman stated in 2018 (Dhiman et al., 2018)

Researcher's comment:

In this mentioned article the authors just reviewed the behavioral aspects of Indian consumers towards branded as well as local apparels.

It was not that specific study for a particular segment in huge geographic area of Indian market. Details of any particular small segmented consumer behaviour was lacked. This article approach was very vast and general without attempting any specific apparel market too so marketer or strategy maker cannot target an appropriate audience to get positioned in the complete environment on the basis of this study.

11. Vineet Kaushik attempted research paper in 2019(Kaushik & Dhir, 2019)

Researcher's comment:

This paper covered Apparel e-shopping issues faced by young female consumers in India but not attempted retail store shopping issues.

There are many factors which can also equally affect consumers while buying apparel but this research only focused on product design factor of marketing mix. Other P's as well as more other factors were not considered. This results inadequate approach in understanding the consumer buying behaviour by any retailer.

This study output benefit is limited to digital designers or apparel designers over any other marketing professionals.

12. Bhanot Sandeep stated in 2019(sandip, 2019)

Researcher's comment:

This research study highlighted the huge Indian apparel industry but its effect on consumers is limited. It just focused on young crowd of Mumbai and New Mumbai and rest of the age group is neglected. Among young consumers again management students only considered for their buying behaviour study. So as compared to huge textile market the consumer size study is not sufficient. Strategy developer can only target the management student category consumer and rest of the whole crowd of different professions and age group can be ignored which is equally important in formulation of any new marketing tactics by apparel industry. So this research study result lacked in providing such consumer details to manufacturers or professionals.

13. Kansra mentioned in 2014(kansra, 2014)

Researcher's comment:

Authors addressed the young buyer's purchase behaviour towards branded apparel and ignored the rest of public who also need to be considered in study to get more clear idea about influencing factors.

Place of the consumers and size of the respondents also required to get positioned in right market.

14. Gaurav Tripathi reported in 2013(Tripathi & Dave, 2013)

Researcher's comment:

Here in this study Author emphasized on three different store outlets and its consumer's choice on the basis of quality provided by respective stores.

Research is only focused on one marketing mix that is place and rest of other factors not considered while choosing a particular apparel store by specific age group of consumers.

Hence Retail strategy makers can get only one aspect of choice details of consumers and ignored other dominant influencers which equally matters while doing marketing planning for Apparel retail industry.

15. Shelja Jose Kuruvilla stated in 2010(Kuruvilla & Joshi, 2010)

Researcher's comment:

In this research study authors described the consumer buying behaviour for all merchandises available at mall of 8 different cities in India but not exclusively for

clothing. Research Importance gave to consumer description turned to mall and overall shopping but not with respect to any special product.

The result of this research can only show the amount spent by consumers on all mall products. Hence the benefit of this study doesn't go to Apparel retailers exclusively in depth.

16. Nirbhan Singh reported in 2013(Singh & Sarvanan, 2013)

Researcher's comment:

In this research study authors explained the female buying behavior towards apparel industry in Coimbatore city whereas the textile industry was targeted to explore more in depth and not the behavioral study of female consumers.

Product design as per age group was mentioned but trend keeps on changing as per time so this result which is related to dress style choice has not that significant importance at current time so continuous research is needed to keep an eye on changings influential factors for a particular buying behaviour of female.

17. Sayed Tahrez hassan studied in 2014(Tabrez, 2014)

Researcher's comment:

Authors represented the influential factors of consumer buying behaviour towards branded apparels in Janlandhar city, Panjab. The whole focus was only on youth customersirrespective of gender and age so specific design strategy or policy formation job is not perfectly possible to fashion retailers on the basis of this data. Research was related to Jalandhar city youth crowd only where Panjabi community is more dominated and style also very predictable by marketing professionals. Hence the result of this study is not covered the broad aspect of marketing in apparel merchandise.

18. Arpita Khare wrote an article in 2010(Khare & Rakesh, 2010)

Researcher's comment:

Author mentioned the Indian youth public inclination towards the brandedclothing. This article focused on India country where there were many different retailers at different places so study covered a generic area despite of proper segmentation. A concrete understanding about the psyche of the particular state or strata was not clear hence it found difficulty to Apparel Retailer in fashion design planning for any specific state's young consumer.

19. G.Harishankar Prasad mentioned in 2014(Hari & Prasad, 2013)

Researcher's comment:

Author reported the influential factors of Hyderabad city consumers only. Author selected few apparel retailers and their consumer behaviour pattern but not all retailer format stores. Hence the benefit of this study is very limited to the specific retailers only.

Apparel designers and strategy makers cannot rely on this result exclusively because the consumers are also not gender specified.

20. Geetika Varshneya reported in 2017(Khare & Varshneya, 2017)

Researcher's comment:

Author's research is focused only on green apparel retailing area. Students who has awareness about eco-friendly clothing got targeted in this study and rest of all age group consumer is neglected.

Organic apparel manufacturer can make the strategy for their future growth by using the data of this study but not all kind of textile industry.

Hence the marketing professionals unable to predict the overall consumer behaviour with respect to all types of clothing.

21. Vidya Panicker reported in 2015(Vidya Panicker & Khalil, 2015)

Researcher's comment:

In this journal Author studied the buying behaviour of female consumers in Mumbai suburbs for all needed products rather single product as an apparel.

Hence the study is generalized for all products like cosmetics. Footwear etc. There were certain wrong approaches in this report.

First, it was difficult job to form strategy for marketing professionals or expertise for any particular merchandise as it covers all products of female.

Second, Mumbai is highly populated city where 50 respondents from all the suburbs was not ideal or enough to collect data.

22. Vinita Bhatia mentioned in 2019(Bhatia, 2019)

Researcher's comment:

Here in this journal the Author tried to focus on online apparel buying behaviour of young generation due heavy usage of internet and fashion consciousness in Mumbai irrespective of gender.

Mumbai city is full of Malls and branded store outlets and this study is insufficient to fulfill the needs of those retailers to capture the market with respect to specific segment and gender.

23. Ms Rupa Agarwal stated in 2014(Agarwal, 2014)

Researcher's comment:

In this journal the Author studied on online shopping behavior of homemakers in western Suburbs of Mumbai but not mall or retail outlet shopping.

Sample size is very limited as compared to size of the area to be segmented.

Study has targeted only on homemakers so the exact idea of other female's buying style in this area of Mumbai is not covered.

A specific merchandise is also not there so there is no benefit of this data to any one kind of retailer at large to develop a strategy. So there is a huge scope to do the research for this segment and get positioned the market in particular product for sure.

24. Ko Su Jin stated in 2009(Ko & Koh, 2009)

Researcher's comment:

In this international article the Authors gave importance to clothing fashion lifestyle pattern of only those female who were between 13 to 30 years in Mumbai. Rest of the age group is ignored and area coverage is also so huge as its Mumbai.

No specific segmentation in this report which can be targeted by marketers efficiently.

Respondent size is also small so marketing planning cannot be rely on this data study.Hence proper structured study is essential to form any strategy by marketers or retailers which is missing in this study.

25. Kumar sated in 2019(Kumar & Kanchan, 2019))

Researcher's comment:

In this study the Author focused on one marketing factor that is Product among rest of marketing P's. There are many other factors which is neglected while studying the buying behavior of consumers in Panjab without any specific gender.

Hence study is not sufficient to apparel manufactures to design the apparel for particular gender pattern because it is very generic and not specific to lady's wear or Men. It is difficult task to Strategy planners to form any marketing mix for clothing on the basis of this report result.

26. Mayuri chaturvedi studied in 2019(chaturvedi, 2019)

Researcher's comment:



The Authors explained the buying behavior for apparels in Hyderabad city with very less number of respondents that is 65.

Data is collected for online as well as offline so it's a very broad area of study has been covered in only 65 respondents which is not sufficient to get the exact idea of their buying pattern for particular apparel in large city of Hyderabad.

Hence the study does not play an important role in making marketing plan for any particular retailer.

27. Prasad Ramakrishna stated in 2012(Ramkrishna, 2012)

Researcher's comment:

There are many factors which can be affected the buying behavior of consumer but in this study only situational factor is emphasized.

Other area of factors is ignored and only physical surrounding is elaborated as retail point of view in India. Only one aspect of visual merchandising in malls is not enough to form a concrete strategy for retail format so this study is not sufficient to marketers or retailers in broad perspective to understand the consumer behavior for apparel shopping.

28. Sriparna Guha states in 2013(sriparna guha, 2013)

Researcher's comment:

Author focuses on psychological or personality factor of female which affects the buying pattern of working women in west Bengal. Only motive or perception of female towards buying is not enough to know about their pattern of switching from one brand to another. Apparel marketers or Advertising agency cannot formulate the exact marketing plan on the basis of this study because it only covers the psyche of the female consumer and no other dynamic influential factors which also play the important role in their buying decision.

29. Teck Yong states in 2010(Eng & Bogaert, 2010)

Researcher's comment:

Author attempts only two factors which affects Indian consumer behavior but not rest of the factors which can also plays the important role to shape the buying decision. Gender specification is not there in the study so it is difficult for the apparel designer to make any required changes for Men's wear or women.

India is a multi-state nation so segmentation is needed to know the choice pattern of respective consumers. Segmentation helps to Ad makers for right promotion mix tools which is not there in this study so huge scope for further research.

30. Abhishek Marwaha studies in 2015(Marwaha, 2015)

Researcher's comment:

Author emphasizes only on social factors which influences young women at the time of buying but there are other multiple number of factors which is ignored in this study. Marketers has not enough data to use the right promotional tool for the Apparel Industry by considering only one perspective of peer group.

As India is multicultural country and the study is related to socio-psychological factor hence it must be segmented to any particular city so that marketers can make the proper strategy for that particular strata more effectively though young women is mentioned in this study.

31. Nandini Gopalswamy describes in 2020(Gopalswamy, 2020)

Researcher's comment:

Author focuses on online shopping behavior of working women at the work from home era. Though the study throws the light on online buying pattern of women but not the level of satisfaction while they buy at retail outlet. Work from home is temporary period of time and women always need real view and touch of fabric while they purchase for luxurious attire. Here it focuses on all types of dresses but when it comes for high branded apparel, Indian women even though they are working women they would always prefer for mall shopping where they can try the attire in trial room and purchase. So this study is only benefits to online retailers but not organized outlets.

32. Radha Kashyap states in 2019(kashyap, 2019)

Researcher's comment:

Author covers the five parameters of working women's buying behavior in Jaipur city but there are many other factors which is missing. This paper is more academic perspective than marketing as it fixes the attributes of few factors which has influenced the female buying behavior.

Apparel Designer can get the insight for his cloth designing but the target customer would be only working women. Non-working, house wives and college students are also shopaholic but unable to get their buying behavior pattern from this study.

Hence this study fails to highlight all other dimensions which influences the working women when they make the buying decision for their apparel.

33. Singh Gurmeet attempts in 2013(Gurmeet, 2013)

Researcher's comment:

Author covers the full Indian female buyer market for luxury branded product but not any particular city or area. Hence it is not that easy to capture the market in particular city of huge populated nation.

First, the proper segmentation is lacking so the study is not enough for marketers to target or promote their products accordingly.

Second, the study is unable to focus on any one single merchandise for which female make their buying decision peculiarly.

So for apparel retail marketers cannot rely on this data conclusion for their strategy formulation.

34. S.R Nikhashemi states in 2019(Nikhashemi et al., 2019)

Researcher's comment:

Author highlights the area of customer experience management with respect to Apparel brand. This study is mainly focuses on to improve the brand loyalty through the reviews and feedback of the end users but not exposes the reason behind it. Which factors influence them to purchase more and why they are more loyal to branded apparel only is not that clear in this paper so there is a gap to study deeply to assist the Apparel industry for making the right promotion and get positioned wellin the competitive textile era.

35. Srini Srinivasan states in 2014(srinivasan, 2014)

Researcher's comment:

Author attempts only on cultural factor which influences buying behavior for branded luxury apparel in Mumbai. Mumbai is cosmopolitan city so the selection of respondents for the study itself is not that satisfactory with respect to dominant ethnicity.

There are other factors which can impact on their behavior while purchasing the apparel which is ignored in this article.

Selection of buyers is not gender specified so the designer's job in strategy making for designer clothing for male or female becomes challenging here.

36. Claudio De Mathos sates in 2015(De Mattos et al., 2015)

Researcher's comment:

Author studies about Indian buying decision for branded international apparel in metro cities with respect to Product factor only. Respondent size is also small as

compared to Indian Metro cities population so the result of data has not that significant role in strategy making for retailers in large extend.

Second there are many other dynamic factors which highlights the different dimensional approaches and not mere Product's brand, quality, price while buying the branded apparels but that part is also missing in this study.

Hence retails need more deep understanding about all other factors which influences the branded apparel buyers to communicate effectively and position the market.

37. S. Muthukumar writes in 2016(Muthukumar & Gurumoorthy, 2016)

Researcher's comment:

Here in this paper the author focuses only on online Apparel buying behavior in Koimbatore, Tamilnadu .

Detail study for female or male buying pattern is absent so the marketers in fashion industry has limited benefit from this findings to design their garment for respectivebuyers.

Second the entire study is based only on two basic parameters i.e. marketing factor and personal factor of socio economic area. Other important factors which influence the buying behavior of consumer at the time of mall or retail outlet shopping.

38. Subhadip Roy writes in 2014(Roy, 2014)

Researcher's comment:

Author attempts on situational factor which influences consumer in Hyderabad to tempt for visit the store and buy the apparel.

This study is more focuses on layout of store over other factors which can impact on buying pattern of consumer. Hence this paper cannot support to apparel designer directly in large scale.

Physical surrounding and interior designing triggers the consumer footfall but it turns to get business only by knowing the dynamic factors which influences the consumer to pick up the clothing.

39. Rao states in 2019(Rao, 2019)

Researcher's comment:

Author examines the overall online vs mall shopping pattern towards branded apparel in Andrapradesh but not the dynamic factor which influences consumer to react or behave accordingly.

Second, the gender specification is not there in this study so the finding is not that supportive to apparel manufacturers to design the garment and tailor the strategy for future growth of female or male brand particularly.

40. Bhavika Bilala states in 2017(Bilala & Kumar, 2016)

Researcher's comment:

Author focuses on store design by which female get attracted to pick up the apparel but not the other parameters which influences them to behave in particular way. Situational factor or place of the merchandize is the main area of this study which can help to store designer to do the layout but not that much benefit to marketer to do the right promotion mix or formulate the strategy in holistic way.

Only one aspect has been mentioned here that is store display however any garmentindustry needs more clarity of apparel type if it is branded or local which is not in this findings.

41. K.A Shabana states in 2019(Shabana & Radha, 2019)

Researcher's comment:

Author attempts to physical layout of store image factor which impacts on women while purchasing their apparel but there are many other factors which also influences them at the time of buying decision.

Hence the findings of this study can be assist to store designer to attract the female consumer but it turns to actual purchase if it touches many different dynamic variables.

Retailers need more aspect of factor which influences female while they form a concrete marketing strategy for an Apparel industry.

42. Vinita Singh writes in 2018(Singh et al., 2018)

Researcher's comment:

Author focuses only on psychological factors of apparel consumer and not other factors mentioned which is equally important to formulate a strategy.

Study attempts on online shoppers and not store shoppers while India has a large retail outlet industry.

Apparel industry is huge and it is meant for all Indian age group so this findings fail to get responses from middle-aged female chunk who is also keen to buyan apparel in this modern era.

43. Vinta Bhatia writes in 2018(Bhatia, 2018)

Researcher's comment:

Author attempts to study the buying behavior of female for duplicate or pirated fashion items and not branded one while everyone is very brand conscious now a days.

Study is not related to garment industry exclusively.

Hence the findings of this study is not applicable at large to mall retailers in Apparel industry to formulate the effective marketing planning.

44. Vikkaraman and sumathi in 2012(VIKKRAMAN & N.SUMATHI, 2012)

Researcher's comment:

Author studies the impulsive behavior of young Indian consumers for apparel irrespective of gender so the specialized product designers could have less scope to intensify their product mix for men or women.

Second the study is not projecting any one sort of apparel purchase behaviour pattern in depth hence it is difficult to form the exact right strategy for branded or local garments.

Third this paper focuses more on self-concept of an individual and ignores many other predictors which also plays an equal important role in buying decision.

45. Shilpi Agarwal states in 2012(Agarwal, 2012)

Researcher's comment:

Author focuses only on pricing variable while analyzing the consumer behaviour pattern in Mumbai for an apparel retail outlets.

There are many others factors which needs to attempt deeply in this study to identify the exact influencer of the buying decision.

Third the gender specification is not there so the variation of choices for branded and local apparel also not clear.

Hence the retailer fails to form the comprehensive strategy for Mumbai apparel market at large perspective by the current findings of this paper.

46. Ramakrishna Prasad writes in 2012(Ramakrishana Prasad, 2012)

Researcher's comment:

Author identifies few variables based on socioeconomic factors only and not marketing as well as personal psychological factors which can also influence the buying behavior.

Style and demand for the apparel is the major predictors in this paper findings in 2012 but it keeps on changing as time changes so new study with respect to other dynamic factors generate more realistic picture of current consumer and their buying behavior for organized outlets.

Apparel industry is big now due to more emerging global brands so the specialized study for branded garments is utmost needed which is missing in this findings.

47. Mohmed basil states in 2013(Basil, 2013)

Researcher's comment:

Author attempts to identify the different variables for foreign made ethnic wear and Indian consumer responses.

Ethnic wear includes many types of outfits but this study only focuses on foreign-made saris for Indian consumer in Tamilnadu region only.

Second India is multicultural huge country so choice of fabrics and its quality perception changes from one state to other hence metropolitan city choice like Mumbai for this study could give more realistic idea to global retailer to form the strategy who wants to enter into Indian market.

48. Vinish Pallikara mentions in 2020(Pallikara, 2020)

Researcher's comment:

Author attempts to identify the impact of store layout on female consumers in Karnataka but not on any other factors.

Paper is more inclined towards the design of the store ambience and sales people skills which influence impulsive act of female buyers. There are many other variables of different dynamic factors which also needs to attempt and that would help the retailers in formulation of comprehensive marketing strategy for apparel and apply the right mix to excel their brand.

49. Krishna CV states in 2011(krishna cv, 2011)

Researcher's comment:

Author mentions the different determinants of the buying behavior of the apparel retail consumer but not focuses on the factors due to which they get affected.

Second the study is not specific for female or male buying behavior so the apparel designers are unable to tailor their strategy according to gender and target the right consumer.

Hence the study needs to identify the dynamic factors which influences the current consumer to behave in peculiar manner at different geographic places.

50. Deepali saluja writes in 2016(Saluja, 2016)

Researcher's comment:

Author attempts to identify different factors which affect the consumer buying behavior for all type of fashion oriented apparel but not particularly branded one. Hence in this study, a wide range of apparels included instead of branded one in Delhi city.

Consumer behavior keeps on changing as per the time and area for different apparels. Marketers need the specific consumer behavior perspective for branded apparel in depth so that they can apply the right promotion mix for specific apparel product.

51. Karishma and Kavitha states in 2018(Kavitha R Gowda, Karishma Chaudhary, 2018)

Researcher's comment:

Author identifies the various factors which affects the Indian female consumer for online apparel shopping only. As India is the most densely populated country, the number of respondents are very less in this article and focus is not for any specific state or city of country.

Hence the proper segmentation is needed to position the right market by retailer.

Indian Store or Mall retailers are large in size so the findings of this study is more concerned to e- tailors over any organized outlet.

52. Namita Rajput states in 2012(Rajput et al., 2012)

Researcher's comment:

Author attempts to explore the female buying behavior for branded apparel in India. First India is multicultural country so the preferences also changes from one city to another.

Second the Retailer won't get an idea of specific taste of female buying pattern in particular city although it covers for all areas of nation.

Apparel designers or marketers has difficulty to target the right customer on the basis of this study.

53. Pradeep kaoutish states in 2019(Kautish & Rai, 2019)

Researcher's comment:



Author presents Indian consumer's inclination towards the online fashion portal and its reliability but fails to attempt the dynamic factors which influence them to look for the apparel sites in gender wise section.

Second, retail manufacturers has to design their product as per the choice and taste of the specific consumer at particular place and this study covers all areas of respondents so it is difficult to target the right buyer and segment to capture the market.

Third online shopping perspective is not enough to make marketing policy for whole apparel industry.

54. Muhammad afaq khan states in 2019(Afak Hussain khan, 2019)

Researcher's comment:

The author focuses on social media marketing for apparel retail in Pakistan and not on the store or mall layout so it is more related to Facebook users only.

Second, there are many consumers who want to go for shopping and feel the experience but this chunk is ignored in this study.

While making a strategy for apparel retailing a marketer must know all type of shoppers and their buying pattern with respect to gender so that they can design the clothing and satisfy the customer in large.

55. Vaishali Pardeshi states in 2021(Pardeshi & Khanna, 2021)

Researcher's comment:

Author emphasizes on the reason behind online shopping orientation among female apparel buyers but not the dynamic factors which influences them to pick up the product.

Any apparel industry needs the comprehensive study of female buying behavior for clothing and it should not one time purchase. Hence for making policy, a manufacturer looking for brand loyalty which results in sustainability.

## **SUMMARY**

The review of scientific and non-research literature on Women's branded apparel shopping behavior with special reference to Mumbai's western suburbs was presented in this chapter, which was explored using a dynamic model of the factors influencing female purchasing behavior to arrive at its conclusions. This review helped the investigator's knowledge and broadened her perspective, both of which were critical for the research investigation at hand.

## Chapter 3: Research Methodology

This chapter provides an overview of the methods used to conduct this survey. Explains the framework for studying each research field. This chapter begins with the Conceptual Framework, followed by a study design that includes a detailed study plan, the methods and tools used for it, and other relevant information.

### 3.1 Introduction (Conceptual Framework)

This study is about the understanding of different factors influencing the purchase of branded apparel amongst female customers. It is about buying behaviour as stated in the Introduction chapter.

A complete understanding of the theoretical framework (supported by literature reviews) leads to the conceptual framework presented here. This (conceptual framework) characterizes the entire study. It helps you understand what data is collected and what you need to do with the data at hand. This provides a set of variables that are part of the study and helps you find relationships between the various variables.

Various factors contribute to the purchase decisions of female buyers in the context of branded apparel.

Some of the factors considered for this study are:

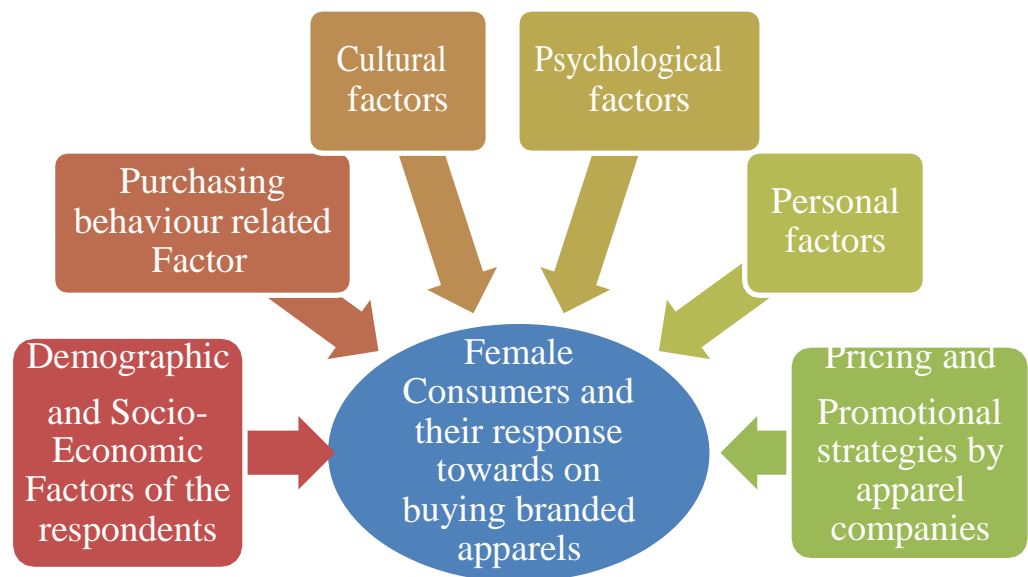
- a. Demographic and Socio-Economic Factors
  - Age.
  - Education.
  - Occupation / Work Profile.
  - Annual Family Income.
- b. Purchasing behaviour related factors
  - Frequency of going out of home for apparel shopping.
  - Place of shopping (online or offline).

- c. Cultural factors
  - Buying of clothes that will be according to the culture.
- d. Psychological factors
  - Beliefs in the society about the shopping of apparels such as possession of expensive clothes, inclination towards domestic as well as international brands and presence of a celebrity in the advertisement driving their purchase.
  - Individual urge to buy.
  - Popularity (of any fashion style or brand).
- e. Personal factors
  - Influence of family and friends on the purchase.
  - Affordability.
- f. Pricing and promotional strategies by apparel companies
  - Price of the product.
  - Advertisement and Promotion.
  - Brand value and quality.
  - Discounts and coupons.

The above factors were finalized based on expert interaction and a thorough review of the literature. These demographic factors were used to understand the sample. In this study, we tested each hypothesis using demographic variables. These factors were used to derive a consumer behavior model for buying branded clothing.

The factors listed above are used for the understanding of the association between these factors and purchasing in the context of buying branded apparel by women. The typical conceptual framework for this study is as shown in Figure 3.1.

Figure 3.1: Conceptual Framework



## 3.2 Research Design

The present research is a mixed and descriptive type of research that incorporates both qualitative and quantitative methods. Primary data is collected using a questionnaire. Secondary data is collected using sources such as journals, magazines, and the internet. The variables used in the study were collected from the review of previous similar studies done in this area and some were developed by observation and intuition of the researcher.

### 3.2.1 Type of Research

- It is a descriptive, applied / action research study.
- Mono method study that uses survey-based quantitative analysis.
- Stratified random sampling is used.

### 3.2.2 Steps of Research

Figure 3.2: Steps of Research



### 3.3 Population

#### **The population of Mumbai – As per Census 2011 Data**

The population of Mumbai is estimated at 12.4 million as per 2011 census data. Out of these, 6.7 million are male (54%) and 5.7 million are female (46%).

The population of the Mumbai suburban district is estimated at 9.35 million as per 2011 census data. Out of these, 5.03 million are male (54%) and 4.32 million are female (46%).

The population of the Mumbai suburban district is estimated at 9.35 million as per 2011 census data. Out of these, 5.52 million belong to the western suburban district (59%) and 3.83 million belong to the eastern suburban district (41%).

As stated, the population of the western suburban district is estimated at 5.52 million as per 2011 census data. Out of these, 6.7 million are male (54%) and 5.7 million are female (46%).

#### **The population of Mumbai – Current Scenario**

The current metro area population of Mumbai in 2020 is 20 million, a 1.12% increase from 2019. Out of these, the population of Mumbai suburban district is estimated at 15 million (nearly 75%) and the rest 25% (5 million) belongs to the island city.

Out of this population of Mumbai suburban district (15 million), 9 million belong to the western suburban district (60%) and 6 million belong to the eastern suburban district (40%).

Out of this population of western suburban districts (9 million), 4.86 million are male (54%) and 4.14 million are female (46%).

Out of this female population of western suburban district (4.14 million), it is assumed that 20% are inclined to purchase branded apparel and fashion accessories. This is about 0.83 Million i.e., approx. 8.30 lakh.

#### **Selection of Respondents:**

The selection of respondents was based on certain conditions. These are as follows:

- The respondent is a woman (female) residing in the select areas of the western suburbs of Mumbai.
- The respondents reside in specified areas of the western suburbs of Mumbai.
- The researcher collected information from the respondents who are of age group from 20 to 50 years and with different occupations.
- Respondents of age group from 20 to 50 years and above were selected who's annual family income (in Rs. Lakh) vary from 'Less than 6' to 'More than 12'.
- 

### **3.4 Sample Size**

#### **Deciding sample size of the study**

The size of the sample is very critical when the population is very large. The population that is residing in specified areas of the western suburbs of Mumbai (from Kandivali to Andheri) is significantly large.

#### **Sample Size Determination**

Source 1

The sample size determined for the proposed study will be approx. 600 for the population size is 8.30 Lakh, with a margin of error at 4% and a confidence level of 95%.

**Determine Sample Size**

Confidence Level:  95%  99%

Confidence Interval:

Population:

Sample size needed:

Source:

Online Sample Survey Calculator - SurveySystem.

Available at <https://www.surveysystem.com/sscalc.htm>.



Source 2

Calculate your sample size

Population Size 830000

Confidence Level (%) 95

Margin of Error (%) 4

Sample size

**600**

The sample size determined for the proposed study will be approx. 600 for the population size is 8.30 Lakh, with a margin of error at 4% and a confidence level of 95%.

Source:

Online Sample Survey Calculator - SurveyMonkey.

Available at <https://www.surveymonkey.com/mp/sample-size-calculator/>.

The 95% confidence level means you can be 95% certain; the 99% confidence level means you can be 99% certain. Most of the researchers use the 95% confidence level.

The confidence interval (also called the margin of error) is the plus-or-minus figure usually reported in newspaper or television opinion polls and similar poll results. For example, if you use a confidence interval of 5 and 35% percent of your sample picks an answer you can be "sure" that if you had asked the question of the entire relevant population between 30% (35-5) and 40% (35+5) would have picked that answer.

Hence it was decided to have 600 as a sample size for the survey. For the said study, the researcher has obtained 602 responses.

**Sample Size:** 600 respondents

**Sample size selection** is based on the following factors

1. **Population size:** Variable. Consumers buying branded clothes in the specified area cannot be enumerated. Thus, the population is considered infinite.
2. **The margin of error** (confidence interval) – is normally taken as  $\pm 2\%$  to  $5\%$ .
3. **Confidence level**---normally  $90\%$ - $95\%$  is taken.
4. **Standard deviation**--- mostly taken as  $0.5$ .

**The sample size** is then decided as (Survey system) described below. For the calculation of sample size, use the following formula:

Sample size = 
$$\frac{\frac{z^2 \times p(1-p)}{e^2}}{1 + \left( \frac{z^2 \times p(1-p)}{e^2 N} \right)}$$

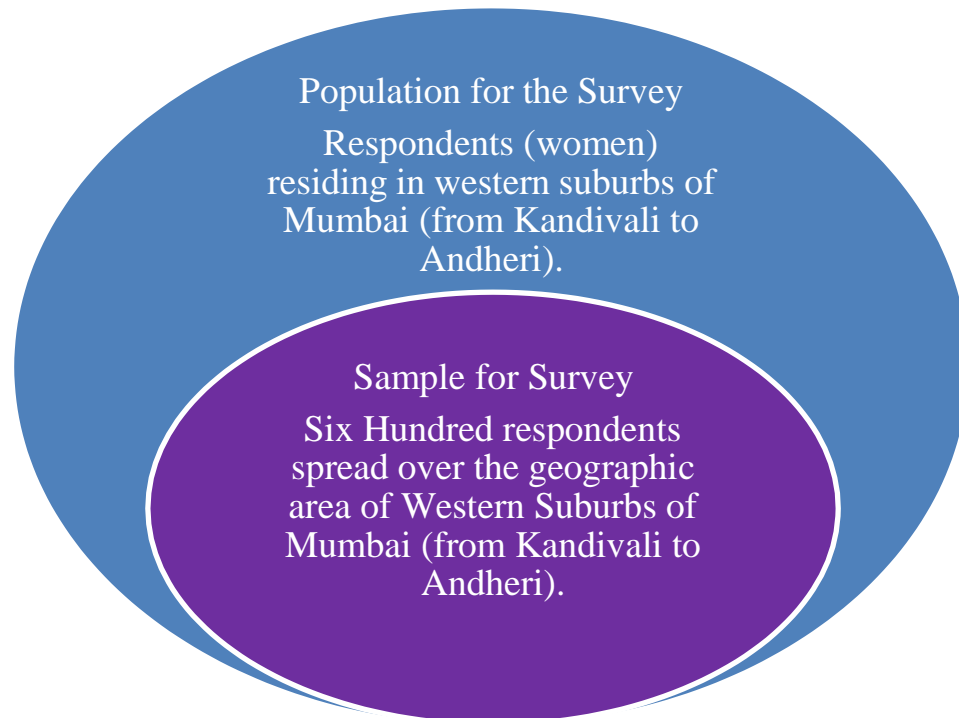
Where,  $N$  = population size •  $e$  = Margin of error (percentage in decimal form) •  $z$  = z-score

The z-score is the number of standard deviations a given proportion is away from the mean. To find the right z-score to use, the following table may be referred to:

Table 3.1 Z Scores for the desired confidence level

Desired Confidence Level	Z-Score
80%	1.28
85%	1.44
90%	1.65
95%	1.96
99%	2.58

Figure 3.4: Sampling (Population and Sample)



### 3.5 Pilot Study & Questionnaire Validity

Based on the objectives and the framed hypotheses of the study, the researcher created the first draft of the questions to be asked. The questionnaire thus created was used for conducting the pilot study. The pilot study included the responses from selective customers. The questionnaire was presented to the respondents in the form of a Google form and for the pilot study, a convenient sample was taken.

The respondents for the study were the residents of the western suburbs of Mumbai City (Geographical limit from Kandivali to Andheri). Respondents belonging to various demographic profiles were included in the sample.

Analysis of the responses from the respondents is presented in Chapter 4 titled ‘Data Analysis and Interpretation’

For this study, a **structured questionnaire** was prepared for getting inputs from respondents. (Refer Appendix 1). The survey questionnaire is used to obtain information about different aspects in the context of buying branded clothes. Table 3.2 shows the questionnaire details.

Table 3.2: Survey Questionnaire Details

Variables	Particulars
Demographic and Socio-economic Information	Name (optional), place of residence, age, education, Occupation, annual family income.
General background towards the purchase of branded apparel	Frequency of going out of home for apparel shopping Preferred place for purchase On average spending (in Rs.) in single apparel shopping
Factors influencing your decision on apparel shopping	There are 12 factors. Opinions on these factors were noted.

Variables	Particulars
Statements influencing your decision on apparel shopping	There are 15 statements. Opinions on these statements were noted.

### Primary Data Sources

Data were gathered from the respondents who participated in the survey. These include people residing in the select areas of the western suburbs of Mumbai. Primary data was collected with the help of a structured questionnaire. The researcher planned to divide the questionnaire into different sections to collect information regarding personal attributes, general background towards branding apparel, factors influencing a decision on apparel shopping, and views and opinions on different statements related to buying branded apparel. To check the comprehensibility of the questionnaire and data reliability a pilot study was conducted with select respondents.

A sample size of 600 respondents is used for the survey. The sampling unit is an individual consumer.

**Data Collection Plan:**

- Random selection of respondents (respondents living in the western suburbs of Mumbai) for primary data collection.
- Get answers using structured surveys related to the purchase of branded clothing
- Pilot survey for data collection.
- Data validation and compilation.
- Changes based on pilot surveys.
- Determine the exact research method and method depending on the data collected.
- Use of online surveys for actual surveys for data collection.
- Analysis of data collected using appropriate tools and methods.
- Test the hypothesis.
- Discovery and conclusion.

### 3.6 Questionnaire Reliability

#### Cronbach’s Alpha

For this study, we have datasets for all the questions. For these datasets, we have calculated Cronbach’s alpha using various statistical tests.

Details are as presented herewith.

**Determination of Cronbach’s Alpha**

<i>Groups</i>	<i>Count</i>	<i>Sum</i>	<i>Average</i>	<i>Variance</i>
3) Age of the respondent	602	1009	1.6761	0.9914
4) Educational Qualification of the respondent	602	1441	2.3937	0.4554
5) Occupation of the respondent	602	1698	2.8206	1.0626
6) Annual family Income (in Rs. Lakh)	602	1827	3.0349	2.7392
7) How frequently do you go out of your home for apparel shopping?	602	2045	3.3970	2.2098
9) How much do you spend on an average (in Rs.) in your single apparel shopping?	602	933	1.5498	0.5674
Q10 Price of the product [P1]	602	2344	3.8937	1.0136
Q10 Discounts and Coupons [P2]	602	2112	3.5083	1.2786
Q10 Brand Value and Quality [P3]	602	2549	4.2342	0.9584

Q10 Advertisement and Promotion [P4]	602	1694	2.8140	1.3297
Q10 Cultural Factors [P5]	602	1933	3.2110	1.1018
Q10 My family & friends influences [P6]	602	1950	3.2392	1.2538
Q10 Presence of celebrity in advertisement [P7]	602	1137	1.8887	1.0874
Q10 Individual urge to buy [P8]	602	2141	3.5565	1.2189
Q10 International Brand [P9]	602	1520	2.5249	1.4045
Q10 Unique design [P10]	602	2337	3.8821	1.1957
Q10 Popularity [P11]	602	1975	3.2807	1.4202
Q10 Affordability [P12]	602	2557	4.2475	0.8089
Q11 Price of the product is an important factor influencing my purchase decision. [S1]	602	2425	4.0282	0.7729
Q11 Discounts and coupons given by the brands intrigue me to go shopping. [S2]	602	2028	3.3688	1.0285

Q11 Brand Value and Quality is important factor influencing my purchase behaviour. [S3]	602	2359	3.9186	0.8236
Q11 Advertisement and promotion about the product is an important factor influencing my purchase behaviour. [S4]	602	1754	2.9136	1.0008
Q11 I prefer to buy clothes which match my culture. My culture has a significant effect on the clothes I wear. [S5]	602	2044	3.3953	0.9949

Q11 I prefer those clothes which show our culture and tradition. [S6]	602	1924	3.1960	0.9831
Q11 My family & friends influence me a lot when I purchase clothing products. [S7]	602	1797	2.9850	1.0297
Q11 Presence of celebrities in ads encourages me to buy the product. [S8]	602	1307	2.1711	0.9507
Q11 Wearing an expensive brand of clothes is considered to be the status of our society. [S9]	602	1530	2.5415	1.4500
Q11 I have difficulty controlling my urge to buy when I see a good offer. [S10]	602	1835	3.0482	1.1740
Q11 International Brand is much better than the domestic brand for apparel shopping. [S11]	602	1419	2.3571	1.1085
Q11 When I see a unique design, I want to be the first one to buy that. [S12]	602	1816	3.0166	1.3408
Q11 I only buy those clothes which are popular among the females of my age group. [S13]	602	1658	2.7542	1.1009
Q11 Whenever I have money I go apparel shopping. [S14]	602	1632	2.7110	1.1842
Q11 In my opinion, I feel that all of the above-listed factors affect my buying/ shopping behaviour for apparel. [S15]	602	2107	3.5000	0.7629

ANOVA: Single Factor						
<i>Source of Variation</i>	<i>SS</i>	<i>df</i>	<i>MS</i>	<i>F</i>	<i>P-value</i>	<i>F crit</i>
Between Groups	9109.95	32	284.69	248.51	0.0000	1.442
Within Groups	22719.78	19833	1.15			
Total	31829.73	19865				
Alpha		0.9960				

According to the rule of thumb, the value of alpha shown here is in the range of commonly accepted value and thus indicates acceptable data reliability.



## Chapter 4: Data Analysis and Interpretation

Chapter 4 narrates ‘Data Analysis and Interpretation’, in which collected **data has been analyzed and interpretation has been provided by the researcher.**

### 4.1 Data Analysis

The data was collected using a survey presented to respondents as an "online form". Questionnaire questions have been closed. The questions are intended to understand respondents' behaviour concerning factors and other relevant details that influence brand clothing purchase decisions.

The collected data were summarized in a table and presented in the form of tables and graphs. The data were evaluated statistically. We tested the hypothesis using appropriate statistical tests and techniques (such as the Anova single factor and Chi-Square tests, if applicable) and analyzed the data collected using appropriate software.

Table 4.1: Data Analysis and Collection Tools

<b>Tools used for the Study / Survey</b>	<b>Data Collection Tool</b>	Structured Questionnaire
	<b>Tools for Data Analysis</b>	Percentage Correlation Analysis
	<b>Data Representation</b>	Tables Figures

- It was decided to use Cronbach's Alpha to verify the reliability of the data and validate the data collected in the pilot and main surveys.
- The data collected was tabulated as a simple one-variable table and two-variable crosstab.
- Tabular data is analyzed using MS Excel and contains the statistical techniques shown here.

- Univariate Analysis – Used to test a single variable for analysis. The method associated with this analysis is the simple percentage method.
- Bivariate Analysis – Used to test two variables for analysis. The methods related to this analysis included are the Pearson Correlation test of two variables.
- Multivariate Analysis – It is used for testing multiple variables across different categories of respondents. It also includes the methods of explaining the associations among more than two variables simultaneously

### 4.1.2 About the Statistical Testing Methods

#### Statistical Tests

In the current study analysis of data would involve hypothesis testing. ANOVA test and combination test are used to test the statistical significance and suitable analysis software such as MS Excel is used for data analysis purposes.

#### **ANOVA Test**

It is the most common test for the significance of the relationship between categorical variables. ANOVA tests the difference between group means after any other variance in the outcome variable is accounted for. An Anova test is a way to find out if survey or experiment results are significant. In other words, they help you to figure out if you need to reject the null hypothesis or accept the alternate hypothesis. A one-way ANOVA is used to compare two means from two independent (unrelated) groups using the F-distribution. The null hypothesis for the test is that the two means are equal. Therefore, a significant result means that the two means are unequal.

ANOVA stands for Analysis of Variance, the generic name given to a set of techniques for studying the cause and effect of one or more factors (independent variable) on a single dependent variable. The purpose of using analysis of variance (ANOVA) is to test the difference in two or more sample means. It is used when the independent variables are nominal type (categorical) and the

Dependent variable is metric (continuous). The application area in marketing research is wide.

In the present study, one-way Anova is used. This particular design is used when there is only one categorical independent variable and one dependent (metric) variable used. In this type of design, the various sampling elements are allocated to the different levels of the independent variables and measure the resulting dependent variable. An F-test under the Anova to test the null hypothesis is used. If the F-test shows a significance level (p-value) of less than 0.05, the null hypothesis is rejected. If the p-value from the F-test is equal to or greater than 0.05 Then the null hypothesis is accepted. Thus, if the p-value from the F-test is less than 0.5, it proves at the 95 percent confidence interval that variation in the independent variable can cause significant variation in the dependent variable. In other words, one variable depends on the other, assuming other variables are not in the picture. The groups within the subsets are classified based on the significant difference at a 95 percent confidence interval.

To determine data reliability (calculation of Cronbach's Alpha), Anova Test is used in the present study.

### **Chi-Square Test**

The chi-square test for contingency tables is used to determine whether a relationship observed in a contingency table is statistically significant. It may be noted that contingency tables are used when both variables are categorical.

Chi-Square Test is used (for testing hypothesis) in the present study.

## 4.2 Survey Findings

### Sample Data Analysis

Note: This is based on an analysis of data collected from the respondents. There are 602 numbers of responses.

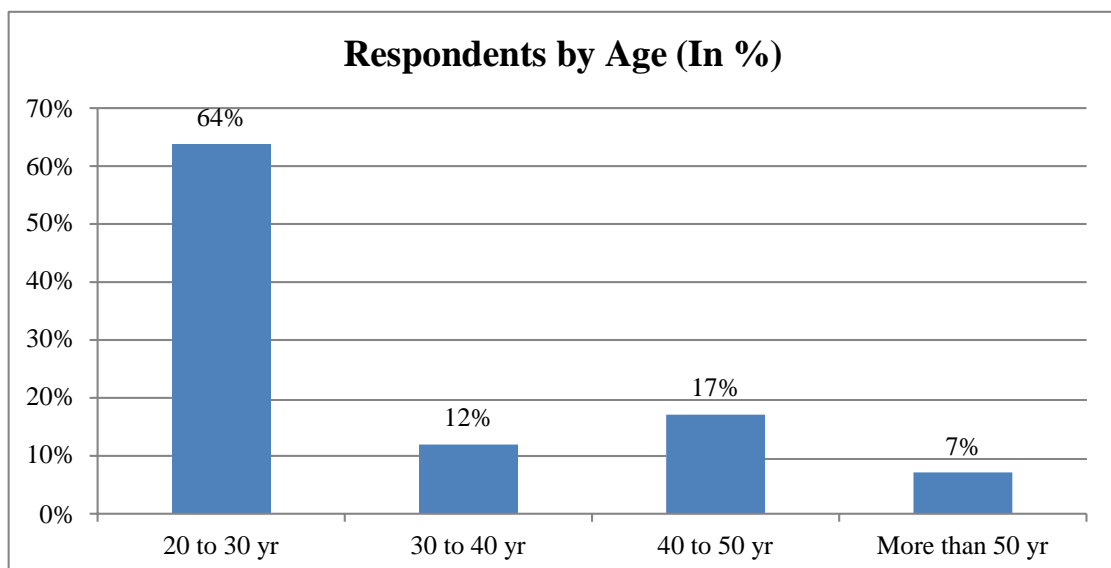
### Respondents Profile Summary

Q3. Age

Table 4.1: Respondents by Age

Category of Responses	No. of Responses (N=602)	In %
20 to 30 Yr.	384	64%
30 to 40 Yr.	72	12%
40 to 50 Yr.	103	17%
More than 50 Yr.	43	7%
Total	602	100%

Figure 4.1: Respondents by Age (In %)



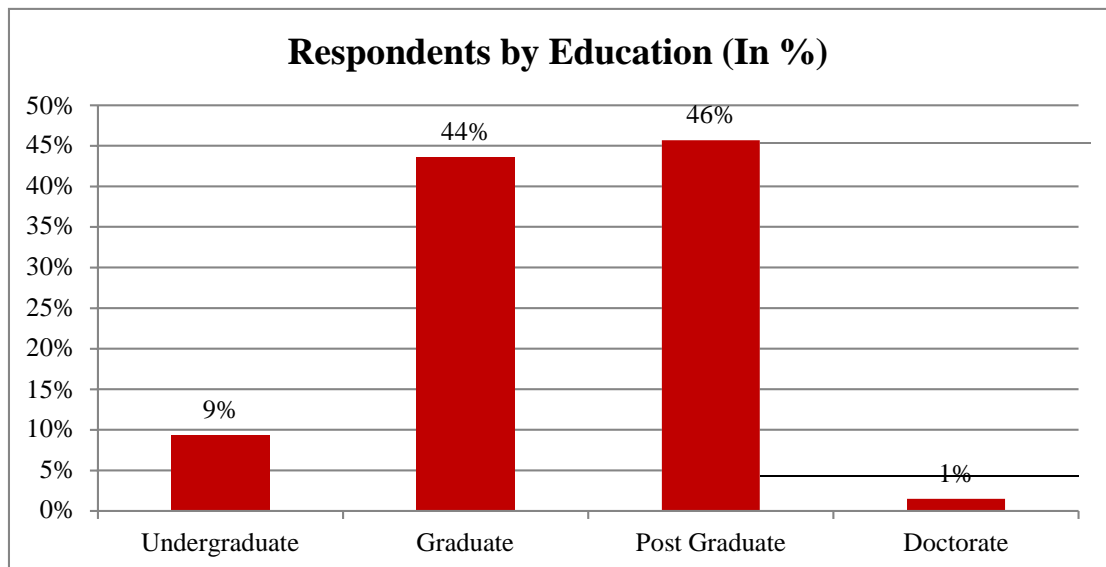
Most of the respondents are from the age group '20 to 30 Yr.'.

#### Q4. Education

Table 4.2: Respondents by Educational Qualifications

Category of Responses	No. of Responses (N=602)	In %
Undergraduate	56	9%
Graduate	262	44%
Post Graduate	275	46%
Doctorate	9	1%
Total	602	100%

Figure 4.2: Respondents by Educational Qualifications (In %)



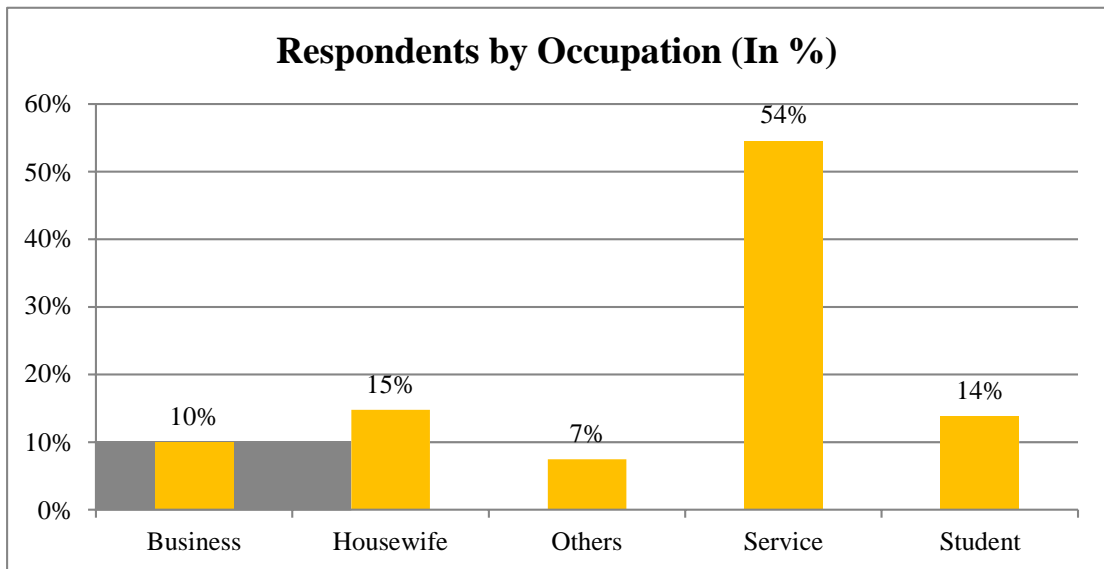
Most of the respondents are 'Graduate' and 'Post Graduate'.

## Q5. Occupation

Table 4.3: Respondents by Occupation

Category of Responses	No. of Responses (N=602)	In %
Business	57	10%
Housewife	89	15%
Others	45	7%
Service	328	54%
Student	83	14%
Total	602	100%

Figure 4.3: Respondents by Occupation (In %)



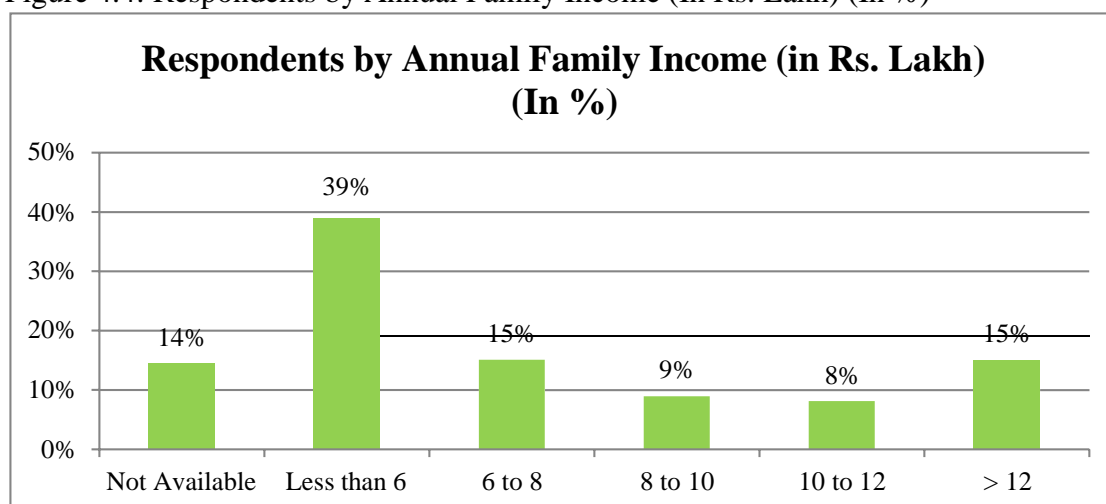
Most of the respondents are working and indicated their response as 'Service'.

## Q6. Annual Family Income (In Rs. Lakh)

Table 4.4: Respondents by Annual Family Income (In Rs. Lakh)

Category of Responses	No. of Responses (N=602)	In %
Not Available	87	14%
Less than 6	230	39%
6 to 8	91	15%
8 to 10	54	9%
10 to 12	49	8%
More than 12	91	15%
Total	602	100%

Figure 4.4: Respondents by Annual Family Income (In Rs. Lakh) (In %)



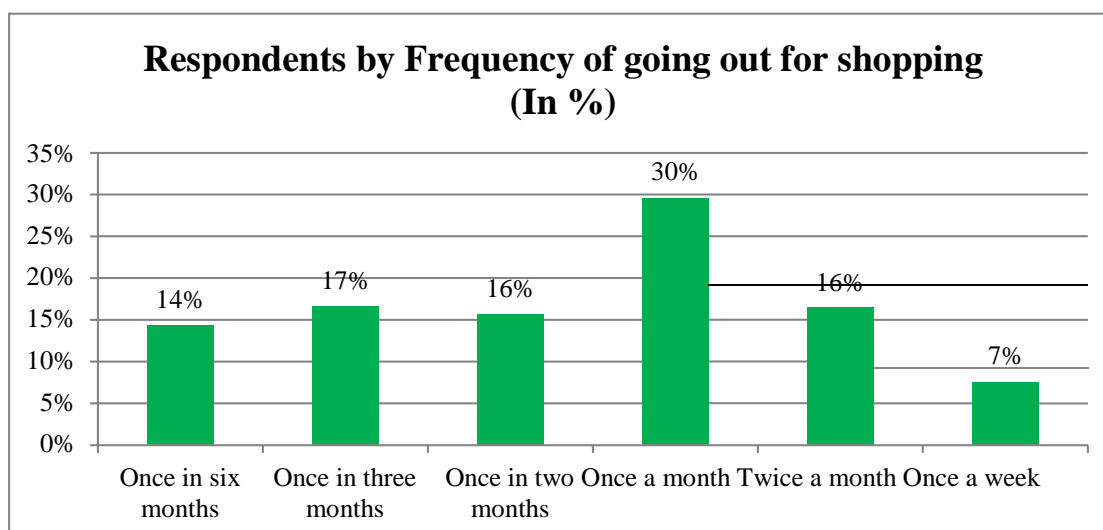
Most of the respondents (nearly 4 out of 10) have indicated that their annual family income (In Rs. Lakh) is 'Less than 6'.

Q7. How frequently do you go out of your home for apparel shopping?

Table 4.5: Respondents by Frequency of going out shopping

Category of Responses	No. of Responses (N=602)	In %
Once in six months	86	14%
Once in three months	100	17%
Once in two months	94	16%
Once a month	178	30%
Twice a month	99	16%
Once a week	45	7%
Total	602	100%

Figure 4.5: Respondents by Frequency of going out for shopping (In %)



It is seen that all the respondents are going out shopping at different times. The most popular frequency of going out is 'once a month'.



Analysis of Q.7 using different demographic inputs (such as age, education, occupation, income, etc.) is presented subsequently.

To summarize, demographic factors (used in this study) may or may not have an impact on the frequency of going out shopping.

Do these parameters have an impact or not? How frequently do you go out of your home for apparel shopping?

<b>Parameter</b>	<b>Have Impact?</b>
Age Group	Yes
Education	No
Occupation	No
Annual Family Income	No
Spending on an average (in Rs.) in your single apparel shopping	No

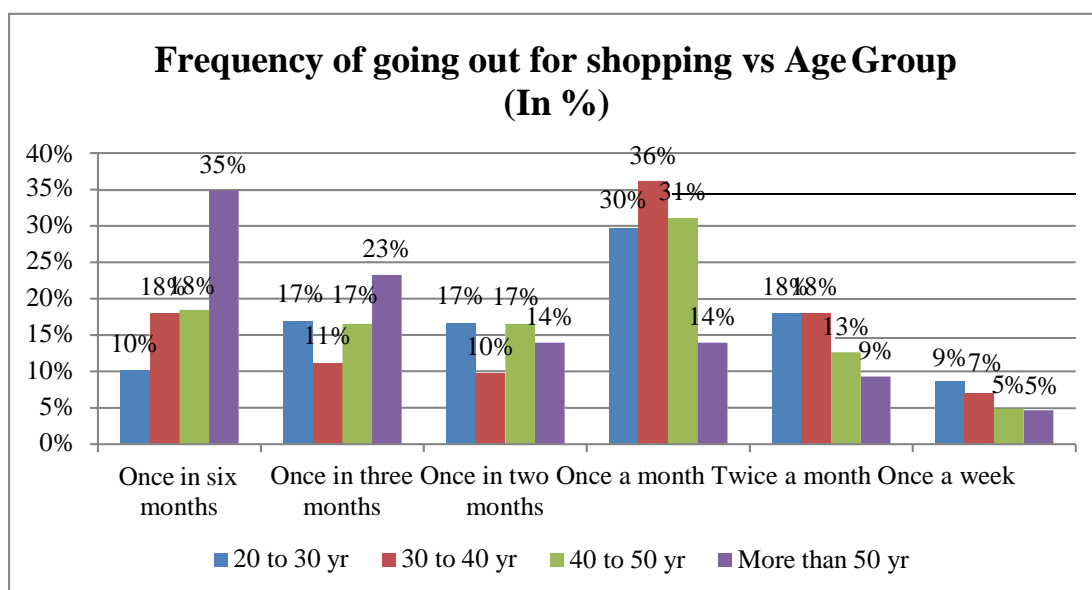
Parameter-wise details are provided subsequently.

## Frequency of going out for shopping and Age Group

Table 4.6: Response - Frequency of going out for shopping and age group

Frequency of going out / Age Group	Once in six months	Once in three months	Once in two months	Once a month	Twice a month	Once a week	Total
20 to 30 yr	39	65	64	114	69	33	384
30 to 40 yr	13	8	7	26	13	5	72
40 to 50 yr	19	17	17	32	13	5	103
More than 50 yr	15	10	6	6	4	2	43
<b>Total</b>	<b>86</b>	<b>100</b>	<b>94</b>	<b>178</b>	<b>99</b>	<b>45</b>	<b>602</b>

Figure 4.6: Response - Frequency of going out for shopping and age group



It is seen that across some of the categories of frequency (of going out for shopping) there is a variation amongst age groups.

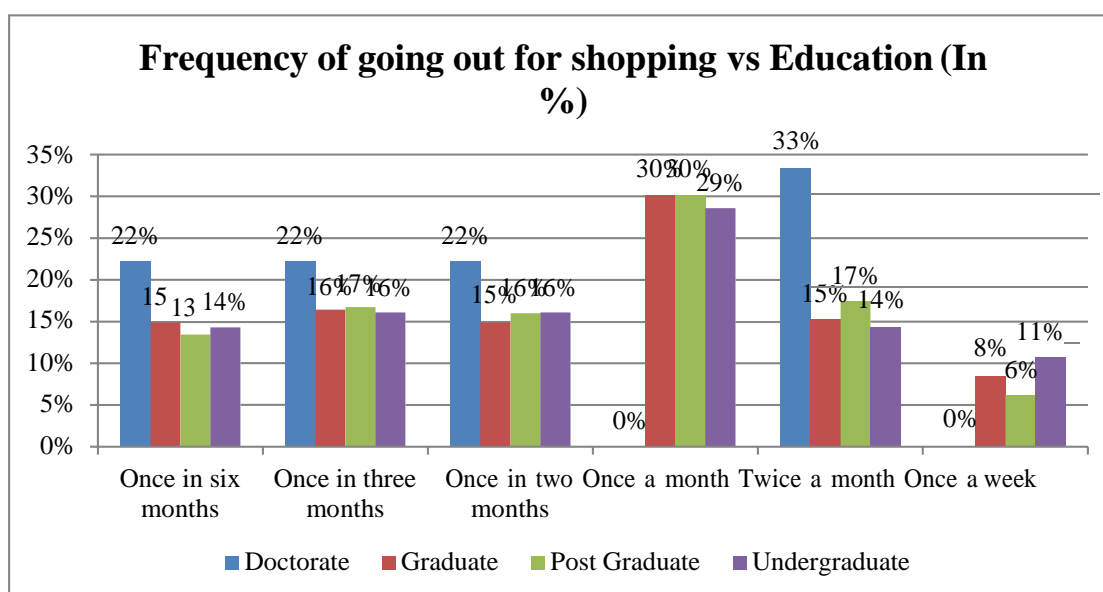
Age influences the frequency of going out shopping.

Frequency of going out for shopping and Educational Qualification

Table 4.7: Response - Frequency of going out for shopping and educational qualification

Frequency of going out and Educational Qualification	Once in six months	Once in three months	Once in two months	Once a month	Twice a month	Once a week	Total
Doctorate	2	2	2	0	3	0	9
Graduate	39	43	39	79	40	22	262
Post Graduate	37	46	44	83	48	17	275
Undergraduate	8	9	9	16	8	6	56
<b>Total</b>	<b>86</b>	<b>100</b>	<b>94</b>	<b>178</b>	<b>99</b>	<b>45</b>	<b>602</b>

Figure 4.7: Response - Frequency of going out for shopping and education



It is seen that across the categories of frequency (of going out for shopping) there is no considerable variation amongst education groups.

Educational qualification does not influence the frequency of going out shopping.

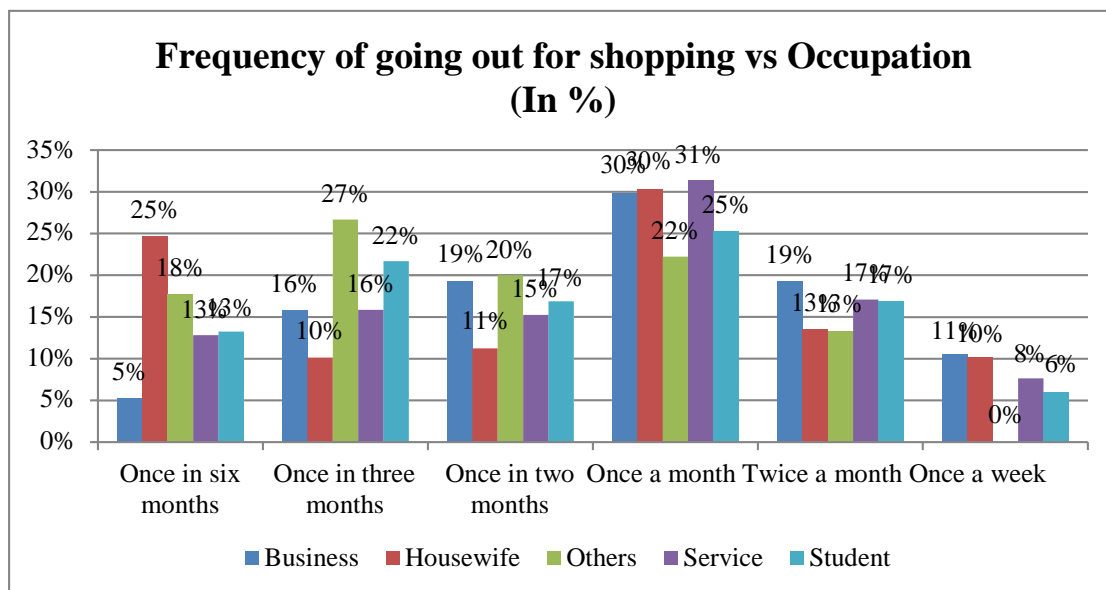
Irrespective of the education qualification they have people go out shopping.

#### Frequency of going out for shopping and Occupation

Table 4.8: Response - Frequency of going out for shopping and occupation

Frequency of going out and Occupation	Once in six months	Once in three months	Once in two months	Once a month	Twice a month	Once a week	Total
Business	3	9	11	17	11	6	57
Housewife	22	9	10	27	12	9	89
Others	8	12	9	10	6	0	45
Service	42	52	50	103	56	25	328
Student	11	18	14	21	14	5	83
<b>Total</b>	<b>86</b>	<b>100</b>	<b>94</b>	<b>178</b>	<b>99</b>	<b>45</b>	<b>602</b>

Figure 4.8: Response - Frequency of going out for shopping and occupation



It is seen that across the categories of frequency (of going out for shopping) there is no considerable variation amongst occupation groups.

Occupation does not influence the frequency of going out shopping.

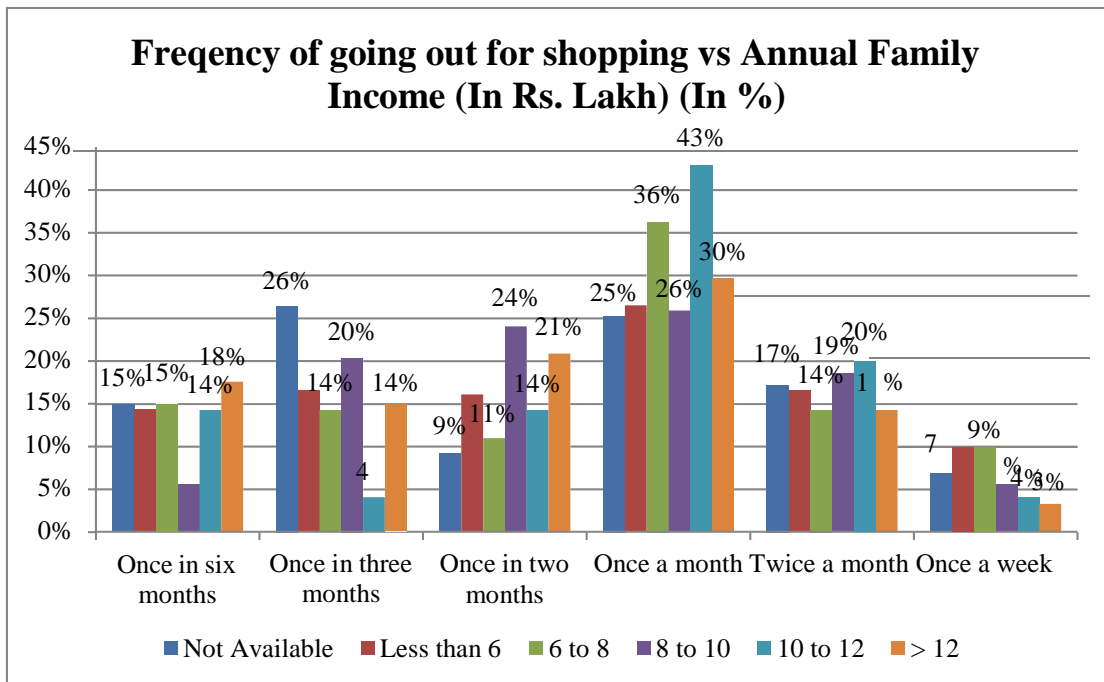
Irrespective of the occupation they have people go out for shopping.

Frequency of going out for shopping and Annual Family Income (In Rs. Lakh)

Table 4.9: Response - Frequency of going out for shopping and annual family income

Frequency of going out and Annual Family Income	Once in six months	Once in three months	Once in two months	Once a month	Twice a month	Once a week	Total
Not Available	13	23	8	22	15	6	87
Less than 6	33	38	37	61	38	23	230
6 to 8	14	13	10	33	13	8	91
8 to 10	3	11	13	14	10	3	54
10 to 12	7	2	7	21	10	2	49
> 12	16	13	19	27	13	3	91
<b>Total</b>	<b>86</b>	<b>100</b>	<b>94</b>	<b>178</b>	<b>99</b>	<b>45</b>	<b>602</b>

Figure 4.9: Response - Frequency of going out for shopping and annual family income



It is seen that across the categories of frequency (of going out for shopping) there is no considerable variation amongst annual income groups.

Annual income does not influence the frequency of going out shopping.

Irrespective of the income they are earning, people go out shopping.

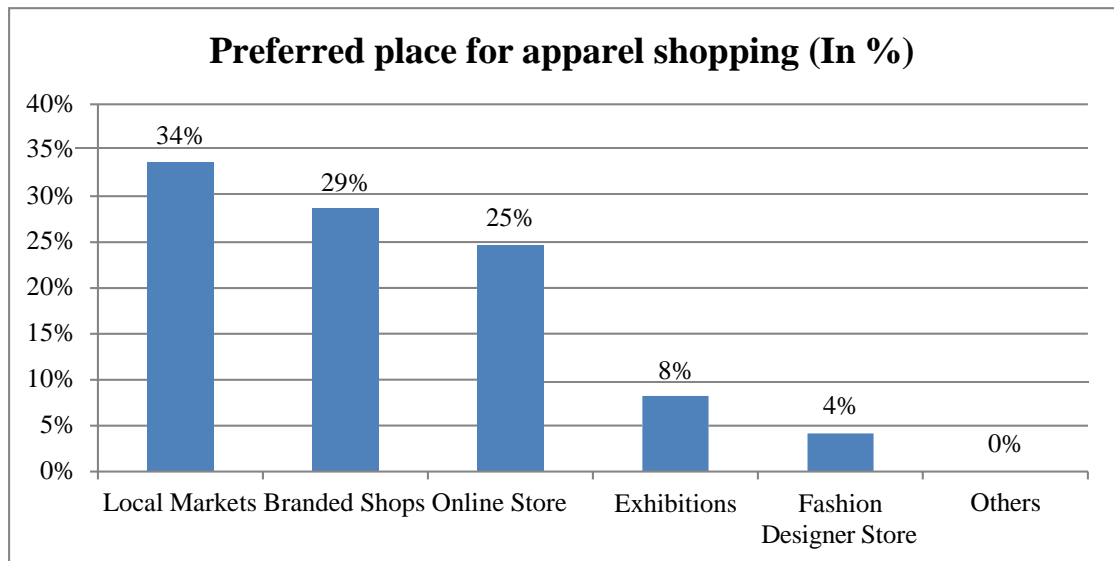
Q8. Where do you prefer to go for apparel shopping?

This is a question with multiple choices. An analysis is presented below.

Table 4.10: A preferred place for apparel shopping

Category of Responses	No. of Responses (N=1227)	In %
Local Markets	414	34%
Branded Shops	352	29%
Online Store	302	25%
Fashion Designer Store	101	8%
Exhibitions	51	4%
Others	7	0%
Total	1227	100%

Figure 4.10: Preferred place for apparel shopping (In %)



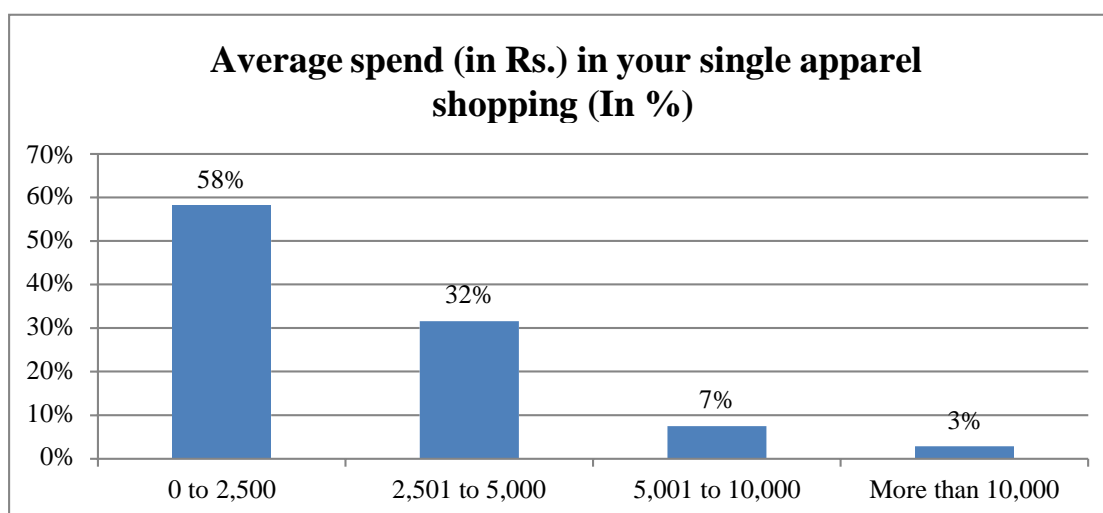
It is seen that all the respondents have mentioned various options when it comes to purchasing apparel. Some of the popular options are local markets, branded shops, and online stores.

Q9. How much do you spend on an average (in Rs.) in your single apparel shopping?

Table 4.11: Average spend (in Rs.) in your single apparel shopping

Category of Responses	No. of Responses (N=602)	In %
0 to 2,500	350	58%
2,501 to 5,000	190	32%
5,001 to 10,000	45	7%
More than 10,000	17	3%
Total	602	100%

Figure 4.11: Average spend (in Rs.) in your single apparel shopping (In %)



Most of the respondents have indicated that their average spending in single apparel (In Rs.) is '0 to 2,500'.

Analysis of Q.9 using different demographic inputs (such as age, education, occupation income, etc.) is presented subsequently.

To summarize, demographic factors (used in this study) may or may not have an impact on the average spend in your single apparel shopping.

Do these parameters have an impact or not? How much do you spend on an average (in Rs.) in your single apparel shopping?

<b>Parameter</b>	<b>Have Impact?</b>
Age Group	Yes
Education	No
Occupation	No
Annual Family Income	Yes
Frequency of going out shopping	No

Parameter-wise details are provided subsequently.

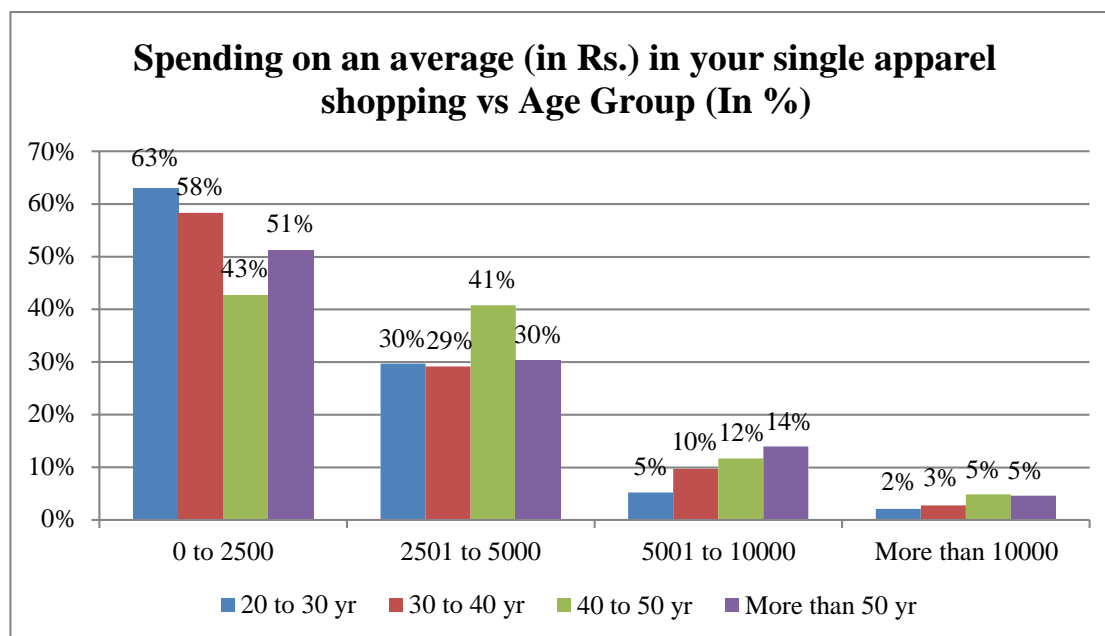


Spending on an average (in Rs.) in your single apparel shopping and Age Group

Table 4.12: Response - Spending on an average (in Rs.) in your single apparel shopping and age group

Spending on an average (In Rs.) and Age Group	0 to 2,500	2,501 to 5,000	5,001 to 10,000	More than 10,000	Total
20 to 30 yr	242	114	20	8	384
30 to 40 yr	42	21	7	2	72
40 to 50 yr	44	42	12	5	103
More than 50 yr	22	13	6	2	43
<b>Total</b>	<b>350</b>	<b>190</b>	<b>45</b>	<b>17</b>	<b>602</b>

Figure 4.12: Response - Spending on an average (in Rs.) in your single apparel shopping and age group



It is seen that across the categories of average spending on shopping there is considerable variation amongst age groups.

Please note the high percentages for the age group '20 to 30 Yr.' with spending in the range '0 to 2,500' and for the age group '40 to 50 Yr.' with spending in the range '2,501 to 5,000'.

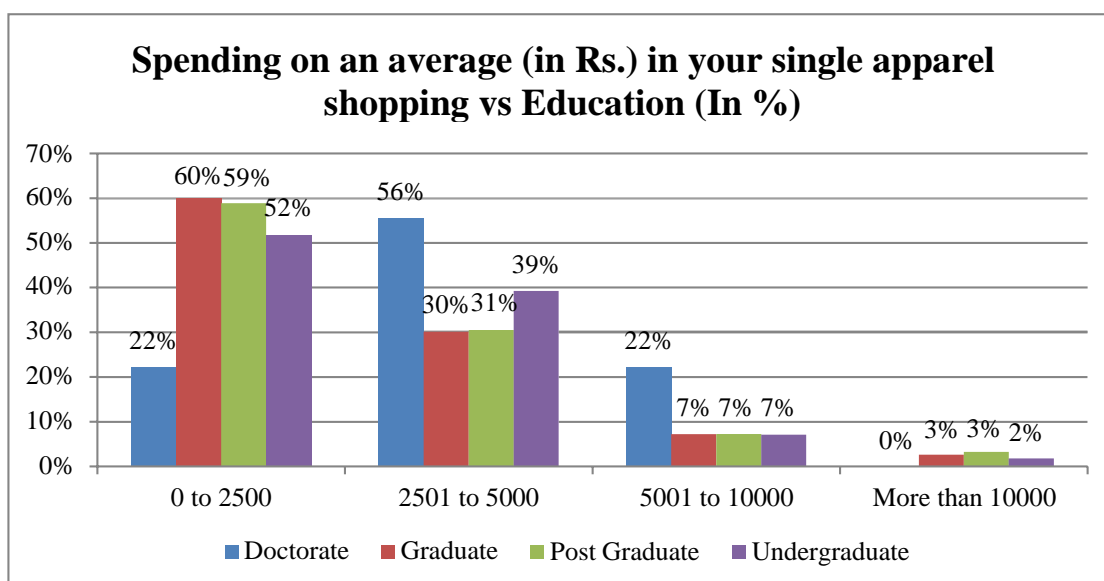
Age influence the average spend (In Rs.) on apparel shopping.

## Spending on an average (in Rs.) in your single apparel shopping and Education

Table 4.13: Response - Spending on an average (in Rs.) in your single apparel shopping and educational qualification

Spending on an average (In Rs.) and Education	0 to 2,500	2,501 to 5,000	5,001 to 10,000	More than 10,000	Total
Doctorate	2	5	2	0	9
Graduate	157	79	19	7	262
Post Graduate	162	84	20	9	275
Undergraduate	29	22	4	1	56
<b>Total</b>	<b>350</b>	<b>190</b>	<b>45</b>	<b>17</b>	<b>602</b>

Figure 4.13: Response - Spending on an average (in Rs.) in your single apparel shopping and education



It is seen that across the categories of average spending on shopping there is no considerable variation amongst education groups.

Educational qualification does not influence the average spend (In Rs.) on apparel shopping.

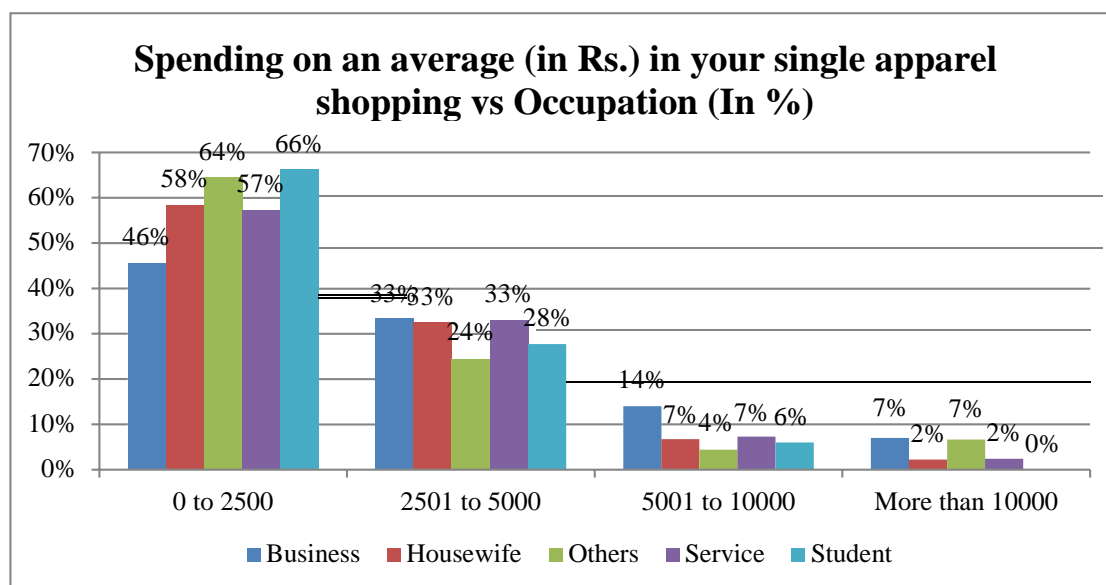
Irrespective of the educational qualification they have, people go out and spend on apparel shopping.

## Spending on an average (in Rs.) in your single apparel shopping and Occupation

Table 4.14: Response - Spending on an average (in Rs.) in your single apparel shopping and occupation

Spending on an average (In Rs.) and Occupation	0 to 2,500	2,501 to 5,000	5,001 to 10,000	More than 10,000	Total
Business	26	19	8	4	57
Housewife	52	29	6	2	89
Others	29	11	2	3	45
Service	188	108	24	8	328
Student	55	23	5	0	83
<b>Total</b>	<b>350</b>	<b>190</b>	<b>45</b>	<b>17</b>	<b>602</b>

Figure 4.14: Response - Spending on an average (in Rs.) in your single apparel shopping and occupation



It is seen that across the categories of average spending on shopping there is no considerable variation amongst occupation groups.

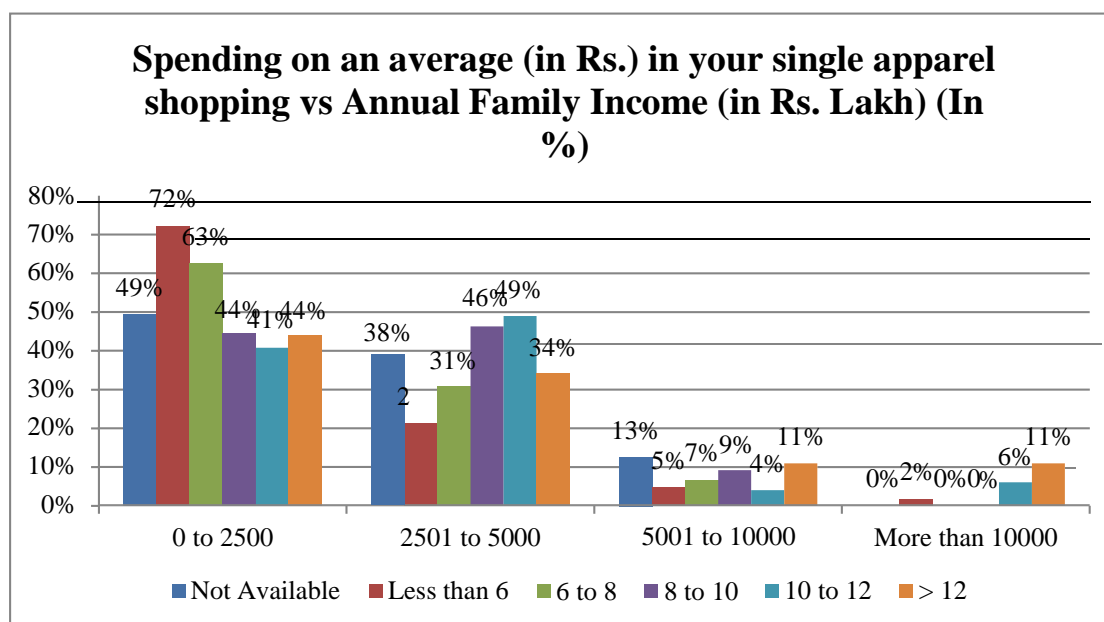
Occupation does not influence the average spend (In Rs.) on apparel shopping.

Irrespective of the occupation they have, people go out and spend on apparel shopping. Spending on an average (in Rs.) in your single apparel shopping and Annual Family Income (In Rs. Lakh)

Table 4.15: Response - Spending on an average (in Rs.) in your single apparel shopping and annual family income

<b>Spending on an average (In Rs.) and Annual Family Income</b>	<b>0 to 2,500</b>	<b>2,501 to 5,000</b>	<b>5,001 to 10,000</b>	<b>More than 10,000</b>	<b>Total</b>
Not Available	43	33	11	0	87
Less than 6	166	49	11	4	230
6 to 8	57	28	6	0	91
8 to 10	24	25	5	0	54
10 to 12	20	24	2	3	49
> 12	40	31	10	10	91
<b>Total</b>	<b>350</b>	<b>190</b>	<b>45</b>	<b>17</b>	<b>602</b>

Figure 4.15: Response - Spending on an average (in Rs.) in your single apparel shopping and annual family income



It is seen that across the categories of average spending on shopping there is considerable variation amongst annual family income groups.

Please note the high percentage in the spending category '0 to 2,500' for the income category 'Less than 6'.

Please note the high percentages in the spending category '2,501 to 5,000' for the income categories '10 to 12' and '8 to 10'.

Please note the high percentage in the spending category ‘5,001 to 10,000’ for the income category ‘Not Available’.

Please note the high percentage in the spending category ‘More than 10,000’ for the income category ‘> 12’.

Annual family income influences the average spend (In Rs.) on apparel shopping.

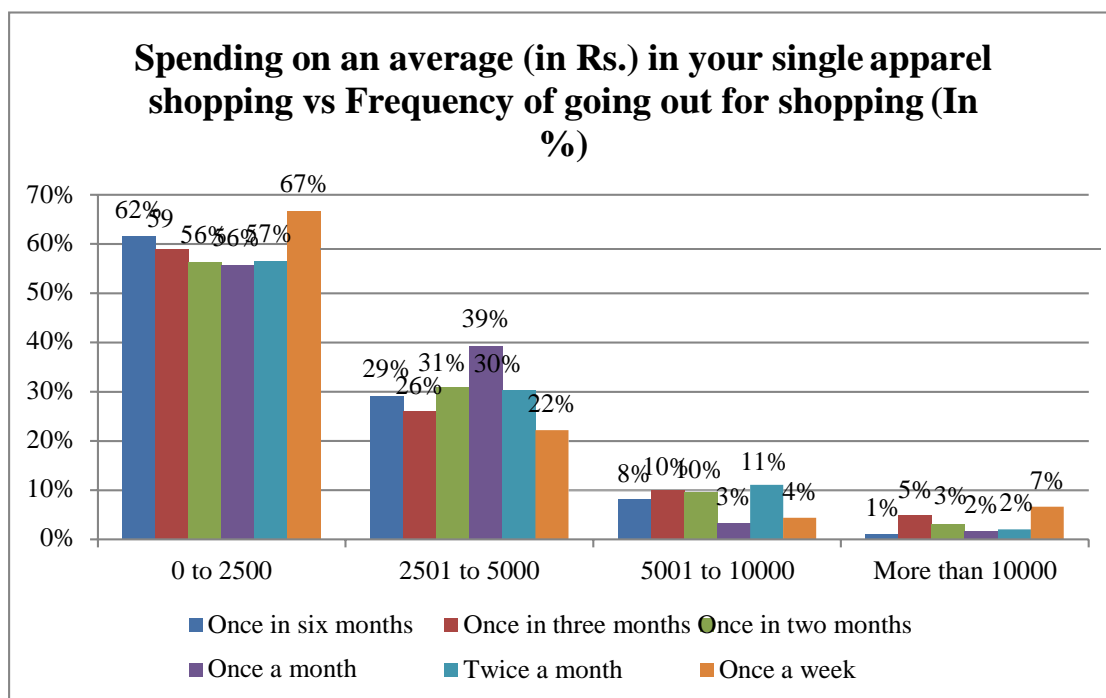
What we spend depends on what we earn.

Spending on an average (in Rs.) in your single apparel shopping and Frequency of going out for shopping

Table 4.16: Response - Spending on an average (in Rs.) in your single apparel shopping and Frequency of going out for shopping

<b>Frequency of going out and Spending on an average (In Rs.)</b>	<b>0 to 2,500</b>	<b>2,501 to 5,000</b>	<b>5,001 to 10,000</b>	<b>More than 10,000</b>	<b>Total</b>
Once in six months	53	25	7	1	86
Once in three months	59	26	10	5	100
Once in two months	53	29	9	3	94
Once a month	99	70	6	3	178
Twice a month	56	30	11	2	99
Once a week	30	10	2	3	45
<b>Total</b>	<b>350</b>	<b>190</b>	<b>45</b>	<b>17</b>	<b>602</b>

Figure 4.16: Response - Spending on an average (in Rs.) in your single apparel shopping and Frequency of going out for shopping



It is seen that across the categories of average spending on shopping there is no considerable variation amongst the frequency of going out for shopping groups.

Please note the high percentages in frequency categories 'Once in six months' and 'Once a week' for spending in the range '0 to 2,500'.

Please note the high percentage in frequency category 'Once a month' for spending in the range '2,501 to 5,000'.

Please note the high percentage in frequency category 'Once a week' for spending in the range 'More than 10,000'.

The frequency of going out for shopping does not influence the average spend (In Rs.) on apparel shopping.

Q10. Indicate your importance for the following parameters related to the factors influencing the decision on apparel shopping.

There are 12 parameters as listed below:

- Price of the Product [P1]
- Discounts and Coupons [P2]
- Brand value and Quality [P3]
- Advertisement and Promotion [P4]
- Cultural Factors [P5]
- My family & friends influences [P6]
- Presence of celebrity in an advertisement [P7]
- Individual urge to buy [P8]
- International Brand [P9]
- Unique design [P10]
- Popularity [P11]
- Affordability [P12]

Summary of Rating of Importance for different parameters that influence the purchase of apparels

Parameters important to respondents in the context of shopping of apparels

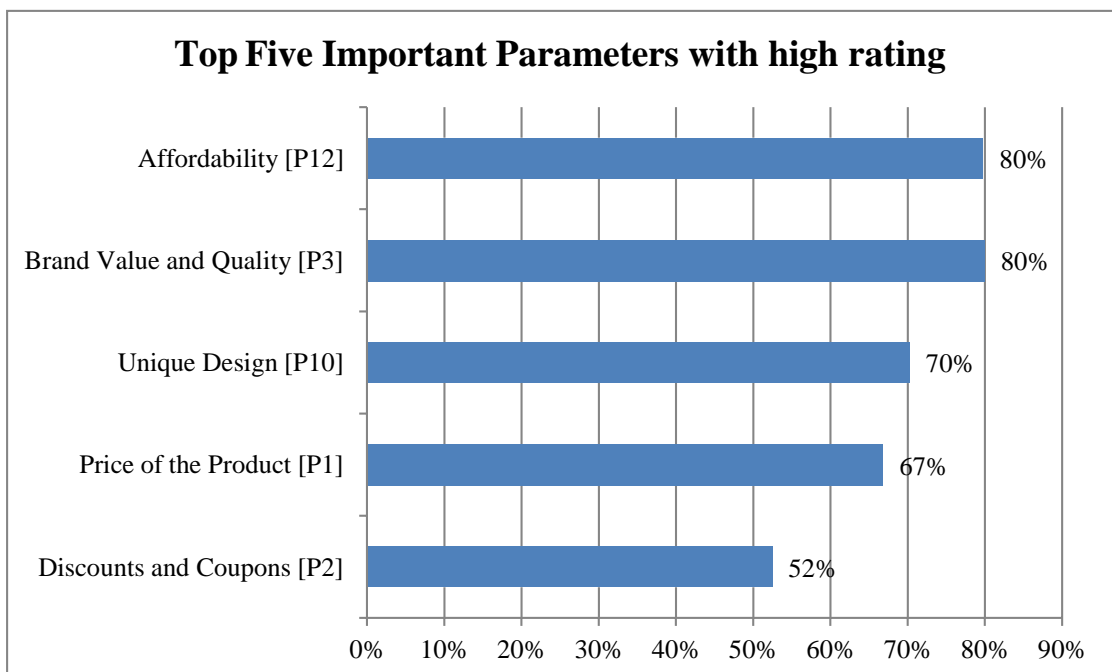
These parameters are important to the survey respondents.

Top Five Parameters with a high rating (responses for ‘Mostly Important’ and ‘Somewhat Important’ taken together).

Table 4.17: Top five important parameters

Parameter	Response (In %)
Affordability [P12]	80%
Brand Value and Quality [P3]	80%
Unique Design [P10]	70%
Price of the Product [P1]	67%
Discounts and Coupons [P2]	52%

Figure 4.17: Top five important parameters





Parameters unimportant to respondents in the context of shopping of apparels

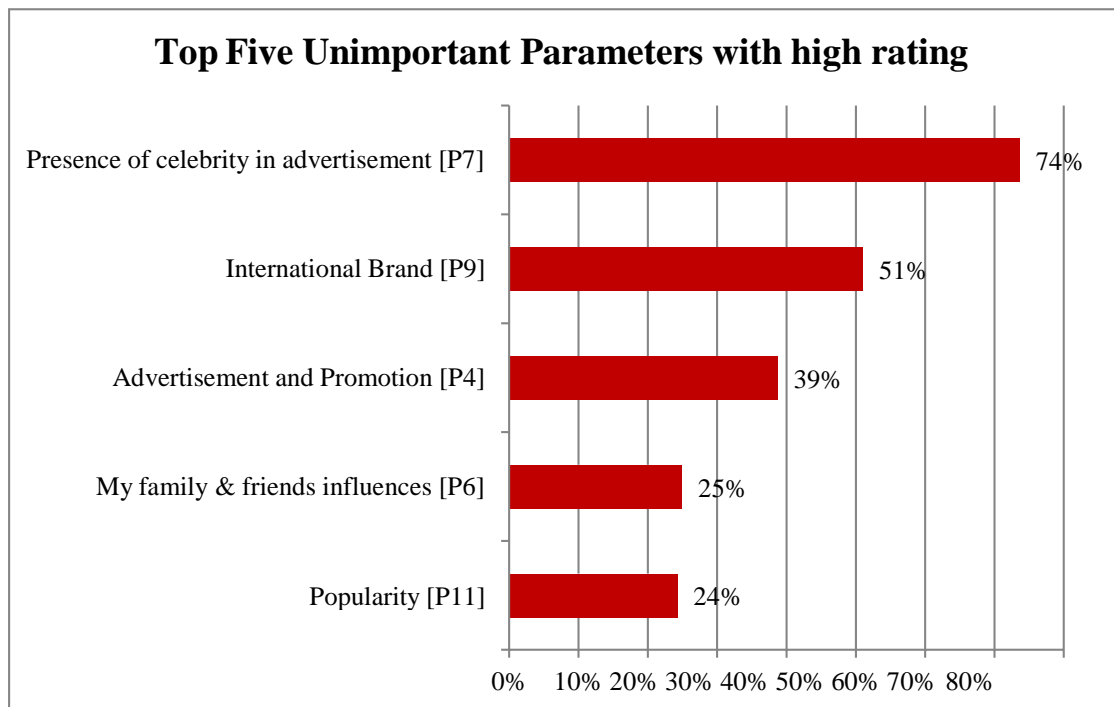
These parameters are unimportant to the survey respondents.

Top Five Parameters with a high rating (responses for 'Not at all Important' and 'Less Important' taken together).

Table 4.18: Top five insignificant parameters

Parameter	Response (In %)
Presence of celebrity in advertisement [P7]	74%
International Brand [P9]	51%
Advertisement and Promotion [P4]	39%
My family & friends influences [P6]	25%
Popularity [P11]	24%

Figure 4.18: Top five insignificant parameters



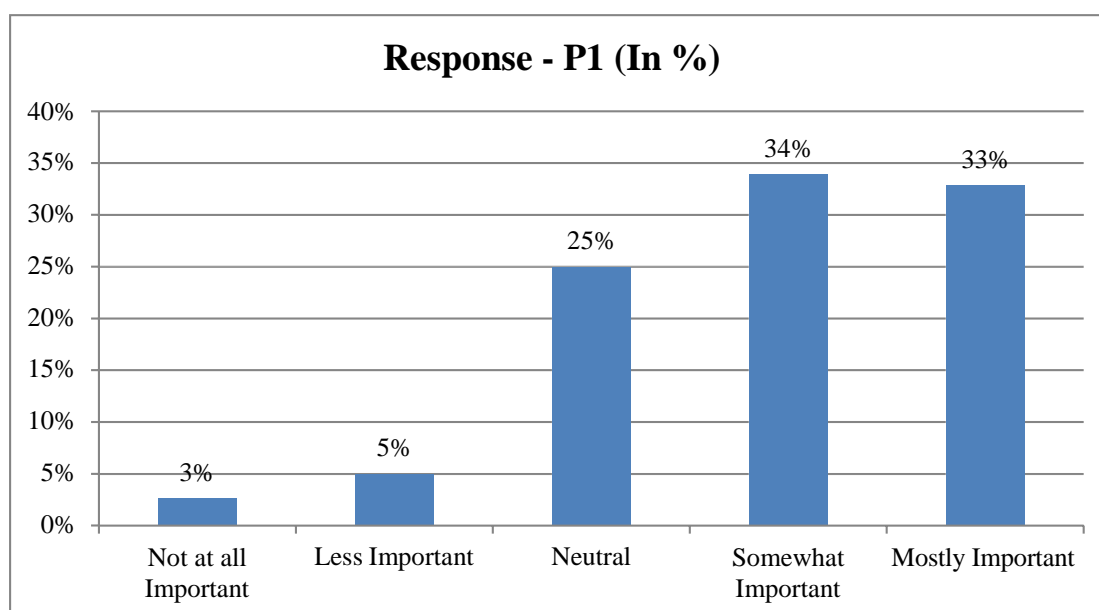
Parameter-wise details are presented subsequently.

- Price of the Product [P1]

Table 4.19: Response - P1

Category of Responses	No. of Responses (N=602)	In %
Not at all Important	16	3%
Less Important	30	5%
Neutral	154	25%
Somewhat Important	204	34%
Mostly Important	198	33%
Total	602	100%

Figure 4.19: Response - P1



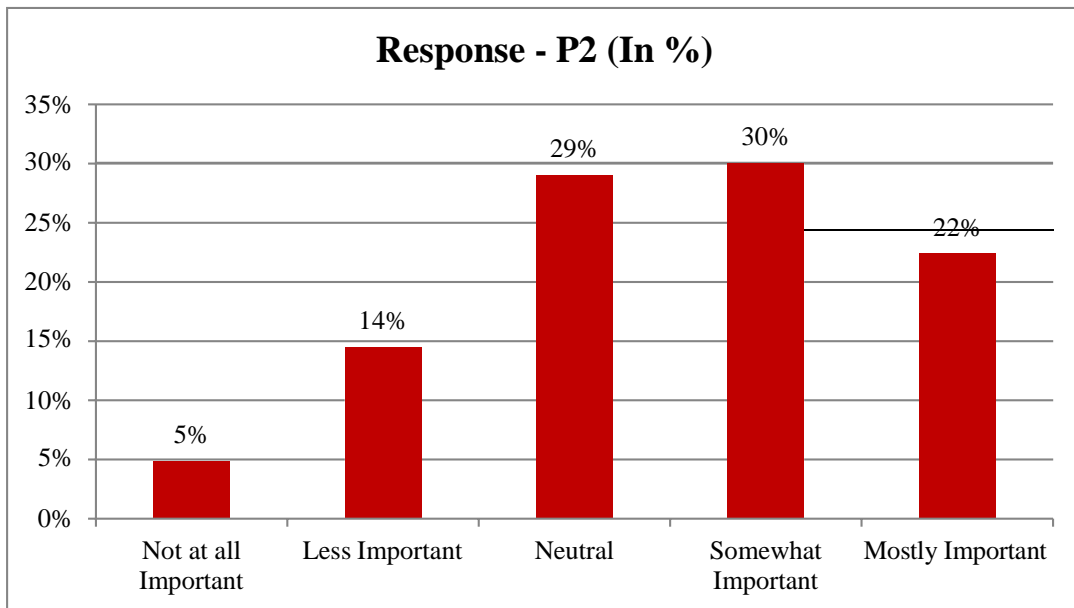
Most of the respondents have mentioned their responses as ‘Somewhat Important’ (34%) and ‘Mostly Important’ (33%).

- Discounts and Coupons [P2]

Table 4.20: Response – P2

Category of Responses	No. of Responses (N=602)	In %
Not at all Important	29	5%
Less Important	87	14%
Neutral	170	29%
Somewhat Important	181	30%
Mostly Important	135	22%
Total	602	100%

Figure 4.20: Response – P2



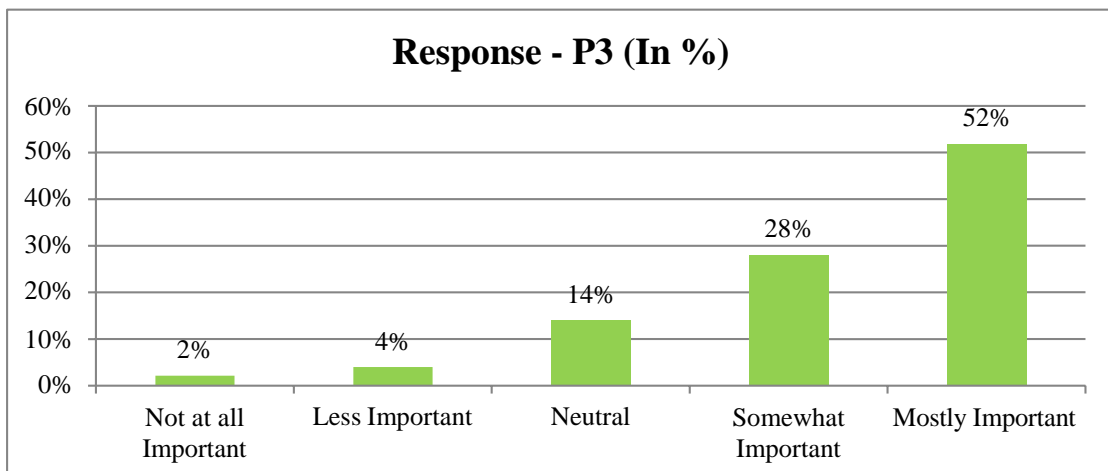
Most of the respondents have mentioned their responses as ‘Somewhat Important’ (30%) and ‘Mostly Important’ (22%).

- Brand Value and Quality [P3]

Table 4.21: Response – P3

Category of Responses	No. of Responses (N=602)	In %
Not at all Important	13	2%
Less Important	24	4%
Neutral	84	14%
Somewhat Important	169	28%
Mostly Important	312	52%
Total	602	100%

Figure 4.21: Response – P3



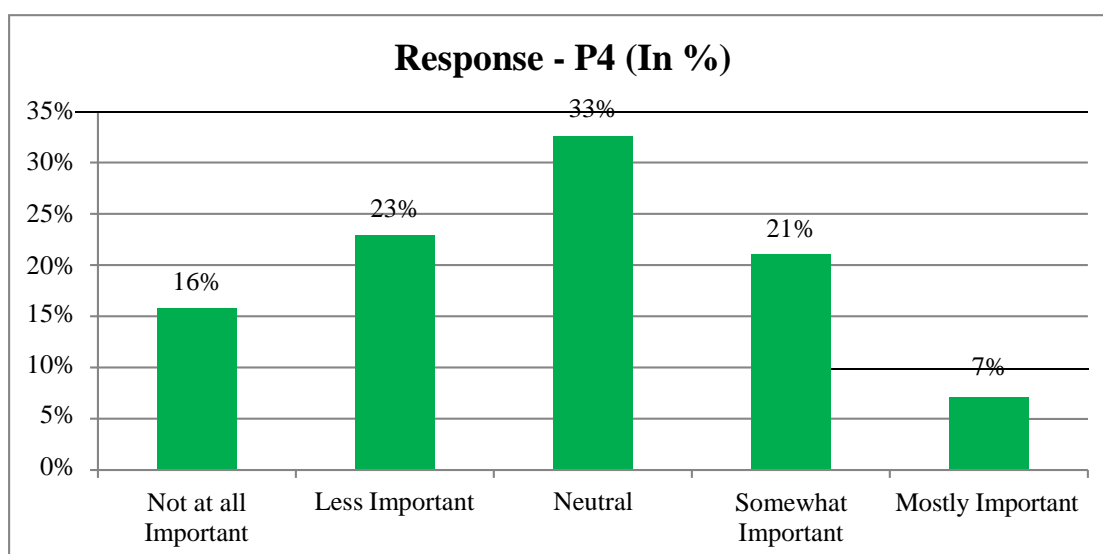
Most of the respondents have mentioned their responses as ‘Somewhat Important’ (28%) and ‘Mostly Important’ (52%).

- Advertisement and Promotion [P4]

Table 4.22: Response – P4

Category of Responses	No. of Responses (N=602)	In %
Not at all Important	95	16%
Less Important	138	23%
Neutral	196	33%
Somewhat Important	130	21%
Mostly Important	43	7%
Total	602	100%

Figure 4.22: Response – P4



Most of the respondents have mentioned their response as ‘Neutral’ (33%).

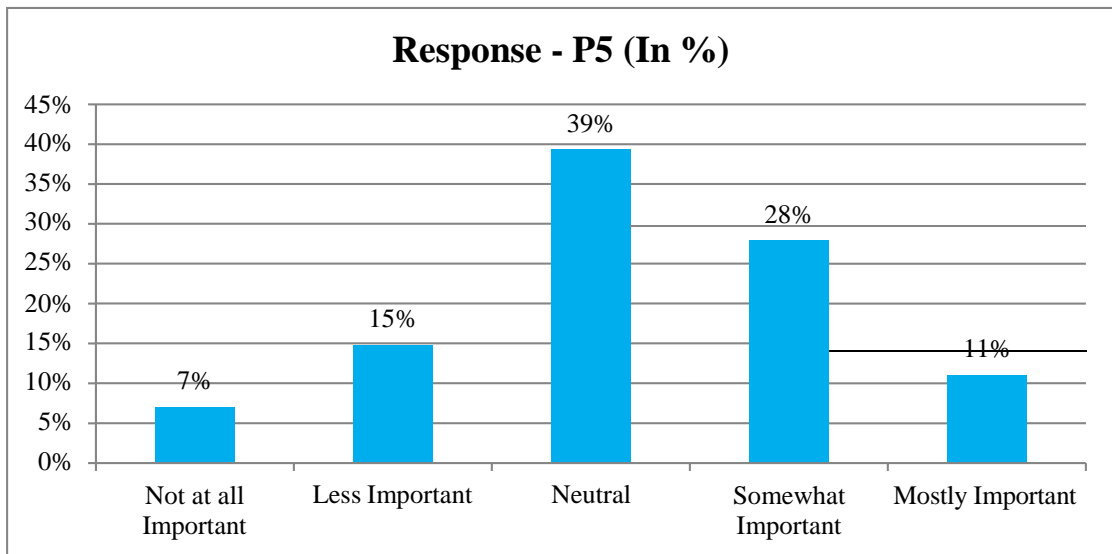
Some of the respondents have mentioned their responses as ‘Less Important’ (23%) and ‘Not at all Important’ (16%).

- Cultural Factors [P5]

Table 4.23: Response – P5

Category of Responses	No. of Responses (N=602)	In %
Not at all Important	42	7%
Less Important	89	15%
Neutral	237	39%
Somewhat Important	168	28%
Mostly Important	66	11%
Total	602	100%

Figure 4.23: Response – P5



Most of the respondents have mentioned their response as ‘Neutral’ (39%).

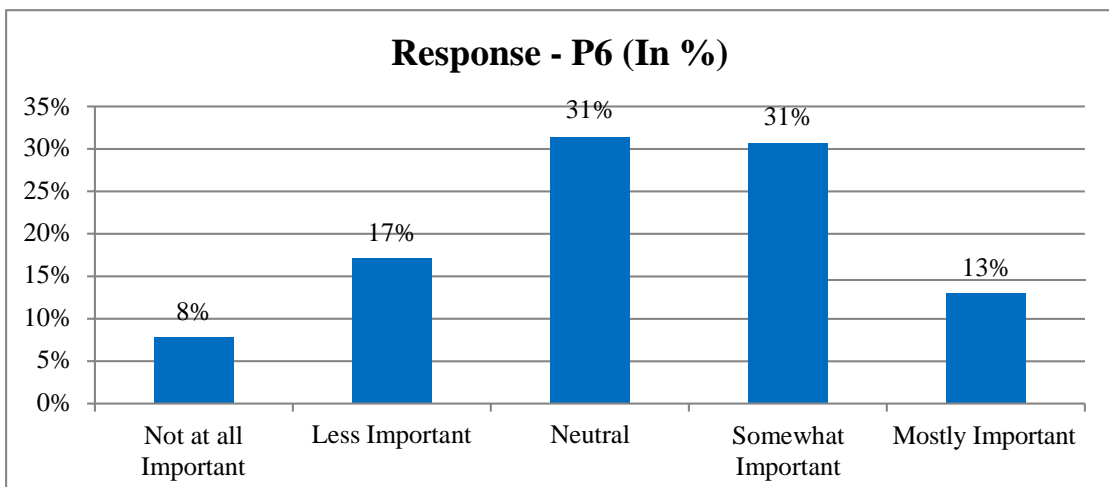
Some of the respondents have mentioned their responses as ‘Somewhat Important’ (28%) and ‘Mostly Important’ (11%).

- My family & friends influences [P6]

Table 4.24: Response – P6

Category of Responses	No. of Responses (N=602)	In %
Not at all Important	47	8%
Less Important	103	17%
Neutral	189	31%
Somewhat Important	185	31%
Mostly Important	78	13%
Total	602	100%

Figure 4.24: Response – P6



Some of the respondents have mentioned their responses as ‘Neutral’ (31%) as well as ‘Somewhat Important’ (31%).

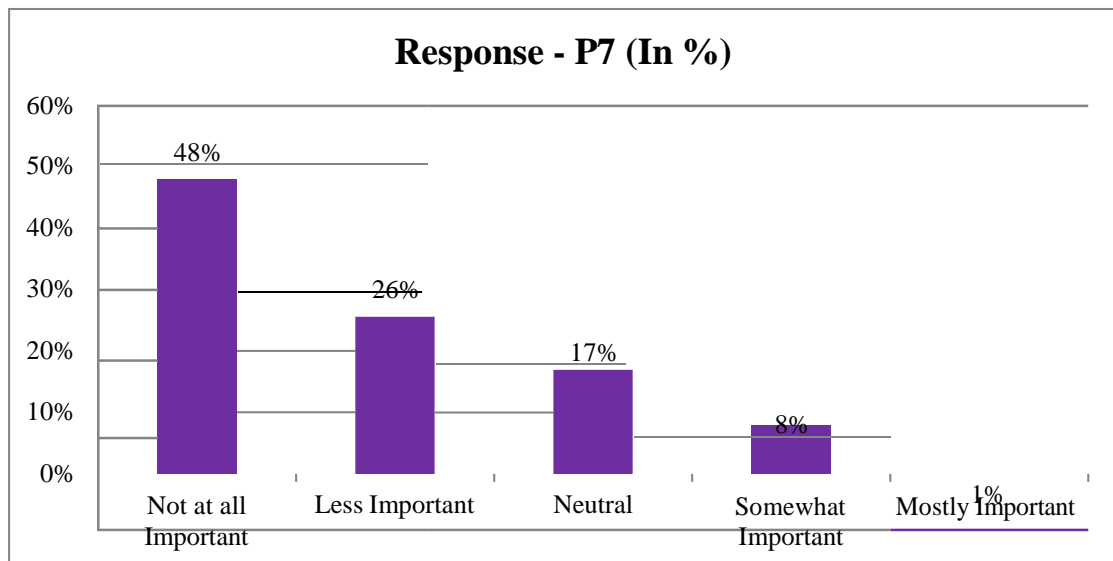
About 17% of the respondents have stated their response as ‘Less Important’ and another 13% of the respondents have stated their response as ‘Mostly Important’.

- Presence of celebrity in an advertisement [P7]

Table 4.25: Response – P7

Category of Responses	No. of Responses (N=602)	In %
Not at all Important	290	48%
Less Important	154	26%
Neutral	102	17%
Somewhat Important	47	8%
Mostly Important	9	1%
Total	602	100%

Figure 4.25: Response – P7



Most of the respondents have mentioned their response as ‘Not at all Important’ (48%).

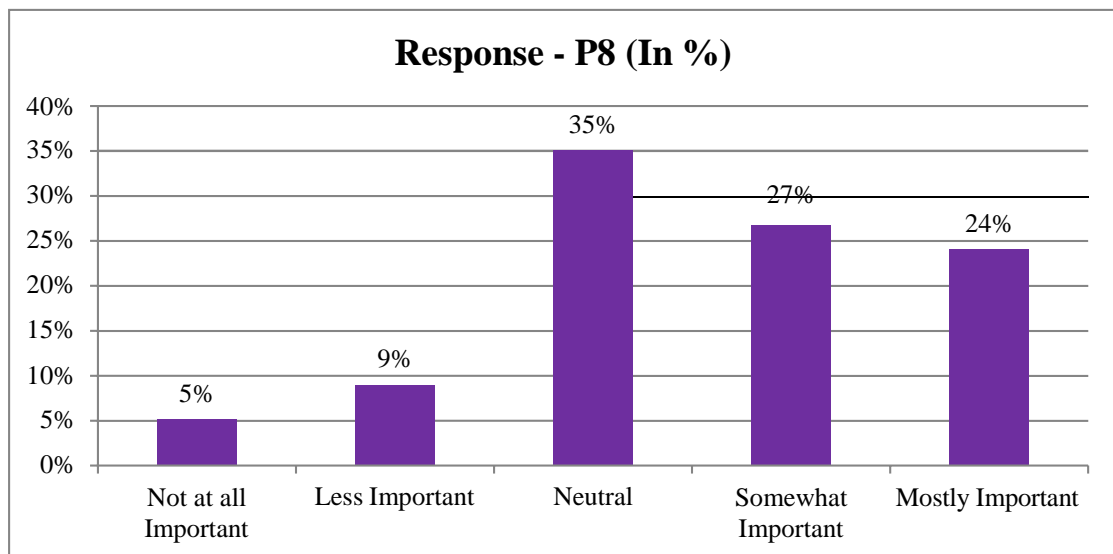
Some of the respondents have mentioned their responses as ‘Less Important’ (26%) and ‘Neutral’ (17%).

- Individual urge to buy [P8]

Table 4.26: Response – P8

Category of Responses	No. of Responses (N=602)	In %
Not at all Important	31	5%
Less Important	54	9%
Neutral	211	35%
Somewhat Important	161	27%
Mostly Important	145	24%
Total	602	100%

Figure 4.26: Response – P8



Most of the respondents have mentioned their response as ‘Neutral’ (35%).

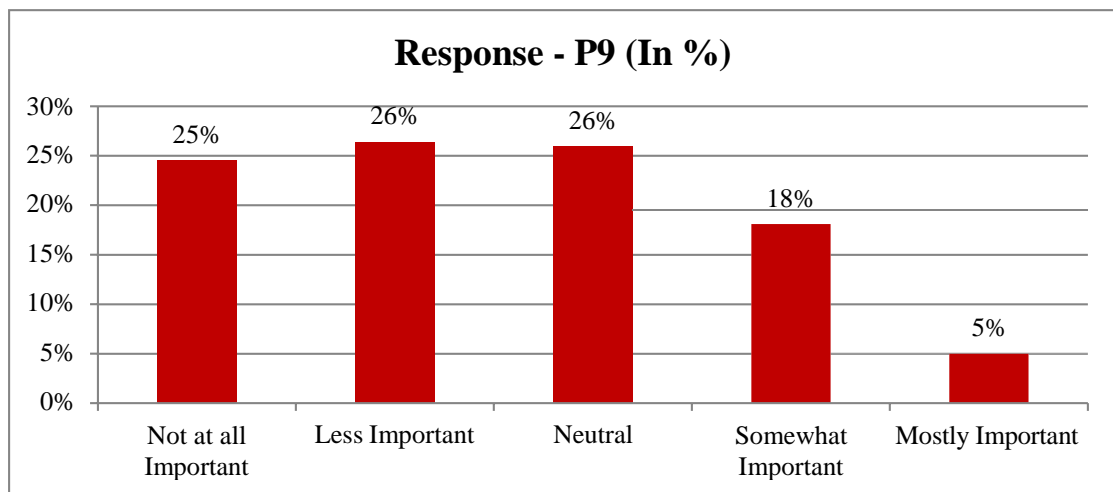
Some of the respondents have mentioned their responses as ‘Somewhat Important’ (27%) and ‘Mostly Important’ (24%).

- International Brand [P9]

Table 4.27: Response – P9

Category of Responses	No. of Responses (N=602)	In %
Not at all Important	148	25%
Less Important	159	26%
Neutral	156	26%
Somewhat Important	109	18%
Mostly Important	30	5%
Total	602	100%

Figure 4.27: Response – P9



Some of the respondents have mentioned their response as ‘Not at all Important’ (25%).

Some of the respondents have mentioned their responses as ‘Less Important’ (26%) and ‘Neutral’ (26%).

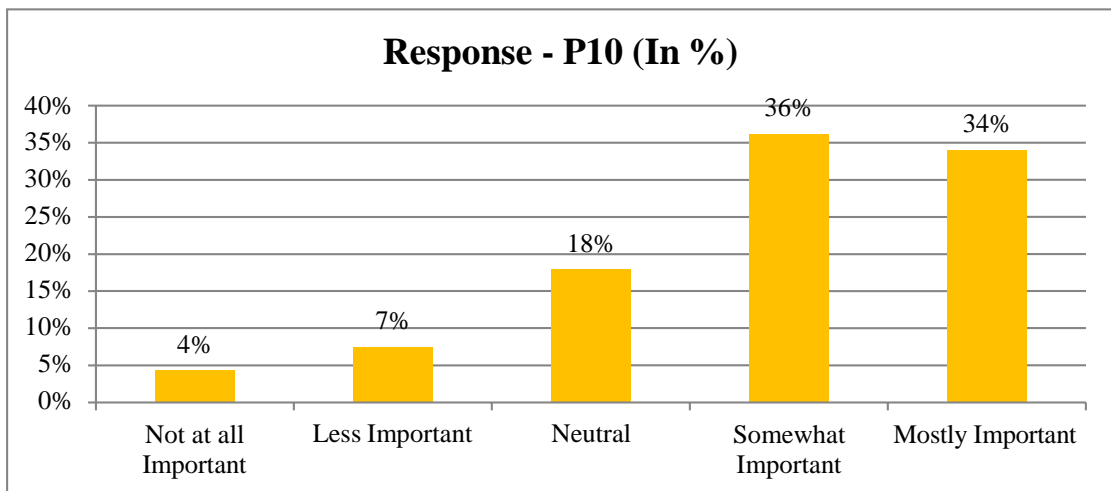


- Unique design [P10]

Table 4.28: Response – P10

Category of Responses	No. of Responses (N=602)	In %
Not at all Important	26	4%
Less Important	45	7%
Neutral	108	18%
Somewhat Important	218	36%
Mostly Important	205	34%
Total	602	100%

Figure 4.28: Response – P10



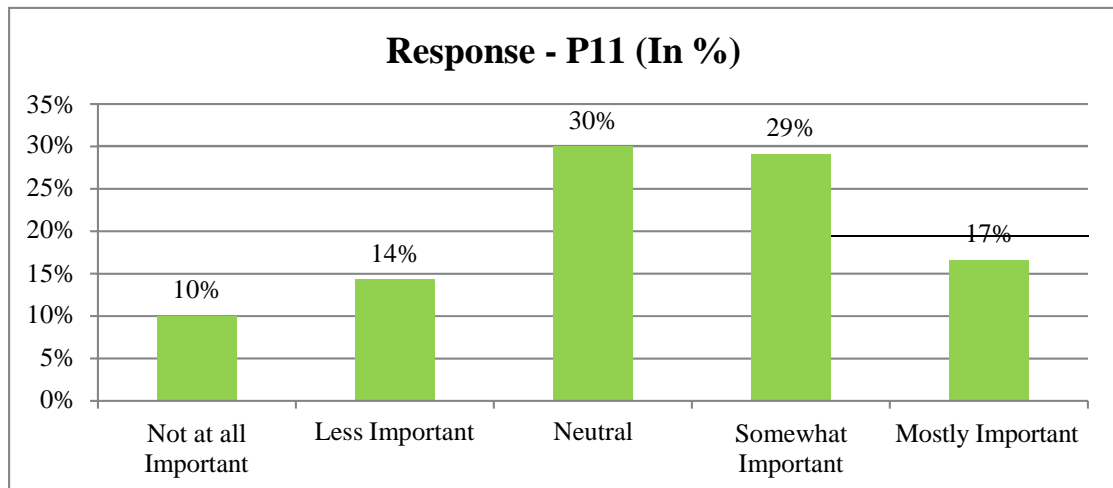
Some of the respondents have mentioned their responses as ‘Somewhat Important’ (36%) and ‘Mostly Important’ (34%).

- Popularity [P11]

Table 4.29: Response – P11

Category of Responses	No. of Responses (N=602)	In %
Not at all Important	60	10%
Less Important	86	14%
Neutral	181	30%
Somewhat Important	175	29%
Mostly Important	100	17%
Total	602	100%

Figure 4.29: Response – P11



Most of the respondents have mentioned their response as ‘Neutral’ (30%).

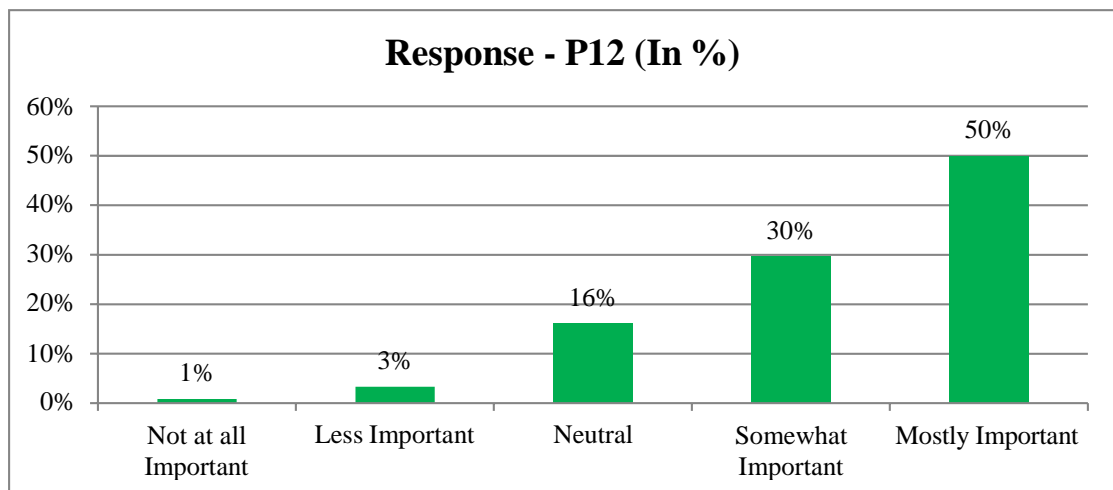
Some of the respondents have mentioned their responses as ‘Somewhat Important’ (29%) and ‘Mostly Important’ (17%).

- Affordability [P12]

Table 4.30: Response – P12

Category of Responses	No. of Responses (N=602)	In %
Not at all Important	5	1%
Less Important	20	3%
Neutral	97	16%
Somewhat Important	179	30%
Mostly Important	301	50%
Total	602	100%

Figure 4.30: Response – P12



Most of the respondents have mentioned their response as ‘Mostly Important’ (50%).

Some of the respondents have mentioned their responses as ‘Somewhat Important’ (30%) and ‘Neutral’ (16%).

Q11. Rate the following statements related to the factors influencing the decision on apparel shopping.

There are 15 statements as listed below:

- The price of the product is an important factor influencing my purchase decision. [S1]
- Discounts and coupons given by the brands intrigue me to go shopping. [S2]
- Brand value and Quality is important factor influencing my purchase behaviour. [S3]
- Advertisement and promotion of the product is important factor influencing my purchase decision. [S4]
- I prefer to buy clothes which match my culture My culture has a significant effect on the clothes I wear. [S5]
- I prefer those clothes which show our culture and tradition. (S6]
- My family & friends influence me a lot when I purchase clothing products. [S7]
- The presence of a celebrity in the ad encourages me to buy the product. [S8]
- Wearing expensive brand clothes is considered to be the status of our society. [S9]
- I have difficulty controlling my urge to buy when I see a good offer. [S10]
- International Brand is much better than the domestic brand for apparel shopping. [S11]
- When I see some unique design, I want to be the first one to buy that. [S12]
- I only buy those clothes which are popular among the females of my age group. [S13]
- Whenever I have money I go apparel shopping. [S14]
- In my opinion, I feel that all of the above-listed factors affect my buying/shopping behaviour for apparel. [S15]

Summary of Rating of statements in the context of the purchase of apparels

Statements important to respondents in the context of shopping of apparels

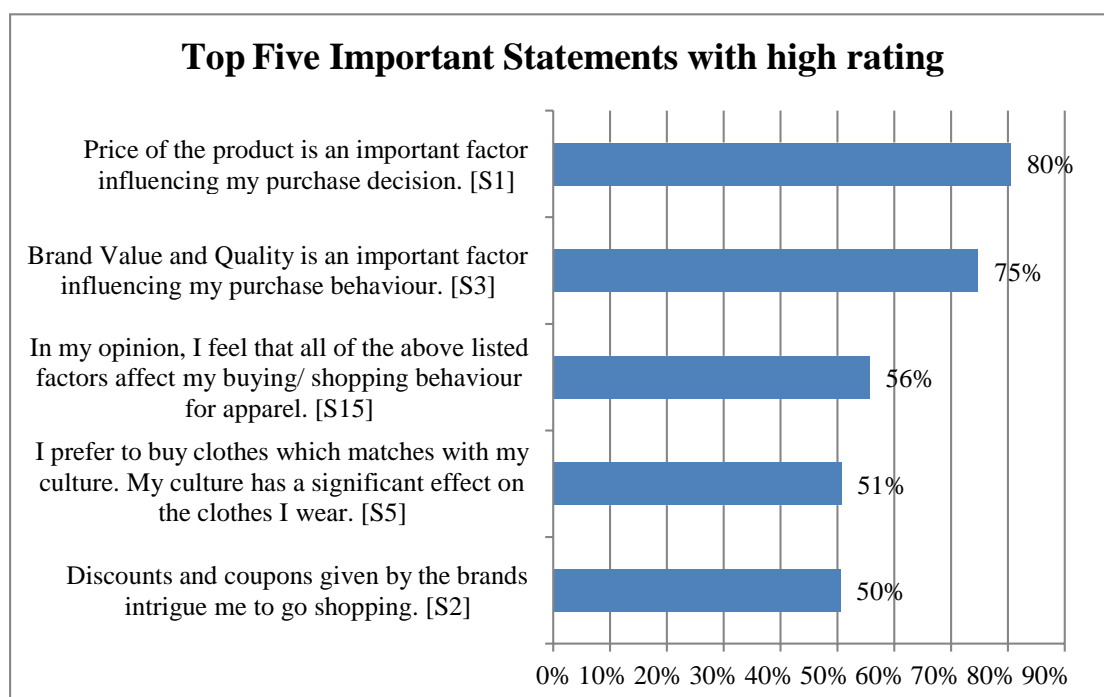
These statements are agreed upon by the survey respondents.

Top Five statements with a high rating (responses for ‘Strongly Agree’ and ‘Agree’ taken together).

Table 4.31: Top five important statements

Statement	Response (In %)
The price of the product is an important factor influencing my purchase decision. [S1]	80%
Brand Value and Quality is important factor influencing my purchase behaviour. [S3]	75%
In my opinion, I feel that all of the above-listed factors affect my buying/ shopping behaviour for apparel. [S15]	56%
I prefer to buy clothes which match my culture. My culture has a significant effect on the clothes I wear. [S5]	51%
Discounts and coupons given by the brands intrigue me to go shopping. [S2]	50%

Figure 4.31: Top five important statements



Statements unimportant to respondents in the context of shopping of apparels

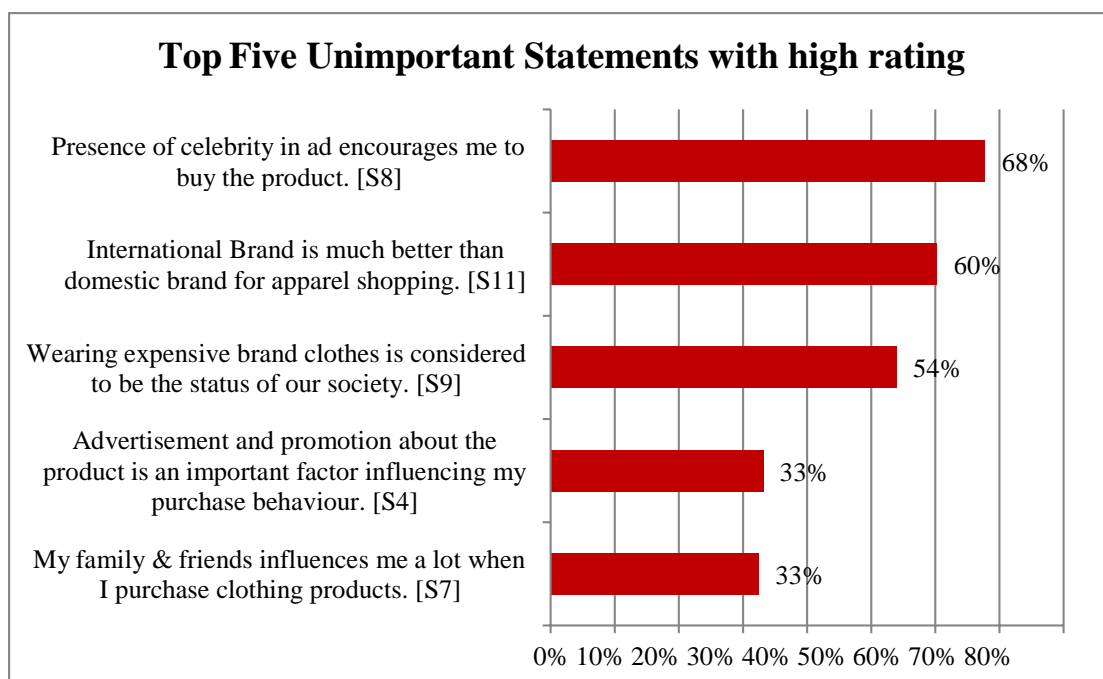
These statements are unimportant to the survey respondents.

Top Five statements with a high rating (responses for ‘Strongly Disagree’ and ‘Disagree’ taken together).

Table 4.32: Top five insignificant statements

Statement	Response (In %)
The presence of a celebrity in the ad encourages me to buy the product. [S8]	68%
International Brand is much better than the domestic brand for apparel shopping. [S11]	60%
Wearing expensive brand clothes is considered to be the status of our society. [S9]	54%
Advertisement and promotion of the product is important factor influencing my purchase behaviour. [S4]	33%
My family & friends influence me a lot when I purchase clothing products. [S7]	33%

Figure 4.32: Top five insignificant statements



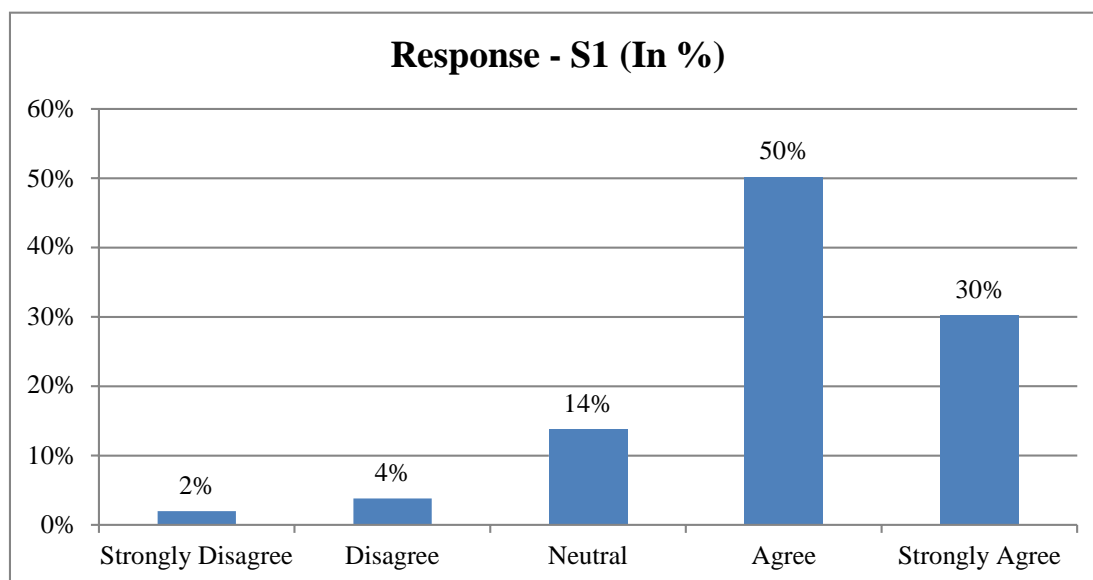
Statement-wise details are presented subsequently.

- The price of the product is an important factor influencing my purchase decision. [S1]

Table 4.33: Response – S1

Category of Responses	No. of Responses (N=602)	In %
Strongly Disagree	12	2%
Disagree	23	4%
Neutral	83	14%
Agree	302	50%
Strongly Agree	182	30%
Total	602	100%

Figure 4.33: Response – S1



Most of the respondents have mentioned their response as ‘Agree’ (50%).

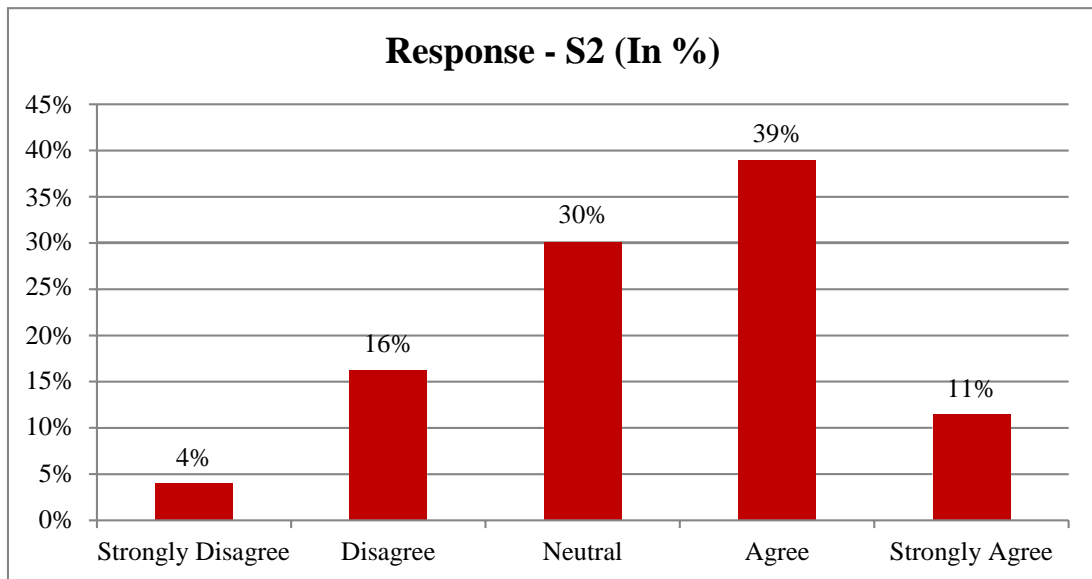
Some of the respondents have mentioned their responses as ‘Strongly Agree (30%) and ‘Neutral’ (14%).

- Discounts and coupons given by the brands intrigue me to go shopping. [S2]

Table 4.34: Response – S2

Category of Responses	No. of Responses (N=602)	In %
Strongly Disagree	24	4%
Disagree	98	16%
Neutral	181	30%
Agree	230	39%
Strongly Agree	69	11%
Total	602	100%

Figure 4.34: Response – S2



Most of the respondents have mentioned their response as ‘Agree’ (39%).

Some of the respondents have mentioned their responses as ‘Strongly Agree (11%) and ‘Neutral’ (30%).

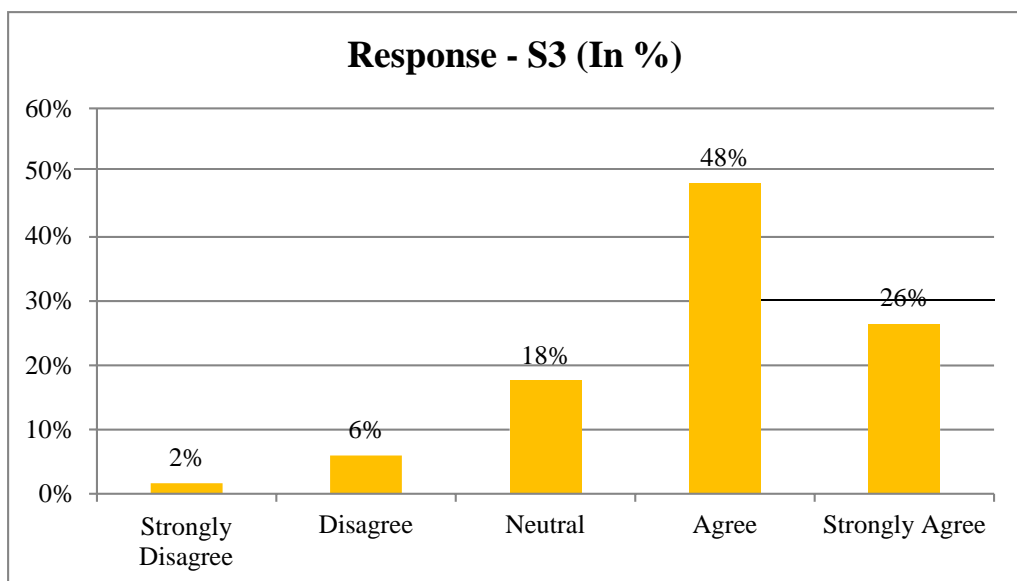


- Brand value and Quality are important factors influencing my purchase behaviour. [S3]

Table 4.35: Response – S3

Category of Responses	No. of Responses (N=602)	In %
Strongly Disagree	10	2%
Disagree	36	6%
Neutral	106	18%
Agree	291	48%
Strongly Agree	159	26%
Total	602	100%

Figure 4.35: Response – S3



Most of the respondents have mentioned their response as ‘Agree’ (48%).

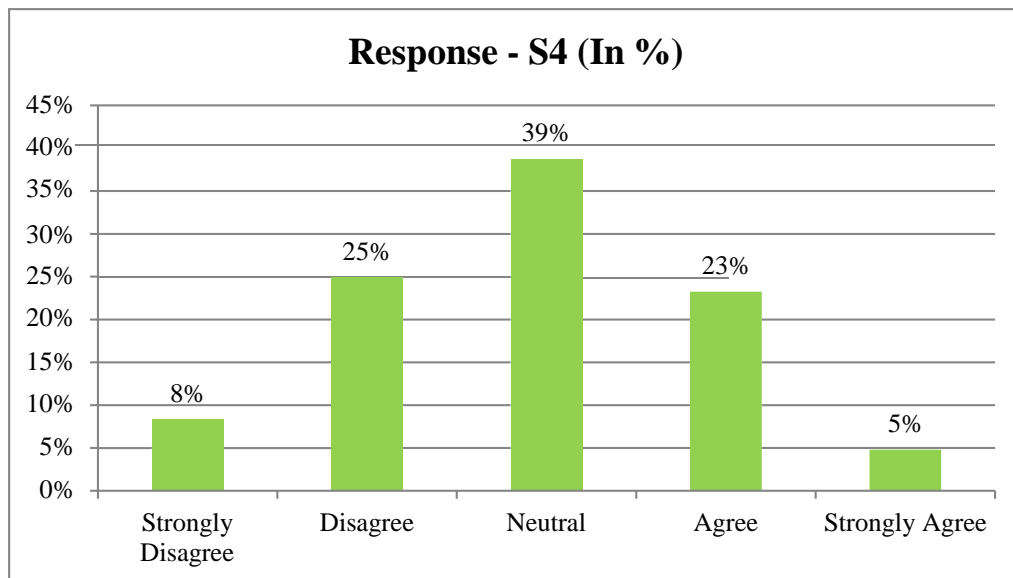
Some of the respondents have mentioned their responses as ‘Strongly Agree (26%) and ‘Neutral’ (18%).

- Advertisement and promotion of the product are important factors influencing my purchase decision. [S4]

Table 4.36: Response – S4

Category of Responses	No. of Responses (N=602)	In %
Strongly Disagree	50	8%
Disagree	150	25%
Neutral	233	39%
Agree	140	23%
Strongly Agree	29	5%
Total	602	100%

Figure 4.36: Response – S4



Most of the respondents have mentioned their response as ‘Neutral’ (39%).

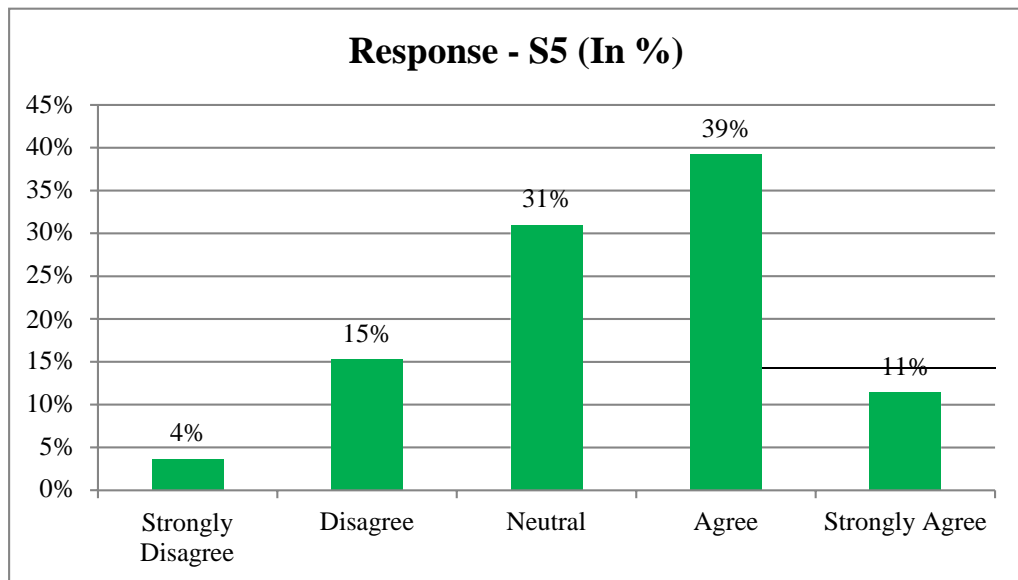
Some of the respondents have mentioned their responses as ‘Agree’ (23%) and ‘Disagree’ (25%).

- I prefer to buy clothes which match my culture. My culture has a significant effect on the clothes I wear. [S5]

Table 4.37: Response – S5

Category of Responses	No. of Responses (N=602)	In %
Strongly Disagree	22	4%
Disagree	92	15%
Neutral	183	31%
Agree	236	39%
Strongly Agree	69	11%
Total	602	100%

Figure 4.37: Response – S5



Some of the respondents have mentioned their response as ‘Agree’ (39%).

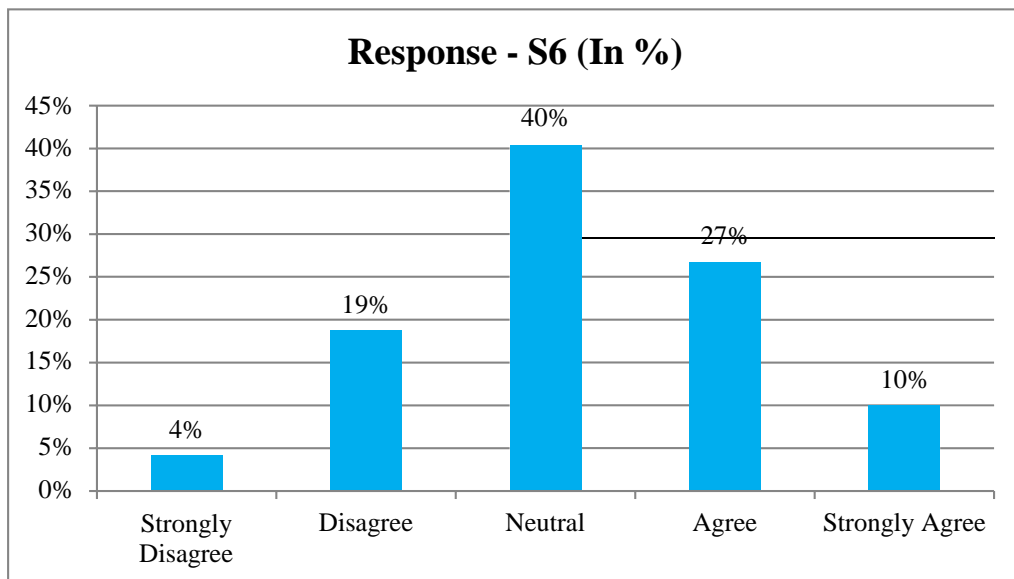
Some of the respondents have mentioned their responses as ‘Neutral’ (31%) and ‘Disagree (15%).

- I prefer those clothes which show our culture and tradition. [S6]

Table 4.38: Response – S6

Category of Responses	No. of Responses (N=602)	In %
Strongly Disagree	25	4%
Disagree	113	19%
Neutral	243	40%
Agree	161	27%
Strongly Agree	60	10%
Total	602	100%

Figure 4.38: Response – S6



Most of the respondents have mentioned their response as ‘Neutral’ (40%).

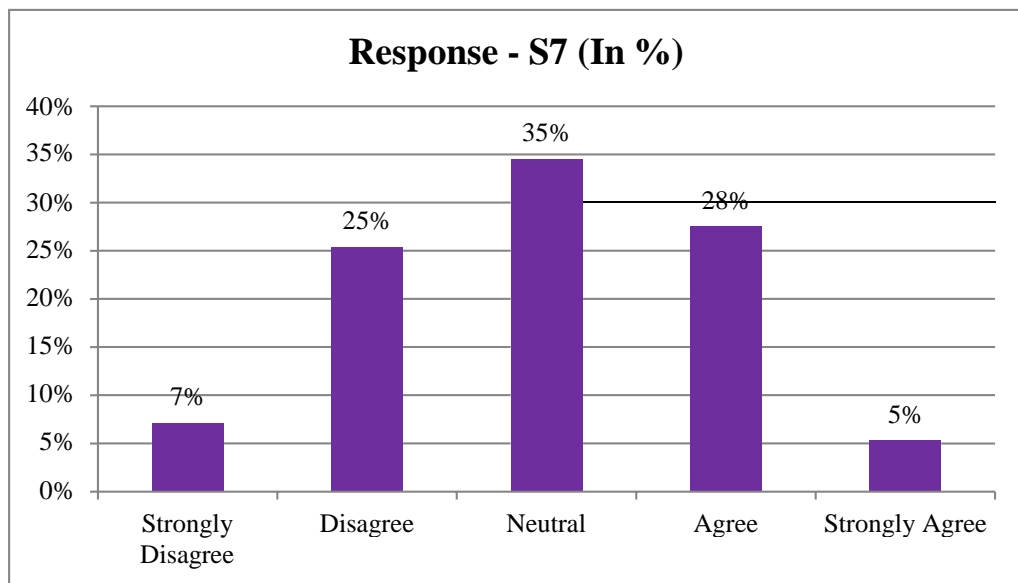
Some of the respondents have mentioned their responses as ‘Agree’ (27%) and ‘Disagree’ (19%).

- My family & friends influence me a lot when I purchase clothing products. [S7]

Table 4.39: Response – S7

Category of Responses	No. of Responses (N=602)	In %
Strongly Disagree	43	7%
Disagree	153	25%
Neutral	208	35%
Agree	166	28%
Strongly Agree	32	5%
Total	602	100%

Figure 4.39: Response – S7



Most of the respondents have mentioned their response as ‘Neutral’ (35%).

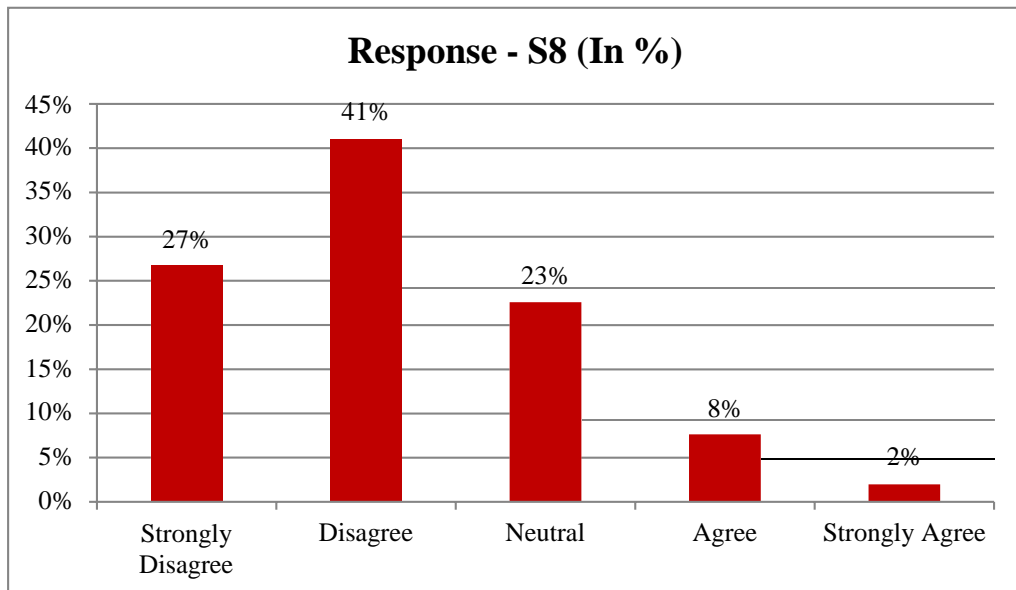
Some of the respondents have mentioned their responses as ‘Agree’ (28%) and ‘Disagree’ (25%).

- The presence of celebrities in ads encourages me to buy the product. [S8]

Table 4.40: Response – S8

Category of Responses	No. of Responses (N=602)	In %
Strongly Disagree	161	27%
Disagree	247	41%
Neutral	136	23%
Agree	46	8%
Strongly Agree	12	2%
Total	602	100%

Figure 4.40: Response – S8



Most of the respondents have mentioned their response as ‘Disagree’ (41%).

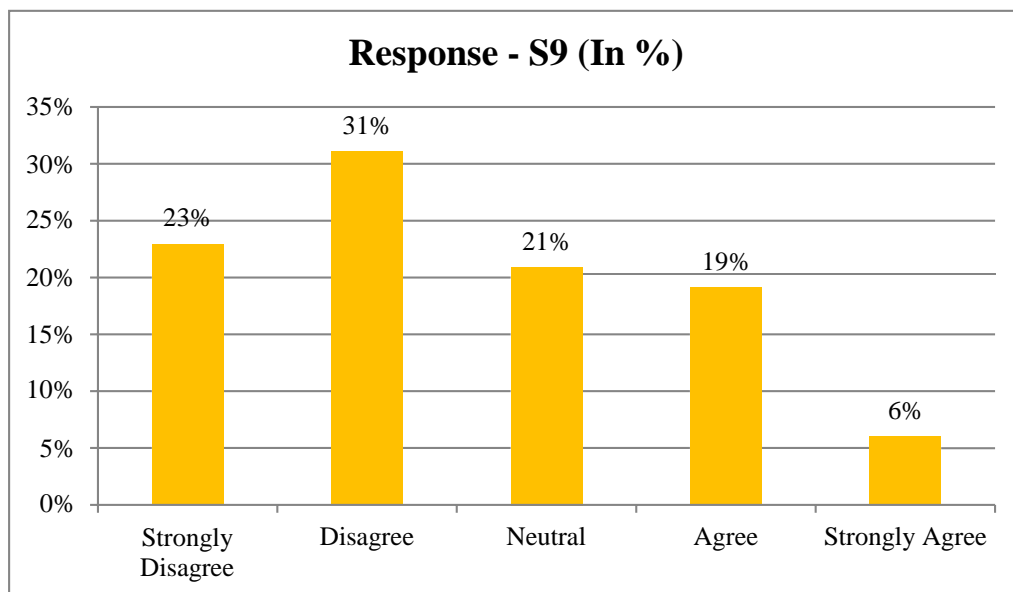
Some of the respondents have mentioned their responses as ‘Strongly Disagree’ (27%) and ‘Neutral’ (23%).

- Wearing expensive brand clothes is considered to be the status of our society.  
[S9]

Table 4.41: Response – S9

Category of Responses	No. of Responses (N=602)	In %
Strongly Disagree	138	23%
Disagree	187	31%
Neutral	126	21%
Agree	115	19%
Strongly Agree	36	6%
Total	602	100%

Figure 4.41: Response – S9



Most of the respondents have mentioned their response as ‘Disagree’ (31%).

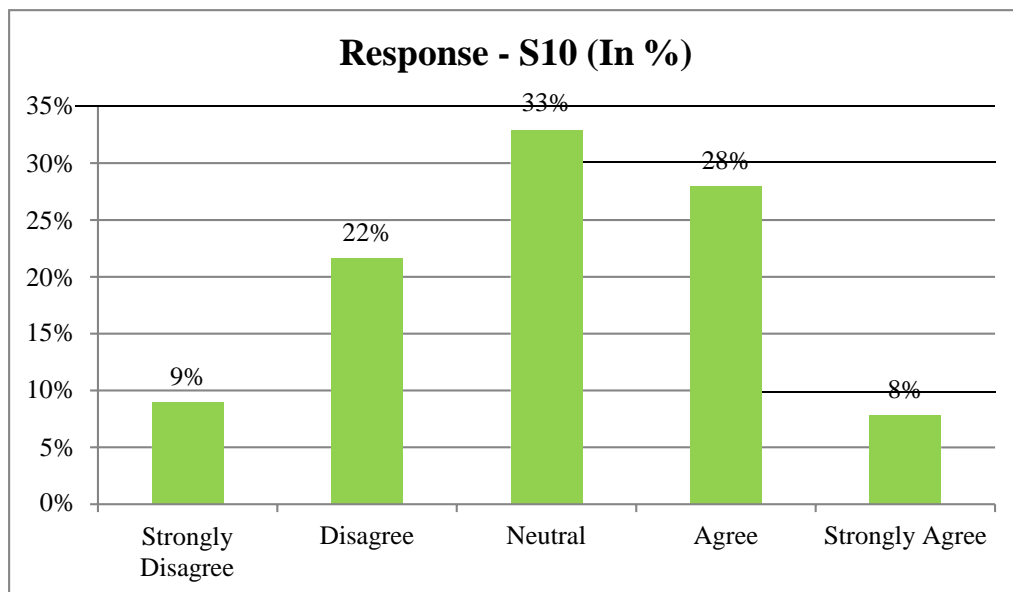
Some of the respondents have mentioned their responses as ‘Strongly Disagree’ (23%) and ‘Neutral’ (21%).

- I have difficulty controlling my urge to buy when I see a good offer. [S10]

Table 4.42: Response – S10

Category of Responses	No. of Responses (N=602)	In %
Strongly Disagree	54	9%
Disagree	130	22%
Neutral	198	33%
Agree	173	28%
Strongly Agree	47	8%
Total	602	100%

Figure 4.42: Response – S10



Most of the respondents have mentioned their response as ‘Neutral’ (33%).

Some of the respondents have mentioned their responses as ‘Agree’ (28%) and ‘Disagree’ (22%).

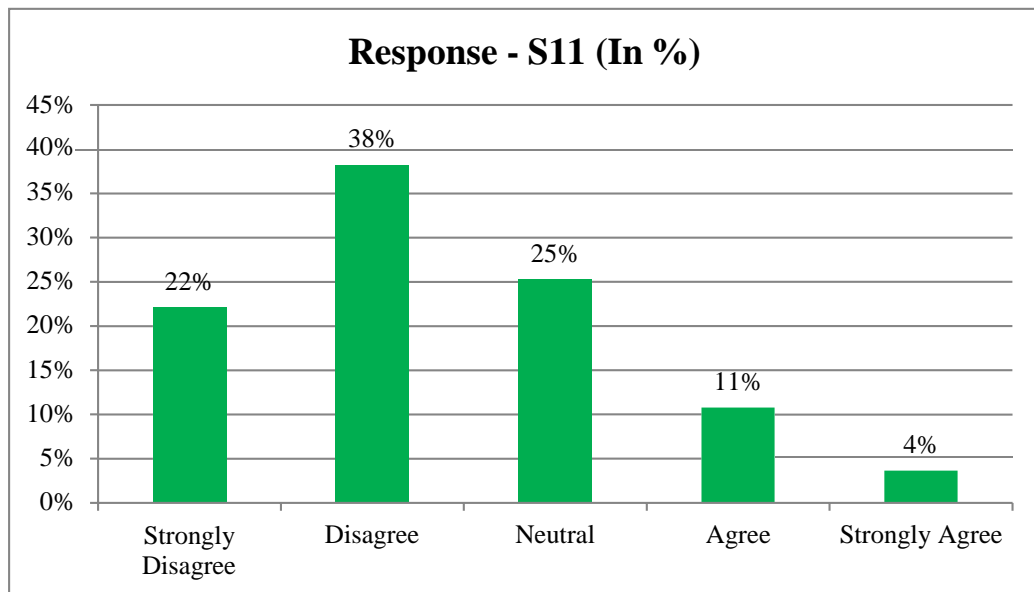


- International Brand is much better than the domestic brand for apparel shopping. [S11]

Table 4.43: Response – S11

Category of Responses	No. of Responses (N=602)	In %
Strongly Disagree	133	22%
Disagree	230	38%
Neutral	152	25%
Agree	65	11%
Strongly Agree	22	4%
Total	602	100%

Figure 4.43: Response – S11



Most of the respondents have mentioned their response as ‘Disagree’ (38%).

Some of the respondents have mentioned their responses as ‘Agree’ (11%) and ‘Neutral’ (25%).

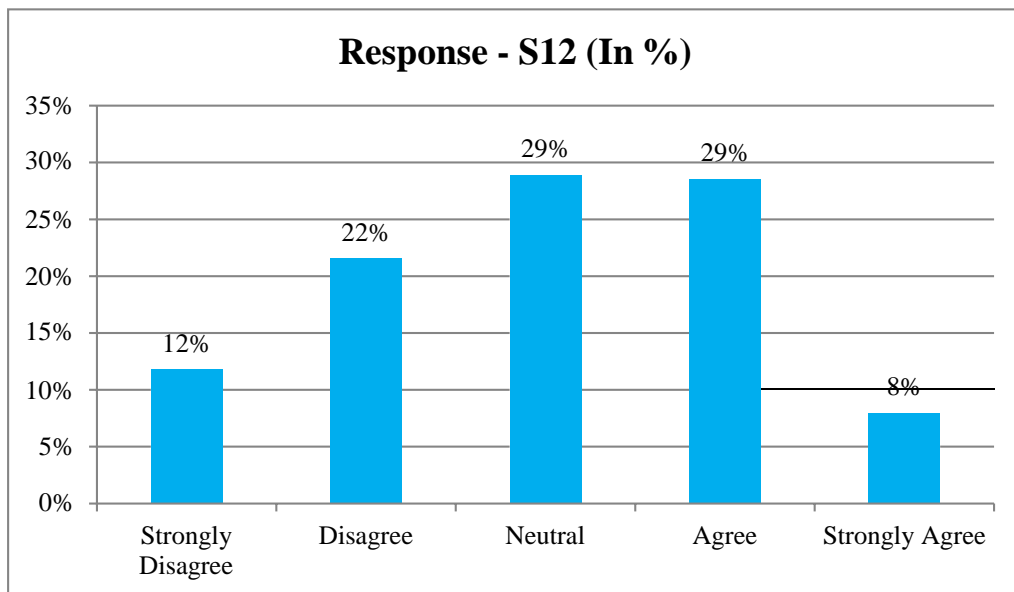
Another 22% of the respondents have mentioned their response as ‘Strongly Disagree’.

- When I see some unique design, I want to be the first one to buy that. [S12]

Table 4.44: Response – S12

Category of Responses	No. of Responses (N=602)	In %
Strongly Disagree	71	12%
Disagree	130	22%
Neutral	174	29%
Agree	172	29%
Strongly Agree	55	8%
Total	602	100%

Figure 4.44: Response – S12



Most of the respondents have mentioned their response as ‘Neutral’ (29%).

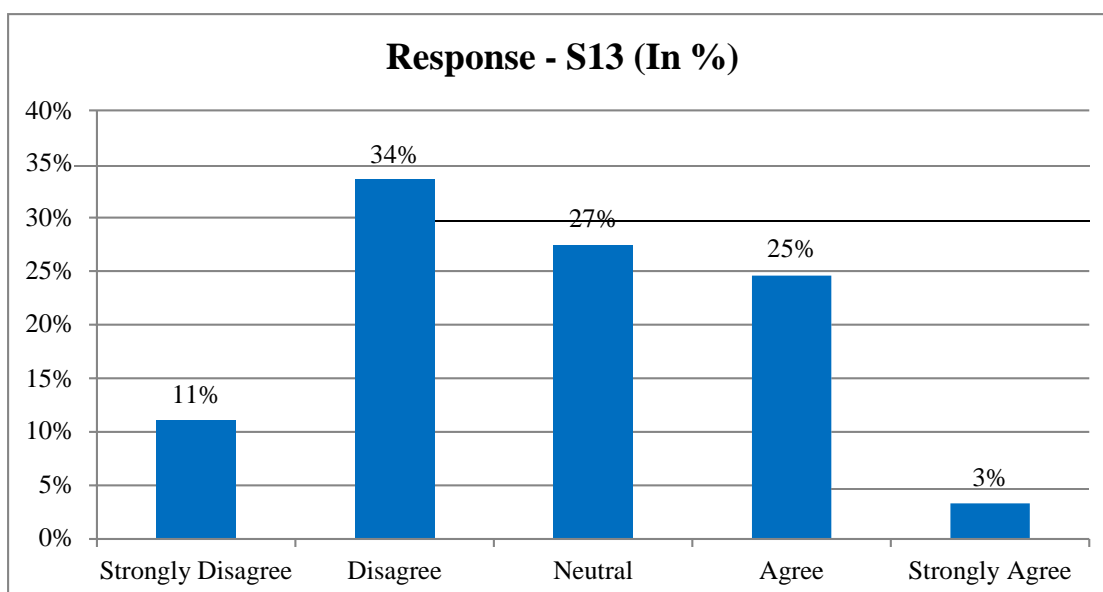
Some of the respondents have mentioned their responses as ‘Agree’ (29%) and ‘Disagree’ (22%).

- I only buy those clothes which are popular among the females of my age group.  
[S13]

Table 4.45: Response – S13

Category of Responses	No. of Responses (N=602)	In %
Strongly Disagree	67	11%
Disagree	202	34%
Neutral	165	27%
Agree	148	25%
Strongly Agree	20	3%
Total	602	100%

Figure 4.45: Response – S13



Most of the respondents have mentioned their response as ‘Disagree’ (34%).

Some of the respondents have mentioned their responses as ‘Agree’ (25%) and ‘Neutral’ (27%).

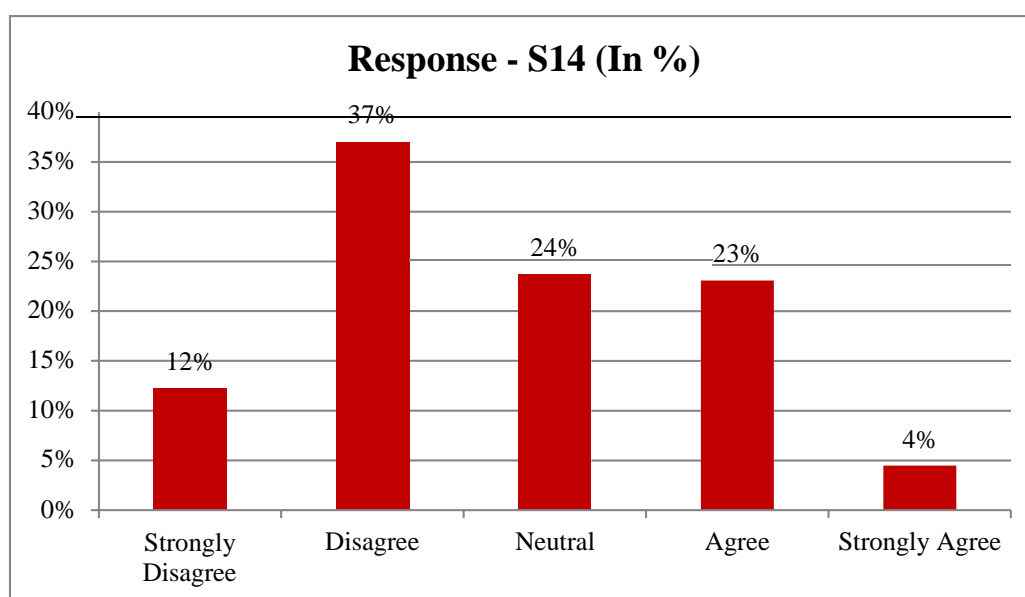
Another 11% of the respondents have mentioned their response as ‘Strongly Disagree’.

- Whenever I have money I go apparel shopping. [S14]

Table 4.46: Response – S14

Category of Responses	No. of Responses (N=602)	In %
Strongly Disagree	74	12%
Disagree	219	37%
Neutral	143	24%
Agree	139	23%
Strongly Agree	27	4%
Total	602	100%

Figure 4.46: Response – S14



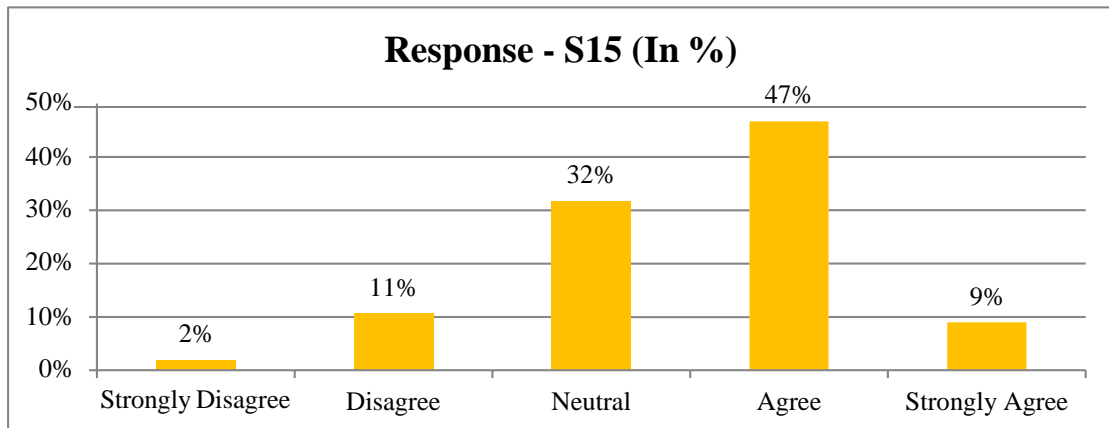
Most of the respondents have mentioned their response as ‘Disagree’ (37%).

- In my opinion, I feel that all of the above-listed factors affect my buying/shopping behaviour for apparel. [S15]

Table 4.47: Response – S15

Category of Responses	No. of Responses (N=602)	In %
Strongly Disagree	12	2%
Disagree	64	11%
Neutral	191	32%
Agree	281	47%
Strongly Agree	54	9%
Total	602	100%

Figure 4.47: Response – S15



Most of the respondents have mentioned their response as ‘Agree’ (47%).

Some of the respondents have mentioned their responses as ‘Disagree’ (11%) and ‘Neutral’ (32%).

Another 9% of the respondents have mentioned their response as ‘Strongly Agree’.

### 4.3 Hypotheses Testing

Summary of Hypothesis Testing is provided herewith.

Table 4.48: Summary of Hypothesis Testing

Sr. No.	Hypothesis Description	Inference
Hypothesis 1	The frequency of going out of home for apparel shopping depends on the age group of the respondents.	Accepted
Hypothesis 2	There is a significant relationship between the frequency of going out of home for apparel shopping and the income of the respondents.	Rejected
Hypothesis 3	The frequency of going out of home for apparel shopping depends on the occupation of the respondents.	Rejected
Hypothesis 4	There is a significant relationship between frequencies of going out for apparel shopping by the respondents and discounts offered on the product.	Rejected

Hypothesis 5	There is a significant relationship between the income of the respondents and their spending on shopping.	Accepted
Hypothesis 6	There is a significant relationship between the age group of the respondents and their spending on shopping.	Accepted

The Chi-Square test is used for hypothesis testing.

The details of hypothesis testing are presented subsequently.

### **Hypothesis 1**

The frequency of going out of home for apparel shopping depends on the age group of the respondents.

For testing purposes, this is presented as follows:

- Null Hypothesis  
The frequency of going out of home for apparel shopping does not depend on the age group of the respondents.
- Alternative Hypothesis  
The frequency of going out of home for apparel shopping depends on the age group of the respondents.

For testing this hypothesis, we have used the Chi-Square test and considered responses for the following pair of questions:

- Pair 1
  - Age of the Respondent and
  - Frequency of going out of home for apparel shopping

## Data from the Survey

- Pair 1
  - Age of the Respondent and
  - Frequency of going out of home for apparel shopping

### Association between two variables of Pair 1

	Age group of the Respondent				Total	In %
	20 to 30 Yr.	30 to 40 Yr.	40 to 50 Yr.	More than 50 Yr.		
<b>Frequency of going out of home for apparel shopping</b>						
Once in six months	39	13	19	15	86	14%
Once in three months	65	8	17	10	100	17%
Once in two months	64	7	17	6	94	16%
Once a month	114	26	32	6	178	30%
Twice a month	69	13	13	4	99	16%
Once a week	33	5	5	2	45	7%
<b>Total</b>	<b>384</b>	<b>72</b>	<b>103</b>	<b>43</b>	<b>602</b>	<b>100%</b>

### Chi-Square Test

	Value	df	P-value Asymp. Sig. (2-sided)
<b>Pearson Chi-Square Value (Statistics Value)</b>	33.45	15	4.07E-03
<b>Critical Value of Chi-Square</b>	25.00	15	0.05

df= Degrees of Freedom

The above table shows results of the data about the Age group of the Respondent and Frequency of going out of home for apparel shopping. Results showed that the Pearson Chi-square value (Statistics value) for the association between them is 33.45 at  $df = 15$  which is greater than the critical value of chi-square (25.00) at a significant level 0.05 for  $df = 15$ . This indicates non-acceptance (i.e. rejection) of the null hypothesis. This means that the two variables viz. The age group of the Respondent and the Frequency of going out of home for apparel shopping are dependent.

The null hypothesis stands rejected.

Hence, Hypothesis 1 is accepted which as stated below:

The frequency of going out of home for apparel shopping depends on the age group of the respondents.



## **Hypothesis 2**

There is a significant relationship between the frequency of going out of home for apparel shopping and the income of the respondents.

For testing purposes, this is presented as follows:

- Null Hypothesis

There is an unimportant relationship between the frequency of going out of home for apparel shopping and the income of the respondents.

- Alternative Hypothesis

There is a significant relationship between the frequency of going out of home for apparel shopping and the income of the respondents.

For testing this hypothesis, we have used the Chi-Square test and considered responses for the following pair of questions:

- Pair 1

- Annual Family Income (In Rs. Lakh) and
- Frequency of going out of home for apparel shopping

Data from the Survey

- Pair 1
  - Annual Family Income (In Rs. Lakh) and
  - Frequency of going out of home for apparel shopping

**Association between two variables of Pair 1**

Annual Family Income (In Rs. Lakh) of the Respondent

	Not Applicable	Less than 6	6 to 8	8 to 10	10 to 12	> 12	Total	In %
<b>Frequency of going out of home for apparel shopping</b>								
Once in six months	13	33	14	3	7	16	86	14%
Once in three months	23	38	13	11	2	13	100	17%
Once in two months	8	37	10	13	7	19	94	16%
Once a month	22	61	33	14	21	27	178	30%
Twice a month	15	38	13	10	10	13	99	16%
Once a week	6	23	8	3	2	3	45	7%
<b>Total</b>	<b>87</b>	<b>230</b>	<b>91</b>	<b>54</b>	<b>49</b>	<b>91</b>	<b>602</b>	<b>100%</b>

**Chi-Square Test**

	Value	df	P-value Asymp. Sig. (2-sided)
<b>Pearson Chi-Square Value (Statistics Value)</b>	34.47	25	0.0983
<b>Critical Value of Chi-Square</b>	37.65	25	0.05

df= Degrees of Freedom

The above table shows results of the data about the Annual family income of the Respondent and the Frequency of going out of home for apparel shopping. Results showed that the Pearson Chi-square value (Statistics value) for the association between them is 34.47 at  $df = 25$  which is less than (i.e. not greater than) the critical value of chi-square (37.65) at a significant level 0.05 for  $df = 25$ . This indicates acceptance of the null hypothesis. This means that the two variables viz. The annual income of the Respondent and the Frequency of going out of home for apparel shopping are independent.

The null hypothesis stands accepted.

Hence, Hypothesis 2 is rejected which as stated below:

There is a significant relationship between the frequency of going out of home for apparel shopping and the income of the respondents.

So, based on the survey data, it may be concluded that irrespective of what the people are earning, they step out of home for apparel shopping.

### **Hypothesis 3**

The frequency of going out of home for apparel shopping depends on the occupation of the respondents.

For testing purposes, this is presented as follows:

- Null Hypothesis  
The frequency of going out of home for apparel shopping does not depend on the occupation of the respondents.
  
- Alternative Hypothesis  
The frequency of going out of home for apparel shopping depends on the occupation of the respondents.

For testing this hypothesis, we have used the Chi-Square test and considered responses for the following pair of questions:

- Pair 1
  - Occupation and
  - Frequency of going out of home for apparel shopping

Data from the Survey

- Pair 1
  - Occupation and
  - Frequency of going out of home for apparel shopping

**Association between two variables of Pair 1**

Occupation of the Respondent							
	Business	Housewife	Others	Service	Student	Total	In %
<b>Frequency of going out of home for apparel shopping</b>							
Once in six months	3	22	8	42	11	86	14%
Once in three months	9	9	12	52	18	100	17%
Once in two months	11	10	9	50	14	94	16%
Once a month	17	27	10	103	21	178	30%
Twice a month	11	12	6	56	14	99	16%
Once a week	6	9	0	25	5	45	7%
<b>Total</b>	<b>57</b>	<b>89</b>	<b>45</b>	<b>328</b>	<b>83</b>	<b>602</b>	<b>100%</b>

**Chi-Square Test**

	Value	df	P-value Asymp. Sig. (2-sided)
<b>Pearson Chi-Square Value (Statistics Value)</b>	27.64	20	0.1182
<b>Critical Value of Chi-Square</b>	31.41	20	0.05

df= Degrees of Freedom

The above table shows results of the data about the occupation of the Respondent and the Frequency of going out of home for apparel shopping. Results showed that the Pearson Chi-square value (Statistics value) for the association between them is 27.64 at  $df = 20$  which is less than (i.e. not greater than) the critical value of chi-square (31.41) at a significant level 0.05 for  $df = 20$ . This indicates acceptance of the null hypothesis. This means that the two variables viz. occupation of the Respondent and Frequency of going out of home for apparel shopping are independent.

The null hypothesis stands accepted.

Hence, Hypothesis 3 is rejected which as stated below:

The frequency of going out of home for apparel shopping depends on the occupation of the respondents.

So, based on the survey data, it may be concluded that irrespective of what the people are doing (as their occupation), they step out of home for apparel shopping.

## **Hypothesis 4**

There is a significant relationship between frequencies of going out for apparel shopping by the respondents and discounts offered on the product.

For testing purposes, this is presented as follows:

- Null Hypothesis  
There is an unimportant relationship between frequencies of going out for apparel shopping by the respondents and discounts offered on the product.
  
- Alternative Hypothesis  
There is a significant relationship between frequencies of going out for apparel shopping by the respondents and discounts offered on the product.

For testing this hypothesis, we have used the Chi-Square test and considered responses for the following two pairs of questions:

- Pair 1
  - Importance Level: Discounts and Coupons [P2] and
  - Frequency of going out of home for apparel shopping
  
- Pair 2
  - Opinion on the statement: Discounts and coupons given by the brands intrigue me to go shopping [S2] and
  - Frequency of going out of home for apparel shopping

Data from the Survey

- Pair 1
  - Importance Level: Discounts and Coupons [P2] and
  - Frequency of going out of home for apparel shopping

**Association between two variables of Pair 1**

Importance Level: Discounts and Coupons [P2]

	Not at all Important	Less Important	Neutral	Somewhat Important	Mostly Important	Total	In %
<b>Frequency of going out of home for apparel shopping</b>							
Once in six months	4	10	26	23	23	86	14%
Once in three months	2	14	37	28	19	100	17%
Once in two months	5	8	28	27	26	94	16%
Once a month	5	33	38	62	40	178	30%
Twice a month	6	17	28	29	19	99	16%
Once a week	7	5	13	12	8	45	7%
<b>Total</b>	<b>29</b>	<b>87</b>	<b>170</b>	<b>181</b>	<b>135</b>	<b>602</b>	<b>100%</b>

**Chi-Square Test**

	Value	df	P-value Asymp. Sig. (2-sided)
<b>Pearson Chi-Square Value (Statistics Value)</b>	31.23	20	0.0522
<b>Critical Value of Chi-Square</b>	31.41	20	0.05

df= Degrees of Freedom



The above table shows results of the data about the importance level of parameter P2 and the Frequency of going out of home for apparel shopping. Results showed that the Pearson Chi-square value (Statistics value) for the association between them is 31.23 at  $df = 20$  which is less than (i.e. not greater than) the critical value of chi-square (31.41) at a significant level 0.05 for  $df= 20$ . This indicates acceptance of the null hypothesis. This means that the two variables viz. importance level of parameter P2 and Frequency of going out of home for apparel shopping are independent.

The null hypothesis stands accepted.

Hence, Hypothesis 4 is rejected which as stated below:

There is a significant relationship between frequencies of going out for apparel shopping by the respondents and discounts offered on the product.

So, based on the survey data, it may be concluded that irrespective of the discount offered on the product, people step out of home for apparel shopping.

Data from the Survey

- Pair 2
  - Opinion on the statement: Discounts and coupons given by the brands intrigue me to go shopping [S2] and
  - Frequency of going out of home for apparel shopping

**Association between two variables of Pair 2**

Opinion on the statement: Discounts and coupons given by the brands intrigue me to go shopping [S2]

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Total	In %
<b>Frequency of going out of home for apparel shopping</b>							
Once in six months	6	21	28	22	9	86	14%
Once in three months	4	16	36	35	9	100	17%
Once in two months	1	17	25	39	12	94	16%
Once a month	9	27	46	77	19	178	30%
Twice a month	3	11	32	40	13	99	16%
Once a week	1	6	14	17	7	45	7%
<b>Total</b>	<b>24</b>	<b>98</b>	<b>181</b>	<b>230</b>	<b>69</b>	<b>602</b>	<b>100%</b>

**Chi-Square Test**

	Value	df	P-value Asymp. Sig. (2-sided)
<b>Pearson Chi-Square Value (Statistics Value)</b>	20.87	20	0.4051
<b>Critical Value of Chi-Square</b>	31.41	20	0.05

df= Degrees of Freedom

The above table shows results of the data about the opinion of the statement S2 and Frequency of going out of home for apparel shopping. Results showed that the Pearson Chi-square value (Statistics value) for the association between them is 20.87 at  $df = 20$  which is less than (i.e. not greater than) the critical value of chi-square (31.41) at a significant level 0.05 for  $df = 20$ . This indicates acceptance of the null hypothesis. This means that the two variables viz. opinion of the statement S2 and Frequency of going out of home for apparel shopping are independent.

The null hypothesis stands accepted.

Hence, Hypothesis 4 is rejected which as stated below:

There is a significant relationship between frequencies of going out for apparel shopping by the respondents and discounts offered on the product.

So, based on the survey data, it may be concluded that irrespective of the discount offered on the product, people step out of home for apparel shopping.

## **Hypothesis 5**

There is a significant relationship between the income of the respondents and their spending on shopping.

For testing purposes, this is presented as follows:

- Null Hypothesis  
There is an unimportant relationship between the income of the respondents and their spending on shopping.
  
- Alternative Hypothesis  
There is a significant relationship between the income of the respondents and their spending on shopping.

For testing this hypothesis, we have used the Chi-Square test and considered responses for the following pair of questions:

- Pair 1
  - How much do you spend on an average (in Rs.) in your single apparel shopping? and
  - Annual Family Income (In Rs. Lakh)

## Data from the Survey

- Pair 1
  - How much do you spend on an average (in Rs.) in your single apparel shopping? and
  - Annual Family Income (In Rs. Lakh)

## Association between two variables of Pair 1

How much do you spend on an average (in Rs.) in your single apparel shopping?

	0 to 2,500	2,501 to 5000	5,001 to 10,000	> 10,000	Total	In %
<b>Annual Family Income (In Rs. Lakh)</b>						
Not Applicable	43	33	11	0	87	14%
Less than 6	166	49	11	4	230	39%
6 to 8	57	28	6	0	91	15%
8 to 10	24	24	5	0	54	9%
10 to 12	20	24	2	3	49	8%
< 12	40	31	10	10	91	15%
<b>Total</b>	<b>350</b>	<b>190</b>	<b>45</b>	<b>17</b>	<b>602</b>	<b>100%</b>

## Chi-Square Test

	Value	df	P-value Asymp. Sig. (2-sided)
<b>Pearson Chi-Square Value</b> (Statistics Value)	72.88	15	1.37E-09
<b>Critical Value of Chi-Square</b>	25.00	15	0.05

df= Degrees of Freedom

The above table shows the results of the data about average spending on single apparel purchases and annual family income. Results showed that the Pearson Chi-square value (Statistics value) for the association between them is 72.88 at  $df = 15$  which is greater than the critical value of chi-square (25.00) at a significant level 0.05 for  $df = 15$ . This indicates non-acceptance (i.e. rejection) of the null hypothesis. This means that the two variables viz. average spending and annual family income are dependent.

The null hypothesis stands rejected.

Hence, Hypothesis 5 is accepted which as stated below:

There is a significant relationship between the income of the respondents and their spending on shopping.

## **Hypothesis 6**

There is a significant relationship between the age group of the respondents and their spending on shopping.

For testing purposes, this is presented as follows:

- Null Hypothesis  
There is an unimportant relationship between the age group of the respondents and their spending on shopping.
  
- Alternative Hypothesis  
There is a significant relationship between the age group of the respondents and their spending on shopping.

For testing this hypothesis, we have used the Chi-Square test and considered responses for the following pair of questions:

- Pair 1
  - How much do you spend on an average (in Rs.) in your single apparel shopping? and
  - Age of the Respondent

## Data from the Survey

- Pair 1
  - How much do you spend on an average (in Rs.) in your single apparel shopping? and
  - Age of the Respondent

### Association between two variables of Pair 1

How much do you spend on an average (in Rs.) in your single apparel shopping?

	0 to 2,500	2,501 to 5000	5,001 to 10,000	> 10,000	Total	In %
<b>Age of the Respondent</b>						
<b>20 to 30 Yr.</b>	242	114	20	8	384	64%
<b>30 to 40 Yr.</b>	42	21	7	2	72	12%
<b>40 to 50 Yr.</b>	44	42	12	5	103	17%
<b>More than 50 Yr.</b>	22	13	6	2	43	7%
<b>Total</b>	350	190	45	17	602	100%

### Chi-Square Test

	Value	df	P-value Asymp. Sig. (2-sided)
<b>Pearson Chi-Square Value (Statistics Value)</b>	20.20	9	1.67E-02
<b>Critical Value of Chi-Square</b>	16.92	9	0.05

df= Degrees of Freedom

The above table shows results of the data about the age of the respondent and on average spending on single apparel purchases. Results showed that the Pearson Chi-square value (Statistics value) for the association between them is 20.20 at  $df = 9$  which is greater than the critical value of chi-square (16.92) at a significant level 0.05 for  $df = 9$ . This indicates non-acceptance (i.e. rejection) of the null hypothesis. This means that the two variables viz. age of the respondent and average spending are dependent.



The null hypothesis stands rejected.

Hence, Hypothesis 6 is accepted which as stated below:

There is a significant relationship between the age group of the respondents and their spending on shopping.

## **Chapter 5: Conclusion**

This chapter winded up with the conclusive result below, keeping in mind the various literature reviews and current study findings based on scientific data analysis forwarded to any suggestions which lead further scope of research to other researchers in future.

### **5.1 Findings of the Study**

The current study was carried out with the title ‘A study on Dynamics of factors Influencing Female Buying Behaviour, for women’s Branded Apparels, in Mumbai westernsuburbs’. The purpose of this study was to evaluate every minor factor, their parameters properly and thoroughly which affects female buying behaviour for branded apparel in Mumbai.

#### **5.1.1 Introduction**

This research study aims at female complex buying behavior while deciding on branded apparel shopping in the western suburb of Mumbai.

Many factors influence them to act in a particular manner. The study verifies every factor and its different parameters thoroughly and comes to a certain conclusion scientifically.

Research focuses on marketing factors like Branded Apparel product, its price, Mumbai western suburb place, and many promotional themes and its overall impact on buying behavior of females.

At the same time psychological factors like the basic urge to buy the apparel, motives behind it are also categorized properly. Social factors like family members, friends’ influences on female buying behavior were studied deeply. As Mumbai is a multicultural city so cultural effects were also studied and its ethnicity was analyzed concerning female buying behavior to pick up their branded apparel.

The full study sought answers to questions on these various factors which influences Female buyer in the western suburb of Mumbai and their responses to every factor respectively. As the study is conducted in a segment of Mumbai western suburbs its result is also related to urban consumers.

### **5.1.2 Findings related to demographics**

The research study questionnaire is related to the demographic details of females who reside in western suburban Mumbai, their general background towards branded apparel, factors influencing the decision on apparel shopping, and rating those factors concerning a final buying decision.

#### **Respondents of the study:**

The said research study has classified the respondent into different groups. These groups are based on the nature of work (meaning the occupation) and (their) age. The survey was conducted through 602 respondents. These are from the age group that varies from 20 years to 50 years. For these respondents, the selected range of (their) family income ( in Rs. lakh) varies. It starts from 'less than 6' to 'more than 12'. The area of this research is the most popular apparel stores and stores located in the malls located in the western suburb of Mumbai ( from Kandivali to Andheri).

### **5.1.3 Findings related to important parameters of factor influencing buying decision on apparel shopping**

Various other findings of this research study have been mentioned below based on descriptive analysis.

There were some statements and different parameters had given to respondents to show their reaction towards their apparel shopping behavior and final decision to purchase it.

## A) Important Parameters:

Top five parameters as mentioned by the respondents (as significant to them).

- i. Affordability is 80% as respondents buy those apparels first which they feel comfortable to buy as per their income capacity to spend on their apparels exclusively. Most of the female in the western suburban area of Mumbai feels fine to buy those clothing within their reach as per the earning.
- ii. The brand value of each apparel is also an important parameter. Findings of this study also show that affordability is 80% as in high rating with Quality of the apparel with the same percentage of 80.  
Female buyers in this region cannot compromise with the quality or brand value of the apparel so they are more brand and quality conscious while picking up their apparel from malls or stores in Mumbai.
- iii. The next important parameter is the unique design of the apparel is 70%. As per findings, female from west suburban Mumbai is more concerned about the style and pattern of the apparel which gives them a unique identity by the unique special design. They cannot compromise with the design anymore while shopping for their dress.
- iv. Price is also not to be neglected as its a somewhat important marketing factor in this western suburban area of Mumbai which has been shown in this study findings is 67%. The price tag always matters to any buyer but here it is somewhat important while female purchase their branded apparel.
- v. Discounts and coupons affect the female buyer somewhat important that is 52% as per the study findings. Females can purchase those items even though there is no discount but somewhat they can think about such promotional activity of marketing while go for shopping in western suburban Mumbai.

#### **5.1.4 Findings related to Unimportant parameters of factors mentioned by respondents.**

##### **Other Findings:**

##### **B) Unimportant Parameters:**

Top five parameters as mentioned by the respondents (as insignificant to them)

- i. The presence of a celebrity in the advertisement is not that important parameter for females in this Mumbai region while going for shopping the apparel and research findings shows that it is an unimportant parameter with a rating of 74%. Celebrity publicity or endorsement has very little importance while females pick up their branded apparel.
- ii. International Brand of the apparel has 51% unimportance while female considered in making their buying decision. So the international brand of the apparel matters equally as compared to the local brand of the apparel in this region of Mumbai.
- iii. Advertisement and promotion have less importance while going shopping in western suburban Mumbai and research findings show that it is 39% unimportance for apparel buying by the female.
- iv. My family & friends influence parameter of social factor has 25% unimportance. Hence this factor cannot be denied by the western side of retailers in Mumbai while selling their apparel to the customers and keeping good customer relations and maintaining consumer experience.
- v. The popularity of the apparel is also having less importance and research findings study proves that it is 24% unimportance. The recent trend and its popularity matter among females while picking up the product.

#### **5.1.5 Findings related to Important statements influencing buying decision on apparel shopping**

##### **C) Important Statements:**

Top five important statements as mentioned by the respondents (as significant to them).

- i. ‘ Price of the product is an important factor influencing my purchase decision’ this is the statement which is strongly agreed by the female buyer by 80% as per

the study findings says. Any branded apparel has its fixed price but while purchasing the apparel it strikes the mind of a female consumer in western suburban Mumbai.

- ii. 'Brand value and quality is an important factor influencing my purchase behavior' this is another important statement that is highly rated in the findings of this study that is 75%.

As we already discussed brand consciousness and quality consciousness among females in this Mumbai suburban area.

- iii. It is felt that all of the above-listed factors affect my buying or shopping behaviour for apparel' This is another statement which carries 56% which means that more than 50% females agreed with all those mentioned factors for this study affects them while making the buying decision for apparel in the western suburb Mumbai.

- iv. 'I prefer to buy clothes which match my culture. My culture has a significant effect on the clothes I wear. 'This statement has got 51% rating through findings which indicates the somewhat importance of tradition and ethics of the surrounding.

### 5.1.6 Findings related to Unimportant statements mentioned by respondents

D) Unimportant statements:

Top Five unimportant statements as mentioned by the respondents (as insignificant to them).

- i. 'Presence of celebrity in an ad encourages me to buy the product'. As per the findings, this statement has got strong disagreement by 68%. Females in this western suburb of Mumbai are not at all bothered about celebrity endorsement for branded apparel.
- ii. 'International Brand is much better than the domestic brand for apparel shopping'. The findings of this study prove a bit of disagreement for this statement by 60%. Female buyers in the western suburban area of Mumbai are concerned about the brand irrespective of domestic or international.
- iii. 'Wearing expensive brand clothes is considered to be the status of our society. Findings give a rating of 54% for this statement which indicates that around half of the female in Mumbai western suburb thinks about wearing a high priced dress is their status quo among the society.
- iv. 'Advertisement and promotion about the product is an important factor influencing my purchase behavior'. This statement is validated by 33% of the females who reside in western suburban Mumbai.
- v. 'My family & friends influence me a lot when I purchase clothing products'. This is another statement that has been validated by 33% of the female respondents as per the findings shown in this research study

### 5.1.7 Findings related to final result

#### **Final Results:**

The final results of this research study are conclusive evidence of the present times.

- 1) Among all the various factors and its parameter, **Affordability is a very important parameter** that affects female buyers in this western suburb of Mumbai.
- 2) Secondly **Brand value and Quality of the apparel product** are always kept in mind while females choose their dress.

- 3) **Unique design of the apparel** fascinating the female buyer equally along with the right price for that unique brand. Discounts and coupon matters for the awareness of brand launching but females are not that dependent on this promotional factor like before.
- 4) Hence in a nutshell **Price of branded apparel** is an important marketing factor that influences female buyers in the western suburb of Mumbai.
- 5) **Apparel products' brand value and their quality** cannot be compromised due to quality-conscious females for their branded apparel in this western suburb of Mumbai.
- 6) **Culture and tradition** have somewhat impact on female clothing choices as they select apparel that matches their culture in the western suburb of Mumbai. Sometimes discounts and coupons of promotional marketing factor intrigue females to go shopping.
- 7) The most preferred attribute of this study is the **Age and Income** of the respondents while they spend on their branded apparel shopping and take the final buying decision.

### 5.1.8 Findings related to Objectives of the research

#### **Objectives of the study:**

To achieve the proper insight into the research questions, a total of three objectives of the research study were defined.

1) First was to determine the various factors which influence female buying behaviour in Mumbai's Western suburban region.

There are total **12 factors** studied in this research and opinions on these factors were noted and this objective is accomplished. Those factors are:

1. Price of the product
2. Discount and coupons
3. Brand value and quality
4. Advertisement and promotion
5. Cultural factors



6. Family and friends influences
7. Presence of celebrity in advertisement
8. Individual urge to buy
9. International brand
10. Unique design
11. Popularity
12. Affordability

2) Second was to analyze the female buying behavior for branded apparel in Mumbai's western suburban region.

This objective also get fulfilled by studying deeply the **frequency of going out of home** for apparel shopping and **spending on it** with respect to its correlated factors like age of the female, occupation, income, discount of the product etc.

3) The Third one was to identify the most preferred attribute responsible for shopping decisions in the same region which is mentioned above.

After studying all the factors the most preferred attribute of this research is the **Age** and **Income** of the respondent which is observed finally and third objective also get accomplished.

## 5.2 Conclusion of the study

Those defined objectives have been fulfilled and accomplished through certain result-oriented findings achieved from various hypothesis testing frameworks done in this detailed study.

### **Testing Hypothesis of the study:**

Hypothesis 1: The frequency of going out of home for apparel shopping depends on age group of the respondents.

For testing this hypothesis the Chi-square test have been used and considered responses for this pair: the Age of the respondents and Frequency of going out of home for apparel shopping. Results showed that P – value is 4.07E-03 is less than alpha critical value 0.05. The age group of the respondent and Frequency of going out of home for shopping is dependent. This proves that non- acceptance of null hypothesis. Hence **Hypothesis 1 is accepted**. The first hypothesis was developed to determine how often people go to buy clothes, depending on the age group of the respondents. Tests show that the age of female shoppers is an important demographic factor that influences going shopping and shopping at the mall.

Hypothesis 2: There is a significance relationship between the frequency of going out of home for apparel shopping and income of the respondents.

For testing this hypothesis the Chi-square test have been used and considered responses for this pair: the Annual Family Income of the respondents and Frequency of going out of home for apparel shopping. Results showed that P – value is 0.0983 is greater than alpha critical value 0.05. The Annual Family Income of the respondent and Frequency of going out of home for shopping are independent. This proves that acceptance of null hypothesis. Hence **Hypothesis 2 is rejected**.

The second hypothesis was emphasized on demographic income factors that may affect the frequency of shopping, but in reality, the frequency of going out has no significant association with the buying of the clothes (in the context of working and earning women).

Hypothesis 3: The frequency of going out of home for apparel shopping depends on the occupation of the respondents.

For testing this hypothesis the Chi-square test have been used and considered responses for this pair: the Occupation of the respondents and Frequency of going out of home for apparel shopping. Results showed that P – value is 0.1182 is greater than alpha critical value 0.05. The occupation of the respondent and Frequency of going out of home for shopping are independent. This proves that acceptance of null hypothesis. Hence **Hypothesis 3 is rejected.**

The third hypothesis was advanced to understand that the frequency of shopping depends on the profession of female shoppers, but this hypothesis has also been proved to be incorrect by hypothesis testing. The occupation (of the respondents) is not playing an important role in the context of purchasing. Irrespective of the occupation, respondents tend to purchase (what they need).

Hypothesis 4: There is a significant relationship between frequencies of going out for apparel shopping by the respondents and discount offered on the product.

For testing this hypothesis the Chi-square test have been used and considered responses for this pair: the Discount and coupon offered on the product and Frequency of going out of home for apparel shopping. Results showed that P – value is 0.4051 is greater than alpha critical value 0.05. The discount variable and Frequency of going out of home for shopping are independent. This proves that acceptance of null hypothesis. Hence **Hypothesis 4 is rejected.**

Discount and coupon of marketing factor were framed as a significant relationship with frequencies of going out of home for apparel shopping. But, studies and testing shows that there is no such relationship between these two aspects.

Hypothesis 5: There is a significant relationship between income of the respondents and their spending on the shopping.

For testing this hypothesis the Chi-square test have been used and considered responses for this pair: the Annual family income of the respondents and spending on single apparel purchase. Results showed that P – value is 1.37E-09 is less than alpha critical value 0.05. This means that the two variables average spending and annual income are dependent. This proves that non- acceptance of null hypothesis. Hence **Hypothesis 5 is accepted.**

Spending on shopping is an essential act of marketing which is a part of the fifth hypothesis. There exists a significant association between the incomes of the respondent and (their) spending (on the shopping). Testing indicates that these two aspects are interrelated.

Hypothesis 6: There is a significant relationship between age group of the respondents and their spending on the shopping

The sixth hypothesis was about considering the association between the age group of the respondents and their spending on shopping. Statistical testing also indicated that there exists such association between these two.

For testing this hypothesis the Chi-square test have been used and considered responses for this pair: the age of the respondents and average spending on single apparel purchase. Results showed that P – value is 1.67E-02 is less than alpha critical value 0.05. This means that the two variables viz average spending and age of the respondent are dependent. This proves that the null hypothesis stands rejected. Hence **Hypothesis 6 is accepted.**

### 5.3 Suggestions

The study provides scientific evidential details in current present times. There are some recommendations and suggestions based on these detailed study results.

**1. Do not neglect the age aspect.**

The study indicates that the frequency of going out of home for apparel shopping depends on the age group of the respondents. Hence it is required to design marketing strategies depending on the age of the end-user.

**2. Do attract people of different age groups is the key to achieving more sales.**

As per the study findings, the above aspect is also valid because there is a significant relationship between the age group of the respondents and their spending on shopping.

**3. Keep the products within the reach of consumers (affordable).**

The study comes out with the important parameter of affordability. This is because there is a significant relationship between the income of the respondents and their spending on shopping.

**4. Avoid promoting products that have excess celebrity endorsements as well as in products portrayed as international brands carrying high price tags.**

The study shows that the presence of a celebrity in an ad encouragement has not had that impact on buying the product. The research study also clarifies that the price of the product is an important factor that influences the purchase decision.

**5. Focus on products that convey ethnic styles showing cultural values.**

From this study and findings, this is also clear that consumers prefer to buy clothes that match their culture so culture has a significant effect on the clothes they wear.

## 5.4 Scope for further research

1. The branded apparels, malls, and designer stores are no more limited to a metropolitan city like Mumbai. So **similar study may be conducted for women buyers in other cities in Maharashtra state.**
2. Product assortment can be considered for the same sort of study. Hence **similar study may be conducted for many other branded products.**
3. There are many luxurious female products other than apparel. The research may be extended to understanding perceptions about **luxury products.**
4. This present study is just concerned with Mumbai city. Similar research may be undertaken at the **state level** to help build region-specific product marketing and promotion plans as required.
5. Similar research may be undertaken to understand and identify the growing importance of women buyers, their preferences, likes, and dislikes for other **women-centric products.**

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## Appendix 1

### Sample Questionnaire

#### **Questionnaire for the Assessment of the Buying Behaviour (of Female Consumers) for Branded Apparels in Western Mumbai Suburbs**

The main aim of this study is to analyze the female buying behaviour for Branded apparels in Mumbai western suburbs. This questionnaire includes three sections, Demographic profile, General background towards apparel shopping and Factors influencing the decision making process when making purchase decision. Please answer the following questions according to your own understanding.

#### **Section A: Demographic Profile (Personal Factors)**

1. Name of the Respondent: \_\_\_\_\_

2. Place of residence: \_\_\_\_\_

(Write location name here e.g. Andheri, Kandivali)

3. Age of the Respondent (Please Tick):

20 to 30 yr.  30 to 40 yr.  40 to 50 yr.  More than 50 yr.

4. Educational Qualification of the Respondent (Please Tick):

Undergraduate  Graduate  Post Graduate  Doctorate

5. Occupation of the Respondent (Please Tick):

Housewife  Service  Business  Student  Others

6. Annual Family Income (in Rs. Lakh) (Please Tick):
- Less than 6  6 to 8  8 to 10  10 to 12  > 12
- Not Available

**Section B: General Background towards Branded Apparel**

7. How frequently do you go out of your home for apparel shopping?  
(Please Tick):

- Once a week  Twice a month  Once a month
- Once in two months
- Once in three months  Once in Six Months

8. Where do you prefer to go for the apparel shopping? (Please Tick):

- Local Markets  Branded Shops  Online Store
- Fashion Designer Store  Exhibitions  Others

9. How much do you spend on an average (in Rs.) in your single apparel shopping?  
(Please Tick):

- 0 to 2,500  2,501 to 5,000  5,001 to 10,000  > 10,000

**Section C: Factors influencing your decision on apparel shopping**

10. Indicate your importance for following parameters related to the factors influencing the decision on apparel shopping. (Please Tick)

Price of the Product [P1]

- Not at all Important  Less Important  Neutral
- Somewhat Important  Mostly Important

Discounts and Coupons [P2]

-

Not at all Important  Less Important Neutral



Somewhat Important  Mostly Important

Brand value and Quality [P3]

Not at all Important  Less Important  Neutral

Somewhat Important  Mostly Important

Advertisement and Promotion [P4]

Not at all Important  Less Important  Neutral

Somewhat Important  Mostly Important

Cultural Factors [P5]

Not at all Important  Less Important  Neutral

Somewhat Important  Mostly Important

My family & friends influences [P6]

Not at all Important  Less Important  Neutral

Somewhat Important  Mostly Important

Presence of celebrity in advertisement [P7]

Not at all Important  Less Important  Neutral

Somewhat Important  Mostly Important

Individual urge to buy [P8]

Not at all Important  Less Important  Neutral

Somewhat Important  Mostly Important

International Brand [P9]

Not at all Important  Less Important  Neutral

Somewhat Important  Mostly Important

Unique design [P10]

Not at all Important  Less Important Neutral

Somewhat Important  Mostly Important

Popularity [P11]

Not at all Important  Less Important  Neutral

Somewhat Important  Mostly Important

Affordability [P12]

Not at all Important  Less Important  Neutral

Somewhat Important  Mostly Important

11. Rate the following statements related to the factors influencing the decision on apparel shopping.

Price of the product is an important factor influencing my purchase decision. [S1]

Strongly Disagree  Disagree  Neutral  Agree

Strongly Agree

Discounts and coupons given by the brands intrigue me to go shopping. [S2]

Strongly Disagree  Disagree  Neutral  Agree

Strongly Agree

Brand value and Quality is an important factor influencing my purchase behaviour. [S3]

Strongly Disagree  Disagree  Neutral  Agree

Strongly Agree

Advertisement and promotion about the product is an important factor influencing my purchase decision. [S4]

Strongly Disagree  Disagree  Neutral  Agree

Strongly Agree

I prefer to buy the clothes which matches with my culture My culture has significant effect on the clothes I wear. [S5]

I prefer those clothes which show our culture and tradition. [S6]

Strongly Disagree  Disagree  Neutral  Agree

Strongly Agree

My family & friends influences me a lot when I purchase clothing products. [S7]

Strongly Disagree  Disagree  Neutral  Agree

Strongly Agree

Presence of celebrity in ad encourages me to buy the product. [S8]

Strongly Disagree  Disagree  Neutral  Agree

Strongly Agree

Wearing expensive brand clothes is considered to be the status of our society. [S9]

Strongly Disagree  Disagree  Neutral  Agree

Strongly Agree

I have difficulty controlling my urge to buy when I see a good offer. [S10]

Strongly Disagree  Disagree  Neutral  Agree

Strongly Agree

International Brand is much better than the domestic brand for apparel shopping. [S11]

Strongly Disagree  Disagree  Neutral  Agree

Strongly Agree

When I see some unique design, I want to be the first one to buy that. [S12]

I only buy those clothes which are popular among the females of my age group. [S13]

Strongly Disagree  Disagree  Neutral  Agree

Strongly Agree

Whenever I have money I go for apparel shopping. [S14]

Strongly Disagree  Disagree  Neutral  Agree

Strongly Agree

In my opinion, I feel that all of the above listed factors affect my buying / shopping behaviour for apparel. [S15]

Strongly Disagree  Disagree  Neutral  Agree

Strongly Agree

Any other comments:

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**Thank You for Your Time**

## Photos













BIGGEST DEALS ON TOP BRANDS



**Libas**

40-60% Off



*Sangria*

Up To 60% Off



**BIBA**

Up To 50% Off



**W**

Up To 50% Off



**pantaloon**

Up To 50% Off



**AROUK**

40-60% Off



**ONLY**

Up To 60% Off



**URBANIC**

Min. 30% Off



**dressberry**

40-70% Off







Note: n=22,686. Respondents were asked to indicate what types of garments they had purchased in the last 12 months.  
 Source: 2019 Winter Simmons Profile Report. Copyright 2019 Simmons Research LLC. All rights reserved.



END OF SEASON  
**Sale**  
 UP TO  
**50% OFF**

Why choose  
 when you can have it all?

**BIBA**

Available Across 24 Stores: Orion Mall, Panvel. Ph: 39658357 - Linking Road, Khar (W). Ph: 3600722 - T1 Terminal, Chhatrapati Shivaji Domestic Airport, Santacruz (E). Ph: 66859906  
 Seawood Grand Central Mall, Navi Mumbai. Ph: 9152035864 - T2 Terminal, Level 4, Chhatrapati Shivaji International Airport. Ph: 9152035863 - Xperia Mall, Palava City. Ph: 6696556 - Viviana Mall,  
 Thane (West). Ph: 61701475 - Kempas Corner. Ph: 23804184 - Warehouse Road, Colaba. Ph: 66103530 - Inorbit Mall, Malad (W). Ph: 62361551 - Inorbit, Vashi. Ph: 27813347 - Infiniti Mall, Andheri (W).  
 Ph: 26324416 - Oberoi Mall, Goregaon (E). Ph: 42950768 - R City Mall, Ghatkopar (W). Ph: 67702137 - Phoenix Market City, Kamani Kuria. Ph: 61801219 - Phoenix Galleria, Lower Parel. Ph: 62371333  
 Infiniti, Malad. Ph: 28993619 | Factory Outlets: Maxus Mall, Bhayandar (W). Ph: 28045087 - Raghulela Mall, Kandivali (W). Ph: 28061688 - Huma Mall-Kanjurmarg (W). Ph: 25790970 - Shingoli Road,  
 Borivali (W). Ph: 28984260 - R Mall, Thane (W). Ph: 25890562 | Exclusive Biba Girls Outlets at Phoenix Market City, Kuria. Ph: 62362571 & High Street Phoenix, Lower Parel. Ph: 62378404  
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