

A STUDY ON RETAIL STORE IMAGE AND ITS IMPACT ON CONSUMER BUYING BEHAVIOUR WITH SPECIAL REFERENCE TO ORGANIZED APPAREL RETAIL OUTLETS AT BANGALORE

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Abstract: India's apparel retail market scenario India has gained a strong position as the third most attractive apparel retail market after Brazil and China. Apparel retail market contribute second largest to the overall retail revenues in India. The rationale behind this study was to spot store image attributes, sector-specific and estimate the power and significance of the influence of each attribute on buyer purchasing decision. It also inspected the effect of a range of demographic variables like gender, age and income on buyer's assessment of different store image attributes. The research design used in this study is a descriptive in nature as it describes the customer perception and preference for organized retailing as it exists in the market. The focus of the study is to understand the factors influencing buying behavior of consumers while shopping for apparels in organized retail outlets in Bangalore Management should motivate customers to make an explicit evaluation of their store. Management can encourage customers to elaborate on their store choice by activating the motivation and the ability of the consumers to evaluate the choice. This can be achieved, for instance, by reminding customers of past patronage or emphasizing store policies that guarantee customer satisfaction.

Key Words: Retail store image, consumer buying behavior, organized apparel outlets, motivate customers, factors influencing buying behavior.

1. INTRODUCTION:

India's apparel retail market scenario India has gained a strong position as the third most attractive apparel retail market after Brazil and China. Apparel retail market contribute second largest to the overall retail revenues in India. Apparel retail market has managed to harness the advantages offered by modern management concepts leading to improved product offering, better customer management and scientific supply chain management techniques. It is expected that apparel retail will continue to witness deeper penetration of corporatized retail beyond the major urban clusters and the increase in the demand of branded products. The retail stores have images of their own that serve to influence the perceived quality of products they carry and the decisions of consumers as to where to shop. Consumers also possess self-images, which are strictly associated with their personality. The various elements of store image have an impact on the decision process of the customers. The rationale behind this study was to spot store image attributes, sector-specific and estimate the power and significance of the influence of each attribute on buyer purchasing decision. It also inspected the effect of a range of demographic variables like gender, age and income on buyer's assessment of different store image attributes

2. REVIEW OF LITERATURE:

Catherine S , Vijalakshmi M and R.Magesh (2013) in his article "InStore Decisions of Shoppers in a Leading Apparel Showroom" pointed out that there exists a strong relationship between in-store merchandise and intention to purchase apparels. Manilall, Chengedzai and Ryan(2013) is his paper "Store Image Factors Influencing Store Choice among Sportswear Consumers: Baseline Findings from South Africa" revealed that that there are six key store selection dimensions that play a crucial role in sportswear store selection. These are sales assistance, store atmospherics, store appeal, in-store induced appeals, promotion or brand availability and store accessibility. Among these six factors, sales assistance emerged as the most important factors and store atmospherics emerged as the least important factor to consumers of sports apparel.

2.1 RESEARCH GAP:

Research Gap 1: Earlier research studies have focused majorly on hospitals, telecom, banking insurance and hotel industries giving a wide room to study the customer loyalty in retailing sector. As retailing is a growing industry in India, a study of customer loyalty demands more attention and significance

Research Gap 2: Major studies have focused on area of evolution of retailing, retail formats and the industry growth of retailing in India and US. There is a dearth of studies that specially designed by keeping an eye on changing consumer behaviour and related issues or demographic variables that have an impact on the decision process. Very few Research have been carried on Behaviour of an individual based on identity interaction in retail at organised retail

stores.

3. STATEMENT OF THE PROBLEM:

To understand the changing behaviour of buyers there exists a need among apparel retailers to understand the growing demand which affects their purchasing behavior. The various store image components like store atmospherics, merchandise, service, price, location etc play a vital role in forming the perception towards a retail store. Apparel retailers are experimenting with new formats and rural areas are also being tapped by generating employment opportunities. In apparel segment gaining and sustaining competitive edge with players in the market requires knowledge of the store attributes or atmospherics that buyers access and use to categorize stores. Hence, the major drivers of purchasing behavior must be examined.

3.1 NEED FOR THE STUDY:

The elementary need for conducting this study is that, lot of researchers have already done studies on Store image in other countries. But extensive research in India, particularly in Karnataka has not been led. Retail is one of the emerging industry which contributes a major share in GDP and store image is one of the important component playing a vital role for contributing to the store profitability. Hence, there is a need to take up detailed research work on issues concerned with retail store image in Bangalore.

4. OBJECTIVES OF THE STUDY:

The specific objectives of the present study are:

- To determine whether a relationship exists between the store choice and each of the demographical variables (age, gender, marital status, level of education, occupation and income) respectively.
- To understand and analyze the factors that influence the buying behavior of consumers while shopping for apparels in organized retail outlets.
- To empirically investigate and conceptualise the relationship between a store's image and a consumer's buying behaviour.
- To analyze the various dimensions of Store Image/ atmospherics and its impact on purchase decisions

4.1 SCOPE OF THE STUDY:

The present study was confined to organized apparel retail outlets at Bangalore City. The study will help organized apparel retailers to understand to assess the true drivers of shopping activities of the buyers. Since the retailing atmosphere is changing quickly, still there was a huge possibility for analysis, investigation and research

4.2. HYPOTHESIS:

The following null Hypotheses has been framed to examine the impact of retail store image on the consumer buying behavior.

- **H₀₁**: Demographic variables do not have an impact on the buying behavior of consumers while shopping for apparels in organized retail outlets
- **H₀₂**: Various store related factors do not have influence on buying behavior of consumers while shopping for apparels in organized retail outlets
- **H₀₃**: There is no relationship between store image and the consumer buying behavior pattern.

6. RESEARCH METHODOLOGY:

The research design used in this study is a descriptive in nature as it describes the customer perception and preference for organized retailing as it exists in the market. The focus of the study is to understand the factors influencing buying behavior of consumers while shopping for apparels in organized retail outlets in Bangalore

6.1. SAMPLE DESIGN:

- **Sampling Method**: Based on primary data which was collected through a survey method with the questionnaire used as an instrument for this purpose, the respondents were selected on the basis of stratified random sampling. The researcher has tried to cover all categories of shoppers based on the demographic profiles like age, gender, and family status. Simple Random Sampling was used in this study.
- **Sample size**: The proportion based sample size formula is used as the pre pilot study estimates the proportion instead of mean. The new sample size that came after calculating through the formula was 384 respondents. Hence, approximately a sample size of 400 was taken.

6.2. PERIOD OF THE STUDY:

The data was collected from the major apparel retail outlets in Bangalore, where the respondents were consumers who have completed their shopping in the store and willing to respond to the questions using the structured questionnaire. Hence, data was obtained during the period of 2017.

6.2 SOURCES OF DATA COLLECTION:

The primary data for the research has been collected through survey method from the respondents were consumers who have completed their shopping in the store and willing to respond to the questions using the structured questionnaire. The primary data was obtained during the time period 2017. Secondary data was collected from the periodical reports on the Indian retail industry like ICRIER retail report, RNCOS, AT Kearney, BMI India retail report, Technopak, RAI, CII, etc. Internet has also been used to get some data relevant to the study, Google, Google scholar, ebsco, Springer and J-gate online libraries were also used to get the relevant literature for the review.

6.3 TOOLS USED FOR THE ANALYSIS:

Analysis and assessment of the impact was done through descriptive statistics, Structural Equation Modelling (SEM) analysis, Principal Component Factor analysis and chi-square test.

7. RESULTS:

From the factor analysis, it was found that, the following are the 6 factors which are closely related and have an impact on the store image formation of the consumers.

Factor	Name of the factor
Factor 1	External Stimulators
Factor 2	General Appearance
Factor 3	Staff Discipline
Factor 4	Ambience / Internal Stimulators
Factor 5	Staff Skills
Factor 6	Store Organization

8. CONCLUSION:

Management should motivate customers to make an explicit evaluation of their store. Management can encourage customers to elaborate on their store choice by activating the motivation and the ability of the consumers to evaluate the choice. This can be achieved, for instance, by reminding customers of past patronage or emphasising store policies that guarantee customer satisfaction.

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