An Analysis on Purchase Behavior of Youth Consumers and Sale Behavior of Retailers with special Reference to Apparel

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ABSTRACT

India is one of the largest populated countries around the globe that has youth in majority. India is a country that is known for unity in diversity. It has a mix of different culture, value and norms system. This system influences youth in several ways including their purchase behavior. In India, Bhopal is a city situated in center of it hence called as heart of the country. Bhopal has a wider mix of diverse religion. It is flooded with Hindu, Muslim, Sinddhi and other minority communities. This is a city where retailer has to take extra caution while selling apparel and strategic planning. This paper tries to examine the purchase behavior of youth consumer and sales behavior of retailers in Bhopal, Madhya Pradesh. In this study researcher tried to identify main factor which affect most to youth consumer while purchasing apparel. This paper explains major force responsible for purchase behavior of youth consumers. On the other hand side it also seeks to determine the main dominating factor that retailer concentrate more while selling the apparel to understand sales behavior of retailers. To arrive on a wise result, here some demographic features of consumers are also studied which are the primary basis of market segmentation for retailers. For meeting this requirement one question has been asked to youth consumers and retailers of apparel to understand the difference of expectations at both ends.

Keywords: Apparel, Retailer, Youth Consumers, Purchase Behavior, Sales Behavior.

INTRODUCTION:

India has witnessed a glorious journey of transformation of traditional 'Mela & Haat' to 'Multiflora-Big-Sized Malls'. India also has youth population in majority. It has exiting demographic profile of youth consumers with changing lifestyle, behavior, raising family income, raising dual income and nuclear families. These are key drivers having enough capability to pull those global retail leaders who are searching newer markets to enter into and to capture the market on first come basis. Eventually it transforms Indian retail industry into a fastest growing retail industry in the world. Main driving force behind it is entry of new giants of the world into India. Apart rise in income, per capita income leaded rise in disposable income, changing consumer preference criteria, attractive demographics and of course the ease in credit policies of Indian banks made it possible. This revolution has 360° impact at each industry of retail, be it IT, electronics, telecom and apparel. The Indian Apparel Industry has scored massive presence in the economic life of the youth consumers of the country. It is one of the oldest and earliest commodities that became an industry and come into existence in the India. The youth of the country is in transformation phase and facing tremendous change in their purchase preferences so that in their behavior. They are driving by a number of new trends, new fashion even new companies with their new apparel ranges. Eventually their consumption pattern is changing that is leading a change in retailer strategic management of apparel and vice-versa.

LITERATURE REVIEW:

Amrita Pani and Mahesh Sharma (2012) has suggested that retailers and brands should focus into some factors such as such as collaborative alliances with non-competent services providers and quality brands, uniform sizing and customized services across the country. At the same time apparel retailers have to give attention to on certain lucrative potential consumers. Also well-planned product mix format, trained sales force, improved customer relations and EBO"s and B2B system. Fashion brands also should assure augmented products and not cash discounts to attract customers.

Deepali Saluja (2013) discussed that the purchase intention of consumers is influenced by attitude variables. The consumers enjoy shopping mostly with their friends and family members. They are influenced by their friends, family members, celebrities, magazines etc. Quality, comfort, brand are the main criteria's which effect their buying behavior towards fashion apparels. Even all the demographic factors like gender, age, occupation and monthly income don't have any impact on buying behavior of consumers towards fashion apparels.

Maria Vincenza Ciasullo, Gennaro Maione and Carlo Torre and Orlando Troisi (2017) wrote that With regard to the first research question, the analysis showed that consumers attach little relevance to the importance accorded to brand sustainability, orientating themselves most on the basis of their expectations and, above all, on the opinions of society or, more specifically, of their own group (relatives, friends, co-workers, acquaintances, and so on).

Margarita I. Kuleva (2015) concluded that clothing does have some important functions, such as distinguishing between age groups – the "parents" from the "children"- and constructing their class and gender identity. Age identity is constructed through style repertoires and practices. Peer groups are more important for working class youth, and so they prefer to go shopping with their peers to have their opinion on style and legitimate their taste. Class identity is delineated both through style repertoires – the working class youth does not accept middle class subcultural styles - and through places for shopping, where the working class youth try to eliminate the differences between themselves and the middle class by shopping at malls where clothes are considered fashionable. Gender identity is of special interest. The middle class youth support dominant gender roles and do not accept alternative masculinities and femininities.

Saima Khan (2013) suggested that fashion apparel sellers in India can work upon enhancing their brand awareness as the market for the fashion wears, accessories and other products is promising. There is a huge scope for Indian firms to foray into branded apparel category in India at a lower price range, as at present the market is dominated by international labels at higher price. The manufacturers of fashion wear may consider this as a major opportunity for their products in the country. Communication from the global fashion firms should focus more on enabling consumers to associate with the fashion brands as a part of their lifestyle. As fashion clothing has a prestige and status value attached to its use and adoption, Indian youth would be willing to wear it for improving their social position. Advertising efforts of the firms should also take into cognizance the 'material symbol' communicated through these products and messages should be framed accordingly.

Dr. Shahid Akhter and Iftekhar Equbal (2012) concluded that there is very huge potential for the growth of organized Retailing in India. By following some of the strategies it can rise tremendously and can reach each and every nock and corner.

In an article on internet Ankita Agarwal (2012) written that the Indian retail industry is expected to reach US$ 1.3 trillion by 2020 (IBEF, 2012). The promising sectors that are likely to grow in near future include fashion and lifestyle, food and grocery, and electronics. With the approval of 100% FDI in the single-brand retail and 51% in multi-brand retail, the sector is expected to project an even better growth in the future, but the competition will also get a hike. Though this competition would benefit the consumers, it may increase the problems for the unorganized retailers in India.

RESEARCH METHODOLOGY:

This is a descriptive research in type. Here primary data has been collected via asking a question to youth consumers and retailers of apparel in the Bhopal city of India. Secondary data has been collected through journals, articles and websites. The collected data has been analyzed with the help of SPSS 16.0 and. Chi-Square test were adopted to test the hypothesis.

Sampling Methods:
A Purposive sampling method has been applied by researcher in this research for collecting the primary data.

Sample Size:
A sample of 100 youth respondents for consumer side has been collected to draw the inferences in the study. On the

other hand side a sample of 50 respondents for retailer side has been collected to draw the inferences in the study.

Sample Unit:

Youth studying in selected colleges of Bhopal and retailers of apparel in Bhopal has been qualified for the research.

OBJECTIVE OF THE STUDY:

1. To analyze the preferences of youth of Bhopal about purchasing Apparel.
2. To investigate upon major factor highlighted by retailers while selling of apparel.
3. To find out demographics and income level of youth who shops Apparel.

Hypothesis of the Study:

H1: There is a significant difference between male and female purchase behavior of apparel.

H01: There is no difference between male and female purchase behavior of apparel.

H2: Level of family income influences purchase preferences of youth.

H02: Level of family income does not influences purchase preferences of youth.

H3: Retailers cracks more sale by promoting design, look and features of apparel most.

H03: Retailers do not cracks more sale by promoting design, look and features of apparel most.

DATA ANALYSIS AND INTERPRETATION:

In this part of study one question with four preferences has been asked to the youth of Bhopal studying in selected colleges and retailers of apparel. The obtained responses are presented and analyzed here.

Question asked to youth consumers

While purchasing apparel, which criteria you prefer most?

a. Price   b. Brand   c. Design, Look & Features   d. Retail Brand

Question asked to retailers of apparel

While selling apparel which criteria you highlight more?

a. Price   b. Brand   c. Design, Look & Features   d. Retail Brand

Analysis of Demographics of Youth:

Table 1: Gender - Missing Values

N	Valid	Missing	%
100	100	0	100

Above table shows the responses given by total sample size that is 100. It is clearly observable that total 100 respondents have given their responses.

Table 1.1: Gender - Frequency Distribution

Sample	Frequency	Percent	
Valid	Male	30	30.00
	Female	70	70.00
Total	**100**	**100**	

Above table reveals that there 30 respondents were male and 70 were female out of 100. Since the sample size was 100 therefore percentage of male and female to the total is 30% and 70%.

Table 2: Age Statistics

N	Valid	100
	Missing	0
Mean	21.470	

Above table displays statistics about age of respondents. The mean value of sample is 21. It means the average age of respondents is 21 (21.470) years.

Table 2.1: Age - Frequency Distribution

Age in Years	Frequency	Percent
18	10	10.00
19	8	8.00
20	16	16.00
21	25	25.00
22	13	13.00
23	12	12.00
24	6	6.00
25	5	5.00
27	3	3.00
28	1	1.00
30	1	1.00
Total	**100**	**100**

Above table shows that the age of 10 respondents who participated in survey is 18 years (10.00%). Similarly 8 respondents are of 19 years (8.00%), 16 respondents are of 20 years (16%) and 25 respondent is of 21 years in age (25.00%). 13 respondents are of 22 years (13%) and 12 respondent is of 23 years in age (12.00%). All rest respondents are between 23-30 years old.

Table 3: Family Income Statistics

N	Valid	100
	Missing	0
Mean	1.960	

Above table displays statistics about family income of respondents. The mean value of sample lies around 15000-30000/- per month.

Table 3.1: Family Income - Frequency Distribution

Family Income	Frequency	Percent
Below 15k	41	41.00
15k to 30k	31	31.00
30k to 45k	19	19.00
45k and above	9	9.00
Total	**100**	**100.00**

Above table shows that there are 41 (41.00%) respondents belong to below 15000/- family income per month group. Similarly 31 (31.00%) respondents are from 15000-30000/-, 19 (19.00%) respondents are from 30000-45000/- and 9 (9.00%) respondents are from 45000 /- and above family income per month group.

Analysis of Youth Consumers' Purchase Behavior – Apparel:

Table 4: Consumer Gender Wise Purchase Behavior of Apparel

Gender	Price	%	Brand	%	DLF	%	Retail Brand	%	Total
Male	6	20.00	7	23.33	15	50.00	2	6.67	30
Female	5	7.14	6	8.57	59	84.29	0	0.00	70
Total	**11**	**11.00**	**13**	**13.00**	**74**	**74.00**	**2**	**2.00**	**100**

Explanation:
Above table reveals that male and female respondents commonly have given least priority to fourth option that is 'Retail Brand' with Male – 2(6.67%) and Female – 0(0.00%) scores. Whereas male and female respondents commonly have given highest priority to third option that is 'Design, Look & Features (DLF)' together with scores as Male – 15(50.00%)and Female – 59(84.29%).

Table 4.1: CST-Consumer Gender Wise Purchase Behavior of Apparel

Chi-Square Test	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	14.679	3	0.002
Likelihood Ratio	14.459	3	0.002
Linear-by-Linear Association	4.94	1	0.026
N of Valid Cases	100		

H1: There is a significant difference between male and female purchase behavior of apparel.
H01: There is no difference between male and female purchase behavior of apparel.

Result:
The p value of chi-square test (CST) = 0.002, that is less than 0.05. Hence the (H01) is rejected and confidence gained over (H1).

Table 4.1: Consumer Family Income Wise Purchase Behavior of Apparel

Family Income	Price	%	Brand	%	DLF	%	Retail Brand	%	Total
Below 15000	7	17.07	4	0.98	28	68.29	2	4.88	41
15 k to 30 k	2	6.45	4	1.29	25	80.65	0	0.00	31
30 k to 45 k	1	5.26	2	1.05	16	84.21	0	0.00	19
45 k and above	1	11.11	3	3.33	5	55.56	0	0.00	9
Total	11	11.00	13	1.30	74	74.00	2	2.00	100

Explanation:
Above cross-table reveals that youth belonging to any of the family income group (a) Below 15000 – 2(4.88%), (b) 15 k to 30 k – 0(0.00%), (c) 30 k to 45 k – 0(0.00%), (d) 45 k and above – 0(0.00%) have given least priority to fourth option that is 'Retail Brand'. They all have given highest priority to third option that is 'Design, Look & Features (DLF)' of apparel with (a) Below 15000 – 28(68.29%), (b) 15 k to 30 k – 25(80.65%), (c) 30 k to 45 k – 16(84.21%), (d) 45 k and above – 5(55.56%) scores.

Table 4.1: CST-Consumer Family Income Wise Purchase Behavior of Apparel

Chi-Square Test	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	9.735	9	0.372
Likelihood Ratio	9.656	9	0.379
Linear-by-Linear Association	0.01	1	0.921
N of Valid Cases	100		

H2: Level of family income influences purchase preferences of youth.
H02: Level of family income does not influences purchase preferences of youth.

Result:
The p value of chi-square test (CST) = 0.372, that is greater than 0.05. Hence the (H2) is rejected and confidence gained over (H02).

Analysis of Retailers of Apparel:
Question asked to retailers of apparel and then obtained data is analyzed here.
While selling apparel which criteria you highlight more?
a. Price   b. Brand   c. Design, Look & Features   d. Retail Brand

Table 5: Retailers' Statistics

N	Valid	50
	Missing	0

Above table displays statistics about total respondents participated. Total 50 retailers of apparel participated.

Table 5.1: Retailers' Sale Behavior of Apparel

Options	Frequency	Percent
Brand	4	8.00
Price	7	14.00
DLF	22	44.00
Retail Brand	17	34.00
Total	**50**	**100.00**

Above table tell that all retailers have given least priority to first option that is 'Brand' of apparel with 4(8.00%) scores. They have given highest priority to third option that is 'Design, look & features (DLF)' of apparel with 22(44.00%) scores.

Table 4.1: CST-Consumer Family Income Wise Purchase Behavior of Apparel

Chi-Square Test	df	Asymp. Sig. (2-sided)
17.040	3	0.001

H3: Retailers cracks more sale by promoting design, look and features of apparel most.
H03: Retailers do not cracks more sale by promoting design, look and features of apparel most.

Result:
The p value of chi-square test (CST) = 0.001, that is less than 0.05. Hence the (H03) is rejected and confidence gained over (H3).

LIMITATION OF THE STUDY:

1. This study is confined to Bhopal city only.
2. Time and money been constraint to this research.
3. This research is confined to apparel only.
4. This research is confined to youth studying in colleges only.

AREA FOR FURTHER STUDY:

1. State level or India level study can be done.
2. A part from apparel, other products can be chosen for the study.
3. A part from youth studying in colleges, other people can be chosen for the study.
4. Other products with apparel can be chosen for the study.

FINDING AND DISCUSSION:

There are 30 male and 70 female respondents participated to make a total of 100.
The mean age of sample is 21.470. It means most respondents were 21 years old.
The mean value of family income lies around 15000-30000/- per month.
It is observed by analysis the data that beyond all differences of gender and family income group, youth is least influenced by 'Retail Brand' of apparel. They do not mind the retail store from they buy the apparel. It might because market is flooded with a number of retail stores keeping almost quality products. On the other side they are influenced most by 'Design, Look & Features (DLF)' of apparel. Today youth highly concentrate on DLF. Apparel is product that has been chosen by its color, design, look and comfort since the ages and will be so.
It is observed by analysis the data that retailers do not much focus upon brand of apparel. 'Retail Brand' of apparel. They promote highly 'Design, Look & Features (DLF)' of apparel while selling. While interacting researcher got to know that retailers focus more on DLF because of the demand by youth. As according to the need of youth, retailer demonstrate the apparel. Based on the past experience and demand of youth, they concentrate most on promoting DLF of the apparel.
It is found by testing the hypothesis that there is a significant difference between male and female purchase

behavior of apparel.

It is found by testing the hypothesis that level of family income does not influences purchase preferences of youth. It is found by testing the hypothesis that retailers of apparel cracks more sale by promoting design, look and features of apparel most.

CONCLUSION:

India is one of the rapid-growing emerging Asian markets. It has more positive projections for the apparel retail industry. The objective of this study was to understand purchase behavior of youth consumers of Bhopal towards apparel. The statistical significance of results has shown that youth of Bhopal make purchases of apparel based on gender difference. As gender wise difference has been seen. Family income do not have much impact on purchase criteria. Youth like to buy apparel based on their design and good look requirements. According to this retailers makes their promotional strategies. They highlight most the apparel design, its look and other features demanded by the youth of Bhopal.

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