A STUDY OF PERCEPTION AND BUYING BEHAVIOR OF CUSTOMERS IN APPAREL MARKET SEGMENT WITH SPECIAL REFERENCE TO FIVE MAJOR DEPARTMENTAL STORES IN PUNE CITY

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ABSTRACT

The apparel industry is one of the most important sectors of the economy so far as investment, trade, revenue and employment generation are concerned. Indian apparel sector in totality contributes to the country's GDP after agriculture. Much has been talked about all these issues viz. future of apparel retail in India, the impact of foreign players on the domestic apparel retailers etc. But we should not forget that customers are the end beneficiary of all the retail activities. Hence, it becomes crucial to find out the perception of customers towards the various retail developments in apparel segment and the factors responsible for choosing a particular apparel store.

In the view of the above, an attempt was made not only to analyze the customers’ perception towards various retail developments in apparel segment but also to find out their buying behavior with special reference to five Major Departmental Stores in Pune City.

KEYWORDS: Apparel Industry, Apparel Retail, Apparel Stores, Customer’s Perception, Buying Behavior, Retail Patronage

INTRODUCTION

According to AT Kearney's latest annual Global Retail Development Index (GRDI), the Indian retail market, the fifth largest retail destination globally, has been ranked as the most attractive emerging market for investment in the retail sector (AT Kearney, 2011). With rising consumer demand and greater disposable income, it is projected to grow to US$ 700 billion by 2012 with an expected annual growth rate of 30 percent. Further, the retail sector is expected to rise to US$ 833 billion by 2013 and to US$ 1.3 trillion by 2018, at a compound annual growth rate (CAGR) of 10 per cent (Shafi, S., 2012).

India is one of the fastest growing retail markets in the world, with 1.2 billion employees (Mazumder, S. 2011). The Economist forecasts that Indian retail will nearly double in economic value, expanding by about $400 billion by 2020 (The Economist, 2011). The projected increase alone is equivalent to the current retail market size of France. According to a report by Business Monitor International (BMI), the average annual GDP of India will grow by 7.6 per cent through 2015. As a result, more and more companies are willing to invest in India (BMI, 2011).

The apparel industry, the second largest retail industry in India (behind food & groceries), is estimated of around $10 billion, growing at a CAGR of 12 per cent. With highly intensifying rate, the industry provides employment to over 4.5 million workers directly while to another 4 million, indirectly (Kapoor, P., 2012). The face of Indian apparel market is changing very fast. A new class of customers with more money to spend, and a growing passion for fashion, has been generated by swift development and rising urbanization. In India’s high-growth, fast-changing retail clothing market, one
can see significant new growth opportunities for foreign and domestic players. Indian apparel sales which is growing in excess of 10 percent over the past 5 years, is expected to reach an estimated $25 billion this year (Ireena, V., 2010)—a growth rate faster than that of the overall India retail market—and the course is expected to keep on.

Much has been talked about all these issues viz. future of apparel retail in India, the impact of foreign players on the domestic apparel retailers etc. But we should not forget that customers are the end beneficiary of all the retail activities. No matter what type of format a retailer is using, which type of retailer it is, big or small, foreign or national; it has to satisfy the needs of the customers. No retailer can ever be successful until and unless it is able to understand the buying behavior of the end users.

Hence, it becomes equally essential to find out the perception of customers towards the various retail developments in apparel segment and their buying pattern. In the view of the above, an attempt was made not only to analyze the customers’ perception towards various retail developments in apparel segment but also to find out the buying behavior of the customers with special reference to five Major Departmental Stores in Pune City.

IMPORTANCE OF THE STUDY

In the study, factors influencing the customers to choose a particular departmental store, the customers’ satisfaction on the services provided by the retailer and their perception towards various apparel stores were analyzed. The significance and benefits of the research may be listed as below:

- Since the study has been done on the end users, it will really be very beneficial for the apparel store retailers as they will be able to understand the psyche of customers and can build their products and policies accordingly.
- With the help of the study, the apparel retailers will be able to understand what customers perceive about them and their counterparts and can frame their strategies accordingly.
- Last but not the least; the study will work as a basis for future research as well. Hence it will be of great importance for the academicians as well as researchers.

REVIEW OF LITERATURE

1. Vittal Ireena (2010) in her McKinsey Report ‘India’s Fast-growing Apparel Market’ found that:
   - To a large extent, the apparel industry in India is divided on the basis of fashion, climate, region, culture and fiscal factors.
   - The fast changing trends in lifestyle of consumers have contributed largely to the growth and development of organized retail formats in India. Over the next 20 years, we expect the number of Indians living in cities to grow by 300 million, where they will don new styles and fashions to match new lifestyles.
   - This growth is being driven by number of factors such as increase in disposable income, increasing special moments and occasions, growth in the women’s segment and fashion increasingly becoming a form of self-expression.

2. According to ‘Apparel Retail Industry Profile: India’ (2010) published by Datamonitor,
   - The Indian apparel industry is of great importance to the economy in terms of trade, employment, investment and revenue for the country.
   - This particular industry has short product life cycles, vast product differentiation and is characterized by great pace of demand change coupled with rather long and inflexible supply processes.
Clothing has more functions than just keeping the wearer warm: for example, it also acts as a signifier of socio-economic class and a way of displaying individual identity.

Most consumers obtain clothes from apparel retailers and they are typically offered a diverse range of products that allows them to fulfill these various needs.

3. Krishna C. V. in his study ‘Determinants of Consumer Buying Behavior: An Empirical Study of Private Label Brands in Apparel Retail’ found that,

- Four factors namely brand image, sales promotion offers, design and store atmospheric were the primary factors affecting consumer preferences for private level brands.
- Demographic factors namely occupation of the consumer and social class of the consumer has no effect on the consumer behaviour in choosing private levels brands.

4. According to Dolekoglu et al. (2008), the main determining factors affecting consumer buying behavior are: quality, price, trust, availability of alternative packaging, frequent advertising, sales promotions, imitations, availability, brand image, prestige, freshness and habits.

5. Packaging (Wells, Farley, Armstrong 2007), perceived risk (Batra & Sinha 2000; Bettman, 1973; Dunn et al., 1986; Richardson, Jain, & Dick 1996; Shannon and Mandhachitra 2005), price consciousness, price-quality association (Batra and Sinha 2000), advertising-pricing (Karray and Martin-Herran 2008), price, quality, risk perception (Ashok Kumar and Gopal 2009), price and quality (Ailawadi, Pauwels and Steenkamp 2008) are some other important factors which play major role in deciding the consumer buying behavior.

NEED FOR THE PRESENT STUDY

From the Literature Review, we find that there is a need to study the perception of customers towards the various apparel stores. It is equally important to know the buying behavior of the customers in clothing segment. What they think are the factors responsible for the retail patronage in a particular apparel store? What is their buying behavior so far as apparel purchase is concerned? All these questions need to be answered.

OBJECTIVES OF THE STUDY

Based on the Literature Review and the gap found, following objectives have been framed:

- To know the customers’ perception towards various apparel stores*.
- To examine the factors influencing the customers to choose a particular apparel store.
- To study the relationship between socio-economic characteristics of the respondents and their most preferred apparel store.

RESEARCH METHODOLOGY

- Sample Design: The present study is based on the primary data. The primary data were collected from 50 sample respondents. These 50 respondents were selected by using convenience sampling technique.
- Data Collection: The present study is purely based on the primary data. Questionnaire method was used to collect data. The questionnaires were mailed through e-mails.
- Area and Period of the Study: This study is confined to Pune city (Maharashtra, India). The study was conducted during the months of October-November 2012.

*In this article, apparel store signifies the apparel segment of a departmental store.
• **Framework and Tools for Analysis:** Data collected through questionnaire were presented in a master table and required sub-tables were prepared. For analyzing the data, One way ANOVA, Chi-square test and Percentage Analysis were applied. Statistical calculations and computations were done through IBM SPSS statistical package (version 19.0).

**DATA ANALYSIS AND INTERPRETATION**

For **Table 1**

**Null Hypothesis:** The mean values of all the 11 groups are equal.

**Alternative Hypothesis:** One of the mean values is different from the rest.

**Statistical Test:** One way ANOVA.

**Level of Significance** = 0.05

From **Table 2**

The F-test statistic (4.875) is significant at 5% level of significance. The null is rejected, since the p-value is less than the level of significance.

We therefore conclude that all the mean values are not equal. To check where the difference lies, we refer to the Post Hoc Test called Tukey Test.

From **Table 3**

The Tukey test has produced three subsets which show that goodwill, friendly staff, proximity & specific product availability at the store have different mean from the rest.

From **Figure 1**

The graph labeled means plots indicate that goodwill is the most important factor in selecting the retail store followed by status, availability of fresh stock, trendy stock, promotional scheme and shopping environment whereas proximity and the availability of specific product at the store, are less influential factors in selecting a specific store.

For **Table 4**

**Null Hypothesis:** Selection of most preferred apparel store is independent of gender.

**Alternative Hypothesis:** Selection of most preferred apparel store is dependent on gender.

**Statistical Test:** Chi-square test of contingency (2x5).

**Level of Significance** = 0.05

From **Table 4**

- Out of 18 females, 2 have preferred Central, 3 have preferred Globus, 5 have preferred Lifestyle, 6 have preferred Shoppers’ Stop and 2 have preferred Westside.
- Out of 32 males, 4 have preferred Central, 6 have preferred Globus, 8 have preferred Lifestyle, 4 have preferred Shoppers’ Stop and 10 have preferred Westside.
Expected Count

Chi-square works on assumption that no expected cells count should be <5. However in a larger table, count>1 are permitted.

In the current case, this assumption is tenable. The Pearson Chi-square is 4.527.

Degree of Freedom = 4

P value = 0.339 which is more than Level of significance 0.05. Therefore the null is accepted.

For Table 7

**Null Hypothesis:** Selection of most preferred apparel store is independent of age.

**Alternative Hypothesis:** Selection of most preferred apparel store is dependent on age.

**Statistical Test:** Chi-square test of contingency (4x5).

**Level of Significance** = 0.05

From Table 7

- Out of 22 respondents who were within the age group of 20-30, 4 have preferred Central, 1 has preferred Globus, 5 have preferred Lifestyle, 4 have preferred Shoppers’ Stop and 8 have preferred Westside.
- Out of 19 respondents who were within the age group of 30-40, 2 have preferred Central, 6 have preferred Globus, 7 have preferred Lifestyle, 2 have preferred Shoppers’ Stop and 2 have preferred Westside.
- Out of 5 respondents who were within the age group of 40-50, 1 has preferred Globus, 2 have preferred Shoppers’ Stop and 2 have preferred Westside.
- Out of 4 respondents who were within the age group of above 50, 1 has preferred Globus, 1 has preferred Lifestyle and 2 have preferred Shoppers’ Stop.

Expected Count

Chi-square works on assumption that no expected cells count should be <5. However in a larger table, count>1 are permitted.

In the current case, this assumption is tenable. The Pearson Chi-square is 16.366.

Degree of Freedom = 12

P value = 0.175 which is more than Level of significance 0.05. Therefore the null is accepted.

For Table 10

**Null Hypothesis:** Selection of most preferred apparel store is independent of marital status.

**Alternative Hypothesis:** Selection of most preferred apparel store is dependent on marital status.

**Statistical Test:** Chi-square test of contingency (2x5).

**Level of Significance** = 0.05
From Table 10,

- Out of 33 married respondents, 3 have preferred Central, 9 has preferred Globus, 8 have preferred Lifestyle, 9 have preferred Shoppers’ Stop and 4 have preferred Westside.
- Out of 17 unmarried respondents, 3 have preferred Central, 5 have preferred Lifestyle, 1 has preferred Shoppers’ Stop and 8 have preferred Westside.

Expected Count

Chi-square works on assumption that no expected cells count should be <5. However in a larger table, count>1 are permitted.

In the current case, this assumption is tenable. The Pearson Chi-square is 13.709.

Degree of Freedom = 4

P value = 0.008 which is less than Level of significance 0.05. Therefore the null is rejected.

For Table 13

**Null Hypothesis:** Selection of most preferred apparel store is independent of the number of members in the Family.

**Alternative Hypothesis:** Selection of most preferred apparel store is dependent on the number of members in the Family.

**Statistical Test:** Chi-square test of contingency (3x5).

**Level of Significance** = 0.05

From Table 3

- Out of 2 respondents who have 1-2 members in their family, 1 has preferred Shoppers’ Stop and 1 has preferred Westside.
- Out of 31 respondents who have 3-5 members in their family, 2 have preferred Central, 6 have preferred Globus, 9 have preferred Lifestyle, 7 has preferred Shoppers’ Stop and 7 have preferred Westside.
- Out of 17 respondents who have more than 5 members in their family, 4 have preferred Central, 3 have preferred Globus, 4 have preferred Lifestyle, 2 have preferred Shoppers’ Stop and 4 have preferred Westside.

Expected Count

Chi-square works on assumption that no expected cells count should be <5. However in a larger table, count>1 are permitted.

In the current case, this assumption is tenable. The Pearson Chi-square is 6.151.

Degree of Freedom = 8

P value = 0.630 which is more than Level of significance 0.05. Therefore the null is accepted.

For Table 16

**Null Hypothesis:** Selection of most preferred apparel store is independent of the level of education.

**Alternative Hypothesis:** Selection of most preferred apparel store is dependent on the level of education.
**Statistical Test:** Chi-square test of contingency (3x5).

**Level of Significance** = 0.05

From **Table 16**

- Out of 3 respondents who have got doctoral degree, 2 have preferred Shoppers’ Stop and 1 has preferred Westside.
- Out of 15 respondents who are graduates, 5 have preferred Globus, 6 have preferred Lifestyle, 2 have preferred Shoppers’ Stop and 2 have preferred Westside.
- Out of 32 respondents who have got post graduate degree, 6 have preferred Central, 4 have preferred Globus, 7 have preferred Lifestyle, 6 have preferred Shoppers’ Stop and 9 have preferred Westside.

**Expected Count**

Chi-square works on assumption that no expected cells count should be <5. However in a larger table, count>1 are permitted.

In the current case, this assumption is tenable. The Pearson Chi-square is 13.204.

Degree of Freedom = 8

P value = 0.105 which is more than Level of significance 0.05. Therefore the null is accepted.

For **Table 19**

**Null Hypothesis:** Selection of most preferred apparel store is independent of the employment status.

**Alternative Hypothesis:** Selection of most preferred apparel store is dependent on the employment status.

**Statistical Test:** Chi-square test of contingency (3x5).

**Level of Significance** = 0.05

From **Table 19**

- Out of 15 unemployed respondents, 3 have preferred Central, 3 have preferred Globus, 3 have preferred Lifestyle, 3 have preferred Shoppers’ Stop and 3 have preferred Westside.
- Out of 30 respondents who have got private employment, 2 have preferred Central, 4 have preferred Globus, 8 have preferred Lifestyle, 7 have preferred Shoppers’ Stop and 9 have preferred Westside.
- Out of 5 respondents who have got Government employment, 1 has preferred Central, 2 have preferred Lifestyle, 2 have preferred Globus.

**Expected Count**

Chi-square works on assumption that no expected cells count should be <5. However in a larger table, count>1 are permitted.

In the current case, this assumption is tenable. The Pearson Chi-square is 7.035.

Degree of Freedom = 8

P value = 0.534 which is more than Level of significance 0.05. Therefore the null is accepted.
For Table 22

Null Hypothesis: Selection of most preferred apparel store is independent of the annual family income.

Alternative Hypothesis: Selection of most preferred apparel store is dependent on the annual family income.

Statistical Test: Chi-square test of contingency (3x5).

Level of Significance = 0.05

From Table 22

- Out of 3 respondents who have got income <1 lakh, 1 has preferred Central, 1 has preferred Lifestyle and 1 has preferred Westside.
- Out of 31 respondents who have got income 1-10 lakh, 4 have preferred Central, 4 have preferred Globus, 9 have preferred Lifestyle, 6 has preferred Shoppers’ Stop and 8 have preferred Westside.
- Out of 16 respondents who have got income >10 lakh, 1 has preferred Central, 5 have preferred Globus, 3 have preferred Lifestyle, 4 have preferred Shoppers’ Stop and 3 have preferred Westside.

Expected Count

Chi-square works on assumption that no expected cells count should be <5. However in a larger table, count>1 are permitted.

In the current case, this assumption is tenable. The Pearson Chi-square is 5.784.

Degree of Freedom = 8

P value = 0.671 which is more than Level of significance 0.05. Therefore the null is accepted.

For Table 25

Null Hypothesis: Selection of most preferred apparel store is independent of the frequency of shopping.

Alternative Hypothesis: Selection of most preferred apparel store is dependent on the frequency of shopping.

Statistical Test: Chi-square test of contingency (4x5).

Level of Significance = 0.05

From Table 25

- Out of 2 respondents who never shop apparels from these stores, 1 has preferred Lifestyle and 1 has preferred Westside.
- Out of 19 respondents who shop monthly, 3 have preferred Central, 4 have preferred Globus, 5 have preferred Lifestyle, 3 have preferred Shoppers’ Stop and 4 have preferred Westside.
- Out of 21 respondents who shop on quarterly basis, 2 have preferred Central, 4 have preferred Globus, 3 have preferred Lifestyle, 7 has preferred Shoppers’ Stop and 5 have preferred Westside.
- Out of 8 respondents who shop on half-yearly basis, 1 has preferred Central, 1 has preferred Globus, 4 have preferred Lifestyle and 2 have preferred Westside.
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Expected Count

Chi-square works on assumption that no expected cells count should be <5. However in a larger table, count>1 are permitted.

In the current case, this assumption is tenable. The Pearson Chi-square is 9.17.

Degree of Freedom = 12

P value = 0.688 which is more than Level of significance 0.05. Therefore the null is accepted.

For Table 28

Null Hypothesis: Selection of most preferred apparel store is independent of the annual spending on apparels.

Alternative Hypothesis: Selection of most preferred apparel store is dependent on the annual spending on apparels.

Statistical Test: Chi-square test of contingency (5x5).

Level of Significance = 0.05

From Table 28

• Out of 10 respondents whose annual spending on apparels is Rs. 1000-5000, 2 have preferred Central, 1 has preferred Globus, 3 have preferred Lifestyle and 4 have preferred Westside.
• Out of 12 respondents whose annual spending on apparels is Rs. 5000-10000, 2 have preferred Central, 2 have preferred Globus, 4 have preferred Lifestyle, 2 have preferred Shoppers’ Stop and 2 have preferred Westside.
• Out of 14 respondents whose annual spending on apparels is Rs. 10000-15000, 1 has preferred Central, 3 have preferred Globus, 3 have preferred Lifestyle, 4 have preferred Shoppers’ Stop and 3 have preferred Westside.
• Out of 7 respondents whose annual spending on apparels is Rs. 15000-20000, 1 has preferred Globus, 3 have preferred Lifestyle, 2 has preferred Shoppers’ Stop and 1 has preferred Westside.
• Out of 7 respondents whose annual spending on apparels is above Rs.20000, 1 has preferred Central, 2 have preferred Globus, 2 have preferred Shoppers’ Stop and 2 have preferred Westside.

Expected Count

Chi-square works on assumption that no expected cells count should be <5. However in a larger table, count>1 are permitted.

In the current case, this assumption is tenable. The Pearson Chi-square is 10.65.

Degree of Freedom = 16

P value = 0.830 which is more than Level of significance 0.05. Therefore the null is accepted.

FINDINGS

• Goodwill, friendly staff, proximity & specific product availability at the store have different mean from the rest.
Goodwill is the most important factor in selecting the retail store followed by status, availability of fresh stock, trendy stock, promotional scheme and shopping environment whereas proximity and the availability of specific product at the store are less influential factors in selecting a specific store.

Selection of most preferred apparel store is dependent on the marital status of respondents and is independent of their age, gender, number of members in the family, education, employment status, income, frequency of shopping and annual spending on the purchase of apparels.

CONCLUSIONS

The apparel industry has undergone a gigantic makeover from a tiny industry to a giant sector. Though apparel is considered a basic necessity which one buys for a basic purpose, however, that’s not how today’s consumers and retailers recognize it. Earlier, to buy branded fashionable wear was considered as lavishness but now it has become a lifestyle statement to acquire a branded wear. In the last few years, the Indian consumers have become more fashion and brand conscious, at the back of rapid growth in their disposable income.

India is witnessing a retail boom and the strong middle class population, with the youth forming a larger lump, is aspired to have the best brands in their wardrobe. This presents a unique opportunity for apparel brands as well as stores. In the light of the present article, the apparel retailers may get to know the factors that play prominent role in choosing a particular apparel store. They, in turn, may work to embrace those factors as their strength and hence they can create an edge over their competitors.

REFERENCES


**APPENDICES**

Table 1: Factors Influencing the Customers to Choose the Retail Store

<table>
<thead>
<tr>
<th>Factors</th>
<th>Extent of Agreement</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Strongly Agree</td>
<td>Agree</td>
</tr>
<tr>
<td>Goodwill</td>
<td>20(40%)</td>
<td>23(46%)</td>
</tr>
<tr>
<td>Status</td>
<td>10(20%)</td>
<td>29(58%)</td>
</tr>
<tr>
<td>Choice of Preferred Brands</td>
<td>14(28%)</td>
<td>15(30%)</td>
</tr>
<tr>
<td>Choice of Variants (Various sizes e.g. S, M, L, XL etc.)</td>
<td>16(32%)</td>
<td>19(38%)</td>
</tr>
<tr>
<td>Availability of Fresh Stock</td>
<td>16(32%)</td>
<td>15(30%)</td>
</tr>
<tr>
<td>Availability of Trendy/Fashionable Stock</td>
<td>12(24%)</td>
<td>24(48%)</td>
</tr>
<tr>
<td>Specific Product available at this store only</td>
<td>9(18%)</td>
<td>11(22%)</td>
</tr>
<tr>
<td>Shopping Environment</td>
<td>8(16%)</td>
<td>28(56%)</td>
</tr>
<tr>
<td>Proximity</td>
<td>8(16%)</td>
<td>11(22%)</td>
</tr>
<tr>
<td>Promotional Schemes</td>
<td>15(30%)</td>
<td>17(34%)</td>
</tr>
<tr>
<td>Friendly Staff</td>
<td>5(10%)</td>
<td>22(44%)</td>
</tr>
</tbody>
</table>

The numbers given in the table are responses out of a sample size of 50 respondents.
Table 2: Homogeneous Subsets: Consumer Ratings

<table>
<thead>
<tr>
<th>Consumer Behavior</th>
<th>N</th>
<th>Subset for Alpha =0.05</th>
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<tr>
<td></td>
<td></td>
<td>1</td>
</tr>
<tr>
<td>goodwill</td>
<td>50</td>
<td>1.76</td>
</tr>
<tr>
<td>status</td>
<td>50</td>
<td>2.08</td>
</tr>
<tr>
<td>availability of fresh stock</td>
<td>50</td>
<td>2.12</td>
</tr>
<tr>
<td>trendy stock</td>
<td>50</td>
<td>2.12</td>
</tr>
<tr>
<td>choice of brand</td>
<td>50</td>
<td>2.14</td>
</tr>
<tr>
<td>variants</td>
<td>50</td>
<td>2.14</td>
</tr>
<tr>
<td>promotional schemes</td>
<td>50</td>
<td>2.14</td>
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<tr>
<td>shopping environment</td>
<td>50</td>
<td>2.16</td>
</tr>
<tr>
<td>friendly staff</td>
<td>50</td>
<td>2.46</td>
</tr>
<tr>
<td>specific products</td>
<td>50</td>
<td>2.7</td>
</tr>
<tr>
<td>proximity</td>
<td>50</td>
<td>2.7</td>
</tr>
<tr>
<td>Sig.</td>
<td></td>
<td>0.492</td>
</tr>
</tbody>
</table>

Means for groups in homogeneous subsets are displayed.

a. Uses Harmonic Mean Sample Size = 50

Means Plots

Figure 1: Means Plots
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Table 3: Gender and Most Preferred Apparel Store

<table>
<thead>
<tr>
<th>Gender</th>
<th>Westside</th>
<th>Shopper's Stop</th>
<th>Central</th>
<th>Lifestyle</th>
<th>Globus</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Male</td>
<td>10(31.25%)</td>
<td>4(12.5%)</td>
<td>4(12.5%)</td>
<td>8(25%)</td>
<td>6(18.75%)</td>
<td>32(100%)</td>
</tr>
<tr>
<td>Female</td>
<td>2(11.11%)</td>
<td>6(33.33%)</td>
<td>2(11.11%)</td>
<td>5(27.77%)</td>
<td>3(16.66%)</td>
<td>18(100%)</td>
</tr>
<tr>
<td>Total</td>
<td>12(24%)</td>
<td>10(20%)</td>
<td>6(12%)</td>
<td>13(26%)</td>
<td>9(18%)</td>
<td>50(100%)</td>
</tr>
</tbody>
</table>

The Table shows the categorization of respondents according to their gender and most preferred apparel store.

Table 4: Age and Most Preferred Apparel Store

<table>
<thead>
<tr>
<th>Age</th>
<th>Westside</th>
<th>Shopper's Stop</th>
<th>Central</th>
<th>Lifestyle</th>
<th>Globus</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>20-30 yrs.</td>
<td>8(36.36%)</td>
<td>4(18.18%)</td>
<td>4(18.18%)</td>
<td>5(22.72%)</td>
<td>1(4.54%)</td>
<td>22(100%)</td>
</tr>
<tr>
<td>30-40 yrs.</td>
<td>2(9.09%)</td>
<td>2(9.09%)</td>
<td>2(9.09%)</td>
<td>7(31.81%)</td>
<td>6(27.27%)</td>
<td>19(100%)</td>
</tr>
<tr>
<td>40-50 yrs.</td>
<td>2(40%)</td>
<td>2(40%)</td>
<td>0(0%)</td>
<td>0(0%)</td>
<td>1(20%)</td>
<td>5(100%)</td>
</tr>
<tr>
<td>Above 50 yrs.</td>
<td>0(0%)</td>
<td>2(50%)</td>
<td>0(0%)</td>
<td>1(25%)</td>
<td>1(25%)</td>
<td>4(100%)</td>
</tr>
<tr>
<td>Total</td>
<td>12(24%)</td>
<td>10(20%)</td>
<td>6(12%)</td>
<td>13(26%)</td>
<td>9(18%)</td>
<td>50(100%)</td>
</tr>
</tbody>
</table>

The Table shows the categorization of respondents according to their age and most preferred apparel store.

Table 5: Marital Status and Most Preferred Apparel Store

<table>
<thead>
<tr>
<th>Marital Status</th>
<th>Westside</th>
<th>Shopper's Stop</th>
<th>Central</th>
<th>Lifestyle</th>
<th>Globus</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Unmarried</td>
<td>8(47.06%)</td>
<td>1(14.28%)</td>
<td>3(17.64%)</td>
<td>5(29.41%)</td>
<td>0(0%)</td>
<td>17(100%)</td>
</tr>
<tr>
<td>Married</td>
<td>4(44.44%)</td>
<td>9(27.27%)</td>
<td>3(9.09%)</td>
<td>8(24.24%)</td>
<td>9(27.27%)</td>
<td>33(100%)</td>
</tr>
<tr>
<td>Total</td>
<td>12(24%)</td>
<td>10(20%)</td>
<td>6(12%)</td>
<td>13(26%)</td>
<td>9(18%)</td>
<td>50(100%)</td>
</tr>
</tbody>
</table>

The Table shows the categorization of respondents according to their marital status and most preferred apparel store.

Table 6: Members in the Family and Most Preferred Apparel Store

<table>
<thead>
<tr>
<th>Members in the Family</th>
<th>Westside</th>
<th>Shopper's Stop</th>
<th>Central</th>
<th>Lifestyle</th>
<th>Globus</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>1-2</td>
<td>1(50%)</td>
<td>1(50%)</td>
<td>0(0%)</td>
<td>0(0%)</td>
<td>0(0%)</td>
<td>2(100%)</td>
</tr>
<tr>
<td>3-5</td>
<td>7(22.58%)</td>
<td>7(22.58%)</td>
<td>2(6.45%)</td>
<td>9(29.03%)</td>
<td>6(19.35%)</td>
<td>31(100%)</td>
</tr>
<tr>
<td>Above 5</td>
<td>4(23.52%)</td>
<td>2(11.76%)</td>
<td>4(23.52%)</td>
<td>4(23.52%)</td>
<td>3(17.64%)</td>
<td>17(100%)</td>
</tr>
<tr>
<td>Total</td>
<td>12(24%)</td>
<td>10(20%)</td>
<td>6(12%)</td>
<td>13(26%)</td>
<td>9(18%)</td>
<td>50(100%)</td>
</tr>
</tbody>
</table>

The Table shows the categorization of respondents according to their family size and most preferred apparel store.

Table 7: Educational Qualification and Most Preferred Apparel Store

<table>
<thead>
<tr>
<th>Educational Qualification</th>
<th>Westside</th>
<th>Shopper's Stop</th>
<th>Central</th>
<th>Lifestyle</th>
<th>Globus</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Illiterate</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>School Level</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Graduate</td>
<td>2(13.33%)</td>
<td>2(13.33%)</td>
<td>0(0%)</td>
<td>6(40%)</td>
<td>5(33.33%)</td>
<td>15(100%)</td>
</tr>
<tr>
<td>Post Graduate</td>
<td>9(28.12%)</td>
<td>6(18.75%)</td>
<td>6(18.75%)</td>
<td>7(21.87%)</td>
<td>4(12.5%)</td>
<td>32(100%)</td>
</tr>
<tr>
<td>Doctorate</td>
<td>1(3.33%)</td>
<td>2(66.66%)</td>
<td>0(0%)</td>
<td>0(0%)</td>
<td>0(0%)</td>
<td>3(100%)</td>
</tr>
<tr>
<td>Total</td>
<td>12(24%)</td>
<td>10(20%)</td>
<td>6(12%)</td>
<td>13(26%)</td>
<td>9(18%)</td>
<td>50(100%)</td>
</tr>
</tbody>
</table>

The Table shows the categorization of respondents according to their educational qualification and most preferred apparel store.

Table 8: Employment Status and Most Preferred Apparel Store

<table>
<thead>
<tr>
<th>Employment Status</th>
<th>Westside</th>
<th>Shopper's Stop</th>
<th>Central</th>
<th>Lifestyle</th>
<th>Globus</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Unemployed</td>
<td>3(20%)</td>
<td>3(20%)</td>
<td>3(20%)</td>
<td>3(20%)</td>
<td>3(20%)</td>
<td>15(100%)</td>
</tr>
<tr>
<td>Self-employed</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Private Employee</td>
<td>9(30%)</td>
<td>7(23.33%)</td>
<td>2(6.66%)</td>
<td>8(26.66%)</td>
<td>4(13.33%)</td>
<td>30(100%)</td>
</tr>
<tr>
<td>Govt. Employee</td>
<td>0(0%)</td>
<td>0(0%)</td>
<td>1(20%)</td>
<td>2(40%)</td>
<td>2(40%)</td>
<td>5(100%)</td>
</tr>
<tr>
<td>Total</td>
<td>12(24%)</td>
<td>10(20%)</td>
<td>6(12%)</td>
<td>13(26%)</td>
<td>9(18%)</td>
<td>50(100%)</td>
</tr>
</tbody>
</table>

The Table shows the categorization of respondents according to their employment status and most preferred apparel store.
Table 9: Income and Most Preferred Apparel Store

<table>
<thead>
<tr>
<th>Annual Income</th>
<th>Westside</th>
<th>Shopper's Stop</th>
<th>Central</th>
<th>Lifestyle</th>
<th>Globus</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Below Rs. 1,00,000</td>
<td>1(33.33%)</td>
<td>0(0%)</td>
<td>1(33.33%)</td>
<td>1(33.33%)</td>
<td>0(0%)</td>
<td>3(100%)</td>
</tr>
<tr>
<td>Rs.1,00,000-10,00,000</td>
<td>8(25.8%)</td>
<td>6(19.35%)</td>
<td>4(12.9%)</td>
<td>9(29.03%)</td>
<td>4(12.9%)</td>
<td>3(100%)</td>
</tr>
<tr>
<td>Above Rs.10,00,000</td>
<td>3(18.75%)</td>
<td>4(25%)</td>
<td>1(6.25%)</td>
<td>3(18.75%)</td>
<td>5(31.25%)</td>
<td>16(100%)</td>
</tr>
<tr>
<td>Total</td>
<td>12(24%)</td>
<td>10(20%)</td>
<td>6(12%)</td>
<td>13(26%)</td>
<td>9(18%)</td>
<td>50(100%)</td>
</tr>
</tbody>
</table>

The Table shows the categorization of respondents according to their income and most preferred apparel store.

Table 10: Frequency of Shopping and Most Preferred Apparel Store

<table>
<thead>
<tr>
<th>Frequency of Shopping</th>
<th>Westside</th>
<th>Shopper's Stop</th>
<th>Central</th>
<th>Lifestyle</th>
<th>Globus</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Never</td>
<td>1(50%)</td>
<td>0(0%)</td>
<td>0(0%)</td>
<td>1(50%)</td>
<td>0(0%)</td>
<td>2(100%)</td>
</tr>
<tr>
<td>Monthly</td>
<td>4(22.58%)</td>
<td>3(22.58%)</td>
<td>3(6.45%)</td>
<td>5(29.03%)</td>
<td>4(19.35%)</td>
<td>19(100%)</td>
</tr>
<tr>
<td>Quarterly</td>
<td>5(23.52%)</td>
<td>7(11.76%)</td>
<td>2(3.52%)</td>
<td>4(17.64%)</td>
<td>4(21%)</td>
<td>21(100%)</td>
</tr>
<tr>
<td>Half-Yearly</td>
<td>2(25%)</td>
<td>0(0%)</td>
<td>1(12.5%)</td>
<td>4(50%)</td>
<td>1(12.5%)</td>
<td>8(100%)</td>
</tr>
<tr>
<td>Yearly</td>
<td>0(0%)</td>
<td>0(0%)</td>
<td>0(0%)</td>
<td>0(0%)</td>
<td>0(0%)</td>
<td>0(0%)</td>
</tr>
<tr>
<td>Total</td>
<td>12(24%)</td>
<td>10(20%)</td>
<td>6(12%)</td>
<td>13(26%)</td>
<td>9(18%)</td>
<td>50(100%)</td>
</tr>
</tbody>
</table>

The Table shows the categorization of respondents according to their frequency of shopping and most preferred apparel store.

Table 11: Annual Spending On Apparels and Most Preferred Apparel Store

<table>
<thead>
<tr>
<th>Frequency of Shopping</th>
<th>Westside</th>
<th>Shopper's Stop</th>
<th>Central</th>
<th>Lifestyle</th>
<th>Globus</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Rs. 1000-Rs. 5000</td>
<td>4(40%)</td>
<td>0(0%)</td>
<td>2(20%)</td>
<td>3(30%)</td>
<td>1(10%)</td>
<td>10(100%)</td>
</tr>
<tr>
<td>Rs. 5000-Rs. 10000</td>
<td>2(16.66%)</td>
<td>2(16.66%)</td>
<td>2(16.66%)</td>
<td>4(33.33%)</td>
<td>2(16.66%)</td>
<td>12(100%)</td>
</tr>
<tr>
<td>Rs. 10000-Rs. 15000</td>
<td>3(21.42%)</td>
<td>4(28.57%)</td>
<td>1(7.14%)</td>
<td>3(21.42%)</td>
<td>3(21.42%)</td>
<td>14(100%)</td>
</tr>
<tr>
<td>Rs. 15000-Rs. 20000</td>
<td>1(14.28%)</td>
<td>2(28.57%)</td>
<td>0(0%)</td>
<td>3(42.85%)</td>
<td>1(14.28%)</td>
<td>7(100%)</td>
</tr>
<tr>
<td>Rs. 20000 &amp; above</td>
<td>2(28.57%)</td>
<td>2(28.57%)</td>
<td>1(14.28%)</td>
<td>0(0%)</td>
<td>2(28.57%)</td>
<td>7(100%)</td>
</tr>
<tr>
<td>Total</td>
<td>12(24%)</td>
<td>10(20%)</td>
<td>6(12%)</td>
<td>13(26%)</td>
<td>9(18%)</td>
<td>50(100%)</td>
</tr>
</tbody>
</table>

The Table shows the categorization of respondents according to their annual spending on apparels and most preferred apparel store.

Table 12: Relationship between Socio Economic Characteristics and Most Preferred Apparel Store- Chi-Square Analysis

<table>
<thead>
<tr>
<th>S. No.</th>
<th>Socio-Economic Characteristics</th>
<th>Degree of Freedom</th>
<th>P-Value</th>
<th>Level of Significance</th>
<th>Result</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Gender</td>
<td>4</td>
<td>0.339</td>
<td>0.05</td>
<td>NS</td>
</tr>
<tr>
<td>2</td>
<td>Age</td>
<td>12</td>
<td>0.175</td>
<td>0.05</td>
<td>NS</td>
</tr>
<tr>
<td>3</td>
<td>Marital Status</td>
<td>4</td>
<td>0.008</td>
<td>0.05</td>
<td>S</td>
</tr>
<tr>
<td>4</td>
<td>Members in the Family</td>
<td>8</td>
<td>0.630</td>
<td>0.05</td>
<td>NS</td>
</tr>
<tr>
<td>5</td>
<td>Educational Qualification</td>
<td>8</td>
<td>0.105</td>
<td>0.05</td>
<td>NS</td>
</tr>
<tr>
<td>6</td>
<td>Employment Status</td>
<td>8</td>
<td>0.534</td>
<td>0.05</td>
<td>NS</td>
</tr>
<tr>
<td>7</td>
<td>Annual Family Income</td>
<td>8</td>
<td>0.679</td>
<td>0.05</td>
<td>NS</td>
</tr>
<tr>
<td>8</td>
<td>Frequency of Shopping</td>
<td>12</td>
<td>0.688</td>
<td>0.05</td>
<td>NS</td>
</tr>
<tr>
<td>9</td>
<td>Annual Spending on Apparels</td>
<td>16</td>
<td>0.830</td>
<td>0.05</td>
<td>NS</td>
</tr>
</tbody>
</table>

a. NS- Non Significant. b. S- Significant.