

Buying Behaviour of Adult Women on Key Factors Influencing Their Purchasing of Fashion Clothing

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Abstract - The apparel market in India is swiftly developing with a change in consumer tastes towards branded apparel. Indian apparel consumers have become highly brand conscious. The focus of this research was on women apparel buyers because women are becoming increasingly independent in making their choices due to their increased education levels, increased purchasing power, their relative freedom from parental or spouse intervention in exercising their shopping style. The main objective of the research was to find out if there was any significant difference on the overall shopping experience of apparels among and within the different groups of women respondents with respect certain demographical aspects such as age, education level, occupation, marital status, frequency of purchase and perceptual aspects such as perceived store atmosphere and perceived brand image that may influence the overall shopping experience of women apparel buyers are examined. In order to examine and compare the group differences between the respondents, a univariate GLM was used and to find where the differences lie between the individual groups, Fisher's Least Significant Difference (LSD) post hoc test was carried out using IBM® SPSS Statistics®. It was found from the analysis that there is a significant difference in the satisfaction among different age groups of women on the overall shopping experience of apparels buying and it was also found that there is a significant difference on shopping experience among women in different professions. The findings of this research can be strategically implemented into apparel marketing scheme by apparel manufacturers and retailers.

Keywords: Women Apparel Buyers, Overall Shopping Experience, Univariate GLM, LSD Post Hoc Test, Multiple Comparisons

I. INTRODUCTION

Textile and clothing sector is one of the oldest industries in India (Indian Brand Equity Foundation (IBEF), 2019). According to the Indian Brand Equity Foundation (IBEF), there is a close linkage between the textile industry and agriculture industry with regard to raw materials such as cotton. Ancient culture and traditions of India in terms of textiles make the Indian textiles sector unique when compared to textile industries of other countries (IBEF, 2019). The Indian textile industry is presently estimated to be around US dollar 150 billion and is expected to reach around 250 billion US dollar in 2019. India's textile industry had contributed to 7 per cent of the total industry output of India in 2017-18. It had provided employment for more than 45 million people directly and 60 million

indirectly in the year 2017-18 (IBEF, 2019). Almost 5 percent of India's GDP is from the textile industry of the country, and it also contributes about 14 per cent to overall Index of Industrial Production (IIP). The textile industry is likewise one of the largest contributors to India's overall export with approximately 13.5 percent of total export amounting to US dollar 42.24 billion. (Fashion United, 2016; Keane & Willem teVelde, 2008, p. 9)

India's domestic apparel market was estimated to be at US dollar 67 billion in 2017. This market had grown at a compounded annual growth rate (CAGR) of 10 percent since 2005. Further, India's domestic apparel market is expected to grow at 11 to 12 per cent CAGR and reach about US dollar 160 billion by 2025. (Dilip Kumar Jha, 2018). In the last five years, top apparel brands in India have recorded an impressive 24% CAGR. This is against a CAGR of 6.5% for the textile industry (Chirag Shah, 2016).

Consumerism is witnessing an unprecedented growth in India. This growth is guided by complimentary demographics, rising income levels, a young and working population, rapid urbanisation and growing brand consciousness. These changes are reflected in India's retail market which was estimated at US dollars 520 billion in 2016 and is predicted to grow at a CAGR of 13% to reach around US dollars 950 billion by 2018 (Indian Retail Industry 2017-2018 drift, 2018). The year 1980 marked the entry of retail chains in India with the arrival of textile majors like Bombay Dyeing, S Kumar's, Raymond's etc (Madan Sabnavis, Darshini Kansara, & Mradul Mishra, 2017). In 2015, the sales volume in the retail textile industry increased by 1.3 %. In 2016 it increased to 2.5 %. From 2017 to 2018, the sales volume is increased even further (Indian Retail Industry 2017-2018 drift, Connect Media, February 2018).

The Indian women's wear segment is fast growing owing to the many fold increase in the number of working women which has led to their increased purchasing power and thus contributing 38 per cent to the total apparel market of the country. The women's wear space in India is still largely dominated by unorganised players. However, in the recent times, many modern players of national and international repute have started entering the Indian women apparel market. It is estimated that the present Rs. 1,02,358 crore

women's apparel market is estimated grow at a CAGR of 11 percent to reach Rs. 2,90,000 crore in 2025. The women apparel market growth will not only be restricted to market size, but will also witness a big change from non-branded apparel preference to branded apparel preference and ethnic wear preference to western wear preference (IMAGES Business of Fashion, 2018).

A report by Avendus Capital, titled "Women's Apparel: Landscape in India", concludes that the branded women's apparel market is growing at 20 per cent CAGR while women's apparel in general is growing at 11per cent. It is predicted that the women's apparel market will be the fastest growing segment of India's apparel market getting nearly 40 per cent of the whole apparel market. Branded women clothing which was only 26% of the total women's apparel market in 2015, will encompass nearly 40 per cent by 2025, the report says. This increased growth in branded apparel for women comes from increasing obsolescence of the existing fashion trends, more number of working women, women with increased disposable income and spending capacity who buy on aspiration rather than need (Avendus Capital Pvt. Ltd., 2017).

As already stated, another study reinforces the fact that the women apparel market is getting traction and is receiving wider acceptance because of the increase in disposable income of women, and due to more women joining the workforce. It is also observed that women customers across metro cities and smaller cities are increasingly choosing western wear. This shift is helping to boost the sales for branded clothing, making it one of the fastest growing categories in the women apparel segment. Traditionally women's western wear market is quite under-serviced but presently its getting more purchasers and wider acceptance as women joining the workforce have the need to dress smart (Suneera Tandon & Mihir Dalal, 2014). Looking into all the facts it can be safely assumed that the outlook of the clothing retail industry in India is bright.

II. LITERATURE REVIEW

The internal (demographical, lifestyle orientation etc.) and external (brand, cost, style of clothes, quality etc.) factors that affect the consumer decision making process during the purchase of private label garments was identified by Krishna (2011). Mandha chitara & Piamphongsant (2016) researched on professional women's buying behaviour on fashion clothing and analysed the impact of an individual's (women) motivation for comparing themselves with other people of their own social settings. Similarly, De Kervenoael, Canning, Palmer, & Hallsworth (2011) found that decisions for buying apparel by individuals are affected by functional values such as cost, quality, guarantee etc., and factors pertaining to fashion such as style, image etc. Minghuang, Yiching, Shushen, & Nienying (2012) found that desire or craving is one of the major motivating forces in purchasing luxury products which includes boutique apparel. The findings of Minghuang *et al.*, show that

utilitarian attitude and positive anticipated emotions have positive influence on the desire to buy boutique apparel while subjective norms and hedonistic attitude do not have substantial impact on the motive to buy boutique apparel. This study discusses on the psychology of boutique clothing consumers and provides concrete recommendation to marketing of apparel in the boutique fashion industry. Apeageyi (2011) summarises that women try to choose clothes that make them look slim or thinner. Women consumers generally avoid new textile products if they are costly and short-term discounts are offered by apparel brand to get women to try a product and textile manufacturers occasionally introduce new texture, design, and style to fulfil the needs of those women who are searching for novelty and variety in their dressing (Assael, 1993, p. 313).

In the Indian context, a study by Verma, A.P. and Tiwari, K (2011) shows that Indians are becoming more brand conscious with the increase in income. This study covered the medium to high income consumers of apparel and suggests that international and national brands can target medium to high income consumers. A research by Mittal & Aggarwal (2012) had attempted to practically understand those emotional or rational appeals which motivate consumers in the purchase decision of branded garments based on certain demographic and psychographic profiles. In a study by Rajput, Kesharwani, & Khanna (2012), the researchers have found that Indian apparel consumers have become highly brand conscious. Further these consumers also look for quality, variety and comfort when they make a purchasing decision. The study observes that there are gender differences in the attitude towards fashionable apparels and brands; however, males are equally interested in shopping for apparel as females. Bakewell & Mitchell (2003) in their research offer evidence that gender influences consumers' perceptions, attitudes, and preferences in apparel purchase decisions. On a similar vein Mitchell & Walsh (2004) suggest marketers to try and understand the gender differences in apparel purchase decision-making which could help marketers to find out better ways of communicating with both the genders and guide marketing mix decisions.

A conceptual model on habitual buying behaviour towards branded articles is proposed by Radha Krishna & Shylajan (2007) which considered the influence of various marketing and demographic factors on consumers. However the research had not identified the factors that motivate consumers to go for organized retail apparel brands. Lahiri & Samanta (2010) had identified the various factors that influenced consumers to make a purchase from exclusive branded retail outlets and also the importance given to each of the factors by consumers in selecting apparel from these outlets. The outcome of the research suggests that factors such as brand image, price, quality, variety, courteous behaviour of staff influence their purchase.

As far as the research on women consumers of apparel is concerned, Nam *et al.*, (2007) observed the apparel and

shopping preferences of mature women. The women were queried on factors such as fashion consciousness, fashion information sources and shopping behaviours. Further in this research, young and mature women consumers' reaction to apparel was compared. The research found that there was a significant difference between the young and mature women on their choice of apparel. Shuler (2004), in a study observes that experiential marketing is very effective with women when placing the products pertaining to the domains of household products and personal products such as garments. The same is true in most emerging markets too (Blasor, 2004).

Experiential marketing is an experience where consumers interact with a product, service, or brand face to face, is said to be especially effective with women and younger consumers (Primedia Business, 2004). Experiential marketing is famed for producing quick results thus increasing the return on investments including the enhanced brand perception (Shuler, 2004). In US, while shopping, women spend an average of 14 to 15 minutes at a particular brand's booth or kiosk where experiential marketing is prevalent (Primedia Business, 2004).

Fernandez & Lean (2009) attempted to determine if Gen Y consumers were brand conscious in their choice of clothing. The research specifically focussed on the college students aged between 18-24 years. The findings of this research shows that Gen Y are indeed brand conscious as the right choice of clothing helps them create an image and identity for themselves. Further, peer influence plays a vital role in the Gen Y's choice of brands as it assists in their socialisation process.

In addition to the above it was also observed that advertising is an important variable in adding brand value and establishing an image for the brand. It was also established that celebrity endorsements have a massive impact on the preference for branded clothing as they stimulate characteristics like image, quality and status. It was recommended in the research that to retain Gen Y's loyalty, brand managers need to create an emotional attachment with the brand to make the brand distinctive and bring lasting competitive advantage.

Pertaining to research on women on their choice of apparel, Tigert, King, & Ring (1980) specified that a much larger proportion of the women fashion buyers monitor new women's fashion trends on a regular basis, indicating that women are more involved in fashion than men. In a research on the interpretation of dress codes between the genders, McCracken & Roth (1989) found that females were significantly better than men in interpreting the syntax of dress codes, meaning that, women recognised better dressing appearances more readily and were more sensitive to fashion indicators than men. Further, women were found to be more sensitive to the information and other details provided in advertisements (Elliott, 1994; Meyers-Levy & Sternthal, 1991). Also women tend to focus more on their

external appearances and exhibit positive relationship between fashion consciousness and public self-consciousness and women pay attention to fashion cues in advertising and are more sensitive to the same (Auty & Elliott, 1998). Men and women significantly differ in the way they pay attention to fashion cues in advertising (Meyers-Levy & Sternthal, 1991), where women pay more attention to fashion advertisements (Elliott, 1994).

Stith & Goldsmith (1989) found that women exhibited greater fashion innovativeness (Shieh & Cheng, 2007), opinion leadership, and greater spending on fashion related products such as fashion apparel and accessories. For the same reason, women could be more sensitive to fashion clothing than men. This is because women place fashion clothing involvement in a more dominant position in their lives (McCracken & Roth, 1989; O'Cass, 2004). Browne & Kaldenberg (1997) too support this supposition through an empirical study.

Designer dresses are sometimes unique pieces of dresses which catch the attention of women buyers. Cassidy & Bennett (2012) specified style, quality and uniqueness of the garment as main motivators for consumption of designer dressing among women aged between 25-39 years and these women form the largest demographic group buying designer clothing.

Further, higher level of education and higher income were related to the purchase of designer apparel (Cervellon *et al.*, 2012). Getting to know the story behind the design of the designer garments (Cervellon, Carey, & Harms, 2012; Cristache, 2013) seems to be of particular value to this customer group when they buy designer dresses. As designer dresses are unique and are usually available in only one size, being rare and not readily available, the feeling of a finding a treasure enriches the shopping experience of designer clothing (Guiot & Roux (2010).

III. METHODOLOGY

The focus of this research is on women apparel buyers because women are becoming increasingly independent in making their choices due to their increased education levels, increased purchasing power, their relative freedom from parental or spouse intervention in exercising their shopping style. Thus the main objective of the research is to find out if there is any significant difference on the overall shopping experience of apparels among and within the different groups of women respondents.

Designing marketing strategies specific to the women customers of apparels requires an in depth knowledge on how the different groups of women feel and react to the various marketing stimuli initiated by the apparel manufacturers and retailers. Thus this research examines the group differences between the different women customer groups on their opinion on overall shopping experience of apparels. The group differences with respect to age,

education level, occupation, marital status, perceived store atmosphere, perceived brand image, and frequency of purchase are examined.

The research involved an extensive survey among women who frequented apparel stores. Quantitative data were collected through a structured questionnaire from the respondents when they were visiting the garment retailers. The questionnaire contained Lickert scale questions whose responses ranged from Highly Satisfied to Highly Dissatisfied. The questionnaire was administered only to those who were willing to participate in the study. Altogether 221 women respondents were included in the research. The data collection went on for a period of three months. Data were collected from Madurai, Virudhunagar, Tuticorin, and Tirunelveli districts of Tamil Nadu.

In order to examine and compare the group differences between the respondents, a univariate GLM is used and to find where the differences lie between the individual groups, Fisher’s Least Significant Difference (LSD) post hoc test is carried out using IMB® SPSS Statistics®. Since there must be at least three groups of respondents under each predictor to execute a GLM, the age of respondents, education level, occupation, perceived store atmosphere,

perceived brand image, and frequency of purchase were considered as the independent variable, separately impacting the overall shopping experience of apparels. Post hoc tests are not performed for marital status because there are fewer than three groups. To compare the difference in the opinion among the differing marital status of the respondents, an Independent Samples t test is used. To describe the responses and to gain insights on the sample distribution of the respondents, chi square test for cross tabulation is done using IMB® SPSS Statistics®.

IV. DATA DESCRIPTION

The profile of the respondents included in this research is presented in Table I.

It can be seen from the table that data was collected from predominantly young women respondents who belong to the age group of 15 to 25 years. These women may either be doing their education or be just married and hence be dependent on their parents or spouse for the necessary monetary support. Further it can also be seen that most of the respondents have at least a under graduate degree and most of the respondents are single.

TABLE I PROFILE OF RESPONDENTS

| Factor | Details | Number of Respondents | \bar{x} | σ |
|-----------------------|---------------------|-----------------------|-----------|----------|
| Age | 15years – 25 years | 187 | 6.07 | 0.578 |
| | 26 years – 35 years | 29 | 5.34 | 0.974 |
| | 36 years – 45 years | 5 | 4.20 | 0.447 |
| Education | SSLC [#] | 9 | 5.78 | 0.441 |
| | HSC [*] | 7 | 6.29 | 0.756 |
| | U.G ^{\$} | 158 | 5.96 | 0.713 |
| | P.G [@] | 47 | 5.81 | 0.825 |
| Occupation | Employed | 56 | 5.80 | .883 |
| | Housewife | 19 | 5.53 | 1.073 |
| | Student | 146 | 6.03 | .580 |
| Frequency of Purchase | Monthly | 95 | 6.03 | .721 |
| | Quarterly | 72 | 5.78 | .773 |
| | Half yearly | 33 | 5.91 | .678 |
| | Occasions | 21 | 6.05 | .669 |
| Marital Status | Married | 25 | 5.24 | 1.128 |
| | Single | 196 | 6.02 | .616 |

- # - Secondary School Leaving Certificate (10th class)
- * - Higher Secondary Certificate (12th class)
- \$ - Under Graduation
- @ - Post Graduation

The overall shopping experience of apparels of women was examined and the results are also tabulated in Table I. The mean scores (\bar{x}) on the overall shopping experience for various categories of women and the occasion of apparel purchase is above 5 (in a 7 point scale where 1 represents

less satisfaction and 7 represents maximum satisfaction) indicating that all the respondents, irrespective of their education, occupation or marital status are satisfied with their shopping experience.

But within this group the students in their HSC are more satisfied than any other respondents and the women in age group 36 years – 45 years have the least satisfaction followed by married women.

Standard Deviation (σ) is a measure of how close the responses from the respondents are centered on the mean score. Conventionally, the lower the σ the better. In this analysis, the σ values may be considered to be good. To find the proportion of the respondents in the different age group and their education status a cross tabulation was done

between age and education status and the results are presented in Table II. It was found that the respondents in the 15-25 age group have a U.G degree. This also indicates that but for the nine respondents in SSLC category, rest of the respondents will be above 17 years of age. The number of respondents in the other groups is much lesser.

TABLE II CROSS TABULATION BETWEEN AGE AND EDUCATION OF RESPONDENTS

| Education Age | | SSLC | HSC | U.G | P.G | Total |
|---------------|--------------------|--------|--------|--------|--------|--------|
| 15-25 | Count | 9 | 6 | 142 | 30 | 187 |
| | % within Age | 4.8% | 3.2% | 75.9% | 16.0% | 100.0% |
| | % within Education | 100.0% | 85.7% | 89.9% | 63.8% | 84.6% |
| | % of Total | 4.1% | 2.7% | 64.3% | 13.6% | 84.6% |
| 26-35 | Count | 0 | 1 | 13 | 15 | 29 |
| | % within Age | 0.0% | 3.4% | 44.8% | 51.7% | 100.0% |
| | % within Education | 0.0% | 14.3% | 8.2% | 31.9% | 13.1% |
| | % of Total | 0.0% | 0.5% | 5.9% | 6.8% | 13.1% |
| 36-45 | Count | 0 | 0 | 3 | 2 | 5 |
| | % within Age | 0.0% | 0.0% | 60.0% | 40.0% | 100.0% |
| | % within Education | 0.0% | 0.0% | 1.9% | 4.3% | 2.3% |
| | % of Total | 0.0% | 0.0% | 1.4% | 0.9% | 2.3% |
| Total | Count | 9 | 7 | 158 | 47 | 221 |
| | % within Age | 4.1% | 3.2% | 71.5% | 21.3% | 100.0% |
| | % within Education | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% |
| | % of Total | 4.1% | 3.2% | 71.5% | 21.3% | 100.0% |

To investigate the marital status of the respondents based on the age group, a cross tabulation was carried out between the two and it can be observed that (Table III), almost all of the respondents in the 15-25 age group are unmarried. Further is could be observed that half of the women in 26-35 age group are also single. Single women may have a

large amount of disposable income which could influence their apparel buying behaviour. To investigate this phenomenon further, a cross tabulation between marital status and frequency of purchase of apparel was applied and the results are tabulated in Table IV.

TABLE III CROSS TABULATION BETWEEN AGE AND MARITAL STATUS OF RESPONDENTS

| Marital Status Age | | Married | Single | Total |
|--------------------|-------------------------|---------|--------|--------|
| 15-25 | Count | 6 | 181 | 187 |
| | % within Age | 3.2% | 96.8% | 100.0% |
| | % within Marital Status | 24.0% | 92.3% | 84.6% |
| | % of Total | 2.7% | 81.9% | 84.6% |
| 26-35 | Count | 15 | 14 | 29 |
| | % within Age | 51.7% | 48.3% | 100.0% |
| | % within Marital Status | 60.0% | 7.1% | 13.1% |
| | % of Total | 6.8% | 6.3% | 13.1% |
| 36-45 | Count | 4 | 1 | 5 |
| | % within Age | 80.0% | 20.0% | 100.0% |
| | % within Marital Status | 16.0% | 0.5% | 2.3% |
| | % of Total | 1.8% | 0.5% | 2.3% |
| Total | Count | 25 | 196 | 221 |
| | % within Age | 11.3% | 88.7% | 100.0% |
| | % within Marital Status | 100.0% | 100.0% | 100.0% |
| | % of Total | 11.3% | 88.7% | 100.0% |

Observing the results of the cross tabulation between marital status of the women apparel buyers and their frequency of purchase, it can be seen that almost equal proportion of the respondents make their apparel purchase in the stated frequency irrespective of their marital status. In other words, marital status of women does not affect their frequency of apparel purchase. In order to test this

hypothesis, i.e., to test if there is any significant difference in apparel purchase between the married and unmarried women, a chi square test is carried out and the results are presented in the last row of Table IV. The null hypothesis that there is no significant difference between differing marital statuses of women in apparel purchase is considered for the test.

TABLE IV CROSS TABULATION BETWEEN MARITAL STATUS AND FREQUENCY OF PURCHASE

| Frequency Of Purchase Marital Status | | Half yearly | Monthly | Occasions | Quarterly | Total |
|---|--------------------------------|-------------|---------|-----------|-----------|--------|
| Married | Count | 5 | 8 | 2 | 10 | 25 |
| | % within Marital Status | 20.0% | 32.0% | 8.0% | 40.0% | 100.0% |
| | % within Frequency of Purchase | 15.2% | 8.4% | 9.5% | 13.9% | 11.3% |
| | % of Total | 2.3% | 3.6% | 0.9% | 4.5% | 11.3% |
| Single | Count | 28 | 87 | 19 | 62 | 196 |
| | % within Marital Status | 14.3% | 44.4% | 9.7% | 31.6% | 100.0% |
| | % within Frequency of Purchase | 84.8% | 91.6% | 90.5% | 86.1% | 88.7% |
| | % of Total | 12.7% | 39.4% | 8.6% | 28.1% | 88.7% |
| Total | Count | 33 | 95 | 21 | 72 | 221 |
| | % within Marital Status | 14.9% | 43.0% | 9.5% | 32.6% | 100.0% |
| | % within Frequency of Purchase | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% |
| | % of Total | 14.9% | 43.0% | 9.5% | 32.6% | 100.0% |
| Pearson Chi-Square Value: 1.820; Asymptotic Significance: 0.611 | | | | | | |

Observing the results from the Chi square test shown in Table IV the asymptotic significance is greater than 0.05 ($p > 0.05$). Thus we accept the null hypothesis and conclude that marital status makes no significant difference in the frequency of apparel purchase among women.

V. ANALYSIS AND RESULTS

As the main objective was to analyse the group differences within groups (Table I) on the chosen predictor variables, univariate GLM is used to analyse the same and the results of which are discussed below. The outcome of the Tests of Between-Subjects Effects (GLM and the related statistics) for the predictors considered for the study (except marital status, since there are fewer than three groups) is compiled

into a single table (Table V) so that only those predictors which have a significant and contingent impact on the overall shopping experience of apparels of respondents can be explained further.

Observing the results of GLM compiled in Table V, it can be seen that only the respondents groups based on factors Age and Occupation have a significant differences among themselves. On other factors, there is no significant difference on the opinion on overall shopping experience between the different groups of customers. The Levene's test which the null hypothesis that the error variance of the dependent variable is equal across groups is rejected for age and occupation and we interpret the ANOVA results accordingly.

TABLE V TESTS OF BETWEEN-SUBJECTS EFFECTS FOR PREDICTORS AND OVERALL SHOPPING EXPERIENCE OF APPARELS OF RESPONDENTS

| Source | Mean Square | F | Sig. (p) | Partial η^2 | Adjusted R^2 | Levene's Test of Equality of Error Variances | |
|----------------------------|-------------|--------|----------|------------------|----------------|--|----------|
| | | | | | | F | Sig. (p) |
| Age of respondents | 14.267 | 34.771 | .000 | 0.242 | 0.235 | 12.549 | 0.000 |
| Education level | 0.650 | 1.215 | .305 | 0.017 | 0.003 | 1.479 | 0.221 |
| Occupation | 2.789 | 5.408 | .005 | 0.047 | 0.039 | 15.461 | 0.000 |
| Perceived store atmosphere | 0.340 | 0.630 | .596 | 0.009 | -0.005 | 0.393 | 0.758 |
| Perceived brand image | 0.171 | 0.315 | .867 | 0.006 | -0.013 | 0.432 | 0.785 |
| Frequency of purchase | 0.530 | 1.857 | .138 | 0.025 | 0.012 | 1.117 | 0.343 |

The results in Table V show that there could be a significant difference in the satisfaction on the overall shopping experience of apparels between the respondents in the age bands of 15-25 years, 26-35years and 36-45 years. Also it can be seen that there could be a significant difference between the Employed, Housewife and Students on their

opinion their overall shopping experience of apparels. In order to find out exactly where the difference occurs between the groups a post hoc test is carried out and the results of the post hoc tests are presented in Table VI, VII and VIII.

TABLE VI MULTIPLE COMPARISONS (POST HOC TEST) WITH OVERALL SHOPPING EXPERIENCE AND THE DIFFERENT AGE GROUP OF RESPONDENTS

| Post hoc test used: LSD | | | | | | |
|--|---------|-----------------------|------------|------|-------------------------|-------------|
| (I) Age | (J) Age | Mean Difference (I-J) | Std. Error | Sig. | 95% Confidence Interval | |
| | | | | | Lower Bound | Upper Bound |
| 15-25 | 15-25 | - | - | - | - | - |
| | 26-35 | 0.72* | 0.128 | .000 | 0.47 | 0.98 |
| | 36-45 | 1.87* | 0.290 | .000 | 1.30 | 2.44 |
| 26-35 | 15-25 | -0.72* | 0.128 | .000 | -0.98 | -0.47 |
| | 26-35 | - | - | - | - | - |
| | 36-45 | 1.14* | 0.310 | .000 | 0.53 | 1.76 |
| 36-45 | 15-25 | -1.87* | 0.290 | .000 | -2.44 | -1.30 |
| | 26-35 | -1.14* | 0.310 | .000 | -1.76 | -0.53 |
| | 36-45 | - | - | - | - | - |
| The error term is Mean Square (Error) = .410. | | | | | | |
| * The mean difference is significant at the .05 level. | | | | | | |

As stated earlier, to find exactly where the differences lie within the age group of respondents, a multiple comparisons (Post hoc test) of overall shopping experience within the different age group of respondents is done and the results are presented in Table VI. Observing the results in Table VI, it can be concluded that there is a significant difference in the perception of overall shopping experience among all the age group of women who make apparel purchases.

This means that the young and older women belonging to different age groups exhibit a different satisfaction on their apparel purchase experience. The differences in the experience could be because the young women evaluate shops with a different set of criterion from the older women.

For example Tongren (1988) has compiled the shopping preferences of mature consumers and list the following factors such as their emphasis on enjoyment; liking for personalised style; have lower price consciousness; have higher fashion consciousness, have lower brand loyalty; go for less frequent shopping, and have an aversion to features designed especially for the elderly. Age was identified as an important dimension in fashion clothing (Auty and Elliott, 1998; O’Cass, 2000).

Goldsmith, Moore, & Beaudoin (1999) and O’Cass (2004) in their research have shown that women consider themselves innovative regarding fashion, and that the degree of innovation is related to age. Mature women customers are less likely than young consumers to adopt

new fashions (Ming Law, Zhang, & Leung (2004), although fashion involvement for all age group women tend to be triggered by a high motivation to be acceptable into a particular group considered important to them and to avoid the wrong cues sent to those in that group (Auty and Elliott, 1998).

Dwek (1998) observes that today’s teenagers have more money and have more economic clout than the consumer of previous generation. Also young girls pay more attention to style and will search for cheaper versions of the precise designer clothes on their minds (Child Wise Insights, 2003). For young girls, the irresistible compulsion to be accepted by their peers has driven a strong sense of brand affinity for these young girls (Lawrence, 2003).

Results presented in Table V also show that there is a significant difference between the Employed, Housewife and Students on their opinion their overall shopping experience of apparels. Here too in order to find exactly where the differences lie within the different occupation of the respondents, a post hoc test is done on perception of overall shopping experience and the results of the same is presented in Table VII.

Looking into the results it can be seen that there is significant difference on the perception of satisfaction on shopping experience between the students – house wives and students – employed but not significant difference between employed – house wives.

TABLE VII MULTIPLE COMPARISONS WITH OVERALL SHOPPING EXPERIENCE AND THE DIFFERENT OCCUPATION OF RESPONDENTS

| Post hoc test used: LSD | | | | | | |
|--|----------------|-----------------------|------------|-------|-------------------------|-------------|
| (I) Occupation | (J) Occupation | Mean Difference (I-J) | Std. Error | Sig. | 95% Confidence Interval | |
| | | | | | Lower Bound | Upper Bound |
| Employed | Employed | - | - | - | - | - |
| | Housewife | 0.28 | 0.191 | 0.147 | -0.10 | 0.65 |
| | Student | -0.23* | 0.113 | 0.042 | -0.45 | -0.01 |
| Housewife | Employed | -0.28 | 0.191 | 0.147 | -0.65 | 0.10 |
| | Housewife | - | - | - | - | - |
| | Student | -0.51* | 0.175 | 0.004 | -0.85 | -0.16 |
| Student | Employed | 0.23* | 0.113 | 0.042 | 0.01 | 0.45 |
| | Housewife | 0.51* | 0.175 | 0.004 | 0.16 | 0.85 |
| | Student | - | - | - | - | - |
| The error term is Mean Square (Error) = .516. | | | | | | |
| * The mean difference is significant at the .05 level. | | | | | | |

While examining the results of the Table VII, it can be perceived that there is significant difference on the perception of overall shopping experience among employed women and students. Also the same phenomenon is observed between the students and house wives. However there is no significant difference on the overall shopping experience between house wives and employed women. Both these women groups have the same feelings.

Employed women’s apparel consumption patterns are different from non-employed women. Employed women place greater importance on timesaving, convenience, place greater emphasis on fashion, takes significant interest in dress’s pleasing qualities and its suitability for work, and spends more money on clothing (Jacob, Shipp, & Brown, 1989; Shim & Drake, 1988). Further, brand name is

perceived by employed women to be more important while purchasing apparel than non-employed women (Cassill, 1990). Professional women may be different from non-professional women. Many professional women consider their dress to be significantly affecting their success within their work place (Douglas, 1985). Cassill & Drake (1987) found that women’s employment alignment has a significant influence on their lifestyles and clothing selection norms.

One of the predictors considered apart from the above mentioned (Table V) was marital status. Since there are only two groups here (married and unmarried), an independent samples ‘t’ test is carried out to find if there is a significant difference on their overall shopping experience among those two groups, and the results are shown in Table VIII.

TABLE VIII INDEPENDENT SAMPLES TEST FOR MARITAL STATUS OF RESPONDENTS

| | Levene's Test for Equality of Variances | | t-test for Equality of Means | | | | | | |
|-----------------------------|---|------|------------------------------|--------|------------------|-----------------|-----------------------|---|--------|
| | F | Sig. | t | df | Sig. (2- tailed) | Mean Difference | Std. Error Difference | 95% Confidence Interval of the Difference | |
| | | | | | | | | Lower | Upper |
| Equal variances assumed | 29.301 | .000 | -5.320 | 219 | .000 | -0.780 | 0.147 | -1.070 | -0.491 |
| Equal variances not assumed | - | - | -3.394 | 25.853 | .002 | -0.780 | 0.230 | -1.253 | -0.308 |

Observing the results from the independent samples ‘t’ test exhibited in Table VIII, the asymptotic significance is less than 0.05 (p < 0.05) thus we reject the null hypothesis, accept the alternative and conclude that in fact there is a significant difference in the overall shopping experience among the married and unmarried women. This could be because of the fact that married women may be constrained by availability of time to make a relaxed shopping since they may have to rush back home to take care of their families, while unmarried women do not have this limitation

and spend a lot more time on their shopping and this could contribute to the feeling of better overall shopping experience among unmarried women and the opposite feeling among married women.

VI. CONCLUSION

Marketers need to find the right target audience to position their products. Hitting on the right demography and the right perceptual aspects will go a long way in their targeting

strategies. This study considered certain demographical aspects such as age of respondents, education level, occupation, frequency of purchase and perceptual aspects such as Perceived store atmosphere, Perceived brand image that may influence the overall shopping experience of women apparel buyers. It was found from the analysis that there could be a significant difference in the satisfaction among different age groups of women on the overall shopping experience of apparels buying and it was also found that there could be a significant difference on shopping experience among women in different professions. A post hoc test revealed that the difference in opinion lie in all the age bands considered namely 15-25 years, 26-35 years and 36-45 years. As far as the employment of respondents is concerned, there is significant difference on the perception of overall shopping experience among students compared to both employed women and house wives. However there is no significant difference between house wives and employed women. Both these women groups have the same feelings.

It was also found that there was no significant difference in the overall shopping experience of apparel among women based on their education level, perceived store atmosphere, perceived brand image, and frequency of purchase. Previous researches also have similar findings. Martin (1976) found no differences between younger and older consumers' shopping enjoyment and fashion interest. In a study on shopping perspectives of elderly consumers, Lumpkin, Greenberg, & Gold stucker (1985) found that elderly women who were socially active enjoyed shopping for clothing, tended to be fashion trendsetters, and showed strong interest in fashion. Several researchers have established that older women consumers use apparel shopping for social, leisure, and physical activities (Duncan, Travis, & McAuley, 1995; Kowinski, 1985; Lumpkin & Greenberg, 1982; Mason & Smith, 1974). Mason & Smith (1974) in their research have found that older consumers travelled with friends or relatives for shopping. Lumpkin & Greenberg (1982) had observed that elderly consumers enjoyed interacting with apparel store personnel. In a study among elderly on their shopping orientations, Lumpkin, Greenberg, & Gold stucker (1985) found that older elderly women consumers were recreational shoppers who were interested in spending time shopping and treated shopping as a social activity.

From the marketing perspective it can be suggested that apparel manufacturers and retailers could concentrate their monies on students who fall in the age group of 15-25 years. From the research it is clear that this demography has lot of autonomy in the apparel buying and in fact spends a lot of time and money on apparel. As previous research suggests, apparel purchase is a high involvement process for youngsters as dressing forms an important part of themselves as it improves their self-esteem helps them gain social appreciation (Creekmore, 1980). Youngsters are also brand consciousness, and fashion consciousness and go for recreational and hedonistic. They are also shopping

consciousness, price and value consciousness (Sprotles & Kendall, 1986). Thus concentrating the marketing on this segment will be more fruitful. The findings of this research can be strategically implemented into apparel marketing scheme by apparel manufacturers and retailers.

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