

## FACTORS AFFECTING PURCHASE DECISION OF MEN'S SHIRTS IN SHOWROOMS - A STUDY



**Dr.E.T.Evangeline**

*Assistant Professor, Department of Management Studies*

*Vel Tech High Tech Dr.Rangarajan Dr.Sakunthala Engineering College, Chennai*

### **Abstract**

*Apparel is a highly symbolic product category due to its high visibility. Individuals will often make assumptions about a person's self-concept simply on the basis of his/her clothing (Soloman & Rabolt, 1999). Factors influencing the purchase decision of men on shirts are changing one. A number of people visit the showroom with different factors in mind. Most of the youth are not giving much importance to any specific factor. An attempt is made in this study*

*to assess the important factors influencing the purchase decision of mens' shirts in showrooms. This study aims at addressing the factors affecting purchase decision of Chennai consumers and to investigate the factors directing consumers' decision making towards apparels.*

**Keywords:** *Purchasing Decision, Influencing Factors, Apparel selection.*

### **Introduction to the Study**

From secondary data, it is seen that the overall size of textile and apparel industry, including the domestic market and exports, is currently estimated at Rs. 327000 crore (US \$ 70 bn). It is pegged to grow at Rs. 1032000 crore (US \$ 220 bn) by 2020, with a CAGR of 11%. As per the latest report by Technopak, Indian Textile & Apparel Compendium 2010, the Indian domestic textile and apparel market size in 2009 was Rs. 218570 crore (US \$ 47bn) and is expected to grow at the rate of 11% CAGR to reach Rs. 656000 crore (US \$ 140 bn) by 2020. India has witnessed a frantic pace of retail development over the past five years. Goldman Sachs has estimated that the Indian economic growth could actually exceed that of China by 2015. It is believed that the country has potential to deliver the faster growth over the next 50 years. There is increased sophistication in the shopping pattern of customers, which has resulted in the emergence of big retail chains in most metros; mini metros and towns being the next target. Customer taste and preferences are changing, leading to radical transformation in life style and spending patterns, which in turn is giving rise to new business opportunities. The generic growth is likely to be driven by changing life styles and by strong surge in income, which in turn will be supported by favorable demographic patterns. Now- a- days the branded shirts are increasingly used by men. When they select their shirt in the showrooms, the buying decisions of the respondents are influenced by different factors. The increases in demand for consumer goods have boosted the sale of branded mens' wear. Keeping this in view research is carried out to know about the factors influencing purchase decision of men consumer with regard to shirts.

### **Review of Literature**

Dr. A.Lalitha, Dr.J.Ravikumar & K.Padmavalli (2008) made a study entitled "Brand Preference of Mens' wear". Scope of the study focuses on the brand preference regarding shirts and pants of select consumers living in twin cities of Hyderabad and Secunderabad. It is confined to the customers visiting the select showrooms in Hyderabad and Secunderabad. The objectives of this

study were to know the reason why customers prefer branded shirts and pants to unbranded ones, to find out the influence of advertisement for branded clothing for the purchase behaviour of the respondent and to know the factors influencing customers while choosing branded shirts or pants.

Dr.Ritu Narang (2006) in a study entitled “A Study on Branded Mens’ wear”, was taken up in the city of Lucknow with an intention to explore the purchase behavior of the buyers of branded mens’ wear. The objectives of this research are to study the purchase behaviour of the buyers of branded mens’ garments, to study the impact of advertising on the purchase decision of buyers, to study the impact of promotional activities on purchase behaviour of buyers. The research type was exploratory as it was conducted to develop a concept about the purchasing behaviour of buyers of branded mens’ garments and the impact of advertising on their purchase decision.

Dr.S.V.Pathak and Aditya P.Tripathi (2009) made a study entitled “Customer Shopping Behaviour Among Modern Retail Formats: A Study of Delhi”. The Study is an exploratory research conducted in Delhi. It specifically focuses on customer shopping behaviour in Indian scenario among the modern retail formats. Objectives of the study are to find out the factors that affect the buyer's decisions among the modern retail formats and to evaluate the comparative strength of these factors in buying decision of the buyers.

### **Objective of the Study**

The objective of this study is to find out the important factors influencing purchase decision of a customer choosing shirts.

### **Methodology and Tools of Analysis**

This study has been undertaken with the objective of assessing the buying behavior in respect of mens’ shirts in showrooms. For the purpose of assessing the level of satisfaction, primary data have been collected from respondents and secondary data have been collected from books, magazines and websites. A sample of 120 respondents was surveyed using questionnaire.

Factor analysis has been carried out to find important factors behind the purchase of shirts. They are durability, material of shirt, design of shirt, colour of shirt, thickness, brand name, show room reputation, occasions and festivals, advertisement, discount offered. Overall scores have been calculated for three specific factors with viz, physical factor, image factor, promotion factor.

### **Factor Analysis**

A group of 120 respondents were surveyed to find out the important influences on their purchases of shirts. A questionnaire was administered to rate the following factors on a scale of 1 to 100 to indicate their importance in making their shirt selection.

1. Durability of the shirt
2. Material (Cotton, Polyester, etc.)
3. Type of printed design
4. Advertisement shown in media
5. Color of shirt
6. The brand name of the shirt
7. Discount offered
8. The ambience of the show room
9. Special festival or occasions
10. Thickness of the material

The responses obtained in respect of these factors with reference to shirt of their choice have been factor analysed and tabulated.

| KMO and Bartlett's Test                          |                    |        |
|--|--------------------|--------|
| Kaiser-Meyer-Olkin Measure of Sampling Adequacy. |                    | .605   |
| Bartlett's Test of Sphericity                    | Approx. Chi-Square | 90.367 |
|  | Df                 | 45     |
|  | Sig.               | .000   |

The significance (0.000) is less than the assumed value (0.05) to agree with Bartlett's test that the factor analysis is valid.

Next we look at KMO coefficient (.605). The value is more than 0.5. So this implies that the factor analysis for data reduction is effective.

#### Total Variance Explained

| Component | Initial Eigenvalues |               |              | Extraction Sums of Squared Loadings |               |              | Rotation Sums of Squared Loadings |               |              |
|-----------|---------------------|---------------|--------------|-------------------------------------|---------------|--------------|-----------------------------------|---------------|--------------|
|           | Total               | % of Variance | Cumulative % | Total                               | % of Variance | Cumulative % | Total                             | % of Variance | Cumulative % |
| 1         | 3.771               | 37.713        | 37.713       | 3.771                               | 37.713        | 37.713       | 3.520                             | 35.198        | 35.198       |
| 2         | 2.022               | 20.219        | 57.933       | 2.022                               | 20.219        | 57.933       | 2.026                             | 20.259        | 55.457       |
| 3         | 1.579               | 15.794        | 73.727       | 1.579                               | 15.794        | 73.727       | 1.827                             | 18.270        | 73.727       |
| 4         | .799                | 7.986         | 81.713       |                                     |               |              |                                   |               |              |
| 5         | .529                | 5.292         | 87.005       |                                     |               |              |                                   |               |              |
| 6         | .471                | 4.711         | 91.716       |                                     |               |              |                                   |               |              |
| 7         | .376                | 3.760         | 95.476       |                                     |               |              |                                   |               |              |
| 8         | .249                | 2.493         | 97.969       |                                     |               |              |                                   |               |              |
| 9         | .118                | 1.176         | 99.145       |                                     |               |              |                                   |               |              |
| 10        | .086                | .855          | 100.000      |                                     |               |              |                                   |               |              |

Extraction Method: Principal Component Analysis.

Next we look at Eigen values. It is seen that only three factors have Eigen values over 1. So our result has 3 factors. We can also use the Scree Plot. In this case, the Scree starts with 4<sup>th</sup> factor, so we assume three factors (selected using Eigen values) shows a very accurate factor analysis.

Next we look at the rotated component matrix and from this matrix we identify the constituents.

The constituents are

Factor 1

- (a) Durability
- (b) Material of shirt
- (c) Design on shirt
- (d) Color of shirt
- (e) Thickness

Factor 2

- (a) Brand Name
- (b) Show room reputation
- (c) Occasions & festivals

Factor 3

- (a) Advertisement
- (b) Discount offered

From the constituent variables, we can rename factors as follows.

Factor 1 - Physical factor

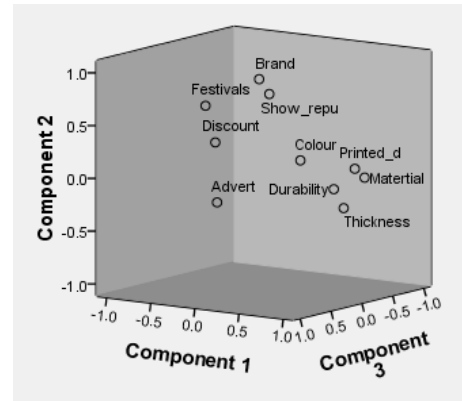
Factor 2 - Image factor

Factor 3 - Promotion factor

**Rotated Component Matrix<sup>a</sup>**

|   | Component |       |       |
|---|-----------|-------|-------|
|   | 1         | 2     | 3     |
| Durability  | .857      | -.051 | .089  |
| Matertial   | .743      | -.049 | -.573 |
| Printed_d   | .743      | .058  | -.415 |
| Advert  | -.011     | -.171 | .737  |
| Colour  | .695      | .250  | .398  |
| Brand   | -.205     | .839  | -.221 |
| Discount  | -.052     | .390  | .708  |
| Show_repu   | .224      | .807  | .229  |
| Festivals   | -.580     | .598  | .113  |
| Thickness   | .876      | -.248 | -.045 |
| Extraction Method: Principal Component Analysis.<br>Rotation Method: Varimax with Kaiser Normalization. |           |       |       |
| a. Rotation converged in 6 iterations.  |           |       |       |

**Component Plot in Rotated Space**



| Component Transformation Matrix   |       |       |       |
|---|-------|-------|-------|
| Component   | 1     | 2     | 3     |
| 1   | .926  | -.280 | -.254 |
| 2   | .373  | .788  | .490  |
| 3   | -.063 | .548  | -.834 |
| Extraction Method: Principal Component Analysis.<br>Rotation Method: Varimax with Kaiser Normalization. |       |       |       |

## Results and Conclusion

The process of purchase decision is a purposeful action plan of selecting a specific shirt from among the wide range of shirts available. The criterion that guide is matching the expectations of customer with what the shirt could offer.

Three important factors relating to the shirt have been considered in this study as factors ultimately attracting the consumer towards the purchasing of shirts and they are □Physical factor, □Image factor, □Promotion factor. Physical factor, is the most preferred and possesses a high degree of positive attributes. In Purchase decision by customers, it occupies the first position. Image and Promotion factors are securing successive factor position respectively. The factor scores lead to the conclusion that physical factor have a slight edge over the other factors of purchase decision in showrooms.

## Limitations of the Study

The study is subject to the following limitations: The study covers respondents in Chennai city only. The consumers purchase decision may not be same in other towns and cities because of difference in preference, life style and buying patterns. As the sample size being limited, the conclusion may not be wholly applicable to the total market.

## References

1. Biplab S. Bose, Hand Book of Marketing Management, Himalaya Publishing House, Bombay, 1998, 1st Edition.
2. Jaishri N. Jethwaney, Advertising, Phoenix Publishing House, New Delhi, 1999, 1st Edition.

3. Kamalaveni. D., S. Kalaiselvi and S. Rajalakshmi, "Brand Loyalty of Women consumers with respect to FMCGs", Indian Journal of Marketing, Volume-38, No. 9, Sept 2008, PP. 44-50.
4. Kazmi. S.H.H., Advertising and Sale Promotion, Excel Books, New Delhi, 2001, 1st Edition.
5. Lalitha.A., J. Ravikumar and K. Padmavali, "Brand preference of Men Wear", Indian Journal of Marketing, Volume. 38, No. 10, Oct 2008, pp.33-36
6. Mathur. V.C., Advertising Management, New Age International Publishers, New Delhi, 2002.
7. Pathak. S.V. and Aditya P. Tripathi., "Consumer shopping behaviour among Modern RetailFormats: A Study of Delhi & NCR", Indian Journal of Marketing, Volume 39, No. 2, Feb 2009, PP. 3-12.
8. Ritu Narang, "A Study on Branded Men Wear", Indian Journal of Marketing, Volume 36, No.11, Nov. 2006, PP. 3-9
9. Sherlaker. S.A., Marketing Management, Himalaya Publishing House, Bombay, 1995-96, 1<sup>st</sup> Edition.- Journal of Arts Science & Commerce ISSN 2229-4686
10. International Refereed Research Journal [www. researchersworld. com](http://www.researchersworld.com) Vol.- I, Issue-1,October 2010 113
11. Sumathi. S., Marketing Research and Consumer Behaviour, Vikas Publishing House, 2003, 1st Edition.