

# FACTORS DRIVING READY TO WEAR GARMENTS PURCHASES AT ERODE TOWN

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**Abstract :** The aim of the study is to determine the factors that induce buying ready to wear garments around Erode Town. The internal and external factors considered for the study were personal factors, economic factors, promotional factors and situational factors. The respondents were randomly selected from the customers in the textile malls at Erode. A structured questionnaire was framed to collect the opinion of the respondents. The questionnaire consists of personal profile of the customers and questions regarding the factors taken for the study. The collected responses were analyzed with statistical tools such as descriptive statistics, ANOVA, regression and chi square test. The income and promotional factors have strong influence over the impulse buying of the customers. Other factors such as personal factors, situational factors, and store environment have minimum impact over the impulse buying of the customers. Based on the study suggestions were given to the textile showrooms regarding the improvement of the promotional factors.

**IndexTerms - Impulse Buying, Personal Factors, Store Environment, Promotional Factors, Situational Factors.**

## INTRODUCTION

Based on the emotions, attitudes and one's own feeling initiate an individual to purchase a product or service in an unplanned manner is termed as impulse purchase or unplanned purchase or impulse buying. Always the impulse buying is done without any prior plan and depends on the moment of purchase of the product. The impulse buying may be due to the inner feelings of the customer or the inner emotions may be triggered by the advertisement, offers or any other services offered by the company or shopping malls.

This kind of buying cannot be categorized for a particular product and common to purchasing activity of the individual and impulse buying is a common practice in the ready to wear garments. Common ready to wear products comes under impulse buying are kid's items, men's wear, ladies' garments, other apparels. Generally, the shop keepers try to tap the customers based on impulse buying and try to boost the sales. During the festival seasons, yearend sales the shops try to boost the sales through offers and thereby stimulate the feelings of the customers to purchase the products.

As an impulse buyer the customer frequently forgets the necessity of the product and purchases the product based on the offers, suggestions and sometimes even as a status symbol holding of the product. This paper review on the Personal Factors, Store Environment, Promotional Factors, Situational Factors of impulse buying and the positive, negative aspects of impulse purchase and provide certain suggestions to improve the customer purchase towards impulse buying behavior.

## OBJECTIVES OF THE STUDY.

- To study the factors promoting impulse buying on ready to wear garments
- To analyze the personal factors that influences the impulse buying of the customers
- To know about the economic factors, promotional factors, situational factors motivating the buying behavior of the customer
- To provide suggestions for improving the customer satisfaction towards impulse buying

## RESEARCH METHODOLOGY

### 3.1 Population and Sample

The target population for the study was the customers visiting the textile showrooms in Erode. The sample size for the study is 100 respondents visiting the textile showrooms in Erode

### 3.2 Data and Sources of Data

Primary data has been used for the study with respondents randomly selected from the shopping malls while visiting them

### 3.3 Theoretical framework

#### Hypothesis for the study

- There is no significance relationship between the Income and the promotional factors by the textile showroom
- There is no significance relationship between the Income and the situational factors
- There is no significance relationship between the Age and the Store Environment
- There is no significance relationship between the Age and the personal factors of the customers

### 3.4 Data Analysis and Interpretation Simple Percentage Analysis

Sl. No.	Gender	Frequency	Percentage
1.	Male	51	51.0
2.	Female	49	49.0
Age		Frequency	Percentage
1.	<25	28	28.0
2.	25-35	52	52.0
3.	23-45	10	10.0
4.	>45	10	10.0
Educational Qualification		Frequency	Percentage
1.	PG	31	31.0
2.	UG	25	25.0
3.	School	21	21.0
4.	Others	23	23.0
Occupation		Frequency	Percentage
1.	Government	25	25.0
2.	Private	32	32.0
3.	Business	6	6.0
4.	Others	37	37.0
Income		Frequency	Percentage
1.	<20,000	41	41.0
2.	20,000-40,000	37	37.0
3.	40,000-60,000	4	4.0
4.	>60,000	18	18.0
Marital Status		Frequency	Percentage
1.	Single	28	28.0
2.	Married	30	30.0
3.	Divorce	21	21.0
4.	Others	21	21.0
Family Type		Frequency	Percentage
1.	joint family	24	24.0
2.	nuclear family	28	28.0
3.	Bachelor	27	27.0
4.	Others	21	21.0
Frequency of Shopping		Frequency	Percentage
1.	Monthly	23	23.0
2.	Weekly	21	21.0
3.	Seasonally	34	34.0
4.	Occasionally	22	22.0
Shopping Budget		Frequency	Percentage
1.	<5000	26	26.0
2.	5000-10,000	31	31.0
3.	10,000-15,000	22	22.0
4.	>15,000	21	21.0

#### Interpretation

##### Gender

The frequency table shows the gender of the respondent. Out of 100 respondents, 51 were male and 49 were female. So the both gender have given equal importance for the study.

**Age**

The frequency table shows the age of the respondent. Out of 100 respondents, 28 were below the age of 25, 52 were between the age of 25 to 35, 10 were between 35 to 45 and the remaining 10 were above 45. So majority of the respondents were in between 25 to 35 of middle age group.

**Educational Qualification**

The frequency table shows the educational qualification of the respondent. Out of 100 respondents, 31 were Post Graduates, 25 were Under Graduates, 21 were completed school level and the remaining 23 belonged to other category. So majority of the respondents have completed their post- graduation.

**Occupation**

The frequency table shows the Occupation of the respondent. Out of 100 respondents, 25 were Government Employees, 32 were Private Employees, 6 were doing business and the remaining 37 were belongs to other occupation. So majority of the respondents belongs to other occupations.

**Income**

The frequency table shows the Income level of the respondent. Out of 100 respondents, 41 were earning below 20,000, 37 were earning 20,000 to 40,000, 4 were earning 40,000 to 60,000 and the remaining 18 were earning above 60,000. So majority of the respondents belongs to below 20,000 earning category.

**Marital Status**

The frequency table shows the marital status of the respondent. Out of 100 respondents, 28 were single, 30 were married, 21 were divorced and the remaining 21 were other. So majority of the respondents belongs to married category.

**Family Type**

The frequency table shows the family type of the respondent. Out of 100 respondents, 24 were joint family, 28 were nuclear family, 27 were bachelor and the remaining 21 were other. So majority of the respondents belongs to nuclear family.

**Frequency of Shopping**

The frequency table shows the frequency of shopping of the respondent. Out of 100 respondents, 23 do shopping monthly, 21 do shopping weekly, 34 do shopping seasonally and the remaining 22 do shopping occasionally. So majority of the respondents belongs seasonal buyers.

**Shopping Budget**

The frequency table shows the shopping budget of the respondent. Out of 100 respondents, 26 respondents shopping budget was below 5,000, 31 respondents budget was between 5000 and 10,000, 22 respondents budget was between 10,000 to 15,000 and the remaining 21 was above 15,000. So majority of the respondent's budget was between 10,000 and 15,000 of middle age group.

**Descriptive Statistics**

<b>Store Environment</b>	<b>Mean</b>	<b>Std. Deviation</b>
Ambience of the store is good for purchase	3.71	1.258
Store timings supports shopping	4.30	.689
Shop infrastructure is good for shopping	3.34	1.458
Window display creates curiosity in shopping	4.17	.985
Arrangement of materials is clear for shopping	3.67	1.311
Sign boards encourage the purchase	4.18	.914
Music creates pleasant in shopping	3.30	1.446
Sales person supports the purchase	4.18	.903
Safety measures are good	3.62	1.339
Parking facilities are good	4.26	.705
<b>Promotional Factors</b>	<b>Mean</b>	<b>Std. Deviation</b>
Shopping information is easily available	3.17	1.457
Purchase products based on discounts	4.10	.948
Purchase products based on coupons	3.99	1.124
e payment methods encourage convenient in shopping	4.27	.584
Buying based on celebrities	3.14	1.576
Credit purchase encourage my shopping	4.02	1.110
Freebies encourage my shopping	3.93	1.121
I prefer quantity than quality of product	4.20	.853
Expect offers during your auspicious days	3.27	1.503
I choose only branded dresses with discounts	4.11	1.100
<b>Situational Factors</b>	<b>Mean</b>	<b>Std. Deviation</b>
Store location encourages the frequency of shopping	4.07	.879
Starting of the month encourages shopping	3.14	1.544
My budget is not affected by monthly dress purchase	3.89	1.188
I do unplanned shopping in positive mode	3.86	1.172
My purchase is based on complementary items	4.05	.968
Prefer new shops for usual purchase	3.14	1.436
Prefer new dresses for daily uses	3.74	1.292
My emotions not affect my shopping	3.78	1.194
I prefer fashion oriented purchase	3.95	.989
Festival crowds won't affect my shopping	3.04	1.421
<b>Personal Factors</b>	<b>Mean</b>	<b>Std. Deviation</b>
Shopping is my passion	3.14	1.414
I am self centered in shopping	3.82	1.226
I do shopping spontaneously	3.57	1.358
I believe in fortunate factors (day & time) on purchasing	4.22	.980
I look for offers before shopping	3.36	1.446
Price is not a constraint for buying	3.79	1.258
I prepare budget before going for purchase	3.71	1.289
I purchase beyond my budget	4.21	.844
I make On the spot purchase decisions	3.31	1.447
My family, friends influence my purchase decisions	3.91	1.198

**Interpretation**

The descriptive statistics shows the mean and standard deviation of the store environment, situational factors, promotional factors and personal factors. The standard deviation for the test elements were minimum and the spread was also minimum. The minimum value and maximum value for most of the elements were similar. So the customers were influenced with the buying of readymade garments.

**ANOVA for age and store environment**

Null Hypothesis H0: There is no significant relationship between the Age of the respondent and the Store Environment

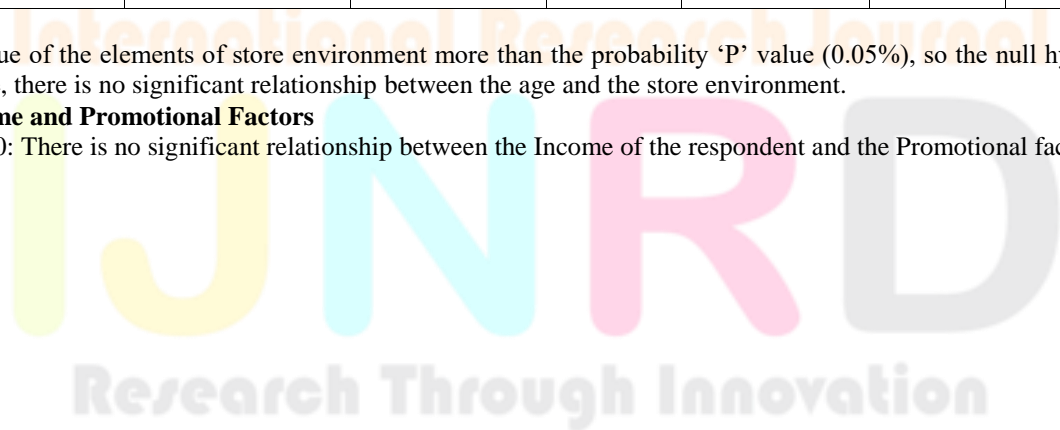
Store Environment		Sum of Squares	df	Mean Square	F	Sig.
Ambience of the store is good for purchase	Between Groups	.001	1	.001	.000	.983
	Within Groups	156.589	98	1.598		
	Total	156.590	99			
Store timings supports shopping	Between Groups	.018	1	.018	.037	.847
	Within Groups	46.982	98	.479		
	Total	47.000	99			
Shop infrastructure is good for shopping	Between Groups	.109	1	.109	.051	.822
	Within Groups	210.331	98	2.146		
	Total	210.440	99			
Window display creates curiosity in shopping	Between Groups	.701	1	.701	.720	.398
	Within Groups	95.409	98	.974		
	Total	96.110	99			
Arrangement of materials is clear for shopping	Between Groups	.378	1	.378	.218	.641
	Within Groups	169.732	98	1.732		
	Total	170.110	99			
Sign boards encourage the purchase	Between Groups	.206	1	.206	.245	.622
	Within Groups	82.554	98	.842		
	Total	82.760	99			
Music creates pleasant in shopping	Between Groups	1.050	1	1.050	.499	.481
	Within Groups	205.950	98	2.102		
	Total	207.000	99			
Sales person supports the purchase	Between Groups	.191	1	.191	.232	.631
	Within Groups	80.569	98	.822		
	Total	80.760	99			
Safety measures are good	Between Groups	1.068	1	1.068	.593	.443
	Within Groups	176.492	98	1.801		
	Total	177.560	99			
Parking facilities are good	Between Groups	.004	1	.004	.008	.930
	Within Groups	49.236	98	.502		
	Total	49.240	99			

**Interpretation**

The significant value of the elements of store environment more than the probability ‘P’ value (0.05%), so the null hypothesis is accepted and hence, there is no significant relationship between the age and the store environment.

**ANOVA for Income and Promotional Factors**

Null Hypothesis H0: There is no significant relationship between the Income of the respondent and the Promotional factors



Promotional Factors		Sum of Squares	df	Mean Square	F	Sig.
Shopping information is easily available	Between Groups	.003	1	.003	.001	.971
	Within Groups	210.107	98	2.144		
	Total	210.110	99			
Purchase products based on discounts	Between Groups	3.335	1	3.335	3.816	.054
	Within Groups	85.665	98	.874		
	Total	89.000	99			
Purchase products based on coupons	Between Groups	5.700	1	5.700	4.683	.033
	Within Groups	119.290	98	1.217		
	Total	124.990	99			
e payment methods encourage convenient in shopping	Between Groups	.103	1	.103	.300	.585
	Within Groups	33.607	98	.343		
	Total	33.710	99			
Buying based on celebrities	Between Groups	.042	1	.042	.017	.897
	Within Groups	245.998	98	2.510		
	Total	246.040	99			
Credit purchase encourage my shopping	Between Groups	5.406	1	5.406	4.546	.035
	Within Groups	116.554	98	1.189		
	Total	121.960	99			
Freebies encourage my shopping	Between Groups	4.054	1	4.054	3.298	.072
	Within Groups	120.456	98	1.229		
	Total	124.510	99			
I prefer quantity than quality of product	Between Groups	2.032	1	2.032	2.846	.095
	Within Groups	69.968	98	.714		
	Total	72.000	99			
Expect offers during your auspicious days	Between Groups	.016	1	.016	.007	.934
	Within Groups	223.694	98	2.283		
	Total	223.710	99			
I choose only branded dresses with discounts	Between Groups	3.947	1	3.947	3.339	.071
	Within Groups	115.843	98	1.182		
	Total	119.790	99			

**Interpretation**

The significant value of the elements of promotional factors such as Purchase products based on coupons, Credit purchase encourage my shopping is less than the probability ‘P’ value (0.05%), so the null hypothesis is rejected and hence, there is a significant relationship between the coupon purchase and credit purchase.

**Chi Square Test**

**a) Income vs promotional factors**

Promotional factors	Chi-square Value	df	Significance value	Status
Shopping information is easily available	31.261	12	.002	Reject H0
Purchase products based on discounts	25.929	12	.011	Reject H0
Purchase products based on coupons	33.279	12	.001	Reject H0
e payment methods encourage convenient in shopping	29.051	6	.000	Reject H0
Buying based on celebrities	22.897	12	.029	Reject H0
Credit purchase encourage my shopping	32.074	12	.001	Reject H0
Freebies encourage my shopping	28.933	12	.004	Reject H0
I prefer quantity than quality of product	33.648	12	.001	Reject H0
Expect offers during your auspicious days	21.780	12	.040	Reject H0
I choose only branded dresses with discounts	29.504	12	.003	Reject H0

**Interpretation**

Based on the analysis of ten statements of customer satisfaction in ready to wear garments, the significance values of all the statements were less than the probability ‘P’ value 0.05% and therefore reject the null hypothesis H0. Thus there is a significant relationship between income and the promotional factors. So the customers were satisfied with the promotional factors on impulse buying.

**b) Age vs store environment**

Store Environment	Chi-square Value	df	Significance value	Status
Ambience of the store is good for purchase	1.983	4	.739	Accept H0
Store timings supports shopping	1.729	3	.631	Accept H0
Shop infrastructure is good for shopping	2.414	4	.660	Accept H0
Window display creates curiosity in shopping	7.675	4	.104	Accept H0
Arrangement of materials is clear for shopping	2.715	4	.607	Accept H0
Sign boards encourage the purchase	2.674	4	.614	Accept H0
Music creates pleasant in shopping	3.213	4	.523	Accept H0
Sales person supports the purchase	6.195	4	.185	Accept H0
Safety measures are good	3.026	4	.553	Accept H0
Parking facilities are good	3.661	3	.300	Accept H0

**Interpretation**

Based on the analysis of ten statements of customer satisfaction in ready to wear garments, the significance values of all the statements more than the probability ‘P’ value 0.05% and therefore accept the null hypothesis H0. Thus there is no significant relationship between age and the store environment. So the customer’s satisfaction does not depend on the store environment on impulse buying.

**Results and Discussions**

**Findings**

- Both gender have given equal importance for the study.
- Majority of the respondents were between 25 and 35 of middle age group.
- Majority of the respondents were completed their post-graduation.
- Majority of the respondents belongs to other occupations.
- Majority of the respondents belongs to below 20,000 earning category.
- Majority of the respondents belongs to married category.
- Majority of the respondents belongs to nuclear family.
- Majority of the respondents belongs seasonal buyers.
- Majority of the respondent’s budget was between Rs 10,000 to Rs. 15,000 of middle age group.
- The standard deviation of the factors store environment, situational factors, promotional factors and personal factors were minimum and the spread was also minimum. So the customers were satisfied with the buying of readymade garments.
- There is no significant relationship between the age and the store environment.
- The significant value of the elements of promotional factors such as Purchase products based on coupons, Credit purchase encourage me. This shows that people buy based on coupons and promotional factors
- There is a significant relationship between income and the promotional factors. So the customers were satisfied with the promotional factors on impulse buying.
- There is no significant relationship between age and the store environment. So the customer’s satisfaction does not depend on the store environment on impulse buying.

**Suggestions**

It is suggested that the shop keepers must improve the promotional activities to improve the sales. Also the customer’s requirement should be considered to have better customer purchase experience on impulse buying. The sales person should be properly trained to explain the offers, discounts, coupons and other promotional activities. Credit purchase promotes the impulse buying, but it should not affect the sales turnover of the shops. So the retailer should prefer the suitable promotional methods.

**Conclusion**

Impulse buying is one of the critical subjects to analyze in the field of retail business. The customer without any intention purchases the product. In the future they consider the product is waste of money. So to promote the impulse buying and also the customer satisfaction the study revealed factors influence the customer on impulse buying at Erode. Major factors considered for the study were the personal factors, store environment, promotional factors and economic factors. Promotional factors have strong influence over the impulse buying and the customer purchase level. Store environment, personal factors, economic factors have less impact over the impulse buying. Among the promotional factors elements like free coupons and credit purchase promotes the customer purchase. Customers often avoid garments which need alterations or unavailable on demand as they are mostly ready to pay more on the quality and comfort. So the sellers must concentrate on the promotional factors to improve the customer satisfaction.

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