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# *Appendix*

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## **APPENDIX**

### **IMPULSIVE BUYING BEHAVIOR AND CUSTOMER SATISFACTION OF SELECT BRANDED RAIMENT**

#### **I. PERSONAL FACTORS:**

##### 1.1 Age :

- a) Less than 20    b) 21 – 30 years    c) 31 – 40 years
- d) 41 - 50 years            e) 50 years and above

##### 1.2 Education qualification

- a) No formal education    b) School level    c) Graduate
- d) Post Graduate            e) Professional

##### 1.3 Occupation

- a) Students            b) Govt employee    c) Private employee
- d) Businessman        e) Professionalist    f) Others

##### 1.4 Marital status

- a) Married    b) Unmarried

##### 1.5 Family monthly income.

- a) Less than Rs.25,000    b) 25,000 – 50,000
- c) 50,000 – 75,000    d) Above 75,000

##### 1.6 Location of residency

- a) Urban    b) Semi-urban            c) Rural

#### **II. PURCHASE BEHAVIOUR TOWARDS BRANDED RAIMENT:**

##### 2.1 Frequency of purchase

- a) Once in a week            b) Once a month            c) Once in every 3 months
- d) Once in every 6 months

2.2 Source of information about brand:

- a) Friends and relatives      b) Advertisement      c) Showrooms/shops
- d) Television and radio      d) Pamphlets

2.3 Time of purchase:

- a) Festival      b) Discount      c) Function
- d) Regular      e) Others

2.4 Persons finalizing selection of shirts:

- a) Self      b) Friends
- c) Family members      d) Salesman in showroom

2.5 Place of purchase:

- a) Showroom      b) Factory outlet      c) Shopping malls
- d) Wholesale shop      e) Retail shop

**III. PREFERENCE TOWARDS BRANDED RAIMENT:**

3.1 What is your level of preference of branded raiment

S. No.	Brand Name	Strongly Preferred	Moderately Preferred	Not Preferred	Not Highly Preferred	Strongly Not Preferred
1	Allen solly					
2	Arrow					
3	Parx					
4	John player					
5	Raymond					
6	Black berry					
7	Louis philippe					
8	Peter England					
9	Van heusen					
10	Park avenue					
11	Classic polo					
12	Indian terrain					
13	Basics					
14	Zero					

3.2 Rank the types of raiment preferred while purchasing

<b>S. No.</b>	<b>Types of Raiment</b>	<b>Rank</b>
1	Casual wear	
2	Formal wear	
3	Ethnic wear	
4	Occasional/party wear	
5	Sports wear	

3.3 State the factors considered before preferring branded raiment

<b>S. No.</b>	<b>Factors</b>	<b>Always</b>	<b>Sometimes</b>	<b>Never</b>
1	Colour combination			
2	Comfort			
3	Design/print			
4	Easy of care			
5	Fibre content			
6	Low price			
7	Popular/trend			
8	Quality			
9	Readily available			
10	Wide range of varieties			

#### **IV. SELECTION OF BRAND:**

4.1 Rank the most preferred brand while making impulsive buying

<b>S. No.</b>	<b>Brand Name</b>	<b>Rank</b>
1	Allen solly	
2	Arrow	
3	Parx	
4	John player	
5	Raymond	

<b>S. No.</b>	<b>Brand Name</b>	<b>Rank</b>
6	Black berry	
7	Louis philippe	
8	Peter England	
9	Van heusen	
10	Park avenue	
11	Classic polo	
12	Indian terrain	
13	Basics	
14	Zero	

4.2 Choose the fashion accessories which influence to go for brand raiment

- a) Tie      b) Footwear      c) Wallets      d) Jewellery ( cufflink tie pin)  
e) Belts      f) Socks      g) Handkerchief

4.3 Indicate the factors that influence you to shop in particular showrooms/outlets

<b>S. No.</b>	<b>Factors</b>	<b>Strongly Agree</b>	<b>Agree</b>	<b>Neutral</b>	<b>Disagree</b>	<b>Strongly Disagree</b>
1	Nearer to home					
2	Nearer to work					
3	Availability of raiment					
4	Reasonable price					
5	Family purchase from that shop					
6	Wide range of varieties					
7	Prompt service					
8	Extension of credit					
9	Offers and Discount					
10	Developed ambiance of store					

<b>S. No.</b>	<b>Factors</b>	<b>Strongly Agree</b>	<b>Agree</b>	<b>Neutral</b>	<b>Disagree</b>	<b>Strongly Disagree</b>
11	Guaranteed quality of raiment					
12	Salesman approach					
13	Availability of multiple size					
14	Established relation with sales person					
15	Availability of exchange facilities					
16	Advantages of membership cards					

## **V. IMPULSIVE BUYING BEHAVIOR**

### 5.1 State the factors influencing impulsive buying behavior

<b>S. No.</b>	<b>Factors</b>	<b>Strongly Agree</b>	<b>Agree</b>	<b>Neutral</b>	<b>Disagree</b>	<b>Strongly Disagree</b>
1	Brand name					
2	Raiment varieties					
3	Quality					
4	Price					
5	Style and fit					
6	Comfort to wear					
7	Selfimage and status symbol					
8	Availability of raiment					
9	Offers and discount					
10	Range of colours and design					
11	Frequent advertisement					
12	Attractiveness of advertisement					
13	Uniqueness					
14	Easy to wash and handle					

## 5.2 Consumers satisfaction on various elements of purchasing behaviour

S. No.	Factors	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
I.	<b>INFORMATION GATHERING</b>					
1	Always collecting information about recent selling brands and design					
2	Collecting information about price at different places					
3	Looking for the variety of raiment					
4	Discussing with friends and colleagues about quality of raiment					
5	Comparing the quality in proportionate to the price					
II.	<b>SHOPPING BEHAVIOUR</b>					
1	Shopping with different brands					
2	It is fun to buy new raiment					
3	Buying raiment is a pleasant activity					
4	Shopping branded raiment gives more happiness					
III.	<b>BRAND BEHAVIOUR</b>					
1	Always purchasing raiment from reputed international brands					
2	Sticking on to the same brand					
3	Always purchasing more expensive brand					
4	The brand purchased possess reasonable price					

<b>S. No.</b>	<b>Factors</b>	<b>Strongly Agree</b>	<b>Agree</b>	<b>Neutral</b>	<b>Disagree</b>	<b>Strongly Disagree</b>
5	Brand which is purchased regularly possess trendy style					
6	Brand possess special qualities					
<b>IV.</b>	<b>QUALITY</b>					
	Casual wear with the best quality are usually my choice					
	While buying raiment , I try to get the best or perfect choice					
	Buying the raiment with much thought and care					

## **VI. PURCHASE DECISION**

6.1 Whether you will change the purchase decision due to the following factors

<b>S. No.</b>	<b>Variables</b>	<b>Very High</b>	<b>High</b>	<b>Neutral</b>	<b>Low</b>	<b>Very Low</b>
1	Confusion due to too many brands					
2	Worthiness for money value					
3	Amount of money spend on purchase					
4	Purchase through single payment/credit purchase					
5	Raiment is evaluated with proportionate price					
6	Offers and discounts					
7	Gift vouchers					
8	Fashion /design					
9	Uniqueness					



<b>S. No.</b>	<b>Variables</b>	<b>Very High</b>	<b>High</b>	<b>Neutral</b>	<b>Low</b>	<b>Very Low</b>
10	Colour and fit					
11	Quality and style					
12	Good salesmanship					

6.2 State whether sales promotion techniques influence impulsive buying

<b>S. No.</b>	<b>Sales Promotion Techniques</b>	<b>Always</b>	<b>Sometimes</b>	<b>Never</b>
1	Advertisement			
2	Clearance sales			
3	Coupons			
4	Discount and offers			
5	Window display			
6	Free gifts			
7	Seasonal sales			
8	Cash back offers			
9	Buy 1 get 1 combo			
10	Consumer awareness			

*Publications*

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## **A Study on Customer Satisfaction towards Branded Readymade Shirts**

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### **ABSTRACT**

Marketing research cares with all those factors which have an immediate impact upon the marketing of products and services. The study reveals the total marketing process. Companies should select for tactics to feature value for their customer by offering products or services just the way they need it. When the purchasers has got to choose between a bigger number of options, features, pricing structures and various delivery methods, offering a singular product to each individual customer will go a long way in adding value to the customer decision making process. The objective of the study is to study the customer satisfaction towards branded readymade shirts and factors influence the purchase of product.

**Key Words:**Marketing, Customer, factors influence& Brand Image

### **INTRODUCTION:**

Customer satisfaction is defined as the behaviour that customers display in searching that they expect will satisfy their needs. It is the systematic gathering, recording and analyzing of knowledge about problems connected with the market place. Marketing research is that the function which links the customer and public to the marketer through information used to identify and define marketing opportunities and problems, generate refine and evaluate actions, monitor marketing performance and improve understanding of marketing as a process. Marketing research is concerned with all those factors which have an immediate impact upon the marketing of products and services. It focuses on the study of product planning and development,

pricing, policies, effectiveness of personal selling, advertisement and sales promotion, competition and therefore the entire area of buyer behaviour and attitudes in the market place.

## Reasons for Branding

- It is an instrument for sales promotion in the market.
- It facilitates easy advertisement and publicity
- It creates special consumer preference over the product

## Literature Review:

R.K. Jain et al.,(2014) has conducted a study on "**purchasing behaviour of branded men's wear – a study on youngsters and professionals**". The main objective of the study is to find the purchasing behaviour of the buyers of branded men's wear, factors influencing purchase behaviour and to study the impact of promotional activities on the purchase behaviour of buyers. Qualitative research and non-random sampling method is used. 150 questionnaires were collected from the showroom customers. Data had been collected, processed and tabulated using microsoft excel. The statistical techniques adopted are graphs and chi-square. The study concluded that professionals generally purchase branded clothes to maintain their status in jobs, in comparison to the students who makes a purchase for branded clothes for showoff among friends and relatives.

OsmudRahman (2011) has made a study on "**understanding consumer's perception and behaviour; implication for denim jeans design**". This study is to analyse the relative salient of intrinsic and extrinsic cues as determinants of consumers purchasing intent towards denim jeans. A self-administered survey with Likert scale and open-ended question were used for this study. Statistical package for the social science(spss) was used to analyze the salient factors and the correlation of six intrinsic cues and three extrinsic cues of denim jeans. A total of 360 useable surveys were compiled, analyzed and collected from the study, the result is fit of denim jeans was the most important cue followed by style and quality, brand name and country-of-origin were relatively insignificant. In terms of product cue correlations, fabric was strongly correlated with style, comfort and quality. Intrinsic cues played a more significant role on denim jeans evaluation than extrinsic cues. According to the result young consumers tended to use various product attributes to fulfill their concrete needs and abstract aspiration.

Shwetachoudhary (2014) conducted a study on “**impulse buying behavior of consumers**”. The main objectives of the study is focused on impulsive buying behavior of consumers and as well as the factors such as discount, offers, behavior of sales person, display of the products, personal characteristics of the shopper are responsible for making impulsive buying. It is a conceptual study. It is concluded that Indian customers are most of the time emotionally driven to any products and it has pave the way for retailers to take on various promotional tactics for attracting general mass and converting them in customers.

## **OBJECTIVES OF THE STUDY:**

- To study the customer satisfaction of branded readymade shirts
- To study the factors that influences the purchase of product.

## **SCOPE FOR THE STUDY:**

Due to the prevailing heavy competition in the market, an effort has been made to survey the customer level of satisfaction for Branded Shirts. The survey depends on the satisfaction of the respondents. In today’s world rapidly changing technology customer’s taste and preference are also characterized by rapid changes. To meet this challenging environment, a firm has got to be constantly innovating needs and wants. Customers taste and preference provides invaluable items and guidelines for new technologies. Keeping in mind the conveniences of the customer’s, the company offer facilities, which in turn bring the customers to their door steps. Based on the customer response, suitable modifications can be carried out to increase the Market share as well as companies retail shop profit.

## **RESEARCH METHODOLOGY:**

- **Research Design:** The research design adopted for this study is descriptive study. The research attempts to define a subject, often by creating through this descriptive design can provide the decision makers with evidence that can lead to a course of action.
- **Data Collection:** Primary data was collected through questionnaire. Secondary data was collected from journals, magazines and company database.
- **Sampling Design:** The basic idea of sampling is to select some elements from the population, and draw conclusion about the entire population.

- **Sample Size:** The data collection was done with 100 customers.

## Tools and Techniques:

- Simple percentage analysis
- Average mean rank

## DATA ANALYSIS AND INTERPRETATION

### Percentage analysis:

**Table 1**

<b>Demographic profile</b>	<b>particulars</b>	<b>Number of respondents</b>	<b>percentage</b>
<b>Age</b>	Less than 20 years	20	20
	20-30 years	60	60
	30-40 years	10	10
	40-50 years	5	5
	50 years and above	5	5
	<b>Total</b>	<b>100</b>	<b>100</b>
<b>Education</b>	No formal education	5	5
	School level	10	10
	Graduate	42	42
	Post graduate	25	25
	professional	18	18
	<b>Total</b>	<b>100</b>	<b>100</b>
<b>Marital status</b>	Married	47	47
	Unmarried	53	53
	<b>Total</b>	<b>100</b>	<b>100</b>
<b>Family income</b>	Below Rs 25000	17	17
	Rs 25000-35000	30	30
	Rs 35000-45000	21	21
	Above 75000	32	32

	<b>Total</b>	<b>100</b>	<b>100</b>
<b>Place of purchase</b>	Shopping malls	57	57
	Brand showroom	31	31
	Factory outlets	12	12
	<b>Total</b>	<b>100</b>	<b>100</b>

## Interpretation:

From the above table 1, 60 percent of the respondents belong to the age group of below 20-30 years, 20 percent of the respondents belong to the age group of less than 20 years, 10 percent of the respondents belong to the age group of 30-40 years and 5 percent of the respondents belong to the age group of 40-50 years above. 42 percent of the respondents are graduated, 25 percent of the respondents are post graduated, 18 percent of the respondents are professionals, 10 percent of the respondents are school level and 5 percent of the respondents are below formal education. 53 percent of the respondents are unmarried and 47 percent of the respondents are married. 32 percent of the respondents earn a family income of above Rs 75,000, 30 percent of the respondents earn a family income of Rs 25000-35000, 21 percent of the respondents earn a family income of Rs 35000-45000 and 17 percent of the respondents earn a family income of below Rs 25000. 57 percent of the respondents make their place of purchase in shopping malls, 31 percent of the respondents make their place of purchase in brand showroom and 12 percent of the respondents make their place of purchase in factory outlets.

## Average Mean rank

The average rank analysis is usually employed to identify the priority of the respondents on various issues selected for the study. In this study also, the average rank analysis is used to identify the factors influenced to prefer branded readymade shirts.

**Table 2**

<b>Factors</b>	<b>Rank</b>
Better quality	1
Colour preference	7

Design	6
Price	4
Good looking	5
Style	3
comfort	2
Look more attractive	8

## Interpretation

Among the various factors listed in table 2, the respondents have their own preferences towards different factors, which they feel as important. The respondents felt Better quality is the important factor, so this factor is ranked number 1. Respondents prefer Comfort ranks 2. Respondents' prefer to style thus it ranks 3, apart from these the respondents prefer price and it ranks 4. These four factors are given the most importance among the 8 factors. And also respondents preferred good looking ranked 5, design ranked number 6, colour preference ranked 7. look more attractive ranked 8.

## SUGGESTION

- ❖ To focus on providing special discounts while purchasing and ordering the shirts for printing.
- ❖ Quality and Style of the product to be measured while printing.
- ❖ To maintain stock in all sizes, so that customer will not switch over to other brand.

## CONCLUSION

The company has been able to create a strong position in the market and gain the trust of customers across the industry. This has been possible owing to their relentless pursuit of excellence and ability to fulfill even the most complex requirements of the customers in an efficient manner. At the stage of primitive economy every individuals use different kind of brands due to the advancement of technology. Based on the feedback of the respondent, the customer preferring the product depends upon some major attributes like Advertisement, Brand Image, Quality and Style. The company major retail shop focus on these attributes for producing



the product, which leads towards the success. This research result is not a standard form for a long time. It is often changeable consistent the market potential. So, the company should update the market potential often through some researches then should produce the product.

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## **A Study of Consumer Buying Behavior towards men's Brand**

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### ***Abstract***

*The research paper on Consumer Buying Behavior towards Branded Apparel is undertaken with the objectives to study the consumers who prefer branded apparels and to know the factors which influence the consumers for purchasing branded apparels. For meeting the objectives primary data was collected from 200 consumers with the help of questionnaire. From the study it was found that consumers are brand conscious now a days. To look more stylish they prefer branded apparels and branded apparels also depict the status of a person. Due to more durability, variety and quality so people prefer branded apparels.*

### ***Keywords:***

Apparel Brands, Consumer Behaviour, Product attributes, store attributes.

## **INTRODUCTION**

Indian textile industry is one of the leading textile industries in the world. Though was predominantly unorganized industry even a few years back, but the scenario started changing after the economic liberalization of Indian economy in 1991. The opening up of the economy gave the much needed thrust to the Indian Textile industry, which has now successfully become one of the largest in the world.

In today's modern India more and more people are switching on to branded apparel than non-branded ones. Increase in the income of consumers, increase in literacy level among consumers, globalization, increase in purchasing power and consumer consciousness towards fashion are the important factors which create demand for branded apparels in India. Liberty Shirts was the first company to sell shirts under its brand name in India during 1950's. Then there was no looking back for the branded apparel market. Many national as well as international brands have established themselves in Indian garment industry. Branded apparels captivated the market of both menswear and women's wear and slowly catching up in children wear segment.

Media and promotions have been the sole reasons for the brand awareness and consciousness among the Generation Y. This is the new trend that more and more young people are buying clothes which are of a particular reputed brand. When they are out shopping in a chic shopping mall they are sure to visit one of the big brands to buy a pair of jeans or a shirt from the shop. Today the youth are eager to shell out a fortune to buy branded cloths. The common concept

is that the clothing brands provide high quality and great comfort. And hence more and more people are becoming brand loyalist even though they have to give out quite a huge sum of money when he is making his purchases. Most people tend to go and buy which are highly reputed and have a brand value. By brand value people mean by the quality, the price and the style. Being brand conscious is the new fashion mantra which has caught on like forest fire. The increased income levels help the young people to buy from big clothing brands with much ease and comfort.

## **REVIEW OF LITERATUTE**

Md. Mazedul Islam, Muhammad Mufidul Islam, Abu Yousuf Mohammad Anwarul Azim, Md. Russel Anwar (2014) the study reflects that many demographic factors and others purchase pattern factors have a significant influence on the customer's choice of retail outlet and buying of apparel product. Showroom specific factors also have influence on the buying behaviour of retail outlet. Cat's Eye, Artisti, Aarong, Westecs, Ecstasy, Kay-kraft, Yellow are the leading brands and are the most preferred brands and possesses many better positive attributes. According to the ranking by customers, the quality factor prevails in the first position, color and design, comfort and style and price are securing successive ranks respectively.

Namrata Anand, Vandana Khetarpal (2014)in spite of the apparel consumer's increasing demand and their active role in the diffusion of innovation, the study highlights the importance of research in the domain of apparel industry to tap this increasing potential. Apparel retailers and suppliers also have a decisive role to play in order to understand the consumer behavior for buying the fashion apparel so that they may cater to this segment more profitably.

Sandeep Kumar, Prasanna Kumar, Srinivasa Narayana (2012)the purpose is also to study how consumer behavior for apparel is influenced by factors like monthly income, gender and peer influence. The survey conducted on Delhites shows that the consumers prefer shopping mostly with their friends and family members. They are influenced by their choices of their friends, family members, celebrities, magazines etc. Quality, comfort, brand are the main criteria's which impact their buying behavior towards fashion apparels. The study shows that the age, gender, education and occupation do not have any impact on buying behaviour of consumers. Finally, the survey shows that Delhi consumers have positive attitude towards fashion apparel brands.

Shwetachoudhary (2014) conducted a study on “**impulse buying behavior of consumers**”. The main objectives of the study is focused on impulsive buying behavior of consumers and as well as the factors such as discount, offers, behavior of sales person, display of the products, personal characteristics of the shopper are responsible for making impulsive buying. It is a conceptual study. It is concluded that Indian customers are most of the time emotionally driven to any products and it has pave the way for retailers to take on various promotional tactics for attracting general mass and converting them in customers.

### OBJECTIVE OF THE STUDY

- To study factors influencing buying behavior customers towards branded apparels.
- To study the impact of promotional activities on buying behavior of customers.

### RESEARCH METHODOLOGY

The data has collected from both primary and secondary data. Primary data has collected with the help of a globally accepted structured questionnaire, personal interviews and discussions with apparel brand users. Secondary data collected from various sources such as books, journals, Magazines, Company reports, websites, etc. A study is Descriptive in nature.

#### Sampling techniques

The study would cover the consumers taste and preference towards the branded apparels, impact of promotional Measures and buying patterns of consumer in Coimbatore city. Convenient sampling method is adopted. The survey has conducted in textiles / apparel shops & exclusive garment showrooms and some college campuses and among the general public. Sampling size for this study is 200.

### DATA ANALYSIS AND INTERPRETATION

#### Distribution of respondents on the basis of factors influencing preference

Influencing Factors	Frequency	Percentage
Family	39	19.5
Friends	57	28.5
Co-workers	29	14.5
Brand itself	69	34.5
Others	6	3
Total	200	100

From above table it was found that majority (34.50 percent) respondents were influenced by the brand itself whereas (28.50 percent) were influenced by friends. (19.50 percent) of the respondents were influenced by their family members while preferring branded apparels.

(14.50percent) of the respondents were influenced by their co-workers and they prefer the brands of apparels same as the brands preferred by their co-workers. Only (3.00 percent) were influenced by others. Others, if any include the respondents itself who were not influenced by his friends, family, co-workers and brand itself. This shows that brand name itself plays an important role in influencing consumers while going for the purchase of branded apparels. Friends also played an important role in influencing the consumers of branded apparels and in the study it was found that respondents between the age group of 20-30 years were more influenced by their friends and try to dress and even purchase the apparels same as their friends.

### Descriptive statistics for factors influence purchase of branded apparels

Statements related to different factors	Mean score	SD
Newspaper and magazines as a source of influence	2.720	0.946
New styles appear in the market, I am the first to buy Them.	3.965	1.024
I go for purchase because I get bored with wearing same type of clothes.	3.290	1.132
I preferred to purchase the apparels which are worn by the celebrities.	3.475	1.097
I try to dress and even purchase apparels same as my friends	2.840	1.240
I have a long term plan for purchasing branded apparels.	2.740	1.170

From above table it was found that in first statement the mean score (2.72) was near the neutral point (3) of scale. This shows that respondents were neither agree nor disagree with the statement that newspaper and magazines were a source of influence for consumers for purchasing branded apparels and the deviation (0.946) between the responses of the respondents was also less in case of statement number 1. According to statement number 2 the mean score (3.965) was very much close to agree point of scale which shows that respondents go for purchase of branded apparels when new style arrives in the market but in this statement deviation (1.024) between the responses was more as compare to statement number 1. For statement number 3 the mean score was (3.29) so the respondents were above the neutral point regarding the statement I go for purchase because I get bored with wearing same type of clothes and deviation (1.132) between responses was also more in statement number 3. In statement number 4 the mean score (3.475) was between the neutral and agree point and deviation was more as compare to statements

number 1 and 2 but less than statement number 3. Statement 5 shows the mean score (2.84) near about the neutral point but this statement had a lot of deviation (1.24) in responses as compare to other statements.

### **Findings of the study**

- Consumers were aware of branded apparels and easily recall the names of more than 5 brands of apparels. 100 percent of the respondents recall the names of more than 5 brands of apparels.
- 34.50 percent of respondents brand name of apparel was most important for them while purchasing apparels and 28.5 percent respondents felt that their friends play an important role in selecting brands of apparels.
- Respondents were near the neutral point of scale regarding the statement I read newspaper and magazines to know what is new in clothing having a mean score of 2.720.
- Mean score of 3.965 depicts that respondents were agree with the statement that when new style appear in the market, I am the first to buy them. Mean score of 3.290 shows that consumers were above the neutral point of scale regarding the statement I go for purchase because I get bored with wearing same type of apparels.
- Respondents were between the neutral and agree point of scale regarding the statement that I preferred to purchase the apparels which are worn by the celebrities.

### **SUGGESTIONS**

- Due to increase in purchasing power of consumers, they spend great share of their
- income on purchase of branded apparels and in coming years the market of branded apparels will increase tremendously as a result branded apparels
- Companies have to set the strategies which keep the consumers loyal towards their brand so that consumers will not switch off to other brands.
- Store attributes like friendly environment with the customers, speedy services, display of apparels in stores according to consumer's preference are the key attribute to create loyalty among consumers, as a result apparel store can generate loyalty among consumers by providing above attributes in their apparel store.

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