

Chapter I

Introduction and Design of the Study

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1.1 INTRODUCTION

Indian textile industry is one of the leading industries in the world. The retailing sector has grown rapidly in the recent years. India has been doing extremely well in the Global market. The country has witnessed a huge foreign brands establish in the retail sector. Due to the globalization process, Indians are getting attracted to multinational brands. Branded product play a vital role in the global market especially in Indian markets. Since globalization, the economic growth of the country is consistently increasing. For the past few years many multinational brands influence our Indian customers to purchase more variety of branded raiment. The rapidly changing life style, purchase behavior and purchasing power of customers have led to make a wide selection of branded raiment. Further, the multinational brands are also promoting their design, quality, fashion, pricing, distribution and other aspects to compete at domestic and international level markets. Thus, when a customer is triggered by internal motivation and feelings then the buying decision is taken at the spur of the moment. This tendency of a customer to buy any branded raiment without planning in advance in spite of their regular brand leads to Impulsive buying.

Impulsive purchasing means an unplanned decision to purchase any service or merchandise. Impulsive buying is done in reaction to an external trigger like on seeing the desired product in the shop. Internal motivation triggers impulsive shopping. Highly impulsive buyers are likely to be unreflective in their thinking, to be emotionally attracted to the object, and to desire immediate gratification. There are several internal and external factors which influence the impulse buying behavior of the customers such as the store environment, customer psychology, promotional activities etc. are considered as important factors which have the ability to shape customer's expectation and purchasing. Marketer do lot of exercise in motivated a customer to make purchases impulsively.

Some of the strategies taken up are store incentives, sales promotional activities and differentiations in product etc. Sales promotion, which is one of the key elements of

promotional mix, is being used widely by the marketers to compete and sustain the competitive advantage and in turn increase the sales by stimulating the customers' purchase decision. The study has made an effort to identify the various sales promotion techniques and the order by which they influence the customers' decision making towards raiment. With the help of various in-store influencers retailers are attempting to convert browsers into spenders.

There are different promotion strategies undertaken by retailers to intensify the sales. Hence retailers promote sales in the markets with promotion incentives such as "free gifts", "clearance sale", "seasonal sales", "advertisement", "price packs", "Discount offers", "coupons and combo offers" and other strategies and methods such as sweepstakes and store markdowns. The retailer's major function besides selling is to identify the customers behavior and determine their decision making style. So, studying the impulsive buying behavior of customers may result in the identification of their satisfaction on the branded raiment and the related sales promotional factors.

1.2 STATEMENT OF THE PROBLEM

The role of branding has become the integral part of business strategy as it defines a realistic and manageable brand promise, dealing with what the brand owner must deliver as what customers expect out of it. Customer taste and preferences are changing, leading to radical transformation in life style and spending patterns, which in turn give rise to new business opportunities. Customers are tempted to get shifted from old to new brands. Nowadays the brand has become a status symbol as it gives great importance in their life style which makes the customers to prefer branded raiment. Retailors try to tap this behavior of customers to boost sales using improved sales promotional techniques to develop the brand name. Due to the globalization process, Indians are getting attracted to readymade dresses, particularly Multinational brands. There is a great likelihood that customers end up making a purchase of raiment after entering the showroom without any actual intent of doing so. Social, personal and psychological factors tempt the customer to purchase something without considering the consequences of the buy. The brand for raiment which is highly perceived by the men is focused on cloth quality, design, fashion, color, price, size, comfort, fitness, style, varieties and easy available of the product in the

competitive market. The need to understand the emerging markets and customers has become a big challenge for the corporate world especially in creating and managing a powerful brand. Every marketer instinctively knows that his or her brand is valuable.

Buying behavior of men on branded shirts is changing one. Nowadays the branded shirts are increasingly used by men. They select their branded shirt in the Single brand showrooms (or) Multiband showrooms. Thus their buying decisions are influenced by different factors. Several studies exist to explore the consumption areas of males without focusing on their social interactions and purchase decisions. Men who are living in urban cities are spending a significant amount of money and efforts to improve their images and lifestyles. The factors driving the males' market segments growth have been due to the product innovation, the increasing number of middle-class customers, and evolving consumer trends. In the study, the sales promotion techniques are considered to find out its impact on customers' impulse buying behavior. Therefore the following research questions were raised in order to know the impulsive buying behavior of men. They were

- What are the factors that influence men to prefer branded raiment while making impulsive buying?
- How the individual dimensions influence men to select branded raiment and their impulsive buying decision?
- What are the factors that are identified for the satisfaction on Impulsive Buying behavior?
- What kind of promotional techniques followed by retailers influence men to prefer Impulsive Buying?

Many Retailers focus on the purchase patterns of females and moreover there are lot of advertisements and promotions. However, male customers are now more self-conscious about their image and personality. When retailers deliberate more on ideas to kindle impulse behavior, academic research has not gained impetus in investigating on impulse buying behavior of men towards various leading branded raiment. No recent research has investigated in a comprehensive manner, the impulse buying behavior and

the multiple factors which influence the men to make an impulse buy. Academic research on impulse buying behavior of men on top leading brands has not been initiated in Coimbatore City. Therefore, given the present interest shown by retailers on factors which ignite impulse buying and due to insufficiency of academic research in this area, there is an apparent need for study on this aspect. The present study is an endeavor by the researcher to investigate the impulse buying behavior of men of Coimbatore City, and to assess the influence of various factors on impulse buying behavior.

1.3 OBJECTIVES OF THE STUDY

The study focuses on the following objectives

1. To analyze the Customer Characteristic factors considered by men before preferring branded raiment.
2. To examine the hedonic factors that triggers men on impulsive buying behavior and impulsive buying decision.
3. To investigate the overall level of satisfaction of men towards impulsive buying behavior.
4. To explore the impact of various sales promotional techniques adopted by retailers for influencing male customers towards impulse buying behavior.

1.4 NEED OF THE STUDY

The study is mainly focused on impulsive buying behavior of men while purchasing their branded raiment. The study covers the top selected brands. The study will help the customer to identify the brand based on their wants and satisfaction. It will make the brand owners to improve their brand based on the expectation of the customers while making impulsive buying. Finding out the consequence of factors that affect impulse buying will guide marketers to increase impulse buying. Once retailers attain right merchandise, they will communicate with the customers to make the customers aware of the product. There have been several studies to explore the consumption of impulsive buying behavior, gender difference in decision making but the study is not focusing on customers buying behavior of select branded raiment. So the research gap obtained for the study is to analyses the factors that are influencing customers while

making impulsive buying of branded raiment, customers overall satisfaction and sales promotional techniques that are highly influencing the customers while making impulsive buying.

1.5 RESEARCH METHODOLOGY

The present study analyses the impulsive buying behavior and customer satisfaction on select branded raiment. So the top brands are selected based on the footfalls of the customers who prefer the brands like Allen Solly, John Player, Raymond, Black Berry, Louis Philippe, etc.

i) Data Source

In order to study the customers' satisfaction on select branded raiment in Coimbatore city, a structured questionnaire has been used as an instrument to collect the data. The questionnaires have been given to the customer who visits the selected brand showrooms, outlets and shopping malls in Coimbatore city. Sample sizes of 400 have been chosen based on stratified random sampling techniques.

ii) Period of the Study

The study has been undertaken during 2016 –2021.

iii) Area of the Study

The study is undertaken in Coimbatore city.

iv) Sampling Design

The customers of selected branded men's raiment outlets were considered as the target population for the present study. The city of Coimbatore consists of several such outlets especially for men. Some outlets are company's own outlets and some outlets sell popular brands of several companies like, Allen solly, John player, Raymond, Black berry, Louis philippe, etc. However, the population size of the customers visiting these popular brand's outlets are large in number. Even if a population of 1 lakh is assumed to be customers of these branded outlets inside Coimbatore City, as per Taro Yamae (1967) the required sample size for a finite population of N, the formula is

$$\text{Sample size (n)} = \frac{N}{1 + N \times e^2}$$

Where N= Population size =100000

e = allowed error margin = 5%

For 95% probability, the required sample size is

$$\begin{aligned} n &= \frac{100000}{1 + 100000 \times (0.05)^2} \\ &= 400 \text{ (rounded off to nearest integer).} \end{aligned}$$

Sampling Method

The exact number of customers or footfall of the visitors to each of these branded outlets was not known. Hence proper, probability sampling method could not be adopted. Instead, the visitors to randomly selected outlets were estimated on an average working day either by observing the visitors or by inquiring with the outlet owners. It was observed that a minimum of 60 customers visit any raiment outlet in a day. The required sample respondents for the present study were 400. So, a random sample of 28 customers was selected from each raiment outlet. The customers who walked out of these outlets were inquired to participate in the research. Those who were interested to participate in the study where supplied the questionnaire to fill up and was collected back. The collection of data went on for each outlet until the completed questionnaires were filled in all respects.

v) Sampling Technique

For the purpose of the study, stratified random sampling method has been adopted.

vi) Methods of Data Collection

This study mainly focuses on Primary data. A structured questionnaire has been designed for the customers who make impulsive buying in the select branded raiment.

A pilot study has been carried out by collecting data from 50 respondents through questionnaire and necessary correction were made for constructing as per the comment of the survey based on the reliability test.

Cronbach's alpha test has been applied to test the reliability of the research. The alpha coefficient has been found to be ranging from 0.712 to 0.791 which is the standard value (proposed by Nunnally, 1978) of 0.70. This shows that the data for the research is reliable. Primary data has been collected from 400 respondents.

Necessary secondary data has been sourced from different journals, books, magazines and websites.

1.6 STATISTICAL TOOLS

To originate the results from data collected a detailed analysis was carried out and suitable statistical tools were employed in fulfilling the objectives of the study. The statistical tools applied are namely,

- Percentage Analysis
- Descriptive Statistics
- Kendall's Coefficient of Concordance
- Factor analysis
- t-test
- ANOVA
- Correlation analysis
- Multiple regression analysis
- Path Analysis

1.7 HYPOTHESES

- The factors influence to choose branded outlet does not differ significantly among the demographic factors and purchase pattern.
- The factors influencing impulsive buying behavior does not differ significantly among the demographic factors and purchase pattern.

- The overall satisfaction does not differ significantly among the demographic variable and purchase pattern.
- The sales promotional technique does not differ significantly among the demographic variable and purchase pattern.

1.8 LIMITATIONS OF THE STUDY

1. This study has been confined to Coimbatore city. Based on the results, one cannot generalize the implication for the whole population.
2. The study is focused only on customers who visit showrooms, factory outlet, shopping malls, wholesale shop and retail shop.
3. The customers revealed their answers based upon their answers based upon their experience while purchasing their raiment impulsively.
4. The top leading brands is considered for the study, based on the customers' preference of the brand.

1.9 CHAPTER SCHEME

The study is presented in eight chapters. The detailed chapter plan is given below:

Chapter I deal with introduction, objectives of the study, statement of the problem, scope of the study, research methodology, statistical tools used for the study and limitations of the study.

Chapter II contains review of existing literature on impulsive buying behavior of apparel in shopping mall, gender difference in decision making and brand management of single brands.

Chapter III gives a theoretical overview of branding, leading brands and the impulsive buying behavior.

Chapter IV ascertains the factors considered by customers before preferring branded raiment

Chapter V determines the factors influencing towards impulsive buying behavior and factors affects impulsive buying decision.

Chapter VI examines the level of satisfaction of customers towards impulsive buying.

Chapter VII identifies whether sales promotion activities influences impulsive buying.

Chapter VIII deals with the summary of findings, suggestions and conclusion.

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