

Purchase Behavior of Consumers- A Study of Demographic Differences in the Purchase of Apparel

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Abstract

Apparel reflects the way people treat themselves and reflects the society and culture they belong. To shape the living standard of people Apparel plays an important role. It is one of the products that frequently get affected by the change in trends. In today's world, it not only serves the purpose of keeping the body warm but also serves as a fashionable item. This paper examines the consumer apparel buying behavior for which the survey was conducted in Delhi among 215 respondents which resulted in 10 factors (cost, need, brand, fun, color, esteem, accessories, trend, shopping place, interpersonal communication) that has an impact on some of the demography factors. Factors like fun, need and shopping place has a significant impact on age whereas no factor other than fun has an impact on gender. The study concluded that in all the four demography, youths are the ones who are more concerned about their looks and appearances. They are mostly affected by the product and brand promotion and buy according to the prevailing brand. Thus, this will help the marketer to better understand consumer apparel buying behavior and make better marketing strategies accordingly.

Key Words: *Apparel, Consumer Behavior, Demography, Fashion, Purchase Behavior*

INTRODUCTION

In consumer research, fashion has been the area of interest for many years. It reflects the way people treat themselves and reflects the society and culture they belong. Fashion acts as a driving force that shapes the living standards of the people. It is majorly influenced by apparels, cosmetic, hairstyles music, etc that an individual usually take for granted. With the changes in trend, fashion is one thing that keeps on changing. (Solomon michael r., rabolt nancy j., 2002).

One of the common product categories that frequently get affected by the change in trend is - Clothing or Apparels. The clothing or apparels may extensively differ in price, promotion, body cathexis or demography (age, gender, occupation, marital status, family size, etc). Apparel purchases help people to achieve his/her self-satisfaction. It helps them to see

how they feel, how they see themselves and how they wish to be conceived by others.

The researches done on shopping orientation that basically means the attitude of a person towards shopping (Brown et al., 2003) distinguishes shoppers in two category viz economic (or conventional) shoppers and recreational shoppers. Economic shoppers are those kinds of people or shoppers which might not shop or dislike shopping. They basically act as problem solvers and thus majorly visit retail shops, saving time and money being their sole objective. On the other hand, recreational shoppers are fun loving people who enjoy shopping, therefore they love to visit various retail shops for their purchases (Bellinger and Korgaonkar, 1980; Hirschman and Holbrook, 1982).

Nowadays, clothes serve as a fashion appeal. It reflects the person's significance or tells how important the

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person is, reflects the status they have and what's their personal image is (O'Cass, 2000). People rather enjoy buying clothes over their work which also helps them to release their work related stress (Babin et al., 1994; Bloch et al., 1986). Clothing helps to represent one's personality or individual identity in a society. To keep up with the trend, marketing-oriented companies clearly earmark the means and type of consumer they want to target keeping in mind all the major requirements or needs that may affect the consumer purchasing behavior for apparels.

REVIEW OF LITERATURE

O'Cass, 2000 "Clothing in today scenario not only serves the purpose of keeping the body warm but also serves as a fashionable item. It tells how significant the person is, tells the person's status and his image". Apawan Lerkpollakarn, Dr. Ardiporn Khemarangsarn, (2012) did the study revealing that shopping is the best time pass for all age group, gender and cultural background. Consumer has to consider each and every factor carefully before taking consumption decision because of availability of lot of fashion options in market. Once consumer has decided to purchase the cloth he has to consider various factors like from where to buy, what to buy etc."

To study consumer behavior, various factors are studied by the researcher. Some of them are gender, age, income, occupation, and reference group etc and it is believed that apparel is among one of the item that is liked more by females than males.

Torben Hansen & Jan Moller Jensen (2009) found that most of the time it has been seen that male do not buy their clothes themselves and that mostly their partners (i.e. women) buy for them.

Buying cloths for oneself is more fun than buying any other item, that in turn concluded that female are more fun related and feel confident while buying cloths while on the other hand men are viewed as quick shopper since they are more oriented toward quick/fast buying and most of the time they are less confident in buying cloths without the help of store personnel.

It is believed that there is always a difference between female and male buying behavior. McGrath & Otnes, (2001) found that it is a common trend that man look apparel as functional benefit whereas female look as one's uniqueness. Julia Holmberg & Rebecca Öhnfeldt, (2010) in their study found that men select one particular store to shop for their specific requirements and leave the store without spending much time whereas women take shopping as delight and spend more time shopping and buy the best. This study thus concluded that shopping for apparels is a feminine activity not Masculine.

Hoyer and Mac Innis (2001) suggested that "Age, family, friend and social class play an important role in taking decisions by guiding the way people should get their information "

Solomon et al. (2002) suggested that as the age of the person increases with time their liking/desire and want modifies with harmony with the people of that particular age group or people who are close to their age. Different age groups considerably influence the individual's identity and their purchasing behavior. They further suggested that marketer should target one or more age cohorts.

According to Solomon et. al. (2002) individual search information when people want information for taking right and reasonable decision that they examine their environment.

Engel et.al., 1995; Hoyer et. al., (2000); Solomon et.al. (2010) suggested that sources of information have to be divided into two heads internal source and external source.

Koeser and May (1985) concluded that after certain age parents' decision of apparels for their children show a decreasing trend and they do not influence their children's apparel decision while their siblings, friends, peers have higher influence.

Moore and Moschis (1978) found that teenagers dislike spending huge time on scanning environment and finding out information as compare to elders. They get more influenced and trust their friend's and peer's suggestions.

According to a study done by Apawan Lerkpollakarn, Dr. Ardiporn Khemarangsarn, (2012), occupation also affects the apparel purchase behavior. They relate occupation with different roles people play in their life and the society they fit in for example women play different roles as regards working as a company employee while taking care of his family responsibilities being a mother, home maker, thus making it important for her to choose various attire for herself as per her respective roles.

Apawan Lerkpollakarn, Dr. Ardiporn Khemarangsarn, (2012) studied and concluded that one of the important demographic factor i.e. income or financial capacity has a direct influence on the individual's purchasing process as higher the income higher is the apparel consumption. For instance if individuals have a higher income or saving then they will spend more on consumption of expensive and branded clothes.

In today's scenario companies are using or taking help of various media like television, newspaper, magazines, online and offline media to promote their products and brands for making consumer aware about their products that has an effect on the consumption behavior while buying the clothes. Bello and Holbrook, (1995) studied and found that brand act as a magnet that pulls the consumers toward them to buy the product of a particular brand and this is especially true while purchasing clothes. Buyer purchase clothes of particular brand even though the price is high.

Delong et al. (2004) concluded in their study that buyers have trust on the brand and purchase from them as long as they have knowledge about it thus making it important for companies to keep promoting their brand.

RESEARCH OBJECTIVES

1. To determine the factors influencing purchase behavior of consumers towards Clothes.
2. To study the impact of demographics on identified factors influencing Consumer apparel purchase behavior.

HYPOTHESIS

- H₀₁: There is no significant difference between the mean scores of various identified factors of apparel purchase behavior for different age groups.
- H₀₂: There is no significant difference between the mean scores of various identified factors of apparel purchase behavior for different gender.
- H₀₃: There is no significant difference between the mean scores of various identified factors of apparel purchase behavior for different marital status.
- H₀₄: There is no significant difference between the mean scores of various identified factors of apparel purchase behavior for different family size.
- H₀₅: There is no significant difference between the mean scores of various identified factors of apparel purchase behavior for different education qualification.
- H₀₆: There is no significant difference between the mean scores of various identified factors of apparel purchase behavior for different income groups.
- H₀₇: There is no significant difference between the mean scores of various identified factors of apparel purchase behavior for different occupation.
- H₀₈: There is no significant difference between the mean scores of various identified factors of apparel purchase behavior for different family life cycle.

SAMPLE AND DATA COLLECTION

The urban population of New Delhi having the age group of 18 years and above who looks for various perspective while making apparel purchase decision were targeted for research and hence, the data was collected from them. Questionnaire was tested prior to the data collection so that flaws can be detected and removed and hence, ensures the construct validity, content validity, and reliability. After considering the view point of the experts from marketing research on questionnaire some statements were discarded and thereafter to assess the correctness of the statements pilot study was undertaken on 60 respondents which

resulted in revised questionnaire that was administered to 250 respondents to get a targeted 215 valid responses (86% response). For reliability, Cronbach's Alpha value was checked which came out to be 0.877.

Table 1: Reliability Statistics

Cronbach's Alpha	N of Items
.877	42

INSTRUMENT

The first part of the questionnaire consists of questions related to demography of the respondents. For which multiple choice questions (age, educational qualification, Income, occupation, family life cycle) and dichotomous questions (gender, family size and marital status) were used. From the available alternative the respondents have to choose only one option. Whereas the second part measures the variables affecting the purchase behavior of respondent towards apparel. The scale developed by Kaushal.S.K. (2011) was adapted to measure the consumer's apparel purchase behavior. The original scale was modified in the number of statements. Changes in the questionnaire were made under the guidance of experts. With the recommendation of the experts one statement was excluded and hence, 42 statements were finalized in the questionnaire. Five point Likert scale which is the most common and preferred scale (5= 'strongly agree' and 1= 'strongly disagree') was used for the study.

ANALYSIS OF THE DATA

Data was checked for outliers. No outlier was found in the data as there was a specific scale with options, so there was no chance of an outlier. The questionnaire was administered to 250 respondents to get a targeted 215 valid responses (86% response).

SPSS version 19.0 was used to analyze the data. One - way Anova, Independent sample T-Test and Descriptive Analysis are the various statistical tools used to test various hypotheses. To check the reliability of the scale cronbach alpha test was conducted. The analyses was performed at 95% confidence level which is generally accepted level of confidence in social sciences research. The questionnaire comprised of 2 negative statements and reverse coding was done for negative statements.

FINDINGS AND INTERPRETATIONS

Profile of Respondents

Out of 215 questionnaires collected 50.2% were males (108) and 49.8% were females (107) with 45.6% of the maximum respondents from the age group of 18-25 years. 53.5% of the respondents were unmarried and 34.4% of the total respondents were graduates followed by 31.6% postgraduates, 21.4% were professionally qualified and 12.6% were 10+2. 39.1% of the respondents were students. Majority of the respondents belonged to the income group of 5.1-9 lakhs (29.3%) with the least number of respondents in the income bracket of less than 3 lakhs (11.6%). The maximum respondents are from the nuclear family (142) with 66%. 45.6% respondents are young unmarried adults.

A. Factor Analysis

Factor analysis also called exploratory factor analysis (EFA) is a class of procedures used for reducing and summarizing data. Each variable is expressed as a linear combination of the underlying factors. Likewise, the factors themselves can be expressed as a linear combination of the observed variables (Malhotra Naresh, 2013)

Table 2: KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.798
Bartlett's Test of Sphericity	Approx. Chi-Square	4630.836
	Df	861
	Sig.	.000

Table 3: Factor Loadings and Reliability

Name of the Dimension	Item No.	Statements	Factor Loadings	Reliability
Cost	7	I purchase brands which give me value for money.	.830	0.889
	15	I am tempted to buy more clothes during the sales season.	.814	
	6	I enjoy looking for discounts when I purchase clothes.	.796	
	16	Sometimes I purchase clothes against my liking because they fall in my budgeted estimate.	.785	
	5	I go for clothes shopping only during sales.	.730	
	9	Cost is never a barrier when I purchase clothes(Negative Statement)	.728	
Esteem	8	I prefer buying high -priced clothes for prestige's sake.	.785	0.793
	32	I am always ready to pay extra for the design of my choice despite lower budget.	.772	
	26	For me high price of clothes is always a reflection of its quality.	.762	
Accessories	20	I purchase clothes because I have matching accessories with it.	.787	0.412
	37	Clothes purchase often leads to a desire to buy matching accessories.	.542	

Fun	1	To me shopping is a way to relieve stress.	.885	0.843
	2	I purchase clothes when I want to treat myself something special.	.834	
Shopping Place	42	I intentionally visit the shopping mall to buy the clothes.	.818	0.844
	22	I prefer purchasing from malls because we have many brands to choose from.	.798	
	31	I prefer multi brand stores over exclusive stores.	.792	
	41	I always want to buy clothes from the shopping mall.	.729	
Color	19	I always have certain colours in mind when I purchase clothes.	.792	0.796
	17	I purchase clothes that are very loud in colours and design.(Negative Statement)	.766	
	12	When I purchase clothes, I usually look for sophistication in design.	.765	
	18	I purchase clothes that are sober and simple in design and light in colours.	.760	
Brand	28	Once I like a particular brand I stick to it.	.860	0.858
	27	I have favourite brands which I buy again and again.	.852	
	11	I purchase a particular brand because I get clothes of my fittings.	.842	
	24	I do not enter a store without having an intention to buy clothes from there.	.740	

Trend	3	I purchase clothes to keep up with the trends.	.828	0.911
	10	I purchase clothes which seem similar to the ones worn by my favourite actor/actress in a movie.	.810	
	36	An important part of my life and activities involve dressing stylishly.	.804	
	4	I purchase clothes for the sake of variety in my collection of clothes.	.784	
	40	I do not like to repeat clothes therefore I go for clothes shopping.	.779	
	35	When I choose between the two, I usually dress for style not comfort.	.772	
	34	I usually have one or more outfits that are of very latest style.	.770	
Interpersonal Communication	13	My clothes purchase is influenced by what my friends purchase.	.839	0.804
	14	Parents have a say in my purchase decision.	.789	
	43	I like to give suggestions to my friends on clothes	.715	
Need	29	I buy only when I need clothes.	.795	0.659
	39	I buy clothes only during festivals and important occasions.	.783	

B. Impact of demographics on identified factors influencing consumer apparel purchase behavior.

EFFECT OF AGE ON VARIOUS IDENTIFIED FACTORS OF APPAREL PURCHASE BEHAVIOR

H₀: There is no significant difference between the mean scores of various identified factors of apparel purchase behavior for different age groups.

TABLE 4: ANOVA between Age and various identified factor of purchase behavior towards Clothes

	Levene Statistic	Sig.	F	Sig.	Statistica	Sig.
Cost	.496	.685	.253	.859	.231	.874
Esteem	2.634	.051	1.004	.392	.982	.405
Accessories	.660	.577	.980	.403	1.116	.347
Fun	2.357	.073	2.983	.032	2.892	.040
Mean Score of 18 -25 Years	3.1837					
Mean Score of 26 -35 Years	3.5781					
Mean Score of 36 -45 Years	3.5595					
Mean Score of 46& above	3.0465					
Shopping Place	2.448	.065	4.954	.002	6.237	.001
Mean Score of 18 -25 Years	3.1429					
Mean Score of 26 -35 Years	3.5234					
Mean Score of 36 -45 Years	2.9583					
Mean Score of 46& above	2.7558					
Color	1.103	.349	.502	.681	.410	.747
Brand	.212	.888	1.028	.381	1.006	.394
Trend	1.767	.155	.904	.440	.818	.487
Interpersonnal Communication	3.773	.011	.629	.597	.520	.670
Need	1.009	.390	6.950	.000	6.950	.000
Mean Score of 18 -25 Years	2.7704					
Mean Score of 26 -35 Years	3.2813					
Mean Score of 36 -45 Years	3.3095					
Mean Score of 46& above	3.3953					

Analysis of ANOVA table 4 showed a significant difference in Fun, Shopping Place and need for different age groups. Hence our hypothesis stands REJECTED for Fun, Shopping Place and Need. For further analysis Post hoc test was conducted. Tukey was used for all the three factors having significant difference – Fun, Shopping Place and Need.

As per the post hoc analysis there is a significant difference between the age group of respondents between 36-45 years and 46 years and above for Fun. The respondents in the age group of 36-45 years (M=3.5595) take shopping as a stress reliever and to get pampered as compared to the respondents in the age group of 46 years and above (M=3.0465). This is attributed to the fact that people in the age group of 36-45 year have responsibilities of imparting good education to their children or making their child career simultaneously meeting family's other needs. Also they have a lot of job pressure as they have to fulfill their job responsibilities, thus making life stressful for an individual. Shopping act as a stress buster for these individuals and clothes in particular that gives them a feeling of pampering.

With reference to post hoc analysis, there is a significant difference between the age group of respondents between 36-45 years from 26-35 years and 46 year and above for shopping place. The place for shopping matter a lot for respondent of age group 26-35 years(M=3.5234) as compare to the respondent in the age group of 36-45 years(M=2.9583) and 46 and above(M=2.7558). This is justified by the fact that individuals in the age group of 26-35 years have greater family responsibilities while having a pressure towards their job requirements. So they go for shopping to a place where they can shop for their apparels as well as for the family and shopping malls are the most suited places.

With reference to post hoc analysis, there is a significant difference between need for clothes for the respondents of age group 18-25 years from 26-35 years, 36-45 years and 46 years and above. Mean score shows that people of age group 46 & above (M=3.3953) have more need based behavior toward clothes followed by 36-45 (M=3.3095), 26-35 (M=3.2813) and least among 18-25 (M=2.7704). This is because elderly individuals are mature. They do not give that much importance to their looks and attire and mostly purchase clothes only when they are required. Whereas, people in the age group 18-25 years tend to keep themselves up to trend and purchase clothes whenever the fashion changes to keep them updated.

EFFECT OF GENDER ON VARIOUS IDENTIFIED FACTORS OF APPAREL PURCHASE BEHAVIOR

H0₂: There is no significant difference between the mean scores of various identified factors of apparel purchase behavior for different gender.

TABLE 5: T-Table of Gender and various identified factor of purchase behavior towards Clothes

		Levene's Test for		T-test for Equality of Means				
		Equality of Variances		T	Df	Sig. (2 -tailed)	Mean Difference	Std. Error Difference
		F	Sig.					
Cost	Equal variances assumed	0.428	0.514	-0.225	213	0.822	-0.02844	0.1264
	Equal variances not assumed			-0.225	212.246	0.822	-0.02844	0.12636
Esteem	Equal variances assumed	0.09	0.764	-1.602	213	0.111	-0.20122	0.12558
	Equal variances not assumed			-1.602	212.966	0.111	-0.20122	0.12557
Accessories	Equal variances assumed	0.108	0.743	-0.568	213	0.571	-0.06698	0.11791
	Equal variances not assumed			-0.568	212.756	0.571	-0.06698	0.11792

Fun	Equal variances assumed	8.691	0.004	-3.316	213	0.001	-0.45851	0.13825
	Equal variances not assumed			-3.319	206.476	0.001	-0.45851	0.13813
	Mean Score of males	3.0602						
	Mean Score of females	3.5187						
Shopping Place	Equal variances assumed	1.417	0.235	0.328	213	0.743	0.04106	0.1252
	Equal variances not assumed			0.328	210.611	0.743	0.04106	0.12513
Color	Equal variances assumed	1.679	0.197	1.215	213	0.226	0.11289	0.09295
	Equal variances not assumed			1.215	211.976	0.226	0.11289	0.09291
Brand	Equal variances assumed	0.292	0.589	0.174	213	0.862	0.02202	0.12654
	Equal variances not assumed			0.174	212.379	0.862	0.02202	0.1265
Trend	Equal variances assumed	0.529	0.468	-0.723	213	0.47	-0.08833	0.12216
	Equal variances not assumed			-0.723	212.853	0.47	-0.08833	0.12214
Interpersonal Communication	Equal variances assumed	0.073	0.787	0.494	213	0.622	0.06464	0.13077
	Equal variances not assumed			0.494	212.738	0.622	0.06464	0.13074
Need	Equal variances assumed	0.04	0.843	1.332	213	0.184	0.17138	0.12862
	Equal variances not assumed			1.332	212.938	0.184	0.17138	0.12863

Independent sample T- test table 5 reveals that there is a significant difference with respect to gender for fun. We can say that our null hypothesis stands rejected for fun. By comparing the mean score, we can say that women (M= 3.5187) take shopping as a delight and spend most of their time in shopping. Thus, shopping makes them feel happy and stress free. On the other hand it is believed that for men (M=3.0602) shopping is just a functional benefit.

EFFECT OF MARITAL STATUS ON VARIOUS IDENTIFIED FACTORS OF APPAREL PURCHASE BEHAVIOR

H₀: There is no significant difference between the mean scores of various identified factors of apparel purchase behavior for different marital status

TABLE 6: T-Table of Marital Status and various identified factor of purchase behavior towards Clothes

		Levene's Test for Equality of Variances		T-test for Equality of Means				
		F	Sig.	T	df	Sig. (2 -tailed)	Mean	Std. Error
							Difference	Difference
Cost	Equal variances assumed	0.114	0.736	-1.07	213	0.286	-0.13529	0.12638
	Equal variances not assumed			-1.07	208.493	0.286	-0.13529	0.12644
Esteem	Equal variances assumed	1.971	0.162	0.084	213	0.933	0.01058	0.12664
	Equal variances not assumed			0.083	202.762	0.934	0.01058	0.1274
Accessories	Equal variances assumed	2.952	0.087	0.95	213	0.343	0.11217	0.11803
	Equal variances not assumed			0.96	212.986	0.338	0.11217	0.11682
Fun	Equal variances assumed	1.136	0.288	1.143	213	0.254	0.16196	0.14169
	Equal variances not assumed			1.139	205.773	0.256	0.16196	0.14216
Shopping Place	Equal variances assumed	0.218	0.641	-0.948	213	0.344	-0.1188	0.12527
	Equal variances not assumed			-0.947	207.183	0.345	-0.1188	0.12551
Color	Equal variances assumed	0.047	0.829	0.398	213	0.691	0.03717	0.09346
	Equal variances not assumed			0.399	210.629	0.691	0.03717	0.09323
Brand	Equal variances assumed	0.061	0.806	-0.628	213	0.531	-0.07957	0.12674
	Equal variances not assumed			-0.63	210.922	0.53	-0.07957	0.12637
Trend	Equal variances assumed	0.045	0.831	-0.578	213	0.564	-0.07081	0.12251
	Equal variances not assumed			-0.579	210.007	0.563	-0.07081	0.12233
Interpersonnal Communication	Equal variances assumed	2.445	0.119	-0.587	213	0.558	-0.07696	0.13105
	Equal variances not assumed			-0.583	202.219	0.56	-0.07696	0.13189
Need	Equal variances assumed	0.962	0.328	2.767	213	0.006	0.35196	0.12721
	Equal variances not assumed			2.791	212.96	0.006	0.35196	0.12609
Mean Score of Married		3.265						
Mean Score of Umarried		2.913						

Independent sample T-Test table 6 reveals that there is a significant difference for need with respect to marital status. We can say that our NULL hypothesis stands rejected for people who purchase apparel only when they need it.

Table 6 shows that married people (M=3.2650) purchase cloth when they have requirement than unmarried respondent (M=2.9130). The same can be attributed to the fact that married people have more family responsibilities. Owing to the family responsibilities, individuals prefer to buy clothes keeping in mind family requirements unlike unmarried individuals who usually buy for self.

EFFECT OF FAMILY SIZE ON VARIOUS IDENTIFIED FACTORS OF APPAREL PURCHASE BEHAVIOR

H0: There is no significant difference between the mean scores of various identified factors of apparel purchase behavior for different family size

TABLE 7: T-Table of family size and various identified factor of purchase behavior towards Clothes

		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
Cost	Equal variances assumed	3.169	0.076	0.185	213	0.854	0.02463	0.13346
	Equal variances not assumed			0.191	160.151	0.849	0.02463	0.12885
Esteem	Equal variances assumed	0.344	0.558	0.893	213	0.373	0.11885	0.13314
	Equal variances not assumed			0.901	149.266	0.369	0.11885	0.13188
Accessories	Equal variances assumed	1.004	0.318	-0.733	213	0.464	-0.09126	0.12443
	Equal variances not assumed			-0.72	138.043	0.473	-0.09126	0.12683
Fun	Equal variances assumed	6.096	0.014	0.631	213	0.529	0.0944	0.14955
	Equal variances not assumed			0.604	128.975	0.547	0.0944	0.15638
Shopping Place	Equal variances assumed	0.156	0.694	0.948	213	0.344	0.1251	0.13194
	Equal variances not assumed			0.926	136.562	0.356	0.1251	0.13503
Color	Equal variances assumed	0.055	0.814	1.461	213	0.145	0.14318	0.09799
	Equal variances not assumed			1.447	141.493	0.15	0.14318	0.09898
Brand	Equal variances assumed	2.331	0.128	-1.85	213	0.066	-0.24522	0.13256
	Equal variances not assumed			-1.919	160.751	0.057	-0.24522	0.1278
Trend	Equal variances assumed	1.787	0.183	0.389	213	0.698	0.05023	0.12909
	Equal variances not assumed			0.4	156.828	0.69	0.05023	0.12559
Interpersonal Communication	Equal variances assumed	2.401	0.123	-0.19	213	0.85	-0.02624	0.13814
	Equal variances not assumed			-0.197	160.358	0.844	-0.02624	0.1333
Need	Equal variances assumed	1.082	0.299	0.548	213	0.584	0.07472	0.13627
	Equal variances not assumed			0.563	156.72	0.574	0.07472	0.13261

Analysis of Anova table 7 showed that, all the factors of consumer apparel purchase behavior do not differ significantly on the basis of family size. Hence, our null hypothesis stands ACCEPTED for various factors affecting consumer purchase behavior towards clothing for family size.

EFFECT OF EDUCATIONAL QUALIFICATION ON VARIOUS IDENTIFIED FACTORS OF APPAREL PURCHASE BEHAVIOR

H0₅: There is no significant difference between the mean scores of various identified factors of apparel purchase behavior for different education qualification.

TABLE 8: ANOVA between education qualification and various identified factor of purchase behavior towards Clothes

	Levene Statistic	Sig.	F	Sig.	Statistica	Sig.
Cost	.975	.405	.894	.445	.987	.403
Esteem	.777	.508	1.070	.363	.918	.435
Accessories	.736	.531	2.443	.065	2.319	.081
Fun	.566	.638	1.976	.119	2.006	.119
Shopping Place	.381	.767	2.179	.092	2.288	.084
Color	.222	.881	.227	.878	.213	.887
Brand	.447	.719	.004	1.000	.004	1.000
Trend	.931	.427	1.677	.173	1.589	.198
Interpersonal Communication	2.184	.091	.010	.999	.011	.998
Need	.549	.649	1.996	.116	1.872	.140

Analysis of Anova table 8 showed that, all the factors of consumer apparel purchase behavior do not differ significantly on the basis of educational qualification. Hence, our null hypothesis stands ACCEPTED for various factors affecting consumer purchase behavior towards clothing.

EFFECT OF INCOME ON VARIOUS IDENTIFIED FACTORS OF APPAREL PURCHASE BEHAVIOR

H0₆: There is no significant difference between the mean scores of various identified factors of apparel purchase behavior for different income groups.

TABLE 9: ANOVA between Income and various identified factor of purchase behavior towards Clothes

	Levene Statistic	Sig.	F	Sig.	Statistica	Sig.
Cost	.728	.574	.353	.842	.375	.826
Esteem	2.607	.037	2.313	.059	2.690	.036
Mean Score of Income Less than 3 lkh	2.7200					
Mean Score of Income 3 -5 lkh	2.7955					
Mean Score of Income 5 -9 lkh	2.8783					
Mean Score of Income 9 -14 lkh	3.2348					
Mean Score of Income 15 lkh & above	3.1453					

Accessories	.144	.965	1.451	.219	1.416	.235
Fun	1.812	.128	2.947	.021	2.889	.026
Mean Score of Income Less than 3 lkh	3.1800					
Mean Score of Income 3 -5 lkh	3.2045					
Mean Score of Income 5 -9 lkh	3.0159					
Mean Score of Income 9 -14 lkh	3.6250					
Mean Score of Income 15 lkh & above	3.5128					
Shopping Place	.847	.497	1.192	.315	1.309	.273
Color	.262	.902	.933	.446	.999	.412
Brand	1.341	.256	.539	.707	.611	.656
Trend	.162	.957	1.731	.144	1.787	.138
Interpersonnal Communication	1.582	.180	.721	.578	.654	.626
Need	.419	.795	2.184	.072	2.075	.090

Analysis of ANOVA table 9 showed a significant difference in Fun and Esteem for different Income groups. Hence our hypothesis stands REJECTED for Fun and Esteem. For further analysis Post hoc test was conducted. Tukey was used for further analysis of the two factors having significant difference – Fun and Esteem

As per the post hoc analysis there is a significant difference between the income group of respondents between Less than 3 lakh and 9- 14 lakh for Esteem. The respondents in the income group of 9-14 lakh buy high price clothes for prestige sake and as for them it reflect quality (M= 3.2348) as compared to the respondents in the income group of less than 3 lakh (M=2.7200). This can be attributed to the fact that people of income group 9-14 lakhs are high income class people and thus they mostly have high social status. To match up to the standard, they usually purchase branded, high price clothes which is a reflection of good quality clothes for them. As for the respondents in the income bracket of less than 3 lacs, the disposable income is limited and they spend the same wisely to fulfill their basic requirements.

As per the post hoc analysis there is a significant difference between the income group of respondents between 5-9 lakh and 9-14 lakh for fun. The respondents in the income group of 9-14 lakh consider shopping more as stress reliving activity and a mode of making themselves happy (M= 3.6250) as compared to the respondents in the income group of 5-9 lakh (M=3.0159). This is attributed to the fact that people earning between 5 – 9 lakhs have limited disposable income and they tend to spend the same on making the ends meet for their family, leave apart the fun factor that apparel shopping can bring. However, people earning between 9- 14 lakhs have a fair amount of disposal income that can be spent on apparels for fun and such shopping is taken as a stress reliever too given their demanding job responsibilities at that stage.

EFFECT OF OCCUPATION ON VARIOUS IDENTIFIED FACTORS OF APPAREL PURCHASE BEHAVIOR

H₀: There is no significant difference between the mean scores of various identified factors of apparel purchase behavior for different occupation.

TABLE 10: ANOVA between occupation and various identified factor of purchase behavior towards Clothes

	Levene Statistic	Sig.	F	Sig.	Statistica	Sig.
Cost	.005	1.000	1.457	.227	1.465	.229
Esteem	4.553	.004	.154	.927	.156	.926
Accessories	.816	.487	1.936	.125	1.884	.138
Fun	.368	.776	.377	.770	.368	.776
Shopping Place	.718	.542	.313	.816	.298	.827
Color	1.597	.191	1.350	.259	1.822	.149
Brand	.257	.856	.716	.543	.744	.529
Trend	1.749	.158	.038	.990	.040	.989
Interpersonnal Communication	5.016	.002	.676	.568	.619	.605
Need	.127	.944	6.608	.000	6.776	.000
Mean Score of Business	3.1667					
Mean Score of Service	3.1935					
Mean Score of Professional	3.5000					
Mean Score of Student	2.7619					

An analysis of the above table 10 shows a significant difference between the mean scores of need with respect to occupation. Hence our null hypothesis stands rejected with respect to need. For all other factors of consumer purchase behavior toward clothes these is no significant difference between the mean scores for different occupation.

For further analysis post hoc test was conducted using Tukey for need.

Post hoc analysis reveals that students differ from service people and professionals. The descriptive table shows that professionals are highest when it comes to buying only when there is a requirement (M=3.5000) with less in service class people (M=3.1935) and lowest among students (M=2.7619). The same can be derived from the fact that students are more inclined toward dressing stylishly so that their peers admire and follow them. Thus, to gain an edge above all they try to adopt all new trends without any need. Whereas, Professionals and service class people have a precise dressing style and they doesn't like switching or exploring new trends. Thus, they purchase clothes only when they need or have requirement of same as per their jobs and social status

EFFECT OF FAMILY LIFE CYCLE ON VARIOUS IDENTIFIED FACTORS OF APPAREL PURCHASE BEHAVIOR

H₀: There is no significant difference between the mean scores of various identified factors of apparel purchase behavior for different stage of family life cycle.

TABLE 11: ANOVA between family life cycle and various identified factor of purchase behavior toward Clothes

	Levene Statistic	Sig.	F	Sig.	Statistica	Sig.
Cost	.595	.667	1.235	.297	1.451	.229
Esteem	1.000	.408	1.750	.140	1.614	.183
Accessories	1.399	.236	1.238	.296	1.304	.279
Fun	.789	.534	2.130	.078	1.704	.162
Shopping Place	.174	.951	3.915	.004	3.972	.006
Mean Score of The young unmarried adult	3.1735					
Mean Score of Newly married couple	3.4891					
Mean Score of The family with young children	3.0882					
Mean Score of Family at midlife:adolescents and ageing parents	2.7500					
Mean Score of The stage of launching children and moving on	2.5313					
Color	.917	.455	1.035	.390	.987	.422
Brand	.353	.842	.965	.427	1.020	.405
Trend	1.103	.356	2.011	.094	1.800	.141
Interpersonnal Communication	4.741	.001	4.393	.002	8.422	.000
Mean Score of The young unmarried adult	3.0306					
Mean Score of Newly married couple	3.4928					
Mean Score of The family with young children	3.1307					
Mean Score of Family at midlife:adolescents and ageing parents	3.0741					
Mean Score of The stage of launching children and moving on	2.2500					
Need	.043	.997	6.221	.000	5.958	.000
Mean Score of The young unmarried adult	2.7551					
Mean Score of Newly married couple	3.4565					
Mean Score of The family with young children	3.2549					
Mean Score of Family at midlife:adolescents and ageing parents	3.5000					
Mean Score of The stage of launching children and moving on	3.2188					

Through ANOVA table 11 it is analyzed that there is a significant difference in family life cycle for shopping place, Therefore our null hypothesis stands REJECTED with respect to shopping place, interpersonal communication and need. For all other factors of consumer purchase behavior toward clothes there is no significant difference between the mean scores for family life cycle.

The mean of the newly married couple (M=3.4891) for shopping places is highest as compared to the mean scores of the family at the middle age: adolescent and aging parents (M=2.7500) and the age of launching children and moving on (M=2.5313). The reason for such high mean score is that the newly married couples tend to explore more while purchasing clothes by visiting various malls and shops accordingly. Whereas the family at middle age and the age of launching children don't want to explore the shopping place rather they want to stick to few exclusive shops and stores where they could purchase the clothes as they are quite busy in fulfilling the family responsibilities and thus don't have that leisure time to shop at various shopping malls.

The stage of launching children and moving on (M=2.2500) has lowest interpersonal communication as this is believed to be the end stage of life cycle where people have other important things to discuss rather than clothes. Whereas, other stages of family life cycle such as newly married couples (M=3.4928), family with young children (M=3.1307), the family at middle age: adolescent and aging parents (M=3.0741) and the young unmarried adults (M=3.0306) have more interpersonal communication as they like to take more advices from friends and family regarding apparel purchase or the apparels for their family. The post hoc analysis also reveals that there is a significant difference in the mean score of family life cycle for need. The mean score for the young unmarried adults (M=2.7551) is lowest as compared to the family at middle age (M=3.5000), the newly married couple (M=3.4565) and the family with young children (M=3.2549). This is attributed to the fact that the young unmarried adults who are considerably younger do not go for shopping when they have need for clothes. Rather they tend to purchase clothes according to the trend and fashion in the market.

MANAGERIAL IMPLICATIONS:

Marketers can take advantage of our research on apparel purchase behavior through market segmentation on the basis of demography such as age, occupation, stage of life and the marital status.

The study concluded that in all the four demography, youths are the ones who are more concerned about their looks and appearances. They are mostly affected by the product and brand promotion, buy according to the prevailing brand. They purchase the clothes that fit their body image, accordingly marketers should target the younger generation.

Keeping in mind the current trend and fashion in the market and the celebrities' youth follow and are attracted to, companies should promote their apparels by hiring celebrities to endorse their products.

Young females should be focused by the companies as they are the one who take shopping as delight and shop not only when they need but also to keep up with the trend unlike male who treat shopping as functional benefit and majorly shop when they require.

Educational qualification as well as family size does not have a direct impact on the purchase behavior of clothes as derived from this study but this does not mean that individuals do not have need for them. It varies as per the age, income and marital status as regards the need since in most cases the younger generation is not buying clothes only when they need. They also indulge in apparel shopping for fun and delight and to keep up with the latest trend in fashion and maintain a peer standard.

Shopping place also plays an important role for shaping apparel purchase behavior as found in this study. Younger and newly married couples are found to have shown a higher tendency towards visiting shopping places than individuals in later stages of life as well as life cycle due to higher disposable time available to them. This is also attributed to the fact as regards the leisure time available as visiting such shopping places offer a loads of brands and variety.

Apparel marketers are suggested to promote their brands as well as products in shopping malls that are frequented by youngsters and newly married couples on one side and also will help attract female consumers who shop for leisure and fun.

Given the delight element as suggested from the study, it is advised that marketers shall have various brand names for specific products related to females and also with respect to age and life cycle so that these can be differentiated among competitors and give an edge while selling.

Endorsements from celebrities have a great impact on the consumers and marketers can use various celebrities endorsing their different brands of products according to the market segmentation they want these to be promoted.

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