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A STUDY ON APPAREL PURCHASING BEHAVIOUR OF ARTS AND SCIENCE COLLEGE STUDENTS WITH SPECIAL REFERENCE TO COIMBATORE CITY**Dr. S. Mohanraj****Head and Associate professor, Department of International Business, Dr. N.G.P Arts and Science College, Coimbatore.***Ms. A. Blessita*****B.Com (IB), Department of International Business, Dr. N.G.P Arts and Science College, Coimbatore.***Mr. A. Gowtham******B.Com (IB), Department of International Business, Dr. N.G.P Arts and Science College, Coimbatore.*

Abstract:

This study is undertaken to find out the apparel purchasing behaviour of arts and science college students in Coimbatore city. The prime objectives of this study are to study the concept of purchasing behaviour and its stages, the factors that affect the purchasing behaviour, the factors that influence the buying behaviour, the impact of sales promotion techniques and the college students' impulses to purchase an apparel. This study was conducted on the basis of descriptive research as well as analytical research designs. The respondents have been selected by using stratified sampling method where total population is divided into small groups or strata. Totally 341 sample respondents were selected and analysed by using Simple Percentage analysis, Correlation, Chi-Square and Weighted Average Mean method. This study helps retailers to make sure that their stores are appealing to current young populations expectations.

Keywords: Purchasing behaviour, College students, Apparel, Impulsive buying, Coimbatore

Introduction:

The purchasing behaviour of every individual customer depends on their taste, preference, attitude, intentions and emotions. It includes how individuals make decision to spend their resources (time and money) and consumption of product related aspects (what they buy? why they buy? when they buy? how they buy? where do they buy? who is involved in buying). Consumer makes buying decisions almost every single day but many don't know the factor which drives them to their decision and does not pay attention to those either. The heterogeneity among people makes consumer buying behaviour a challenging task. And the concept of impulsive buying is also one of the interesting factors that drives customer to make purchase unintentionally. To keep up with market it is crucial that manufacturers in the clothing industry must become familiar with the perceptions and attitudes of customers. Thus, this study helps to know the factors that drive college students to make apparel purchase in Coimbatore city.

Objectives:

- To study the concept of consumer purchasing behaviour and its stages
- To study the factors that influence consumer purchasing behaviour for apparel of both men and women segment
- To study the factors influencing the consumer purchasing behaviour while selecting retail outlets
- To analyse the impact of sales promotion techniques on consumer purchasing behaviour
- To study the college students' impulses to purchase an apparel

Research methodology:

- Research design: Descriptive Research and Analytical Research designs
- Area of the study: Coimbatore city.
- Sampling technique: Stratified sampling.
- Data collection: Primary and secondary data
- Sample size: 341

Tools used for analysis: Simple Percentage analysis, Correlation, Chi-Square, Weighted Average Mean

Review of literature:**Data analysis and interpretation:**

1. **Nupur Kalose (2019)** conducted a study of Impulse Buying Behaviour of Indian Student in Dubai and in India. Respondents filed their thoughts online. The main objective of this study is to understand the buying behaviour of Indian students. This study shows that the students engage in impulse buying more in India than in Dublin. Students feel more excited about impulse shopping in India than in Dublin because they always have a company to shop with, the sales and promotions are very attracted and engaging.
2. **Weerathunga, A.K., & Pathmini, M.A., (2015)** conducted a study on Impact of Sales Promotion on Consumer's Impulse Buying Behaviour in Supermarkets in Anurathapura City and stated that Sales Promotion is a very important promotion technique that can be used efficiently to increase the sales and eventually profits of the company.
3. **Bianca Vainikka (2015)** conducted a study on psychological factors influencing consumer buying behaviour, its main purpose is to explore the different psychological aspects of consumer buying behaviour and outlined the vivid understanding of the many components of consumer psychological and the fundamentals that effects individual consumer behaviour.
4. **Jiyeon Kim (2003)** conducted a study on College Students' Apparel Impulse Buying Behaviour in Relations to Visual Merchandising. This research was conducted in Georgia with college students as its respondents. The main objective of the study is to examine the relationship between college students' apparel impulse buying behaviors and common external factors that trigger impulse buying. External factors that the research examined

are attributes likely to be encountered in many retailing contexts, such as visual merchandising.

Table No.: 1 (Simple Percentage Analysis)

Table showing the education of the respondents			
1.	UG	256	74.78
2.	PG	86	25.22
Table showing college type of the respondents			
1.	Private	273	80.06
2.	Govt. Aided	37	10.85
3.	Government	31	9.09
Table showing spending on apparel purchase per visit			
1.	Below 1000	108	31.67
2.	1001 – 5000	152	44.57
3.	5001 – 10,000	68	19.94
4.	Above 10,000	13	3.81
Table showing garment type preferred			
1.	Readymade	210	61.58
2.	Semi-Stitched	81	23.75
3.	Personally Tailored	33	9.68
4.	Unstitched	17	4.99
TOTAL		341	100

- From the above table majority of the respondents 74.78% are part of undergraduate program, 80.06% of the respondents belong to private college, 44.47% of the respondents spend between 1,001 – 5,000 on purchasing per visit, 61.58% of the respondents prefer readymade apparel.

Table No: 2 (Correlation)

HYPOTHESIS

H₀: There is no significant correlation between Monthly income and College type.

H₁: There is significant correlation between Monthly income and College type.

Correlations

		Fam monthly income	College type of the respondent
Fam monthly income	Pearson Correlation	1	-.123*
	Sig. (2-tailed)		.023
	N	341	341
College type of the respondent	Pearson Correlation	-.123*	1
	Sig. (2-tailed)	.023	
	N	341	341

*. Correlation is significant at the 0.05 level (2-tailed).

- There is a significant correlation ($r = -0.123$, Sig. 0.023) observed between monthly

income and college type to reject the null hypothesis.

The above result shows that there is a perfect correlation between monthly income and college type.

Table No: 3 (Weighted Average Mean)

PSYCHOLOGICAL FACTORS	SA	A	N	DA	SDA	TOTAL	MEAN
	5	4	3	2	1		
I go shopping to change my mood	170	82	67	21	1	341	4.17
	850	328	201	42	1	1,422	
I feel excited when I makes an impulsive purchase	65	186	74	12	4	341	3.86
	325	744	222	24	4	1,319	
After making an impulsive purchase I feel regret	105	95	107	26	8	341	3.77
	525	380	321	52	8	1,286	
It is difficult to control my urge to buy when I see a good offer	93	128	83	30	7	341	3.79
	465	512	249	60	7	1,293	
I'll shop just to satisfy my basic needs	105	137	72	19	8	341	3.88
	525	548	216	28	8	1,325	
I'll shop often to keep myself updated in terms of trend	90	133	86	29	3	341	3.81
	450	532	258	58	3	1,301	
I feel extremely good when my friend praises my fashion sense	120	120	71	24	6	341	3.95
	600	480	213	48	6	1,347	
I'll shop to express my social capability	83	116	78	43	21	341	3.57
	415	464	234	86	21	1,220	

- The above table exhibits the weighted average mean scoring for the level of opinion on the psychological factors. Shopping to change the mood is the strongly agreed factor of college students with a mean score of 4.17 and Shopping to express the social capability was strongly disagreed factor with a mean score of 3.57.

Shopping to change the mood is the major psychological factor that drives the college students to make impulsive purchase.

Findings of Simple percentage analysis:

- Majority of the respondents 74.78% are part of undergraduate program, 80.06% of the respondents belong to private college, 44.47% of the respondents spend between 1,001 – 5,000 on purchasing per visit, 61.58% of the respondents prefer readymade apparel.

Findings of Correlation:

- Result show that there is a perfect correlation between monthly income and college type.

Findings of Weighted Average Mean:

- Shopping to change the mood is the major psychological factor that drives the college students to make impulsive purchase.

Suggestions:

- ✓ Retailers are suggested to bring continuous Update in styles of cloth, and different designs have to be introduced frequently to keep young customers engaged as well as obsessed with purchasing apparel.
- ✓ Retailer are advised to make good use of mannequin displays, promotional signages and to adopt attractive in-store forms because when consumers are exposed to these visual stimulators, they are more likely to make impulsive purchases.
- ✓ It is suggested to use visual merchandise practices, as it leads way to comparatively lot of unintentional or unplanned purchases, which will be beneficial for both small scale as well as well-established retailers.

Conclusion:

This study primarily explains about the purchasing behaviour of the college students and their impulses to buy with relation to organised retail store outlets. The authors of this work wanted to find out what factor both internal/external influences college students to purchase apparel and the college students' impulses to buy. Additionally, it incorporates the important retail factors and satisfaction level towards sales personnel available in retail stores. And with the data collected it is obvious that lot of college students were influenced by the visual merchandising practices as they spend lot of time on their mobile phones and have access to internet 24/7. The study shows that apparel retail marketers should give more importance to store attributes to attract and promotional offers will also enhance the sale. Psychological traits are therefore a highly relevant concept for the examination college students apparel buying behaviour.

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1. Nupur Kalose (2019). A Study of Impulse Buying Behaviour of Indian Student in Dubai and in India. *World count: 14577*.
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