

Dynamic of female Millennials buying Behaviour on apparel products

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Available online at: www.isroset.org

Received: 15/Oct/2022, Accepted: 18/Nov/2022, Online: 31/Dec/2022

Abstract—This study is to analyse the dynamic of female buying Behaviour on apparel products. In a current scenario the female apparel products has become more varied in aesthetics aspects on apparel products. Day to day in digital marketing it has been increasing positive attitude towards buying apparel products especially in textile industries and most of the female are preferring to wear western style. This study examines the insights of shopping habits, brand awareness, brand preference and product style of female consumers in the apparels products. This research is based on conceptual and This study focuses on the different in shopping orientation on female consumers with by knowing buying Behaviour dimensions like store attributes, product attributes and reference group and festival attributes. It will be useful for the marketer to develop the product strategies for their growth.

Keywords— Apparel products, buying Behaviour, attributes and female attitudes.

I. INTRODUCTION

The apparel industry ranks first, Clothing is becoming more and more diverse among customers. It is important to study changes in female consumer behavior. Fashion has become the past decade to the industry has undergone some structural changes. It has rapidly changing fashion Even the best plans and actions can be undermined at economic change and competitor behavior. But what is inherently difficult is the cycle of fashion trends. The current average successful apparel trend is accelerating because it lasts for a very short period of time. So it's harder to get in the situation. There is clear Understanding among retailers that a complete picture of the target female consumer is very important it helps to beautify of buying propensity. Traditionally, Indians preferred dresses that were sewn by local tailors and catered only to local demand. have contributed to its development. Other factors affecting its growth are thought to be hand purchasing power, increasing access to the fashion industry. The apparel industries are being increased in our county and spending on apparel and clothing among the female customers are getting increased day by day. I show the changing Behaviour of female customers. In the developing fashion industry Aimed at fashion conscious women of all ages, wide range contains everything from modern basics to tailored classics, leisurewear, sportswear; Big is beautiful, maternity wear etc. The fashion industry is a product of the modern age. Until the mid-19th century, virtually all personal clothing was handmade, either homemade or ordered from a tailor. By the early 20th

century, the emergence of new technologies such as sewing machines, the rise of global capitalism, the development of factory systems of production, and the proliferation of retail outlets such as department stores made clothing increasingly common. . Mass produced in standard sizes and sold at a fixed price. Although the fashion industry first developed in Europe and America, it is now an international and highly globalized industry, often designed in one country, manufactured in another, and manufactured in another. For example, an American fashion company can source fabrics in China, manufacture clothes in Vietnam, finish them in Italy, and ship them to warehouses in the United States for distribution to international retailers. I can do it. The fashion industry has long been one of the largest employers in the United States and remains so well into the 21st century. However, employment decreased significantly due to increased outsourcing of production overseas, especially to China. Data on the fashion industry are usually reported on national economies and expressed in terms of the many individual sectors of the industry, making it difficult to obtain aggregate figures for global production of textiles and clothing.

Review of literature

The personal aesthetics modify how a female has analysed and the most important personal factor is the consumer personality. Personality is a changing term that describes how we change and grow with life. Since there are many fundamental differences in women's personalities, the personal factors that influence consumer perceptions are

occupation, economic status, age, education and social life. New brands or styles of clothing can be perceived as essential, extravagant, or extravagant, depending on one's perception and attitude towards a particular item.

Bobalca, C. S., Țugulea, O., Ifrim, M., & Maha, L. G. (2021). An analysis of predictors of young shopper satisfaction in the e-retail apparel sector revealed that the key factors determining satisfaction in the e-training market were deals, product expectations, customer service, and web. It was shown to be the reputation of the site. Appiadu, D., Kuma-Kpobee, M., & Vandyck, E. (2021). Apparel shopping styles of Ghanaian female young adults. By using multistage random sampling techniques by the sample of 405 Ghanaian female undergraduate students aged 18-25 years. This results showed that the subject adopted shopping style when scouting for stores and selecting apparel for managing their appearance. *International Journal*.

Opare-Asamoah, E. S. (2014). have reported An investigation into the buying behavior of young women in tertiary institutions for fashionable clothing from this study three most important criteria for these young women in selecting fashionable clothing are comfort, style and varieties though young women are not trendsetters in fashion but they like to buy fashionable clothing.

Rajput, N., Kesharwani, S., & Khanna, A. (2012). Have studies the Dynamics of female buying behaviour: A study of branded apparels in India. In this study female consumer buying behaviour and deeply understand the key factors of branded clothing which influence female and they have particular perspectives and motives behind their purchase. Finally it concludes that there is a complete awareness of branded apparels amongst females and their shopping behaviour reflect that they buy these products occasionally.

Azevedo, S., Pereira, M. M., Ferreira, J. J., & Pedroso, V. (2008). Have analysed the Consumer Buying Behaviour in Fashion Retailing his study clearly shows that style, price and followed social identity are the most pertinent factors in explaining Gen-Y's consumer purchase intention. It may enhance marketing opportunities in the form of better targeting of males and females, different income groups and ages based on needs and motivation analysis. Practitioners, by getting some insights into what constitute Gen-Y's consumers' attitude and purchase intention, will be able to improve their product concepts and development as well.

North, E. J., DeVos, R. B., & Kotze, T. (2003). reported on the importance of apparel product attributes for female buyers. The results of this study indicate that style is the most important attribute of apparel to women when making purchasing decisions, with price being the second most important attribute. It can also be concluded that there is a relationship between age and style as well as between age and brand. This will have implications for a

manufacturer who is targeting a specific age group Han, Y. K., Morgan, G. A., Kotsiopoulos, A., & Kang-Park, J. (1991). Have analyzed the Impulse buying behavior of apparel purchasers identified possible predictor variables of impulse buying. Non-student consumers were most likely to be planned buyers while students were most likely to be impulse buyers. Comparisons of the three groups of consumers on other shopping behaviors and demographic variables further supported the proposition that these groups made up different market segments. Tirmizi, M. A., Rehman, K. U., & Saif, M. I. (2009), have analysed An empirical study of consumer impulse buying behavior in local markets investigates the relationship between independent variables which are shopping lifestyle of consumers, fashion involvement of consumers, pre-decision stage and post-decision stage of consumer purchase behavior with the attitudinal and behavioral aspects of impulse buying behavior.

II. RELATED WORK

In general nowadays females attitudes towards purchasing an apparel products were increasing and it makes major role in marketing and due to fashion growing the apparel products are in various design and the Shopping for apparels by the female has a risk of defect in the quality of fabric, issues with inconsistent apparel size & fitting etc. This also deters the apparel consumers from buying online and stick to offline methods of buying. Apparels consumers mainly likes to visit the store and made some comparison. Female consumer use to make information search, brand evaluation, price comparisons and product style. These will be used to determine the store to keep in creative and used to analyses the store environment. Primary research would help to understand the current issues female consumers are facing while buying apparels and the reasons why they refrain from shopping for apparel. The results would help the apparels retailers to overcome their limitations and formulate strategies to create positive customer perceptions towards shopping.

Problem statement

The past study about female apparel shopping has focused on either information availability or consumer characteristics. Namitharajput (2018) suggested that the relationship between the product information and consumer behavior in terms of consumers perceptions are not been discussed in the previous study. In dynamic of female buying behaviour shopping habits will be differ though consumers can gathered some information about the items but they can't prefer the products because of less in brand awarance. They would have to know about the brand awarance and the preference. So female buying behaviour of the apparels through knowing about apparel details it provides opportunities to make a perception of fabric characters.

Theoretical Background of the Study The concept of visual product.

Good visual presentation of products can compensate for lack of sensory experience (Grewal, Roggeveen, Runyan, et al., 2017). Visual cues are particularly strong in the early stages of perception, because they attract more attention (Geise & Baden, 2015; Yantis, 2005), increasing the depth of mental and emotional processing (Goldstein & Fink, 1981). Previous studies have documented the effects of product display on cognition, attitudes, and behavioral responses. For example, product image can affect memory (Childers & Houston, 1984), confidence (Weathers et al., 2007), brand attitude (Babin & Burns, 1997), website attitude (W. Lee & Gretzel, 2012), product preferences (Petrova & Cialdini, 2005), and behavioral intentions (Jeongetal. 2009; Yoo & Kim, 2014). This amplification effect means that images are more easily, quickly and deeply encoded into memory and remembered longer than text (Geise & Baden, 2015). Stimuli that are more easily processed also tend to be positively evaluated and produce positive attitudes (Lee & Labroo, 2004). Thus, the superior effects of images can result from both ease of processing and the creation of richer memories (ie, dual codes) (Unnava & Burnkrant, 1991).

Images of product perceptions

In current scenarios, context carries information about objects and their identities, facilitates perception, and provides imagery (Schlangen & Barenholtz, 2015). Focus products are the star of your marketing message, but you can also incorporate them into your contextual settings, such as: B. Customer Use (Babin & Burns, 1997). These contextual factors drive product perception and help consumers form an emotional bond with the product (Shu & Peck, 2011). When examining the characteristics that make up rich contextual displays, we found that the three main components are specificity, congruence, and familiarity (see Table 1). Context representations range from concrete to abstract. Subjects are more easily identified as people, places, or objects in tangible images compared to abstract images (Walters, Sparks, & Herington, 2007). Concrete images are more effective in stimulating vivid visual images and influencing brand attitudes (Babin & Burns, 1997). More specific images have also been shown to improve consumers' virtual product experience in online stores (Yoo & Kim, 2014). Her second important property of contextual presentation is consistency or matching between objects in a scene (Davenport, 2007). Matching contextual ads are processed holistically, resulting in a better understanding of the consumer. Similarly, familiarity with contextual displays influences viewer perceptions. The human brain uses shared associations between objects in the environment to facilitate visual perception and cognition (Bar, 2004). For example, "In a scene with a well-known context such as a kitchen, an object that matches that context (such as a loaf of bread) is more easily recognized than an object that is unexpected in that context (such as a drum)." Bar, 2004, p. 619). No e-commerce investigations using this comprehensive context are known, leaving room for further investigation. Especially if the purpose of creating

context in product presentations is to direct perception and attention and thereby stimulate associations, the use of contextual scenes in online product presentations may help consumers to perceive more than presentations with white backgrounds. It helps consumers experience the product. If so, consumers can develop a mental image process that reinforces their sense of value and a higher willingness to buy.

visual merchandising Visual merchandising is retailing that optimizes the presentation of products and services to better emphasize their features and benefits. The purpose of such visual merchandising is to attract and engage customers and encourage women and men to buy. A product presentation is more than just an advertising stand. Not only does this directly impact product sales, it also puts your brand in the spotlight and the attention it deserves. At the end of the day, focus on what consumers want to buy and get their interest and attention.

Conceptual framework on female buying behaviour

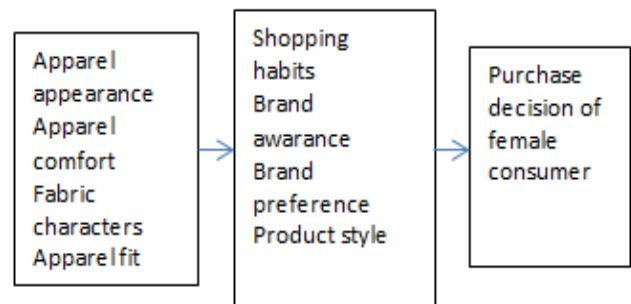


Fig. 1

III. METHODOLOGY

"Study design is the design of the conditions for data collection and analysis in a manner aimed at combining relevance to research objectives and cost-effectiveness of the process." Form a blueprint for collecting, measuring, and analyzing data. As such, design includes an overview of what researchers will do to write their hypotheses and their operational implications for the final analysis of the data.

The study design conducted for the study is descriptive. Descriptive research is research that aims to characterize groups, people, or situations. It is primarily qualitative in nature.

Types of data collected

Primary data:

Primary data were collected through a structured questionnaire with a sample size of 200.

Secondary data:

Secondary data were collected from the internet, various books, magazines and company documents.

Survey structure:

Surveys were created based on open questions, closed questions and multiple choice questions Demographic profile:

Table 1

Sl.No	Occupation	Frequency	Percentage
1	Business	75	15
2	Employee	275	55
3	Professional	150	30

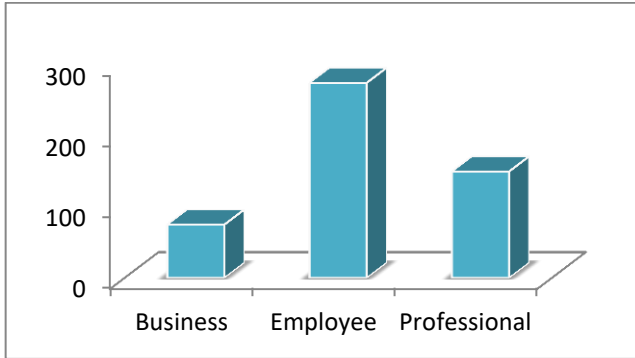


Fig. 2

From the above table 55% of the respondents were employees and 30% were in professional. 15% were business

Table 2 Frequency of Purchasing Period

Sl.No	Opinion	Frequency	Percentage
1	Twice in month	254	51
2	monthly	147	29
3	Twice in a year	62	12
4	Once in a year	37	7

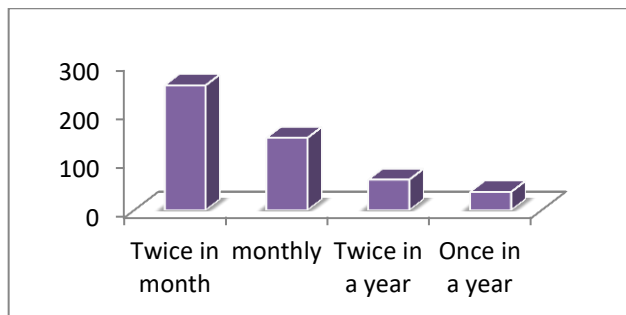


Fig. 3

As per the customer needs the reasons of the purchase has been involved 51% of the respondents were buying an apparel twice in month. 29% of the respondents prefer monthly. 12% of the respondents were buying twice in a year and 7% of the respondents are buying once in year.

Table 3 Factors influencing apparel purchasing:

Sl.No	Opinion	Frequency	Percentage
1	Family	28	5
2	Friends	46	9
3	Celebrity	84	17
4	Window Display	130	26
5	Offers	123	25
6	Festivals	89	18

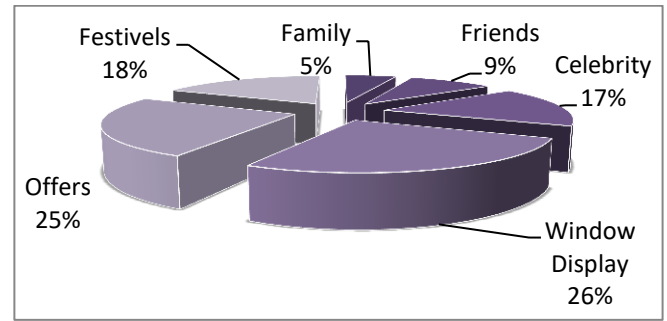


Fig. 4

From the above table females were influenced by apparel purchasing 26% of the respondents are influenced window display. 25% of the respondents influenced by offers. 18% of the respondents influenced by festivals. 9% were influenced by friends. The apparel purchasing are influenced by window display to the females mostly 26% of the females are attracted by seeing the display of the apparel and infused to purchase the apparel.

Table 4 Criteria of buying apparel

Sl.No	Opinion	Frequency	Percentage
1	Brand	170	34
2	Price	114	23
3	Quality	125	25
4	variety	91	18

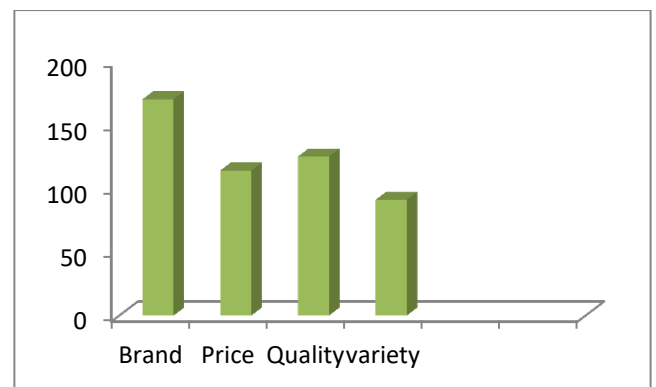


Fig. 5

While purchasing the apparel females were having intentions to buy by seeing these opinion 34% of the respondents were based on brand. 25% of the respondents were influence on quality. 23% of the respondents were influenced by price and 18% of the respondents by seeing the variety.

IV. RESULT AND DICUSSION

In the clothing market, most women were willing to buy clothes and had different aesthetics to choose from. Her 51% of women often buy her clothes twice a month. Millennial women are considered within brands and prefer branded clothing. The survey shows that 34% of women prefer branded clothes and 25% of women prefer price range when buying clothes.

The clothing-buying behavior of millennial women is particularly pronounced as they spend a lot of time and money choosing clothes and pay particular attention to the

type of clothing they wear. The study shows differences in women's clothing buying behavior based on personality, age, occupation, income, and marital status. Women mainly buy clothes on demand and for festivals and occasions. The results of this study contribute to our understanding of apparel buying behavior and provide meaningful insights into apparel buying behavior for retailers, entrepreneurs and merchandisers.

V. CONCLUSION

During this period, the apparel market is growing and needs to understand women's consumer behavior, and stores accordingly need to think more about the attributes that influence consumer buying behavior. , apparel marketers must plan, modify and capitalize on the tremendous opportunities presented by the apparel sector. Today, shoppers are spending more on apparel as consumption patterns in India slowly converge. Over time, retailers will need to pay more attention to knowing their shoppers and anticipating their wants and needs. With time constraints and increasing disposable income, consumers need well-functioning stores that provide an easy and convenient hub to enjoy shopping. As the tastes and preferences of female shoppers change, will lifestyles and consumption patterns rapidly change, ultimately opening up new business opportunities for retailers? The in-store experience should be designed to provide a positive shopping experience through improvements and extended dwell time. According to the survey, female consumers are familiar with most domestic and national brands available for shopping. For marketers, taking effective steps to ensure they create more effective products that can increase sales volume is critical. Female respondents valued attributes such as physical characteristics, diversity, style, family and friends, store image, brand loyalty, wearing preferences, and try-on before purchase.

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