

Retail Attributes Influencing Buyer Behavior in Apparel Stores

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Abstract— Many retailers give importance of store environment to measure purchasing behavior as a tool for market differentiation Apparel retailers are known to design store environment in a manner that will enhance buyers positive feelings that lead to desired buyer behavior. The importance of store environment helps in enhancing the shopping experience of buyers which has long been appreciated. Retail stores that offers pleasing and attractive physical environment are eye catching and are more appealing. The excessive buyer footfall will create a competitive environment among other stores and most likely entice more buyers. Consumer behavior is the study that allows focusing on how people buy, what they buy, when and why they buy. It studies the distinct characteristics of individual buyers such as demographics, psychographics and behavioral variables, in an effort to understand buyer wants and needs. Two distinguished apparel stores Fabindia and Anokhi were chosen for the research. Random sampling technique was used for data collection and data was collected personally visiting the stores and contacting the buyers. The findings reveal the factors that play a greater role in influencing the purchasing behavior of buyers in retail stores. Therefore there was a rising need to evaluate the major drivers of purchasing behavior in Indian context.

Index Terms— Apparel Retailing, Buyers, Purchasing Behavior, Store Attributes.

I. INTRODUCTION

Store's physical surroundings, its environment and services provided build its image. Apparel retailers are known to design store environment in a manner that will enhance buyers positive feelings that lead to desired buyer behavior, such as a higher readiness to purchase the product or shop around in the store for longer time. Retail stores that offers pleasing and attractive physical environment are eye catching and are more appealing. The excessive buyer footfall will create a competitive environment among other stores and most likely entice more buyers. If a buyer does not enjoy shopping with a particular retailer, then endeavors must be done to make and develop a friendlier store for upcoming purchases. To continue to exist in the competitive market it is vital to recognize and satisfy buyer's needs and desires. The retailers should identify those characteristics, elements, aspects and attributes that can bring positive responses from their buyers. These characteristics and attributes include customer service, promotion, store atmosphere, physical.

facilities, post-transaction satisfaction etc. This is important because it will have a direct impact on future buying decision. Modern retailing has come in India as it is viewed in the form of luxurious shopping centers, multi-storied malls and the huge towers that provides shopping, leisure and entertainment all under one roof. Ghosh, Tripathi and Kumar (2010) "Retail store attributes are appealing for self-image of buyers and their impact on in-store satisfaction and buying intentions, further observes that a store having modern equipment, good and clean physical facilities and ease in transactions would be able to yield satisfaction and enhance purchasing intentions". Furthermore, purchase decision making has turned out to be more multifaceted in light of the fact that interwoven status of item and administrations exhibited in retail location. Store image can be defined in the buyers' mind as a mixture of the store's operational characteristics and an impression of the store's psychosomatic traits.

Consumer behavior is the study of behavior of people that focuses on how and what people buy, why they buy and when they buy. It tries to understand the decisions of the buyer related with liking and disliking of purchase of a product. It takes into account the unique traits of individual buyers such as behavioral variables, psychographics, demographics, buyers' wants and needs. Buyer behavior results from individual and environmental influences. Buyer behavior is well understood by an individual's mind set as well as the how others persuade them. Consideration is required while purchasing apparels which looks into the knowledge of buyers and how these factors correlate each other in the entire purchasing process. Providing an assortment of product and services is one of the basic features of the retailer (Levy and Weitz, 2008). As a key component of the marketing mix, assortment represents a strategic positioning tool for customer acquisition and retention (Grewal et al.,1999; Kahn, 1999; Koelmeijer and Oppewal, 1999; and Stassen et al.,1999).From the consumers perspective, assortment plays a fundamental role in store choice(Kelly and Stephenson,1967;Zimmer and Golden,1988; Kahn,1999; and Briesch et al.,2009). The decision about the quality, price levels, and variety of assortment determines the retailer's market position and image (Kunkel and Berry, 1968; Lindquist,1974-1975;Mazursky and Jacoby,1996;Ailawadi and Keller,2004; and Mantrala et al.,2009). Assortment planning is one of the most challenging task in retailing. Especially the dynamics in consumer perceptions and preferences (e.g., desire of variety, and flexibility, preference instability),retailer constraints (e.g., physical space,

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budget), and changing environmental factor (e.g., competition-related assortment trends, economic conditions) contribute to the huge difficulty of assortment planning (Mantrala et al., 2009).

II. REVIEW OF LITERATURE

Zeb, Rashid, Javeed (2011) The purpose of this research was to analyze buying behavior of the females of Pakistan and recognized the major factors of branded outfits which persuaded interest of female consumer's towards fashionable branded clothes. The outcome signified that brand attitude, branding of status, reference groups, paying best for branded clothing were few factors that had positive impact on the buying behavior of females which in turn increased the consumer interest in trendy clothing.

Gundala(2010) The objective of the study was to discover attributes of the image of the store and assess the strength and significance of the impact of each attribute on consumer purchasing decisions. It analyzed the impact of various socioeconomic factors on buyers assessment of a variety of store image attributes.

Seock and Sauls (2007) The purpose of this paper was to investigate Hispanic consumers' shopping orientations and their apparel retail store evaluation criteria and examined age and gender differences in their shopping orientations and retail store evaluation criteria. The results opined that orientations regarding shopping and the criteria for evaluation apparel retail store varies according to gender and age groups.

Kim Minjeong(2006) There were two objectives of this paper. First objective was to identify attributes of online service that facilitated effective and efficient shopping, delivery and purchasing based on the modified E-S-QUAL scale. The second objective was to assess the degree to which present online retailers provided such service attributes as an objective measure of performance regarding service. The study evaluated online retailers' service performance and thus, complemented existing online service quality research based on the perceptions of the consumer and evaluation of online service quality.

Hartman, Spiro (2005) The paper examine previous conceptualizations related to the image of the store by introducing a new concept which was known as store equity. It was defined as the differential effect of knowledge about the store on customer response to the marketing actions of the store. The paper discussed the operationalization and conceptualization of customer-based store equity by comparing the concept of store equity to store image. It discussed the implications for marketing practitioners by recognizing the considerations for managing and building customer-based store equity.

Grewal, Baker (1994) The study enlightened the impact of retail store environmental cues on consumers' price acceptability. It was an empirical study which examined the effects of three types of environmental factors such as ambient, social and design. The results of the study indicated that the price of an item was more acceptable in a high-social store environment than in the low-social store environment. The results also provided some support for the effects of store ambient and design factors on the acceptability of the price.

Lannone, Miranda (2013) The goal was to attain full optimization of Merchandise & Replenishment Planning levels and recognizing the correct replenishment quantities and periods. The passageway from a total push strategy, presently used by the company, to a push-pull one, recommended by the model, permitted not only to calculate approximately a lessening in goods quantities to acquire at the commencement of a sales period with sizeable economic savings, but also worked out a centered replenishment plan that allowed lessening and optimization of departures from network warehouses to Points of Sale.

Kumar, Mishra(2013) This study was an effort to examine the relationship between retail store attributes and customer satisfaction. Respondents were surveyed about their expectations and experiences with respect to ten dimensions of store attributes using a structured questionnaire using Mall Intercept Survey Technique. Correlation and regression analysis was used for data analysis. The outcome of the analysis was establishment of relationship between store attributes and customer satisfaction.

Thakur and Lamba(2013) The study endeavors to identify the customer satisfaction level and elements determining readymade clothes purchase and moreover to be acquainted with the most admired brands of consumers in different options for garments that would facilitate the readymade outfits manufacturers to sketch their future augmentation. The determinations disclose that Peter England and Tommy Hilfiger were the most ideal brands in the city of Jalandhar. Quality and price were the most important considerations in apparel purchase.

Yip, Chan, K. and Poon (2012) The research tried to spot the general qualities of retail outlets preferred by young people of Hong Kong. Moreover it evaluated the relative significance of "hard" and "soft" view of retail marketing mix tempting to the buyer section. The pleasant appearance of the shops was primarily based on product or service, price and quality; however place and the conduct of the sales persons were also quoted as prominent.

Rauh, Schenk, Schrödl (2012) Latest research on consumption had shown a mounting difference of consumption habits and styles, which consecutively made the shoppers' decisions ever more hard to grasp and more difficult in general. Particularly, it was discovered that the classic modeling techniques do not succeed to adequately represent decision procedures.

Diallo Fall Mbaye(2012) Numerous aspects were emphasized to elucidate store brands' buying behavior. The study explored the consequence of store image perceptions, store brands price-image and professed risk toward store brands' on purchase intention in the framework of a promising marketplace (Brazil). Data was gathered through a shopper analysis taking 379 participants selected at random. Structural equation modeling was employed for analyzing the hypothesized relationships.

Saricam, Aksoy, Kalaoglu(2012) The rationale behind this paper was to investigate and assess the priorities of customer demands and significance of quality in apparel retailing industry within the customer perspective. The requirements of the final consumers from the apparel retail companies were found in a hierarchical way comprising of two levels. The first level comprised of quality concerning to 'Fashion,

design and variety', 'Service', 'Performance and durability', 'Price' and 'Timeliness or flexibility', while the second level criterion consisted of the explicit requirements of the consumer within each requirements in the first level.

Mehta, Sharma (2012). This study used Young and Rubicam Model to assess the health of some of the major apparel brands in Jaipur city. The present study aimed to gain an insight into the current market forces operating in the apparel industry and also evaluated the top most brands competing in the industry. It further tried to determine the consumer perception for the above brands in the light of current market practices. The study helped in providing solutions for improved marketing decision making process for the brands.

Cho, Workman (2011) This was the first study to examine the effects of consumers' gender, fashion innovativeness and opinion leadership on clothing shopping. Results proved that participants' multi-channel choice was prejudiced only by opinion leadership and fashion innovativeness such that consumers high in opinion leadership and fashion innovativeness were inclined to make use of more than one shopping channel. Irrespective of gender, those high in opinion leadership and fashion innovativeness and used more than one channel choose online stores, catalogs and TV retailers.

Zeb, Rashid, Javeed (2011) The purpose of this research was to analyze buying behavior of the females of Pakistan and recognized the major factors of branded outfits which persuade interest of female consumer's towards fashionable branded clothes. The outcome signified that brand attitude, branding of status, reference groups, paying best for branded clothing were few factors that had positive impact on the buying behavior of females which in turn increased the consumer interest in trendy clothing.

Narang Ritu (2011) The present study had been conducted in tier-II city. It had included Indian youth and it aimed to recognize the function of psychographic characteristics in apparel store selection. The data collection methods comprised of in-depth interviews and group discussions of young people as well as retailers. The conclusion suggested that all those who were "Independent Life Lovers", they believed shopping of apparel as a recreational activity, but another category of "Get Going Adopters" preferred to pay out a lesser amount of time in stores; both the categories were determined by ambience, layout, arrangement, and the accessibility to newest designs and styles in the selection of apparel store.

Kumar Archana (2010) The aim of this study was to evaluate the behavior of consumer towards clothes retailer which were single-branded using the Stimulus-Organism-Response model. Apart from traditional store factors such as design cues, ambient cues and social cues. This study introduced a new factor that was merchandise cues. This study also included both affective and cognitive evaluations as the internal states of consumer. The concept of store as a brand was introduced by this study which was evaluated to make out whether consumers considered the single-brand apparel retail store or it was merchandise which was carried by the store so that it was seen as single holistic entity.

The above review of various researches reflects that there are different store attributes influencing purchasing behavior of buyers. The paper attempts to provide empirical evidence of

key store attributes, it is seen that there are different attributes which influence purchasing behavior of buyers in apparel stores. The research lays the features which will help retailers focus on implementing new strategies and thus pave a differentiation from other retailers in building a competitive edge.

III. RESEARCH OBJECTIVES

1. To compare the store attributes of Fabindia and Anokhi
2. To analyse the association of demographic factors with stores

IV. RESEARCH HYPOTHESIS

Ho1: There is no significant difference of store attributes in Fabindia and Anokhi.

Ha1: There is a significant difference of store attributes in Fabindia and Anokhi

Ho2: There is no significant association of gender and store preference

Ha2: There is a significant association of gender and store preference

Ho3: There is no significant association of age and store preference

Ha3: There is a significant association of age and store preference

Ho4: There is no significant association of income and store preference

Ha4: There is a significant association of income and store preference

V. RESEARCH METHODOLOGY

B. Research Tool Development:

A structured questionnaire based on 5 point Likert scale was used in this study. Each statement has 5 options – strongly agree, agree, neither agree nor disagree, disagree and strongly disagree. After the validation by two subject experts and a statistician, the questionnaire was accepted with 31 items. The final research tool had 31 items for assessing store attributes and its influence on purchasing behavior.

Sample Size: Sample size was determined using survey method.

The formulae is given as:

$$\text{Sample size} = \frac{Z^2 * p * (1-p)}{C^2}$$

Z=Z value is 1.96 for

P=percentage (picking a choice, expressed as decimal, 0.5 is used here)

C=confidence interval expressed as decimal 0.05. Here C is the margin of error.

On calculation Sample size=376 Corrected Sample Size
New SS = $\frac{SS}{1 + (SS - 1) / \text{population}}$

Population=20000 employees

New sample size=384

Data Collection:

A total of 376 respondents filled up the questionnaires which

Retail Attributes Influencing Buyer Behavior in Apparel Stores

were used for the analysis. Care was taken to cover respondents from the stores of Jaipur and Delhi. Random sampling technique was used for data collection and data was collected personally visiting the stores and contacting the buyers. The first section was about demographic profile of respondents covering gender, age and income and the second section comprised of 31 items. The questionnaires were also sent through post and by mails to all those branches where the

researcher was unable to reach personally. The survey had been conducted in the stores of Fabindia and Anokhi in Jaipur City and Delhi based stores. The study was descriptive in nature where in the first stage the stores were selected randomly and later on the buyers were conveniently approached.

Reliability Test

TABLE 1: RELIABILITY ANALYSIS

Reliability Statistics	
Cronbach's Alpha	No. of Items
.919	31

TABLE 2: CONSTRUCTS

CONSTRUCTS	ITEM
Merchandise	Choice of apparels
	Fabric softness
	Easy care of apparels
	Quality of cloth
	Variety in clothing
	Trendiness and innovation
	Uniqueness in apparels
Convenience of Shopping	Clothing sizes available
	The price charged are fair
	Avail of parking
	Enough salesperson to provide assistance
	Helpful salesperson
	Providence of new product information by salesman
	Excellent customer service
	Attractive window display
	Easy use of physical facilities
Store Atmosphere	Availability to buy or order clothing online.
	Background music being played in the store
	Pleasant odor in the store affects purchasing behavior
	Organized interior layout
	Availability of adequate seating arrangement
Convenience of Location	Convenience of store hours
	Location of store near home
	Availability of other stores near home or work place
	Availability of free parking
Store Facility	Enough space to move around within the store
	Availability of trail room
	Well spaced product displays
	Full length mirrors
Store Credit Service	Convenience of acceptance of variety of credit cards
	Easy exchange policy of the store

Construct Formation

As it was observed from the table 2 that all the items of the research instrument which define the concept of Store Attributes were grouped together and a new name had been

given to these items. In this way, from factor analysis six factors had been formed namely, Merchandise, Convenience of Shopping, Store Atmosphere, Convenience of Location, Store Facility, Store Credit Service.

Test of Normality

TABLE 3: TESTS OF NORMALITY

Factors	Group	Kolmogorov-Smirnov			Shapiro-Wilk		
		Statistic	df	P Value	Statistic	df	P Value
Merchandise	Fabindia	0.095	376	0.000	0.962	376	0.000
	Anokhi	0.114	376	0.000	0.948	376	0.000
Convenience of Shopping	Fabindia	0.095	376	0.000	0.979	376	0.000
	Anokhi	0.087	376	0.000	0.973	376	0.000
Store Atmosphere	Fabindia	0.123	376	0.000	0.967	376	0.000
	Anokhi	0.116	376	0.000	0.978	376	0.000
Convenience of Location	Fabindia	0.118	376	0.000	0.962	376	0.000
	Anokhi	0.109	376	0.000	0.978	376	0.000
Store facility	Fabindia	0.145	376	0.000	0.935	376	0.000
	Anokhi	0.138	376	0.000	0.950	376	0.000
Store Credit System	Fabindia	0.194	376	0.000	0.903	376	0.000
	Anokhi	0.220	376	0.000	0.928	376	0.000

The above table 3 presents the results from the two tests of normality, namely Kolmogorov-Smirnov and Shapiro-Wilk tests. Shapiro-Wilk test was more appropriate for small sample size (<50 samples), but could also handle sample size as large as 2000. For this reason the assumption of normality was tested using Kolmogorov-Smirnov and also Shapiro-Wilk tests for each construct of store attributes and it was found Non-Normal for each construct. This is shown in the table 3. Hence, Non Parametric methods for Analysis were used.

Objectives 1 To compare the attributes of Fabindia and Anokhi stores.

Ho: There is no significant difference of attributes in Fabindia and Anokhi

Ha: There is a significant difference of attributes in Fabindia and Anokhi

TABLE 4 COMPARISON OF CONSTRUCTS BETWEEN FABINDIA AND ANOKHI

Factors	FABINDIA		ANOKHI		Mann-Whitney U Test		Remarks At 5%Level
	Mean	SD	Mean	SD	Statistic	P Value	
Merchandise	27.86	4.188	25.27	5.455	52356.00	0.000	S
Convenience Of Shopping	35.01	4.692	31.02	6.672	46175.00	0.000	S
Store Atmosphere	18.79	3.469	17.08	3.553	51871.50	0.000	S
Convenience Of Location	14.55	2.787	12.92	3.208	49823.00	0.000	S
Store Facility	15.92	2.550	14.72	3.065	54533.50	0.000	S
Store Credit Service	7.91	1.430	7.34	1.680	56204.00	0.000	S

Data Inference and Testing of Hypothesis:

The comparison of the constructs of store attributes was performed in Fabindia and Anokhi stores and shown in the table no 4. Merchandise had got the higher mean value among Fabindia and Anokhi stores. Fabindia had its mean value as 27.86 whereas in Anokhi it was 25.27. ‘P’ value was significant, hence the null hypothesis was rejected and it was concluded that the merchandise was better in Fabindia as compared to Anokhi. Convenience of Shopping had got the higher mean value among Fabindia and Anokhi stores. Fabindia had its mean value as 35.01 whereas in Anokhi it was 31.02. More evident from the table no.4.41 the ‘P’ value was less than 0.05. hence the null hypothesis was rejected and it was concluded that convenience of shopping was higher in Fabindia as compared to Anokhi. Store Atmosphere had got the higher mean value among Fabindia and Anokhi stores. Fabindia has its mean value as 18.79 whereas in Anokhi it was 17.08. Since the ‘p’ value was significant hence the null hypothesis was rejected and it was concluded that store atmosphere was considered better in Fabindia compared to Anokhi. Convenience of Location had got the higher mean value among Fabindia and Anokhi stores. Fabindia had its mean value as 14.55 whereas in Anokhi it was 12.92. As the ‘p’ value was significant and less than 0.05 hence the null hypothesis was rejected and it was concluded that

convenience of location was considered better in Fabindia compared to Anokhi. Store Facility had got the higher mean value among Fabindia and Anokhi stores. Fabindia had its mean value as 15.92 whereas in Anokhi it was 14.72 . Since the ‘P’ value was significant hence the null hypothesis was rejected and it was concluded that store facilities were better in Fabindia than Anokhi. Store Credit Service had got the higher mean value of among Fabindia and Anokhi stores. Fabindia had its mean value as 7.91 whereas in Anokhi it was 7.34. The ‘P’ value was significant and less than 0.05 hence the null hypothesis was rejected and it was concluded that store credit system was considered better in Fabindia in comparison to Anokhi. Similarly for the remaining constructs like Convenience of Shopping, Store Atmosphere, Convenience of Location, Store Facility, Store Credit Service, the ‘P’ value was significant and the mean value was higher in Fabindia for all the constructs as compared to Anokhi stores which signified that since there is not enough evidence to support the null hypothesis hence the alternate hypothesis is accepted.

Objective 2 : To analyse the association of demographic factors with stores.

Ho2: There is no significant association of gender and store preference

Ha2: There is a significant association of gender and store preference

TABLE 5 GENDERWISE DISTRIBUTION

GENDER		GROUP		Total	Chi-Square Test		
		FABINDIA	ANOKHI		Value	df	P Value
MALE	Count	183	200	383	1.538	1	0.215
	% within Group	48.7%	53.2%	50.9%			
FEMALE	Count	193	176	369			
	% within Group	51.3%	46.8%	49.1%			
Total	Count	376	376	752			
	% within Group	100.0%	100.0%	100.0%			

Data Inference and Testing of Hypothesis:

In the table and chart the percentage distribution of the respondents across gender is shown. Since the variable ‘gender’ consists of only two groups, the chi -square test was carried out for this variable. Out of the 376 buyers of Fabindia, there were 183 male and 193 female. Whereas, for Anokhi buyers, out of 376, 200 were male and 176 were female. The ‘P’ value was not significant, hence the null hypothesis was accepted. So it was inferred that the store

preference between Fabindia and Anokhi was independent of gender.

Ho3: There is no significant association of age and store preference

Ha3: There is a significant association of age and store preference

TABLE 6 AGE WISE DISTRIBUTION

AGE		GROUP		Total	Chi-Square Test		
		FABINDIA	ANOKHI		Value	Df	P Value
20-25	Count	166	151	317	1.227	2	0.541
	% within Group	44.1%	40.2%	42.2%			
26-50	Count	169	181	350			
	% within Group	44.9%	48.1%	46.5%			
More thn 50	Count	41	44	85			
	% within Group	10.9%	11.7%	11.3%			
Total	Count	376	376	752			
	% within Group	100.0%	100.0%	100.0%			

Data Inference and Test of Hypothesis: Table above out of the 376 buyers of Fabindia, 166 were in the category of age group 20-25, 169 from the category of 26-50, 41 buyers were in the category of age-group of more than 50. Whereas, for the Anokhi buyers, out of 376, 151 were from the age-group

20-25, 181 were from the age-group 26-50, 44 were from the age-group more than 50. It was evident from the table that the 'P' value was not significant. Therefore, null hypothesis was accepted. Hence, it was inferred that the choice of apparel store was independent of age

Ho4: There is no significant association of income and store preference

Ha4: There is a significant association of income and store preference

TABLE 7 INCOME WISE DISTRIBUTION

AGE		GROUP		Total	Chi-Square Test		
		FABINDIA	ANOKHI		Value	Df	P Value
20-25	Count	166	151	317	1.227	2	0.541
	% within Group	44.1%	40.2%	42.2%			
26-50	Count	169	181	350			
	% within Group	44.9%	48.1%	46.5%			
More thn 50	Count	41	44	85			
	% within Group	10.9%	11.7%	11.3%			
Total	Count	376	376	752			
	% within Group	100.0%	100.0%	100.0%			

Data Inference and Test of Hypothesis: Table 4.43 above out of the 376 buyers of Fabindia, 166 were in the category of age group 20-25, 169 from the category of 26-50, 41 buyers were in the category of age-group of more than 50. Whereas, for the Anokhi buyers, out of 376, 151 were from the

age-group 20-25, 181 were from the age-group 26-50, 44 were from the age-group more than 50. It was evident from the table that the 'P' value was not significant. Therefore, null hypothesis was accepted. Hence, it was inferred that the choice of apparel store was independent of age.

CONCLUSION

Apparel market is growing at a very increasing speed, as the need of hour is to understand the consumer behavior and the store should ponder more on attributes that affect the consumer purchasing behavior accordingly. The stores like Fabindia and Anokhi are able to develop brand name in an evocative way. Marketing strategies of these stores are patterned after store attributes and due consideration of purchase behavior as per their prospective customers are taken care of. Through the attributes discussed, the apparel marketers need to plan, revise and capitalize the vast opportunities provided by the apparel sector. Buyers nowadays are spending more on apparels due to the slowly converging Indian consumption pattern.

With the advent of time the retailers ought to become aware at knowing their buyers and predicting their desires and needs. With scarcity of time and rising disposable income consumers have the requirement of stores that provide them a base of easy and convenient shopping pleasure with stores having excellent attributes. The taste and preferences of buyers are changing leading to radical alteration in lifestyle and spending pattern which ultimately generates new business opportunities for retailers.

Apparel retailers are expected to design store environment in a manner that will arouse buyers positive feelings for making purchases, such as a higher willingness to purchase or stay in the store for longer time. Many retailers give importance to store environment to measure purchasing behavior as a tool for market differentiation

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