



A study on ‘Physical & Digital’- Consumer Buying Behaviour Change in Apparel Retail

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1. Abstract:

Aditya Birla Fashion and Retail Limited, formerly Pantaloons Fashion and Retail Limited, Aditya Birla founded Fashion and Retail Limited, a fashion and lifestyle conglomerate. The business of the company is to provide trustworthy fashion apparels and appendages, as well as to sell clothing, footwear, and leather goods in stores. Madura Fashion & Lifestyle and Pantaloons are its two business segments. Madura Fashion & Lifestyle is a division of the company that manufactures and distributes trademarked fashion garments and appendages, with over 1,800 exclusive brand outlets (EBOs) and 150 value stores. Pantaloons, the company's garment and accessory retailing division, has over 160 locations, including one Pantaloons Kids store and about 30 Manufacturing Outlets. Men, women, children, and non-apparel customers all make up the Pantaloons segment.

The Internet and traditional marketing have distinct characteristics. Online shopping eliminates the need for travel, product carrying, or shopping hour restrictions, allowing for easy accessibility, convenience, and time savings. Offline shopping, on the other hand, provides for physical study of products as well as interpersonal communication, but it comes at a significant expense in terms of travel and search, as well as time constraints. Consumers may use the two channels differently, resulting in diverse behaviours from the same consumers when purchasing in both online and offline channels. This research aims to give a comprehensive overview of the preceding theoretical literature on online vs. in-person learning.

2. Introduction:

Traditional purchase decisions were made at the store shelf, offering institutional brick-and-mortar enterprises significant power to influence consumer behaviour and expectations. Thanks to the rise of e-commerce, digital payments, and, most recently, smart innovation, new competitors are challenging this hard dominance. Using a value-generating paradigm, we investigate how advancement in technology

initiated the decline of institutional retailing as the predominant customer interface. We construct a framework for identifying different new sources of growth and profitability and recommends how they can assist in the development and transformation of rivalry for this interface.

This authority is transferring to new actors as known brands marketplaces, such as connected gadgets and internet commerce platforms, become more readily accessible.

1.1 What is the project:

Consumer Buying Behaviour in Apparel Retail Has Changed From Physical to Digital.

The fashion industry, which encompasses everything from international discount stores to high-end premium firms, is a significant contributor to the international economy. Couture is one of the most difficult professions to work in because it is driven by worldwide financial volatility, as well as whims and market changes. In response to the push for growth and cost efficiency, many corporations have implemented a wide range of programs aimed at improving their time - to - market and deliver sustainable innovation in their flagship product design, output, and supply chain operations.

1.2. Purpose of project:

This chapter intends to provide reviews of the literature that has been presented in relation to the subject. The review of literature investigates, summarizes, assesses, and integrates past findings in the domain of retail consumption patterns, especially traditional and electronic. It gives a fundamental grasp of the components that influence consumer decision-making in both traditional and electronic purchases, as well as the study's scope and possible trends. A comprehensive examination of the literature can aid in the development of a clear focus and directional investigation. A comprehensive examination of the literature can aid in the establishment of a targeted and purposeful investigation. Understanding the core logics of how and why shoppers approach in a certain way while shopping in traditional and electronic way is known as consumer behaviour. Marketers in both traditional and electronic retailing want to get clear thought about clients purchase intention, which demands an understanding of the various aspects that influence a buying behaviour of the customers both traditional and electronic.

1.3. Scope:

1. How is the retailing value chain being affected by digital transformation?
2. When will consumers interact with brand producers or retail platforms, and when will they deal with stationary retail?
3. How do these advancements affect marketing research?

1.4 Salient contribution of project:

The foremost objective of a company is to deliver a product or service that better serve the needs of its clients. A brand that serves its clients' expectations is more effective than its rivals, because satisfied customers are more likely to make repeat purchases. Moreover, as Internet penetration develops through remote regions, internet shopping is rapidly evolving and has the ability to increase enormously in the long term. Regardless, individuals are generally conservative in their shopping habits, their reliance on online shopping will grow as a result of technology and a faster-paced lifestyle. As a consequence, the purpose of this research is to discover further about buyer intention to shop online, and also their inclinations, dislikes, and satisfaction levels.

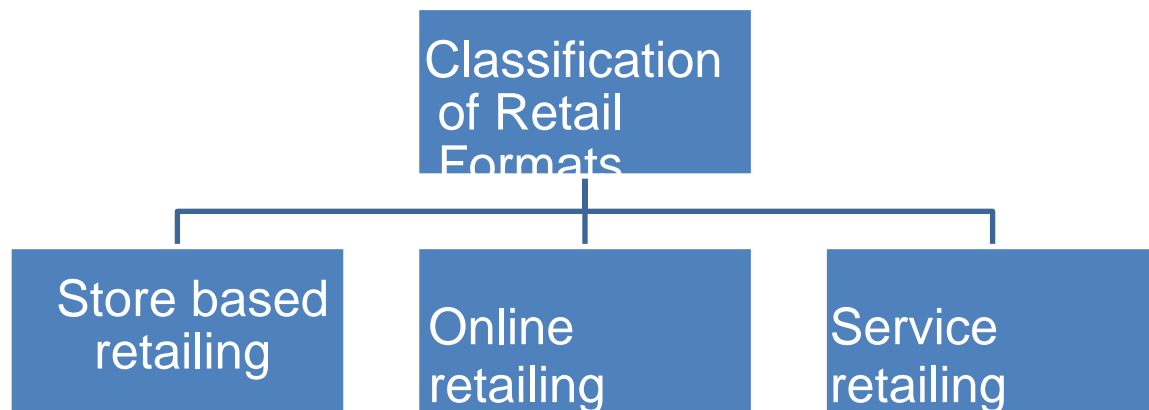
1.5 Outline of the project:

The project describes how we can combat situation after covid-19 for physical stores in action. Different factors were studied like quality, price and variation of product.

3. Industry overview:

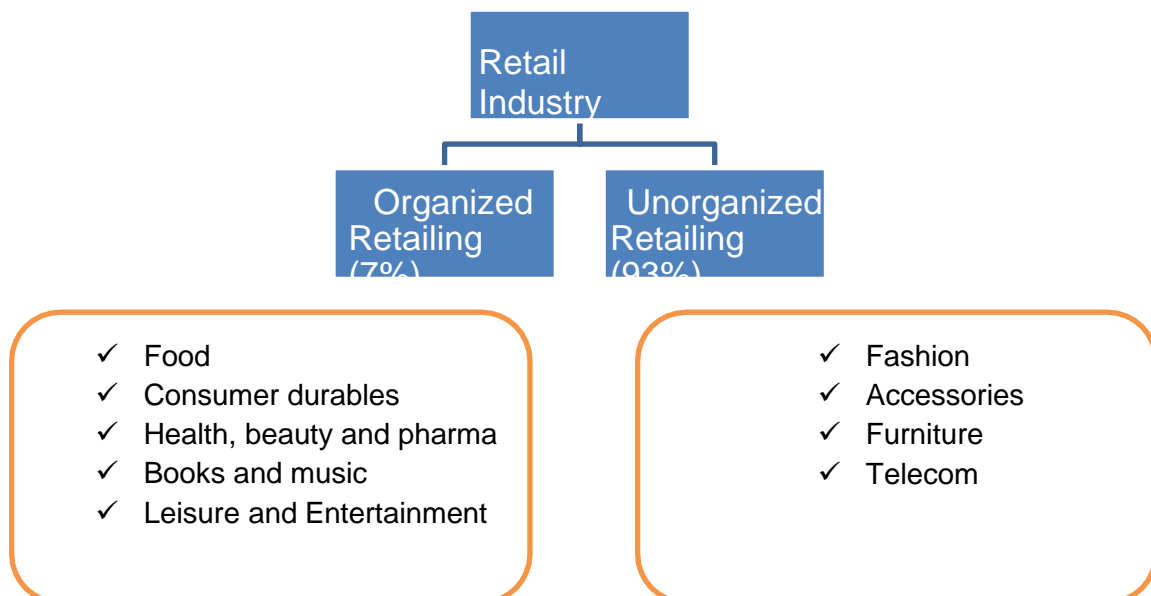
The process of generating profit by selling goods and services to clients through many channels of distribution. Retailers are content providers who fulfil minor orders placed by a large group of individuals. Retail has been one of the largest and fastest-growing enterprises. It generates 10% of the country's Provides employment to 8% of the workforce. Retailing, which originates from the French word "to cut," is a business in which a service or product is pushed and the retailer attempt to sell it to its final consumers.

Classification of Retail formats



SEGMENTS:

Industry has varieties of segments where the retail organised sectors consists of varieties of activities that requires them to be licensed. All who has registration for sales and the income tax will fall under this. Hypermarket, Supermarket, and the departmental stores comes under this, also the privately owned large business. Whereas the retailing which is done using a low costing comes under unorganized sectors. Kirana shop, general stores, hand cart all comes under this, basically all which consists of traditional format.



Retailing in India:

India is one of the largest and world's fastest expanding retail markets. The Indian retail industry consists of both unorganized and organized sectors and holds the place of 5 in the world's ranking. Though the retail business in India was almost unorganized at first, with changing client tastes and preferences, and since the sector is becoming organized, it's becoming popular. From 35000 crores in 2004-05 to 109000 crores in 2010, India's retail business was predicted to develop.

According to the 8th (GRDI) Annual GLOBAL RETAIL DEVELOPMENT INDEX, India's retail business is the most potential rising market for investment. The retail trade in 2007 in India had contributed a share of 8-10% in the gross domestic product of the country. It rose to 12% in 2009, and probably it is expected that it will reach 32% in 2022-23.

As India is a democratic country that has high growth rates as the growing population, the spending of consumers has increased dramatically, and the disposable income of people has increased significantly. In the last 7-8 years, the spending of consumers has increased by 75 percent.

The retail business of India is fiercely competitive, and with major players like Tesco and Walmart joining the market, more will be coming. It's crucial to see how successfully different participants in the organized retail industry are able to attract people to their stores, and that too in retail, where the emphasis is on repeat sales and keeping customers for a long period.

Global Scenario of Retail Industry:

Retail market is the world's largest industry and the second-largest in the United States in terms of establishments and employees. Retailing is the business of selling items directly to customers and acting as a middleman between the producer and the client. It has had a significant impact on raising productivity in countries such as the United States, the United Kingdom, Mexico, and China. With sales of 7.2 trillion dollars, retail market is the largest market in the United States, employing more than 22 million people. Retail generated a shareholder return of 18%.

Wal-Mart seems to be the biggest retailer and employer, with a headcount of one million workers. Due to its capacity to build market domination and exploit Size market clout, Wal-Mart has grown to become the most popular retail franchise in the market. When Wal-Mart reported sales for the fiscal year 2001, it surpassed Exxon Mobil as the world's largest corporation.

According to the Global Retail Development Index, worldwide merchants have become increasingly competent at addressing particular difficulties that necessitate distinct tactics in order to be successful. The retail industry has seen significant changes as retailers have gotten a better understanding of how to deal with changing economic and political developments.

Growth of Retail industry:

The retail industry in India accounts for 8% of the workforce and 10% of the country's GDP and also is the fastest-growing sector. In recent years, it is observed that the buying behavior of the customers has changed drastically. The rapid transformation is being seen in the retail industry. New formats are being developed in the retail industry such as hypermarkets, convenience stores supermarket's and have made their way and popularity in the market. All of the world's largest corporations are vying for a piece of India's unexplored retail market.

The retail industry's scope has grown as technology has advanced, attracting investors from all over the world and offering significant development potential. In the previous decade, the internet retail sector has experienced significant growth and quick evolution. It is being expected that online retail will be reaching US\$ 70 billion by 2020.

The latest update was posted in December 2018:-

- ✓ The market potential of India is high, low Economic risk and Moderate political as in the global retail index, the remarkable position is occupied
- ✓ According to a research by the BCG India, it is predicted to become the third in the world consumer economy by 2025, with a GDP of US\$400 billion.
- ✓ As middle-class people's purchasing power grew, so did their disposable income, and as a result, the spending of a customer grew, and hence India was ranked first on the Global Retail Development Index for 2017.

6. Literature Review.

1.1 Afrose Fathima Farid:

The introduction of online shopping has altered the entire nature of clothing purchases. Over the last two decades, online shopping has quietly gained traction around the world. Although it is still in its infancy in India, it has made an influence in every urban household. It was previously established from the findings that retail shops are still the preferred location for purchases. The majority of people nowadays have a card that aids them in their online transactions. The most wanted item for buy was once casual wear outfit under the price range of rupees 2000. Factors such as simplicity of purchase, a wide price range, firm diversification, and a discount incentive enticed Indian shoppers to acquire trendy items from electronic stores.

1.2 Dr. Pawan Kumar Patodiya, Prity Birla:

Online shopping is a platform where consumers' buy the product clearly rather than common forum of shopping. Some search on line and purchase in bodily shops some search in physical stores and purchase online. Whatsoever, with different mode of purchases the buy pattern, process, factors considered will become different. The shift in mode consequences in the changes in shopping for behavior too. This paper gives different aspect of on line garb shopping behavior and constructs.

1.3 Prof. Mahalaxmi K. R., Nagamanikandan P. :

The modern-day conduct of Indian buyers, specialists estimated that the vogue of e-shopping will become simple phenomena with consumers in coming years. The commercial enterprise model of the Indian e-business is taking

a full circle flip to go rear to the place it started, though this time the infrastructure has modified and along with that the dimension and grasp of the marketplace as well. The gamers are touching towards a model that they did no longer originally start with; hence the conviction is that they have exact solutions to the details of the model and not simply a me-too jump. Consumers were hesitant to buy clothes over the internet in the beginning since it had numerous constraints. But today the market is able to conquer many of the barriers and construct confidence among the buyers to purchase online. This learn about is to analyze the trends in online purchasing of south Indian customers in the apparel segment.

7. Methodology:

In order that the consumer behaviour of newly launched all the online shopping in India to understand, we have already undertaken the descriptive study, we have conducted a survey by preparing a self-questionnaire, by taking the research objective in consideration.

To collect the speedy answer, a grading system from absolute agreement to absolute disagreement was utilized.

The strategy which is used to implement the plan is based on "Mixed Method" that consist of Survey and Secondary Data Analysis.

The type of research which is used here is Descriptive in nature that comes under Conclusive Research and because of its commercial objective it is also applied in nature. The research design which is used to carry the research is also Descriptive.

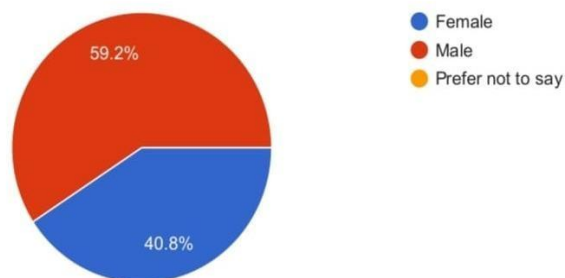
The type of data will be both Primary as well as Secondary, full primary data supposed to be collected through a self-administrated questions which is based on preference of the customers. On the other hand for secondary data we have taken references from internet, journals, print media, electronic media, etc.

8. Data Collection: It is done.

9. Data Analysis and Key findings:

Gender

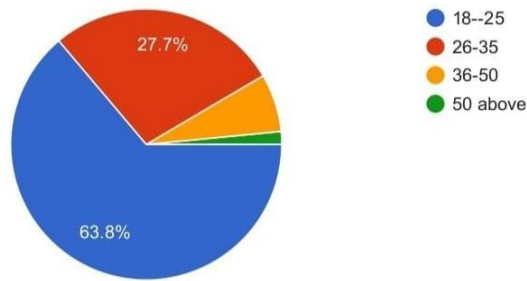
130 responses



- **GENDER:** Here in our survey we collected responses from 130 people in which there are 59.2% males and 40.8% females

Age

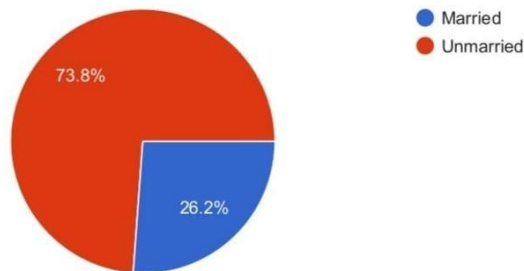
130 responses



AGE: The age group consisted of mainly between 18-25(63.8%) including 27.7 % people fall between 26-35 years of age ,rest are 36 above.

Marital Status

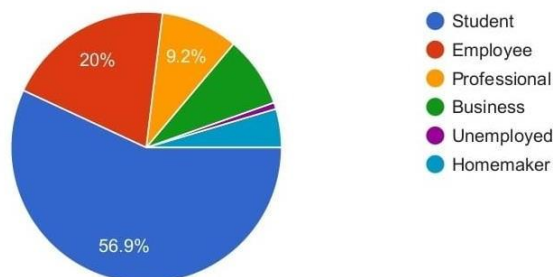
130 responses



MARITAL STATUS: Out of total respondents 73.8% are unmarried and 26.2 percent are married.

Occupation

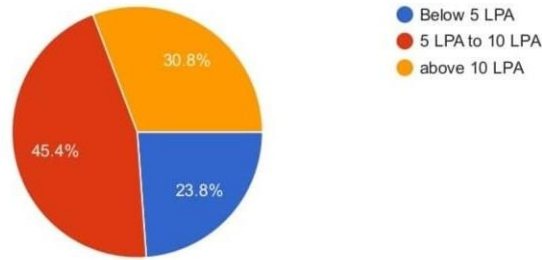
130 responses



OCCUPATION: Out of total respondents, we have 56.9% students, 20% employees, 9.2% professionals mainly.

Annual Income of family

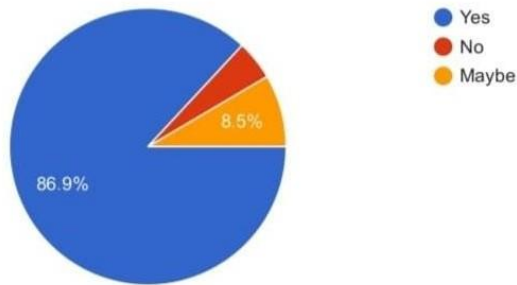
130 responses



ONLINE SHOPPING: 97.7 % people told they shop online.

Has your offline purchase decreased in recent times ?

130 responses



OFFLINE SHOPPING: 86.9% people agreed that their offline purchase got affected due to corona in recent times.

Rate the below factors based on the importance, considered while shopping for apparels online



INFLUENCES: According to respondents 70% mentioned that social media plays major role in influencing their purchase decision followed by TV advertisements, word of mouth, sale, you tube ads and new trends being the least.

Mark your preference for the following factors :



PREFERENCES: It resembles that majority of people prefer quality, price, ease of usage and product diversification of online stores more than physical stores.

Have you shopped from Pantaloons ?

130 responses



10. Key Findings:

- This research lead us to find out different factors which will affect buying decision of customers post pandemic.
- We also found out what the customers are expecting from and how they see the process of going digital.
- We also learnt about how consumers behave in certain situations and how they make up their purchase decision in any particular situation.
- Customers who used to just buy books or consumer electronics are increasingly buying clothes, shoes, and accessories online.
- On the internet, there are numerous categories of items that could be acquired with a single click of the mouse.

11. Conclusion and recommendations:

- Knowledge useful for post covid-19 combating behaviour for physical stores and its market growth.
- The future is online (digital market).
- Factors such as variation of products, ease of usage, quality, price will be playing a great role deciding the market for offline and online apparel buying behaviour change.

12. Limitation:

- Respondents were limited.
- Most of the respondents are unaware of technological aspect of apparel buying
- Responses will keep changing from time to time
- Duration of data collection.
- Inability to meet respondents physically in this pandemic.

13. Reference:

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