

**A STUDY ON IMPULSE BUYING BEHAVIOUR OF APPAREL
PURCHASES AMONG YOUNG CONSUMERS IN
COIMBATORE DISTRICT**

PROJECT REPORT

Submitted by

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**In Partial Fulfilment of the Requirements for the Award of the Degree of
Master of Commerce**



Department of Commerce

**Avinashilingam Institute for Home Science and Higher Education for Women,
Coimbatore-641043**

MAY 2023

CERTIFICATE

CERTIFICATE

I certify that the thesis entitled "A STUDY ON IMPULSE BUYING BEHAVIOUR OF APPAREL PURCHASES AMONG YOUNG CONSUMERS IN COIMBATORE DISTRICT." submitted for the degree of Master of Commerce (M.Com.) by Ms. R. Shalini is the record of research work carried out by her during the period from December 2022 to May 2023 under my guidance and supervision, and that this work has not formed the basis for the award of any Degree, Diploma, Associateship, Fellowship or other Titles in this institute or any other University or institution of Higher Learning.



Signature of the
Head of the Department
(I/c)



Signature of the Supervisor



Signature of the Director

DECLARATION

DECLARATION

I declare that the thesis entitled "**A STUDY ON IMPULSE BUYING BEHAVIOUR OF APPAREL PURCHASES AMONG YOUNG CONSUMERS IN COIMBATORE DISTRICT.**" submitted by me for the degree of **Master of Commerce (M.Com.)** is the record of work carried out by me during the period from December 2022 to May 2023 under the guidance of **Mrs. P. Deepa M.Com., B.Ed., M.A.(Edn), M.Phil., (Ph. D)** Teaching Assistant, Head of the Department of M.Com(I/c), Avinashilingam Institute for Home Science and Higher Education for women, Coimbatore and has not formed the basis for the award of any Degree, Diploma, Associateship, Fellowship, Titles in this institute or any other University or other similar institution of Higher Learning.



Signature of the Candidate



Signature of the Supervisor

ACKNOWLEDGEMENT

ACKNOWLEDGEMENT

I would like to express my sincere thanks to **God Almighty**, for his constant love and grace that he has showered upon me.

I am grateful to **Prof. S. P. Thyagarajan, Chancellor**, Avinashilingam Institute for Home Science and Higher Education for Women, Coimbatore, for providing me an opportunity to conduct the project work.

My heartfelt are due to thanks to **Dr. V. Bharathi Harishankar Ph.D., FRSA Vice Chancellor**, Avinashilingam Institute for Home Science and Higher Education for Women, Coimbatore, for the resources facilitated for the conduct of the present study.

I express my humble gratitude to **Dr. S. Kowsalya M.Sc., M.Phil., Ph.D., Registrar**, Avinashilingam Institute for Home Science and Higher Education for Women, Coimbatore, for providing all facilities necessary for the study.

My special thanks to **Dr. S. Raja M.Com., M.Phil., PGDCA., M.Sc(IT)., Ph.D., Director of Self-Financing Programmes**, Avinashilingam Institute for Home Science and Higher Education for Women(campus II) Coimbatore, for his necessary help and support for completing the project successfully.

My sincere thanks to **Dr. V. Savitha MBA., M.Phil., Ph.D., Assistant Director of Self-Financing Programmes**, Avinashilingam Institute for Home Science and Higher Education for Women(campus II) Coimbatore, for encouragement and help in the conduct of the study and for her necessary help and support for completing the project successfully.

I express my deep sense of gratitude to **Mrs. P. Deepa M.Com., B.Ed., M.A.(Edn)., M.Phil., (Ph. D)** Teaching Assistant, Head of Department of M.Com(I/C) Avinashilingam Institute for Home Science and Higher Education for Women(campus II) Coimbatore, for their inspiring guidance, innovative ideas and constant encouragement throughout the completion of this work.

I wish to thank all the **Faculties of the Department of Commerce**, Avinashilingam Institute for Home Science and Higher Education for Women(campus II)Coimbatore, for their help and encouragement.

I owe my special thanks to my beloved **Parents, Sister, Brother, Friends and Well-Wishes**, who helped me by providing full strength, support and encouragement to complete my thesis successfully.

CONTENTS

CONTENTS

CHAPTER NO	TITLE	PAGE NO
	LIST OF TABLES	-
	LIST OF FIGURES	-
1	INTRODUCTION	1
	1.1 STATEMENT OF THE PROBLEM	3
	1.2 OBJECTIVE OF THE STUDY	3
	1.3 SCOPE OF THE STUDY	3
	1.4 RESEARCH METHODOLOGY	4
	1.5 LIMITATION OF THE STUDY	5
	1.6 CHAPTER SCHEME	5
2	REVIEW OF LITERATURE	7
3	OVERVIEW OF THE STUDY	17
	3.1 IMPULSE BUYING	17
	3.2 TYPES OF IMPULSE BUYING	17
	3.3 CRUCIAL ELEMENTS OF IMPULSE BUYING	18
	3.4 FACTORS DETERMINING IMPULSE BUYING	18
	3.5 APPAREL	19
	3.6 EVOLUTION OF APPAREL	19
	3.7 DIFFERENT TYPES OF APPAREL	20
	3.8 APPAREL DIVISIONS	26
	3.9 CONSUMER BUYING PROCESS	29
	3.10 REASON TO BUY IMPULSIVELY	30
	3.11 IMPACT OF IMPULSE BUYING	30
4	ANALYSIS AND INTERPRETATION	32
	4.1 PERCENTAGE ANALYSIS	32
	4.2 DESCRIPTIVE STATISTICS	46
	4.3 RANKING	47
	4.4 CHI - SQUARE	48
	4.5 T - TEST	53
	4.6 ONE WAY ANOVA	56

5	FINDINGS, SUGGESTION AND CONCLUSION	58
	5.1 FINDINGS	58
	5.2 SUGGESTION	59
	5.3 CONCLUSION	60
	BIBLIOGRAPHY	
	ANNEXURE	

LIST OF TABLES

LIST OF TABLES

TABLE NO	TITLE	PAGE NO
	PERCENTAGE ANALYSIS	
4.1.1	GENDER OF THE RESPONDENTS	32
4.1.2	AGE OF THE RESPONDENTS	33
4.1.3	MARITAL STATUS OF THE RESPONDENTS	34
4.1.4	FAMILY SIZE OF THE RESPONDENTS	35
4.1.5	EDUCATIONAL QUALIFICATION OF THE RESPONDENTS	36
4.1.6	OCCUPATION OF THE RESPONDENTS	37
4.1.7	FAMILY INCOME OF THE RESPONDENTS	38
4.1.8	AREA OF THE RESPONDENTS	39
4.1.9	AMOUNT SPENDING ON APPAREL ON YEARLY BASIS	40
4.1.10	MODE OF PURCHASING THE APPAREL	41
4.1.11	FREQUENCY OF PURCHASING THE APPAREL	42
4.1.12	PREFERENCE OF APPAREL TYPE	43
4.1.13	INFLUENCING MEDIA TO BUY THE APPAREL IMPULSIVELY	44
4.1.14	PREFERENCE OF BRAND	45
4.1.15	TYPE OF BRAND	45
4.1.16	INFLUENCING FACTORS WHICH INFLUENCE TO BUY APPAREL INTRODUCED IN MARKET.	46
	DESCRIPTIVE ANALYSIS	
4.2.1	LEVEL OF AGREEABILITY	47
	RANK ANALYSIS	
4.3.1	FACTORS OF PREFERENCE ON THE PURCHASE OF APPAREL	48
	CHI - SQUARE	
4.4.1.1	COMPARATIVE OF FACTORS WITH WHENEVER I SEE APPAREL I FEEL LIKE BUYING IMMEDIATELY	49

4.4.1.2	CHI-SQUARE RESULT OF WHENEVER I SEE APPAREL, I FEEL LIKE BUYING IMMEDIATELY	49
4.4.2.1	COMPARATIVE FACTORS WITH SOMETIMES I'M RECKLESS ABOUT WHAT I GET	50
4.4.2.2	CHI-SQUARE RESULT OF SOMETIMES I'M RECKLESS ABOUT WHAT I GET	50
4.4.3.1	COMPARATIVE OF FACTORS WITH I OFTEN BUY THINGS WITHOUT THINKING	51
4.4.3.2	CHI-SQUARE RESULT OF I OFTEN BUY THINGS WITHOUT THINKING	51
4.4.4.1	COMPARATIVE OF FACTORS WITH I BUY APPAREL SPONTANEOUSLY	52
4.4.4.2	CHI-SQUARE RESULT OF I BUY APPAREL SPONTANEOUSLY	53
	T-TEST	
4.5.1	SIGNIFICANCE RESULT OF THE AGREEABILITY FACTORS	54
4.5.2	COMPARATIVE STUDY OF AGREEABILITY FACTORS AND MODE OF PURCHASING APPAREL	55
	ANOVA	
4.6.1	COMPARATIVE STUDY OF THE AGREEABILITY FACTORS AND GENDER OF THE RESPONDENTS	56

LIST OF FIGURES

LIST OF FIGURES

CHART NO	TITLE	PAGE NO
4.1.1	GENDER OF THE RESPONDENTS	32
4.1.2	AGE OF THE RESPONDENTS	34
4.1.3	MARITAL STATUS OF THE RESPONDENTS	35
4.1.4	FAMILY SIZE OF THE RESPONDENTS	36
4.1.5	EDUCATIONAL QUALIFICATION OF THE RESPONDENTS	37
4.1.6	OCCUPATION OF THE RESPONDENTS	38
4.1.7	FAMILY INCOME OF THE RESPONDENTS	39
4.1.8	AREA OF THE RESPONDENTS	40
4.1.9	MODE OF PURCHASE OF THE RESPONDENTS	42
4.1.10	PREFERENCE OF APPAREL TYPE	43
4.1.11	INFLUENCING MEDIA TO BUY THE APPAREL IMPULSIVELY	44

CHAPTER I

CHAPTER I

INTRODUCTION

Feelings come and go like clouds in a windy sky. Conscious breathing is my anchor.

-Thich Nhat Hanh

One of the biggest producers of textiles and apparel worldwide is India. "The country has become a sourcing centre due to the abundance of raw resources including cotton, wool, silk, and jute as well as the trained labour. It is the second-largest producer of textiles and apparel in the world. About 24 percent of the world's spindle capacity and 8 percent of the world's rotor capacity are accounted for by the textile industry in India. By 2025, it is anticipated that the Indian textile and apparel market would be worth US\$223 billion. In terms of creating direct and indirect jobs as well as net foreign exchange profits, the textile sector has a significant impact on the national economy. The textile sector is the second largest provider of employment after agriculture. Thus, the growth and all-round development of this industry has a direct bearing on the improvement of India's economy".

The clothing market is continuously changing, with fresh styles appearing every season. Here are a few of the major market trends to look out for in the upcoming year. Customers are paying more attention to how their wardrobe choices affect the environment. Sustainable fashion, usually referred to as eco-fashion or ethical fashion, is thus growing in significance as a trend in the business. Organic materials like cotton, bamboo, and linen that are farmed without synthetic pesticides and fertilisers are becoming more and more popular among brands. Because they reduce waste and pollution, recycled materials like recycled polyester and nylon are also gaining popularity.

Brands are now providing a greater variety of alternatives, from street-style and more casual clothing to performance-focused gear. This has made it possible for fashion designers to experiment with new looks, such the combination of sportswear and formal attire. The use of technology to improve the functioning of sports gear, such as moisture-wicking fabric and UV protection, is another facet of athleisure. In order to develop new materials and technologies that can enhance the performance of sportswear, the apparel industry is investing in R&D. The design, materials, and technology of sports apparel are anticipated to undergo further advancement as the trend advances, increasing its market appeal.

Modern women's changing goals and way of life are causing them to place more importance on their looks and self-awareness, which is fuelling the expansion of the women's clothing industry. The need for innovative and stylish apparel is rising as people become more mindful of their wardrobe decisions. The growing number of working moms and the rising tendency of parents spending in upscale children's clothes are two reasons that are driving the market for children's apparel. The market for children's clothing in India is predicted to reach INR 1,23,000 crores by 2023, rising at a CAGR of 13 percent, according to a recent analysis by Wazir Advisors.

Now there is a change in favour of businesses who prioritise digital platforms in the garment sector. These businesses place a higher priority on online sales and digital marketing than on conventional brick-and-mortar retail, and they are using technology to provide customers a smooth and customised buying experience. E-commerce allows digital-first firms to reach a worldwide audience, which is one of their major benefits. By passing conventional retail channels and saving money, some brands are able to sell directly to customers. As a result, they can provide a variety of goods at affordable price. Digital-first firms will have a huge possibility to succeed in the sector with the advent of technology and the increase in consumers using the internet for fashion inspiration and buying.

The apparel industry estimated to reach \$190 billion by 2025–2026, the Indian textile and apparel market offers enormous development potential. Indian enterprises must make use of Government assistance programmes, satisfy the sustainability requirements of international buyers, and place a high priority on supply chain traceability in order to achieve this goal and create a sustainable textile sector. Opportunities in the Indian clothing industry, Government has focused on this sector with its laws and regulations. According to the Government, there will be 75 textile centres built across India, Additionally, the Government has lowered the customs duty rates on caprolactam, nylon chips, and nylon fibre and yarn to 5 percent. The Textile and Apparel Industry now has several prospects in the E-Commerce space because to the rules.

Marketing professionals and merchants are continuously looking for ways to increase their customers share of the wallet in order to generate more sales in this era of increased customer expectations and fierce competition. In order to maximise it, today's marketers put a lot of emphasis on the preference, demands, and aspirations of the clients. Due to its heterogeneous and multi-layered nature, customer behaviour is the most complicated marketing issue. Impulse

purchases are made by customers when they have an intense, unwanted want to purchase a product offer right away without fully considering the implications of doing so.

1.1 STATEMENT OF THE PROBLEM:

Based on the literature review and after considering the question answered, the statement of the problem of research paper has examined the factors which influence the impulse buying behaviour and purchase decision of consumer. This study is based on some customers in Coimbatore District. Initially the traditional method of buying was made to purchase the apparel. But recently the pattern was changed among the consumers, they started to buy the apparel impulsively. So, this study is about to know the buying pattern of the impulsive buyers. There are many impulse buying stimulators in S-Commerce (social commerce) environment such as, television, internet, social media, message on mobile phones etc, the customer used to buy apparel from the shops or online, based on their impulse that is triggered by their emotions and feelings. The research is also based on the purchase behaviour of the customer impulsively among which includes all categories covering gender with the young generation group. Here an attempt was made to study the impulsive buying behaviour of apparel purchases among young buyers in Coimbatore district.

1.2 OBJECTIVE OF THE STUDY:

The objectives of the study are listed below:

- To know the general shopping pattern of young consumers.
- To study the various influencing factors of young consumer in impulse buying decision.
- To explore the young adult's preference and their purchasing style.
- To study the brand preference during impulse buying.
- To know the frequency and spending pattern of impulse buying of apparel.

1.3 SCOPE OF THE STUDY:

This study aims to identify the impulsive shopping behaviour of the apparel among the consumers. The study takes the consideration of the various factors which influence the impulse buying of the apparel. The secondary purpose of this study is to identify the young adult's preference and their purchasing style of the apparel.

1.4 RESEARCH METHODOLOGY:

➤ AREA OF THE STUDY

In this study the data has been collected from the respondents in Coimbatore District.

➤ RESEARCH DESIGN

A research design is the set of methods and procedures used in collecting and analysing measures of the variables specified in the problem research. The research used for this study is a systematic approach. The data has been collected through a standard questionnaire from the respondents.

➤ SOURCES OF DATA

The information for this study has been collected from primary data and secondary data.

- Primary data

The primary data has been collected from the selected young buyers.

- Secondary data

The secondary data has been collected from various journals, magazines and websites.

➤ PERIOD OF THE STUDY

The period of the study has been from January to April 2023.

➤ SAMPLE SIZE

A total of 110 young consumers has been selected as a sample respondent for the study.

➤ SAMPLING TECHNIQUE

Convenience random sampling technique has been adopted to select sample respondents for the study.

➤ TOOLS AND TECHNIQUES

The data collected from the primary source, arranged in an orderly form to frame simple tables. The data distributed in these tables were systematically analysed with the aid of some statistical techniques. The following statistical tools have been used to analyse the data with reference to the selected objectives of the study.

- Percentage Analysis.
- Descriptive Statistics.
- Rank Analysis.
- ANOVA (Analysis of Variance).
- T-Test.
- Chi-Square.

1.5 LIMITATIONS OF THE STUDY:

- The sample size of the study is limited to age group of 17 to 29 years.
- The scope of the research is limited to the Coimbatore District.
- The accuracy of the data depends on the answers given by the respondents.

1.6 CHAPTER SCHEME:

✓ CHAPTER I

Chapter one deals with Introduction, Statement of the Problem, Objectives, Scope of the Study, Research Methodology, Limitations of the study and the Chapter Scheme.

✓ CHAPTER II

Chapter two consist of the review of literature relating to the previous year of the study.

✓ CHAPTER III

Chapter three provides the overview of the study. It examines the detailed explanation about the apparel and impulse buying behaviour of the young buyers.

✓ CHAPTER IV

The chapter four exhibits the analysis and the interpretation of the data using analysis tools and with the help of data collected from the respondents.

✓ CHAPTER V

Chapter five provides the summary of findings, suggestions and conclusion of the study.

CHAPTER II

CHAPTER II

REVIEW OF LITERATURE

1. Gustavo Barrera-Verdugo and Antonio Villarroel - Villarroel (2022) entitled a study on **‘Influence of Product Selection Criteria on Clothing Purchase and Post-Purchase Behaviour: A Gender and Generational Comparison’**, this study is about to analyse the purchasing and consumption behaviour of college going students. The clothing attributes affects the purchase and post-purchase attributes. The study gives the information and guidance to the commercial apparel companies to adopt the value of the apparel products. It recognises a higher frequency of sustainable purchase and post purchase actions in incorporated in sufficient consumption factors in women and centennial generation and higher valuation of quality.

2. Ogechi Adeola et al (2021), made a study on **‘Consumer Values, Online Purchase Behaviour and the Fashion Industry: An Emerging Market Context’**, in this study the authors made a study to examine the purchasing behaviour of the consumers in Nigerian fashion industry. The fashion industry focus on consumer values. The business organisation must bring various innovative ideas and this helps to provide the customers with the values from online purchase apparel. This is done by the online retailers to meet the different generational needs in the society.

3. Saamarth Gandhi (2020) made a study entitled **‘Analysis of Impulsive Buying Behaviour in Fashion Industry’**, This study aimed to analyse the comparison of various factors which affect the buying behaviour of the people. The study shows that the males tend to buy impulse buying than the females with the happy mood. And also, this research shows that the respondents are also happy with the previous and repurchase of the apparels impulsively. The clothing and foot ware are the products most purchased impulsively. This study has also found that the offers and various discounts and low prices were attracted than the other factors. And also, the study focuses on the E-commerce industry which impact the impulse shopping in apparel and fashion industry.

4. Jaideep Singh Malhotra (2020) made a study on **‘Study of Factors Effecting the Impulse Buying Behaviour of Customer in Textile/Apparel Industry’**, In this study the researcher wants to explore the impact of the various factors which helps for impulse buying. They are sales and promotion, window marketing, social pressure and culture etc. In this study they also found that there are some factors change the buying behaviour of the customer. The analysis was developed for estimating the various purchase decisions like promotional offers, reference groups, customer attributes etc.

5. Chao-Hsing Lee et al (2021), entitled a study on **‘Exploring Consumer’s Impulse Buying Behaviour on Online Apparel Websites: An Empirical Investigation on Consumer Perception’**, this study was based on the (S-O-R) framework (i.e.) stimuli (price attribute and convenience). This study results the indication of convenience, visual appeal and social influence etc. and also the other two strongest factors like convenience and social influence which influence. The data was collected from the respondents through social media. At the end of the study the researcher has found that the people do not care about the consequences of impulse buying of apparel and also the online retailers give additional shopping function to reduce the barriers of impulse buying which encourage the customer to buy more products.

6. Mitali Jain and Dr. Rita Kant (2020) entitled a study on **‘A Study of Apparel Buying Behaviour of Transgender Community Residing in Chandigarh’**, this study was made to analyse the purchasing behaviour of transgender community. Shopping apparel is reliver and fun for the respondents. The social media platform plays an important role in understanding of fashion industry among the transgender community. Nearly 54 percent of transgenders use the tailored clothes, 45percent of transgenders use clothing for their comfort than fashion and fitting. In the study most of the transgenders prefer separate apparel store for them.

7. Eun Joo Park (2008) entitled a study on **‘Effects of Consumer Tendencies and Positive Emotion on Impulse Buying Behaviour for Apparel’**, In this study the researcher has found that the study showed the impulse buying for apparel and their classification of impulse buying. The hypothesis and the analysis are made for emotions

of the buyer and the impulsive buying. This research also defines the structure of the impulsive buying decision and emotion of the consumers and the tendency of shopping. The finding also describes how the individual spend on impulsive buying and this also insightful for apparel retailers with consideration of different typologies.

8. Anastasiia Potashinaa and Aleksandra Pozdeevva (may2017) entitled a study on **‘Factors and Their Manners of Impulsive Buying in Retail Apparel Industry’**, As the market is mass, the consumers tend to be more experienced in buying of apparel. The most influencing factors affect impulse purchase to retain apparel industry is fitting room appearance, product diversity, overall store design, showcase appearance etc, the research findings help the marketer, business professionals to implement in working environment and the related fields.

9. Gyan Prakash et al (2017) made a study on **‘Gender Effects on Impulse Buying Behaviour’** the researcher analysed the information about the post purchase behaviour. The analysis of ANOVA was made to understand how males and females’ respondents do impulse purchase. The study was made on Gaurav and his family business. At the end of the study the researcher found that traditional clothes store model will make his brand disappear. This is because now-a-days people mostly like to buy the branded and modern apparel clothes. The survey has brought up that there is a tendency to regret the buying decision of the shoppers. Finally, the researcher says that the consumer is purchasing on the spot which may not make them to feel afterwards which makes them for replacement.

10. Dyan DD Muhammad (2018), entitled a study on **‘The Analysis of Fashion-Oriented Impulse Buying on College Students’**. The researcher mainly focuses on the fashion-oriented impulse buying of the respondent. According to the result, the fashion involvement affects the products of fashion oriented impulse buying. The fashion oriented impulse buying has involvement in both direct and indirect through positive emotion. At the end of the results, the fashion marketers need to pay attention on them after sales service and their customer in order to develop the brand and different companies and customers. The author also suggested that the marketer can create the

attributes which affect the consumer and involvement of emotion. The marketers are also responsible for the strong role of fashion involvement and fashion trend.

11. Pulkit Trivedi entitled a study on '**An Investigation on Shoppers Buying Behaviour Towards Apparel Products in Ahmedabad City**'. In this study the researcher explores the different elements which affect the buying behaviour of the consumer in fashion and apparel products in Ahmedabad city. Though the apparel market is growing quickly, the demographic and consumer buying behaviour influence the apparel decision. The study concludes that there is a significant relationship between the reference group and other elements like promotion, advertising, income of the respondents on buying behaviour of the consumer.

12. Syed Irfan Shafi and Dr C. Madhavaiah (2014) made a study on '**An Investigation on Shoppers Buying Behaviour Towards Apparel Products in Bangalore City**'. this study mainly focuses on the elements and consumer buying behaviour relation. The author states that various attributes like promotions, occupations and demographics also influence the decision of the apparel buying of the consumer. The author has also suggested that the apparel stores should focus on the various attributes like promotion, purchase intention, consumer characteristics and target the various reference group and serve the consumer according to their needs.

13. Holly Briedis et al (2019) made a study on '**Ready to Where: Getting Sharp on Apparel Omni channel Excellence**', this study explores the experience of the customer and factors, channels which drives the purchase of specific brands. And also, various multi brand retailers are serving and delivering the customer needs and their wants. Almost 27 percent people purchase the apparel in digital and 20 percent of people in omni channel online purchase, 39 percent of people in instore and 13 percent of them in instore omni channel purchase. The omni channel customers likes to adopt the innovation and do experimentation with that. According to the authors the omni channel strategy must possess the price, experience, service, assortment, convenience etc.,

14. Deepti Wadera, Vrinda Sharma (2019) entitled a study on **‘Impulse Buying Behaviour in Online Fashion Apparel Shopping: An Investigation of the Influence of the Internal and External Factors Among Indian Shoppers’** this study address the atmospheric factors like payment methods, shipping charges, delivery and online payment etc., the response of individual urge to buy is also covered by the study. From this study the author concludes that there are some intrinsic factors which affect the buying behaviour of the respondents. These intrinsic factors are lifestyle traits of selected demographics.
15. J. Praveen Paul (2019) entitled study **‘Buying Behaviour of Adult Women on Key Factors Influencing Their Purchasing of Fashion Clothing’**, in this study the researcher has examined the women respondents and the difference between the shopping behaviour and the demographic factors. The author has also found that women have independence in choosing their apparel. The youngsters also have brand consciousness, price and value consciousness. The results of the findings were implemented into the apparel markets by retailers and manufacturers.
16. Cham, T.H, Ng, C.K.Y., Lim, Y.M. and Cheng, B.L. entitled a study on **‘Factors Influencing Clothing Interest and Purchase Intention: A Study of Generation Y Consumers in Malaysia’**, this study is made to find the factors which influence the apparel interest among the consumers in Malaysia. In this study the author examined the brands image, word of mouth and quality of clothes were predicted by the consumers. And also, the relationship between the clothing interest and purchase intention, price consciousness is also made. The clothing retailer are advised to pay attention on price of the product and customer retention or need. Mainly the final result of the study shows that the quality of the product or apparel is very important and the consumers mainly concentrates on that.
17. Chong Hui Teing (2014), entitled a study on **‘Factors Affecting Online Shopping of Purchasing Apparel Among Young Adults’**, the result shows that there is a positive correlation between dependent variables. And also, between the hypothesis of the

objectives and significance. The consumers are alert on privacy and security of their personal information. The finding of the study supports the Oliver's (1997) quality-satisfaction-behavioural intention link model. At the end of the research the author finds that E-shopping platform and E-shopping satisfaction have greater impact.

18. Dr. K. Balanaga Gurunathan and M. Krishnakumar (2013) entitled a study on '**Factors Influencing Apparel Buying Behaviour in India: A Measurement Model**', in this study the researcher examines the apparel buying behaviour of Indian consumers through various dimensions like consumer characteristics, reference group, store attributes, promotion and product attributes. In this research the promotion has the highest mean value of 3.58 and product has the highest value of 3.12. Here the author concludes that the apparel stores should come up with various programmes to attract the consumers. The promotion is also the tool that should attract to appeal the customers. And also, the ethnicity of the consumers has the impact on apparel buying behaviour.
19. Arpita Khare and Sapna Rakesh (2010), made a study on '**Predictors of Fashion Clothing Involvement Among Indian Youth**', in this study the involvement of Indian youth on fashion wear or apparel has analysed, there is no significant difference between the males and females on fashion clothing. According to the research there is no purchase decision involvement, product involvement and consumption involvement. The global brands affect the choice and involvement of Indian youth on apparel brands. And also, the consumer interest on fashion clothing and products are increasing.
20. Prof. Mahalaxmi K R and Nagamanikandan P (2016) made research on '**A Study on Online Shopping Behaviour for Apparel: Literature Review**', in this study the author analysed the south Indian consumers, and shopping behaviour on online shopping of apparel. The consumers are facing number of difficulties in online shopping. The online shopping is also popular among youngsters. Though the online shopping has many advantages it also has some barriers among the users and it is not safety also. Therefore, the sellers have made some strategies to create trust among consumers.

21. Md. Farijul Islam et al (2014) entitled a study on **‘Influence of Factors on Female Consumers Fashion Apparel Buying Behaviour in Bangladesh’**, this study focuses on female consumers and their fashion apparel buying and also the brands of apparel. There are some factors that influence the purchasing behaviour. The factors are brand attitude, brand name, brand popularity and reference group etc. The hypothesis is also developed on various factors which influence the buying of branded apparels. This study also helps the marketers in clear understanding of the buying behaviour of the consumers in fashion apparels especially among women in Bangladesh. The women who have positive attitude on brand have the high level of involvement in apparel buying.
22. Sundeey C. Eze and Bello Adenike O. Bello (2016), made a study on **‘Factors Influencing Consumers Buying Behaviour Within the Clothing Industry’**, this study examines that the age and income has the strong influence on apparel goods. The current purchase of the consumer is determined by the previous purchase. The marketer main duty is to study the purchasing power of the consumer and this helps to satisfy the customer needs.
23. M. Dhurup and R. Tusiime (2011) made a study on **‘Impulsive Buying Behaviour of Apparel Merchandise Among University Students in Southern Gauteng’**, The factors like price, fashion, brand, emotion, fashion involvement, hedonic motivation, emotional gratification are some factors that influence the impulse buying behaviour of apparel. Impulse buying is in part, motivated by consumers wanting to change or manage their feelings or moods. Though the consumers are motivated for various hedonic reason, the retailers can achieve them by giving all experience in single roof which helps the consumer to relief from various tension and stress. The result shows that the female shoppers are affected due to the tendency and hedonic motivation and emotional gratification in impulse buying.
24. Ji Hye Park and Sharron J. Lennon (2004) entitled a study on **‘Television Apparel Shopping: Impulse Buying and Parasocial Interaction’**, in this study is based on the positive relationship between impulse buying, television exposure and parasocial

interaction. Nearly 4 percent of respondents answered that the impulse buying as a television shopping motivation. This is because the television shopping is very helpful to the respondents, they may purchase them from in-home itself and it also saves time and money.

25. De Lenne, and Vandenbosh. L (2017) entitled a study on **‘Fashion Media and Sustainable Fashion Buying Behaviour’**, in this study focus on young adults. In this research the authors made a relationship of various exposure like fashion magazines, special magazines and social media content. The result found that the social media posts, and sustainable brands affect the attitudes of apparel. Fashion bloggers in social media and fashion magazines plays a vital role in purchase of sustainable apparel.
26. Sandy Dawson and Minjeong Kim (2009), entitled a study on **‘Cues on Apparel Websites That Trigger Impulse Purchase’**, this study focuses on apparel websites which are sold over internet. The online shopping is the easiest and fast-growing channel for retail sale of apparel. The retailers were affected due to the trigger of cues of impulse buying and this encourage the customer to buy online. This study helps the retailer to understand the impact and importance of online websites so that the retailers can use their own strategy. And also, this is useful for online retailers to create their own marketing strategies.
27. C. Nagadeepa, J. Tamil Selvi and Pushpa (2015) A made a study on **‘Impact of Sale Promotion Techniques on Consumer Impulse Buying Behaviour Towards Apparel at Bangalore’**, this research was made to identify the different sales promotion and their techniques which influence the consumer. Rebates, discount offer and loyalty programs have a relationship on impulse buying. But the other factors like coupons, price packs and contest were rejected and do not have significant relationship with impulse buying.
28. Kavitha Kshatriya and Priyanka Sharad Shah (2020) entitled a study on **‘A Study of the Prevalence of Impulsive and Compulsive Buying Among Consumers in the**

Apparel and Accessories Market' in this research the author made a study on impulse buying based on covid 19 pandemic and the influence and preference of social media. The analysis was made to find the factors which affect the impulsiveness and compulsiveness. The two main predictors of impulsive and compulsive buying are the influence of social media and hedonic happiness. The compulsive buyers have uncontrolled urge regularly and are most likely to move by hedonic happiness. A good shopping experience, online or offline moves them towards a compulsive purchase.

29. K. Napompech (2014) made a study on **'Factors Driving Consumers to Purchase Clothes Through E-commerce in Social Networks'** this study was made to find the purchase behaviour of customers who buy clothes by E-commerce platform. The most important reason people buy cloths in online platform is for their convenience. The finding of the study says that that the convenience, speed in ordering, payment security affects the apparel purchase through E-commerce. 58percent of the consumers have purchase frequency of at least once a month.

30. Sandeep Bhanot (2018) entitled a study on **'A Study on Consumer Buying Behaviour in the Apparel Industry in Mumbai and Navi Mumbai'**, the research found that most of the consumers prefer branded apparel than non-branded apparel. Nearly 50 percent of the people prefer the label brands. The readymade apparel is most liked one among all consumers. This research focus on the apparel preference and after sales service among the consumers. After the sales the exchange time of the product also plays a vital role among the buying preference of the consumers.

31. Susana Azevedo et al (2008) entitled a study on **'Consumer Buying Behaviour in Fashion Retailing: Empirical Evidences'**, this paper studies the consumer gender preference and their buying of apparel products. Before the beginning of the study the authors thought that there are only some differences in purchasing behaviour of apparel between the men and women. But after the finding they got result as H1 i.e., there is a difference in consumer buying behaviour according to the gender, there are also some

factors which influence the buying, they are fashion magazine, women magazine, catalogues etc.

32. Pawan Kumar and Kanchan made a study on '**An Analytical Study of Consumer Buying Behaviour Towards Fashion Apparels in Ludhiana**', this study is made to analyse the perception of consumers on branded clothing. The various statistical data was made to find the result. At the end of the study the author conclude that the Ludhiana people are interested in the fashion apparel like t-shirt, western dresses etc. though they have financial crisis they are interested in buying the fashion apparel.

33. Eun Joo Park et al (2012), entitled a study on '**Apparel Product Attributes, Web Browsing, and E-impulse Buying on Shopping Websites**', Product attributes consist of three factors they are, variety of selection, price and sensory attributes. The author concludes that in an E-tail environment the web browsing is viewed as an important part of the shopping experience. This study focuses on some attributes they are variety of selection, price and sensory attributes. The marketer should develop E-business strategy by understanding impulse buying behaviour in conjunction with browsing the web.

34. Douglas J. Tigert et al made a study on '**Fashion Involvement and Buying Behaviour: A Methodological Study**', this study focused on the fashion involvement of customers and heavy clothing buying, the fashion involvement with a various analytic technique. The data was collected from husband and wives. The Toronto fashion market has a wide range of market involvement among males and females. The high fashion involved group still bought more pairs of casual slacks and paid more money per pair of casual slack.

35. Arpita Khare (2019) made a study on '**Green Apparel Buying: Role of Past Behaviour, Knowledge and Peer Influence in the Assessment of Green Apparel Perceived Benefits**', this study examines and focus the influence of past environmental behaviour, peer influence and green apparel and their benefits. The green apparel brands have become very popular among Indian consumers, this is because many fashion

designers are using traditional fabrics. This creates awareness on product attributes. Through this study the author found that this strategy like promotion, brand popularity etc, helps to educate and inform consumers and create favourable perception of green apparel.

36. Mohanraj. P, Gopalakrishnan. S (2017), entitled a study on '**Consumer Behaviour Towards Apparel Brands in Chennai**', the consumer behaviour on apparels is not only based on brands it also has other factors like general shopping pattern, shopping frequency, spending pattern of the apparel. The brand name plays a main role than the product by the consumers. The highly preferred brand by consumers is 'Only, and 'Zara' 13 percent and followed by jockey 11.3 percent. the discount offers and current fashion trend deceives a role in shopping of apparel. There are some factors which have direct relationship between individual dimensions such as purchase intention, attitude, shopping orientation etc.

CHAPTER III

CHAPTER III

OVERVIEW OF THE STUDY

3.1 IMPULSE BUYING:

Impulse purchasing refers to the sudden or immediate purchase of a goods without any prior shopping plans. This type of impulsive buying is distinct from regular goods purchases. The act of impulse purchasing involves making an unanticipated purchase choice just a few seconds before making the actual purchase. According to some studies, impulsive buying is related to personality traits, buying beliefs and attitudes, socio-cultural values, and demographic variables. Numerous emotions and variables, including joy, annoyance, melancholy, boredom, retail atmosphere, etc., might affect impulsive purchase. It is a desire that, at that precise time, feels better.

3.2 TYPES OF IMPULSE BUYING:

a. Planned impulse buying

The discount and promotion plays a vital role. The planned impulse buying is made due to the scarcity of the product and purchase of product more than the actual need.

b. Reminded

In reminded impulse buying the customer is reminded for something they need during the shopping process. This is added to their shopping list when it is seen by the customer in the store while shopping.

c. Savings

In saving impulse buying the customer have a habit of stocking the things to save the money. For example, the customer goes to the store to buy the X product, later he notices the product Y has the offer for set of packages. Therefore, the customer gives up the purchase of product X and buys Y.

d. Complementary

Here the customer buys the products for complementary. Example the customer buys the Kurtis and decided to buy the legging as a complementary.

e. Shopping enthusiasts

When the customer is in happy mode , then they become more enthusiastic and make sudden purchase driven by the desire.

f. Suggestion

The customer does not need the particular product but some suggestion makes them to buy the product.

3.3 CRUCIAL ELEMENTS OF IMPULSE BUYING:

- ☑ **Spontaneity:** It is unexpected and drives customers to make a purchase right away, frequently in reaction to direct point-of-sale visual stimulation.
- ☑ **Power, compulsion, and intensity:** There may be an impetus to ignore others and take quick action.
- ☑ These unexpected drives to buy are frequently accompanied by feelings that have been described as "exciting," "thrilling," or "wild."
- ☑ **Neglecting potential negative effects:** The desire to purchase might be so strong that it is impossible to resist.

3.4 FACTORS DETERMINING IMPULSE BUYING:

Product and brand knowledge- Before visiting the store, the customer is aware of the product and the brand they plan to purchase.

Product - Before visiting the store, the customer knows the product she wants but is unsure of which brand to purchase. For example, the customer plans to purchase cola drinks but a specific brand.

Product class- The customer has a concept of the class of the goods they need to buy before they reach the store, but they haven't chosen which items fall under that category.

Need acknowledged - Before visiting the store, the customer acknowledges the existence of a problem or need, but she hasn't chosen which product category, item, or brand she plans to buy, for example, a need for something to eat.

Need not recognised - Before entering the store, the customer has no notion of a problem or need, or the need is latent and won't become apparent until the customer enters the store and is exposed to the environment's stimuli.

3.5 APPAREL:

The sort of clothing or material worn on the body is referred to as apparel. The various names for clothing are garments, clothes, dresses, etc. The ancient early humans wore animal skins, tree leaves, and barks. The use of cloth by humans has recently begun. As culture, fashion, and wealth change, so do the clothes. In the Middle East during the final stone age, textile extraction and weaving first began.

3.6 EVOLUTION OF APPAREL:

1. Clothes development:

Covering the fundamentals is the most crucial aspect of early years. So that the humans might create some caps, loincloths, and shoes for covering. These were created using materials like animal skins and tree leaves.

2. Use of clothes:

Later, for a variety of climatic and other reasons, clothing is created to keep people warm and cool. The anthropologist contends that people adopted plant life and animal skins as weather protection.

3. The transition from ancient to modern attire:

The garment dates back hundreds of thousands of years. The material was woven by hand or on crude looms. Egyptians developed cotton fabric, Chinese brought silk fabric approximately 4000 BC, and around 3000 BC, woollen fabric was created.

4. Development of fashion:

The crusades saw a variety in textiles. In the middle of the 14th century, the fashion quickly became popular. It was at this time that the first attempts at tailoring, lacing, and buttons were made, replacing the straight seams and draping clothing.

5. Industrial Revolution:

As a result of the development of power-driven machinery, the industrial revolution brought about fast change. These devices can complete the work a hundred times more quickly than a human could.

Clothing is worn at home, at work, while in public, and while engaging in recreational and sporting activities. For significant events like weddings and graduations, we also dress up.

- business attire – worn for work purposes
- Casual wear – worn as standard clothing
- Formal wear – worn for events such as weddings
- Lingerie – undergarments worn for support and / or decoration
- Sportswear – worn for athletic activities like running
- Baby clothes – worn by babies and toddlers
- Childrens wear – worn by children aged from 2 upwards
- Menswear – typically worn by those who identify as men
- Womenswear – typically worn by those who identify as women

3.7 DIFFERENT TYPES OF APPAREL:

The list of clothing kinds will help us to make this list of clothing types the most comprehensive.

Bloomers:

Bloomers are bottom-worn undergarments that frequently have lace hems on the legs and an elasticized waistband. In contrast to the women's dresses that were being worn at the time, which were constructed of heavy weight materials, they were designed in the 19th century to be looser and lighter. Despite not being her creation, Amelia Bloomer, a 19th-century advocate for women's rights, is remembered by the name of bloomers.

Blouse:

In women's clothing, a blouse is an item that covers the upper torso. In the same way that a shirt might have sleeves or none at all, a blouse can as well. Compared to their shirt, counterparts, blouses are frequently constructed of lighter fabrics and have more fascinating embellishments, such as lace collars, gathers, pleats, and pin tucks.

Bodysuit:

Bodysuit as a leotard with an opening for the legs that snaps shut. Bodysuits are typically comprised of skin-toned knit materials to provide some modesty when worn with low cut dresses.

Bracers:

Ladies wear bras. They come in various designs, as well as various cuts, forms, and levels of support.

Bustier:

A top that fits closely against the body and has straps over the shoulders is called a bustier. While a bustier typically lacks boning, it is constructed from numerous parts, much like a corset. The John Paul Gaultier bustier that Madonna wore is the most well-known and easily recognisable.

Caftan:

A loose-fitting garment first popular in the 1950s by Christian Dior, the caftan (sometimes spelt kaftan) is also known as a kaftan. In the past, it had an open front, but in the 2000s, they were frequently made with a closed front as a straightforward pull-on style dress or cover up.

Cardigan:

Cardigans are knit garments that resemble sweaters and have a front opening. Although a zipper is an option, button openings are more common. They gained notoriety in the 1920s thanks to Chanel, who included them in her two- and three-piece ensembles with skirts.

Cloak:

A cloak is worn as an outer garment that can be worn long enough to cover the thighs, knees, or even ankles, or it can be shorter and only cover the top body. Typically, they have openings in the front that the arms can pass through as necessary.

Coat:

Unlike a jacket, which is shorter in length and made for warmer weather, a coat is longer. They can be fashioned of heavy fabrics, such wool, and can have interlining added for added warmth before the lining is attached. They are more of a winter garment.

Corset:

In the past, corsets were used to 'cinch' the waist to make it as small as possible while being worn under clothing like gowns. Since Vivienne Westwood began including corsets in her collection in 1987, other fashion designers have followed suit, and corsets are now a popular style of clothing that may be worn both as independent items and as part of dresses, 'Stays' or 'boning' are used by corsets instead of bustiers to offer structure and support. These bonings might be made of metal, plastic, or polyester.

Dress:

An item that drapes from the shoulders and covers the upper torso, buttocks, and thighs is called a dress. Either a tight fit or a relaxed, breezy fit is possible. Dresses can be strapless, which calls for them to be tightly fitted to the top bodies, and can also be any length between the thigh and the floor.

Dungarees:

Dungeons and gilts were traditionally men's workwear that ladies wore throughout the World Wars. They consist of bibs on the front and rear that are attached by shoulder straps, and pants. The dungaree, which is constructed of denim, corduroy, and vibrantly coloured printed textiles as well, has become a staple that is now preferred by women and kids over males.

Jacket:

The jacket may be used as outerwear or as tailoring and can be worn in a casual or formal setting. The tuxedo and the blazer are considered tailored jackets, but an anorak and a bomber jacket are considered casual outerwear jackets.

Jeans:

It was once used to describe a kind of cotton fabric created in Nimes, France, but in the 1800s, Levi Strauss popularised the phrase to refer to clothing made of denim. When made of denim, jeans in the 2020s are available in a variety of designs, materials, cuts, and colours.

Jumper:

A jumper was a short coat-like garment used by males in the 19th century. In the UK, it is now the phrase used to describe a jumper.

Jumpsuit:

The jumpsuit is a fashionable item of clothing in the 2020s, and sewing designs from independent pattern creators are appearing everywhere. It is a full-body item of clothing that generally has long sleeves and long legs. It is also known as a "boiler suit" or a "flight suit."

Kimono:

The kimono is a sort of Japanese robe that is usually used as the foundation for dressing robes, but has also frequently been adopted by fashion designers as a clothing trend from the late 19th century.

Knickerbockers:

Knickerbockers, a very old piece of apparel, were made trendy in the late 1960s by fashion designer Yves Saint Laurent. They are loose breeches that are gathered just below the knee and look like pants.

Leggings:

Leggings are a type of casual clothes that are worn on the legs. They first appeared in the Middle Ages as a layer for chilly weather. Leggings of today are worn extremely closely to the body and are constructed of an elasticized fabric, commonly knit. Additionally, they are available in a variety of lengths, including full length (waist to ankle), low rise capri length, and more.

Legwarmers:

They were cylindrical, hand knitted back and wore it on legs, in the area between knees and ankles. They might be used with small skirts to create a trendy statement.

Leotard:

The leotard is a piece of clothing that is used to detest wearing since it covers the entire body from the groyne to the shoulders. Since Jules Leotard, a French trapezist, wore it initially in the 19th century, it has gained popularity among dancers and disco fans. Today, it comes in a range of fabric kinds to meet the demands of athletic and casual wear.

Briefs:

Women cover their lower bodies with briefs, which are undergarments. They can be created from lace, mesh, knitted cotton textiles, and other materials. In certain countries, they are also

known as knickers. They are frequently finished with folder elastic or picot trim to provide a decorative touch and cover the fabric's raw edge.

Pant or trousers:

Pants, sometimes known as trousers, are a variation of the knickerbockers of the early 19th century and have been worn by women since the 1920s to keep the legs warm and protected. It wasn't until the 1970s that women were allowed to wear trousers to both informal and formal occasions since back then, the legs of trousers and trousers were baggy in style.

Playsuits:

A playsuit is similar to a jumpsuit but has shorter legs. A playsuit is a terrific modern item of clothing , taking the entire thing off to go to the shower. They come in a range of materials and are cut in an equal number of styles.

Poncho:

Ponchos are a South American invention that resemble large blankets but only have a single opening for the head. They can be woven with varied patterns or come in a single colour.

Pyjamas:

Women, men, and kids all wear pyjamas as nightwear, but modern fashion designers are progressively popularising them as evening wear. The 1920s marked the beginning of the fashion that has become known as "nightwear as evening wear."

Sarong:

The sarong has been a favourite summer outfit since the 1940s despite being a traditional garment worn by women in Bali and Tahiti. It is a long piece of cloth that may be worn either over the top body and knotted at the neck to resemble a dress or wrapped around the lower body and fastened at the waist to resemble a skirt.

Shawl:

The shawl serves as a cover-up and is another article of clothing created from a square of fabric. The material can be made from wool to stay warm or from lightweight material for shawls for evening wear. Shawls are a useful accessory to have to drape over the shoulders, whether they are used outside or inside.

Shirt:

On the upper torso, shirts are a common article of apparel. For ease of putting the shirt on and buttoning it up, it often includes a front placket with a button opening in the centre. Men and women both wear shirts for informal and dressy occasions.

Shorts:

Although they are frequently dressed up by fashion designers and used as evening wear, women have been wearing shorts, a casual garment, since the 1920s. With a vest top, a shirt tucked into the waist, or as part of a two-piece pyjama set, shorts are a classic summer essential that are also quite popular.

Skirt:

Another sort of clothing used on the lower body is a skirt. They come in a wide range of styles, long, midi, mini, and micro lengths, and may be fashioned from any fabric you can imagine.

Skort:

The skort is a hybrid of a skirt and shorts that, from the front, looks like a skirt because of an overlapping strip of fabric, but from the rear, it resembles shorts. Despite having split leg sections, a skirt is actually a pair of shorts; hence, the term "skort" is used to describe it.

Socks:

A list of the many forms of clothing would be incomplete without including the socks. In the winter, socks keep the feet toasty warm, and in the summer, they make the feet sweaty and sticky, whether it has been bought from store or hand-knit. Socks, which are often made of knitted fibres, come in a variety of heights. They can be ankle-length to keep warm on chilly evenings, knee-high for maximum leg warmth, or barely-there sports socks that fall off on the ankle.

Sweater:

Women, men, and children all put on sweaters to cover their upper bodies. In various regions of the world, they are also known as "jumpers" and are fashioned of knitted textiles.

Swimsuit:

A swimsuit is worn when in or near water, whether it is a traditional one-piece or is divided into two sections to create a bikini or tankini. It is constructed of a knit fabric with two-way

stretch and negative ease so that when wet, it adheres to the body. It was usually a two-piece wool suit back then, rendering it worthless for swimming, and it was first called a bathing suit in the late 1800s.

Tie :

Ties are worn under the collar of shirts, either as a long tie or a bow tie. Worn predominantly by males, they are slowly gaining trendy with ladies.

Tights:

Tights are a knitted article of clothing that are worn from the tips of the toes all the way up to the waist. Tights have been available since the 1960s and are also known as hosiery. They are worn in a thick denier in the winter for warmth and a lighter, silkier denier in the summer.

Tops:

In addition to shirts and blouses, tops are another kind of upper body clothing. The term "separates" is used by fashion designers to describe a variety of tops, including crop tops, boob tubes, tank tops, and others.

Tracksuit:

The tracksuit, a two-piece costume made up of long-sleeved top and "jogger" type pants, was made popular by sports. The top might be a straightforward pullover shape or include a zippered opening. They are often constructed of cotton or synthetic fibres suitable for sportswear. The shell suit was a tracksuit alternative popular in the 1980s. The short-sleeved knit top known as a "t-shirt" has grown to be highly popular.

Waistcoat:

Men and women both wear different types of apparel, such as waistcoats. Although women have long started wearing, they are often worn as part of a three-piece suit, over a shirt and under a jacket. wrists, waist and jogger-style trousers all match.

3.8 APPAREL DIVISIONS:

The below points are fashion apparel categories, they are

- Women's apparel
- Men's apparel

- Children's apparel

WOMENS APPARREL:

- **Casual Wear** - This is a term used to describe a type of attire used often under ordinary conditions. Shirts, skirts, tops, tee shirts, and jeans are all included. The majority of the time, textiles are easily accessible, and ornamentation are kept to a minimum on clothing.
- **Evening wear** - Evening attire is a term used to describe very formal clothing. Evening clothing is made up of bulky, rich materials and intricately crafted items. Additionally, these outfits are frequently richly decorated. Gowns and dresses fall within this category.
- **Night wear** - Night wear is the term for the attire worn when sleeping. The most crucial factor taken into account when creating these clothes is comfort. The textiles are nice to the touch as well. They have soft trimmings and simple closures. The colours typically lean towards a pastel colour scheme.
- **Corporate clothing** - Corporate clothing is frequently referred to as formal attire. Since it is frequently worn to work, easy maintenance is crucial. For this reason, several textiles with properties like wrinkle-free have been introduced. Typically, it consists of a formal shirt, a suit, either with a skirt or with trousers. The materials are plain, checked, or striped, with absolutely little embellishment or design. The hues are likewise subdued.
- **Bridal Wear**- This kind of clothing is only appropriate for special events. Such a clothing code is necessary for weddings and other important social occasions. Typically, it is ethnic with many Indian colour tales and lavish ornaments. The silhouettes are also ethnic, including saris, salwar suits, lehengas and cholis, etc.
- **Tailored clothing**- Custom-fit clothes falls under the topic of tailored apparel. Typically, they are created for a particular customer based on their needs. Blazers, vests, jackets, fitting dresses, ornate gowns, etc. are frequently made for specific buyers.
- **Indian ethnic wear**- It is the term for the country's traditional garb. This comprises lehenga cholis, kurta pyjamas, salwar kameez, and saris. Every state has a distinctive traditional outfit. Even the sari is sported in various ways across the nation.
- **Swimwear**- It is often an activity-focused garment worn for swimming. However, there are numerous variations of it that may be worn to a pool party or to the beach, such as bikinis, sarongs, caftans, etc.

- **Lingerie-** It is the term for intimate apparel, which includes bras, corsets, garter belts, etc. It is the introductory or base layer of clothes. It is crucial to wear the proper undergarments in order to attain the ideal shape.
- **Accessories** - Any item worn with an outfit to enhance it is referred to as an accessory. It consists of things like shoes, purses, scarves, sunglasses, hair bands, corsages, earrings, necklaces, beads, and brooches, among other things.
- **Active wear** - The term "active wear" refers to a group of clothing items that are often worn for particular activities, most often sports. A few examples include mountain climbing, skydiving, scuba diving, and rappelling. They are often constructed from incredibly durable textiles that can withstand the wear and tear of the exercise. Most often, they are made of nylon with lycra added in small amounts for comfort.
- **Outer Wear** - This term refers to clothing that is worn outside, such as coats, parkas, stoles, etc. They are typically worn in colder climates when layering is necessary to maintain body warmth.

MENS APPAREL:

- **Formal wear-** Formal wear is the attire worn for occasions like business meetings, seminars, presentations, and other such formal gatherings. Shirts, trousers, suits, ties, belts, leather shoes, etc. are few examples.
- **Ethnic wear clothing-** Ethnic wear clothes refer to the style of men's clothing that is typically worn on special events like weddings, including one's own, festivals, anniversaries, etc. Such garments include designer kurtas, pyjamas, sherwanis, dhotis, etc.
- **Western wear clothing-** Although there isn't much of a distinction between formal wear attire and western wear apparel, they are essentially the same. However, some specifically made western attire is worn, particularly at gatherings with friends and co-workers and at celebrations. Suits, pants, shirts, coats, and other items of clothing are examples of this attire.
- **Casual wear clothing-** Casual attire is something wear in house or when playing, shopping, or taking a night-time stroll. Therefore, casual attire is for lounging and (informal) event dressed. T-shirts, designer shirts, jeans, cargo, shorts, and lowers, for instance.
- **Sportswear-** The apparel worn when participating in any sport, including football, basketball, cricket, hockey, athletic competitions, or any similar sport, is known as

sportswear. Additionally, these dresses are worn for more informal events, such as when traveling, walking, watching a sport or game, or even just lounging at home. T-shirts and bottoms from sports are some examples.

- **Outerwear apparel** – It is the style of attire that is typically worn over previously worn dresses in the winter. Jackets, overcoats, raincoats, robes, etc. are examples of such clothes.

CHILDREN’S CLOTHING:

Just like adults, children have particular preferences for what they wear. Some children’s enjoy dressing in bright, quirky outfits, while others favour more relaxed, casual attire. Today, a number of clothing retailers provide a broad selection of styles and trends that are more suited to what children desire to wear, as well as ones that precisely fit their personalities and the adventurous spirit that is typical of children.

Baby and small kid clothing should be informal and contemporary, with a range of patterns, styles, prints, fabrics, and colours, and produced from good, practical, and comfy materials.

3.9 CONSUMER BUYING PROCESS:

The following describes the general model of the consumer decision-making and problem-solving processes:

- ❖ **Need recognition**- A perception of difference between the desired state of affairs and the actual situation sufficient to arouse and activate the decision process. This is the first stage of buying behavior process.
- ❖ **Search for information**- Search for information stored in memory (internal search) or acquisition of decision-relevant information from the environment (external search). In case of online purchase, the consumer looks for the review and the specification about the quality of the apparel from the various websites.
- ❖ **Pre-purchase alternative evaluation**- Evaluation of options in terms of expected benefits and narrowing the choice to the preferred alternative.
- ❖ **Purchase decision**- Acquisition of the preferred alternative or an acceptable substitute. Consumer evaluate various factors like risk, benefits and the previous experiences of all the alternatives and they made a final decision for purchasing the apparel.

- ❖ **Consumption**-Use of the purchased alternative.
- ❖ **Post-purchase alternative evaluation**- Evaluation of the degree to which the consumption experiences the produced satisfaction. The consumer analyzes their purchase decision based on their perceived and final expectation.

3.10 REASON TO BUY IMPULSIVELY:

Feeling of getting a deal- Impulse shopping doesn't necessarily entail blowing your entire salary on ritzy goods. People also purchase goods because they believe doing so would result in long-term financial savings.

Physical stimuli- Physical sensations are the main cause of impulsive purchasing. The results of the study indicate that both internal and external aspects, including as atmosphere, marketing activities, window displays, retail environments, background music, salespeople, and promotions, among others, have a role.

Instant gratification - It is more difficult to make logical purchasing decisions when we experience a surge of feeling, such as tension, worry, or enthusiasm. The sensation that retailers exploit in their stores is what motivates customers to make purchases.

Product placement- Retailers don't just happen to put their products in random locations. The business creates displays that make shopping enjoyable, which may uplift customers' spirits and promote impulse purchases.

Novelty- Impulsive purchases don't necessarily result from marketing campaigns and deliberate presentations. Being fresh and distinctive might be everything at times. Customers will take note of items that appear distinctive and unusual, whether they are shown in-person, online, or on social media.

3.11 IMPACT OF IMPULSE BUYING:

1. Living pay check to pay check:

People who have a tendency to make impulsive purchases are more likely to struggle with living pay check to pay check. They will have a lack of money for their monthly costs if they make impulsive purchases frequently. A constant impulsive purchase, may blow every pay check by the time when they get next one unless, having a sizable amount of spare cash. This is a risky situation to be in since, without money, they could only need one emergency to plunge into financial ruin.

2. Buyer's remorse:

After making an impulse buy and receiving the immediate reward, the impulsive buyers could have unfavourable feelings. The chance of having buyer's regret increases significantly when they make impulsive purchases. It's possible that they have done this before while making impulsive purchases. While making an impulsive purchase, dopamine is released in your brain, causing a surge of happy feelings.

3. Unmanageable debt:

The revolving credit allows the impulsive buyers to spend money but they don't actually have. Using the consumer credit cards can significantly contribute to impulse buying behaviour. In addition to increasing the danger of impulsive purchases, credit cards will also increase their allure. If the customer use credit cards to make a lot of impulse purchases and end themselves in too much debt. If they continue to make impulsive purchases, it can be subjected to extraordinarily high interest rates each month. The exhilarating feelings they have just after making a purchase are not worth the exorbitant minimum payments on their credit card balance that are no longer able to make.

4. Bad debt:

The credit score can be severely impacted by reckless usage of consumer credit cards for impulsive purchases. Credit utilisation ratio rises and the payment history deteriorates when the impulsive buying spirals out of hand and accumulate debts, buyers cannot afford to repay. High interest rates are typical of loans for borrowers with bad credit. For the Reduction of impulsive purchases and pay debt, buyer want to avoid the negative impacts of consumer impulse shopping on credit.

CHAPTER IV

CHAPTER IV

ANALYSIS AND INTERPRETATION

The apparel impulsive buyers are the customers who buy the apparel immediately. These impulsive buyers often buy the apparel when they are in stress, sadness, and even at the period of celebration. These buyers do not have the specific shopping list in their mind to purchase the apparel and they buy them spontaneously. These impulse customers do not easily accept the recommendation of others. In this research impulse customers data's were collected and analysed. Here the analysis and interpretation are listed below.

4.1 PERCENTAGE ANALYSIS

The percentage analysis is the method to represent raw streams of data as a percentage (a part in 100 percent) for the better understanding of collected data. Percentage Analysis is applied to create a contingency table from the frequency distribution and represent the collected data for better understanding. It refers to a special kind of rates percentage are used in making comparison between two or more series of data. A percentage is used to determine relationship between the series.

4.1.1 GENDER OF THE RESPONDENT:

TABLE 4.11

Gender of the respondents

Gender	Frequency	Percent	Valid Percent	Cumulative Percent
Male	36	32.7%	32.7%	32.7%
Female	74	67.3%	67.3%	100.0%
Total	110	100.0	100.0	

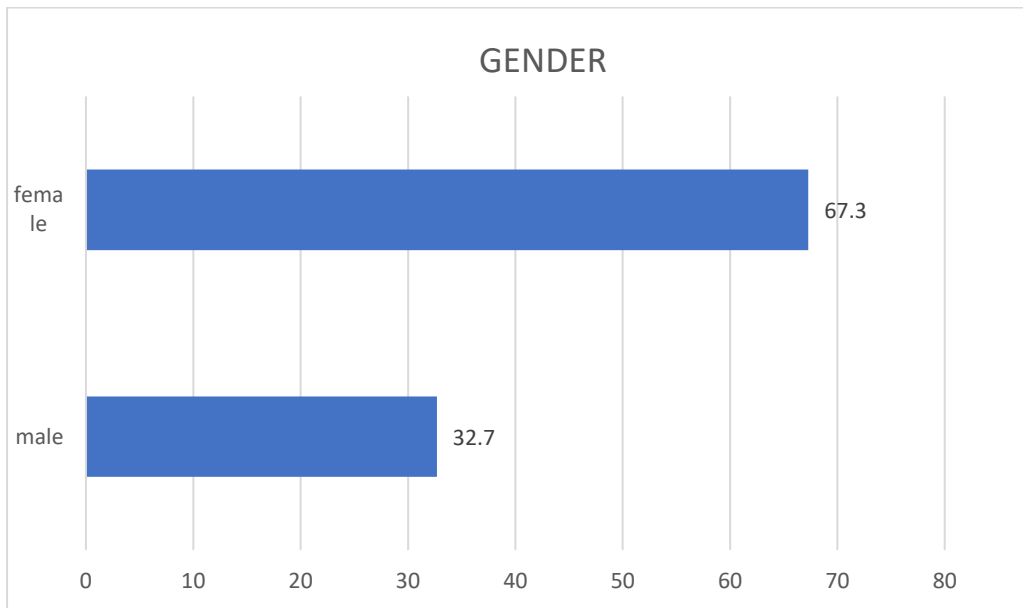
(Source: computed)

It has been inferred from the table 4.1.1 that, 32.7 percent of the respondents belong to male and 67.3 percent of the respondents belong to female.

Hence, it is found that from the analysis most of the respondents are female.

CHART NO 4.1.1

GENDER OF THE RESPONDENTS



4.1.2 AGE OF THE RESPONDENTS.

TABLE 4.1.2

Age of the respondents

Age	Frequency	Percent	Valid Percent	Cumulative Percent
17- 20	21	19.1%	19.1%	19.1%
20-23	65	59.1%	59.1%	78.2%
23-25	15	13.6%	13.6%	91.8%
25-29	9	8.2%	8.2%	100.0%
Total	110	100.0	100.0	

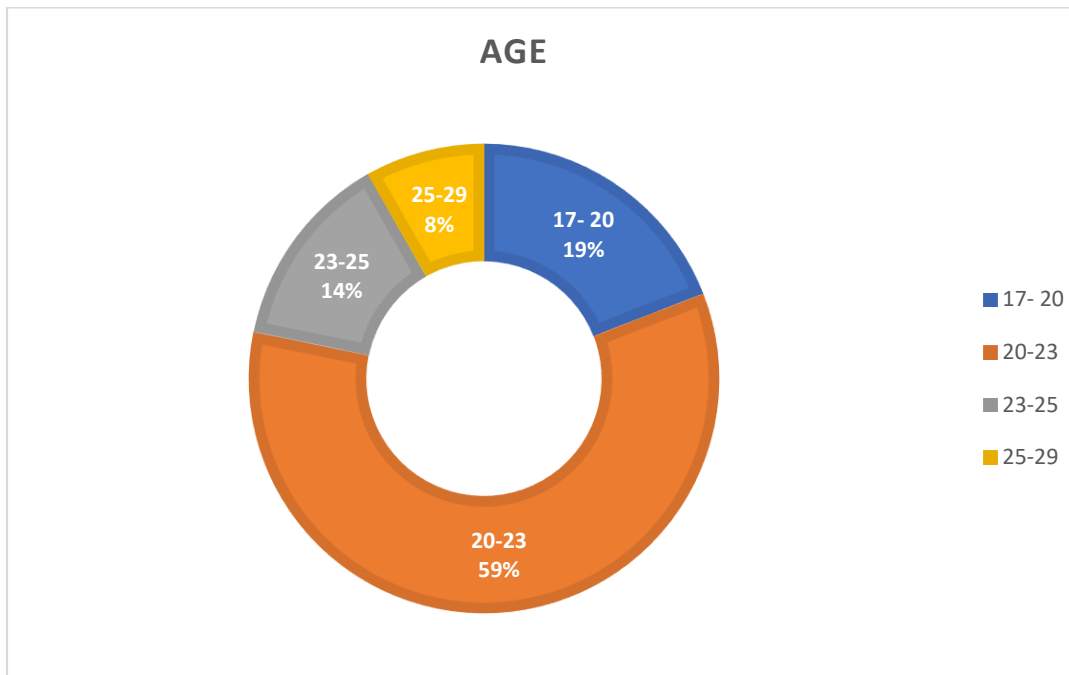
(Source: computed)

It has been inferred from table 4.1.2 that, 19.1 percent of the respondents belong to the age group of 17-20 years, 59.1 percent of the respondents belong to the age group of 20-23, 13.6 percent of the respondents belong to 23-25 years, and 8.2 percent of respondents belong to the age group of 25-29 years.

Hence, it is found that more number of the respondents belong to the age group of 20-23 years.

CHART 4.1.2

AGE OF THE RESPONDENTS.



4.1.3 MARITAL STATUS OF THE RESPONDENTS

TABLE 4.1.3

Marital status of the respondents

Marital status	Frequency	Percent	Valid Percent	Cumulative Percent
Married	13	11.8%	11.8%	11.8%
Unmarried	97	88.2%	88.2%	100.0%
Total	110	100.0	100.0	

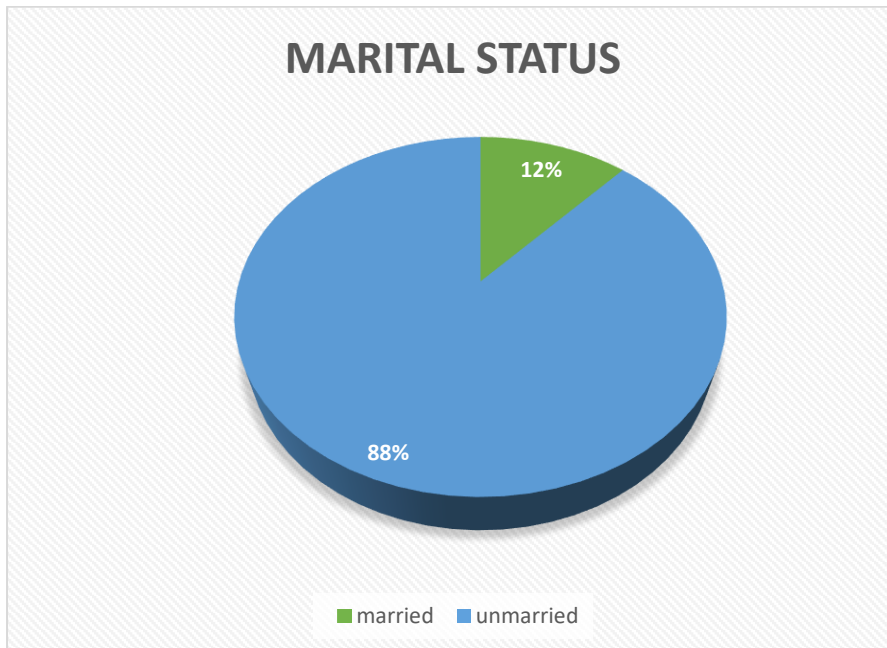
(Source: computed)

From the table 4.1.3, it has been inferred that 11.8 percent of respondents belongs to married category, 88.3 percent of the respondent belongs to unmarried category.

Hence, it is found that more number of respondents are unmarried.

CHART NO 4.1.3

MARITAL STATUS OF THE RESPONDENTS



4.1.4 FAMILY SIZE OF THE RESPONDENTS

TABLE 4.1.4

Family size of the respondents

Family size	Frequency	Percent	Valid Percent	Cumulative Percent
Joint family	32	29.1%	29.1%	29.1%
Nuclear family	78	70.9%	70.9%	100.0%
Total	110	100.0	100.0	

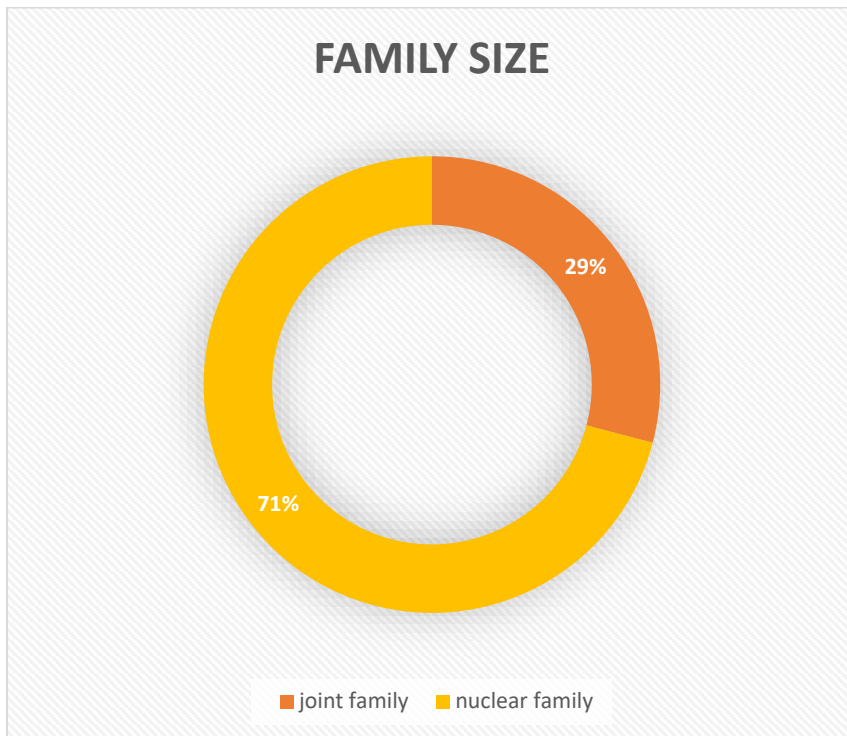
(Source: computed)

From the table 4.1.4, it has been inferred that 29.1percent respondents are from joint family, 70.9 percent respondents are nuclear family members.

Hence, it is found that more number of respondents are nuclear family.

CHART NO 4.1.4

FAMILY SIZE OF THE RESPONDENTS



4.1.5 EDUCATIONAL QUALIFICATION OF THE RESPONDENTS

TABLE 4.1.5

Educational qualification of the respondents

Educational qualification	Frequency	Percent	Valid Percent	Cumulative Percent
School level	8	7.3%	7.3%	7.3%
Diploma	4	3.6%	3.6%	10.9%
Ug	52	47.3%	47.3%	58.2%
Pg.	39	35.5%	35.5%	93.6%
Professional course	7	6.4%	6.4%	100.0%
Total	110	100.0	100.0	

(Source: computed)

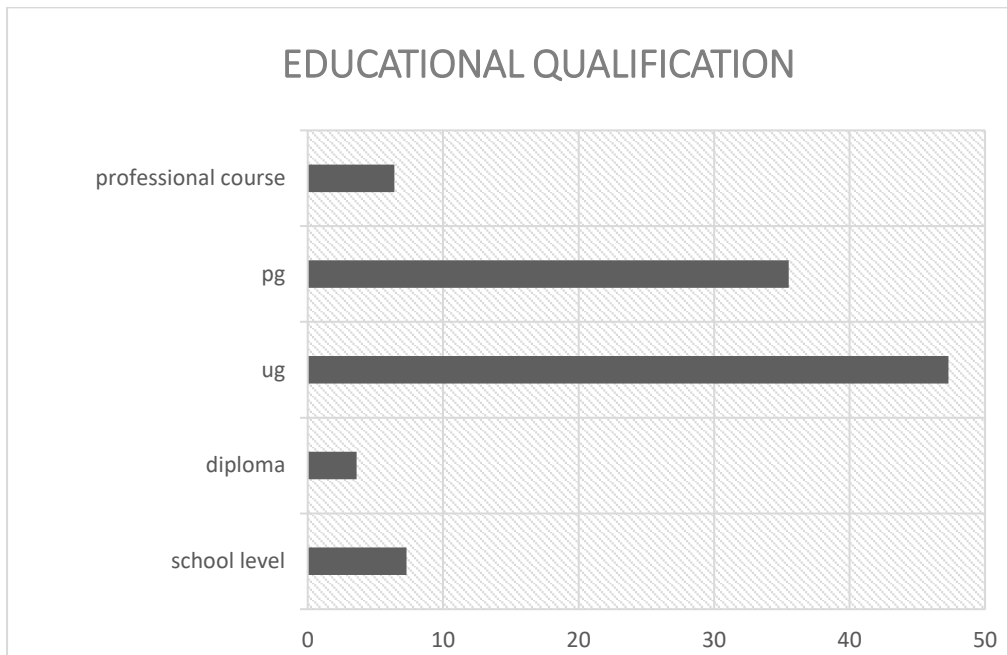
From the table 4.1.5, it has been inferred that 47.3 percent respondents belong to UG, 35.5 percent respondents belong to PG, 7.3 percent respondents belongs to school level, 6.4 percent

of respondents are belongs to professional course and 3.6 percent of respondents belongs to diploma.

Hence, it is found that most of the respondents have undergone UG degree.

CHART NO 4.1.5

EDUCATIONAL QUALIFICATIONS OF THE RESPONDENTS



4.1.6 OCCUPATION OF THE RESPONDENTS

TABLE 4.1.6

Occupation of the respondents

Occupation	Frequency	Percent	Valid Percent	Cumulative Percent
Student	74	67.3%	67.3%	67.3%
Private Employee	20	18.2%	18.2%	85.5%
Public employee	7	6.4%	6.4%	91.8%
Business	9	8.2%	8.2%	100.0%
Total	110	100.0	100.0	

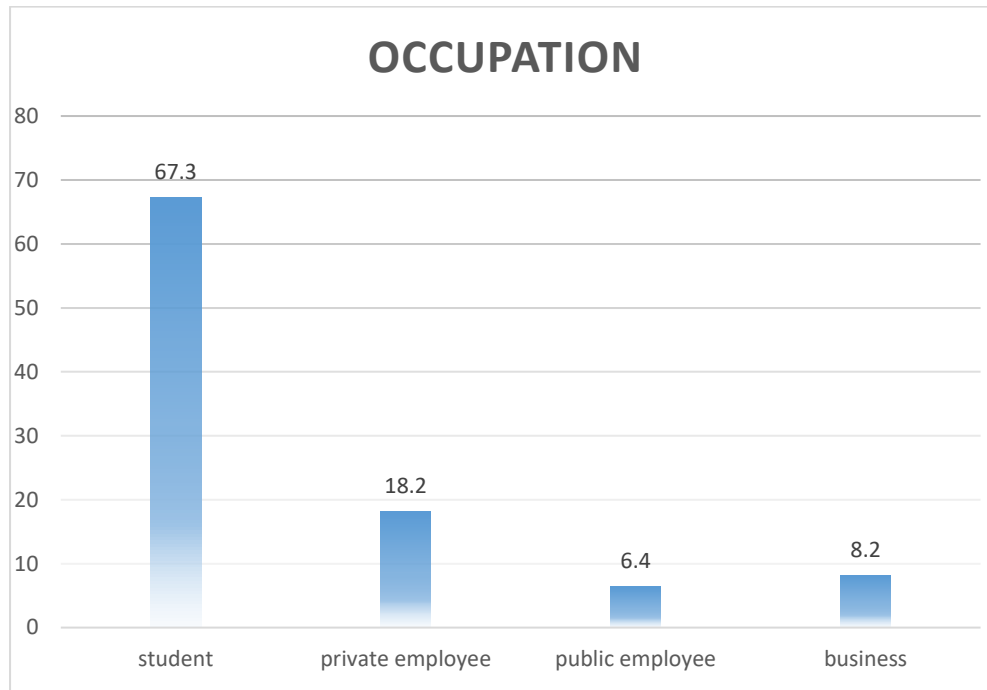
(Source: computed)

From the table 4.1.6, it is inferred that 67.3 percent of the respondents are students, 18.2 percent of the respondents are private employees, 8.2 percent of the respondents are into business and 6.4 percent of the respondents are public employees.

Hence, it is found that most of the respondents are students.

CHART NO 4.1.6

OCCUPATION OF THE RESPONDENTS



4.1.7 FAMILY INCOME OF THE RESPONDENTS

TABLE 4.1.7

Family income of the respondents (per annum)

Family income	Frequency	Percent	Valid Percent	Cumulative Percent
below 100000	60	4.5%	4.5%	54.5%
100000-500000	37	7.3%	7.3%	88.2%
500000-700000	8	33.6%	33.6%	95.5%
above 700000	5	54.5%	54.5%	100.0%
Total	110	100.0	100.0	

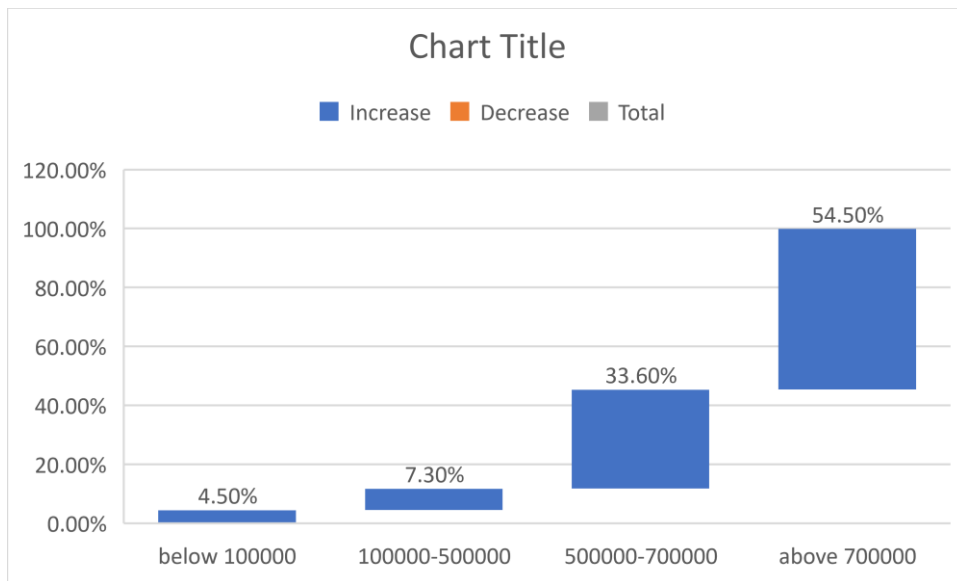
(Source: computed)

From the table 4.1.7 it is inferred that 54.5 percent of the respondents has family income of below Rs.100000, 33.6 percent of the respondents has the income of Rs.100000-500000, 7.3 percent of the respondents has the income between Rs. 500000-7000000, and 4.5 percent of the respondents has the family income of above Rs. 700000.

Hence, it is found that most of the respondents has the mostly income of below Rs.100000.

CHART NO 4.1.7

FAMILY INCOME OF THE RESPONDENTS



4.1.8 AREA OF THE RESPONDENTS

TABLE 4.1.8

area of the respondents

Area	Frequency	Percent	Valid Percent	Cumulative Percent
Rural	53	48.2%	48.2%	48.2%
Urban	57	51.8%	51.8%	100.0%
Total	110	100.0	100.0	

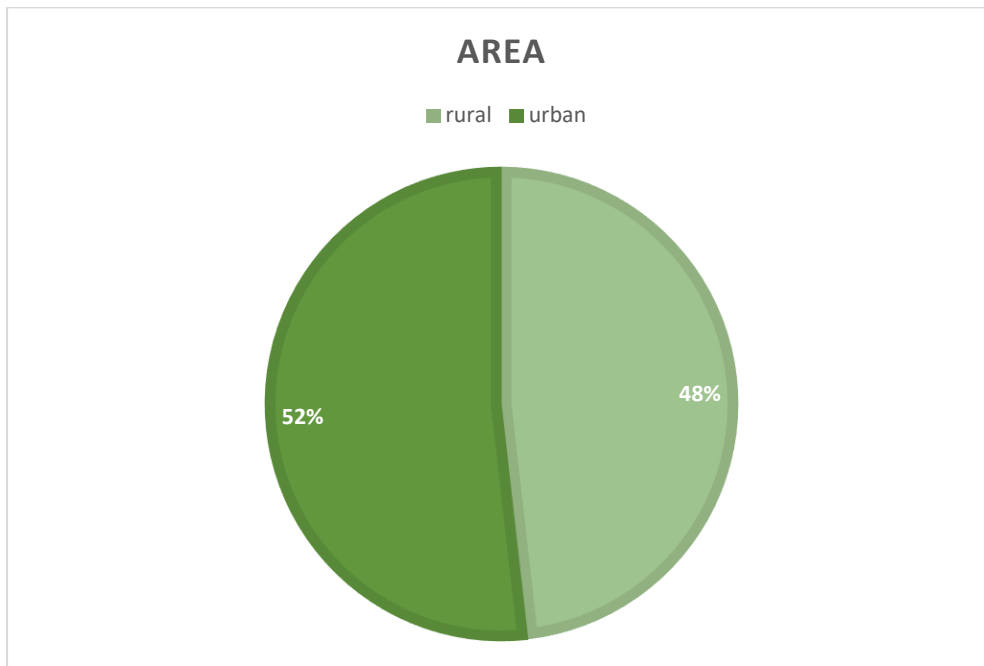
(Source: computed)

From the table 4.1.8 it is inferred that 51.8 percent of the respondents belongs to urban and 48.2 percent respondents belongs to rural.

Hence, it is found that most of the respondents belongs to urban.

CHART 4.1.8

AREA OF THE RESPONDENTS



4.1.9 AMOUNT SPENDING ON APPAREL ON YEARLY BASIS

TABLE 4.1.9

Amount spending on apparel on yearly basis

Amount spending on apparel	Frequency	Percent	Valid Percent	Cumulative Percent
Below 10000	67	60.9%	60.9%	60.9%
10000-20000	34	30.9%	30.9%	91.8%
20000-30000	6	5.5%	5.5%	97.3%
Above 30000	3	2.7%	2.7%	100.0%
Total	110	100.0	100.0	

(Source: computed)

From the table 4.1.9, it is inferred that 60.9 percent of the respondents purchase, the value of apparels below Rs.10000 on yearly basis, 30.9 percent of the respondents purchase the value of apparels between Rs.10000-20000, 5.5 percent of respondents purchase the value of apparels between Rs. 20000-30000, and 2.7 percent of respondents purchase the value of apparels above Rs.30000 on yearly basis.

Hence, it is found that most of the respondents purchase the value apparels below Rs.10000 on yearly basis.

4.1.10 MODE OF PURCHASING THE APPAREL

TABLE 4.1.10

Mode of purchasing the apparel

Mode of purchase	Frequency	Percent	Valid Percent	Cumulative Percent
Online mode	21	19.1%	19.1%	19.1%
Offline or direct mode	89	80.9%	80.9%	100.0%
Total	110	100.0	100.0	

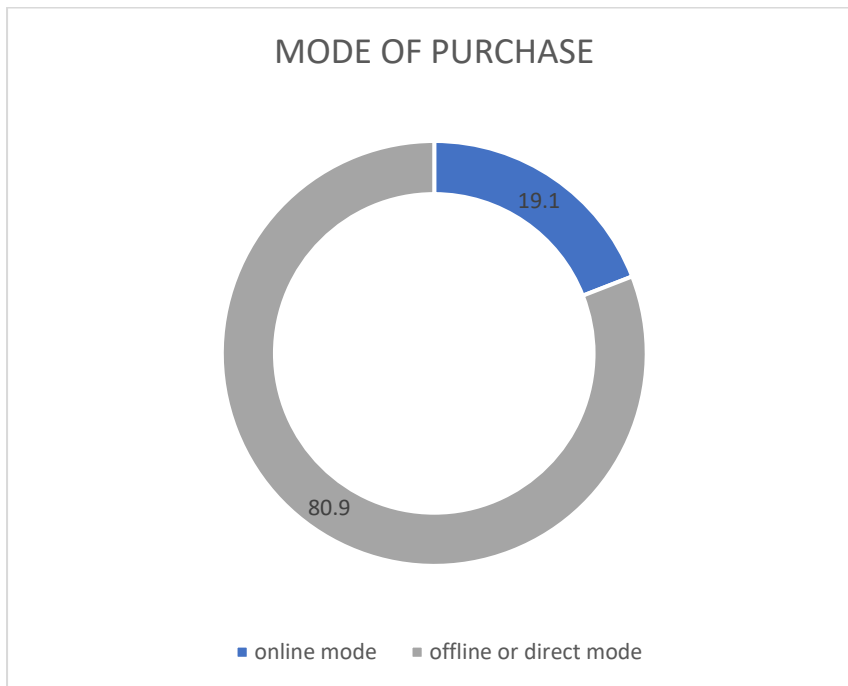
(Source: computed)

From the table 4.1.10, it is inferred that 80.9 percent of the respondents who purchase the apparels on offline or direct mode, and 19.1 percent of respondents who purchase apparels through online mode.

Hence, it is found that most of the respondent buy the apparel on offline or direct mode.

CHART NO: 4.1.9

MODE OF PURCHASE OF THE RESPONDENTS



4.1.11 FREQUENCY OF PURCHASING THE APPAREL

TABLE 4.1.11

Frequency of purchasing the apparel

Frequency of purchasing apparel	Frequency	Percent	Valid Percent	Cumulative Percent
Monthly once	22	20.0%	20.0%	20.0%
Twice in month	13	11.8%	11.8%	31.8%
At times of festival	34	30.9%	30.9%	62.7%
Occasionally	41	37.3%	37.3%	100.0%
Total	110	100.0	100.0	

(Source: computed)

From the table 4.1.11, it is inferred that 37.3 percent of respondents purchase the apparel occasionally, 30.9 percent of respondents purchase apparel at times of festival, 20 percent

respondents purchase apparel monthly once, and 11.8 percent of respondents purchase apparel twice in month.

Hence, it is found that most number of respondents purchase the apparel occasionally.

4.1.12 PREFERENCE OF APPAREL TYPE

TABLE 4.1.12

Preference of apparel type

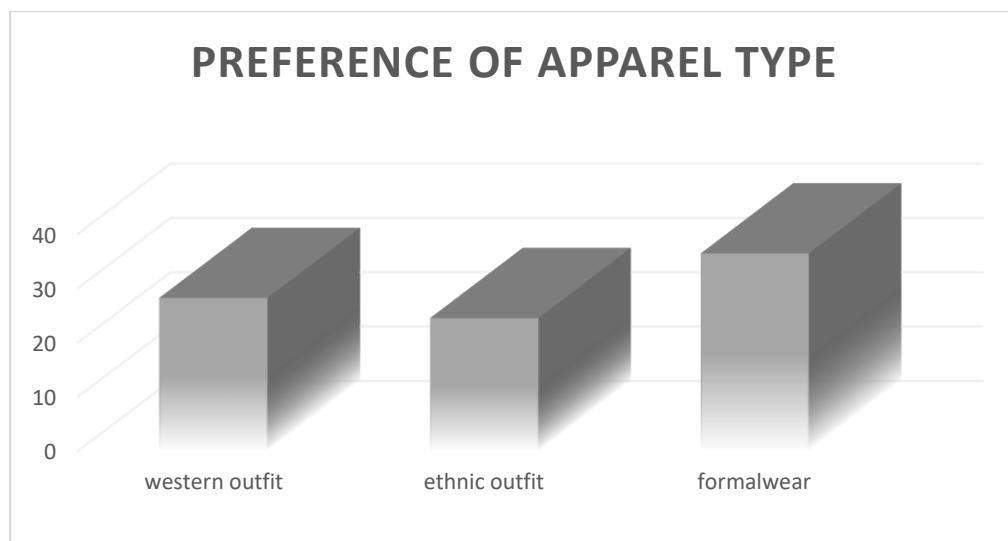
Preference of apparel	Frequency	Percent	Valid Percent	Cumulative Percent
Western Outfit	31	28.2%	28.2%	28.2%
Ethnic Outfit	27	24.5%	24.5%	52.7%
Formalwear	40	36.4%	36.4%	89.1%
Others	12	10.9%	10.9%	100.0%
Total	110	100.0	100.0	

(Source: computed)

From the table 4.1.12, it is inferred that 36.4 percent of respondents prefer formalwear, 28.2 percent respondents prefer western outfit, 24.5 percent of respondent prefer ethnic outfit and 10.9 percent of respondent prefer other outfit i.e., sportswear, night wear etc., Hence, we found that most of the respondent prefer formal wear apparel type.

CHART 4.1.10

PREFERENCE OF APPAREL TYPE



4.1.13 INFLUENCING MEDIA TO BUY THE APPAREL IMPULSIVELY

TABLE 4.1.13

Influencing media to buy the apparel impulsively

Influencing media	Frequency	Percent	Valid Percent	Cumulative Percent
Television	16	14.5%	14.5%	14.5%
Internet or social media	80	72.7%	72.7%	87.3%
Discount Message on Mobile phones	7	6.4%	6.4%	93.6%
Fashion show and Celebrity	7	6.4%	6.4%	100.0%
Total	110	100.0	100.0	

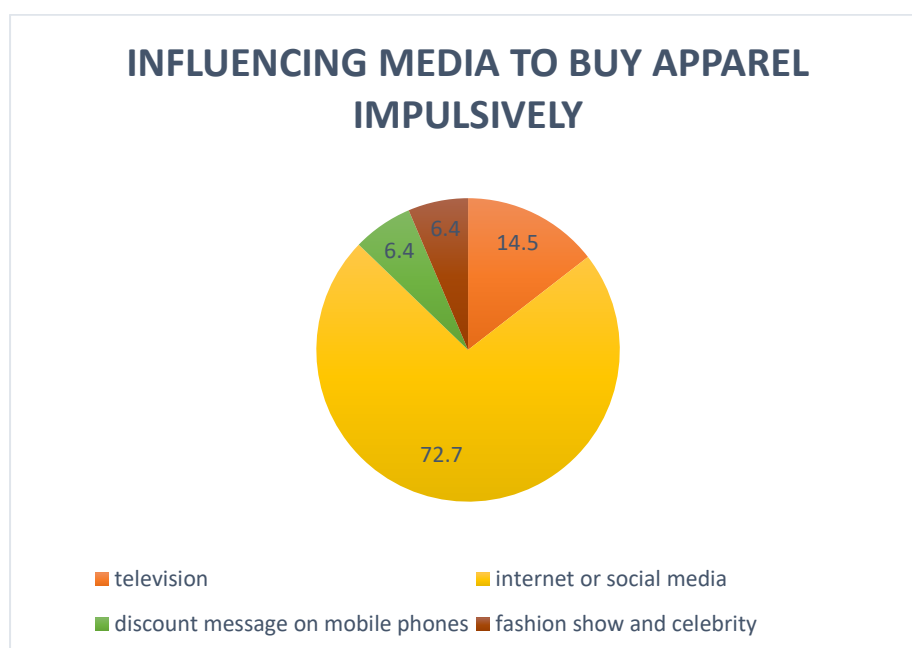
(Source: computed)

From the above table 4.1.13, it is inferred that 72.7 percent of respondents were influenced by the internet or social media to buy the apparel, 14.5 percent of respondents are influenced by the television, 6.4 percent of respondents are influenced by both fashion show and celebrity and also discount message on mobile phones.

Hence, it is clear that internet or social media has the highest number of respondents.

CHART 4.1.11

INFLUENCING MEDIA TO BUY THE APPAREL IMPULSIVELY



4.1.14 PREFERENCE OF BRAND

TABLE 4.1.14

Preference of brand

Preference	Frequency	Percent	Valid Percent	Cumulative Percent
Yes	70	63.6%	63.6%	63.6%
No	40	36.4%	36.4%	100.0%
Total	110	100.0	100.0	

(Source: computed)

From the table 4.1.14, it is inferred that 63.6 percent of the respondent has brand preference and 36.4 percent of respondent has no brand preference.

Hence, it is clear that respondents who prefers brand are high in number.

4.1.15 TYPE OF BRAND

TABLE 4.1.15

Type of brand

Type of brand	Frequency	Percent	Valid Percent	Cumulative Percent
Louis Philippe	11	10.0%	12.2%	12.2%
Allen Solly	23	20.9%	25.6%	37.8%
Levi's	19	17.3%	21.1%	58.9%
Aurelia	6	5.5%	6.7%	65.6%
Pantaloons	18	16.4%	20.0%	85.6%
Westside	13	11.8%	14.4%	100.0%
Total	90	81.8%	100.0%	
Missing system	20	18.2%		
Total	110	100.0		

(Source: computed)

From the table 4.1.15 it is inferred that, 20.9 percent of respondents use Allen Solly, 17.3 percent respondents use Levi's, 16.4 percent of respondents use pantaloons, 11.8 percent use

westside, 10 percent of respondents use louis philippe, 5.5 percent respondents use aurelia and 18.2 percent of respondents do not use any branded apparels.

Hence, we found that most of the respondents use Allen solly brand.

4.1.16 INFLUENCING FACTOR TO BUY APPAREL, INTRODUCED IN MARKET

TABLE 4.1.16

Influencing factor to buy apparel introduced in market

Influencing factor	Frequency	Percent	Valid Percent	Cumulative Percent
Brand image	17	15.5%	15.5%	15.5%
New style	39	35.5%	35.5%	50.9%
Prestige	2	1.8%	1.8%	52.7%
Comfort	52	47.3%	47.3%	100.0%
Total	110	100.0	100.0	

(Source: computed)

From the above table we found that 47.3 percent of respondents were influenced for the comfort of apparel, 35.5 percent of respondents were influenced by new style of apparel, 15.5 percent of respondents were influenced by the brand image of apparel, and 2 percent of respondents were influenced by the prestige. Hence, we conclude that most of the respondents were influenced by the comfort of the apparel when it is introduced in the market.

4.2 DESCRIPTIVE STATISTICS

The respondents were asked to rate the level of agreeability on the given statements regarding impulse buying behaviour of apparel purchase among young consumer in Coimbatore district. The scale consists of 5 items. Five - point type scale was constructed to measure the rate of the level of agreeability of the respondents. The scale values ranged from strongly disagree (1) to strongly agree (5). Higher the rating, more will be the agreed level. Mean rating were found for each item given below.

4.2.1 LEVEL OF AGREEABILITY

TABLE 4.2.1

Level of Agreeability

Factors	N	Minimum	Maximum	Mean	Std. Deviation
I buy apparel spontaneously	110	1.00	5.00	3.2364	1.21857
I often buy things without thinking	110	1.00	5.00	2.5636	1.14561
sometimes I'm reckless about what I get	110	1.0	5.0	2.945	1.0302
whenever I see apparel, I feel like buying immediately	110	1.00	5.00	2.9364	1.24353
Valid N (listwise)	110				

It is seen from the above table 4.2.1 that the highest mean rating is 3.23 for the item “I buy apparel spontaneously”. That is on the average agreed level of the respondents between the agree and strongly agree. The next mean rating lies neutral approximately for both items “sometimes I’m reckless about what I get”, “whenever I see apparel, I feel like buying immediately”. The lowest mean rating is 2.5636 for the item “I often buy things without thinking”. That is on the average that it has their agreed level between strongly disagree and disagree. It is also seen from the table that the ratings of most of the items vary between minimum of 1 to a maximum of 5.

4.3 RANKING ANALYSIS

The respondents were asked to rank the factors which was affected while purchasing the apparel impulsively. The most affected item was given as rank of 1. The least affected item was given as rank 5. Hence ranks were found out for all the items which were given below.

4.3.1 FACTORS OF PREFERENCE ON THE PURCHASE OF APPAREL ON YOUNG CONSUMERS

TABLE 4.3.1

Factors of Preference on the Purchase of Apparel

Factors	Mean Rank
Price of apparel	2.56
Size and fitting	2.81
Durability	2.96
Design and brand	3.06
Quality of apparel	3.60

The table 4.3.1 shows that “price of the apparel” has the lowest mean rank of 2.56 indicating that the highest affected factor while purchasing the apparel impulsively. The next lowest factor which has mean rating is 2.81 “size and fitting”, the highest mean rating while purchasing the apparel is 3.60 for the factor “quality of apparel”.

4.4.1 CHI-SQUARE

A chi square (χ^2) statistic is a test that measures how expectations compare to actual observed data (or model data's). The data used in calculating a chi square statistic must be random, raw, mutually exclusive, drawn from independent variables, and drawn from a large enough sample. Chi- squared tests are often constructed from a sum of squared errors, or through the sample variance. Test statistics that follow a chi squared distribution arise from an assumption of independent normally distributed data, which is valid in many cases due to the central limit theorem.

Here the key result in the chi-square test table is the Pearson Chi-square.

COMPARATIVE STUDY

Factor which influence to buy apparel introduced in market * Whenever I see Apparel, I feel like Buying Immediately

Ho: There is no association between factors influencing and whenever I see Apparel, I feel like buying Immediately.

Significant @ 5%

TABLE 4.4.1.1

Influencing factor	whenever I see apparel, I feel like buying immediately					Total
	strongly disagree	disagree	neutral	agree	strongly agree	
Brand image	0	4	5	4	4	17
New style	4	10	10	11	4	39
Prestige	0	1	0	0	1	2
Comfort	14	6	19	9	4	52
Total	18	21	34	24	13	110

TABLE 4.4.1.2 Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	19.604 ^a	12	.075
Likelihood Ratio	21.693	12	.041
Linear-by-Linear Association	5.210	1	.022
N of Valid Cases	110		

a. 10 cells (50.0percent) have expected count less than 5. The minimum expected count is .24.

The value of the test statistics is 19.604. The corresponding p-value of the test statistics is p= 0.075. since the p-value is greater than our chosen significant level (α=0.05). So, there is no significant association between the factors influencing and “whenever I see apparel, I feel like buying immediately”. Hence the null hypothesis is accepted.

Factor which influences to buy apparel introduced in market * Sometimes I'm Reckless About What I Get

Ho: There is no association between factors influencing and Sometimes I'm reckless about what I get.

Significant @ 5%

TABLE 4.4.2.1

Influencing factor	sometimes I'm reckless about what I get					Total
	strongly disagree	disagree	neutral	agree	strongly agree	
Brand image	1	4	6	3	3	17
New style	4	4	17	11	3	39
Prestige	1	0	1	0	0	2
Comfort	3	18	21	8	2	52
Total	9	26	45	22	8	110

TABLE 4.4.2.2

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	17.106 ^a	12	.146
Likelihood Ratio	15.658	12	.207
Linear-by-Linear Association	3.545	1	.060
N of Valid Cases	110		

a. 13 cells (65.0percent) have expected count less than 5. The minimum expected count is .15.

The value of the test statistics is 17.106. The corresponding p-value of the test statistics is p= 0.146. Since the p-value is greater than chosen significant level (α=0.05). So, there is no

significance association between the factors influencing and “sometimes I’m reckless about what I get”. Hence the null hypothesis is accepted.

Factor which influences to buy apparel introduced in market * I Often Buy

Things without thinking

Ho: There is no association between factors influencing and I often buy things without Thinking.

Significant @ 5%

TABLE 4.4.3.1

Influencing factor	I often buy things without thinking					Total
	strongly disagree	disagree	neutral	agree	strongly agree	
Brand image	1	1	8	7	0	17
New style	6	13	8	12	0	39
Prestige	0	0	0	1	1	2
Comfort	18	16	8	10	0	52
Total	25	30	24	30	1	110

TABLE 4.4.3.2

Chi-Square Tests

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	74.301 ^a	12	.000
Likelihood Ratio	30.394	12	.002
Linear-by-Linear Association	10.477	1	.001
N of Valid Cases	110		

a. 12 cells (60.0percent) have expected count less than 5. The minimum expected count is .02.

The value of the test statistics is 74.301. The corresponding p-value of the test statistics is $p=0.00$. Since the p-value is greater than chosen significant level ($\alpha=0.05$). So, there is a significant association between the factors influencing and “I often buy things without thinking”. Hence the null hypothesis is rejected.

Factor which influences to buy apparel introduced in market * I Buy Apparel Spontaneously

Ho: There is no association between factors influencing and I buy apparel spontaneously.

Significant @ 5%

TABLE 4.4.4.1

Influencing factor	I buy apparel spontaneously					Total
	strongly disagree	disagree	neutral	Agree	strongly agree	
Brand image	2	2	3	4	6	17
New style	2	3	13	9	12	39
Prestige	1	0	0	0	1	2
Comfort	8	6	28	8	2	52
Total	13	11	44	21	21	110

TABLE 4.4.4.2
Chi-Square Tests

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	24.648 ^a	12	.017
Likelihood Ratio	27.514	12	.007
Linear-by-Linear Association	11.318	1	.001
N of Valid Cases	110		

a. 11 cells (55.0percent) have expected count less than 5. The minimum expected count is .20.

The value of the test statistics is 24.648. The corresponding p-value of the test statistics is p= 0.017. Since the p-value is greater than the chosen significant level ($\alpha=0.05$). So, there is a significance association between the factors influencing and the factor “I buy apparel spontaneously”. Hence the null hypothesis is rejected.

4.5 T-Test

This tool is a statistical test that is used to compare the means of two groups. The testing uses randomly selected samples from the two categories or groups. Depending upon the parameters, the test is concluded, and the t-value is obtained as the statistical inference of the probability of the usual driven chances. The null hypothesis signifies that the difference between the means is zero and where both the means are shown equal. An alternate hypothesis implies the difference between the means is different from the zero. The hypothesis rejects the null hypothesis, indicating that the data set is quite accurate and not by chance.

Ho: There is no association between factors influencing and Mode of purchasing the Apparel
Significant @ 5%

Independent Samples Test

TABLE 4.5.1

Particulars		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	95percent Confidence Interval of the Difference	
									Lower	Upper
I buy apparel spontaneously	Equal variances assumed	.295	.588	1.818	108	.072	.53184	.29255	-.04805	1.11172
	Equal variances not assumed			1.828	30.362	.077	.53184	.29094	-.06205	1.12572
I often buy things without thinking	Equal variances assumed	2.099	.150	3.859	108	.000	1.01017	.26174	.49134	1.52899
	Equal variances not assumed			4.337	35.183	.000	1.01017	.23292	.53741	1.48292
sometimes I'm reckless about what I get	Equal variances assumed	.749	.389	.976	108	.331	.2440	.2500	-.2515	.7395
	Equal variances not assumed			1.070	33.935	.292	.2440	.2280	-.2194	.7073
whenever I see apparel, I feel like buying immediately	Equal variances assumed	.240	.626	.649	108	.518	.19636	.30249	-.40322	.79594
	Equal variances not assumed			.614	28.442	.544	.19636	.31957	-.45779	.85052

TABLE 4.5.2

Group Statistics

Factors	Mode of purchasing the apparel	N	Mean	Std. Deviation	Std. Error Mean
I buy apparel spontaneously	Online mode	21	3.6667	1.19722	.26125
	Offline or direct mode	89	3.1348	1.20784	.12803
I often buy things without thinking	Online mode	21	3.3810	.92066	.20090
	Offline or direct mode	89	2.3708	1.11174	.11784
sometimes I'm reckless about what I get	Online mode	21	3.143	.9103	.1986
	Offline or direct mode	89	2.899	1.0558	.1119
whenever I see apparel I feel like buying immediately	Online mode	21	3.0952	1.33809	.29199
	Offline or direct mode	89	2.8989	1.22516	.12987

In levene's test **p is greater or equal to 0.05**

We conclude that, the mean differences on “I buy apparel spontaneously” with $p=0.072$, so there is no significant relationship between the agreeability factors and mode of purchasing the apparel. Hence null hypothesis is accepted. For the mean difference on “I often buy things without thinking” with $p= 0.00$, so there is significant relationship between the agreeability factors and mode of purchasing the apparel. Hence the null hypothesis is rejected. For the mean difference on “sometimes I’m reckless about what I get”, with $p=0.331$, so there is no significant relationship between the agreeability factors and mode of purchasing the apparel. Hence null hypothesis is accepted. For the mean difference on “whenever I see apparel feel buying immediately” with $p= 0.518$, so there is no significant relationship between the agreeability factors and mode of purchasing the apparel. Hence the null hypothesis is accepted.

4.6 One-way ANOVA

ANOVA is statistical test that looks for significant differences between means on a measure. Here ANOVA are used to analyse whether there is a significant difference between the socio demographic factors and the level of agreeability.

Ho: There is no association between agreeability factors and Gender of the respondents

Significant @ 5%

TABLE 4.6.1
ANOVA

Factors		Sum of Squares	Df	Mean Square	F	Sig.
I buy apparel spontaneously	Between Groups	.833	1	.833	.559	.456
	Within Groups	161.022	108	1.491		
	Total	161.855	109			
I often buy things without thinking	Between Groups	3.132	1	3.132	2.417	.123
	Within Groups	139.923	108	1.296		
	Total	143.055	109			
sometimes I'm reckless about what I get	Between Groups	.000	1	.000	.000	.994
	Within Groups	115.673	108	1.071		
	Total	115.673	109			
whenever I see apparel I feel like buying immediately	Between Groups	.760	1	.760	.489	.486
	Within Groups	167.794	108	1.554		
	Total	168.555	109			

From the table 4.6.1 the value F is 0.559 which, reaches the significance of 0.456 is higher than the alpha value 0.05. This means there is no significant difference between the means of factor “I buy apparel spontaneously” and gender variable, hence null hypothesis is accepted. The value f is 2.417 which, reaches the significance of 0.123 this means there is no significant difference between the means of factor “I often buy things without thinking” and gender variable, hence null hypothesis is accepted. The value f is 0.00 which reaches the significance of 0.994 and it is higher than the alpha value 0.05, therefore it has no significant difference between the factor “sometimes I’m reckless about what I get” and the gender variable, hence null hypothesis is accepted. The value f is 0.489 which has the significance of 0.486 which is higher than the alpha value 0.05, therefore there is no significant difference between the factor “whenever I see apparel, I feel like buying immediately” and the gender variable, hence null hypothesis is accepted.

CHAPTER V

CHAPTER V
FINDINGS, SUGGESTIONS AND CONCLUSION

5.1 FINDINGS

Percentage Analysis:

- 67.3percent of respondents belongs to female.
- 59.1percent of respondents belongs to the age group of 20-23 years.
- 88.2percent of respondents are unmarried.
- 70.9percent of respondents have the family size of nuclear type.
- 47.3percent of respondents are UG (under graduate).
- 67.3percent of respondents are students.
- 54.5percent of the respondents has the family income of Above Rs. 700000.
- 51.8percent of the respondents belong to urban area.
- 60.9percent of respondents spent below Rs.10000 for purchasing the apparel.
- 89.9percent of respondents use offline or direct mode to purchase apparel.
- 37.3percent of respondents buy apparel occasionally.
- 36.4percent of respondents prefer formalwear.
- 72.7percent of respondents are influenced by internet or social media.
- 63.6percent of the respondents prefer branded apparels.
- 20.9percent of the respondents prefer to use the Allen Solly branded apparels compared to other branded apparels.
- 47.3percent of the respondents are influenced to purchase apparel for their comfort.

Descriptive statistics:

Based on the high mean ranking it has been concluded that most of the respondents buy the apparel spontaneously.

Rank analysis:

Based on the mean ranking the respondent's preference of apparel is ranked, quality of apparel has the highest mean rank and it is ranked as 1, and the lowest mean ranking is price of apparel and it is ranked as 5.

Chi-Square: Level of agreeability vs factors influencing.

According to various factors analysed, it is found that there is no significance difference between the influencing factors and the factors like “whenever I see apparel, I feel like buying immediately”, “sometimes I’m reckless about what I get”, here the calculated chi-square value is higher than the table value at 5percent significant level, the null hypothesis is not accepted for these two factors.

The other factors such as “I often buy things without thinking”, “I buy apparel spontaneously”, here the calculate chi-square value is lesser than the table value at 5percent significant level, the null hypothesis is accepted.

T-TEST: Level of agreeability vs mode of purchasing the apparel.

The t-test result shows that there is no significance difference in the mean score of the mode of purchasing the apparel and level of agreeability of I buy apparel spontaneously, sometimes I’m reckless about what I get, whenever I see apparel feel buying immediately, hence the null hypothesis is accepted at 5percent level of significance for these factors.

For the factor I buy things without thinking, there is a significance difference and the null hypothesis is rejected.

ANOVA: Level of agreeability vs demographic factors.

The ANOVA results shows that there is no significance difference in the mean score of the level of agreeability and the demographic factor- gender. Hence the null hypothesis is accepted at 5percent level of significance.

5.2 SUGGESTIONS:

An unintentional, spur-of-the-moment activity or conduct is called impulse purchasing. It is an unintentional, emotionally motivated reaction. In most cases, impulse purchasing happens when a customer gets a sudden want to acquire a specific product. Those who purchase with a well-thought-out, frequently research-based strategy are known as rational buyers or purposeful shoppers.

The marketing strategies needed to appeal to rational and irrational customers have both parallels and distinctions. To increase sales, retailers need to draw in both categories of customers. They need to understand the distinctions between irrational purchasers and their

reasonable counterparts. Understanding how people differ in their propensity to make impulse purchases might help merchants make better use of consumer profiling.

Impulsive buyers typically stick with their choice since it has psychological significance. There may be instances where buyers question the wisdom of their choice. In the phase after the transaction, they could second-guess their impulsive purchases. Customers could second-guess a purchase choice if they notice a gap between what they got and what they anticipated from it. The lowest level of dissonance that customers will tolerate should be able to be determined by retailers. Customers can only accept so much variance in their expectations before they start to become discordant or inharmonious.

These clients, who are prone to making impulsive purchases, might be the focus of sales campaigns and events to increase sales. As a result of this practise, fashion shops may significantly increase their sales, and fashion customers will also be pleased with the good evaluations of their impulsive buying behaviour. Both retailers and customers will benefit from this technique, creating a "win-win" scenario.

5.3 CONCLUSION:

Impulsive purchasing has altered both consumer shopping habits and corporate marketing plans. According to a recent survey, 40 to 80 percent of all purchases are made on impulse. All of the top companies are creating marketing strategies aimed at promoting impulsive buying due to its phenomenal market share growth. Marketers and merchants always seek ways to increase their customers' share of wallet, measured in incremental sales, in this day of growing customer expectations and fierce competition. Thus, in order to maximize it, marketers today concentrate on the preferences, needs, and wishes of the customers. In this result, it was found that there is no significance relationship between the demographic factors and the level of agreeability. It was agreed that the factors like brand image, new style, prestige, comfort influences the respondents to buy the apparel impulsively. Hence the impulse buying, change the buying behaviour of the respondents.

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ANNEXURE

ANNEXURE

A STUDY ON IMPULSE BUYING BEHAVIOUR OF APPAREL PURCHASES AMONG YOUNG CONSUMERS IN COIMBATORE DISTRICT

1. Name _____
2. Gender
 - Male
 - Female
3. Age
 - 17 – 20
 - 20 – 23
 - 23 – 25
 - 25 – 29
4. Marital status
 - Married
 - Unmarried
5. Family size
 - Joint family
 - Nuclear family
6. Educational qualification
 - School level
 - Diploma
 - Ug
 - Pg
 - Professional course
7. Occupation
 - Student
 - Private employee
 - Public employee
 - Business

8. Family income
 - Below 100000
 - 100000 – 500000
 - 500000 – 700000
 - Above 700000
9. Area
 - Rural
 - Urban
10. How much do you spend on buying an apparel on yearly basis
 - Below 10000
 - 10000 – 20000
 - 20000 – 30000
 - Above 30000
11. Which mode do you prefer to purchase the apparel
 - Online mode
 - Offline or direct mode
12. Frequency of purchasing apparel
 - Monthly once
 - Twice in month
 - At times of festival
 - Occasionally
13. What type of apparel do you prefer
 - Western outfit
 - Ethnic outfit
 - Formalwear
 - Others
14. Which media influence to buy the apparel impulsively
 - Television
 - Internet or social media
 - Discount message on mobile phones
 - Fashion show and celebrity

15. Do you prefer brand while purchasing the apparel, if yes please answer the below question

- Yes
- No

16. If you use branded apparel, what type of brand do you prefer

- Louis philippe
- Allen solly
- Levi's
- Aurelia
- Pantaloons
- Westside

17. Which factor influence you to buy the apparel immediately when it is introduced in the market

- Brand image
- New style
- Prestige
- Comfort

18. Rank the factors of preference on the purchase of apparel on young consumer

	1	2	3	4	5
Price of apparel					
Size and fitting					
Durability					
Design and brand					
Quality of apparel					

19. Rate the scale

	Strongly agree	Agree	Neutral	Disagree	Strongly disagree
I buy apparel spontaneously					
I often buy things without thinking					
Sometimes I'm bit reckless about what I get					
Whenever I see apparel, I feel like buying immediately					

20. Suggestion, if any
