Chapter 5
Findings, Discussion, and Conclusion

5.0. Findings and Discussion
An attempt is made by the researcher to discuss the findings of the study. These findings have been arrived from data analysis done in the previous chapter. In this chapter the researcher has tried to explain the results observed from the study.

5.1. Frequency of visit to Organized Apparel Stores
The single largest category (at 29%) of the respondents stated that they visit an organized apparel retail outlet once a month. Those doing it once in three months and only before occasions constituted 19% and 17%, respectively, of the sample. Apparels are mostly shopping goods and not basic necessities or convenience goods. Apparels have a relatively long useful life however choice of apparels are affected by seasonal cycles and fashion trends, hence there is a need to replace out of fashion apparels with current in style apparels. Also apparels are affected by wear and tear and people discard and replace old clothes. Highest proportion of respondents preferred to visit organized apparel stores once in a month followed by once in three months because of the above stated reasons and also because shoppers want certain amount of excitement when they shop for clothes and associated accessories. Apparel stores create excitement by frequently changing the merchandise in terms of designs, variety and colors. Organized apparel stores occasionally change their layout in order to create a fresh look.

5.2. Preferred Organized Apparel Stores
Exclusive apparel stores are most popular as they were preferred by 60% of the respondents when shopping for clothes. 25% of the respondents showed preference for Specialty stores which are also similar to exclusive apparel stores in terms of quality of merchandise and shopping experience. Shoppers prefer exclusive apparel stores as they offer latest designs, good quality, well trained sales people and depth of merchandise. Shoppers are not very price sensitive when they buy apparels. Double income households, young single people with well paying jobs and no dependents, students having generous allowance etc have given rise to higher disposable income and high purchasing power. However sizable proportions of respondents are price sensitive and prefer factory outlets (30%) along with discount stores (26%) while shopping for apparels.
Hypermarkets (17%) and Department stores (17%) were least preferred among the organized apparel retail outlets. The question that was asked allowed for multiple choices hence the cumulative of percentages is more than 100%. The majority (at 57%) of the respondents stated that they prefer organized retail outlets for all types of clothes. This response shows that organized apparel retail outlets are quite popular with the shoppers and are going to stay for a long period of time.

Exclusive apparel stores were most preferred by shoppers for all the three categories namely formal, casual and party wear. These responses were found by asking separate single choice questions for each category. Factory outlets and Discount stores were preferred for buying casual clothes. This shows that consumers are price sensitive when shopping for casual apparels. Casual apparels constitute home wear, jeans, T-Shirts, cargo pants etc. In the European tradition, casual is the dress code that emphasizes comfort and personal expression over presentation and uniformity. Since presentation is not important shoppers don’t mind buying lesser known brands or private labels while buying casual apparels. Exclusive stores were followed by Specialty stores and Factory outlets in preference while shopping for formal clothes. Discount stores were popular with respondents while shopping for formal clothes as compared to casual clothes. This shows the importance of branding in the case of formal clothes. Factory outlets selling seconds and rejects were still popular because they carried the brand name which is quite important for shoppers buying formal wear. Exclusive stores were followed by Specialty stores in preference while shopping for party wear. This finding implies that the consumers are not price conscious while shopping for party wear.

5.3. Impact of Sales Promotions

It was found from the data analysis that Sales Promotions had a positive impact on purchase of apparels. The respondents indicated that they tend to buy more apparel during Sales Promotions. Majority of respondents stated that they tend to buy somewhat more and not much more; this is an eye opener for apparel retailers not to depend too much on Sales Promotions even though it may increase the sales to some extent, it can also reduce profitability of the retail chain. Among various Sales Promotion strategies Direct Price Discount was the most preferred followed by Buy one Get one. Other strategies such as Loyalty Reward Program and Gift Vouchers were ranked low by the respondents. Consumers find Direct Price Discount more attractive as it does
not induce them to buy unnecessary apparels and the direct reduction in price has a positive impact. Buy one Get one is not as popular because it forces the shoppers to buy more than what they need or have planned. Buy one Get one can be used by apparel stores when they want to get rid of slow moving inventory.

5.4. Size of Purchase and Preferred Location of Stores
The single largest category (constituting 47% of the sample) stated that their last purchase of apparels from organized retail was between ₹500 to ₹2,000 followed by those who stated that their last purchase was between ₹2001 to ₹5,000 (36%). The reason for this finding is due to need of shoppers to adhere to the latest design. Most of the shoppers do not want to get struck with old design clothes and fashion cycles for apparels change often, hence shoppers tend keep their purchases moderate on each visit except for special occasions or during attractive Sales Promotions. A sizable proportion of the respondents were students and young single employed people who usually shop for themselves and not for the entire family, hence the ticket size of each purchase was relatively small.

The single largest category (constituting 36% of the sample) stated that purchase location is not important to them. 32% of the respondents stated that they liked to purchase apparels near their home and 26% preferred Central Business Locations. Those preferring to shop near their work place constituted the remaining 6% of the sample. Shoppers tend to buy apparels leisurely, hence low preference for shopping apparels near the work place. It is a good idea to open apparel stores in residential areas since a sizable proportion of respondents have shown preference to shop near their home. Locating apparel stores in Central Business Locations is also a good idea. Currently online shopping is picking up in urban India. Largest proportion of respondents surveyed are not bothered about location, this is positive news for online apparel retailers.

5.5. Aspects important to Consumers while purchasing apparels
The single largest category (constituting 45% of the sample) stated that the quality is the most important aspect while buying apparels. This finding confirms the importance of quality of apparels. Respondents have given much more importance to quality compared to other criteria such as Return back policy or presence of knowledgeable sales personnel. Be it branded or unbranded apparels quality is very important to the Indian consumers. Customers are not so much bothered whether the retailer is selling National brands or Store Private Labels. Variety
and Price are the other important aspects which influence consumer’s decision when buying apparels. Indians are known to be price conscious but from the study we find that price is the third most important aspect after variety. Variety is an aspect which excites the buyers while shopping for apparels. Lack of variety will lead to dissatisfied customers who will not be able to find the right fit in terms of design, colors or size.

Variety is a product of width and depth of merchandise. Width represents the different categories of apparels such as Men’s, Women’s and Kids apparels. Depth is the number of varieties, sizes, colors etc in one category. Department stores and Hypermarkets have width of merchandise but not good depth. Whereas as, exclusive stores and specialty stores do not have width but rather concentrate on depth in one category. From the findings it is clear that the shoppers prefer merchandise depth as compared to the width. This is evident from the fact that respondents have shown strong preference for exclusive apparel stores. Apparel shoppers are interested in finding the right size, color, fabric and design. This is possible only when the apparel store has lot of variety under one category. Exclusive and Specialty stores mostly cater to a single category of apparels and are hence able to offer the necessary depth. Some of these stores in USA and Europe offer merchandise only to a sub category such as ‘Plus Sizes’, ‘young women’s apparels’, ‘Pre Teens apparels’ etc. In India we have Exclusive apparel stores which offer Men’s formal wear, Baby clothes, Maternity and baby apparels, kids wear etc. Most of these exclusive apparel stores are doing well in terms of revenues and profitability.

5.6. Women like to shop for apparels in Organized Retail Outlets

From the study it was found that female respondents like to spend time shopping in organized apparel retail outlets more than male respondents. Past marketing literature confirms this finding. A sizable proportion of women enjoy shopping for apparels and buy apparels not only for themselves but for the entire family. Worldwide major proportion of apparel shopping is done by women. Many women use shopping as a stress buster. Women tend to prefer apparel stores having wider aisles and prefer relatively less crowded stores as it gives them personal space. It is a known fact that women tend to walk slower in retail outlets as compared to men. Women tend to browse more of the merchandise and as a result end up spending more time in apparel stores. Making shoppers stay for a longer period of time is good strategy for organized apparel retailers
as there is a positive correlation between the time spent within a store and the amount of purchase.

5.7. Convenience is important for Apparel Shoppers

Single respondents, students & Female respondents gave more importance to Convenience while buying apparels in organized retail outlets. Past literature suggests that shoppers prefer merchandise to be at the eye level. Hence apparel retailers should display fast moving clothes and accessories at prominent locations within the store. It is not a good idea to make the shoppers hunt for apparels beyond a certain limit. A little search increases the excitement of shopping, however if it becomes cumbersome to find the right kind of apparels shoppers may be put off and walk out of the store without doing a purchase. Apparel stores selling kids apparels have taken care to keep merchandise at eye level of the kids (low level hangers). This finding is in line with second largest percentage of respondents stating that they like to shop for apparels near their home.

The study indicated that Female respondents and Single respondents liked to Window shop for clothes in retail outlets. It was also found that Single respondents and Female respondents gave more importance to ambience / Visual appeal of the apparel stores. Levy and Weitz in the book title Retailing Management state that “A well-designed store is like a good story, with a beginning, middle, and end.” The story begins at the entrance, continues as the shopper browses through the merchandise and ends at the billing counter and exit. Organized retailers encourage shoppers to window shop as it may lead to actual purchase in the future. Organized apparel retailers should attract Female and young single window shoppers by having attractive display windows at the store entrance in accordance to the finding from this study. Many Single shoppers like to hang out in apparel stores during their leisure time, this is an opportunity for organized apparel retailers to increase their sales. Store ambience and visual appeal is a part of store atmospherics which also includes music, scents and colors within the store.

5.8. Family shopping under one roof

Respondents in the age group of 31 to 45 years were attracted to organized retail outlets as family shopping for apparels is possible under one roof. This is an interesting finding for department stores and hypermarkets which cater to the apparel needs of the whole family (men, women and children). Department stores and Hypermarkets should target their advertising and
promotions mainly to this age group. Max is a department apparel store which is quite successful catering to all the three categories namely men’s, women’s and kid’s apparels. Pantaloons is another successful Department apparel store catering to both men’s and women’s categories. Some of the single brand and exclusive apparel stores also cater to multiple categories like men’s and women’s apparels. Allen Solly is a good example of a single branded exclusive store that is catering to both men’s and women’s apparels.

5.9. Effect of Discount offers
Single respondents & respondents aged less than 30 years were attracted by various discount offers while shopping for apparels in organized retail outlets. Organized apparel retailers can send mails and SMS messages to young shoppers below 30 years to inform them about Sales Promotions or clearance sales. This group of consumers is more likely to appreciate discount offers on apparels as compared to the older consumers. Organized apparel retailers can develop private labels which are cheaper but stylish and contemporary to attract this age group. Majority of the respondents of this age group were students and hence may have been attracted by the discount offers.

5.10. Return Back Policy
Single respondents, students & respondents in the age group of less than 30 years were attracted to organized retail outlets because they felt it was easy to return defective clothes or to get refunds. These groups of young shoppers are well versed with the functioning of organized retail outlets and hence find it easier to avail various services offered by retailers including return back of merchandise.

5.11. Social Recognition
Single respondents felt that buying apparels in organized retail outlets increases social recognition as compared to married respondents. This may be due to the fact that single shoppers have the need for social recognition and shopping for apparels in organized retail outlets (many of which are part of well planned shopping malls) is one of the ways of fulfilling this need for social recognition.
5.12. Billing and Payment

Single respondents preferred the billing and payment method in organized retail outlets. The study found mixed responses about the billing and payment method in organized retail outlets. Majority of the respondents were comfortable with the billing system but some respondents had negative feelings about the billing system. Respondents in the age group of 31 to 45 years showed the least preference for the billing system. This may be due to the fact that this age group comprises of time starved consumers who are balancing between their official and domestic responsibilities.

5.13. Effect of Demographics on Purchase of Apparels

Postgraduate respondents were selective about the choice of organized retail outlets as compared to undergraduates. This may be one of the reasons why there is a strong preference for exclusive apparel stores in the study as sizable number of respondents were post graduates. Postgraduates normally tend to be in higher paying jobs as compared to undergraduates and may not be as price sensitive as undergraduates due to their higher disposable income. Consumers with higher income tend to be more selective about their choice of apparels and patronize those stores which stock their preferred apparels.

Student respondents were more satisfied with their past purchases of apparels in organized retail outlets as compared Private organization employees. Student respondents liked to spend time shopping in organized apparel retail outlets as compared to the other groups. It has been observed that students like to hang out in malls of which host organized apparel retail outlets. The student shoppers mainly indulge in window shopping along with actual purchases.

Satisfaction with past purchases of apparels in organized retail outlets was directly proportional to the monthly family income of respondents i.e., higher the income higher the satisfaction. This may be due to availability of higher disposable income among high income categories. Also these respondents would have bought higher priced, higher quality, in fashion apparels which may have increased their satisfaction levels. Respondents in the monthly income range of ₹60,000 to ₹1,20,000 were attracted to organized apparel retail outlets due to latest design & the presence familiar brands. Apparel retailers catering to the higher income category should concentrate on stocking latest design apparels and must carry familiar National brands.
5.14. Important Factors attracting Consumers to Organized Apparel outlets

Comfort, Familiarity, Quality and Latest Design are very important factors which attracted shoppers to organized apparel retail outlets. Variety and Advertisements are the next important factors. Discount offers, Sales Promotion and Convenience are also important factors that organized apparel retailers need to consider.

5.15. Factors are lesser importance

However Ambiance & Visual Appeal, Well trained staff & trial room facility, Billing, exchange & refund are relatively less important factors in attracting the shoppers to organized apparel retail outlets. These are more like hygiene factors whose absence may be noted but are not motivators for attracting consumers into organized apparel stores.

5.2. Conclusion

The apparel market is growing very quickly. Hence, the need of era is to understand the consumer psyche and proceed accordingly. This study examined the influence of demographic variables, consumer buying attributes and store related factors on consumer apparel buying behavior. The researcher tried to understand the impact of various factors within the store on the customer satisfaction while purchasing apparels. The study identified the important factors that attract consumers to organized apparel retail outlets.

The study has found that Variety and Latest Design are important to the consumers. These are useful findings which organized apparel retailers need to keep in mind while merchandising i.e., procuring and stocking apparels. Apparel retailers quite often change the store settings and merchandise in order to create excitement among the shoppers. This is a successful practice; however care should be taken not to change the store settings and merchandise very frequently as the study shows that the consumers value familiarity. The study also points out customers value comfort while shopping for apparels. Organized apparel retailers should take care that the aisle spaces are wide enough to ensure smooth flow of shoppers. They should also ensure that the fast moving apparels are at the eye level of the consumers to avoid discomfort.

Based on the findings of the study, the researcher has come up with a model depicting impact of various factors on consumers purchase intention of apparels from organized retail outlets as shown in Fig 5.2.1.
Fig. 5.2.1: Suggestive Model Depicting Impact of Various Factors on Consumers’ Purchase Intention of Apparels from Organized Retail Outlets

- **High Impact Factors**
  - Comfort, Familiarity, Quality and Latest Design
  - Discount Offers, Sales Promotion and Convenience
  - Variety and Advertisement

- **Low Impact Factors**
  - Ambiance and Visual Appeal
  - Billing, Exchange and Refund
  - Well Trained Staff and Trial Room Facility

Consumers Intention to Purchase Apparels from Organized Retail Outlets
Discount Offers and Sales Promotion are important to price sensitive Indian consumers. The current study has reaffirmed this popular belief. However factor analysis done in the current study has combined Discount Offers, Sales Promotion and Convenience into one factor and this is second most important factor in ensuring customer satisfaction while purchasing apparels from organized retail outlets. The important lesson for organized apparel retailers is that discounts and sales promotions will be more successful provided the retail outlet provides convenience of pick and choice to the consumer.

Advertisement is an important factor which attracts consumers to organized apparel retail outlets. This is evident from the finding of this study. Organized apparel retailers need to allocate a decent budget for advertising as this will ensure greater footfalls into apparel outlet. Apparel retailers have a wide choice of advertising media such as television, news papers, magazines, radio, bill boards, digital media, flyers and in house advertising. However care should be taken to account for the return on investment for the money spent on advertising. This will help the apparel retailers to invest in the right media mix and ensure effective advertising campaigns. An interesting finding is that advertising is combined with variety as one major factor. This may be due to the fact that for advertising to be successful the apparel retail outlet needs to have good variety, failing which consumers attracted by advertising may become dissatisfied.

The study examined the influence of each demographic variable on the buying behavior of consumers for apparels from organized retail outlets. Gender was found to have an impact on the buying behavior of consumers especially with respect to convenience, social recognition, window shopping and visual appeal of organized apparel stores. Female respondents gave more importance to convenience while shopping for apparels as compared to the male respondents. Apparel stores selling women’s apparels should consider this point seriously and should work on making shopping more convenient in terms of location, layout and merchandise for the female shoppers. Female respondents felt that shopping for apparels in organized retail stores increased their social recognition as compared to male respondents. This is positive news for well established organized apparel stores having strong brand name and high end apparel stores carrying prestigious designer labels. These retailers can attract women more easily by show casing merchandise from well known design houses and stocking popular national and international apparel brands. Female respondents liked to window shop for apparels and were
attracted by the ambience and visual appeal of the apparel stores. This is an important finding of use to organized apparel retailers dealing with women’s apparels. It is good to attract to window shoppers as there is a possibility of these shoppers indulging in actual purchase in subsequent visits. Brick and mortar apparel stores should invest in window displays and store atmospherics in order to improve the visual appeal of stores.

Age was found to have an impact on the buying behavior of consumers especially with respect to discount offers, social recognition, convenience, and return back policy. Respondents of the age group 31-45 years were interested in doing apparel shopping for the whole family under a roof. This is positive news for Department stores and Hypermarkets which normally cater to all the categories (men, women and kids). These stores can come up with attractive offers for the whole family and target their sales promotion towards families having young kids. Younger respondents were more interested in social recognition while shopping for apparels as compared to other age groups. Younger and older consumers were more interested in convenience while shopping for apparels as compared to middle aged shoppers. It is a known fact that young shoppers are more actively indulging in online shopping as compared to older shoppers. Online shopping offers great convenience to these young shoppers. The older shoppers are interested in convenience while purchasing from brick and mortar stores. It is good to locate apparel stores catering to older people in residential areas, so as to make it easier for them to shop. These apparel stores should have broad aisles and should be easy to navigate. Consumers in aged below thirty years were satisfied by the return back and refund policy of organized apparel stores as compared to middle aged and older shoppers. Organized retail stores should make it easier for consumers to return defective clothes or to get refunds. Apparel stores need to work hard to remove the negative perception about return back and refund policies in the minds of middle aged and older shoppers.

Marital status was found to have an impact on the buying behavior of consumers especially with respect to discount offers, social recognition, convenience, return back policy and preference of billing method. Single respondents were found to be happier with the social recognition, discount offers and convenience, billing method, return back and refund policies as compared to married respondents. Organized apparel stores need to improve the perception of married shoppers for these store related factors.
Income was found to have an impact on the buying behavior of consumers especially with respect to perception of availability of latest designs and about the perception that organized apparel retail outlets carry familiar brands of apparels. Respondents in the monthly family income bracket of ₹60,000 to ₹1,20,000 were found to strongly agree that organized apparel retail outlets stock latest designs and carry familiar brands as compared to higher and lower income groups. The consumers are a part of upper middle class and constitute a significant proportion of middle class shoppers in metropolitan cities like Bangalore. This finding is positive news for organized apparel stores. These stores should capitalize on this perception and stock latest designs from well known apparel brands.

Education was found to have an impact on the buying behavior of consumers especially with respect to advertisements, social recognition and window shopping. Postgraduate respondents were more attracted by the advertisements of the organized apparel stores as compared to undergraduate respondents. Postgraduate respondents gave more importance to social recognition and liked to window shop for apparels as compared to undergraduates. The reason for this finding may be the fact that a significant proportion of postgraduate respondents chosen for this study were students.

Profession was found to have an impact on the buying behavior of consumers especially with respect to discount offers, social recognition, convenience, return back policy, preference of billing method and socialization. Students felt that buying apparels in organized retail outlets increased their social recognition as compared to employed and other respondents. Students normally have their peer groups and reference groups and would like to confer to the norms of these groups. Students prefer to wear apparels having latest designs and those that carry well known brand names. Students strongly agreed that it is convenient to buy apparels from organized retail outlets; this is positive news for organized apparel retailers. The organized apparel retailers can improve on the convenience aspect by introducing multichannel retailing i.e. bricks plus clicks. It is good business sense for the traditional store based apparel retailers to add online channel in order to increase the convenience for shoppers. Discounts attracted students to organized apparel stores more than respondents of other professions. Indians are price sensitive and students are one of the most price sensitive groups as most of the Indian students have to maintain themselves with the limited monthly allowance given by their parents. Organized retail
outlets targeting college students should come up with discounts and sales promotions to attract the student crowd. Even though the student crowd is price sensitive, the organized apparel retailers cannot neglect this segment as they form sizable proportion of apparel buyers.

Students find it comfortable to shop for apparels in organized retail outlets as compared to respondents of other professions. Students also strongly agree that organized apparel stores are a good place to socialize. This finding is line with the well known fact that students frequent malls having organized retail outlets in order spend their leisure time or just to hang out with friends. Apparels being shopping goods are of interest to the student community. Apparel stores should train their staff to be polite and friendly towards young window shoppers as some of these shoppers may indulge in impulse purchasing. Apparel stores targeting students can play fast music which is popular with the student community. The design and interiors of these stores can be more lively, the one that can attract the young crowd.

The study also tried to find the influence of demographic variables on each of the attribute which cumulatively affected the satisfaction of consumers while purchasing apparels. Female respondents liked to spend time shopping in organized apparel retail outlets more than male respondents. The study also found that single respondents liked to spend time shopping in organized apparel retail outlets more than married respondents. This may be due to the fact that single consumers have more leisure time than the married consumers. Single people find malls and organized retail outlets a good place to spend their free time especially on weekends. Organized apparel stores should have more promotions targeted towards the married consumers and try to involve the male consumers and children in their entertainment activities and promotions. Apparel stores should engage male shoppers to prevent boredom in them while shopping with their family. Organized apparel stores can provide some comfortable seats for men and children to rest while their wives are busy shopping. Apparel stores catering to kid’s category and those apparel stores catering to the apparel needs of the whole family must provide some entertainment to the children by having some games, contests, themes etc. These entertain activities can be conducted on certain days or during special occasions.

All the store related factors were found to have an influence on the buying behavior of consumers for apparels in organized retail outlets. However the impact of each factor varied. Some of the store related factors were found to be high impact factors and others were found to
be low impact factors. Overall the respondents agreed that selection of apparels becomes easy since wide variety is available in organized retail outlets. The respondents agreed that organized retail outlets have latest designs of apparels. They also agreed that good fitting and standard sizes of clothes are available in organized retail outlets. This is positive news for organized apparel retailers as compared to unorganized apparel retailers. These factors seem to be part of the key factors that attract shoppers to organized apparel stores. From the factor analysis the researcher has found that the above factors are part of high impact factors that influence consumer intention to purchase apparels from organized retail outlets. Apparel retailers should not get stuck with old merchandize and must hold clearance sales for slow moving inventory. The findings from the study suggest that organized apparel retailers should focus on depth within a category of apparels rather than width, i.e. more number of categories. The apparel shopper in metropolitan city like Bangalore is interested in getting the right fit of apparels. The researcher has also found that Exclusive apparel stores and Specialty stores are quite popular with shoppers as these stores concentrate on providing more variety within a category or sub category.

Respondents agreed advertisements played a role in attracting them to shop for apparels in organized retail outlets. This finding highlights the importance of advertising in attracting the consumer to the apparel store. Currently advertising budget is being compromised as apparel retailers are focusing more on in store promotions and direct discounts. The effect of sales promotions and discounts on increasing apparel sales is more direct as compared to advertising. Advertising has longer gestation period and takes longer time to deliver quantifiable results. However taking a short term myopic view neglecting advertising and over emphasizing on sales promotions is not a healthy trend for apparel retailers. Certain amount of advertising is necessary to ensure the long term popularity of the retail apparel chain.

Respondents across segments agreed that various discount offers attract them to shop for apparels in organized retail outlets. Most of the apparels are not basic necessities like groceries or medicines and hence the purchase of apparels can be delayed. Discount offers act like a trigger to induce the consumers to shop for apparels. Discount offers also leads to impulse shopping among window shoppers giving rise to unplanned purchases. Discounts and sales promotions should be used with caution, so as not make the consumers addicted to them. If overused, discounts can have an adverse affect on the profitability of the organized apparel store.
Many organized retailers have already fallen into trap of providing too many Sales Promotions and special deals. In the present study respondents have agreed that organized apparel stores frequently have items on sale or offer special deals.

Overall respondents agreed that it was easy to return defective clothes or to get refunds from organized retail outlets. However sizable a number of respondents were not happy with the return back and refund policies of organized apparel stores. Hence apparel retailers should liberalize their return back policy and make it simpler for the consumers to exchange defective clothes or to get refunds whenever applicable. Majority of respondents agreed that it was convenient to buy apparels in organized retail outlets as it offers pick and choice. This is a definite advantage for organized apparel retailers as compared to unorganized apparel retailers. However precaution should be taken by organized retailers not make the shoppers hunt for the required apparels in terms of designs, sizes or fittings. Store sales personnel should be properly trained to offer help to the shoppers without appearing aggressive or pushy. This conclusion is in line with the finding of the study that consumers prefer organized apparel retail outlets having well trained staff.

Overall the respondents have agreed that they prefer the billing method followed by organized apparel stores. Majority of the consumers are satisfied with the billing method as organized retail outlets accept debit and credit cards. This makes it easier for consumers as they do not need to carry a lot of cash while shopping. There is always a possibility of doing unplanned or impulse purchase without having to worry about withdrawing cash. Another aspect where organized apparel stores score over unorganized apparel stores is the presence of trial rooms. Overall the respondents have agreed that they were attracted by the trial room facility provided by organized apparel retailers.

The study found that highest percentage of respondents stated that location of the apparel store was not important to them. This finding is encouraging news for online apparel retailers as well as a warning for traditional brick and mortar stores. The next highest proportion of consumers stated that they prefer to shop near their homes followed by respondents who stated that they like to shop in central business locations. This finding is an eye opener to brick and mortar apparel retailers to set up more stores in residential areas and secondary business locations in peripheries of the city. Many new malls are coming up in residential areas and outskirts of Bangalore city.
New malls are also coming up in satellite townships around metropolitan cities. Organized apparel chains should capitalize on this opportunity and set up stores in these new malls in the upcoming areas and residential areas.

**Concluding Remark**

The organized apparel retailers need to consider the high impact factors which influence the consumer buying decision seriously. This study has found that Comfort, Familiarity, Quality, Latest Design, Variety, Advertisements, Discount offers, Sales Promotion and Convenience are collectively high impact factors. If the organized apparel retailer makes mistakes in any of these high impact store related factors the consumer may become dissatisfied and it may adversely affect the consumer’s intention to purchase apparels from that particular apparel store.

Direct price discount is found to be the best form of sales promotion as it does not induce consumers to buy unnecessary apparels. Quality of merchandise was the most important aspect that shoppers considered while choosing an organized retail outlet while shopping for apparels.