PREFACE

The present research focuses on understanding the buying behavior of consumers while they shop for apparels from organized retail outlets. This study concentrates on Bangalore as it is a metropolitan city and cosmopolitan in nature. The study tries to understand the impact of demographic variables on apparel buying behavior. The effects of demographic variables like gender, age, income, education and profession have been thoroughly investigated in the study. The study has also tried to find the influence of in store factors such as sales promotions, discounts, variety, comfort, ambience, billing etc on apparel buying behavior of consumers. This study is restricted only to organized apparel retail and does not concentrate on unorganized apparel retail.

The sample consisted of 400 respondents across different age groups, income levels, education and professions. At the beginning of the questionnaire a screening question was included to find out if the respondents actually shop for apparels from organized retail outlets. Those respondents who answered that they rarely purchased apparels from organized retail outlets were asked to stop answering the questionnaire. Care has been taken to ensure that all the 400 respondents chosen are actual shoppers from organized apparel stores. Bangalore was divided into five zones for the purpose of the study, namely; Bangalore North, Bangalore East, Bangalore Central, Bangalore South, and Bangalore West. The researcher has ensured that samples were taken from all the five zones.

Outline of the study: The research comprises of five chapters.

- **First chapter** deals with brief explanation about introduction to consumers buying behavior of apparels, situational effects on consumer behavior, introduction to retail, brief discussion about Indian retail highlighting major retailers in India, various formats of retail in the Indian context, and mall boom in the Indian context. This chapter also discusses the unique needs of technology in retail such as Information and Communications Technology like Barcode and Scanners, The Database Management, Data Warehousing and Data Mining, Electronic Point-of-Sale, Electronic Data Interchange, and Radio Frequency Identification. This chapter also gives an overview of
Apparel Retail Industry. The first chapter later delves into retail business in Bangalore discussing topics like growing importance of secondary business districts in Bangalore, major and successful malls in Bangalore, mall culture in Bangalore and shopping trends in Bangalore. This chapter also gives highlights of demographics of Bangalore.

- **Second chapter** discusses about the findings from past literature and identifies the gaps in relevant past studies. The researcher has made an effort group sample Indian studies and sample overseas studies in a tabular format and has stated the objectives, research method, results and gaps for each of them. The findings and respective research gaps of the past literature have become basis for the current study.

- **Third chapter** deals with the research methodology followed by the researcher. This chapter further discusses components of research methodology namely, statement of the problem, research design, objectives of the study, hypothesis, method of study and data collection procedure followed. This chapter further discusses scope of this study, limitations of the study and utility of the present study.

- **Fourth chapter** deals with data analysis and interpretation. This chapter initially gives a brief description of the study followed by the calculation of sample size and description of statistical tools used for data analysis. The chapter also includes map of Bangalore to give an understanding of the various zones within the city. The chapter discusses in detail the various analysis conducted and includes data tables, graphs and charts. This chapter illustrates the various statistical tests such as Factor Analysis conducted to identify the most important factors that influence consumers buying decision for apparels. The study also illustrates the use of one way ANOVA test to test the various main and sub hypothesis associated with study. The chapter also includes correlations and regression tests to find the impact of independent variables on the dependent variable. This chapter also includes Reliability Test which tests the reliability of consumer satisfaction components and the reliability of various factors affecting the purchase of apparels.
• **Fifth chapter** deals with findings, discussion, and conclusion. The chapter initially deals with various findings from the study and discusses them in detail. The later part of the chapter deals with the conclusion of the researcher along with a suggestive model. This chapter ends with concluding remarks from the researcher.

References comprise bibliography of past studies in alphabetical order. Appendices include the research questionnaire used for the study and two relevant publications by the researcher.