



A STUDY ON FASHION RETAIL CONSUMER BEHAVIOUR WITH REFERENCE TO SHOPPING HABITS AT WESTSIDE STORE, CHENNAI

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Abstract

Fashion retailing business has grown at a very fast pace over the past years because of the shifting tastes and preferences among consumers as well as due to growth in disposable income and development of structured retailing chains. In this conceptual paper, the author will discuss the consumer behaviour in the fashion retail and specifically the shopping behaviour in Westside stores in Chennai. The whole idea of the study is to gain an insight into the theoretical correlation between different retailing parameters like quality of the product, price strategy, store environment, promotion activities and customer care and how they affect consumer shopping behaviour and

satisfaction. The paper uses a conceptual and literature approach in form of, reviewing past studies done on retail consumer behaviour, brand perception and shopping preferences.

Depending on the review, there is development of conceptual framework explaining how consumer buying behaviour in the fashion retail stores is influenced by the independent variables of product quality, price perception and store experience. The study results include information on how structured fashion traders can be in a better position to comprehend the anticipations of the consumers and how the retail approaches can be refined to elevate shopping experiences. The conceptual model also provides implications to the retail managers and marketers in order to enhance customer loyalty and satisfaction. Moreover, the research will add to the scholarly context of consumer behaviour within the context of fashion retail industry and give guidelines on how future empirical literature should be conducted.

Keywords: Fashion Retail, Consumer Behaviour, Shopping Habits, Customer Satisfaction, Retail Marketing, Westside



Introduction:

The fashion retail business has emerged as one of the most growing business segments in the formal organization of retail business. Customers are becoming more fashion conscious, brand conscious, and generally brand conscious shopping. The retail based brands like the Westside have managed to position themselves by providing fashionable clothes, low prices, and a warm atmosphere in the store.

Fashion retail consumer behaviour is a combination of different psychological, social and economic drivers that determine the purchasing behaviour. The contemporary consumers choose retail outlets which offer acceptable products, appealing displays, store designs and appealing promotional benefits. Retailers should also understand these aspects of behaviour in order to be able to devise effective marketing strategies and result in customer satisfaction.

Organized fashion retail outlets have become very popular among the young people and among the working population in metropolitan cities like Chennai. As retail brands competition increases, it is significant to review consumer levels and

preferences regarding their shopping at the expense of retaining customers.

This theoretical paper will discuss the hypothetical connections between retail variables and shopping behaviour of consumers in the fashion retail store. The research paper gives an insight into the effect that different aspects of a retail have on the consumer buying behavior through the case study of Westside in Chennai.

Objectives of the Study

Primary Objective

- * A study on fashion retail consumer behaviour with reference to shopping habits at Westside store, Chennai.

Secondary Objectives

- * To investigate the effect of product quality in consumer choices in purchase decisions.
- * To determine customer satisfaction concerning price strategies.
- * To examine the intentions of store atmosphere to improve the shopping experience.
- * To determine the factors that make customers shop at Westside.

Background of the Study:



Consumer behaviour is the manner in which consumers decide, buy, consume and dispose products and services in order to fulfill their needs. When it comes to the fashion retail sector, consumer behaviour is affected by consumer perception, product quality, pricing as well as store experience.

Key Concepts

Consumer Behaviour:

The decision-making process of individuals as it concerns products and services purchase and utilization.

Shopping Habits:

The patterns and preferences followed by consumers in the process of visiting retail stores and buying their products.

Retail Store Environment:

Physical and mental ambience of a retail store such as layout, light, and music and display.

Customer Satisfaction:

The degree of contentment a customer derives upon making a purchase or consuming a product or service.

Relevant Theories

1. Consumer Decision-Making Theory. This theory elucidates consumer decision making processes of various product choices before consumers buy products.
2. The Stimulus-Organism-Response (SOR) Model. In accordance with this model, consumer emotions and behaviour are affected by some external stimuli like store environment and promotional activities.
3. Retail Atmospherics Theory This theory highlights the role of store layout, lighting, music and visual selling in influencing consumer mood and buying behavior.

Review of Literature:

S. Ramesh Babu, L. Ivan Kenny Raj, T. Manoj Kumar & T. Pranav Priyan, in their work Fashion Retail Consumer Behaviour: An Empirical Examination of Shopping Habits examine how promotions, store location, and services are varied factors that have effects on consumer preferences in fashion retail outlets.

Dr. Ajmer Singh – His article entitled Comparison of Customer Perception of Quality, Degree of Satisfaction and



Behavioral Intentions in Retail Outlets focuses on the impact of the same on the customer satisfaction and intentions of purchasing products and services in the organized retail stores.

Karthika Murugandi Reddier Seetharaman The article by the title Digital Transformation in Retail Sales: Analyzing the Effect of Omni-Channel Strategies on Customer Engagement explores the effect of applying technologies such as data analytics, mobile applications, and social media to help improve customer engagement and retention.

Prashanthi V. & Valliyammai P.A. – They conducted a study and wrote the article Surrogate Preference of Consumers to Organised Retail Stores concerning the reasons consumers choose organised retail stores like supermarkets and department stores because of their convenience, product selection as well as professional services.

Prof. Rajesh Faldu -His article titled Comparative Study of the Selected Apparel Retail Stores in the Organized Sector is a comparison of the level of customer satisfaction within the apparel retail stores and attributes causes of shopping behavior.

Chetna- The paper Effectiveness of Promotional Schemes in Retail Stores explores the issue of using promotional offers and marketing schemes to draw customers, and boost store performance.

Javeriya Kewal, and Ketan Ojha -In their article, Analysis of Effectiveness of Sales Promotional Strategies Opted by Westside in Nagpur, they assess the effectiveness of promotional strategies on customer awareness, buying behavior and sales in the Westside retail shop.

Conceptual Framework

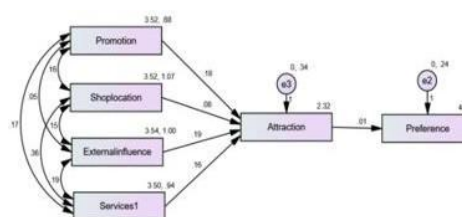


Figure: Structural Model Showing the Impact of Promotion, Shop Location, External Influence, and Services on Consumer Attraction and Preference



- The figure is the structural model of the variables affecting the consumer behaviour of fashion retail in Westside Store, Chennai.
- Promotion, Shop Location, External Influence and Services are some of the independent variables, which are thought to have a significant influence on consumer behaviour.
- All these factors play a part in the attractiveness of customers to the retail store.
- Advertisement, promotions such as discounts and offers also assist in bringing customers to the store.
- Location of the shop is critical since customers may visit the shop because of ease and availability of the shop.
- The Customers are also influenced by Likes and Peers as well as Social Media in their shopping ventures.
- The shopping experience is enhanced by services offered by the store, including customer service and environment at the store.
- These factors play a significant role in attracting customers who is a mediation factor in this model.

Implications:

Theoretical Implications:

The study will add to the body of literature regarding consumer behaviour by coming up with a conceptual framework explaining the interplay between retail aspects and shopping behaviour in fashion retail stores.

Managerial Implications:

Retail managers may apply the results to enhance customer satisfaction through the enhancement of store format, product mix as well as promotional mix.

Practical Implications:

Fashion retailers will be in a position to create improved marketing activities and individualized shopping experiences in regards to consumer desires.

Future Recommendations:

1. Empirical research can be carried out to test the presented conceptual framework in the future.
2. Other variables that can be added by the researcher include online shopping behaviour and digital marketing.
3. Comparative research may be done on the retail brands.



4. The demographic aspects in terms of consumers can as well be examined in subsequent studies.

5. Longitudinal studies can be used to realise the shift of consumer behaviour.

Conclusion

This is a conceptual research paper that investigated fashion retail consumer behaviour based on the shopping habits in the Westside stores in Chennai. The research indicated that the factors that are important in determining the choice by consumers in purchasing goods include product quality, industry pricing, store ambience, advertising campaigns, and customer-service.

Through the literature review, there was a conceptual framework that was formed to describe how these factors relate to consumer buying behaviour. The research highlights the fact that positive shopping experience is an important part of enhancing customer satisfaction and brand loyalty in any fashion retail store.

The study is conceptual in nature, though it forms a solid theoretical basis in which it can be used in the future to carry out empirical research. Primary data on

consumers can also be used to perform additional testing of the proposed model. Comprehension of consumer shopping behavior will assist fashion retailers in creating effective promotional techniques and the customer as a whole.

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