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A STUDY ON IMPACT OF DEMOGRAPHIC FACTORS ON APPAREL RETAIL STORE SELECTION WITH SPECIAL REFERENCE TO CONSUMERS IN TRICHIRAPPALLI CITY.

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ABSTRACT:

The Indian retail sector is witnessing tremendous growth with the changing demographics and an increase in the quality of life of urban people. Retail Sector is the most booming sector in the Indian economy. With a growing economy, improving income dynamics, rising awareness, and a youth-heavy customer base, India is well on its way to become one of the most prospective markets for the domestic and global retailers. The main objective of this paper is to study the impact of Demographical factors on Apparel retail store selection



Mr. S. Syed Muthaliff

with special reference to consumers in Trichirappalli city.

A descriptive study was done on primary data collected from 175 respondents on basis of judgmental sampling. 175 respondents were given questionnaire and 141 were found to be fully usable for analysis. Questionnaire was used to collect primary data. Likert five point scaling was given to customers for evaluating their impact of Demographical factors on Apparel retail store selection. IBM SPSS Statistic version 20.0 was used for this analysis and the following tools were administered 1) Reliability Test 2) Factor Analysis and 3) Multiple Regression 4) Chi-square goodness of fit test. Reliability test was made and the obtained coefficient alpha value (Cronbach's alpha) was 0.939, and hence the data had satisfactory reliability. Factor analysis and Multiple Regression was used to find the variables which influence the Impact of Demographic Factors on Apparel

Retail Store Selection. In Chi-square test we are assessing how well the sample data fits the population proportions specified by the hypothesis.

The present research aims to identify the most influencing factors among demographical variables which induce the customers for repeated visit to the same apparel retail stores. Interesting findings were revealed in this study which interprets a genuine output to the marketers which will enhance them to boost up the business even more.

KEYWORDS: Demographic Factors , Indian retail sector , quality of life , Indian economy.

INTRODUCTION:

Retailing involves selling products and services to consumers for their personal or family use. As the final link between consumers and manufacturers, retailers are a vital part of the business world. Retailers add value to products by making it easier for manufactures to sell and consumers to buy. It would be very costly and time consuming for you to locate, contact and make a purchase from the manufacturer every time you wanted to buy a candy bar, a sweat or a bar of soap. Similarly, it would be very costly for the manufactures of these products to locate and distribute them to consumers individually. By bringing multitudes of manufacturers and consumers together at a single point, retailers make it possible for products to be sold, and, consequently, business to be done.

Retailers also provide services that make it less risky and more fun to buy products. They have salespeople on hand who can answer questions, may offer credit, and display products so that consumers know what is available and can see it before buying. In addition, retailers may provide many extra services, from personal shopping to gift wrapping to delivery, that increase the value of products and services to consumers.

According to (Mendes 1989; Pampel, Fost and O'Malley 1994) those marketers' can attain the competitive advantage which understands the effect of changing demographic trends on their markets.

Store choice has been a subject of wide research and has been studied from various perspectives. This paper presents the store choice from the point of view of demographic factors.

THE DEMOGRAPHICAL FACTORS ARE

Demographic Variables

As per Business Dictionary 2013, demography can be defined as "varying characteristics that is a vital or social statistic of an individual, sample group, or population". It is imperative for marketers to identify the right demographic group, so that the offering (product/service) makes the market go in the right direction. Different demographic segments respond differently to various types of sales promotions, monetary or non-monetary, based on their needs.

There is an attractive impact of gender on purchase intention. There is also a lot of difference among men and women related to their decision making procedure and emotionalism about purchase intention. Women are more interested and spend more time in shopping and consider it is their basic duty to purchase grocery items for house use and they normally make a purchase on unplanned basis. Women are emotionally involved in shopping and get detailed information about the products and services and their satisfaction manner is also varying from men, and they are more loyal than men

Age is another important demographic factor. Old shoppers are more loyal and there is high store loyalty among the people of 25-44 age groups that will be increase with the increase of their age. Older people make a buying decision on the basis of their experience and value of satisfaction. Income represent the money which household gets from all sources, it is most important demographical factor that significantly affects the consumption of the consumers, selection of the retail store and their sale volume as well.

Social class is a combination of income, education and occupation, and these factors are correlated with each other. A good occupation generates good income and by having good income level a household can get better education which ultimately has impact on purchase intention.

House hold size represent the number of members in a house. If the size of the household will be large

then consumption will also be high which may suggest a relationship among the household grocery consumption and loyalty.

LITERATURE REVIEW

Consumer Buying Behaviour and Its Related Studies

K. BalanagaGurunathanand M. Krishnakumar (2013) studied the apparel buying behaviour of Indian consumers through five dimensions viz. consumer characteristics, reference groups, store attributes, promotion and product attributes. The results show that the store attributes promotion and reference groups are the important dimensions of apparel buying behaviour.

Krishna C. V (2011) in his study 'Determinants of Consumer Buying Behaviour: An Empirical Study of Private Label Brands in Apparel Retail' concluded that, four aspects namely brand image, sales promotion offers, design and store atmospheric are the primary aspects affecting consumer preferences for private level brands. The study also concluded that demographic aspects namely occupation of the consumer and social class of the consumer has no effect on the consumer buying behaviour in choosing private label brands.

Rajagopal (2010) studied the determinants of consumer behavior and their influence on purchase intentions towards fashion apparel in the Indian context. The results concluded that socio-cultural and personality associated aspects persuade the purchase intentions among consumers.

P.Vikkraman and N.Sumathi(2010) in their study examined the purchase behaviour in Indian Apparel market and the study concluded that the factors specifically self-concept, need for uniqueness directly influence clothing interest and indirectly impact the purchase intention in the case of international and local brands. Perceived Quality and emotional value are the other essential predictors of the purchase intention.

According to Dolekoglu et al. (2008), Concluded in their study that the main significant factors affecting consumer buying behavior are: quality, price, trust, availability of alternative packaging, Frequent advertising, sales promotions, imitations and the availability of the product.

According to Michael R.Solomon, &Nancy J.Rabolt (2004), consumer behaviour is the study of the processes involved when individuals or groups, select, purchase, use or dispose of products, services, ideas or experiences to satisfy needs and desires.

Park, J.H and Lennon, S.J (2004) examined in their study impact of television on apparel shopping and impulse buying and found results that there is a positive relationship between impulse buying and television programme exposure on apparel shopping.

Kim et al (2003) examined the behavioural intentions model of online shopping for clothing and the study results supported Fishbein's behavioural intentions model in forecasting behavioural intention to shop for clothing online and the result showed positive relationship among attitude and subjective norms involves that behavioural intention is not a functions of independent set of attitudinal and normative variables but of a set of interdependence between these variables. The findings of this study proposes that though the influence of attitude and subjective norms are not equivalent in their effects on behavioural intentions both are important predictors of consumers' shopping behaviour in the particular context of online shopping for clothing

Sproles and Kendall (1986) developed a model to conceptualize consumer's decision making behaviour with eight consumer psychological orientation variables viz., perfectionism consciousness, brand consciousness, novelty and fashion consciousness, impulsive and careless consumer, confused by over choice consumer, habitual and brand loyal consumer, recreational and hedonic shopping consciousness, and price and value consciousness.

CONCEPTUAL FRAMEWORK AND RESEARCH HYPOTHESES

Consumer behavior is the study of the processes involved when an individual selects, purchases, uses or disposes of products, services, ideas, or experiences to satisfy needs and desires (Solomon, 1998). The present study aims at examining the impact of Demographical factors on Apparel retail store selection.

RESEARCH QUESTIONS

1.To identify the demographical factors that helps in selecting Apparel retail store.

2.To understand the effect of demographic variables when buying Apparel.

HYPOTHESES

- 1.There is an impact of demographical factors on Apparel retail store selection.
- 2.There is relationship among the demographical factors that brings in satisfaction towards selection of Apparel retail store selection.

MATERIALS AND METHODS

To meet the said objectives, descriptive study is chosen for research design. This includes literature survey and primary data collection using questionnaire based on the literature review. For descriptive phase, A Cross-sectional survey of respondents was done using a structured questionnaire. Data was collected from primary as well as secondary sources. A primary source of data collection is through questionnaires whereas secondary sources were journals, news papers, national and international publications, internet, personal books and libraries.

SAMPLE SIZE

Data were collected on the basis of judgmental sampling. 175 respondents were given questionnaire and 141 were found to be fully usable for analysis. The sample size for questionnaire was 141. Questionnaire was pilot-tested on a sample of 15 to ensure the validity of the survey instrument. However, post elimination of incomplete responses, unreturned questionnaire and invalid answers, the final sample size used for analysis was 141.

The sample for questionnaire was collected from consumers in Trichirapalli City.

SAMPLING TECHNIQUE:

Judgmental sampling was used. Initial set of respondents were selected on the basis of judgmental sampling. Subsequently additional units were obtained on the basis of information given by initial sample units and then further referrals were taken from those selected in the sample. In this way sample was grown by adding more and more referral-based respondents until it reached the limiting number.

Judgmental sampling was based on the following parameters:

- The sample comprised of people who used to do shopping regularly.
- The sample comprised of people who spends time to analyze a store for their purchase.

STATISTICAL TOOL

IBM SPSS Statistic version 20.0 was used for analysis. Cronbach's alpha test was used for checking the reliability of the data which is collected. Kaiser-Meyer-Olkin test for sampling adequacy and Barlett's test for sphericity is done. Factor analysis is done to identify the dimensions that act as base for several variables which were collected. There may be one or more factors based on the nature of study and total variables included in the study. Varimax rotation is used in factor analysis in order to produce factors that are characterized by large loading on relatively few variables. Multiple regressions are used in analysis since there are more independent variables and one dependant variable. Descriptive study is chosen for research design. This includes literature survey and primary data collection using questionnaire based on the literature review. Data were collected on the basis of random sampling (judgmental sampling). 175 respondents were given questionnaire and 141 were found to be fully usable for analysis. The questionnaire had questions based on various components of Retail store selection and likert 5 scale rating was given for customers to rate their experience in store. The Chi-square goodness of fit test uses frequency data from a sample to test hypothesis about population proportion.

Statistical Tools Used

Using IBM SPSS Statistic version 20.0 the following tools were administered in this study 1. Reliability Test:

To check the reliability and consistency of the data, reliability test has been made and the obtained coefficient

alpha value (Cronbach’s alpha) was 0.939, and data has satisfactory reliability. Cronbach’s alpha value above 0.5 can be used as a reasonable value for reliability.

Table-1
Reliability Statistics

Cronbach's Alpha	N of Items
0.939	39

2. Factor Analysis:

Table-2
KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.564
Bartlett's Test of Sphericity	Approx. Chi-Square	4544.878
	df	666
	Sig.	.000

INFERENCE:

KMO test is to analyse the appropriateness of factor analysis. Values between 0.5 and 1.0 show that the factor analysis is appropriate and value obtained was 0.564 which shows that the Kaiser – Meyer – Olkin measure of sampling adequacy is appropriate. Bartlett’s Test of Sphericity is to examine the hypothesis by correlation of variables in Chi-Square and correlation matrix of determinants. Value obtained in Bartlett’s Test of Sphericity Chi-Square is 4544.878. This shows that all the statements were correlated and factor analysis is appropriate for the study.

Table-3
Total Variance Explained

Component	Initial Eigenvalues			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	11.824	31.956	31.956	4.479	12.105	12.105
2	3.022	8.168	40.124	3.700	10.000	22.105
3	2.591	7.002	47.126	3.526	9.529	31.634
4	2.081	5.624	52.750	3.020	8.162	39.797
5	1.801	4.868	57.618	2.776	7.502	47.299
6	1.707	4.613	62.231	2.420	6.542	53.840
7	1.373	3.712	65.943	2.153	5.820	59.661
8	1.269	3.430	69.373	2.065	5.580	65.241
9	1.135	3.069	72.441	1.858	5.022	70.263
10	1.021	2.758	75.200	1.827	4.937	75.200
11	.928	2.508	77.707			
12	.858	2.318	80.026			
13	.778	2.101	82.127			
14	.714	1.931	84.058			
15	.694	1.877	85.935			
16	.630	1.702	87.637			
17	.537	1.452	89.090			
18	.521	1.407	90.497			
19	.490	1.325	91.821			

20	.414	1.120	92.942			
21	.378	1.021	93.963			
22	.335	.905	94.868			
23	.329	.889	95.757			
24	.271	.733	96.490			
25	.262	.709	97.200			
26	.213	.575	97.775			
27	.155	.420	98.195			
28	.125	.337	98.532			
29	.116	.313	98.845			
30	.108	.291	99.135			
31	.082	.221	99.356			
32	.071	.191	99.547			
33	.051	.137	99.684			
34	.041	.112	99.796			
35	.039	.105	99.901			
36	.025	.067	99.968			
37	.012	.032	100.000			

Extraction Method: Principal Component Analysis.

INFERENCE:

Principle component analysis is most preferred method in exploratory factor analysis. Thirty seven values give the explained total variance to each factor. It is to determine the minimum number of variance that gives maximum variance of data.

**Table-4
Rotated Component Matrix(a)**

	Component									
	1	2	3	4	5	6	7	8	9	10
Cloth Style	.063	-.164	.091	.098	.174	.163	.754	.112	.136	-.028
Colour, Design and Material	.545	.149	-.236	.139	.011	.409	.407	.084	-.193	.211
Wide Choice	.554	.024	.092	.462	.134	.020	.194	.077	.348	.048
Fabric Varieties	.640	.431	.234	.033	-.097	-.129	.134	-.022	-.012	.046
Look and Fashionable	.523	.239	.167	-.016	.080	.282	.183	.431	-.188	-.190
Brand Stock in	.682	-.054	.112	.334	.140	.349	.062	.139	.069	-.214
Multi Brand Product	.298	.636	-.074	.099	.048	.329	.010	.151	.123	.014
Size and Comfort in Fitting	.144	.636	-.114	-.039	.348	.290	.138	-.086	.248	-.016
Fabric Durability	.731	.156	.124	-.055	.336	.094	.112	-.099	.167	.096
Cloths Safety	.565	.270	-.232	.163	.503	-.014	-.075	.102	-.149	.169
Easy of Maintenance	.240	.462	-.095	-.199	-.069	.103	.625	.018	.217	.141
Com foratable price Range	.369	.381	.422	-.091	.331	.359	-.058	.022	.047	-.082
Resonable Discount	.097	.188	.115	.188	.355	.217	.194	.388	.259	.110
Price Matches with Prioduct	.114	.150	.070	.033	.767	.243	.158	.244	.023	.103
Competitive Pricing	.318	.547	.329	-.092	-.090	.199	-.028	.192	.156	.220
Advertisement and commercials	.083	-.073	.833	.101	-.103	.162	-.066	.168	.011	.055
Concern towards social values	.151	.167	.137	.081	.224	.746	.073	.189	.251	.009

Seasonable Offers	.016	.136	.247	-.020	.051	.171	.198	.790	.088	-.021
Free Gifts	.313	.365	-.032	.335	.157	.106	-.181	.593	.221	-.134
Bundle Offer	.076	.142	.044	.066	-.063	.160	.116	.135	.791	-.062
Window Display	.232	.268	.502	-.076	.155	.165	.193	.135	.187	-.403
Fabric Construction and Workmanship	.217	.170	.468	.239	.100	.475	.149	.149	-.121	.036
Fabric Quality	.234	.574	.503	.112	.115	.196	.235	.089	.147	-.099
Fabric colour	.453	.497	.183	.040	.286	-.014	.372	.183	-.223	-.102
Fabric Appearance	.375	.342	.143	.170	.385	-.136	.502	.116	-.122	.209
Product Durability	.426	.013	.045	.339	.623	.081	.085	-.166	-.110	-.028
Reputation of Retailer	.644	.104	.284	-.044	.154	.134	-.013	.325	.184	.318
Convenience of Shopping	.057	-.020	.675	.148	.415	.135	.072	-.066	-.199	.305
Store Image	.049	.211	.726	.290	.010	-.239	.056	.136	.201	.200
Shop Location	-.030	.155	.267	.606	.291	.049	.133	.120	.345	.291
Employee Curtosy	.102	.231	.181	.196	.145	.160	.108	-.129	-.078	.755
Store Ambiance	.159	.104	-.007	.804	-.127	-.063	-.138	.011	-.296	.015
Parking Facilities	-.072	.702	.128	.121	.096	-.072	-.095	.250	-.065	.235
Credit Card Facilities	.282	.183	.261	.562	.082	.225	.175	.095	.229	.204
Timely Service	-.008	.299	.178	.240	.044	.562	.341	.210	.211	.246
Return and Exchange	.281	.026	.302	.100	.467	-.149	.086	.281	.180	.506
Stotre Layout	-.070	-.143	.157	.786	.233	.194	.067	.013	.136	.057

Extraction Method: Principal Component Analysis.
 Rotation Method: Varimax with Kaiser Normalization.
 a Rotation converged in 22 iterations.

Table-5
Component Transformation Matrix

Component	1	2	3	4	5	6	7	8	9	10
1	.501	.423	.345	.267	.337	.297	.253	.263	.152	.147
2	-.358	-.388	.504	.603	.062	-.079	-.136	-.010	.061	.267
3	.391	-.236	-.475	.370	.387	-.188	.006	-.296	-.357	.171
4	-.175	-.218	-.501	.346	-.023	.459	.208	.167	.460	-.239
5	-.455	.426	-.278	-.046	.142	-.130	.224	-.110	.166	.637
6	.094	.475	-.206	.455	-.421	-.201	-.522	.145	.030	-.053
7	.294	-.084	.088	.133	-.621	-.205	.543	-.338	.177	.114
8	-.231	.209	.043	.166	-.227	.574	.143	-.226	-.648	-.027
9	-.147	-.038	-.085	.111	-.053	-.368	.434	.687	-.384	-.105
10	-.246	.329	.121	.204	.307	-.308	.217	-.381	.080	-.622

Extraction Method: Principal Component Analysis.
 Rotation Method: Varimax with Kaiser Normalization.

INFERENCE:

48 factors were included in the study on customer satisfaction and 10 factors contributed more towards the Impact of consumers Demographic Factors on Apparel Retail Store Selection. These 10 factors were interpreted by the large values. Statements are identified by the large loadings in same factor.

The factors are:

1. Fabric Durability
2. Parking Facilities
3. Store Image
4. Shop Location
5. Price Matches with Product
6. Concern towards social values
7. Cloth Style
8. Seasonable Offers

- 9.Bundle Offer
- 10.Employee Courtesy

3. MULTIPLE REGRESSION:

Hypotheses 1:

There is an impact of demographical factors on Apparel retail store selection.

**Table-6
Model Summary(b)**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.579(a)	.335	.284	.76724

A) Predictors: (Constant), Employee Courtesy, Bundle Offer, Cloth Style, Parking Facilities, Product Durability, Store Image, Price Matches with Product, Seasonable Offers, Concern towards social values, Shop Location

B) Dependent Variable: Overall Shopping Experience

INFERENCE:

The model summary shows the R value as 0.579 and this is the percentage variation in overall Impact of consumers Demographic Factors on Apparel Retail Store Selection can be given with 10 independent variables.

**Table-7
ANOVA (b)**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	38.552	10	3.855	6.549	.000(a)
	Residual	76.526	130	.589		
	Total	115.078	140			

a) Predictors: (Constant), Employee Courtesy, Bundle Offer, Cloth Style, Parking Facilities, Product Durability, Store Image, Price Matches with Product, Seasonable Offers, Concern towards social values, Shop Location

b) Dependent Variable: Overall Shopping Experience

INFERENCE:

The above ANOVA table gives the F value to find the dependent variables associated with the Independent variables, larger the F value more the variances. The F-ratio given under column F is 6.549 and p-value, 0.000 is given under sig.column. Since p-value is less than 0.01, it implies that the calculated regression coefficient is significant and the variance in independent variable contributes to the change in dependent variable. Therefore, it is inferred that the variance in predictors (Constant variable), really contribute to change in Overall Shopping Experience (Dependent Variable).

Table-8
Coefficients(a)

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.366	.331		1.105	.271
	Product Durability	-.022	.075	-.025	-.297	.767
	Parking Facilities	.292	.088	.269	3.309	.001
	Store Image	-.094	.100	-.086	-.944	.347
	Shop Location	-.071	.093	-.077	-.764	.447
	Price Matches with Product	.123	.075	.155	1.646	.102
	Concern towards social values	.034	.078	.041	.436	.664
	Cloth Style	.135	.099	.110	1.362	.176
	Seasonable Offers	.263	.092	.262	2.867	.005
	Bundle Offer	.181	.079	.193	2.300	.023
	Employee Courtesy	.005	.085	.005	.062	.951

a) Dependent Variable: Overall Shopping Experience

INFERENCE:

From the above table it is inferred that the value given under the column B against Constant is the a-value (0.366) and against Parking Facilities is the b-value (0.292). Therefore regression is formulated as

$$Y = 0.366 + 0.292 X1$$

4. Chi-Square Tests:

Hypotheses 2:

There is relationship among the demographical factors that brings in satisfaction towards selection of Apparel retail store selection.

Table-9
Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
gender * Overall Shopping Experience	141	100.0%	0	.0%	141	100.0%

Table - 10
Gender * Overall Shopping Experience Cross tabulation Count

		Overall Shopping Experience					Total
		"Strongly Dis Agree"	"Dis Agree"	"Neutral"	"Agree"	"Strongly Agree"	
gender	male	9	48	21	0	4	82
	female	14	22	15	8	0	59
Total		23	70	36	8	4	141

INFERENCE:

From the above table it is inferred that the frequency of overall Shopping experience in male and female in the table (Cross Tabulation).

Table - 11
Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	20.539(a)	4	.000
Likelihood Ratio	24.860	4	.000
Linear-by-Linear Association	.001	1	.977
N of Valid Cases	141		

a) 4 cells (40.0%) have expected count less than 5. The minimum expected count is 1.67.

INFERENCE:

From the above table it is inferred that for 4 degree of freedom the p-value is 0.000 is lesser than 0.05. The difference is considered as significant. Since the Chi-square value is significant it means that alternate hypothesis is accepted and therefore there is association between gender and overall Shopping experience.

CONCLUSION:

Impact of consumers Demographic Factors on Apparel Retail Store Selection depends on various factors such Fabric Durability, Parking Facilities, Store Image, Shop Location, Price Matches with Product, concern towards social values, Cloth Style, Seasonable Offers, bundle Offer. Employee courtesy etc. This study would be particularly useful for capturing the Impact of consumers Demographic Factors on Apparel Retail Store Selection with special reference to consumers in Trichirappalli city. Delight of customers will give the company feedback in form of profits which should be reason to pay more attention to the customer's needs, and simultaneously improve a better communication continuously in the future.

REFERENCE:

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