AN EMPIRICAL STUDY ON APPAREL BUYING BEHAVIOR OF MILLENNIALS IN LUCKNOW CITY, UTTAR PRADESH (INDIA)

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Abstract
The increased penetration of organised retail, rise in income level are likely to drive demand for textile and clothing. The domestic textile and apparel industry in India is estimated to reach US$ 141 billion by 2021 from US$ 67 billion in 2014. Factors like increase in disposable income, changing buying pattern of consumers acts as a driving force in growth of apparel industry. The study investigates the various factors influencing the apparel purchase and the influence of branded apparels among   millennial which would help the marketers to formulate appropriate strategies so as to attract the customers. A survey was conducted in Lucknow city of Uttar Pradesh, India and responses were collected form 200 consumers from the age group 20-30 to understand the income influence on price, looks color & fit, brand image, fashion sense uniqueness, quality, comfort, style, durability and easy care and discounts & offers among males and females. The present study concludes that the factors namely quality, comfort, looks color & fit influence the buying behaviour of millennials.

Key Words: Apparels, Consumer Behavior, Brand Perception, Purchase Intention.

Literature Review
The Indian retail market is going through a revolution. Increasing urbanization, rapid development of shopping malls, emerging breed of brand conscious consumers and adoption of foreign culture in western countries are changing the face of the Indian retail industry. India has the highest density of retail out lets in the whole world with more than 15 million outlets. The Indian retail industry growth to be dominated by approximately 12 million "mom and pop" stores providing an employment of 21 million Indians (Rao, 2006). The volume of goods sold in Indian apparel market in growing by 4.70 per cent whereas the value of goods and is growing by 13.60 per cent during 2006 (Images, 2006). The attitude towards free sampling and coupons is positive but do not play significant role in consumer buying behavior, for the former one people have a perception that only samples offered are always of an high quality but not the product, and for the latter people are not much aware of coupons and their usage (Rizwan et al.). The advertising and sales promotions create brand loyalty and encourage the repeated purchase. Human psychology also does have an impact on the sales promotion and buying behavior, customers might not get encouraged to buy a product as they do not want to link their image as cheap shoppers (Ripon et al., 2013). To remain competitive and profitable in present marketplace, the apparel industry must continue to expand its capability to respond to the needs and wants of customers. Since last few years the apparel market has seen substantial change with respect to dressing design, style, usage of branded items and choice of fibers and awareness of modern trends .

Objectives
- To analyse the apparel buying behaviour of millennials.
- To analyse the income influence on price, looks color & fit, brand image, fashion sense uniqueness, quality, comfort, style, durability and easy care and discounts & offers among males and females.

Hypothesis
H_0: There is no significant difference between the buying behavior of males and females.

Methodology
A cross sectional descriptive research was undertaken to gain an accurate and deep understanding of buying behaviour among millennials. A structured questionnaire was administered to 200 respondents which were selected on basis of convenience sampling in Lucknow city of Uttar Pradesh. Buying behaviour was measured on nine variables i.e. price, looks color & fit, brand image, fashion sense uniqueness, quality, comfort, style, durability and easy care and discounts & offers . The questionnaire was divided into two parts- first part consist of demographic information (age, gender and income) and second part consist of the question on above mentioned dimensions. The responses were generated on 5 point Likert scale indicated as: 1- Strongly disagree, 2- Disagree, 3- Neutral, 4- Agree, 5- Strongly agree, to measure the buying behavior of millennials.

Discussions and Recommendations
1. **Analysis of Demographic Profiles of Respondent**
   Table 1 shows the demographic profile of respondent. The sample consists of more males (59.5 percent) than females (40.5 percent). All the respondents belong to the age group of 20 to 30 years. With regards to the monthly

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income 10.5 percent belong to the income group of below 15000 INR, 25 percent between 15001-30000 INR, 19 percent between 30001-45000 INR, 13.5 percent between 45001-60000 INR and 32 percent belong to above 60000 INR group.

2. Reliability Analysis

Table II indicates the reliability and consistency of data, Cronbach's alpha reliability coefficient normally ranges between 0 and 1. There is actually no lower limit to the coefficient. The closer Cronbach's alpha coefficient is to 1.0 the greater the internal consistency of the items in the scale. However, for all the dimensions the value of Cronbach's Alpha is greater than 0.85, which shows the internal consistency is very good and acceptable.

Analysis of Income Influence on Buying Behaviour

Table II shows the impact of income on buying behaviour of millennials. It has been observed that the income does not have any impact on the price of the apparels. For the income category below 15000 INR, price is not the important variable while making purchase (M=2.952) but, looks color & fit is (M=3.476). For income from 15001-30000 INR, their preference is high quality and comfortable apparels (M= 4.480 & M= 4.420) respectively. For income from 30001-45000 INR people look for quality apparels (M=4.421). The people belonging to income group between 45001-60000 INR, while making purchase for an apparels: quality, looks color & fit, comfort, and discounts & offers have high impact (M= 4.671, (M= 4.671, M= 4.656, M=4.640, M=4.078) respectively. And the people belonging to the income group above 60000INR: comfort and discounts & offers plays an important role in the purchase of apparels (M=4.435, M=4.000) respectively.

Analysis of Buying Behaviour of Males and Females

Table III shows the buying behaviour of males and females. It has been observed that there is no significant difference between male and female, except for the variables brand image t (69) = 1.723, p<.05, r= 0.121, where r is the effect size. Hence the hypothesis for the price looks color & fit, fashion sense, uniqueness, quality, comfort, style, durability & easy care and discounts & offers has been accepted, whereas the hypothesis for the variable brand image is been rejected. Hence brand image plays an important role for males than female.

Conclusion and Implication

The study examined the buying behaviour of millennial for apparels. It has been found that despite of less income, low price and discounts & offers does not have any influence on the buying behaviour of millennials for apparels. All the income groups have shown their preference towards the quality, comfort, looks color & fit of the apparels. And also the high influence of discounts & offers among the income class of 45001-60000 INR and above 60000INR has also been observed. The study provides valuable implication for both domestic and international retailers. The marketers are advice to focus on providing comfort and quality in product. Since the study shows that discounts and sales promotion offers does not have much influence on buying behaviour of millennials, therefore marketers need to design the discounts and offers that can attract more customers and lead to purchase acceleration.

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Table I

Demographic variable	Category	Frequency	Percentage %
Gender	Male	119	59.5
	Female	81	40.5
Age	20-30	200	100
Monthly income of the family	Below 15000	21	10.5
	15001-30000	50	25.0
	30001-45000	38	19.0
	45001-60000	27	13.5
	Above 60000	64	32.0

Table II

	Monthly Income									
	below15000		15001-30000		30001-45000		45001-60000		above60000	
	Mean (M)	S.D	Mean (M)	S.D	Mean (M)	S.D	Mean (M)	S.D	Mean (M)	S.D
Price	2.952	1.39557	3.5200	1.1292	3.4474	1.05772	3.4444	1.2810	3.3906	1.14943
Looks color Fit	3.476	1.20909	4.3800	.94524	4.3684	1.02459	4.3333	1.0000	4.6563	.69508
Brand image	3.285	1.00712	3.8000	.98974	3.7368	1.10733	3.5185	1.1887	3.9531	.93316
Fashion sense Uniqueness	3.381	1.28360	4.0400	1.0872	4.0000	1.03975	3.5185	1.2517	4.3281	.85551
Quality	3.666	1.42595	4.4200	.81039	4.4211	.91921	4.2222	1.0500	4.6719	.56497
Comfort	3.666	1.35401	4.4800	.93110	4.5000	1.00673	4.3704	1.0432	4.6406	.74252
Style	3.238	1.26114	4.0600	.97750	4.2895	.83530	3.9259	1.2687	4.4844	.77648
Durability & easy care	3.523	1.20909	4.1400	1.0103	3.9474	1.13774	4.0000	1.0000	4.0781	.94792
Discounts & offers	3.381	1.35927	3.7200	1.1959	3.5263	1.24633	3.5556	1.3959	3.5937	1.21784

Table III

Variables	Gender Male Mean (S.D)	female Mean(S.D)	t-value	p-value	R	Hypothesis
Price	3.3025 (1.146)	3.530(1.205)	-1.354	.088	.096	Accepted
Looks color fit	4.310(.9720)	4.444(.9874)	-0.948	.172	.067	Accepted
Brand image	3.848(1.094)	3.592(.9324)	1.723	.043	.121	Rejected
Fashion sense Uniqueness	3.949(1.080)	4.037(1.122)	-0.553	.290	.039	Accepted
Quality	4.344(.9693)	4.469(.8527)	-0.936	.175	.066	Accepted
Comfort	4.369(1.007)	4.530(.9628)	-1.130	.130	.080	Accepted
Style	4.109(1.095)	4.172(.9326)	-1.061	.334	.030	Accepted
Durability and easy care	4.076(1.034)	3.888(1.048)	1.246	.107	.088	Accepted
Discounts and offers	3.672(1.249)	3.456(1.245)	1.199	.116	.084	Accepted