

A Study on Apparel Store Attribute and Loyalty Relation

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Abstract: The Recent online shopping era hit a massive sales attack on sales and services of apparel product in India. Most of the buyers are preferring online apparel product rather than visiting physical shopping. The sales and services In India, vengeance purchasing was obvious, as in the US and Europe. Since there was no age limit, they could buy everything they wanted, including clothes, and relive the pre-pandemic days. Many stocked their cupboards with favorite clothes. One of the biggest changes in the previous 15 months has been huge retailers acquiring numerous little brands/retailers. It occurred worldwide and in India. In March 2022, Reliance (Govt.trade report-2023) Retail Ventures (RRV) bought Clovia, a leading lingerie brand, for US \$125 million or Rs 950 Crores from Purple Panda Fashions. However, organized merchants entering the Indian market must be aware of its distinctive retail position. Millions of unorganized shops have dominated Indian retail, catering to consumers who are used to convenience and closeness. India's customer mindset has been formed by unorganized retail. Retail constituted 39% of India's GDP in 2005, while just 6% of the organized (Khale 1989) industry is retail. These counter-stores and street sellers may appear modest in a retail sector eventually dominated by Pantaloon and Reliance. The present study focused on Hyderabad online Apparel shoppers buying behaviour and their relation with loyalty issues in this regard.

Keywords: Search Engine, Optimization, Loyalty, Impulse Buying

I. Introduction:

Organized retailing is growing in all Tier I, II, and III Indian cities. Every year, several organized stores shopping malls open in Indian cities. Knight & Frank India predicted 75 million sq. ft. of mall space by 2012. The following chart shows mall space allotment in major Indian cities. (Manish & Sangeetha , 2017).

The success of a firm depends largely on its capability to attract consumers towards its brands. In particular, it is critical for the survival of a company to retain its current customers, and to make them loyal to the brand.

The seven factors of brand loyalty are brand name, product quality, price, style, promotion, service quality and store environment. Questionnaires were used to interview the 400 respondents. Descriptive analysis, one-way ANOVA and Pearson Correlation were used in this study. The findings of this study indicated that brand name/Brand image has shown strong correlation with brand loyalty. The research results showed that there is a positive and significant relationship between factors of brand loyalty (brand name, product quality, price, promotion, service quality in apparel brand.

Mall Space Distribution in selected Indian cities, 2024.

Mall Space Distribution by 2024			
S.No	City	Area Sq.Ft	% of Distribution
1	Delhi	22500000	30
2	Mumbai	20250000	27
3	Hyderabad	5250000	7
4	Bangalore	3750000	5
5	Pune	3750000	5
6	Others	19500000	26
		75000000	100

Source: Knight & Frank Study-2021

Shopper motivation and store loyalty have been investigated for decades, yet it remains a topic of interest among researchers. There has been a significant increase in shopping centre development in South Africa, which is home to over 2 000 shopping malls, meaning the country is sixth in terms of the number of shopping centres in the world, occupying 23 million m2 of shopping space. These developments, together with the increasing number of retail stores in this country, are a result of shifting consumer preferences which drive the changing retail environment (Mahlangu and Makhitha, 2019). Several domestic corporate titans have joined or intend to enter the retail sector in India due to its short-term and long-term development. Pyramid Retail, Pantaloon Retail, and Shopping Stop has been around for a decade. Reliance Retail Ltd. (RRL) opened countrywide. Domestic players Birla and Bharti330 are also contemplating this. Wal-Mart's Joint Venture with Bharti shows its interest in Indian retail. The local and

multinational (Nancy & Mary 2016 , Nischal 2018) retail giants have or will open malls, hypermarkets, and supermarkets. According to reviews, these retail technologies would boost organized retail in India as the middle class increases.



II. Literature Review:

In-store experience is a key strategy in communicating Uniqlo's brand. With spacious stores, bright lighting, organized shelves, and attractive layouts, Uniqlo creates a comfortable and welcoming shopping environment, reflecting its concept of simplicity and the importance of basic clothing (Martinroll, 2024). The management process of Uniqlo's physical stores involves stages of recruitment, training, and supervision of every customer interaction (D. Aaker, 2024). Therefore, it is essential to have store attributes that reflect the characteristics of an offline store. The implementation of responsive and innovative store attributes is a crucial part of providing high-quality services and enhancing competitiveness in the retail market (Salem & Alanadoly, 2024).

Store atmosphere is a key factor that stores use to attract customers. Each store has a physical layout that can either facilitate or hinder shoppers' movement within the space. The store's appearance creates an ambiance tailored to its target market, which can entice customers to make purchases (Iskamto et al., 2023). Lingasari & Millanyani (2014) stated that store atmosphere simultaneously influences customer loyalty at Kopi Progo, Jalan Progo.

Therefore, it can be concluded that the attributes of a fashion store are attractive to consumers to visit the store and create customer engagement. In this study, it refers to several dimensions studied by Singh et al. (2022) and Mohd-Ramly & Omar (2017), namely: merchandise (characteristics of the goods sold), communication with the staff (interaction with store personnel), store atmosphere (overall impression of the store environment), and transaction convenience (smoothness of the purchase process).

Customer engagement is considered a condition in which customers are involved, both directly and indirectly, in retailer marketing activities. Customer engagement in the marketing process can occur both directly through face-to-face interactions with producers and through online media such as social media (Chen et al., 2020). Customer engagement can also affect customer experiences (Al-Dmour et al., 2019; McLean & Wilson, 2019). Customer engagement can take the form of recommendations, customer interactions, blogging, writing reviews, and other beneficial activities for producers. First, Uniqlo interacts with customers through product reviews that help improve product quality. This demonstrates attention and absorption, where customers are focused and fully engaged in providing feedback for product improvements. Second, Uniqlo regularly hosts engaging events that align with its products, such as the UV Experience event showcasing their UV protection technology.

Objectives:

- 1) To identify loyalty factors for apparel Online shopping shopping in Hyderabad .
- 2) To know the relation between Apparel Loyalty and buying Behavior in Telanagana.
- 3) To identify major influencing factors in this regard. .

Hypothesis:

H_{01.1}: There is no significant difference of opinion between Age of the respondents and the Apparel Loyalty and Buying Behaviour.

Sample & Sample Size:

A sample of 100 online shoppers in Telangana state and their concern opinion was considered with the help of s structured questionnaire and samples collected both online and offline.

Data Analysis:

$H_{01.1}$: There is no significant difference of opinion between Age of the respondents and the Apparel Loyalty and Buying Behaviour.

Table ANOVA test result of Age of the respondent and Buying Behaviour

Descriptives								
Buying Behaviour								
	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
Less than 20 years	82	3.2634	1.20529	.13310	2.9986	3.5282	1.00	5.00
21 to 40 years	234	3.5068	1.09734	.07174	3.3655	3.6482	1.00	5.00
41 to 60 years	190	3.5632	1.03510	.07509	3.4150	3.7113	1.00	5.00
Above 60 years	102	4.0000	.90805	.08991	3.8216	4.1784	2.20	5.00
Total	608	3.5743	1.08268	.04391	3.4881	3.6606	1.00	5.00

The ANOVA test is used to determine a mean difference among different Age group of respondent's opinion regarding, if there is any significance difference with reference to Loyalty and Buying Behaviour among Age groups.

Table ANOVA sig. value of Age of the respondent and Buying Behaviour

ANOVA					
Buying Behaviour					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	27.498	3	9.166	8.094	.000
Within Groups	684.021	604	1.132		
Total	711.520	607			

The Above table significant value indicating that, there is a significant difference among Age group of various respondents buying behaviour in retail malls especially with apparel stores. For further investigation of multiple age wise significance differences, researcher adopted post hoc with Tukey test.

Post Hoc Tests

Table Post Hoc values of Age of the respondent and Buying Behaviour

Multiple Comparisons						
Dependent Variable: Buying Behaviour						
Tukey HSD						
(I) Age	(J) Age	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
					Lower Bound	Upper Bound
Less than 20 years	21 to 40 years	-.24342	.13657	.283	-.5952	.1084
	41 to 60 years	-.29974	.14061	.144	-.6620	.0625
	Above 60 years	-.73659*	.15784	.000	-1.1432	-.3300
21 to 40 years	Less than 20 years	.24342	.13657	.283	-.1084	.5952
	41 to 60 years	-.05632	.10392	.949	-.3240	.2114
	Above 60 years	-.49316*	.12626	.001	-.8184	-.1679

Multiple Comparisons						
Dependent Variable: Buying Behaviour						
Tukey HSD						
(I) Age	(J) Age	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
					Lower Bound	Upper Bound
41 to 60 years	Less than 20 years	.29974	.14061	.144	-.0625	.6620
	21 to 40 years	.05632	.10392	.949	-.2114	.3240
	Above 60 years	-.43684*	.13063	.005	-.7734	-.1003
Above 60 years	Less than 20 years	.73659*	.15784	.000	.3300	1.1432
	21 to 40 years	.49316*	.12626	.001	.1679	.8184
	41 to 60 years	.43684*	.13063	.005	.1003	.7734

*. The mean difference is significant at the 0.05 level.

The Post Hoc test used to determine the pairwise (among different age groups) means of contribution to overall significant different with above ANOVA sig. value. It's used to check deep analysis of / significance differences of various age groups, which are presented below.

Interpretation of ANOVA Test Results:

Descriptive:

The analysis explores the relationship between the age groups of customers and their buying behavior. The mean, standard deviation, and confidence intervals for each age group are presented.

- Less than 20 years:
- Mean Buying Behavior: 3.2634 - Std. Deviation: 1.20529
- 95% Confidence Interval: [2.9986, 3.5282]
- 21 to 40 years:
- Mean Buying Behavior: 3.5068 - Std. Deviation: 1.09734
- 95% Confidence Interval: [3.3655, 3.6482]
- 41 to 60 years:
- Mean Buying Behavior: 3.5632 - Std. Deviation: 1.03510
- 95% Confidence Interval: [3.4150, 3.7113]
- Above 60 years:
- Mean Buying Behavior: 4.0000 - Std. Deviation: 0.90805
- 95% Confidence Interval: [3.8216, 4.1784]

ANOVA Test Results:

The ANOVA test examines whether there are significant differences in mean Loyalty and buying behavior scores among different age groups.

- Between Groups:
- Sum of Squares: 27.498 - Degrees of Freedom: 3
- Mean Square: 9.166 - F-statistic: 8.094 - p-value (Sig.): 0.000
- Within Groups:
- Sum of Squares: 684.021 - Degrees of Freedom: 604
- Mean Square: 1.132 - Total: - Sum of Squares: 711.520- Degrees of Freedom: 607

The significant p-value (0.000) indicates that there are significant differences in mean buying behavior scores among the age groups.

Post Hoc Tests (Tukey HSD):

The Tukey Honestly Significant Difference (HSD) test is performed to identify which age groups differ significantly from each other.

- Less than 20 years vs. 21 to 40 years:-Mean Difference: -0.24342 (NotSignificant)
- Less than 20 years vs. 41 to 60 years: - Mean Difference: -0.29974 (Not Significant)
- Less than 20 years vs. Above 60 years:- Mean Difference: -0.73659 (Significant)

Overall Interpretation:

The ANOVA test indicates that there are significant differences in mean buying behavior scores among the age groups. The post hoc tests further reveal specific pairwise differences between age groups. Notably, customers **above 60 years show a significantly higher mean with Loyalty and buying behavior score compared to the other age groups.**

III. Discussion of Results:

Online marketplaces compete with offline retailers. Store owners are working on implementing sophisticated technology and adapting to changing customer purchasing patterns, which has been difficult for conventional merchants. Retail settings (where and when retailing happens) and participating parties (merchants, consumers, etc.) are crucial to channel functioning. Customers purchase across several channels using many devices at any time, a rapidly developing trend. The Multichannel methods, most of the respondents (77 %) are opined that all the mall sin Hyderabad are not maintaining multichannel except few. The owners are expressed that, it's very tough to (Heitz-Spahn, S. 2013) maintain different channels of distribution. Some items drop in price only when you select in-store pickup. Offering store pickup for online. This store pick up concept is not preferable with apparel / garments division due to color and design issues. It's always not possible to choose online / online channels for apparel products due to so-many constraints.

Customer loyalty is a strong commitment to buy or use a product, brand, or service again. Repeating the same brand or corporate umbrella brand regardless of transient influences and opposing marketing activities. consumer loyalty is the long-term connection between a retailer and a consumer that makes them prefer the merchant above its rivals when buying. The study strongly encourages friends/ relatives to visit the store for varieties and models, even though they are not interested to but it provokes them to buy so. The first choice concern, 73 % of them are disagreeing with the statement. The buyers themselves considered that they are loyal patron towards store m but the other analysis (multiple response analysis) revealed it's not so. Apparel businesses may tailor loyalty programs to their specific markets. (Marc Jacobs, Gucci 2011 &Dolce Gabbana 2013) have dedicated customers because to their products and status. Apparel businesses establish loyalty programs in various ways. Any fashion business needs a strong omnichannel presence, including social media, which has a large audience and can promote sustainability and diversity.

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