

A Study on Success Factors that Influence Consumers Buying Behavior Towards Branded Retail Outlets for Apparels in Chennai City.

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ABSTRACT-- Textile industry in India is the second largest sector employing both skilled and unskilled Labour. Retailing has become such an intrinsic part of our day to day life. The economy which has a strong retail sector is said to be the greatest economic and social progress, it is dominated by small family chain and local targeted stores but now more and more western multinational companies have started to take over these retailing business. They have set up a large supply chains, huge inventory, different marketing strategies, competitive prices etc. The study of retailing in garments sector helps both the management and the academic purpose. Market is flooded with more offers and substitutes where consumers are not loyal to one particular brand or product, the activities of sales promotion, fashion, living culture are the major dependence where consumers preference is based on, therefore it helps to determine the taste, preferences, needs, wants of consumers to satisfy them and make them loyal. On the other side of academics it provides insights into the dimensions of consumer based preferences and its collaboration with the store retailing, it also refines the scaling techniques employed to find out consumers based dimensions. The study is focused in garment sector where consumers in the modern era are in the trend of purchasing branded garments and visiting branded retail outlets which dominates the traditional way of purchase. It is conducted mainly to determine the factors influencing the preference of consumers towards branded retail outlets and how those factors have an impact on customer satisfaction and consumer loyalty.

Key Words :Customer satisfaction, brand retailing, customer loyalty, Customer Preference, Marketing strategies

INTRODUCTION

Economy is travelling towards the growth and development at an high rate proposing upliftment in all the sectors and in all the fields. Consumers are the king of the market where evolution of marketing is shifted from production oriented and consumer oriented. Manufactures should produce and market only those products which consumer need and which meet their requirements and satisfaction level to sustain itself in the competitive world. Marketers should follow strategies in a unique way to attract, sell and retain back its customers and to make them loyal towards the particular goods or services.

Consumers are the end users of the goods and services which is being reached to them through various distribution channels that links the manufacturers and the customers.

Retail is the final stage of any economic activity which reaches the consumer, they are the final business entities in the distribution channel. The modern functioning of retailing gave a narrow path to the brand, the term brand implies type of product manufactured by a particular company under a particular name, it resembles good quality. Good image, status, comfortableness etc. Now a days economical growth have lead the population towards preferring brands and branded retail outlets which offers branded goods and services.

REVIEW OF LITERATURE

BRANDED RETAIL OUTLETS AND BRANDED APPARELS

Anna Rita Biscia (2017) made a study on customer satisfaction and loyalty in the retail sector. The results showed a positive influence of satisfaction on customer loyalty to the retail store. The study determined that brand image is the major factor that evidences customer loyalty and satisfaction which meets their expectations.

Pawankumar (2017) made a study on consumer buying behaviour towards fashion apparels in Ludhiana to determine the awareness of branded apparels and to study the perception of consumers towards branded apparels. The results showed that the population of Ludhiana district showed more interest in buying fashion and branded apparels irrespective of their income and the psychological factors of the consumers like social status, quality, brand image and age have an impact on the purchase intention.

CONSUMER BUYING BEHAVIOUR

Rayhan et al (2014) analyzed that consumer buying behavior is mostly influenced by five factors like price, style, comfort, quality and availability. It was also found that majority of the consumers who prefer brand are male students aged between 15 to 25 years.

Rajput (2012) analyzed the significance of demographic profile of consumers affecting the buying decision of branded garments and to observe consumer awareness from gender perspective on different apparel brands available in the Indian market. It was identified that gender differences

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exist in preferring branded apparels. Further age and income was not a significant factor towards preferring branded apparels.

CONSUMER PREFERENCES

Sunder et al (2014) concluded the study by revealing that consumers perceive products and services which are more attractive and influential endorsed by the celebrities when compared to the non endorsed products and services. The study also suggested that advertisement related to especially for branded products and services should be more attractive with the appealing attitude to hit the target audience

Krishna and Dash (2012) A study was made to determine the consumer preference towards private label branded apparels in India. The study gave findings on the basis of the respondents from the Hyderabad city, which was used to understand the buying behavior of consumers. From the study it was found that price has a great influence on overall preference. Generally good quality can be attained only with higher prices. Therefore there is a lot of difference in the product profile of low priced apparels and high priced apparels.

FACTORS INFLUENCING BUYING BEHAVIOR

Manmeet Singh Monga (2012) made a study to find out the factors influencing preferences towards branded apparels. He concluded his finding proved that majority of the consumers choosing branded apparels are influenced by the variables like quality, brand image, store attributes, advertisement, fashion. Design status, reference group and comfortableness.

Syedtabrezhassan, Bilal.H.Hurrah, Amitlanj (2014) a study was conducted to analyze the brand preferences of youth in buying branded apparels in Jalandar city and also to know the factors and impact which influence them. The author concluded that youth prefer branded apparels to look attractive, to impress people, good quality, value for money, endorsement by well known personality and promotional offers irrespective of its price. They get more influenced by fashion, family and friends in choice of brand..

CONSUMER SATISFACTION AND CONSUMER LOYALTY

Dolekoglu (2008) studied consumer loyalty towards private brand products. From his study he analyzed that loyalty has his presence for all the products on the basis of all the factors and variables among the consumers. Due to the increase in demand towards private brand products consumers are not always loyal to one particular brand or product. Therefore consumer loyalty are always changing on the basis of the changes in the environment, preferences, taste etc.

Hoyle (2007) pointed out that consumer will be satisfied with the product or service if their needs, requirements and expectation are satisfied. Firstly the need for a service or product is satisfied by the purchase of the same and the place from where it is purchased. Secondly the requirements include needs which is satisfied after the purchase. Finally expectations includes needs and requirements for the things

that have not been asked for but are expected to fulfil along with the service or product.

MARKETING STRATEGIES

Malik et al (2014) In his study he demonstrated that advertisement has a great impact on perception rather than consumer buying behaviour rather than perception. Some of the others factors influencing behaviour of consumers are good quality, creativity etc. Therefore the advertisement advertised should be more innovative and trendy to have an influence on buying behaviour as it is on consumer perception.

Sharma et al (2014) consumer perception and attitude is generally shaped by advertisement, which plays an important role in the modern era. Advertisement will also be an influencing factor towards buying behaviour of consumers. Therefore consumer perception in combination of advertisement together influence buying behaviour. The impact of advertisement is more on consumer buying behaviour than consumer perception..

LITERATURE GAP

Based on the detailed investigation of past reviews, they have insisted different variables and factors that affect the buying behavior of consumers of branded apparels in many places. But none of them have extended their study to deeply investigate the opinion of consumers towards the marketing strategies followed by the retailer and have studied the impact of factors on buying behavior, satisfaction and loyalty to attract, sustain and invite new consumers especially in the garments sector in Chennai city. The above reasons have made the present researcher to put forth the questions fulfilling the objectives of the research.

OBJECTIVES OF THE STUDY

To analyze the factors influencing buying behaviour of consumers

To study the determinants of Branded Retail outlet visitors

To learn the satisfaction level of Customer in purchasing from Branded garment retail outlets.

To find out the Customer loyalty towards Branded retail outlets.

To analyse consumer perception towards various marketing strategies followed by retail outlets

HYPOTHESIS

There is no significant difference between Branded Retail Outlet and Consumer Buying Behavior.

There is no significant influence of consumer Buying Behaviour and Customer Loyalty on Customer Satisfaction.

RESEARCH METHODOLOGY

The study is conducted using both analytical and descriptive type. Primary data has been collected through self-structured questionnaire. The respondents were asked to express their opinion towards branded retail outlets and



major factors influence them to prefer branded apparels and branded retail outlets. The first part of the questionnaire consists of Demographic factors with optional questions. The second part consists of statements relating to the buying behaviour of consumers with likert' s 5 point scale and the third part consists of statements related to customer satisfaction, consumer loyalty and marketing strategies with likert' s 5 point scale to derive responses. The sample design used for the study is convenience sampling method..

DATA COLLECTION

The study was conducted in various places where the branded retail outlets are situated in Chennai city including all the establishments both at shopping malls and at direct outlets of the stores. The study is mainly focused on branded retail outlets in garments sector consisting of branded apparels. The selection of consumers was segmented for collection at five places where the branded retail outlets are situated, the places are Express Avenue, Skywalk, City Centre, Forum Mall and Phoneix Mall. Questionnaire was distributed to the respondents of Chennai city consists of sample size of 150 out of which 110 valid questionnaire was considered for the analysis part.

DATA ANALYSIS

The primary data collected were analyzed using SPSS (Statistical Package For Social Sciences) computer packages. The statistical tools used for obtaining results are as follows:

Factor analysis by principal component method was used to drive predetermined factors of consumer buying behaviour, loyalty and satisfaction.

The linear multiple regression analysis is bought out to study the impact of consumer buying behaviour and consumer loyalty on customer satisfaction.

Anova was performed to determine the significant difference between branded retail outlet and consumer buying behaviour.

ANALYSIS AND DISCUSSION

FACTOR ANALYSIS

Factor analysis is used in data reduction to identify the number of factors that explain most of the variance observed in a much larger number of manifest variables. In this study, factor analysis was employed in each data set to uncover factors influencing consumers towards branded retail outlets for apparels

FACTORS INFLUENCING BUYING BEHAVIOR OF CONSUMERS

KMO AND BARTLETT'S TEST

Kaiser – meyer – olkin KMO measure of sampling adequacy/ bartlett's test of sphericity prior to the extraction of the factors, several test are required to be used to assess the suitability of respondent data for analysis. These test include Kaiser – meyer – olkin (KMO) measure of sampling adequacy/ bartlett's test of sphericity. Kaiser recommends that 0.5 is the minimum accepted level, values between 0.7 - 0.8 are acceptable and above 0.9 are superb. Barlett's enables the indication of strong relationship among variables.

KMO & BARTLETTS TEST

Kaiser-Meyer-Olkin Measure of Sampling Adequacy	0.873
Bartlett's Test of Sphericity Approx. Chi-Square	794.780
df	66
Sig	. 0.000

INFERENCE

In the above table the value of KMO is 0.873 which is higher than the minimum value stated by kaiser. This proves that factors have a strong relationship among variables.

TOTAL VARIANCE = 63.207 which segments the 12 variables into 2 factors

FACTOR ANALYSIS FOR DETERMINANTS OF BRANDED RETAIL OUTLET VISITORS

Dimensions	Items	Mean (SD)	Communalities	Loadings	Variance (Eigen Value)
Factor – 1	Occupation	3.45 (1.193)	0.773	.857	35.658% (4.279)
	Lifestyle	3.52 (1.029)	0.729	.838	
	Age	3.74 (1.089)	0.529	.693	
	Custom & Tradition	3.20 (1.225)	0.637	.677	
	Income	3.60 (1.182)	0.523	.643	
	Personality	3.41(1.152)	0.565	.606	
	Status & Social Class	3.39 (1.084)	0.599	.561	



Factor – 2	Reference Group	3.45 (1.097)	0.745	.860	27.549 (3.306)
	Influence of family	3.27 (1.149)	0.664	.769	
	Purchasing Power	3.23 (1.209)	0.599	.642	
	Beliefs & Attitudes	3.49 (1.064)	0.651	.612	
	Other	3.70 (1.019)	0.571	.552	

INFERENCE:

From the above table it is found that 12 variables are reduced into 2 predetermined factors with total variance of 63.207% factor 1 possess 7 variables with 35.658 % of variance and 4.279 as Eigen value and factor 2 possess 5 variables with 27.549 % of variance and 3.306 as Eigen value.

The first factor consists of seven variables which are is named as **Psychological Aspects** where consumers depend upon psychological mind set of individuals to purchase branded apparels..

The second factor consists of 5 variables that are named as **Behavioural Aspects** when consumers adapt the forces and opinions externally from their friends and family and react accordingly.

FACTOR ANALYSIS OF BRANDED RETAIL OUTLETS BUYING BEHAVIOR

KMO AND BARTLETT’S TEST

Kaiser recommends that 0.5 is the minimum accepted level, values between 0.7 - 0.8 are acceptable and above 0.9

are superb. Barlett’s enables the indication of strong relationship among variables.

KMO AND BARTLETT’S TEST

Kaiser-Meyer-Olkin Measure of Sampling Adequacy	0.892
Bartlett’s Test of Sphericity Approx. Chi-Square	1194.735
df	171
Sig	.0000

INFERENCE

From the above table the value of KMO is 0.892 which is higher than the minimum value prescribed by Kaiser. This proves sample adequacy and the KMO test supports the factors analysis.

TOTAL VARIANCE = 61.442 which segments the 19 variables into 3 factors

FACTOR ANALYSIS OF BRANDED RETAIL OUTLETS BUYING BEHAVIOR

Dimensions	Items	Mean (SD)	Communalities	Loadings	Variance (Eigen Value)
Factor 1	The outlets aid to timely checkout	3.68 (.753)	.732	.823	22.297 (4.236)
	The apparel retail outlets, price tags and apparel details are clear and neatly labeled	3.84 (.819)	.624	.704	
	The apparel outlets provides digital payment option	3.85 (.859)	.585	.700	
	The outlet provides me discounts/ promotional, seasonal, festival offer	3.71 (.989)	.700	.692	
	The apparel outlets is willing to accept return and exchanges of damaged apparels in a fair manner	3.62 (1.004)	.714	.658	
	The apparel outlet are providing membership cards and it aid to get discounts on my next purchase	3.65 (.954)	.619	.625	
	The apparel outlet provides ample parking facilities	3.78 (.882)	.528	.589	
	The outlet provides clear information tags indicating the list of apparel items on each section	3.81 (.807)	.568	.547	



Factor 2	Employees are knowledgeable & understanding customer service needs	3.57 (.943)	.700	.763	21.189 (4.026)
	Employees in apparel outlets are available to answer my apparel products related choices & queries	3.67(1.015)	.620	.728	
	Employees in the apparel stores are courteous in providing me individual attention	3.63 (.985)	.626	.719	
	The Tangible (: In-store mobility, appearance of outlets attributes: Trolley, shopping bags, lightening, music) aspects of apparel outlet service is excellent	3.75 (.806)	.505	.682	
	The apparel outlets are clean, attractive and convenient physical facilities (Restrooms, Fitting rooms etc)	3.90 (.778)	.553	.673	
	The apparel retail outlets has good creditability in providing apparels to me	3.80 (.844)	.544	.559	
	When a customer has a problem, the store outlet employees shows a sincere interest in solving it directly & immediately	3.55 (.992)	.522	.543	
Factor 3	The apparel outlets provides a sufficient range of apparel choices	3.72 (.900)	.683	.736	17.956 (3.412)
	The number of substitutions or out of stock items are reasonable	3.55 (.895)	.635	.729	
	The apparel outlets are operating hours to all their customers	3.79 (.868)	.637	.678	
	In this apparel retail outlets pricing is reasonable comparing to other store	3.63 (.897)	.579	.656	

INFERENCE

From the above table of analysis the factors influencing to visit branded retail outlet for apparels are appropriate. Specifying the most predetermined factor as factor 1 with 22.297% of variance and 4.236 as Eigen value, factor 2 with 21.189 % of variance and 4.026 as Eigen value and factor 3 with 17.956 % of variance level and 3.412 as Eigen value. The first factor consists of 8 variables. The above variables are named as Dynamic Consumers where they expect discounts and offers, promotional benefits, correct information, timely checkout, modern payment option and ample parking facilities. The second factor consists of 7 variables that are named as Customer Service Seekers where this type of consumers wish to get proper customer service to be provided by the employees and the retailers of branded outlets. They prefer branded retail outlet due to the variables like good customer service, knowledgeable employees, tangible facilities, proper environmental facilities, grievances redressal of consumers, good creditability, courteous service and understanding consumer needs by the employees. The third factor consists of 4 variables. This factor is named as Variation Seekers who wish to have variety of apparel segments and trendy apparels which happens to have the variables of buying behaviour of this type of consumers in product variations, extended operating

hours, reasonable pricing and proper availability of substitutes.

ANALYSIS OF CUSTOMER SATISFACTION LEVEL TOWARDS BRANDED RETAIL OUTLETS

KMO AND BARTLETT'S TEST

Kaiser-Meyer-Olkin Measure of Sampling Adequacy	0.914
Bartlett's Test of Sphericity Approx. Chi-Square	701.114
Df	28
Sig	0.000

INFERENCE

From the above table the value of KMO is 0.914 which is higher than the minimum value prescribed by Kaiser. This states that the relationship between satisfaction level variables are highly influenced.

TOTAL VARIANCE = 77.698% which segments the 8 variables into 2 factor

FACTOR ANALYSIS OF BRANDED RETAIL OUTLETS BUYING BEHAVIOR

Dimensions	Items	Mean (SD)	Communalities	Loadings	Variance (Eigen Value)
Factor 1	I am satisfied with my decision to purchase apparel from this store	3.82 (.921)	0.873	.848	41.480 (3.318)
	I feel the outlets provides a good value for money	3.71 (.971)	0.791	.825	
	I am pleased with my experience at the apparel outlet store	3.79 (.858)	0.752	.750	
	Retail outlets meet my expectation	3.83 (.887)	0.638	.679	
Factor 2	Satisfied with the facilities	3.66 (.970)	0.819	.856	36.218 (2.897)
	Comfortable shopping environment	3.88 (.865)	0.821	.777	
	The outlet is spacious store and pleasant clothing/apparel	3.92 (.768)	0.797	.732	
	Satisfy with the quality of service offered by the store	3.78 (.828)	0.725	.627	

INFERENCE:

From the above table it is clearly shown that factor 1 is the dominating factor with 41.480 of variance level and 3.318 as Eigen value and factor 2 with 36.218 % of variance and 2.897 as Eigen value. The first factor possess 4 variables. The above factors are named as **Inertia Consumers**. These consumers wont wish to choose alternatives due to high level of satisfaction they expect the presence of good value for money, purchase decision, satisfied shopping experience and purchase expectation fulfillment. The second factor consists of 4 variables named as **Tangibles Satisfiers** where they get satisfied to an high extend with the providence of all the tangible facilities provided by the retail outlets while shopping like comfortable shopping environment, spacious store, pleasant music, proper maintenance of trial rooms, good providence of facilities and quality of service.

ANALYSIS OF CUSTOMER LOYALTY TOWARDS BRANDED RETAIL OUTLETS FOR APPARELS

KMO AND BARTLETT'S TEST

Kaiser-Meyer-Olkin Measure of Sampling Adequacy	0.863
Bartlett's Test of Sphericity Approx. Chi-Square	591.185
Df	287
Sig	0.000

INFERENCE:

From the above table the value of KMO is 0.863 which is the acceptable level as per the values of kaiser test. This states that customer loyalty level variables are significantly acceptable.

TOTAL VARIANCE = 76.219 % of all 8 variables which is divided into 2 factors.

FACTOR ANALYSIS OF CUSTOMER LOYALTY TOWARDS BRANDED RETAIL OUTLETS FOR APPARELS

Dimensions	Items	Mean (SD)	Communalities	Loadings	Variance (Eigen Value)
Factor 1	I will say positive things about the store	3.68 (.834)	.793	.877	44.074 (3.526)
	I will continuously buy products from the store	3.65 (.797)	.785	.846	
	I would recommend this store to others	3.78 (.892)	.727	.803	
	I would maintain my relationship with the store	3.66 (.758)	.777	.797	
	I prefer this store over others	3.73 (.966)	.669	.699	
	I will continue to shop even if the price increase	3.11 (1.112)	.850	.906	
Factor 2	I will not switch to another if I face any problem with the store	3.25 (1.053)	.775	.816	32.145 (2.572)
	I consider myself to be loyal customer of the store	3.39 (.959)	.722	.766	



INFERENCE

From the above table it is clearly shown that factor 1 is the dominating factor with 44.074 % of variance level and 3.526 as Eigen value and factor 2 with 32.145 % of variance and 2.572 as Eigen value. The first factor consists of 5 variables that are named as **Incentivized Loyalty**. They are the consumers who tie themselves to the store on a regular basis for purchases. Incentivized consumers are loyal towards the branded retail outlets by maintaining a positive relationship with the store, preference towards the store will be more when compared to other outlets, they will spread the outlet reputation and goodwill in a positive way, they wish to shop apparels from the same store in all the situations and circumstances. The second factor consists of 3 variables named as **Hard Core Consumers**. This type of consumers always consider themselves as loyal customers towards the store in any environmental conditions. When consumers consider themselves as hard core consumers they will continue to shop from the same store even if the prices of apparels increase, they will not wish to switch over to another brand or branded retail outlet in case of any problem or at any situation.

ANOVA TEST TO KNOW THE SIGNIFICANT DIFFERENCE BETWEEN BRANDED RETAIL OUTLET AND CONSUMER BUYING BEHAVIOR

H₀: There is no significance difference between Branded Retail Outlet and Consumer Buying Behaviour.

H₁: There is a significance difference between Branded Retail Outlet and Consumer Buying Behaviour.

	Sum of Squares	df	Mean Square	F	Sig.
Between (Combined) Groups	4.314	9	.479	1.344	.224
Linear Term Weighted Deviation	.098	1	.098	.275	.601
Within Groups	4.216	8	.527	1.477	.175
Total	35.673	100	.357		
	39.987	109			

Source: Primary data

INFERENCE:

From the above table it is concluded that the Calculated Value (0.224) is more than the Significant value (0.05). Hence, the Null Hypothesis is accepted, that is, there is no

Dependent variable	Significant Predictors	F- Value (df)	R	R ²	Adjusted R ²	(t-Value) β	Sig.
Customer Satisfaction		79.313 (2, 107)	0.773	0.597	0.590		0.000 **

significance difference between Branded Retail Outlet and Consumer Buying Behaviour.

From the results it states that consumer preference towards branded retail outlet for apparels is not influenced by the variables of the store or other facilities provided by them. It is solely based on psychological and personal factors of the consumers.

MARKETING STRATEGIES FOLLOWED BY THE BRANDED RETAIL OUTLETS

Marketing Strategies	Mean Score	Rank
Product strategies	3.06	II
Price strategies	2.99	III
Promotional strategies	2.75	IV
Place strategies	2.69	V
Customer service strategies	3.30	I

INFERENCE:

From the table above relating to marketing strategies it is evidenced that consumers perceive that customer service strategy is given more importance by the retail outlets followed by product strategies as second rank, price strategies as third, promotional strategies as fourth and at last place strategies as fifth rank. The results are based upon the ranking method specified by the consumers of branded retail outlets. This ranking specifies that due to the importance given by the retail outlets towards customer service strategy the consumers are satisfied at a higher level which leads to customer loyalty, it is also noted that place strategy is given least ranking which clearly specifies that many consumers are out of reach towards branded retail outlet which is to be foreseen by the retailers of branded outlets and should plan to implement establishments in many areas.

REGRESSION RESULTS OF CUSTOMER BUYING BEHAVIOR AND CONSUMER LOYALTY ON CUSTOMER SATISFACTION

Step-wise Regression technique has been applied for studying the relationship between customer buying behaviour and consumer loyalty on customer satisfaction. It has been used to for extracting the effectiveness determinants of customer satisfaction.

H₀ : There is no significant influence of customer buying behaviour and consumer loyalty on customer satisfaction.

H₁ : There is significant influence of customer buying behaviour and consumer loyalty on customer satisfaction.



	Customer Loyalty					0.632 (8.362)	0.000 **
	Customer Buying Behaviour					0.209 (2.767)	0.007 **

Note - 1% Significance level

INFERENCE

From the above regression table it is found that the t value of customer loyalty is 0.632 at 1% level of significance and consumer buying behaviour is 0.209 have an impact on customer satisfaction. Hence Ho is rejected and H1 is accepted which states consumer loyalty and consumer buying behaviour have significant influence on customer satisfaction. The regression table links the variables of customer satisfaction, loyalty and buying behaviour. In general terms buying behaviour will influence purchase, post purchase benefit will influence customer satisfaction and repurchase influence customer loyalty. From the variables used in the study it was found that due to the facilities and strategies like clean environment, clear price tags, seasonal and unseasonal offers, appropriate return policy, good value for money, clear providence of information and prices which will be given to the consumers by the branded retail outlets majorly is the sole reason for their preference. Thus consumers are satisfied and will initiate repurchase even though the strategies and behaviour of the store change

FINDINGS AND CONCLUSION

The market of the economy consists of numerous entrepreneurs producing many products and services time to time to meet consumer needs and wants such increase in production lead to the availability of many choices and alternative. In such a situation attaining consumer satisfaction and loyalty is the crucial task of the branded retailer. Individuals are adapting themselves to the changing environment day by day which enables them to acquire more knowledge and intelligence. This acquisition made an increase in the needs, wants and expectation of consumers, where they expect to attain higher satisfaction level from each and every product they consume. From the study, it is depicted that customer loyalty and buying behaviour has significant influence on customer satisfaction hence they should implement new strategies and program that are more attractive and innovative to provide better quality of service in order to make customer satisfy and to achieve their loyalty. In spite of providence of all the facilities branded retail outlets lack back in certain cases and certain situations like high price factor, limited coverage of establishments, targeting only certain part of population etc. Consumers feel that the pricing of apparels offered by branded retail outlets is very expensive which should be considered most importantly to achieve high level of loyalty. Consumers purchase behaviour towards branded retail outlet for apparels is due to the reasons like brand image, quality, age, income, occupation, beliefs, attitudes, personality and social status. They are highly influenced by the facilities like

unseasonal and seasonal offers, clean environment, customer service, good quality, better promotional activities, digital payment option, available alternatives, provided by the retail outlets.

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