Consumer Preference and Satisfaction with Reference to Women Apparels at Max Store

A. Sandhya Rani, Budampati. V. S. Sowmya

Abstract— The trend of fashion apparels is growing rapidly. Women consumers are spending more across products and are obsessive about trendy apparels. The study focuses to examine the consumer preference and satisfaction with reference to women apparel at Max store. Primary data is obtained from survey questionnaire using convenience sampling method. Hypothesis is framed to analyse if there is a significant influence of age and income on consumer preference and satisfaction towards women apparels at max store at A S Rao Nagar. Primary data is collected from 150 respondents using convenience sampling. Chi square test is used to analyze the data. Results have indicated that there is no significant influence of age and income on consumer preference and satisfaction.

Keywords: Age, Consumer Preference, Consumer Satisfaction, Income

I. INTRODUCTION

Consumer preference is used primarily to choose an option that has the best anticipated worth amongst a lot of choices by the purchasers to satisfy his/her wants or desires. Preferences show options among extra valued choices available. The preference of the purchaser is the outcome of their behaviour that they reveal during search, purchase and dispose of products. Consumer satisfaction measures how well the expectations of a consumer concerning a product or a service provided by companies have been met. It is an abstract concept that involves factors such as product price, product quality, service price, service quality and location of product or service purchased.

Satisfaction of consumer after purchase depends on performance of product through expectations. Satisfaction or dissatisfaction of consumer is derived by comparing the actual performance of product with the performance that the consumer expects out of it. Customers make their expectations from the service quality, communications, delivery, references and past experiences. All these are considered by the management so as to match consumer expectations with their perceptions. The interpretation of these factors will be helpful by reaching expected level of consumer satisfaction.

Problem recognition occurs while a consumer finds an unmet want and refers toward consumers looking for changes on present states when they have better understanding of dissatisfaction. The awareness of dissatisfaction results to new demand that is generated as

result of internal factors and external factors for apparel store, instantly related inner reasons can be consumption intention and consumption belief; external reasons can be family, friends and promotional activities. Max, a division of lifestyle India Pvt .Ltd., opened its 1st store in Indore in the year 2006. In India, Max has more than 200 stores across 80 cities. Max is brand with its own label merchandise that is created by in house designers for every season. Max also launched the Max emerging star in 2017 in 4 smart cities across India. Max won the fashion retailer of the year at the franchisee India Star Retailer Awards 2017. Max was recognised by the great places to work institute as one of the premier brands.

A study by **VIDYA B PANICKER, KHALIL AHMAD MOHAMMAD (2017**) [1] confirmed that women are enormously fussy about their apparels or garments. With a growing number of women in India, the industry is on the pathway of extraordinary escalation, women spend a considerable amount of their income for purchase of apparels. **POONGODI AND M. GOKULAPRIYA (2017)** [2] in their analysis studied the source of awareness, preference, attributes and factors influencing purchasing behaviour of girls of college towards apparel buying in Pollachi taluk. Brand, durability, design, price, wider choice, colour, look, offers and discounts, location, size, fashionable, quality, material and comfort are the attributes. **TANVI GUPTA, J.K.BATRA (2017)** [3] states that there exists important link between demographic variables; income, marital status, education and the psychographic buying pattern of customers for women apparels as well as accessories in Delhi malls.

II. RESEARCH METHODOLOGY

Numerous changes and developments are taking place all around with the entire firms and industries including Apparel industry of women with an intention to speed up with the changes and diverse wants of people. Marketers realised that the effectiveness in fulfilling needs of consumers directly impacts profitability. The purchasing behaviour and preferences of women apparel are changing according to changes of generation and time. The better they understand the determinants underlying the behaviour of consumer the more they will be able to develop marketing strategies effectively to meet consumer wants. The main objectives of the study are to examine the consumer preference and satisfaction with reference to women apparel at Max store and to study the influence of age and income on consumer satisfaction of women. A hypothesis is framed

Dr. A. Sandhya Rani, School of Management Studies, Sreenidhi Institute of Science and Technology, Hyderabad – 501 301, Telangana, India
(E-mail: sandhyarania@sreenidhi.edu.in)
Budampati. V. S. Sowmya, School of Management Studies, Sreenidhi Institute of Science and Technology, Hyderabad – 501 301, Telangana, India
(E-mail: sowmyab@sreenidhi.edu.in)

to analyse if there is a significant influence of age and income on consumer preference and satisfaction of women apparels at Max store at A S Rao Nagar. Primary data is collected from 150 respondents using convenience sampling through questionnaire. Chi square test is used to analyze the data.

III. RESULTS

Table No:1
Frequency Of Visit – Age Wise

		FREQUENCY OF VISITING				Total
		Weekly	15 days	Monthly	Occasional	
A G E	18-22 yrs	2	3	30	29	64
	23-27 yrs	0	3	22	14	39
	28-32 yrs	1	1	8	11	21
	33-37 yrs	0	0	5	5	10
	more than 37 yrs	1	0	4	11	16
Total		4	7	69	70	150

From table number 1 it is observed that out of a sample of 150, 64 respondents fall under the age group of 18-22 yrs. Among them 30 respondents visit the store monthly and 29 visit occasionally. 39 respondents fall under the age group of 23-27 yrs. Among them 22 respondents visit monthly and 14 respondents visit occasionally.

Table no: 2
Type Of Purchase – Age Wise

		Planned purchases	Impulsive	Other reasons	
AGE	18-22 yrs	27	36	1	64
	23-27 yrs	15	24	0	39
	28-32 yrs	9	12	0	21
	33-37 yrs	6	4	0	10
	More than 37 yrs	7	9	0	16
Total		64	85	1	150

From table number 2, it is observed that out of a sample of 150, 64 respondents fall under the age group of 18-22 yrs. Of those 27 respondents plan their purchases and remaining make an impulsive purchase decision. 39 respondents fall under age group of 23-27 yrs. Among them, 15 respondents go on a planned purchase.

Table No: 3
Consumer Preference With Reference To Age – Chisquare Analysis

Factors	Df	Asymp sig	Significant/ Insignificant
Low price	16	0.019	Significant
Available of various brands	12	0.042	Significant
High Quality	8	0.242	Insignificant
Comfort sizes	12	0.058	Insignificant
Latest styles and designs	12	0.326	Insignificant
Color Guarantee	16	0.667	Insignificant
Discounts and offers	12	0.144	Insignificant
Exchange policy	16	0.196	Insignificant
Convenient location	12	0.473	Insignificant
Reception	12	0.307	Insignificant
Billing Queue	12	0.510	Insignificant
Parking Place	12	0.181	Insignificant
Wider Choice	12	0.927	Insignificant
Ambience	8	0.242	Insignificant

14 factors are considered for the study to examine the significant influence of age on consumer preferences. Analysis is done using chi square test. It is observed from table number 3 that out of 14 factors only two factors i.e., low price and availability of brands have shown significance with values 0.01 and 0.04, which are less than the significant value 0.05. Remaining 12 factors show insignificance indicating that there is no significant influence of age on consumer preferences. Hence **Null Hypothesis is accepted.**

Table No: 4
Consumer Satisfaction With Reference To Age – Chisquare Analysis

Factors	Df	Asymp sig	Significant/ Insignificant
Low price	12	0.245	Insignificant
Available of various brands	12	0.684	Insignificant
High Quality	12	0.049	Significant
Comfort sizes	12	0.719	Insignificant
Latest styles and designs	8	0.719	Insignificant
Color Guarantee	16	0.207	Insignificant
Discounts and offers	12	0.015	Significant
Exchange policy	12	0.306	Insignificant
Convenient location	12	0.766	Insignificant

Reception	12	0.571	Insignificant
Billing Queue	12	0.378	Insignificant
Parking Place	16	0.420	Insignificant
Wider Choice	16	0.151	Insignificant
Ambience	16	0.332	Insignificant

The analysis indicates that out of 14 factors only two factors i.e., High quality and discounts & offers have shown significance with values 0.04 and 0.01, which are less than the significant value 0.05. The remaining 12 alternatives shows insignificance indicating there is no significant influence of age on consumer Satisfaction. Hence **Null Hypothesis is accepted.**

Table No: 5
Frequency Of Visit – Income Wise

INCOME	FREQUENCY OF VISITING				
	weekly	15 days	Mont hly	occasi onal	Total
NO INCOME	3	3	31	48	85
below 20000	0	1	3	5	9
20000-40000	1	2	16	11	30
40000-60000	0	1	14	3	18
more than 60000	0	0	5	3	8
Total	4	7	69	70	150

From the above table number 5, it is observed that out of 150 respondents, 85 respondents who are home makers and students fall under the no income category. Among them, 31 respondents visit monthly and 48 visit occasionally. 48 respondents fall under 20000-60000 income category, of them 30 respondents visit monthly and 14 respondents visit occasionally.

Table No: 6
Type Of Purchase – Income Wise

		planne d	Impulsiv e	Other reasons	
INCOM E	NO INCOME	38	46	1	85
	below 20000	4	5	0	9
	20000-40000	11	19	0	30
	40000-60000	7	11	0	18
	more than 60000	4	4	0	8
Total		64	85	1	150

From the above table number 6, it is observed that out of 150 respondents, 85 respondents fall under no income category, among them 38 respondents plan their purchases and 46 respondents don't plan their purchases.

Table No: 7
Consumer Preference With Reference To Income – Chisquare Analysis

Factors	Df	Asymp sig	Significant/ Insignificant
Low price	16	0.411.	Insignificant
Available of various brands	12	0.227	Insignificant
High Quality	8	0.667	Insignificant
Comfort sizes	12	0.008	Significant
Latest styles and designs	12	0.477	Insignificant
Colour Guarantee	16	0.018	Significant
Discounts and offers	12	0.107	Insignificant
Exchange policy	16	0.373	Insignificant
Convenient location	12	0.065	Insignificant
Reception	12	0.224	Insignificant
Billing Queue	12	0.676	Insignificant
Parking Place	12	0.345	Insignificant
Wider Choice	12	0.431	Insignificant
Ambience	8	0.436	Insignificant

The analysis from the above table number 7 indicates that out of 14 factors only two factors i.e., colour guarantee and comfort sizes have shown significance, remaining 12 alternatives have shown insignificant. This indicates that there is no significant influence of income on consumer Satisfaction. Hence **Null Hypothesis is accepted.**

Table No: 8
Consumer Satisfaction With Reference To Income – Chisquare Analysis

Factors	Df	Asymp sig	Significant/ Insignificant
Low price	12	0.602	Insignificant
Available of various brands	12	0.801	Insignificant
High Quality	12	0.012	Significant
Comfort sizes	12	0.686	Insignificant
Latest styles and designs	8	0.944	Insignificant
Color Guarantee	16	0.949	Insignificant
Discounts and offers	12	0.606	Insignificant
Exchange policy	12	0.339	Insignificant
Convenient location	12	0.308	Insignificant
Reception	12	0.712	Insignificant
Billing Queue	12	0.185	Insignificant

Parking Place	16	0.776	Insignificant
Wider Choice	16	0.962	Insignificant
Ambience	12	0.573	Insignificant

The analysis from table number 8 indicates that out of 14 factors only one factor i.e., high quality is showing significance. All the remaining 13 factors have shown insignificance. This indicates there is no significant influence of income on consumer Satisfaction. Hence **Null Hypothesis is accepted.**

It is found that buying behaviour of the customers depends on variety of factors like price, brand, quality, comfort sizes, styles and designs, colour guarantee, discounts and offers, exchange policy, convenient location, reception, billing queue, parking place, wider choice and ambience. Majority of customers are satisfied. It is concluded that age group of 18-22 yrs preferred low prices and availability of brands and are satisfied with High quality and discounts & offers. Home makers and 20000-40000 income category respondents preferred colour guarantee and comfort sizes. They got satisfied with high quality. Results have indicated that there is no significant influence of age and income on consumer preference and satisfaction.

REFERENCES

1   Vidya B panicker, "A brand experience study on the apparel buying behaviour of women consumers in Mumbai", *International Journal of Commerce and Management Research*, vol. 3, pp. 10-15, 2017.
2   S.Poonagodi. M, "Apparel choice and buying behaviour of college girls", *Intercontinental Journal of Marketing Research Review*, vol. 5, pp. 8-14, 2017.
3   Tanvi Gupta. J. (2017.vol 13). "Assessment of Demographic impact on female psychographics", *KIIT Journal of Management*, vol. 13, pp. 1-16, 2017