

A STUDY OF FEMALE CONSUMER BUYING BEHAVIOR FOR ORGANIZED RETAIL APPAREL STORES WITH SPECIAL REFERENCE TO AHMEDABAD CITY

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ABSTRACT

Apparel is one of the basic necessities of human civilization along with food, water and shelter. The Apparel Industry reflects people's lifestyles and shows their social and economic status. Female as a consumer group have gained significant importance for marketers in recent years because of their growing purchasing power. The purpose of the study was to understand the Indian apparel market in terms of market size and growth and to study the important demographic, psychological and socio-economic factors which influence the consumer buying behavior for apparel with reference to females residents in Ahmedabad City. For ease of access of primary data, a questionnaire was prepared to collect data from female consumers of different areas of Ahmedabad. The collected data was analyzed using various quantitative tools. The relation between various demographic variables and consumer behavior on apparel has been explored. Apparel companies can target the right target segment in terms of gender, age group, family income, personality, culture, etc. by understanding the preferences of the female consumers and can devise strategies to enable the females to access their products easily.

Keywords: ANOVA, Apparel, Consumer Behavior, Female, Organized retail.

INTRODUCTION

Retailing industry may include subordinated services, such as delivery of items. Purchasers may be individuals or businesses. The retail sector in India can be widely split into the organized and the unorganized sector. The unorganized sector is though predominant.

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Literature Review

Apparel is one of the basic necessities of human civilization along with food, water and shelter. The Apparel Industry reflects the people's lifestyles and shows their social and economic status. The Apparel and Textile industry is India's second largest industry after IT Industry. At present, it is amongst the fastest growing industry segment and is also the second largest foreign exchange earner for the country. The apparel industry accounts for 26% of all Indian exports. The Indian government has targeted the apparel and textiles industry segments to reach \$50 billion by the year 2015.

Kopp *et al* (1989) proposed price consciousness, quality consciousness, fashion consciousness, to understand consumer preferences in apparel industry. Several research has been conducted which has gained currency like Nicholl *et al's* (2002) window (leisure) driven shoppers, Kopp's recreational shopping, Boedekar's (1995) search for experience and recreation, Arnold and Reynolds' (2003) hedonic shopping motivations and Jin and Kim's (2003) leisurely motivated shoppers. With reference to store choice variables, Moye and Kincade (2003) reported that the occasion for which an apparel item is bought does influence the consumer's importance rating of the store environment and there were higher expectations for the environment of a store offering formal merchandize than a store offering casual merchandize.

Magleburg *et al.* (2004) suggested that the teenagers who shop often with their friends are more vulnerable to informational influence and less prone to normative influence. Prus (1993) in a qualitative study said that a number of dilemmas for consumers are created by shopping companions like additional definitions (encouragements, discouragements and distractions) of products, money, users as well as their concerns with the identities and the ensuing relationships implied by the presence of their companions. Mascarenhas and Higby (1993) have discovered the interpersonal influences in teenagers and found three major influence sources -peers, parents and the media.

RESEARCH METHODOLOGY

Statement of the problem

" A Study of Female Consumer Buying Behavior for Organized Retail Apparel Store with special reference to Ahmedabad City"

Objectives of the Study:

1. To find the Functional attributes that govern a Female Consumer's choice of an Apparel Retail Outlet.
2. To find the Psychological attributes that govern a Female Consumer's choice of an Apparel Retail Outlet.
3. To find the reasons behind Female's buying branded apparels.

Research Design

The research design adopted was descriptive. This research was undertaken to study the Female Consumer Buying Behavior for Organized Retail Apparel Stores with special reference

to Ahmedabad City.

Sampling design

Convenience Sampling Method

Research Instrument

A well-structured questionnaire was used for collecting the primary data from the employees of various call centers

Sample Size

134 Female respondents

Sampling Unit

Individual shopper in various apparel organized retail stores.

Sources of Data

Primary data: Data collected through a questionnaire.

Secondary data: Books, Websites, Magazines. Journals, Research Papers, etc.

DATA ANALYSIS AND INTERPRETATION

Demographic details

In current research, 134 respondents were chosen. Most of the respondents belong to the age range of below 25. The majority of the target audience is having Post-Graduation qualification followed by Graduate. Majority of the respondents are student followed by professional as their occupation. Majority is having a monthly family income range of above Rs. 50,000 followed by the band of Rs. 30,001 to Rs. 50,000.

The primary data based upon detailed questionnaire is summarized in Tables followed by the inferences derived.

a) With whom do you like to go for shopping?

Table 1: Companions During Shopping

	Frequency	Percent
Alone	11	8.2
With family	69	51.5
With friends	54	40.3
Total Respondents	134	100

Inference

From the Table 1, we can say that majority viz. 51% respondents are likely to go for shopping with family followed by with friends.

b) **What is your expenditure on apparel per year?****Table 2: Annual Expenditure on Apparel**

Expenditure Limit	Frequency	Percent
Less than Rs.2,500	10	7.5
Rs. 2,500 – 5,000	49	36.6
Rs. 5,001- 7,500	40	29.9
More than Rs. 7,500	35	26.1
Total Respondents	134	100

Inference

Table 2 shows that 36% respondents are spending in the range of Rs. 2,500-5,000 per year on apparel followed by 30% respondents in the range of Rs. 5,001-7,000 .

c) **Where do you buy your apparel?****Table 3: Nature of Outlets**

	Frequency	Percent
Branded apparel outlets	116	86.6
Any other outlets	18	13.4
Total Respondents	134	100

Inference

Table 3 shows that 116 respondents (86.6 %) respondents are buying the apparel from branded apparel outlets. Remaining 18 respondents (13.4 %) are buying from "any other outlets".

d) **Reasons for buying branded apparels****Table 4: Reason for Buying**

	Frequency
Price of apparel	33
Easy Availability	25
Quality of apparel	103
Status symbol	33
Comfortable	65
Brand Image	47
Durability	58
Value for money	51

Inference

Table 4 shows the reason behind the purchasing of branded apparel.

- 103 respondents are highly quality consciousness i.e. 103 respondents are buying the branded apparel for high quality purpose.
- 65 respondents are buying the branded garment for comfortability with branded apparels.
- 58 respondents are more concerned with the durability of apparels.
- 51 respondents are saying that they are placing the high value for money in branded apparels.

e) Perception of functional attributes of preference of a retail apparel store

Table 5: Perception of Functional Attributes

Descriptive statistics					
Attributes	N	Minimum	Maximum	Mean	Standard deviation
Price range	116	1	5	3.0948	1.22991
Location	116	1	5	3.3190	1.13131
Design availability	116	1	5	3.9224	1.07259
Credit facility	116	1	5	2.7414	1.26574
Range of Apparel	116	1	5	3.5086	1.10725
Type of apparel	116	1	5	3.6810	1.10807
Store name	116	1	5	2.8190	1.15419
Store size	116	1	5	2.3793	1.21337
Availability of latest trends in Apparels	116	1	5	3.9310	1.13232
Offers and Discounts	116	1	5	3.4914	1.23356
Service of the staff	116	1	5	3.7328	0.9458
After Sales Service	116	1	5	3.3534	1.02367
Loyalty programme	116	1	5	2.7672	1.17479
Parking Space Availability(Amenities)	116	1	5	2.8879	1.11723
Previous interaction with the outlet	116	1	5	3.4310	1.16637
Knowledge of the staff	116	1	5	3.3793	1.10851

Inference

Table 5 indicates that Availability of latest trend in Apparel and Design availability is the most important functional attributes for preference of retail Apparel store because the mean 3.9310 & 3.9224 are higher compared to mean of other functional attributes.

Other attribute like Range of Apparel, Type of Apparel, Location, and Offers are also playing significant role for preference of a particular retail store because the mean of these attributes are also around 3.50.

f) **Perception of Psychological attributes of preference of a retail apparel store**

Table 6: Perception of Psychological Attributes

Descriptive statistics					
Attributes	N	Minimum	Maximum	Mean	Standard deviation
Layout	116	1	5	3.0259	0.95518
Architecture of the store	116	1	5	3.0862	0.99187
Symbols	116	1	5	2.8966	1.23274
Colours	116	1	5	3.3017	1.32678
Advertising	116	1	5	3.3362	1.13401
Store sales personnel	116	1	5	3.2069	0.98261
Display	116	1	5	3.7241	1.04329
Points of sale material	116	1	5	3.4483	1.05985
Courteous staff	116	1	5	3.5431	1.08261
References	116	1	5	3.5517	1.16727

Inference

Table 6 indicates that the most important Psychological attribute for preference of retail apparel store is display of the branded apparel. This category has the highest mean value of 3.7241. Other attribute like layout, Architecture of the store, colours, Advertising, Store sales personnel, Point of sale material, Courteous behaviour of the staff, and reference are also playing the important role for preference of the retail apparel store, because all these attribute are having the mean value higher than 3.00.

HYPOTHESIS TESTING

Since there are more than two groups, to test differences between different means, the Analysis Of Variance, or the ANOVA test was conducted. Through ANOVA test, one can look at the way groups differ internally versus what the difference is between them. ANOVA calculates the mean for each of the groups i.e. the Group Means. Thence, it calculates the the Overall Mean for all the groups combined. Within each group, the total deviation of each individual's score from the Group Mean or the - Within Group Variation is calculated. Further, it calculates the deviation of each Group Mean from the Overall Mean i.e. Between Group Variation. And finally, ANOVA produces the F statistic which is the ratio Bbetween Group Variation to the Within Group Variation. If the Between Group Variation is significantly greater than the Within Group Variation, then it is likely that there is a statistically significant

difference between the groups.

ANOVA for Age- Perception

i) Functional Attributes

Table 7: ANOVA for Functional Attributes of Age perception

		Sum of Squares	df	Mean Square	F	Sig.
Price range (Functional attributes)	Between Groups	0.708	2	0.354	0.231	0.794
	Within Groups	173.249	113	1.533		
	<i>Total</i>	173.957	115			
Location	Between Groups	0.257	2	0.128	0.099	0.906
	Within Groups	146.941	113	1.3		
	<i>Total</i>	147.198	115			
Design availability	Between Groups	0.906	2	0.453	0.39	0.678
	Within Groups	131.396	113	1.163		
	<i>Total</i>	132.302	115			
Credit facilities	Between Groups	6.893	2	3.447	2.196	0.116
	Within Groups	177.348	113	1.569		
	<i>Total</i>	184.241	115			
Range of apparel	Between Groups	6.501	2	3.25	2.731	0.069
	Within Groups	134.491	113	1.19		
	<i>Total</i>	140.991	115			
Type of apparel	Between Groups	0.422	2	0.211	0.169	0.845
	Within Groups	140.777	113	1.246		
	<i>Total</i>	141.198	115			
Store name	Between Groups	0.543	2	0.271	0.201	0.818
	Within Groups	152.656	113	1.351		
	<i>Total</i>	153.198	115			
Store size	Between Groups	3.211	2	1.606	1.092	0.339
	Within Groups	166.099	113	1.47		
	<i>Total</i>	169.31	115			

Availability of latest trend in apparel	Between Groups	0.152	2	0.076	0.058	0.944
	Within Groups	147.297	113	1.304		
	<i>Total</i>	147.448	115			
Offers and discounts	Between Groups	6.285	2	3.143	2.105	0.127
	Within Groups	168.706	113	1.493		
	<i>Total</i>	174.991	115			
Service of the staff	Between Groups	2.574	2	1.287	1.452	0.238
	Within Groups	100.142	113	0.886		
	<i>Total</i>	102.716	115			
After sales service	Between Groups	0.941	2	0.47	0.445	0.642
	Within Groups	119.568	113	1.058		
	<i>Total</i>	120.509	115			
Loyalty programme	Between Groups	0.302	2	0.151	0.108	0.898
	Within Groups	158.414	113	1.402		
	<i>Total</i>	158.716	115			
Parking space (Amenities)	Between Groups	4.554	2	2.277	1.851	0.162
	Within Groups	138.989	113	1.23		
	<i>Total</i>	143.543	115			
Previous interaction with outlet	Between Groups	4.592	2	2.296	1.709	0.186
	Within Groups	151.856	113	1.344		
	<i>Total</i>	156.448	115			
Knowledge of the staff	Between Groups	6.083	2	3.042	2.542	0.083
	Within Groups	135.227	113	1.197		
	<i>Total</i>	141.31	115			

Inference

- Calculated Value of F statistics is 0.231 and probability value for testing our hypothesis is 0.794. Because this value is higher than 0.05, our null hypothesis is accepted. That means there is no Age -wise perceptual difference regarding the price range as a preference for a retail apparel store over other.
- Calculated Value of F statistics is 0.099 and probability value for testing our hypothesis is

0.906. Because this value is higher than 0.05, our null hypothesis is accepted. That means there is no Age-wise perceptual difference regarding location as preference for a retail apparel store over other.

- Calculated Value of F statistics is 0.390 and probability value for testing our hypothesis is 0.678. Because this value is higher than 0.05, our null hypothesis is accepted. That means there is no Age-wise perceptual difference regarding design availability as preference for a retail apparel store over other.
- Calculated Value of F statistics is 2.196 and probability value for testing our hypothesis is 0.116. Because this value is higher than 0.05, our null hypothesis is accepted. Means there is no Age-wise perceptual difference regarding credit facility as preference for a retail apparel store over other.
- Calculated Value of F statistics is 2.731 and probability value for testing our hypothesis is 0.069. Because this value is higher than 0.05, our null hypothesis is accepted. That means there is no Age -wise perceptual difference regarding range of apparel as preference for a retail apparel store over other.
- Calculated Value of F statistics is 0.169 and probability value for testing our hypothesis is 0.845. Because this value is higher than 0.05, our null hypothesis is accepted. That means there is no Age-wise perceptual difference regarding type of apparel as preference for a retail apparel store over other.
- Calculated Value of F statistics is 0.201 and probability value for testing our hypothesis is 0.818. Because this value is higher than 0.05, our null hypothesis is accepted. That means there is no Age-wise perceptual difference regarding store name as preference for a retail apparel store over other.
- Calculated Value of F statistics is 1.092 and probability value for testing our hypothesis is 0.329. Because this value is higher than 0.05, our null hypothesis is accepted. That means there is no Age-wise perceptual difference regarding store size as preference for a retail apparel store over other.
- Calculated Value of F statistics is 0.058 and probability value for testing our hypothesis is 0.944. Because this value is higher than 0.05, our null hypothesis is accepted. That means there is no Age-wise perceptual difference regarding availability of latest trend in apparel as preference for a retail apparel store over other.
- Calculated Value of F statistics is 2.105 and probability value for testing our hypothesis is 0.127. Because this value is higher than 0.05, our null hypothesis is accepted. That means there is no Age-wise perceptual difference regarding offers and discounts as preference for a retail apparel store over other.
- Calculated Value of F statistics is 1.452 and probability value for testing our hypothesis is 0.238. Because this value is higher than 0.05, our null hypothesis is accepted. That means there is no Age -wise perceptual difference regarding service of the staff as preference for a retail apparel store over other.

- Calculated Value of F statistics is 0.445 and probability value for testing our hypothesis is 0.642. Because this value is higher than 0.05, our null hypothesis is accepted. That means there is no Age -wise perceptual difference regarding after-sales service as preference for a retail apparel store over other.
- Calculated Value of F statistics is 0.108 and probability value for testing our hypothesis is 0.898. Because this value is higher than 0.05, our null hypothesis is accepted. That means there is no Age -wise perceptual difference regarding loyalty programme as preference for a retail apparel store over other.
- Calculated Value of F statistics is 1.851 and probability value for testing our hypothesis is 0.162. Because this value is higher than 0.05, our null hypothesis is accepted. That means there is no Age-wise perceptual difference regarding parking space availability (amenities) as preference for a retail apparel store over other.
- Calculated Value of F statistics is 1.709 and probability value for testing our hypothesis is 0.186. Because this value is higher than 0.05, our null hypothesis is accepted. That means there is no Age-wise perceptual difference regarding previous interaction with the outlet as preference for a retail apparel store over other.
- Calculated Value of F statistics is 2.542 and probability value for testing our hypothesis is 0.083. Because this value is higher than 0.05, our null hypothesis is accepted. That means there is no Age-wise perceptual difference regarding knowledge of the staff as preference for a retail apparel store over other.

ii) Psychological attributes

Table 8: ANOVA for Psychological Attributes of Age perception

		Sum of Squares	df	Mean Square	F	Sig.
Layout (Psychological attributes)	Between Groups	2.568	2	1.284	1.418	0.247
	Within Groups	102.354	113	0.906		
	<i>Total</i>	104.922	115			
Architecture of the store	Between Groups	4.896	2	2.448	2.556	0.082
	Within Groups	108.242	113	0.958		
	<i>Total</i>	113.138	115			
Symbols	Between Groups	21.232	2	10.616	7.814	0.001
	Within Groups	153.527	113	1.359		
	<i>Total</i>	174.759	115			
Colours	Between Groups	5.748	2	2.874	1.651	0.196
	Within Groups	196.691	113	1.741		
	<i>Total</i>	202.44	115			

Advertising	Between Groups	21.232	2	10.616	9.472	0
	Within Groups	126.656	113	1.121		
	<i>Total</i>	147.888	115			
Store sales personnel	Between Groups	0.431	2	0.216	0.22	0.803
	Within Groups	110.603	113	0.979		
	<i>Total</i>	111.034	115			
Display	Between Groups	7.228	2	3.614	3.463	0.035
	Within Groups	117.944	113	1.044		
	<i>Total</i>	125.172	115			
Point of sales material	Between Groups	3.8	2	1.9	1.719	0.184
	Within Groups	124.89	113	1.105		
	<i>Total</i>	128.69	115			
Courteous staff	Between Groups	10.269	2	5.134	4.66	0.011
	Within Groups	124.516	113	1.102		
	<i>Total</i>	134.784	115			
Reference	Between Groups	5.924	2	2.962	2.22	0.113
	Within Groups	150.766	113	1.334		
	<i>Total</i>	156.69	115			

Inference

- Calculated Value of F statistics is 1.418 and probability value for testing our hypothesis is 0.247. Because this value is higher than 0.05, our null hypothesis is accepted. That means there is no Age-wise perceptual difference regarding layout as preference for a retail apparel store over other.
- Calculated Value of F statistics is 2.556 and probability value for testing our hypothesis is 0.082. Because this value is higher than 0.05, our null hypothesis is accepted. That means there is no Age-wise perceptual difference regarding architecture of the store as preference for a retail apparel store over other.
- Calculated Value of F statistics is 7.814 and probability value for testing our hypothesis is 0.001. Because this value is less than 0.05, our null hypothesis is rejected. That means there is Age-wise perceptual difference regarding symbols as preference for a retail apparel store over other.
- Calculated Value of F statistics is 1.651 and probability value for testing our hypothesis is 0.196. Because this value is higher than 0.05, our null hypothesis is accepted. That means there is no Age-wise perceptual difference regarding colours as preference for a retail apparel store over other.
- Calculated Value of F statistics is 9.492 and probability value for testing our hypothesis

is 0.000. Because this value is less than 0.05, our null hypothesis is rejected. That means there is Age-wise perceptual difference regarding advertising as preference for a retail apparel store over other.

- Calculated Value of F statistics is 0.220 and probability value for testing our hypothesis is 0.803. Because this value is higher than 0.05, our null hypothesis is accepted. That means there is no Age-wise perceptual difference regarding store sales personnel as preference for a retail apparel store over other.
- Calculated Value of F statistics is 3.463 and probability value for testing our hypothesis is 0.035. Because this value is less than 0.05, our null hypothesis is rejected. That means there is Age-wise perceptual difference regarding display as preference for a retail apparel store over other.
- Calculated Value of F statistics is 1.719 and probability value for testing our hypothesis is 0.184. Because this value is higher than 0.05, our null hypothesis is accepted. That means there is no Age-wise perceptual difference regarding points of sale material as preference for a retail apparel store over other.
- Calculated Value of F statistics is 4.660 and probability value for testing our hypothesis is 0.011. Because this value is less than 0.05, our null hypothesis is rejected. Means there is Age wise perceptual difference regarding courteous staff as preference for a retail apparel store over other.
- Calculated Value of F statistics is 0.2.220 and probability value for testing our hypothesis is 0.113. Because this value is higher than 0.05, our null hypothesis is accepted. That means there is no Age-wise perceptual difference regarding references as preference for a retail apparel store over other.

ANOVA for Educational Qualification

i) Functional Attributes

Table 9: ANOVA for Functional Attributes of Education perception

		Sum of Squares	df	Mean Square	F	Sig.
Price range (Functional attributes)	Between Groups	17.78	3	5.927	4.25	0.007
	Within Groups	156.177	112	1.394		
	<i>Total</i>	173.957	115			
Location	Between Groups	0.944	3	0.315	0.241	0.868
	Within Groups	146.254	112	1.306		
	<i>Total</i>	147.198	115			
Design availability	Between Groups	5.743	3	1.914	1.694	0.172
	Within Groups	126.559	112	1.13		
	<i>Total</i>	132.302	115			

Credit facilities	Between Groups	4.336	3	1.445	0.9	0.444
	Within Groups	179.905	112	1.606		
	<i>Total</i>	184.241	115			
Range of apparel	Between Groups	14.547	3	4.849	4.295	0.007
	Within Groups	126.444	112	1.129		
	<i>Total</i>	140.991	115			
Type of apparel	Between Groups	3.911	3	1.304	1.064	0.368
	Within Groups	137.287	112	1.226		
	<i>Total</i>	141.198	115			
Store name	Between Groups	6.306	3	2.102	1.603	0.193
	Within Groups	146.892	112	1.312		
	<i>Total</i>	153.198	115			
Store size	Between Groups	8.075	3	2.692	1.87	0.139
	Within Groups	161.235	112	1.44		
	<i>Total</i>	169.31	115			
Availability of latest trend in apparel	Between Groups	8.432	3	2.811	2.264	0.085
	Within Groups	139.017	112	1.241		
	<i>Total</i>	147.448	115			
<i>Offers and discounts</i>	Between Groups	2.609	3	0.87	0.565	0.639
	Within Groups	172.382	112	1.539		
	<i>Total</i>	174.991	115			
Service of the staff	Between Groups	1.835	3	0.612	0.679	0.567
	Within Groups	100.88	112	0.901		
	<i>Total</i>	102.716	115			
After sales service	Between Groups	2.711	3	0.904	0.859	0.465
	Within Groups	117.797	112	1.052		
	<i>Total</i>	120.509	115			
Loyalty programme	Between Groups	3.754	3	1.251	0.904	0.441
	Within Groups	154.962	112	1.384		
	<i>Total</i>	158.716	115			
Parking space (Amenities)	Between Groups	4.334	3	1.445	1.162	0.327
	Within Groups	139.209	112	1.243		
	<i>Total</i>	143.543	115			

Previous interaction with outlet	Between Groups	13.068	3	4.356	3.403	0.02
	Within Groups	143.38	112	1.28		
	<i>Total</i>	156.448	115			
Knowledge of the staff	Between Groups	4.166	3	1.389	1.134	0.339
	Within Groups	137.145	112	1.225		
	<i>Total</i>	141.31	115			

Inference

- Calculated Value of F statistics is 4.250 and probability value for testing our hypothesis is 0.007. Because this value is less than 0.05, our null hypothesis is rejected. That means there is education -wise perceptual difference regarding price range as preference for a retail apparel store over other.
- Calculated Value of F statistics is 0.241 and probability value for testing our hypothesis is 0.868. Because this value is higher than 0.05, our null hypothesis is accepted. That means there is no education wise perceptual difference regarding location as preference for a retail apparel store over other.
- Calculated Value of F statistics is 1.694 and probability value for testing our hypothesis is 0.172. Because this value is higher than 0.05, our null hypothesis is accepted. That means there is no education wise perceptual difference regarding design availability as preference for a retail apparel store over other.
- Calculated Value of F statistics is 0.900 and probability value for testing our hypothesis is 0.444. Because this value is higher than 0.05, our null hypothesis is accepted. That means there is no education- wise perceptual difference regarding credit facility as preference for a retail apparel store over other.
- Calculated Value of F statistics is 4.295 and probability value for testing our hypothesis is 0.007. Because this value is less than 0.05, our null hypothesis is rejected. That means there is education wise perceptual difference regarding range of apparel as preference for a retail apparel store over other.
- Calculated Value of F statistics is 1.064 and probability value for testing our hypothesis is 0.368. Because this value is higher than 0.05, our null hypothesis is accepted. That means there is no education wise perceptual difference regarding type of apparel as preference for a retail apparel store over other.
- Calculated Value of F statistics is 1.603 and probability value for testing our hypothesis is 0.193. Because this value is higher than 0.05, our null hypothesis is accepted. That means there is no education wise perceptual difference regarding store name as preference for a retail apparel store over other.
- Calculated Value of F statistics is 1.870 and probability value for testing our hypothesis is 0.139. Because this value is higher than 0.05, our null hypothesis is accepted. That means there is no Education -wise perceptual difference regarding store size as preference of a

retail apparel store over other.

- Calculated Value of F statistics is 2.264 and probability value for testing our hypothesis is 0.085. Because this value is higher than 0.05, our null hypothesis is accepted. That means there is no Education wise perceptual difference regarding availability of latest trend in apparel as preference for a retail apparel store over other.
- Calculated Value of F statistics is 0.565 and probability value for testing our hypothesis is 0.639. Because this value is higher than 0.05, our null hypothesis is accepted. That means there is no Education- wise perceptual difference regarding offers and discounts as preference for a retail apparel store over other.
- Calculated Value of F statistics is 0.679 and probability value for testing our hypothesis is 0.567. Because this value is higher than 0.05, our null hypothesis is accepted. That means there is no Education- wise perceptual difference regarding service of the staff as preference for a retail apparel store over other.
- Calculated Value of F statistics is 0.859 and probability value for testing our hypothesis is 0.465. Because this value is higher than 0.05, our null hypothesis is accepted. That means there is no Education -wise perceptual difference regarding after sales service as preference for a retail apparel store over other.
- Calculated Value of F statistics is 0.904 and probability value for testing our hypothesis is 0.441. Because this value is higher than 0.05, our null hypothesis is accepted. That means there is no education- wise perceptual difference regarding loyalty programme as preference for a retail apparel store over other.
- Calculated Value of F statistics is 1.162 and probability value for testing our hypothesis is 0.327. Because this value is higher than 0.05, our null hypothesis is accepted. That means there is no education- wise perceptual difference regarding parking space availability (amenities) as preference for a retail apparel store over other.
- Calculated Value of F statistics is 3.403 and probability value for testing our hypothesis is 0.020. Because this value is less than 0.05, our null hypothesis is rejected. That means there is education- wise perceptual difference regarding previous interaction with the outlet as preference for a retail apparel store over other.
- Calculated Value of F statistics is 1.134 and probability value for testing our hypothesis is 0.339. Because this value is higher than 0.05, our null hypothesis is accepted. That means there is no Education-wise perceptual difference regarding knowledge of the staff as preference for a retail apparel store over other.

ii) Psychological attributes

Table 10: ANOVA for Psychological Attributes of Education perception

		Sum of Squares	df	Mean Square	F	Sig.
Layout (Psychological attributes)	Between Groups	3.94	3	1.313	1.457	0.23
	Within Groups	100.983	112	0.902		
	<i>Total</i>	104.922	115			
Architecture of the store	Between Groups	0.206	3	0.069	0.068	0.977
	Within Groups	112.932	112	1.008		
	<i>Total</i>	113.138	115			
Symbols	Between Groups	17.661	3	5.887	4.197	0.007
	Within Groups	157.098	112	1.403		
	<i>Total</i>	174.759	115			
Colours	Between Groups	29.104	3	9.701	6.268	0.001
	Within Groups	173.336	112	1.548		
	<i>Total</i>	202.44	115			
Advertising	Between Groups	17.15	3	5.717	4.897	0.003
	Within Groups	130.738	112	1.167		
	<i>Total</i>	147.888	115			
Store sales personnel	Between Groups	2.004	3	0.668	0.686	0.562
	Within Groups	109.03	112	0.973		
	<i>Total</i>	111.034	115			
Display	Between Groups	2.783	3	0.928	0.849	0.47
	Within Groups	122.389	112	1.093		
	<i>Total</i>	125.172	115			
Point of sales material	Between Groups	4.993	3	1.664	1.507	0.217
	Within Groups	123.697	112	1.104		
	<i>Total</i>	128.69	115			
Courteous staff	Between Groups	4.981	3	1.66	1.433	0.237
	Within Groups	129.803	112	1.159		
	<i>Total</i>	134.784	115			
Reference	Between Groups	19.954	3	6.651	5.448	0.002
	Within Groups	136.736	112	1.221		
	<i>Total</i>	156.69	115			

Inference

- Calculated Value of F statistics is 1.457 and probability value for testing our hypothesis is 0.230. Because this value is higher than 0.05, our null hypothesis is accepted. That means there is no Education- wise perceptual difference regarding layout as preference for a retail apparel store over other.
- Calculated Value of F statistics is 0.068 and probability value for testing our hypothesis is 0.977. Because this value is higher than 0.05, our null hypothesis is accepted. That means there is no Education- wise perceptual difference regarding architecture of the store as preference for a retail apparel store over other.
- Calculated Value of F statistics is 4.195 and probability value for testing our hypothesis is 0.007. Because this value is less than 0.05, our null hypothesis is rejected. That means there is Education- wise perceptual difference regarding symbols as preference for a retail apparel store over other.
- Calculated Value of F statistics is 6.268 and probability value for testing our hypothesis is 0.001. Because this value is less than 0.05, our null hypothesis is rejected. That means there is Education- wise perceptual difference regarding colours as preference for a retail apparel store over other.
- Calculated Value of F statistics is 4.897 and probability value for testing our hypothesis is 0.003. Because this value is less than 0.05, our null hypothesis is rejected. That means there is Education -wise perceptual difference regarding advertising as preference for a retail apparel store over other.
- Calculated Value of F statistics is 0.686 and probability value for testing our hypothesis is 0.562. Because this value is higher than 0.05, our null hypothesis is accepted. That means there is no Education- wise perceptual difference regarding store sales personnel as preference for a retail apparel store over other.
- Calculated Value of F statistics is 0.849 and probability value for testing our hypothesis is 0.470. Because this value is higher than 0.05, our null hypothesis is accepted. That means there is no Education- wise perceptual difference regarding display as preference for a retail apparel store over other.
- Calculated Value of F statistics is 1.507 and probability value for testing our hypothesis is 0.217. Because this value is higher than 0.05, our null hypothesis is accepted. That means there is no Education- wise perceptual difference regarding points of sale material as preference for a retail apparel store over other.
- Calculated Value of F statistics is 1.433 and probability value for testing our hypothesis is 0.237. Because this value is less than 0.05, our null hypothesis is rejected. That means there is Education- wise perceptual difference regarding courteous staff as preference for a retail apparel store over other.
- Calculated Value of F statistics is 5.448 and probability value for testing our hypothesis is 0.002. Because this value is less than 0.05, our null hypothesis is rejected. That means

there is Education- wise perceptual difference regarding references as preference for a retail apparel store over other

ANOVA for Occupation

i) Functional attributes

Table 11:ANOVA for Functional Attributes of occupation perception

		Sum of Squares	df	Mean Square	F	Sig.
Price range (Functional attributes)	Between Groups	4.723	4	1.181	0.774	0.544
	Within Groups	169.234	111	1.525		
	<i>Total</i>	173.957	115			
Location	Between Groups	2.711	4	0.678	0.521	0.721
	Within Groups	144.487	111	1.302		
	<i>Total</i>	147.198	115			
Design availability	Between Groups	6.59	4	1.648	1.455	0.221
	Within Groups	125.712	111	1.133		
	<i>Total</i>	132.302	115			
Credit facilities	Between Groups	8.009	4	2.002	1.261	0.29
	Within Groups	176.232	111	1.588		
	<i>Total</i>	184.241	115			
Range of apparel	Between Groups	10.729	4	2.682	2.286	0.065
	Within Groups	130.262	111	1.174		
	<i>Total</i>	140.991	115			
Type of apparel	Between Groups	1.764	4	0.441	0.351	0.843
	Within Groups	139.435	111	1.256		
	<i>Total</i>	141.198	115			
Store name	Between Groups	0.875	4	0.219	0.159	0.958
	Within Groups	152.323	111	1.372		
	<i>Total</i>	153.198	115			
Store size	Between Groups	11.202	4	2.8	1.966	0.105
	Within Groups	158.109	111	1.424		
	<i>Total</i>	169.31	115			
Availability of latest trend in apparel	Between Groups	8.11	4	2.028	1.615	0.175
	Within Groups	139.338	111	1.255		
	<i>Total</i>	147.448	115			

Offers and discounts	Between Groups	1.645	4	0.411	0.263	0.901
	Within Groups	173.346	111	1.562		
	<i>Total</i>	174.991	115			
Service of the staff	Between Groups	8.122	4	2.031	2.383	0.056
	Within Groups	94.593	111	0.852		
	<i>Total</i>	102.716	115			
After sales service	Between Groups	12.547	4	3.137	3.225	0.015
	Within Groups	107.962	111	0.973		
	<i>Total</i>	120.509	115			
Loyalty programme	Between Groups	8.999	4	2.25	1.668	0.162
	Within Groups	149.716	111	1.349		
	<i>Total</i>	158.716	115			
Parking space (Amenities)	Between Groups	8.598	4	2.15	1.768	0.14
	Within Groups	134.945	111	1.216		
	<i>Total</i>	143.543	115			
Previous interaction with outlet	Between Groups	11.118	4	2.78	2.123	0.083
	Within Groups	145.33	111	1.309		
	<i>Total</i>	156.448	115			
Knowledge of the staff	Between Groups	7.189	4	1.797	1.487	0.211
	Within Groups	134.122	111	1.208		
	<i>Total</i>	141.31	115			

Inference

- Calculated Value of F statistics is 0.774 and probability value for testing our hypothesis is 0.544. Because this value is higher than 0.05, our null hypothesis is accepted. That means there is no Occupation- wise perceptual difference regarding price range as preference for a retail apparel store over other.
- Calculated Value of F statistics is 0.521 and probability value for testing our hypothesis is 0.721. Because this value is higher than 0.05. Our null hypothesis is accepted. That means there is no Occupation- wise perceptual difference regarding location as preference for a retail apparel store over other.
- Calculated Value of F statistics is 1.455 and probability value for testing our hypothesis is 0.221. Because this value is higher than 0.05, our null hypothesis is accepted. That means there is no Occupation- wise perceptual difference regarding design availability as preference for a retail apparel store over other.
- Calculated Value of F statistics is 1.261 and probability value for testing our hypothesis is 0.290. Because this value is higher than 0.05, our null hypothesis is accepted. That means

there is no Occupation- wise perceptual difference regarding credit facility as preference for a retail apparel store over other.

- Calculated Value of F statistics is 2.286 and probability value for testing our hypothesis is 0.065. Because this value is higher than 0.05, our null hypothesis is accepted. That means there is no Occupation- wise perceptual difference regarding range of apparel as preference for a retail apparel store over other.
- Calculated Value of F statistics is 0.351 and probability value for testing our hypothesis is 0.843. Because this value is higher than 0.05. Our null hypothesis is accepted. That means there is no Occupation- wise perceptual difference regarding type of apparel as preference for a retail apparel store over other.
- Calculated Value of F statistics is 0.159 and probability value for testing our hypothesis is 0.958. Because this value is higher than 0.05. Our null hypothesis is accepted. That means there is no Occupation- wise perceptual difference regarding store name as preference of a retail apparel store over other.
- Calculated Value of F statistics is 1.966 and probability value for testing our hypothesis is 0.105. Because this value is higher than 0.05, our null hypothesis is accepted. That means there is no Occupation- wise perceptual difference regarding store size as preference for a retail apparel store over other.
- Calculated Value of F statistics is 1.615 and probability value for testing our hypothesis is 0.175. Because this value is higher than 0.05, our null hypothesis is accepted. That means there is no Occupation- wise perceptual difference regarding availability of latest trend in apparel as preference for a retail apparel store over other.
- Calculated Value of F statistics is 0.263 and probability value for testing our hypothesis is 0.901. Because this value is higher than 0.05, our null hypothesis is accepted. That means there is no Occupation-wise perceptual difference regarding offers and discounts as preference for a retail apparel store over other.
- Calculated Value of F statistics is 2.383 and probability value for testing our hypothesis is 0.056. Because this value is higher than 0.05, our null hypothesis is accepted. That means there is no Occupation -wise perceptual difference regarding service of the staff as preference for a retail apparel store over other.
- Calculated Value of F statistics is 3.225 and probability value for testing our hypothesis is 0.015. Because this value is less than 0.05, our null hypothesis is rejected. That means there is Occupation- wise perceptual difference regarding after sales service as preference for a retail apparel store over other.
- Calculated Value of F statistics is 1.668 and probability value for testing our hypothesis is 0.162. Because this value is higher than 0.05, our null hypothesis is accepted. That means there is no Occupation-wise perceptual difference regarding loyalty programme as preference for a retail apparel store over other.
- Calculated Value of F statistics is 1.768 and probability value for testing our hypothesis is

0.140. Because this value is higher than 0.05, our null hypothesis is accepted. That means there is no Occupation- wise perceptual difference regarding parking space availability (amenities) as preference for a retail apparel store over other.

- Calculated Value of F statistics is 2.123 and probability value for testing our hypothesis is 0.083. Because this value is higher than 0.05, our null hypothesis is accepted. That means there is no Occupation- wise perceptual difference regarding previous interaction with the outlet as preference for a retail apparel store over other.
- Calculated Value of F statistics is 1.487 and probability value for testing our hypothesis is 0.211. Because this value is higher than 0.05, our null hypothesis is accepted. That means there is no Occupation- wise perceptual difference regarding knowledge of the staff as preference for a retail apparel store over other.

ii) Psychological attributes

Table 12: ANOVA for Psychological Attributes of occupation perception

		Sum of Squares	df	Mean Square	F	Sig.
Layout (Psychological attributes)	Between Groups	5.246	4	1.312	1.461	0.219
	Within Groups	99.676	111	0.898		
	<i>Total</i>	104.922	115			
Architecture of the store	Between Groups	10.889	4	2.722	2.955	0.023
	Within Groups	102.249	111	0.921		
	<i>Total</i>	113.138	115			
Symbols	Between Groups	35.574	4	8.894	7.093	0
	Within Groups	139.184	111	1.254		
	<i>Total</i>	174.759	115			
Colours	Between Groups	26.02	4	6.505	4.093	0.004
	Within Groups	176.419	111	1.589		
	<i>Total</i>	202.44	115			
Advertising	Between Groups	32.774	4	8.194	7.901	0
	Within Groups	115.114	111	1.037		
	<i>Total</i>	147.888	115			
Store sales personnel	Between Groups	2.804	4	0.701	0.719	0.581
	Within Groups	108.23	111	0.975		
	<i>Total</i>	111.034	115			

Display	Between Groups	6.993	4	1.748	1.642	0.169
	Within Groups	118.18	111	1.065		
	<i>Total</i>	125.172	115			
Point of sales material	Between Groups	4.569	4	1.142	1.022	0.399
	Within Groups	124.12	111	1.118		
	<i>Total</i>	128.69	115			
Courteous staff	Between Groups	10.397	4	2.599	2.32	0.061
	Within Groups	124.387	111	1.121		
	<i>Total</i>	134.784	115			
Reference	Between Groups	9.686	4	2.422	1.828	0.128
	Within Groups	147.003	111	1.324		
	<i>Total</i>	156.69	115			

Inference

- Calculated Value of F statistics is 1.461 and probability value for testing our hypothesis is 0.219. Because this value is higher than 0.05, our null hypothesis is accepted. Means there is no Occupation-wise perceptual difference regarding layout as preference of a retail apparel store over other.
- Calculated Value of F statistics is 2.955 and probability value for testing our hypothesis is 0.023. Because this value is less than 0.05, our null hypothesis is rejected. Means there is Occupation-wise perceptual difference regarding architecture of the store as preference of a retail apparel store over other.
- Calculated Value of F statistics is 7.093 and probability value for testing our hypothesis is 0.000. Because this value is less than 0.05, our null hypothesis is rejected. Means there is Occupation-wise perceptual difference regarding symbols as preference of a retail apparel store over other.
- Calculated Value of F statistics is 4.093 and probability value for testing our hypothesis is 0.004. Because this value is less than 0.05, our null hypothesis is rejected. Means there is Occupation-wise perceptual difference regarding colours as preference of a retail apparel store over other.
- Calculated Value of F statistics is 7.901 and probability value for testing our hypothesis is 0.000. Because this value is less than 0.05, our null hypothesis is rejected. Means there is Occupation-wise perceptual difference regarding advertising as preference of a retail apparel store over other.
- Calculated Value of F statistics is 0.719 and probability value for testing our hypothesis is 0.581. Because this value is higher than 0.05, our null hypothesis is accepted. Means there is no Occupation-wise perceptual difference regarding store sales personnel as preference of a retail apparel store over other.

- Calculated Value of F statistics is 1.642 and probability value for testing our hypothesis is 0.169. Because this value is higher than 0.05, our null hypothesis is accepted. Means there is no Occupation-wise perceptual difference regarding display as preference of a retail apparel store over other.
- Calculated Value of F statistics is 1.022 and probability value for testing our hypothesis is 0.399. Because this value is higher than 0.05, our null hypothesis is accepted. Means there is no Occupation-wise perceptual difference regarding points of sale material as preference of a retail apparel store over other.
- Calculated Value of F statistics is 2.320 and probability value for testing our hypothesis is 0.061. Because this value is higher than 0.05, our null hypothesis is accepted. Means there is no Occupation-wise perceptual difference regarding courteous staff as preference of a retail apparel store over other.
- Calculated Value of F statistics is 1.808 and probability value for testing our hypothesis is 0.128. Because this value is higher than 0.05, our null hypothesis is accepted. Means there is no Occupation-wise perceptual difference regarding references as preference of a retail apparel store over other.

ANOVA for Family monthly Income

i) Functional attributes

Table 13: ANOVA for Functional Attributes of family monthly income perception

		Sum of Squares	df	Mean Square	F	Sig.
Price range (Functional attributes)	Between Groups	5.938	4	1.485	0.981	0.421
	Within Groups	168.019	111	1.514		
	<i>Total</i>	173.957	115			
Location	Between Groups	3.88	4	0.97	0.751	0.559
	Within Groups	143.319	111	1.291		
	<i>Total</i>	147.198	115			
Design availability	Between Groups	3.452	4	0.863	0.743	0.564
	Within Groups	128.85	111	1.161		
	<i>Total</i>	132.302	115			
Credit facilities	Between Groups	19.573	4	4.893	3.299	0.014
	Within Groups	164.668	111	1.483		
	<i>Total</i>	184.241	115			
Range of apparel	Between Groups	0.689	4	0.172	0.136	0.969
	Within Groups	140.303	111	1.264		
	<i>Total</i>	140.991	115			

Type of apparel	Between Groups	6.072	4	1.518	1.247	0.295
	Within Groups	135.127	111	1.217		
	<i>Total</i>	141.198	115			
Store name	Between Groups	3.617	4	0.904	0.671	0.613
	Within Groups	149.581	111	1.348		
	<i>Total</i>	153.198	115			
Store size	Between Groups	7.813	4	1.953	1.342	0.259
	Within Groups	161.498	111	1.455		
	<i>Total</i>	169.31	115			
Availability of latest trend in apparel	Between Groups	3.068	4	0.767	0.59	0.671
	Within Groups	144.38	111	1.301		
	<i>Total</i>	147.448	115			
Offers and discounts	Between Groups	7.876	4	1.969	1.308	0.272
	Within Groups	167.115	111	1.506		
	<i>Total</i>	174.991	115			
Service of the staff	Between Groups	4.724	4	1.181	1.338	0.26
	Within Groups	97.991	111	0.883		
	<i>Total</i>	102.716	115			
After sales service	Between Groups	11.25	4	2.812	2.857	0.027
	Within Groups	109.259	111	0.984		
	<i>Total</i>	120.509	115			
Loyalty programme	Between Groups	8.432	4	2.108	1.557	0.191
	Within Groups	150.283	111	1.354		
	<i>Total</i>	158.716	115			
Parking space (Amenities)	Between Groups	2.125	4	0.531	0.417	0.796
	Within Groups	141.418	111	1.274		
	<i>Total</i>	143.543	115			
Previous interaction with outlet	Between Groups	5.944	4	1.486	1.096	0.362
	Within Groups	150.504	111	1.356		
	<i>Total</i>	156.448	115			
Knowledge of the staff	Between Groups	7.201	4	1.8	1.49	0.21
	Within Groups	134.109	111	1.208		
	<i>Total</i>	141.31	115			

Inference

- Calculated Value of F statistics is 0.981 and probability value for testing our hypothesis is 0.421. Because this value is higher than 0.05, our null hypothesis is accepted. That means there is no Income- wise perceptual difference regarding price range as preference for a retail apparel store over other.
- Calculated Value of F statistics is 0.751 and probability value for testing our hypothesis is 0.559. Because this value is higher than 0.05, our null hypothesis is accepted. That means there is no Income -wise perceptual difference regarding location as preference for a retail apparel store over other.
- Calculated Value of F statistics is 0.743 and probability value for testing our hypothesis is 0.564. Because this value is higher than 0.05, our null hypothesis is accepted. That means there is no Income- wise perceptual difference regarding design availability as preference for a retail apparel store over other.
- Calculated Value of F statistics is 3.299 and probability value for testing our hypothesis is 0.014. Because this value is less than 0.05, our null hypothesis is rejected. That means there is Income- wise perceptual difference regarding credit facility as preference for a retail apparel store over other.
- Calculated Value of F statistics is 0.136 and probability value for testing our hypothesis is 0.969. Because this value is higher than 0.05, our null hypothesis is accepted. That means there is no Income- wise perceptual difference regarding range of apparel as preference for a retail apparel store over other.
- Calculated Value of F statistics is 1.247 and probability value for testing our hypothesis is 0.295. Because this value is higher than 0.05, our null hypothesis is accepted. That means there is no Income- wise perceptual difference regarding type of apparel as preference for a retail apparel store over other.
- Calculated Value of F statistics is 0.671 and probability value for testing our hypothesis is 0.613. Because this value is higher than 0.05, our null hypothesis is accepted. That means there is no Income -wise perceptual difference regarding store name as preference for a retail apparel store over other.
- Calculated Value of F statistics is 1.342 and probability value for testing our hypothesis is 0.259. Because this value is higher than 0.05, our null hypothesis is accepted. That means there is no Income- wise perceptual difference regarding store size as preference for a retail apparel store over other.
- Calculated Value of F statistics is 0.590 and probability value for testing our hypothesis is 0.671. Because this value is higher than 0.05, our null hypothesis is accepted. That means there is no Income- wise perceptual difference regarding availability of latest trend in apparel as preference for a retail apparel store over other.
- Calculated Value of F statistics is 1.308 and probability value for testing our hypothesis is 0.272. Because this value is higher than 0.05, our null hypothesis is accepted. That

means there is no Income- wise perceptual difference regarding offers and discounts as preference for a retail apparel store over other.

- Calculated Value of F statistics is 1.338 and probability value for testing our hypothesis is 0.260. Because this value is higher than 0.05, our null hypothesis is accepted. That means there is no Income -wise perceptual difference regarding service of the staff as preference for a retail apparel store over other.
- Calculated Value of F statistics is 2.857 and probability value for testing our hypothesis is 0.027. Because this value is less than 0.05, our null hypothesis is rejected. That means there is Income- wise perceptual difference regarding after sales service as preference for a retail apparel store over other.
- Calculated Value of F statistics is 1.557 and probability value for testing our hypothesis is 0.191. Because this value is higher than 0.05, our null hypothesis is accepted. That means there is no Income- wise perceptual difference regarding loyalty programme as preference for a retail apparel store over other.
- Calculated Value of F statistics is 0.417 and probability value for testing our hypothesis is 0.796. Because this value is higher than 0.05, our null hypothesis is accepted. That means there is no Income- wise perceptual difference regarding parking space availability (amenities) as preference for a retail apparel store over other.
- Calculated Value of F statistics is 1.096 and probability value for testing our hypothesis is 0.362. Because this value is higher than 0.05, our null hypothesis is accepted. That means there is no Income- wise perceptual difference regarding previous interaction with the outlet as preference for a retail apparel store over other.
- Calculated Value of F statistics is 1.490 and probability value for testing our hypothesis is 0.210 . Because this value is higher than 0.05, our null hypothesis is accepted. That means there is no Income- wise perceptual difference regarding knowledge of the staff as preference for a retail apparel store over other.

i) Psychological attributes

Table14: ANOVA for Psychological Attributes of family monthly income perception

		Sum of Squares	df	Mean Square	F	Sig.
Layout (Psychological attributes)	Between Groups	1.941	4	0.485	0.523	0.719
	Within Groups	102.982	111	0.928		
	<i>Total</i>	104.922	115			
Architecture of the store	Between Groups	3.583	4	0.896	0.908	0.462
	Within Groups	109.555	111	0.987		
	<i>Total</i>	113.138	115			

Symbols	Between Groups	8.916	4	2.229	1.492	0.209
	Within Groups	165.842	111	1.494		
	<i>Total</i>	174.759	115			
Colours	Between Groups	4.628	4	1.157	0.649	0.629
	Within Groups	197.811	111	1.782		
	<i>Total</i>	202.44	115			
Advertising	Between Groups	6.222	4	1.555	1.219	0.307
	Within Groups	141.666	111	1.276		
	<i>Total</i>	147.888	115			
Store sales personnel	Between Groups	0.363	4	0.091	0.091	0.985
	Within Groups	110.672	111	0.997		
	<i>Total</i>	111.034	115			
Display	Between Groups	2.097	4	0.524	0.473	0.756
	Within Groups	123.075	111	1.109		
	<i>Total</i>	125.172	115			
Point of sales material	Between Groups	3.405	4	0.851	0.754	0.557
	Within Groups	125.285	111	1.129		
	<i>Total</i>	128.69	115			
Courteous staff	Between Groups	8.894	4	2.224	1.961	0.105
	Within Groups	125.89	111	1.134		
	<i>Total</i>	134.784	115			
Reference	Between Groups	8.074	4	2.019	1.508	0.205
	Within Groups	148.615	111	1.339		
	<i>Total</i>	156.69	115			

Inference

- Calculated Value of F statistics is 0.523 and probability value for testing our hypothesis is 0.719. Because this value is higher than 0.05, our null hypothesis is accepted. That means there is no Income- wise perceptual difference regarding layout as preference for a retail apparel store over other.
- Calculated Value of F statistics is 0.908 and probability value for testing our hypothesis is 0.462. Because this value is less than 0.05, our null hypothesis is rejected. That means there is Income- wise perceptual difference regarding architecture of the store as preference for a retail apparel store over other.
- Calculated Value of F statistics is 1.492 and probability value for testing our hypothesis is 0.209. Because this value is higher than 0.05, our null hypothesis is accepted. That means

there is no Income- wise perceptual difference regarding symbols as preference for a retail apparel store over other.

- Calculated Value of F statistics is 0.649 and probability value for testing our hypothesis is 0.629. Because this value is higher than 0.05, our null hypothesis is accepted. That means there is no Income- wise perceptual difference regarding colours as preference for a retail apparel store over other.
- Calculated Value of F statistics is 1.219 and probability value for testing our hypothesis is 0.307. Because this value is higher than 0.05, our null hypothesis is accepted. That means there is no Income- wise perceptual difference regarding advertising as preference for a retail apparel store over other.
- Calculated Value of F statistics is 0.091 and probability value for testing our hypothesis is 0.985. Because this value is higher than 0.05, our null hypothesis is accepted. That means there is no Income- wise perceptual difference regarding store sales personnel as preference for a retail apparel store over other.
- Calculated Value of F statistics is 0.473 and probability value for testing our hypothesis is 0.756. Because this value is higher than 0.05, our null hypothesis is accepted. That means there is no Income- wise perceptual difference regarding display as preference for a retail apparel store over other.
- Calculated Value of F statistics is 0.754 and probability value for testing our hypothesis is 0.557. Because this value is higher than 0.05, our null hypothesis is accepted. That means there is no Income- wise perceptual difference regarding points of sale material as preference for a retail apparel store over another.
- Calculated Value of F statistics is 1.961 and probability value for testing our hypothesis is 0.105. Because this value is higher than 0.05, our null hypothesis is accepted. That means there is no Income- wise perceptual difference regarding courteous staff as preference for a retail apparel store over another.
- Calculated Value of F statistics is 1.508 and probability value for testing our hypothesis is 0.205. Because this value is higher than 0.05, our null hypothesis is accepted. That means there is no Income -wise perceptual difference regarding references as preference for a retail apparel store over another.

FINDINGS

1. Most of the respondents (72.4 %) are wearing both types of apparel i.e. traditional and modern.
2. 61.9 % respondents are visiting store once a month.
3. Mostly, all respondents are likely to go for shopping with friends or with family members.
4. 52 % of the respondent spends around 2 hours time on each visit to the store.
5. Mostly, all respondents are spending more than Rs. 2500 per year on apparel. Only 10

respondents (7.5 %) were spending less than Rs. 2500 a year.

6. The ratio of buying branded apparels is lower for the respondents holding diploma and school certificate as compared to respondents holding PG and graduate degrees.
7. Mostly, all professional are buying the apparel from branded outlets.
8. 103 respondents (76.87 %) are more concerned with the quality of the apparel. Quality is therefore a major factor influencing the buying decision of apparel.
9. Availability of the latest trend in Apparel and Design availability is an important functional attributes for the preferences of the retail apparel store because the mean 3.9310 & 3.9224 is higher compared to mean of other functional attributes.
10. In psychological attribute, the significant attribute for preference of retail store is pronounced display of apparel.
11. There is no age-wise perceptual difference in functional and psychological attribute as preference of retail outlet.
12. There is an education- wise perceptual difference regarding the price range as preference of a retail apparel store.
13. There is Occupation- wise perceptual difference regarding after sales service as a preference of retail apparel.
14. There is an Income- wise perceptual difference regarding credit facility as preference of a retail apparel store over another.
15. There is Education- wise perceptual difference regarding preference of a retail apparel store over another.

CONCLUSION

Females are always very conscious about selecting apparels. Female purchasing behavior is varying according to their lifestyle and culture. Both, functional and psychological attributes affect selection of apparel from the organized apparel retail store. In psychological attributes, the most important attribute for the preference of retail store is display of apparel. Mostly professional are buying the apparel from branded outlets. An investigation on the female consumer behavior for organized apparel store indeed helps marketers in understanding and enhancing the overall experience of shopping and apparel products in the store.

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