



## EFFECT OF MARKETING MIX ON APPAREL CUSTOMER'S BUYING BEHAVIOR IN BENGALURU CITY

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### ABSTRACT:

Indian economy is very unique and different from any other economy in the world. To put it in nutshell, Indian business scenario is "Customer Centric". Those who divert from this centrality will be chunked out undoubtedly. Marketing Mix is a superb concept which is utilized in this study to evaluate the apparel customer buying behavior in bengaluru city. Thanks to the contribution of Edmund Jerome McCarthy who introduced in this concept during 1960 itself. Structured Questionnaire was framed using the dimensions of 4p's namely Product, Price, Place and Promotion. Apparel Customer Satisfaction is used as a mediating variable to derive the customer loyalty. Results shown that all the 4p's are responsible customer loyalty by having a mediating effect of customer satisfaction. Price is having only a little contribution as per the results concluded from this study. SPSS IBM AMOS was used to frame a structural equation modeling. One way ANOVA, Multiple regression, Exploratory factor analysis, Pearson correlation tools are utilized for supporting the hypotheses.



**KEYWORDS:** Retail Apparel Stores, Customer Satisfaction, Marketing Mix, Customer Loyalty.

### INTRODUCTION

The Indian retail industry experiencing an uptrend. Retailing in India is continuously turning into the following blast industry. In India, there will be the speediest development in retailing and land. The consumer purchasing behaviors and conduct are evolving relentlessly. The development of India's retail division constrained to urban regions as well as developing in provincial

zones. In the following five years, it is normal that, India's retail industry will extend in excess of 80%. The Indian retail industry has developed as a standout amongst the most powerful and quick paced enterprises because of the section of a few new players. It represents more than 10 for every penny of the nation's Gross Domestic Product (GDP) and around 8 for each penny of the business. India is the world's fifth-biggest worldwide goal in the retail

space. The Government of India has taken various initiatives to improve the retail industry in India. Some of them are listed below: The Government of India may change the Foreign Direct Investment (FDI) rules in food processing, in a bid to permit e-commerce companies and foreign retailers to sell Made in India consumer products. Government of India has allowed 100% Foreign Direct Investment (FDI) in online retail of goods and services through the

automatic route, thereby providing clarity on the existing businesses of e-commerce companies operating in India. Indian Retail Industry has massive potential as India has the second biggest populace with well-to-do white collar class, fast urbanization and strong development of web.

### PRODUCT

To define a product, we use Kotler's definition (2011) that states that a product is anything that can be offered to a market for attention, acquisition, use, or consumption that might satisfy a want or need (Kotler, 2011).

### PRICE

Price could be considered an attribute that must be sacrificed to obtain certain kinds of products or services.

### PLACE

Place or distribution as a set of interdependent organizations involved in the process of making a product available for use or consumption by consumers.

### PROMOTION

Promotion is concerned with any vehicle you employ for getting people to know more about your product or service. Advertising, public relations, point-of-sale displays, and word-of-mouth promotion are all traditional ways for promoting a product.

### REVIEW OF LITERATURE

James H. Leigh, Terrance G. Gabel, (1992) In this research work the author explored the concept of figurative/Symbolic or interactionism within the circumstance of consumer behaviour. Rieke, (2015). It is aim of the marketing to perceive what is valuable for customer generates and deliver it to the customer and to keep the customer gratified. In today's world, the youth is not only delighted with being designer, but also being modish and well-dressed makes them feel awe-inspiring for their fashion taste (Khan et. al, 2016 & Chen and Ha, 2016). Females are influenced by their own personal tastes, self-esteem, beliefs, certain events, seasons, weather and climate (Gopal, 2010). The marketing firms must develop their marketing mix strategies in such a way that can create the most attractive impacts on consumer buying behavior (Priyankara et. al, 2017). It is very important for marketing managers to distinguish and realize the consumer buying behavior. Based on the same considerate they most often formulate and design their marketing mix strategies.

### RESEARCH METHODOLOGY

Non Probabilistic Purposive sampling was used with descriptive type of research. 135 Sample was collected from Young apparel shoppers of Bengaluru city between the age group of 21-30. 90 male and 45 female participants were administered with the questionnaire. Since impulse purchase/Unplanned buying behavior is more among the young people this age group has been selected. Structured questionnaire was framed with 5-point likert scale ranging from 1- Strongly Disagree to 5-Strongly Agree using 4p's of marketing with 23 items. Customer satisfaction was used the mediating variable to derive the apparel customer loyalty. SPSS IBM AMOS was used to frame a structural equation modeling. One way ANOVA, Multiple regression, Exploratory factor analysis, Pearson correlation tools are utilized for supporting the hypothesis.

**TABLE 1: DIMENSION USED IN THE STUDY**

S.No.	Dimensions	No. of Items
1	PRODUCT	6
2	PRICE	5
3	PLACE	6
4	PROMOTION	6
5	CUSTOMER SATISFCTION	2
6	APPAREL CUSTOMER LOYALTY	6
	TOTAL	31

**RESEARCH HYPOTHESES**

- H1 Product is having an influence on Customer satisfaction to derive apparel customer loyalty.
- H2 Price is having an influence on Customer satisfaction to derive apparel customer loyalty.
- H3 Place is having an influence on Customer satisfaction to derive apparel customer loyalty.
- H4 Promotion is having an influence on Customer satisfaction to derive apparel customer loyalty.

**DATA ANALYSIS AND INTERPRETATION****TABLE 2: Reliability Statistics**

Cronbach's Alpha	No. of Items
.927	31

Table-2 depicts that the Cronbach's alpha value obtained is 0.927 which shows 92 % of agreeable internal constancy. reliability coefficient of .70 or higher is considered as "acceptable" in most social science research situations.

**TABLE 3: PEARSON CORRELATION**

	PRODUCT	PRICE	PLACE	PROMOTION	APPAREL CUSTOMER LOYALTY
PRODUCT	1				
PRICE	0.70**	1			
PLACE	0.72**	0.59**	1		
PROMOTION	0.63**	0.65**	0.67**	1	
APPAREL CUSTOMER LOYALTY	0.63**	0.51**	0.46**	0.39**	1
APPAREL CUSTOMER SATISFACTION	0.56**	0.67**	0.61**	0.62**	0.41**

Correlation is significant is 0.001 level \*\*

Table-3 shows that there is a moderate inter-correlation exists between customer loyalty and satisfaction. However there is a strong inter-correlation exists between Place ( $r=0.61$ ,  $p<0.01$ ), Price ( $0.67$ ,  $p<0.01$ ), and Product ( $r=0.56$ ,  $p<0.01$ ), Promotion ( $r=0.62$ ,  $p<0.01$ ) & Customer Satisfaction. All the four hypotheses are proved and supported the study.

TABLE 4: ONE WAY ANOVA

Descriptives									
		N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
						Lower Bound	Upper Bound		
I Will recommend this retail apparel store to my friends and peer groups.	Female	45	<b>3.8667</b>	.75679	.11282	3.6393	4.0940	3.00	5.00
	Male	90	<b>3.7333</b>	.71579	.07545	3.5834	3.8833	3.00	5.00
	Total	135	3.7778	.72962	.06280	3.6536	3.9020	3.00	5.00
I will be a loyal customer towards this retail apparel store	Female	45	3.8222	1.41885	.21151	3.3960	4.2485	1.00	5.00
	Male	90	3.7778	1.46708	.15464	3.4705	4.0851	1.00	5.00
	Total	135	3.7926	1.44603	.12445	3.5464	4.0387	1.00	5.00
Shopping at this retail apparel store would be a prime choice and i will never think to purchase in any other stores.	Female	45	<b>3.8222</b>	1.41885	.21151	3.3960	4.2485	1.00	5.00
	Male	90	<b>3.7778</b>	1.46708	.15464	3.4705	4.0851	1.00	5.00
	Total	135	3.7926	1.44603	.12445	3.5464	4.0387	1.00	5.00
I will visit this apparel stores regularly for all my apparel needs.	Female	45	<b>3.8000</b>	1.21730	.18146	3.4343	4.1657	1.00	5.00
	Male	90	<b>3.9222</b>	1.15367	.12161	3.6806	4.1639	1.00	5.00
	Total	135	3.8815	1.17214	.10088	3.6820	4.0810	1.00	5.00
I Intend to visit this retail apparel store again and again.	Female	45	<b>3.7778</b>	.99747	.14869	3.4781	4.0775	1.00	5.00
	Male	90	<b>3.7333</b>	1.03642	.10925	3.5163	3.9504	1.00	5.00
	Total	135	3.7481	1.02009	.08780	3.5745	3.9218	1.00	5.00
I Will switch to other	Female	45	<b>3.6622</b>	.75417	.11242	3.4356	3.8888	1.80	4.80
	Male	90	<b>3.597</b>	.77864	.0820	3.434	3.760	1.80	5.00

stores, event though prices are competitive in those stores.			<b>8</b>		8	7	9		
	Total	135	3.6193	.76836	.06613	3.4885	3.7501	1.80	5.00

From Table-4, One way ANOVA was utilized to find out the differences among Male and female respondents with respect to the apparel customers loyalty. The table showing the mean values of Males and Females.

**TABLE 5: ANOVA**

		Sum of Squares	df	Mean Square	F	Sig.
I Will recommend this retail apparel store to my friends and peer groups.	Between Groups	.533	1	.533	1.002	<b>.319</b>
	Within Groups	70.800	133	.532		
	Total	71.333	134			
I will be a loyal customer towards this retail apparel store	Between Groups	.059	1	.059	.028	<b>.867</b>
	Within Groups	280.133	133	2.106		
	Total	280.193	134			
Shopping at this retail apparel store would be a prime choice and i will never think to purchase in any other stores.	Between Groups	.059	1	.059	.028	<b>.867</b>
	Within Groups	280.133	133	2.106		
	Total	280.193	134			
I will visit this apparel stores regularly for all my apparel needs.	Between Groups	.448	1	.448	.325	<b>.570</b>
	Within Groups	183.656	133	1.381		
	Total	184.104	134			
I Intend to visit this retail apparel store again and again.	Between Groups	.059	1	.059	.057	<b>.812</b>
	Within Groups	139.378	133	1.048		
	Total	139.437	134			
I Will switch to other stores , event though prices are competitive in those stores.	Between Groups	.125	1	.125	.210	<b>.648</b>
	Within Groups	78.985	133	.594		
	Total	79.110	134			

Table-5 indicates that the output of the ANOVA analysis and whether there is a statistically significant difference between our group means. We can see there in no significance since all the values are greater than 0.05 and, therefore, there is no statistical significant difference among the males and females when comes to apparel customer loyalty.

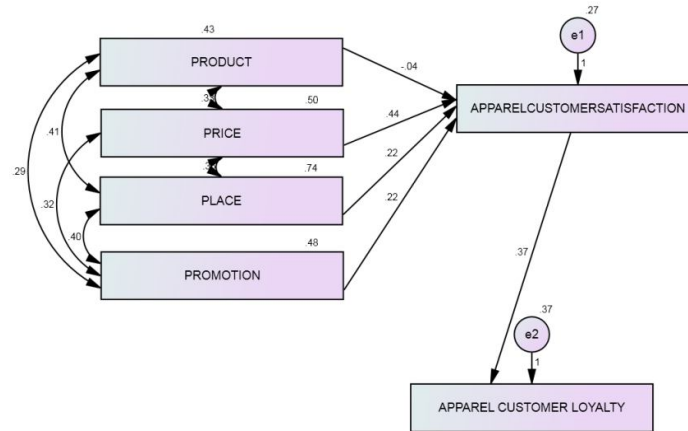


Fig.1: STRUCTURAL EQUATION MODELING

TABLE 6: Regression Weights: (Group number 1 - Default model)

			Estimate	S.E.	C.R.	P
CUSTOMERSATISFACTION	<---	PRODUCT	-.044	.112	-.390	.696
CUSTOMERSATISFACTION	<---	PRICE	.441	.095	4.631	***
CUSTOMERSATISFACTION	<---	PLACE	.221	.081	2.733	.006
CUSTOMERSATISFACTION	<---	PROMOTION	.219	.096	2.276	.023
CUSTOMERLOYALTY	<---	CUSTOMERSATISFACTION	.365	.070	5.227	***

Table-6 portray the output generated from AMOS 20.0 for the unstandardized estimated of the given structural path among the dimensions. The Critical ratio value should be above 1.96. The Dimensions Price ( $p=0.000<0.05$ ), Place (0.006), Promotion ( $p=0.023$ ) was found to be significant. The Price alone was found to be insignificant.

TABLE 7: Covariances: (Group number 1 - Default model)

			Estimate	S.E.	C.R.	P	Label
PRODUCT	<-->	PROMOTION	.285	.046	6.161	***	
PROMOTION	<-->	PRICE	.319	.050	6.324	***	
PROMOTION	<-->	PLACE	.396	.062	6.420	***	
PRODUCT	<-->	PLACE	.408	.060	6.752	***	
PRICE	<-->	PLACE	.363	.061	5.914	***	
PRODUCT	<-->	PRICE	.327	.049	6.641	***	

From Table-7, inter-correlation between the constructed structural paths are shown. Here the estimate value is greater than 1 which shows the high collinearity among the dimensions.



**TABLE 8: TOTAL VARIANCE EXPLAINED**

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings	
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance
1	11.25	36.28	36.28	11.25	36.28	36.28	5.36	17.29
2	2.14	6.89	43.17	2.14	6.89	43.17	3.78	12.21
3	1.77	5.72	48.89	1.77	5.72	48.89	2.93	9.46
4	1.68	5.42	54.30	1.68	5.42	54.30	2.57	8.28
5	1.44	4.66	58.96	1.44	4.66	58.96	2.13	6.87
6	1.38	4.45	63.42	1.38	4.45	63.42	1.98	6.40
7	1.14	3.68	67.10	1.14	3.68	67.10	1.69	5.45
8	1.09	3.51	70.61	1.09	3.51	70.61	1.44	4.65

Extraction Method: Principal Component Analysis.

From Table-8, the cumulative percentage of variance accounted for by the current and all preceding factors. For example, the third row shows a value of 70.61. This means that the 8 Components together account for 68.313% of the total variance.

**TABLE 9: Rotated Component Matrix**

	Component							
	1	2	3	4	5	6	7	8
This Store offers High Quality apparels and there is no compromise when comes to quality				0.81				
Wide Variety of Branded apparels are stocked here	0.53			0.50				
Latest design and trend setting apparels are available here.	0.56							
Retailer provide good services that are necessary to help me						0.79		
The apparel which i purchase here is guaranteed and the store has a hassle free return policies if i wish to return for any reasons.						0.75		
Plenty of stocks available in all the Sizes and it is replenished periodically.							0.83	
Store is located in Convenient location which is easily accessible.							0.86	
Layout of the store looks good and easy to locate the sections.	0.76							
Ambience of the apparel store is superb and attracting the apparel lovers	0.76							
This apparel store is having a Hassle free Valet parking facility	0.82							
Trial rooms are sufficient in numbers which does not make me to wait for a long time	0.74							

The products are well displayed in Mannequin , Windows and in Floors which induces me to make an impulse apparel purchase.	0.74							
This stores frequently advertise in Channels/News papers/Pamphlets to keep in touch with the apparel shoppers			0.55					
This apparel stores having an effective customer loyalty program with point redeeming systems which works well			0.71					
This Apparel store is offering a seasonal discounts and informing the same to the apparel shoppers via phone/emails.			0.61					
Employees are helpful and friendly		0.62						
This store offers special discount for introducing a new apparel customers.								
Store also makes advertising in websites/internet			0.74					
My decision to buy apparel here is a wise one because apparels are not so expensive here.			0.55					
I Beleive that , there is a value for money when i buy apparels here		0.69						
This apparel store has segmented the customer choices and products are available for all classes of people.		0.59						
This store is price competitive when i compare the stores with the nearby or other reputed apparel stores.		0.56						
Price tags are fixed the apparels properly whereas price related offers are transparent (for example Combo offers , Buy 2 get 1 etc)		0.55						
I Trust this store and I am completely satisfied with the apparels which i bought here.								
I Earn a social reputation when is wear an apparels from this shop.		0.51						
I Will recommend this retail apparel store to my friends and peer groups.		0.53						
I will be a loyal customer towards this retail apparel store					0.98			
Shopping at this retail apparel store would be a prime choice and i will never think to purchase in any other stores.					0.98			
I will visit this apparel stores regularly for all my apparel needs.								0.75
I Intend to visit this retail apparel store again and again.				0.85				
I Will switch to other stores , event though prices are competitive in those stores.				0.51		0.52		
Extraction Method: Principal Component Analysis.								



Rotation Method: Varimax with Kaiser Normalization.								
a. Rotation converged in 9 iterations.								

**VARIABLES UNDER FACTOR SCORE 1**

1. Wide Variety of Branded apparels are stocked here
2. Latest design and trend setting apparels are available here.
3. Layout of the store looks good and easy to locate the sections.
4. Ambience of the apparel store is superb and attracting the apparel lovers
5. This apparel store is having a Hassle free Valet parking facility
6. The products are well displayed in Mannequin, Windows and in Floors which induces me to make an impulse apparel purchase.
7. Trial rooms are sufficient in numbers which does not make me to wait for a long time

**VARIABLES UNDER FACTOR SCORE 2**

1. Wide Variety of Branded apparels are stocked here
2. Latest design and trend setting apparels are available here.
3. Layout of the store looks good and easy to locate the sections.
4. Ambience of the apparel store is superb and attracting the apparel lovers
5. This apparel store is having a Hassle free Valet parking facility
6. The products are well displayed in Mannequin, Windows and in Floors which induces me to make an impulse apparel purchase.
7. Trial rooms are sufficient in numbers which does not make me to wait for a long time

**VARIABLES UNDER FACTOR SCORE 3**

1. Store also makes advertising in websites/internet
2. My decision to buy apparel here is a wise one because apparels are not so expensive here.
3. I intend to visit this retail apparel store again and again.
4. I will switch to other stores, even though prices are competitive in those stores.

**VARIABLES UNDER FACTOR SCORE 4**

1. This Store offers High Quality apparels and there is no compromise when comes to quality
2. Wide Variety of Branded apparels are stocked here
3. I will be a loyal customer towards this retail apparel store
4. Shopping at this retail apparel store would be a prime choice and i will never think to purchase in any other stores (See table 9)

**MULTIPLE REGRESSION**

TABLE 10: Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.969 <sup>a</sup>	.939	.935	.17096
a. Predictors: (Constant), REGR factor score 8 for analysis 2, REGR factor score 7 for analysis 2, REGR factor score 6 for analysis 2, REGR factor score 5 for analysis 2, REGR factor score 4 for analysis 2, REGR factor score 3 for analysis 2, REGR factor score 2 for analysis 2, REGR factor score 1 for analysis 2				

This is an overall measure of the strength of association and does not reflect the extent to which any particular independent variable is associated with the dependent variable. The Model summary shows the R Square value of 0.939 which shows the ultimate fit of the model. The Adjusted R square value is 0.935. (See Table 10)

**TABLE 11: Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.769	.015		256.123	.000
	REGR factor score 1 for analysis 2	.190	.015	<b>.283</b>	<b>12.854</b>	<b>.000</b>
	REGR factor score 2 for analysis 2	.176	.015	<b>.262</b>	<b>11.910</b>	<b>.000</b>
	REGR factor score 3 for analysis 2	.048	.015	<b>.071</b>	<b>3.228</b>	<b>.002</b>
	REGR factor score 4 for analysis 2	.242	.015	<b>.360</b>	<b>16.373</b>	<b>.000</b>
	REGR factor score 5 for analysis 2	.506	.015	<b>.754</b>	<b>34.285</b>	<b>.000</b>
	REGR factor score 6 for analysis 2	.119	.015	<b>.178</b>	<b>8.084</b>	<b>.000</b>
	REGR factor score 7 for analysis 2	.021	.015	<b>.031</b>	<b>1.393</b>	<b>.166</b>
	REGR factor score 8 for analysis 2	.158	.015	<b>.236</b>	<b>10.721</b>	<b>.000</b>
a. Dependent Variable: APPAREL CUSTOMER LOYALTY						

These are the standardized coefficients. By standardizing the variables before running the regression, you have put all of the variables on the same scale, and you can compare the magnitude of the coefficients to see which one has more of an effect. Larger betas are associated with the larger t-values and lower p-values. Regression factor score 5 is having a larger beta (0.754) which is significant. Regression factor score 3 is having a larger beta of 0.360 which is significant. Regression factor score 1 is having second larger beta of 0.283 which is significant. (See Table 11)

## DISCUSSIONS AND CONCLUSION

The point of the examination is to feature the most imperative components of the advertising blend that influence consumer loyalty to decide the proper showcasing blend components in the retail attire segment, particularly in the Bengaluru city. The examination demonstrates the basic significance of the components of the promoting blend in the apparel division. The present investigation analyzed a model to represent the connection between the four components of marketing mix and consumer loyalty. Customer satisfaction is mediated in this study to derive apparel customer loyalty. All the 4p's of marketing contributed towards the loyalty behavior of the apparel customers. According to this study the variable named .Wide Variety of Branded apparels, Latest design, Layout of the store, Ambience of the apparel store , Hassle free Valet parking facility, Visual merchandising techniques like Mannequin , Windows and in Floors display, Sufficient Trial rooms are the variables which are responsible for Apparel customer loyalty. From this the researcher wants to interpret that not including price , Product, Place and Promotion are most influencing the customer loyalty. Price is not so important when comes to loyalty. Apparel marketers have to concentrate in all the four however. Window Display, Mannequin Display are very important when comes to impulse purchase in Apparels. Apparel marketers are also should concentrate on sustaining corporate identity where brand image and reputation plays a crucial role in apparel customer loyalty.

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