

## **Socio-economic Factors Influencing the Buying Behaviour with Special Reference to Selected Garment Retail Outlet in Chennai.**

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**ABSTRACT:** *The consumer shopping is to select, purchase, use, and dispose of goods and services, in satisfaction of their needs and wants. Mainly in which shopping is about acquiring needed goods and service. However, modern shoppers buy this to reward themselves, to satisfy psychological needs or to make themselves feel good. Modern shoppers purchase things to make a statement, to show off their personality or to boost their self-esteem. Purchased item have become an affirmation of the psyche. The study was conducted to focus on how the selection of retail chain and the social economic status of the consumer influence the buying behavior in retail segment. Five behavioral variables namely quality, product criterion, product performance, price and promotions were examined in selected retail garment outlet to retain the customer. A survey questionnaire was developed using adaptation from earlier study done on the similar topic. Survey question was administered to 480 respondents via mass mailing of email to friends and colleagues and response was collected and analysed using Statistical Package for Social Science in short SPSS. Analysis result shows that their buying behavior and store selection are significantly related to their income level.*

**KEYWORDS:** *Customer satisfaction, Buying behavior and Customer Loyalty.*

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### **I. INTRODUCTION**

A mercantile establishment consisting of a carefully landscaped building consist of many shops by the leading merchandisers; usually includes restaurants and a convenient parking area; a modern version of the traditional marketplace. A retail store situated in densely populated region; usually stocked with a wide variety of merchandise. A store that sells smaller quantities of products or services to the general public.

A business that operates as a retail outlet will typically buy goods directly from manufacturers or wholesale suppliers at a mass and provide discount and will then mark them up in price for sale to end consumers. Clothing retailers purchase a different of apparel products and accessories from wholesalers and sell these products directly to consumers, generally without developing or changing them. Most retailers in the industry sell goods from one or more shops and may operate an online store. Retailers also undertake administrative activities such as customer service, product merchandising, advertising, inventory control and cash handling. The industry excludes operators of department stores. Due to the tremendous growth of service industry in which retailing sector plays an important role, it is vital for retailers to understand the degree of importance of listening to the inner voice of customers' needs to create, increase level of satisfaction. Ultimately, effective satisfaction leads to prospective long term relationship and loyalty through repeating purchase and recommendation, which helps retailers maintain their market share and position. Over the five years through 2013-14, industry revenue is expected to contract at a compound annual rate of 0.9%.

Following the global financial crisis, consumers became more cautious about spending and the private savings rate reached record highs. Retail figures suggest that consumers remained nervous about the climate of the global economy in 2010-11 and 2011-12. However, improved conditions have led to revenue growth over the past two years. As consumer sentiment and disposable incomes increase, revenue is expected to grow by 2.4% in 2013-14 .

### **II. LITERATURE REVIEW:**

According to Hasemark and Albinsson (2004) cited in Singh (2006:1) "satisfaction is an overall attitude towards a product provider or an emotional reaction to the difference between what customers expect and what they actually receive regarding the fulfillment of a need". Kotler (2000); Hoyer & MacInnis (2001) also

define satisfaction as a person's feelings of pleasure, excitement, delight or disappointment which results from comparing a products perceived performance to his or her expectations.

Retailing involves the selling of goods or services to the final consumer. Retailers serve as middlemen or intermediaries between the consumption and production levels in the marketing channel of distribution. They are often categorized as goods or services retailers. With regard to apparel, the goods retailer serves as an information source to consumers and stimulates a demand for apparel products (Jarnow & Guerreiro, 1991). Classifications of retail stores overlap in many ways, and experts often disagree on the categorization of stores. Over the years, retailing has changed to reflect the varying needs of consumers. New categories of stores have evolved and existing categories have combined which

makes classification difficult (Frings, 1991; Jarnow & Guerreiro, 1991). Most often retailers are categorized by their product strategy (i.e., merchandising assortment) and pricing strategies. However, with the success of specialty retailers, perhaps classifying these stores by target consumer is also necessary. Specialty stores target specific groups of consumers (e.g., young men, ladies, sports enthusiast, children, big and tall) that may or may not have a special need for products and services.

Consumers' purchase process is affected by a number of different factors, some of which marketers can not control, such as cultural, social, personal, and psychological factors. However, these factors must be taken into consideration in order to reach target consumers effectively (Kotler *et al.* 2005). The next section focused on factors which leaves considerable impact on consumers purchase.

Sundstrom and Altman (1989) state the "physical environment refers to offices, factories and other buildings controlled by organizations and features of their internal layout, equipment, furniture, and ambient conditions" (p.176). The physical environments of retail stores, hotels, restaurants, professional offices, banks, and hospitals reflect the overall image of the organization and influence individual consumer behavior in these service organizations (Bitner, 1992). Specifically, the physical environment creates a tangible representation or image of a service organization and its services (Baker, Berry, & Parasuraman, 1988).

Brand loyalty through powerful brand identity creates a major competitive advantage; a well recognized brand encourages repeat purchases (Porter & Claycomb, 1997). This study intended to evaluate whether brand loyalty will influence consumer buying behaviour of luxury branded goods. Keller's (1998) model proposes that brand knowledge is comprised of brand awareness (brand recognition and recall achieved through marketing stimuli), and brand image. Brand image is said to result from the favourability, strength, uniqueness, and types of brand associations held by the consumer.

### **III. RESEARCH METHODOLOGY**

The initial section of the study is based on interviews and observational data, where the interviews are semi-structured with a series of closed as well as open-ended questions. Interview was chosen as the primary means of collecting data for this research since this method provides the best opportunity for obtaining information pertaining to the life experiences and opinions of the interviewees through interaction on a personal level. This research aiming to describe a certain phenomenon, it is ideal to interact with the respondents in order to obtain the maximum explanation and description of their life experiences, especially to get the consumers idea on the consumption of fashion garments.

#### **Data Collection:**

Data was collected from the respondents through self-administered questionnaire with minimal interface in non-contrived work settings by considering individuals as unit of analysis. Data was collected by selecting age group (0-25, 26-30, 31-35, 36-40, 41-45 & above) and gender (male, female) as nominal scale.

#### **Aim and Objective**

The aim of the paper was to identify and describe the socio economic factors influencing the buying behavior with special reference to selected garments outlet in Chennai. The research also provided the buying behavior of the selected retailers and analysed comparatively for those retailers. Globus stores, RMKV, Chennai silks, Koutons Retail India Ltd, Nalli Silk, Pantaloon Retail India Ltd, Lifestyle and Westside were selected for the present study.

Besides, the research helped the authors to enhance better understand of the constructs of customer satisfaction in retail industry. The outcome of the research provided useful insights for marketers particularly in retail sector to study and understand clearly customers' needs so as to create and maintain higher satisfaction level for their purposes of strategic formulation of loyalty building and sales increase.

**Research strategy**

The Methodology for a study specifies what information is to be gathered, from where, and what methods of data collection and analysis are to be employed. In order to select appropriate research design and methods for this study, this section looks towards a directional focus for this research. It allows to select research methodologies for this study whether it should be "positivist epistemology or positivism" or "phenomenology", as each of which dominates the research methodology literature and both are widely used in business research (Saunders, Lewis, and Thomhill, 2000).

This study employed both positivist and phenomenological research methodologies to reflect the multi-faceted nature of reality. Positivism was used because it is a scientific approach, which includes testing of hypotheses. Phenomenology was used because it allows to recognise the limitations of a given perspective:

**Research Design**

The study is descriptive in nature.

**Sampling technique:**

Convenience method of sampling was used for this research.

**IV. ANALYSIS AND DISCUSSION**

**Demographic Characteristics of the respondents:**

Clothing and apparel fashion changes rapidly from time to time. Thus, the consumer demand varies according to their demographic, geographic and social cues. Thus, in this section the researcher has elaborately discussed the demographic profile of the retail garments buying customers' in Chennai city.

Demographic factors like gender, age, monthly income, living place, marital status, professional situation all make an individual to choose a certain retail chain or branded store, in comparison to the others. Similarly the financial capacity of a person influences his purchasing behaviour i.e., higher the earning higher will be his/her spending power on garments & clothing. Table:1 provide a brief profile on the demographic status of the clothing /apparel retail chain store customers' surveyed in Chennai city. The study indicates that, majority i.e., 55 per cent of customers' surveyed are male and the rests of 45 per cent of respondents' are female.

**Age of the respondent:**

**Table 1: Age of the respondent**

Sl. No	Age	No of the Respondents	Percentage
1.	Less 25 years	72	15.00
2.	26 – 30 years	105	21.90
3.	31 – 35 years	97	20.20
4.	36 – 40 years	73	15.20
5.	41 – 45 years	75	15.60
6.	Above 45 years	58	12.10
	Total	480	100

Source: Primary Data

From the above table it has been observed that, 21.90 per cent of retail garments customers' are aged between 26 – 30 years. Followed by, 20.20 per cent of respondents' belong to the age group of 31 – 35 years and 15.60 per cent of sample subjects are under the age category of 41 – 45 years. Similarly, 15.20 per cent of respondents' are aged between 36 – 40 years and 15 per cent of customers' are aged below 25 years. Further, the rests of 12.10 per cent of respondents' are aged above 45 years.

Thus, it has been concluded that 21.90 per cent of retail garments customers' are aged between 26 – 30 years.

**Marital status of the respondents:**

**TABLE:2 Marital status of the respondents**

Sl. No	Marital Status	No of the Respondents	Percentage
1.	Married	379	79.00
2.	Unmarried	101	21.00
	Total	480	100

Source: Primary Data

It has been observed that out of 480 respondents surveyed, majority i.e., 79 per cent of sample populations are married and the remaining 21 per cent of customers are unmarried. It has been inferred that, majority i.e., 79 per cent of sample populations are married.

**Educational Qualification of the respondents:**

**TABLE: 3 Educational Qualification of the respondents**

Sl. No	Educational Qualification	No of the Respondents	Percentage
1.	School Level	70	14.60
2.	UG	252	52.50
3.	PG	120	25.00
4.	Others	38	7.90
	Total	480	100

Source: Primary Data

The above table infers that, majority i.e., 52.50 per cent of customers have completed their under graduate degree. Followed by, 25 per cent of sample subjects have completed their post graduate degree and 14.60 per cent of customers have completed their school level of education. And the rests of 7.90 per cent of customers are technically qualified.

Thus, it has been understood that majority i.e., 52.50 per cent of customers surveyed are under graduates.

**Occupation of the respondents:**

**TABLE: 4  
Occupation of the respondents**

Sl. No	Occupation	No of the Respondents	Percentage
1.	Student	54	11.30
2.	Businessman	105	21.90
3.	Professional	85	17.70
4.	Official	59	12.30
5.	Home Maker	73	15.20
6.	Labourer	26	5.40
7.	Retired Person	25	5.20
8.	Others	53	11.00
	Total	480	100

Source: Primary Data

From the above table it has been found that, 21.90 per cent of respondents are business class people. Followed by, 17.70 per cent of sample subjects are professionals and 15.20 per cent of them are home makers. Further, 12.30 per cent of customers are officials and 11.30 per cent of customers are students. Similarly, 11 per cent of respondents are engaged in other work and 5.40 per cent of respondents are students. Similarly, 11 per cent of respondents are engaged in other work and 5.40 per cent of respondents are public/private sector employees. Finally, the rests of 5.20 per cent of respondents are retired persons.

Hence, it has been found that 21.90 per cent of retail garments customers in Chennai are business class people.

**Residence of the respondents:****TABLE: 5**  
**Residence of the respondents**

Sl. No	Residence	No of the Respondents	Percentage
1.	Town	369	76.90
2.	Village	111	23.10
	Total	480	100

Source: Primary Data

The data in the above table depicts that, most i.e., 76.90 per cent of respondents' reside in town area and the rests of 23.10 per cent of customers' belong to village regions.

It has been concluded that most i.e., 76.90 per cent of respondents' reside in town area.

**Monthly income of the respondents:****TABLE: 6**  
**Monthly income of the respondents**

Sl. No	Monthly Income	No of the Respondents	Percentage
1.	Less than `10000	93	19.40
2.	`10000 to `20000	85	17.70
3.	`20000 to `30000	43	9.00
4.	`30000 to `40000	140	29.20
5.	Above `40000	119	24.80
	Total	480	100

Source: Primary Data

The above table determines the monthly income of the respondents' surveyed. It has been found that, 29.20 per cent of sample subjects' monthly income ranges between `30000 to `40000. Further, 24.80 per cent of respondents' earn above `40000 per month and 19.40 per cent of respondents' earning ranges below `10000 per month. Similarly, 17.70 per cent of customers' income varies between `10000 to `20000 per month. And the remaining 9 per cent of customers' earn between `20000 to `30000 per month.

Thus, it has been concluded that 29.20 per cent of sample subjects' monthly income ranges between `30000 to `40000.

**Nature of Family of the respondents:****TABLE: 7**  
**Nature of Family of the respondents**

Sl. No	Nature	No. of the Respondents	Percentage
1.	Joint Family	208	43.30
2.	Nuclear Family	272	56.70
	Total	480	100

Source: Primary Data

It has been observed that, 56.70 per cent of retail garments customers' have opined that they in live in nuclear families. Further, the remaining 43.30 per cent of respondents' are part of joint families.

Thus, it has been understood that 56.70 per cent of retail garments customers' have opined that they in live in nuclear families.

**Family size of the respondents:****TABLE: 8**  
**Family size of the respondents**

Sl. No	Family size	No. of the Respondents	Percentage
1.	2 members	21	4.40
2.	3 members	191	39.80
3.	4 members	110	22.90
4.	Above 4 members	158	32.90
	Total	480	100

Source: Primary Data

The above table indicates that out of 480 respondents' surveyed, 39.80 per cent of respondents' family size constitutes of three members. Followed by, 32.90 per cent of customers' family size consists of four members or more than that. Further, 22.90 per cent of sample subjects have four members in their family and the rests of 4.40 per cent of customers' have minimum of two members in their family. It has been concluded that 39.80 per cent of respondents' have three members in their family.

**Earning members of the family**

**TABLE: 9**  
**Earning members of the family**

Sl. No	Earning members	No. of the Respondents	Percentage
1.	Husband only	188	49.60
2.	Both Husband and Wife	191	50.40
	Total	379	100

Source: Primary Data

The above table indicates that, 50.40 per cent of respondents' have said that both husband and wife are earning members in the family. And the rests of 49.60 per cent of cloth shoppers have said that only husband is earning in the family.

Thus it has been concluded that, 50.40 per cent of households surveyed are dual income families.

**Customers Segments in the family:**

**TABLE: 10**  
**Customers Segments in the family**

Sl. No	Buying products	No. of the Respondents	Proportionate Percentage
1.	Kids	186	38.75
2.	Ladies	347	72.29
3.	Gents	331	68.96
4.	Elders	109	22.71

Source: Primary Data

It has been observed that, majority i.e., 72.29 per cent of cloth shoppers in Chennai prefer buying ladies garments. Followed by, 68.96 per cent of respondents' have stated that they give more preference for shopping gents clothing/apparels. Similarly, 38.75 per cent customers' have said that they like to shop for their kids and the rests of 22.71 per cent of respondents' give preference to shop for their elders.

From the detailed data analysis it has been inferred that 72.29 per cent of cloth shoppers in Chennai prefer buying ladies garments.

**Buying Behaviour**

Consumer characteristics are the consumer attributes like involvement, fashion & brand consciousness, loyalty, emotion etc. which differs from consumer to consumer and also have effect on apparel buying behaviour. This section of study briefly outlines the buying behaviour of the cloth shoppers in Chennai city. Buyer behaviour is directly influenced by their level of knowledge towards the products they buy. Higher knowledge results in smarter buying behaviour.

Store image is recognized as being an important antecedent of store satisfaction and loyalty. The following table provides detailed information on the nature of retail chain store preferred by the sample subjects.

**TABLE: 11**  
**CUSTOMERS' PREFERENCES TOWARDS THE LEADING GARMENTS RETAIL SHOWROOM IN CHENNAI**

Sl. No.	Leading garments	No. of the Respondents N= 480	Proportionate Percentage
1.	Globus stores	58	12.08
2.	RMKV Textile Showroom	173	36.00

3.	The Chennai Silks	71	14.88
4.	Koutons Retail India Ltd	28	5.75
5.	Nalli Silk	53	11.13
6.	Pantaloon Retail India Ltd	48	10.00
7.	Lifestyle	39	8.13
8.	Westside	10	2.03

Source: Primary Data

Out of 480 respondents' surveyed 36 per cent of cloth shoppers have opined that they primarily preference to shop at RMKV Textile Showroom. Further, 14.88 per cent of customers' prefer to buy cloths in The Chennai Silks and 11.13 per cent of sample subjects show interest to buy in Nalli silks. On the contrary, 12.08 per cent of customers' prefer to buy cloths in Globus stores and

In India, rather than using only income bands to define categories of consumers, many researchers have used the socioeconomic class codes established by the Market Research Society of India. Based on this concept the following hypothesis is framed and tested with the help of two way ANOVA test.

H1: There exist association between selection of retail chain by the customers' and their socio-economic status.

**TABLE: 12**  
**RESULT OF ANOVA TEST**  
**ASSOCIATION BETWEEN SELECTION OF RETAIL CHAIN BY THE CUSTOMERS' AND THEIR**  
**SOCIO-ECONOMIC STATUS**

Socio-Economic Status	Source	Sum of Squares	DF	Mean Square	F	Sig
Gender	Between Groups	1.958	1	1.958	.503	.479
	Within Groups	1861.240	478	3.894		
	Total	1863.198	479	-		
Age	Between Groups	13.181	5	2.636	.675	.642
	Within Groups	1850.017	474	3.903		
	Total	1863.198	479	-		
Education qualification	Between Groups	1.699	3	.566	.145	.933
	Within Groups	1861.499	476	3.911		
	Total	1863.198	479	-		
Occupation	Between Groups	47.665	7	6.809	1.770	.091
	Within Groups	1815.533	472	3.846		
	Total	1863.198	479	-		
Monthly Income	Between Groups	52.531	4	13.133	3.445	<b>.009</b>
	Within Groups	1810.667	475	3.812		
	Total	1863.198	479	-		
Area of residing	Between Groups	3.178	1	3.178	.817	.367
	Within Groups	1860.019	478	3.891		
	Total	1863.198	479	-		

Level of significance: 5 percent

The data indicates in above table shows that probability value of ANOVA at 5 per cent level establishes bad relationship between the variables tested. Therefore, the hypothesis framed stands rejected and it concluded that there exist no association between selection of retail chain by the customers' and their socio-economic status. However, it has been inferred that the consumers' income levels determines their store selection decisions.

Garment buying consumers' in India are categorized by specific age groups, ranging from babies and infants to pensioners; highlighting the factors that influence purchasing decisions and the products in greatest demand for each segment. Based on this concept the following hypothesis is framed and tested.  
H2: Sample customers' exhibit rational behaviour in retail store selections i.e., there exists association between store selection and the buyer segments.

**TABLE: 13**  
**RESULT OF ANOVA TEST**  
**ASSOCIATION BETWEEN SELECTIONS OF RETAIL CHAIN**  
**BY THE CUSTOMERS' AND THEIR SEGMENTS**

Segments	Source	Sum of Squares	DF	Mean Square	F	Sig
Kids	Between Groups	4.895	1	4.895	1.265	.261
	Within Groups	1845.059	478	3.868		
	Total	1849.954	479	-		
Ladies	Between Groups	6.238	1	6.238	1.606	.206
	Within Groups	1856.960	478	3.885		
	Total	1863.198	479			
Gents	Between Groups	16.865	1	16.865	4.357	.067
	Within Groups	1842.594	478	3.871		
	Total	1859.458	479			
Elders	Between Groups	1.953	1	1.953	.500	.480
	Within Groups	1861.112	478	3.902		
	Total	1863.065	479			

Level of significance: 5 percent

The data indicates in above table shows that probability value of ANOVA at 5 per cent level establishes bad relationship between the variables tested. Therefore, the hypothesis framed stands rejected and it concluded that the sample customers' does not exhibit rational behaviour in retail store selections. Rather their buying behaviour and store selection are more related to their income levels. They do not select right store for each segment of garments they buy, rather their income level determines retail chain store selection by the sample shoppers'.

Reynolds et al (2002) stated that understanding patronage behaviour is one of the key to success for today's retailers. Based on the concepts the table beneath had focused on the issue that whether the sample subjects have visited all the eight selected retail chains for the study.

**Table 14:**  
**FACTORS THAT INFLUENCES CUSTOMERS BUYING BEHAVIOUR**

Factors	Total Sum	Average Mean	Rank
<b>Product Criterion</b>			
Cloth Style	1233	2.57	2
Colour, Design and Material	1088	2.27	4
Wide choice	1143	2.38	3
Fabric Varieties	1314	2.74	1
<b>Product Performances</b>			
Look and fashionable	1528	3.18	5
Size & Comfort in fitting	1480	3.08	6
Easy Fabric Care	1692	3.53	3

Fabric Durability	1642	3.42	4
Cloth Safety	1794	3.74	2
Ease of maintenance	1907	3.97	1
<b>Price</b>			
Comfortable Price Range	1052	2.19	4
Economic Pricing	1075	2.24	3
Discounts	1183	2.46	2
Facilities of Using Credit Cards	1476	3.08	1
<b>Promotions</b>			
Trust in Advertisement / Commercials	875	1.82	2
Concern towards Social Values	871	1.81	3
Seasonal offers	1127	2.35	1
<b>Quality (Product)</b>			
Fabric Construction & Workmanship	890	1.85	2
Fabric Quality	870	1.81	3
Colour fastness	1114	2.32	1
<b>Quality (Retailer Services)</b>			
Reputation of Retailer	1826	3.80	5
Brand Stock – In	1766	3.68	7
Convenience in Shopping	1781	3.71	6
Retail Store Image	1880	3.92	4
Location of Shop	1894	3.95	3
Salesmanship & Courtesy	1996	4.16	2
Ambiences & Parking Facilities	2254	4.70	1

Source: Primary Data

Figure 4.1 and Table 4.2 indicates that, majority of the sample subjects have said that they buy clothing during seasonal offers; it has been ranked in first place with mean score of 2.35. Subsequently, consumers' concern towards social values and advertisement/commercials also influence their purchase behaviour. These variables are placed in second and third rank with mean score of 1.82 and 1.81, respectively. It has been observed from the data analysis that, majority of customers have said that they take serious concern about colour fastness of the material at the time of purchase; it has been ranked in first position with an average score of 2.32. Followed by, it has been inferred that respondents give importance to fabric quality and fabric construction & workmanship of the garments sold at retail chain. These variables are ranked in second and third positions with an average score of 1.85 and 1.81, accordingly.

Similarly, the data analysis indicates that, most of the customers' have expressed importance to their shopping experiences like: good ambiances & parking facilities in the showroom while shopping, ranked in first place with an average score of 4.70. Salesmanship & courtesy, location of shop, reputation of retail stores, and reputation of retailer, conveniences in shopping, brands and at its association with the retail chain garments. These variables are ranked in second, third, fourth, fifth, sixth and seventh places with mean score of 4.16, 3.95, 3.92, 3.80, 3.71 and 3.68, respectively.

Thus, from the elaborate data discussion it has found that, cloth shoppers give more preferences to the fabric varieties, easiness of its maintenance, credit cards facilities, seasonal offers, colorfastness and good ambiances & parking facilities at the time of purchasing in garments retail chain and these variables acquire first position in their own criterion.

Consumer decision on buying fashion apparel is also governed by the price sensitivity factor to a large extent. In this situation, retailers have the opportunity to use store brands in the process of 'branding' the store formula. The store brands for fashion apparel in a large number of markets have been favored by a set of factors that include actions by manufacturers and distributors on price and differentiation, market competition at both a manufacturer and a retailer level, and the economic-financial results of the latter for the product categories in which they work with the store brands. With the cultural change in buying apparel from low price brands to designer brands in emerging markets has been institutionalized in a family environment. This it became necessary for a researcher to analyse the spending habits of clothing customers. The following table discusses on this specific issue.

**Table 15: RESULTS OF ANOVA TEST  
RATIONALITY BETWEEN STORE AND ITS DETERMINANTS**

Variables	Cluster		Error		F- value	Sig
	Mean Square	DF	Mean Square	DF		
Product Criterion	0.738	1	.014	478	52.796	.000
Product performances	2.565	1	.005	478	527.301	.000
Price	2.292	1	.003	478	800.351	.000
Promotions	2.050	1	.002	478	959.480	.000
Quality (Product)	1.658	1	.002	478	917.349	.000
Quality (Retailer Services)	2.883	1	.002	478	1804.488	.000

Level of Significances: 5 per cent

In this study the F tests has been used only for descriptive purposes because the clusters have been chosen to maximize the differences among cases in different clusters i.e., differed retail chain store and consumers perception and satisfaction level changes from one individuals to that of others. From the results of F test is has been confined that their exists rationality in the

Consumer characteristics are the consumer attributes like involvement, fashion & brand consciousness, loyalty, emotion etc. which differs from consumer to consumer and also have effect on apparel buying behaviour and their level of satisfactions. The table beneath depicts the overall satisfaction derived by the sample consumers' both in term of product attributes and store service attributes.

**Limitations and Future Research**

As is the case with most research, our study also has some limitations. This study has an issue of generalizability as data is only collected in Chennai city only. This study is done without any moderating or mediating variable that can alter the relationship. Future research should attempt to replicate this study in any other context. Future research can also include other important moderating or mediating variables that contribute to the well-being and growth of firms by retaining more customers or by enhancing customer retention.

**Practical and Managerial Implications**

Customer satisfaction has long been recognised as playing an essential role for success and survival in today's competitive environment. The role of the satisfaction, trust and reputation of firm have been increasing simultaneously in order to attract and retain customers, it is incredibly necessary for the executives and brand managers to understand the customers' needs and making them satisfied as much as possible by working on mentioned independent variables in the retail sector, as a result of this customers will remain stick with the organization on long term basis as an important part of the organization. If it is done systematically with managerial insights, then they can retain their customers and it will be win-win situation for organization and customers as well.

**V. CONCLUSION**

Overall, the results provide strong support for the notion of direct effects of customer satisfaction on the behavioral responses of customers. Fabric varieties, ease of maintenance, facility of using credit cards, seasonal offers, color and parking facilities are the most important factors that influence the customer at the time of purchase. This study would be particularly useful for capturing the process dynamics of the relationship between socio economic and behavioral responses in retail outlet in Chennai. Delight of customers will give the company feedback in form of profits which should be reason to pay more attention to the customer's needs, and simultaneously improve a better communication continuously in the future.

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