Use of Conjoint Analysis to Understand Purchase Behavior of Customers in Indian Garment Retail Industry

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ABSTRACT

There is an eternal thrives to know why, what and the way customers obtain the products or services. Still we have a tendency to be able to perceive the activity method of deciding during a clear manner. Though we've ton of variable techniques like multivariate analysis, MANOVA, Regression, isn't explaining method to a most extend. With the support of articles, we have a tendency to come to know the dimensional Scale can facilitate the researchers to know client shopping for method to a bigger extend. Whereas we have a tendency to use the dimensional scaling, conjoined analysis helps in planning of the dimensions and analysis of information. During this article we have a tendency to ar getting to administer conjoined analysis techniques to check attributes to that the purchasers connected with and to search out the connection between financial gain and frequency of visit to the ranking variables in conjunction with the opposite statistical method.

Keywords: Buying behavior, Garment retailing, Conjoint analysis, Multivariate analysis, Brand, Style, and Price.

1.0 Introduction

Despite this international economic downswing, the worldwide fashion industry continues to grow at a healthy rate and this, let alone the absence of change prices for customers and nice product differentiation, means contention inside the trade isn't any over moderate. The fashion industry is of nice importance to the economy in terms of trade, employment, investment and revenue everywhere the globe. This specific trade has short product life cycles, huge product differentiation and is characterized by nice pace of demand amendment let alone rather long and inflexible offer processes. The worldwide fashion industry - encompassing consumer goods, textiles, footwear and luxury merchandise - reached or so \$2,560 trillion in 2010. The attire, luxury merchandise and accessories portion of the market, that accounts for over fifty fifth of the general market, is anticipated to come up with \$3,180 billion in 2015, with a yearly rate in more than four-dimensional.

1.1. Garment retailing in India

Over the past 5 years (2008-2012), the Indian attire Retail Market has been growing at a fast pace. The Indian attire retail is that the quickest growing sector among different sectors of Indian market and is anticipated to sustain its growth within the coming back years. Indian attire Retail Market is split into 5 segments like Men wear, Women wear, children wear (Boys), child wear (Girls) and androgynous attire to produce a close summary of past and gift performance, each in price and volume terms, of every section. The segment-wise future outlook has been given within the report which is able to facilitate readers to spot the long run growth spots and also the market target. in step with our new analysis report, the attire retail market within the country is anticipated to grow at a continuing CAGR of eighteen.8% from 2012 to 2015

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Historically, the men's apparel market in India has been significantly larger than the women's apparel market. With only 20 percent of India's urban women in the workforce, women's wardrobes have traditionally been limited to home wear and items for special occasions.

Now, women are more willing to dress differently when they venture beyond the home—to shop, for example, or visit a school or office.

	20	11, USD Bn		2020(P), USD Bn			
Category	% share in Total Apparel Market	Branded	Unbranded	% share in Total Apparel Market	Branded	Unbranded	
Men	40%	5	11	39%	18	30	
Women	35%	4	10	42%	20	31	
Kids	25%	1	9	19%	5	20	
Total Apparel Market	100%	10	30	100%	43	81	

Source: Report on assessment of competition in apparel retail industry in India

2.0 Theoretical Overview

Nowadays marketers are more challenged to determine the need and performance of customers and finding ways to meet those needs as efficiently as possible due to the engagement of people in the consumption activities. Marketing become treated as a customer centric activity to bridge the gap between the company's offers and customers needs and preferences (Campbell & Butany, 1996).

Dickerson (in Beaudoin et al, 2000) investigated the relative importance that consumers attach to five garment attributes when making purchasing decisions, namely: price, care, country of origin, quality, and style. Shim and Kotsiopulos (1993) researched the garment shopping orientation of consumers on the basis of nine factor labels, namely: appearance/fashion conscious, brand conscious, convenience/ time-conscious, shopping mall-oriented, local store-oriented, apathetic toward "Made in the USA", catalogue-oriented, economy/price conscious, and credit-oriented. Beaudoin et al (2000) identified 12 attributes that correlated with attitudes when purchasing garment, namely: good fit, durability, ease of care, favorable price, comfort, quality, color, attractiveness, fashionableness, brand name, appropriateness for occasion, and choice of styles.

Any attempt to understand how multiple criteria, both intrinsic and extrinsic are combined in the purchase decision making process is lacking throughout this research (Eckman et al, 1990:14). In this study the combined influence of the following intrinsic and extrinsic attributes will be examined: brand, style, retail store and price. Each of these attributes will be briefly discussed in the following paragraphs.

2.1 Brand name

The demand for brand name garment products has risen steadily over the past decade (Huddleston & Cassil, 1990). For the retailer, branded products can mean better profits and more store traffic. Over time brand name products develop a certain reputation or image. This reputation or image conveys information that is useful to consumers in their pre-purchase decision making process. Forsynthe (1993) found that the brand name was associated with a higher price when shoppers were asked to examine three identical shirts that differed only in their labels.

2.2 Style

Fashion is the custom or style of dressing that prevails among any group of persons. It is the style of the present, which may last for a year or two or a number of years (Fairchild Dictionary of Fashion, Perna, 1987:48). If a look or trend persists long enough it becomes a classic. A classic style is a look that is always available in some form that is appropriate for many occasions, and acceptable to many consumer groups (Brannon, 2000:7). Some consumers make choices concerning garment on the basis of comfort and practicality. Therefore a third style can be identified, namely a comfortable fit. The relative importance of these three styles was examined in this study.

2.3 Retail store

In this study, the utility values of the following four store types were investigated. Chain store organizations own and operate several retail store units that sell similar lines of merchandise by a standardized method and function under a centralized form of organizational structure, centralized distribution and standardized store décor and layout. A specialty store concentrates on a limited number of complementary merchandise categories and provides a high level of service in an area that is typically less than 8 000 square feet. Specialty stores focus on a narrow market segment or niche. Consumers are attracted to specialty stores by deep assortments, personal attention and a more intimate store atmosphere (Levy & Weitz, 1998:36).

2.4 Price

The differential effects of perceived value of money are vested on price and quality of a product or services. For some customers the perceived value will be low price. The literature search conducted in the context of South Africa reveals that a limited number of studies have ever been carried out on the subject of consumer decision making with respect to the buying of garment. Terblanche (1990) conducted a life-style typification study of adult students with specific reference to fashion awareness and clothing orientation. Auret (1990) did a study on the needs and purchasing behaviour of adult students at the University of Stellenbosch

2.5 Socio-cultural factors

A consumer's behavior is also influenced by social factors, such as the consumer's reference group, family, and social roles and statuses. A customer's want has to be identified and his expectations must be matched with the other economic and social factors so that their product is receptive. The cultural change in buying garment from low price brands to designer brands in emerging markets has been institutionalized in a family environment. It has been observed that parental and sibling influences decreased with age, whereas peer and media influences expanded with increasing age. The television and celebrities also play a significant role in influencing adolescents' clothing choices irrespective of gender categories. Among the most common two forms of media that children largely use are magazines and television while, teens are primarily influenced by visual merchandising, hand on experience, and spotting the fashion garment users.

2.6 Personal factors

Etzioni, (1988) believes that all human life is experienced at two levels: The Internal and the Collective. The internalized level of experience includes biological, psychological, and social factors that are more or less complex and are unique to the individual. This experience includes the formation of personal values which are the ideals or standards that guide human preferences and decisions. Interaction with parents and significant others within the social environment results in personality development, the acceptance (or rejection) of social norms, and the formation of personal values. Personal values in turn shape our beliefs, attitudes and ultimately our buying behaviors, which usually

bear some basic similarity to those around us and reflect the collective cultural and other social influences to which we are exposed. Some of these personal or internalized variables that uniquely influence our clothes buying behaviour include; education, lifestyle, intuition, ostentations etc.

2.7 Psychological factors

Most of consumers have the feelings that when they used to wear a certain clothes such as socks, sportswear, they adapt the feeling of wearing it. At times consumers may choose to use a product only once and on other occasions they may decide to use it repeatedly. When products or brand are used repeatedly, it is a sign that customers are loyal to the brand or product. After a period, consumers emotionally accept this product. When consumers purchase clothing, they always come up with some requirements under their needs. It could be influenced by time, place, target people, society environment and market competition factors.

2.8 Health factors

Nowadays the customers are more conscious about their health. The customers have started to purchase garments based on the doctor's advice in order avoid the skin problems. For Eg: the employees who are all working in factories or in hot environment will go for cotton cloths.

2.9 The nature of conjoint analysis

The retailing research frequently tried to construct the consumer typologies focused on economic and demographic characteristics, it is found that the retailers failed to understand the actual behavior of the consumers and in turn results the need to develop an appropriate method to analyze the behavior of the consumer in real – life retail settings. The conjoint study helps the researcher to understand the attributes and real values that influence the customers while making a purchase decision.

Conjoint analysis is a multivariate technique used to "understand the consumer's preference for a product or services. The method is based on the separate values provided by the customers towards various attributes of a product or service". (Hair.et.all – 1998:392). (Sudman and Blair – 1998: 229-230). It is a difficult task for the respondents to indicate the attributes that they considered and also the combination of them to form their overall opinion. Conjoint analysis is basically valued on the fact that it estimate how each of these attributes are valued. Churchil and Lacobucci (2002:748) state that the word conjoint has to do with the notion that the relative values of things considered jointly can be measured, when they might not be measurable if taken one at a time.

ATTRIBUTES	LEVELS
Price	R90
	R170
	R350
Brand	Designer
	Private Label
	Unbranded
~ .	
Style	High Fashion
	Classical
	Comfortable

Table 1: Attributes Considered by Prospective Garment Buyers

From the information given in the Table 1, it can be assumed that most of the buyers probably prefer the cheaper to medium priced private label shirt that is comfortable for them. This may not be the same in the case of premium designer shirts with more comfort. So the prospectus identified the

need for the trade off some of one feature to secure more of another. How the customers values these attributes is the major question. For Eg: low price values more high. In order to secure other features, the consumers are willing to pay high. Eg: the respondents are asked to rank the descriptions or attributes in order of preference. Thus the shirt description can be constructed using all 29 possible combinations (27 combinations and the orthogonal design generated by computer will add two more cards with the combination). Each combination is then written on a separate card. These 29 cards are arranged in a random order and the respondents are asked to arrange it in an ascending order based on their preferences.

2.9.1 Steps involved in designing a Conjoint Value Analysis

Based on the research situation, the researcher has to choose the right combination of tools for the project. Sudman and Blair (1998: 235) explained the difference between the arrangement of all possible combination of features (full fractional design) and one uses only some of the combinations (fractional designs). As per these authors and the general rule of thumb is to limit the descriptions to not more than 30. The Conjoint Value Analysis (CVA) can be used to measure up to six attributes. Basically it is designed for manual calculations but can be computerized by means of the SPSS 20.

A brief summary of the steps in designing a CVA follows

Select attributes: The attributes used will stem primarily from the objectives of the objectives of the study. The researcher should be guided by the principle that the attributes should be both capable of being acted on and important to consumers. These attributes are those that the company can do something about. That is, "it has the technology to make changes that might be indicated by consumer preferences" (Churchil and Lacobucci, 2002:754).

Determine Attribute Level: The nature of level of each attribute has a direct bearing on the number of stimuli respondents will be asked to judge. The more there are, the heavier the burden that is placed on the consumer. Churchil and Lacobucci suggest that the researcher make the range for the various attributes somewhat larger as to make the options unbelievable.

Determine Attribute Combination: This will determine what the full set of stimuli will look like. One cannot expect a respondent to provide meaningful judgments if there are five attributes **and three levels (3X3X3X3=243)** each of rank order judgments.

Select form of Presentation of Stimuli and Nature of Judgments: Basically, three approaches can be used, namely: verbal description, paragraph description and pictorial representation. When visual aids are used they are normally used in combination with verbal descriptions. The nature of the judgments that must be secured from the respondents is related in the form of presentation

Decide on Aggregation of Judgments: This step basically involves the decision whether the responses from consumers or groups of consumers will be aggregated and, if so, how this will be done? If groups are formed, operationally this means estimating the utilities for the individual level models and then clustering them into homogeneous groups.

Select Analysis Technique: The final step in the design of a conjoint analysis project is to select the technique that will be used to analyze the data. The choice depends largely on the method that was used to secure the input judgments by the respondents.

3.0 Statement of the Problem

Fashion trends were traditionally dictated by the Fashion designers and other fashion. Retailers need a better understanding of what consumers' value when they make purchase decisions. This understanding will lead to a more accurate merchandise mix and more specifically targeted promotional and advertising campaigns. It is important to research the value consumers attach to certain attributes when making garment purchase decisions, which made the garment manufacturers to frame an effective plan to understand the behavior of consumers and implement the plan in a successful manner. The type of garment purchasing decisions that the various types of consumers will make has been studied in this research.

4.0 Objectives

- 1. To analyze the attributes to which the customers of garment items were attached with.
- 2. To analyze the relationship between income and frequency of visit to the ranking variables.

5.0 Research Approach

For this study the population included adults from one Engineering college, one Arts College and two business Schools between the age group of 23 to 65. In this study a convenience, non-probability method of sampling was used. A questionnaire was prepared and sends to the 270 employees of these institutions and 176 data was completely filled and found usable. Conjoint analysis is used to analyze the data. Respondents were asked to make trade-offs between attributes at various levels, enabling them to make complex decisions not only on one factor, but on several factors together. The attributes and levels used in this study are shown in Table 1.

Attribute	Level					
	Designer brand					
Brand	Private label brand					
	Unbranded					
	High fashion					
Style	Classical					
	Comfortable					
	Large clothing retail chain					
Patail Stora	Discount clothing retailer					
Retail Stole	Specialty clothing store					
	Branded specialty store					
	Designer: R4000-5000					
Drice	Better: R3000-4000					
Flice	Moderate: R2000-3000					
	Budget: R1000-2000					

Published academic articles were used to identify possible attributes as a part of secondary data. A process of selection was followed to identify the four attributes used in this study. This process included ease of describing the attribute to respondents as well as the frequency with which the attribute had been used in previous research studies.

6.0 Analysis and Interpretations

6.1 Kaiser-Meyer-Olin (KMO) Measure of Sampling Adequacy

The KMO measures the sampling adequacy which should be greater than 0.5 for a satisfactory factor analysis to proceed. The Kaiser-Meyer-Olkin measure of sampling adequacy is an index for comparing the magnitudes of the observed correlation coefficients to the magnitudes of the partial correlation coefficients. Large values for the KMO measure indicate that a factor analysis of the variables is a good idea (Raftery 1993). In this study the KMO measures of sampling adequacy is depicted in the following table.

Kaiser-Meyer-Olkin Measure	0.782	
Bartlett's Test of Sphericity	Approx. Chi-Square	1462.556
	Df	253
	Sig.	0.000

Table 1 Kaiser Meyer Olkin and Bartlett's Test

The Sample is worth enough to measure variables. Anti Image Co-Variance for all the statements are >.7. Hence it shows the statements are unique and homogenous and are not correlated with each other.

6.2 Communality

The extraction of all the 23 variables are >.6. It clearly shows that each variable contributes 60% of the variance. The cumulative variance is 62%, which means 62% of the measured variables are contributing positively towards the study. But still there is an error that 38 % of the sample variance is not measured. Still with reference to the earlier researches, even 60% is acceptable.

6.3 Exploratory Factor Analysis

Exploratory factor analysis (EFA) is a special form of factor analysis. It is used to assess the number of factors and the loadings of variables. A principal components Exploratory factor analysis with varimax rotation was performed on the original 23 items in the relationship Marketing (Grapetine, 1995). Principal components factor analysis is a statistical technique that transforms data from one set of variables into a smaller set of uncorrelated factors. An orthogonal varimax rotation was conducted because it maximizes the amount of variance described by a factor and minimizes the correlation between factors.

Table 2: Explorator	y Factor Analysis f	or Garment buying preference
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Factors	Factor	Percent Variance
	Loading	Explained
Social factors		13.95
Sales person plays an important role in purchasing of dresses.	.690	
Advertisement influences me to choose dresses	.695	
Peer can have influences on my buying decision of garment	.689	
I would like to try some dresses which are recommended by friends.	.716	
Cultural factors		11.52
One's own personal culture guides the selection of dresses.	.648	
The ritual which we perform has an effect on purchasing of dresses.	.741	
The religion to which we belong has influences my dress selection.	.740	
Our subculture influences the selection of dress.	.746	
I Would like to buy dress of most favored world brand.	.628	
We believe that global brands will study the needs of their customers	.661	
and fulfils the gap in frequent intervals		
Personal factors		11.48
I feel comfortable when I am neatly dressed up	.770	
I feel that I can create an image through my dresses.	.834	
I feel that I can attract people through good dressing.	.702	
Psychological factors		10.24
Whenever there is a discount sale I will buy dress.	.730	
New product or range from a well-known brand attracts me to buy	.811	
dress.		
Attractive packaging influenced me to buy dress.	.624	
In store display attracted me to buy dress.	.731	
Brand Related Factors		8.91
Brand Image is important for choosing dress.	.823	

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A well-known brand garments always more stylish and durable than a	.732	
small brand's.		
I could be attracted to buy some brands represented by celebrities.	.652	
I usually trust in a well-known brand because of the advertisement.	.647	
Health Factors		6.31
I select my dress which will not affect my skin	.860	
I select my dress based on Dr's advice.	.742	
Total		62.43

Interpretation

Factor analysis of the 23 items revealed a 6-factor structure that explained 62.43% of total variance. The criteria for retaining the 6 factors were given values greater than one and the ability to describe and label each factor. Individual items in the attributes of garment are buying preference for further analysis if they had factor loadings greater than 0.45 and fell in to 1 of the 6 interpretable factors.

Factor 1 was labelled *social factor* and was composed of 4 items. It explained 13.95% of the variance in garments buying preference. Items in this factor consisted of all of the questions relating to the social factor. The fact that the four items were originally meant to social factor and gives some evidence that customer responded as expected.

Factor 2 was labelled *cultural factor* and was composed of 6 items. It explained 11.52% of the variance in garments buying preference. Items in this factor consisted of all of the questions relating to the cultural factor. The fact that the four items were originally meant to cultural factor and gives some evidence that customer responded as expected.

Factor 3 was labelled Personal and was composed of 3 items. It explained 11.48% of the variance in garments buying preference. Items in this factor consisted of all of the questions relating to the Personal factor. The fact that the four items were originally meant to Personal factor and gives some evidence that customer responded as expected.

Factor 4 was labelled *psychological factor* and was composed of 4 items. It explained 10.24 % of the variance in garments buying preference. Items in this factor consisted of all of the questions relating to the psychological factor. The fact that the four items were originally meant to psychological factor and gives some evidence that customer responded as expected.

Factor 5 was labelled Brand related factor and was composed of 4 items. It explained 8.91% of the variance in garments buying preference. Items in this factor consisted of all of the questions relating to the Brand related factor. The fact that the four items were originally meant to Brand related factor and gives some evidence that customer responded as expected.

Factor 6 was labelled *Health factor* and was composed of 2 items. It explained 6.31% of the variance in garments buying preference. Items in this factor consisted of all of the questions relating to the Health factor. The fact that the four items were originally meant to Health factor and gives some evidence that customer responded as expected.

Table 3: One way ANOVA between Frequency of Purchase and Ranking

H₀: Frequency of Purchase will not influence the ranking factors

Factors	Once in 2 months		Once in 3 months		Once in 4 months		Only in occasions		Б	Sia
	Mean	SD	Mean	SD	Mean	SD	Mean	SD	Г	Sig
Influence of Friends	4.83	1.294	4.78	1.584	5.08	1.283	4.64	1.434	0.641	0.590
Quality of the dress	1.91	1.269	2.00	1.546	2.04	.999	2.21	1.309	.505	.680
Store I Purchase	5.06	1.110	4.30	1.392	4.50	1.474	4.36	1.723	2.011	.114
Brand of the dress	2.97	1.294	3.73	1.539	3.25	1.567	3.13	1.529	1.862	.138
Style of the dress	3.00	1.393	3.43	1.405	3.29	1.681	3.54	1.517	1.094	.353
Price of the dress	3.31	1.388	2.76	1.234	3.00	1.414	3.06	1.521	.933	.426

Source: Primary data

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Interpretation

From the analysis we come to know that, frequency of visit is not influencing ranking preference towards the garment purchase. Though a small variation in the mean and standard deviation among the frequency of visit, the analysis of variance at 5% level of significance, calculated value is less than the table value. Hence the null hypothesis is accepted.

Table 4: One way ANOVA between Monthly Income and Ranking

Factors	<=1000	00	10000-	20000	20000-	30000	30000-	40000	40000-	50000	>50000	>50000		a :
	Mean	SD	F	Sig										
Influence of Friends	4.06	1.706	4.82	1.344	4.94	1.218	5.44	1.333	5.75	.500	5.33	.866	3.224	.008
Quality of the dress	2.36	1.417	2.12	1.382	2.0	1.219	1.89	1.054	1.5	1.00	1.44	.726	.989	.426
Store I Purchase	4.78	1.456	4.38	1.600	4.50	1.630	4.67	.707	4.25	1.50	4.56	1.59	.379	.863
Brand of the dress	3.25	1.50	3.44	1.532	2.86	1.397	2.78	1.481	3.00	1.41	3.44	1.74	.967	.440
Style of the dress	3.36	1.743	3.43	1.572	3.56	1.157	2.33	1.118	4.50	.577	2.78	.972	1.778	.120
Price of the dress	3.06	1.472	2.89	1.286	3.17	1.715	3.89	1.364	2.00	.000	3.44	1.236	1.471	.202

H₀: Monthly income will not influence the ranking factors

Source: Primary data

Interpretation

The analysis between monthly income and ranking preferences were calculated. A small variation in the mean and standard deviation among the frequency of visit, the analysis of variance at 5% level of significance is found. From the calculated value, influence of friends is significances based on monthly income of respondents. All the other factors like, quality, price, store, and brand are not influenced by the monthly income.

6.4 Using Conjoint Analysis to Model Adults Garment Buying Preferences

Table 5: The Utility (part-worth) Scores and Their Standard Errors for Each Factor Level.

	Utili	ties	
-		Utility Estimate	Std. Error
	Designer Brand	184	.337
Brand	Private Lable Brand	054	.337
	Unbranded	.237	.403
	High Fashion	706	.337
Style	Classical	549	.337
	Comfortable	1.255	.403
	Large Clothing Retail Chain	.049	.208
RetailStore	Discount Clothing Retailer	.099	.415
retuilistore	Speciality Clothing Store	.148	.623
	Branded Speciality Store	.197	.830
	Rs.4000 to 5000	195	.208
Drice	Rs.3000 to 4000	390	.415
T Hee	Rs.2000 to 3000	586	.623
	Rs.1000 to 2000	781	.830
(Constant)		13.616	.699

3rd International Conference: Impact of Current Events on the Future of Business Vignana Jyothi Institute of Management (VJIM), Hyderabad, India Higher utility values indicate greater preference. As expected, there is an inverse relationship between prices and utility, with higher prices corresponding to lower utility (larger negative values mean lower utility). The presence Comfortable of the garment corresponds to a high utility, which give a new insight in the field of study.

Since the utilities are all expressed in a common unit, they can be added together to give the total utility of any combination. For our study, the total utility of a garment purchase with the combination of Unbranded, Comfortable, Branded Speciality Store and Price Range of Rs.4000 to 5000 will give the maximum utility value for this study. This can be rewritten as :

Utility (Unbranded)+Utility (Comfortable)+Utility (Branded Speciality Store)+Utility (Price Range of Rs.4000 to 5000) + Constant.

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OR
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.237+1.255+.197+(-.195)+13.616=15.11
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7.0 Conclusion

From the above study it is evidence that multivariate analysis helps us to understand the Garment Buying Preferences of the customers in market. The analysis of variance reveals the fact that the demographic factors are not affecting the buying preferences to a larger extend. From the Conjoint analysis we can understand the combinations or models in which the consumers get maximum utility value when they go for purchases. This will help the garment sellers to focus on their business in a larger extent.

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