

ANALYSIS OF ATTIRES IN RETAIL STORES AND IN-STORE MARKETING PRACTICES IN CHENNAI

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ABSTRACT

In modern days, the retail outlets, specifically, clothing stores have been growing-up immensely in India. One of the important practices that the retail attires stores lure the customers into their stores is In-store marketing techniques. In-store marketing practices are not only attracting customers but also inducing their impulsive buying intention towards attires in the retail store environment.

The present study is conducted to analyse the major In-store marketing practices and their influence on customers' impulsive buying intention towards attires in retail stores in Chennai. The study is exploratory and descriptive in nature. By adopting Convenience Sampling method, the primary data was collected through questionnaire from 150 customers of retail attires stores in Chennai. The researcher applied descriptive and inferential statistical tools for data analysis. The research reveals that female customers have more perception on the In-store Marketing practices adopted by the retail attires stores and have more impulsive buying intention towards attires than the male customers. The research showed that there is a strong relationship between In-store Marketing practices and Impulsive buying intention of customers towards attires. Out of four In-store Marketing techniques, "BOGO" i.e., Buy-One Get-One Offer has more influence on the Impulsive buying intention of customers towards attires than others. The research suggests that the management of Retail Attires stores should formulate suitable in-store marketing practices for converting the buying intention into actual purchase.

Keywords: In-store Marketing, Product Display, Price Discount, Buy-One Get-One Offer, Loyalty Programs, Store Environment, Impulsive buying Intention.

1. INTRODUCTION

In modern days, the retail outlets, specifically, attires stores have been growing-up immensely in India. Retail marketing relates to the plans and policies that sellers use to interest regulars and initiative sales. In-store marketing is a type of marketing that takes place in mostly in physical stores i.e., brick-and-mortar shops. In-store marketing practices helps to promote products and offer a personalized and great shopping experience to the customers. These practices engage the customers and convert the people once they enter in the store as customers. In-store marketing practices are the promotional marketing strategies that are targeting the customers to improve/increase their intention to buy the products while they are in a retail store. In-store marketing practices are not only attracting customers but also inducing their impulsive buying intention towards attires in the retail store environment. The present study is conducted to analyze the major In-store marketing practices and their influence on customers' impulsive buying intention towards attires in retail stores in Chennai.

2. STATEMENT OF PROBLEM

With many of the main retail stores within India, still planning growth, how those stores/shops plan to keep and gain customers is a very important subject of study. With the drop in consumer spending on shopping due to the Covid 19 pandemic situation and huge competition with the rivals, the retail attires stores have had to work harder to bring customers into their store and to get customers to spend more on attires. One of the many ways which retail stores of attires entice customers into their stores is by way of In-store Marketing techniques.

The In-store experience provided by the shops to their customers is also naturally enhanced in the current economic situation, where shopping is a rescue from the stress. The customers of today, want a stress-free ambience in a store, with varied choices, attractive offers like 'buy-one-get-one', coupons and discounts, the ability to shop for the best attires, together with an atmosphere that makes them want to try new stuff, gives lots of fairy points to the store for shopping experience. With competition from the online stores and other offline retail outlets increasing day by day, the retailers are also focusing on providing excellent shopping experience through the various in-store marketing practices towards their products. Now, it is considered that a trip to a perfect retail attires shop/store can give the complete experience of shopping to the consumers.

However, not all the consumers respond to in-store marketing practices in the same way, some consumers being more sensitive to certain in-store marketing practices types than others, producing differences in marketing performance and profitability. The present study is an endeavor to assess the customers' perception on the various In-store Marketing practices adopted by the Retail Attires Stores and their influence on Impulsive buying Intention towards attires in retail stores in Chennai.

3. OBJECTIVES OF THE STUDY

- ❖ To analyze the customers' perception on the various in store marketing practices adopted by the retail attires stores in Chennai.
- ❖ To examine the influence of in store marketing practices on the Impulsive buying Intention of customers towards attires in retail stores in Chennai.

4. RESEARCH METHODOLOGY

The study is exploratory and descriptive in nature. By adopting Convenience Sampling method, the primary data was collected through questionnaire from 150 customers (Samples) of retail attires stores in Chennai. The researcher applied descriptive and inferential statistical tools for data analysis.

5. DATA ANALYSIS AND RESULTS

5.1 PERCEPTION ON IN-STORE MARKETING TECHNIQUES

H₀: There is no significant difference between the Male and Female customers with respect to the perception on In-Store Marketing practices adopted by the Retail Attires Stores.

An independent-samples t-test was conducted to compare the difference between the Male and Female customers with respect to the perception on In-Store Marketing practices adopted by the Retail Attires Stores.

Table 1
GENDER – PERCEPTION ON IN-STORE MARKETING TECHNIQUES

VARIABLES	GENDER						t - value	p - value
	MALE			FEMALE				
	N	Mean	SD	N	Mean	SD		
Product Display	83	9.22	3.512	67	9.99	3.232	2.133	0.022*
Price Discount	83	9.95	3.365	67	10.36	3.107	2.623	0.018*
Buy-One Get-One Offer	83	10.86	2.453	67	11.88	2.221	3.568	0.002**
Store Environment	83	10.25	2.845	67	11.49	2.102	3.754	0.000**
Loyalty Programs	83	9.15	3.236	67	10.62	2.215	3.433	0.002**
PERCEPTION ON IN-STORE MARKETING TECHNIQUES	83	49.43	9.457	67	54.34	7.985	4.231	0.000**

Source: Primary Data

(**1% Level of Significance and *5% Level of Significance)

As the *P* values are lesser than Sig. Value (0.01 and 0.05) in all the five practices and also in the Overall Perception on In-Store Marketing Practices Score (0.000), the Null Hypotheses are rejected. It is inferred that both the Male and Female customers have perceived more on “Buy-One Get-One Offer” (M = 10.86 for male and M = 11.88 for female) and have perceived lesser on “Price Discount” (M = 9.05) when compared with others. Female respondents have perceived more on “Buy One Get One Offer” (M = 10.78) and Male customers have perceived lesser on “Loyalty Programs” (M = 9.15) and Female Customers have perceived lesser on “Product Display” (M = 9.99) when compared with other techniques.

Based on the overall mean Score, we can say that the mean score of Female customers (M = 54.34) is more than the Male customers (M = 49.43). Hence, it can be said that the Female customers have more perception on In-Store Promotional Marketing

practices adopted by the Retail Attires Stores than Male customers. Hence, there is a significant difference between the Male and Female customers with respect to the perception on In-Store Marketing practices adopted by the Retail Attires Stores.

5.2 IMPULSIVE BUYING INTENTION TOWARDS ATTIRE IN RETAIL STORES

H₀: There is no significant difference between the Male and Female customers with respect to the Impulsive buying Intention towards attires in Retail Stores.

An independent-samples t-test was conducted to compare the difference between the Male and Female customers with respect to the Impulsive buying Intention towards Attires in Retail Stores.

Table 2
GENDER – IMPULSIVE BUYING INTENTION TOWARDS ATTIRE IN RETAIL STORES

VARIABLE	GENDER						t - value	p - value
	MALE			FEMALE				
	N	Mean	SD	N	Mean	SD		
Impulsive buying Intention towards attires in Retail Stores	83	12.55	2.332	67	13.86	1.867	3.554	0.003**

Source: Primary Data (1% Level of Significance)**

As the *P* value is lesser than Sig. Value (0.01) in the above case (0.003), the Null Hypothesis is rejected. From the above table, we can say that the Mean score of the Impulsive buying Intention towards Attires in Retail Stores is more for Female customers ($M = 13.86$) than the Male customers ($M = 12.55$). This indicates that the Female customers have more Impulsive buying Intention towards Attires in Retail Stores than the male customers. Therefore, there is a significant difference among the Male and Female customers with respect to the Impulsive buying Intention towards Attires in Retail Stores.

5.3 MULTIPLE REGRESSION ANALYSIS

Multiple Regressions was conducted to determine the best linear combination of the Perception on the various In-store Marketing practices adopted by the Retail Attires Stores and Impulsive buying intention of customers towards attires in Retail Stores.

Table 3
IN-STORE MARKETING PRACTICES- IMPULSIVE BUYING INTENTION
REGRESSION COEFFICIENT

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	
	B	Std. Error	Beta			
1	(Constant)	6.458	.736		9.687	.000
	Product Display	.153	.094	.186	2.333	.032*
	Price Discount	.233	.085	.254	3.126	.008* *
	Buy-One Get-One Offer	.385	.076	.397	6.538	.000* *
	Store Environment	.259	.082	.302	3.777	.002* *
	Loyalty Programs	.212	.090	.243	3.884	.000* *

Dependent Variable: IMPULSIVE BUYING INTENTION TOWARDS ATTIRESS

The combination of all the independent variables i.e., in-Store Marketing techniques, significantly predicts the dependent variable i.e., Impulsive Buying Intention towards Attires in Retail Stores, $F(4, 156) = 284.324$, p values are lesser than .001 (Sig. Value 2-tailed) and Adjusted R Square is 0.684 or 68% which is large effect according to Cohen.

Out of five independent variables relating to In-Store Marketing techniques, “Buy One Get One Offer” (0.397) is the strongest influencing factor in predicting the dependent variable i.e., Impulsive Buying Intention towards attires in Retail Stores. From the unstandardized coefficient, it is found that the one unit increase in the “Buy One Get One Offer” would increase the Impulsive Buying Intention towards attires in Retail Stores by 0.385 units. Product Display (0.186), Price Discount (0.254), Store Environment (0.302) and Loyalty Programs (0.243) also influence the Impulsive Buying Intention towards attires in Retail Stores significantly.

6. FINDINGS, SUGGESTIONS AND CONCLUSION

The study found that demographic variable – Gender (female customers) has great influence on the Perception on the various In-store Marketing practices and their influence on the Impulsive buying Intention towards Attires in Retail Stores. It is also found that all the five independent variables are influencing the dependent variable significantly and out of five, “Buy One Get One Offer” is the most influencing and “Product Display” is the least influencing in-store marketing technique of Impulsive buying Intention towards Attires in Retail Stores.

Therefore, the management of Retail Attires Stores should take efforts to design their in-store marketing practices in such a way to attract the all the segments of demographic profile of customers. They should improve the displaying the attires by using the latest technology and try to offer effective loyalty programs in order to attract/pull and retain more customers. In-store Marketing practices are effective practices not only for promoting the attires but also influencing the impulsive behavior of customers towards attires.

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