

## FACTORS INFLUENCING APPAREL'S CONSUMER BUYING BEHAVIOR

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### ABSTRACT

With the growth of Indian fashion retailing segment in organized retail sector, number of players are also increasing leading to intensify the market competition. The apparel retailers can differentiate the retail store by effective planning of visual merchandising strategy. This will help in creating an attractive and visually appealing store that catch the attention of customers, positively compel them to enter the store and aid the process of selling. This study attempts to identify the visual merchandising factors that influence buying behavior of apparel consumers. The main objective of this paper is to investigate the visual merchandising factors most valued by apparel consumers according to gender. It also examines the influence of these factors on the buying behavior of apparels consumer according to gender. This learning was based on primary data and which was composed through the questioners. In this study the 250 questioners were floated but 226 questioners were collected completely filled. The data was collected from the customers visiting in selected apparel stores namely, Shoppers Stop of Jaipur city. The hypotheses were tested by using Statistical Packages for Social Sciences (SPSS) software. The main finding of this study demonstrates differences in the visual merchandising attributes valued by consumers according to sex. The influence of the visual merchandising factors was found to be more significant on females as a result of which they do more impulse buying as compared to males.

**KEYWORDS:** Visual merchandising, Buying Behavior, Apparel Buying Behavior.

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