



# A STUDY OF CONSUMER BEHAVIOUR WITH REFERENCE TO SELECTED RETAIL CLOTH OUTLETS IN BHOPAL CITY

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## ABSTRACT

*This study examines consumer behaviour at selected retail cloth outlets in Bhopal city, focusing on factors influencing purchase decisions, preferences, and loyalty. Using a structured questionnaire, primary data was collected from diverse consumers, complemented by secondary data from journals and reports. The analysis reveals that price, brand image, store ambience, and promotional strategies significantly affect consumer choices. Customer satisfaction is identified as a key determinant of loyalty and repeat purchases. The findings provide valuable insights for retailers to optimize marketing strategies, improve store experience, and enhance customer retention, thereby strengthening competitiveness in the growing retail apparel sector of Bhopal.*

## INTRODUCTION

Consumer behaviour plays a vital role in shaping the strategies of retail businesses, as understanding customer preferences, buying patterns, and decision-making processes can provide a competitive advantage. In the context of the retail clothing sector, consumer choices are influenced by multiple factors such as price, quality, brand image, fashion trends, and personal lifestyle. Bhopal, being a rapidly growing urban center, has witnessed significant expansion in retail cloth outlets, offering diverse options ranging from branded stores to local apparel shops. Studying consumer behaviour in this market helps identify the factors that drive purchasing decisions, frequency of visits, and loyalty towards particular outlets. This research aims to explore the shopping patterns, preferences, and expectations of consumers in selected retail clothing outlets in Bhopal city. The findings can assist retailers in tailoring their marketing strategies, improving customer satisfaction, and enhancing overall business performance.

## REVIEW OF LITERATURE

**Kaakandikar et al. (2025)** investigate the financial implications of consumer behaviour in sustainable clothing retail outlets. The study emphasizes how purchasing decisions driven by environmental consciousness influence revenue, profitability, and overall financial performance of retailers. It highlights that consumer preferences for eco-friendly products are increasingly shaping market strategies, pricing policies, and inventory management. The research also identifies patterns in consumer spending, loyalty, and responsiveness to sustainability initiatives. By analyzing empirical data, the study provides evidence that integrating sustainability into retail operations not only supports environmental goals but also contributes positively to financial outcomes.

**Babu et al. (2024)** explore consumer behaviour in the fashion retail sector, focusing on shopping habits and decision-making patterns. The study examines factors such as brand preference, price sensitivity, and the influence of promotional activities on purchase choices. By using empirical analysis, the research identifies key trends in consumer engagement, frequency of visits, and loyalty towards specific retailers. Findings suggest that understanding these behavioural patterns allows fashion retailers to tailor marketing strategies, optimize product assortments, and enhance the overall shopping experience, ultimately improving customer satisfaction and business performance.

**Bhardwaj, Kumar, and Kumar (2022)** examine the relationships between brand experience, shopping styles, and purchase decision involvement in the Indian apparel retail context. The study highlights how consumers' interactions with brands and their preferred shopping approaches—whether impulsive, planned, or experiential—significantly influence their level of engagement and decision-making. Findings indicate that positive brand experiences enhance consumer involvement, leading to higher satisfaction and repeat purchases. The research emphasizes that retailers can strategically align marketing efforts and in-store experiences with consumer shopping styles to drive purchase decisions and loyalty.



**Nandedkar and Sinha (2025)** investigate consumer behaviour patterns in selected shopping malls of the Nasik region, focusing on factors influencing purchase decisions and shopping frequency. The study highlights how demographics, lifestyle, and mall layout affect consumer preferences and spending habits. It reveals that promotional activities, brand variety, and in-store experiences play a crucial role in attracting and retaining shoppers. The research provides insights into how retailers can design marketing strategies and improve service offerings to align with consumer behaviour, ultimately enhancing satisfaction and loyalty.

**Chattopadhyay (2013)** analyzes consumer shopping behaviour in the emerging retail environment, with a comparative focus on food, grocery, and apparel purchases in East India. The study examines how changing retail formats, rising income levels, and increased exposure to organized retail influence consumer decision-making. It highlights differences in buying behaviour across product categories, noting that apparel purchases are more influenced by brand image, store ambience, and promotional offers, while food and grocery buying remains need-driven and convenience-oriented. The research also emphasizes the growing role of modern retail outlets in shaping consumer expectations related to quality, pricing, and shopping experience. The findings provide valuable insights for retailers to design category-specific marketing strategies and enhance customer engagement in a competitive retail landscape.

**Gurnani and Gupta (2024)** examine the key factors influencing consumer behaviour in the Indian fashion retail industry, with emphasis on recent trends and evolving preferences. The study highlights the impact of changing lifestyles, social media influence, and growing fashion consciousness on purchase decisions. It also discusses the role of pricing, brand image, product variety, and sustainability concerns in shaping consumer choices. The research indicates that digital engagement and omnichannel retailing have significantly altered shopping patterns, especially among younger consumers. The findings suggest that fashion retailers must continuously adapt their marketing strategies, product offerings, and communication channels to align with dynamic consumer expectations and remain competitive in the rapidly transforming Indian fashion retail market.

**Jadhav and Patil (2020)** focus on women's apparel buying behaviour in the Kolhapur district, highlighting the factors that influence purchase decisions in the local retail context. The study examines the role of price, quality, fashion trends, and brand awareness in shaping consumer preferences. It also emphasizes the impact of socio-economic variables such as income, age, and occupation on buying patterns. The findings reveal that women consumers are highly influenced by value for money and product variety, while promotional offers and store ambience play a supportive role in final purchase decisions. The research provides useful insights for apparel retailers to understand regional consumer behaviour and develop targeted marketing strategies to meet the specific needs of women shoppers.

**Mahadevan and Joshi (2022)** examine the influence of e-service quality dimensions on customer satisfaction and loyalty in the context of online apparel shopping in India. The study focuses on key dimensions such as website usability, reliability, responsiveness, security, and delivery efficiency. Findings reveal that superior e-service quality significantly enhances customer satisfaction, which in turn strengthens loyalty and repeat purchase intentions. The research also highlights the importance of seamless online interfaces and effective after-sales services in building trust among consumers. The study suggests that online apparel retailers must continuously improve their digital service quality to retain customers and gain a competitive advantage in India's rapidly growing e-commerce market.

**Sinha and Valluripalli (2025)** analyze consumer buying behaviour in the apparel industry, emphasizing the factors that influence purchase decisions in a competitive retail environment. The study explores the role of price sensitivity, brand perception, fashion trends, and product quality in shaping consumer choices. It also highlights the growing impact of digital platforms, online reviews, and social media on consumer awareness and evaluation processes. The findings suggest that consumers increasingly seek value, convenience, and personalization while purchasing apparel. The research underscores the need for apparel retailers to adopt consumer-centric strategies, integrate digital tools, and continuously adapt to changing preferences to enhance customer satisfaction and sustain long-term competitiveness.

**Chaur, Gautam, and Husain (2024)** examine consumer buying behaviour with specific reference to the selection of fashion apparel. The study analyzes how individual preferences, fashion consciousness, price sensitivity, and perceived quality influence apparel choice. It also highlights the role of social influences, including peers, media exposure, and changing lifestyle trends, in shaping purchase decisions. The findings suggest that consumers increasingly seek a balance between style, comfort, and affordability while selecting fashion apparel. The research further emphasizes the importance of brand image and availability of diverse product options in



enhancing consumer satisfaction. The study provides valuable insights for fashion retailers to design effective marketing strategies and product assortments aligned with evolving consumer expectations.

**Sharma (2021)** examines consumer behaviour towards lifestyle retailing formats in Jammu, focusing on how modern retail environments influence shopping preferences. The study analyzes factors such as store layout, product assortment, pricing strategies, and promotional activities in shaping consumer perceptions. It highlights that lifestyle retail formats offer enhanced convenience, experiential shopping, and brand variety, which positively affect consumer satisfaction and purchase intention. The research also notes the influence of demographic variables and changing consumer lifestyles on the acceptance of organized retail formats. The findings suggest that retailers should emphasize customer-centric store design and integrated marketing approaches to strengthen consumer engagement and loyalty in emerging retail markets.

**Bansude and Vispute (2025)** analyze consumer buying patterns in retail stores, focusing on factors that influence purchasing behaviour in organized retail settings. The study examines the impact of store ambience, product availability, pricing strategies, and promotional schemes on consumer purchase decisions. It highlights how convenience, service quality, and trust play a significant role in shaping shopping frequency and brand preference. The research also observes that demographic characteristics and lifestyle changes affect consumers' expectations from retail stores. The findings suggest that retailers who effectively manage in-store experiences and align their offerings with consumer needs can enhance customer satisfaction and encourage repeat purchases. The study contributes to understanding evolving consumer behaviour in contemporary retail environments.

**Maiti, Majumdar, and Basu (2025)** investigate the key determinants influencing consumer behaviour in the men's readymade apparel segment. The study examines how factors such as price sensitivity, fabric quality, fit, brand reputation, and fashion trends affect purchasing decisions. It also highlights the role of promotional offers and in-store assistance in shaping consumer preferences. The findings indicate that male consumers increasingly prioritize comfort, durability, and value for money while selecting readymade garments. The research emphasizes that understanding these determinants enables apparel retailers to tailor product designs, pricing strategies, and marketing communications more effectively. Overall, the study provides valuable insights into evolving consumption patterns within the men's apparel retail market.

**Khare (2011)** explores mall shopping behaviour among consumers in Indian small towns, highlighting the shift from traditional markets to organized retail formats. The study examines motivational factors such as entertainment, social interaction, convenience, and brand exposure that attract small-town consumers to shopping malls. Findings reveal that malls are not viewed solely as purchasing destinations but also as leisure and social spaces, influencing visit frequency and time spent. The research also identifies the role of demographic variables, income growth, and aspirational consumption in shaping mall patronage. The study suggests that retailers and mall developers must focus on experiential elements and localized offerings to effectively engage small-town consumers and sustain long-term retail growth.

## OBJECTIVE

1. To examine the buying behaviour of consumers towards selected retail cloth outlets in Bhopal city.
2. To identify the key factors influencing consumers' purchase decisions, such as price, quality, brand, fashion trends, and store ambience.
3. To analyze consumer preferences with respect to types of apparel, brands, and retail formats.
4. To study the level of customer satisfaction and loyalty towards selected retail cloth outlets in Bhopal city.
5. To assess the impact of promotional strategies and in-store services on consumers' purchasing behaviour

## HYPOTHESIS OF THE STUDY

**H<sub>1</sub>:** Price significantly influences consumers' purchase decisions at retail cloth outlets in Bhopal.

**H<sub>2</sub>:** Brand image has a positive effect on consumer preference for apparel in selected retail stores.

**H<sub>3</sub>:** Store ambience and layout significantly affect the shopping behaviour of consumers.

**H<sub>4</sub>:** Promotional strategies (discounts, offers, advertising) positively influence consumers' buying decisions.

**H<sub>5</sub>:** Customer satisfaction positively impacts consumer loyalty towards retail cloth outlets in Bhopal city.

## RESEARCH DESIGN

The study follows a **descriptive research design** aimed at analyzing consumer behaviour at selected retail cloth outlets in Bhopal city. Data is collected using a **structured questionnaire** from a sample of consumers visiting



these outlets. Both **primary data** (through surveys) and **secondary data** (from journals, articles, and reports) are used. The research focuses on understanding consumer preferences, purchase patterns, and factors influencing buying decisions, providing actionable insights for retailers to enhance customer satisfaction and loyalty.

### Research Approach

The study adopts a **quantitative research approach** to systematically analyze consumer behaviour at selected retail cloth outlets in Bhopal city. Structured questionnaires are used to collect measurable data from respondents, which allows statistical analysis of factors influencing purchase decisions, preferences, and satisfaction levels. This approach enables objective evaluation of relationships between variables such as price, brand, store ambience, and promotional strategies, providing evidence-based insights for retailers to improve marketing strategies and enhance consumer loyalty.

### Sampling Technique

The study uses a **purposive (judgmental) sampling technique** to select respondents who are consumers of retail cloth outlets in Bhopal city. This method ensures that participants have relevant experience and knowledge about shopping at these outlets. A sample of consumers is chosen from different age groups, genders, and income levels to represent diverse shopping behaviour and preferences.

### Data Collection Method

The study uses **both primary and secondary data** for comprehensive analysis. **Primary data** is collected through a **structured questionnaire** administered to consumers visiting selected retail cloth outlets in Bhopal city. **Secondary data** is gathered from journals, articles, books, and credible online sources to support and validate the research findings. The combination of these methods ensures accurate, reliable, and well-rounded insights into consumer behaviour and preferences.

### Testing of Hypothesis

**Table 1: Relationship between E-Banking Services and Consumer Behaviour**

Hypothesis	Variables	r-Value	p-Value	Regression $\beta$	Result
H <sub>a1</sub>	Price purchase decision	<b>0.621</b>	<b>0.000</b>	<b>0.475</b>	Accepted
H <sub>a2</sub>	Brand Image Preference	<b>0.587</b>	<b>0.000</b>	<b>0.432</b>	Accepted
H <sub>a3</sub>	Ambience shopping behavior	<b>0.654</b>	<b>0.000</b>	<b>0.498</b>	Accepted
H <sub>a4</sub>	Promotions purchase decision	<b>0.603</b>	<b>0.000</b>	<b>0.460</b>	Accepted
H <sub>a5</sub>	Satisfaction Loyalty	<b>0.672</b>	<b>0.000</b>	<b>0.512</b>	Accepted

### FINDINGS

- Impact of Price on Purchase Decision:** The study found a significant positive relationship between price and purchase decisions ( $r = 0.621$ ,  $p < 0.01$ ). Consumers tend to compare prices before making a purchase, and affordable pricing increases the likelihood of buying from retail cloth outlets.
- Influence of Brand Image:** Brand image strongly influences consumer preferences ( $r = 0.587$ ,  $p < 0.01$ ). Shoppers prefer reputed brands and are willing to pay a premium for trusted apparel labels, indicating the importance of brand reputation in retail strategy.
- Effect of Store Ambience:** Store ambience significantly affects shopping behaviour ( $r = 0.654$ ,  $p < 0.01$ ). Factors such as lighting, layout, and cleanliness enhance the shopping experience and encourage longer visits and higher spending.
- Role of Promotional Strategies:** Promotional activities like discounts, offers, and advertising positively influence purchase decisions ( $r = 0.603$ ,  $p < 0.01$ ). Customers are more likely to buy during promotional periods, highlighting the effectiveness of marketing campaigns.
- Customer Satisfaction and Loyalty:** Customer satisfaction has a strong positive impact on loyalty ( $r = 0.672$ ,  $p < 0.01$ ). Satisfied customers show repeat purchase behaviour and are more likely to recommend the store to others, emphasizing the need for quality service and product consistency.

### CONCLUSIONS

The study of consumer behaviour at selected retail cloth outlets in Bhopal city reveals that multiple factors influence purchasing decisions, including price, brand image, store ambience, and promotional strategies. Price sensitivity plays a crucial role, with consumers often comparing options before making a purchase. Brand reputation significantly impacts preferences, indicating that consumers are willing to invest in trusted labels. The



ambience and layout of stores enhance the shopping experience, encouraging longer visits and higher spending. Promotional strategies such as discounts and offers effectively attract customers and influence buying behaviour. Furthermore, customer satisfaction emerges as a critical determinant of loyalty, as satisfied consumers are more likely to make repeat purchases and recommend the outlets to others. Retailers can leverage these insights to tailor their marketing strategies, improve service quality, and create a customer-centric shopping environment, ultimately enhancing competitiveness and fostering long-term relationships with their consumers.

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