



Factors Affecting Buying Decision of Customers in Apparels Retailing

By Swapna Menthula

Grin Verlag. Paperback. Condition: New. 52 pages. Dimensions: 8.2in. x 5.8in. x 0.2in. Scholarly Research Paper from the year 2012 in the subject Business economics - Marketing, Corporate Communication, CRM, Market Research, Social Media, grade: A, Dhruva College of Management, course: PGDM, language: English, abstract: In India retail industry is the largest among all the industries, the retail industry is upgrading itself providing with endless array for customer choices like changing life style, customers brand awareness depending on income level of customers. The retail industry in India is hailed as a sunrise sector and the value is estimated to increase from US 330 billion in 2007 to US640 billion by 2015 i. e. , almost double the value. The size of Indias retail sector is currently estimated at around 450 billion and organized retail accounts for around 5 of the total market. We cannot take customers for granted because consumer buying behavior determines how consumer decides which product to buy and what all factors are responsible for the buying decision. The firm has to satisfy the needs and wants of a consumer. Hence the present study has been conducted to understand the impact of various factors viz. physical attributes, display, merchandise,...



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