

# Consumer Buying Behavior and Purchase Decision-Making in the Apparel Industry: A Study of Saurashtra Region in India

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## Abstract

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This research explores the diverse aspects of consumer behavior in the Indian fashion retail sector, concentrating on the complex interactions of multiple elements influencing buying choices. Essential elements like cultural subtleties, economic forces, societal factors, and technological advancements are examined to uncover their influence on consumer tastes and purchasing behaviors. The aim of the study was to analyze the buying choices of consumers in the clothing industry within the Saurashtra Region of India. This study sought to determine the factors influencing customers' decision-making while shopping in retail clothing stores. The Indian retail market, the fifth largest retail destination in the world, was ranked second after Vietnam as the most appealing emerging market for retail sector investment according to AT Kearney's seventh annual Global Retail Development Index (GRDI). A survey was conducted to gather quantitative information regarding purchasing-related decision-making. The study involved a sample of 253 participants. The SPSS 25 statistical software was utilized for analyzing the collected data and visualizing it. The linear regression examination was conducted. The findings indicate that the store's design, arrangement, ambiance, and customer loyalty influence decision-making. The results suggest that the consumers are increasingly worried about whether the clothing manufacturers adhere to eco friendliness in their buying choices.

## Keywords

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Consumer buying behavior, Decision Making process, Apparel industry

**Current status of the research is: Work-in-progress**

## Potential collaboration with Authors

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Joint academic research and publications