

Buying Behaviour Towards Plus Size Clothing: A Quantitative Study of Indian Consumers

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ABSTRACT

The patterns of shopping for plus-size garments that are followed by Indian consumers are the subject of the investigation that this research presents. This research aims to investigate the factors that influence consumer purchasing decisions as well as the challenges that plus size clothing retailers in the Indian market face in order to better understand both topics. According to the results of the study, the three factors of price, quality, and reputation of the business had the greatest influence on the decisions that consumers made regarding the products that they purchased. Consumers, on the other hand, faced challenges such as a lack of measurement consistency, a limited collection of choices that were fashion-forward, and a constrained availability of options that were plus size. The study provides insights into the plus size clothing section of the Indian market, as well as methods to increase the availability of plus size choices while addressing the challenges faced by retailers.

KEYWORDS: Plus Size, Clothing, Fashion, Industry, Buying Behaviour, Indian Consumers,

INTRODUCTION

In recent years, there has been a discernible increase in demand for plus-size clothing all over the world, and consumers have been searching for expanded sartorial options. Despite the fact that the Indian market for plus-size clothing is still in its infantile state, with few options and challenges for both customers and sellers, it is necessary to acknowledge that this industry has the potential to grow. This section of the article provides an overview of the research pertaining to the factors that have an impact on consumer acquisition behaviour in relation to plus-size clothing and the challenges encountered by retailers in the Indian marketplace. The research focuses on the predicaments faced by retailers in the Indian marketplace.

The market for garments in sizes larger than standard has been growing rapidly as a direct consequence of the demand for more inclusive fashion. In spite of the fact that the Indian market for plus-size clothing is still in its infant stage, there are presently very few options to

choose from, and the process of acquiring such things involves many challenges for both buyers and sellers. The purpose of this study is to investigate the shopping habits of Indian consumers with respect to the purchase of plus-size clothing. This study is being carried out with the intention of providing recommendations for enhancing the shopping experience of consumers and expanding the availability of plus size options in the Indian market. This will be accomplished by identifying the factors that have an effect on consumer purchasing decisions and the challenges that are faced by retailers. In addition, this research will look into the factors that have an effect on the accessibility of plus size selections in the Indian market. The current investigation makes use of data collected through an online survey that was given to a representative Indian customer (Alexander, et. al, 2012).

This survey was conducted using a quantitative research methodology. The purpose of this survey was to investigate a variety of topics, including pricing, quality, consumer identification of brand names, and the availability of plus-size fashion options, in addition to identifying the challenges that consumers encounter when trying to purchase plus-size clothing. This study aims to acquire a comprehension of the purchasing behaviour of Indian buyers in relation to plus-size apparel. With this knowledge, merchants will be able to capitalise on the information to improve the shopping experience for customers and increase the number of options available in the plus-size category in the Indian market (Younus, 2015).

In the following portions of this article, an examination of the body of literature pertaining to the variables that create an influence on customer purchasing behaviour in regard to plus size garments and the issues encountered by merchants in the Indian market will be provided. This examination will take place in the context of this article. After that, the findings of the study will be released, and plus size clothing distributors will be given recommendations on how to improve the shopping experience and address the challenges that customers face when trying to make purchases of that size. The conclusion of the paper provides a summary of the investigation's obligations to the study of plus-size clothing in the Indian market (Jadhav, & Khanna, 2016).

LITERATURE REVIEW

An investigation into the elements that influence the purchasing decisions of consumers in connection to plus-size clothing. Price: Price is one of the most important factors that individuals take into consideration when making judgements about the plus-size garments

they buy for themselves. According to the findings of a research customers have a tendency to spend a higher price for plus size clothing when they are satisfied with the quality of the item. Consumers mentioned expensive prices as a barrier that prevented them from purchasing plus size clothing (Holt, et. al, 2004).

The standard of the item itself is an additional factor that plays a significant role in determining the choices that customers make when shopping for plus-size clothing. In order to live up to the expectations of their customers, retailers of plus-size clothing need to ensure that the items they stock are not only durable but also comfortable. According to the findings of a study), customers are willing to spend a greater amount of money for plus-size clothing if it is of a good quality (Peters, 2014).

When it comes to shopping for plus-size clothing, the decisions that customers make are heavily influenced by the reputation of the brands that they consider. When it comes to the manufacture of clothing for people with larger frames, customers are likely to have a stronger preference for companies that have established a solid reputation in the marketplace. According to the findings it was determined that the reputation of a brand played a significant part in influencing the decisions that customers made when it came to the purchase of products. There are a number of challenges that can be found in the Indian Retail Marketplace for merchants. The limited selection of items available in plus sizes is a cause for caution. The limited number of plus-size choices available in the Indian market presents a significant challenge for businesses that sell plus-size garments. A lack of selection in the market was the root cause of unhappiness among customers. This presents a workable opportunity for merchants to broaden the selection of products they offer and increase the availability of options for people who wear plus sizes (Goh et. al,2013).

The lack of standardisation that exists between the various plus size clothing retailers in India has resulted in an inconsistent measuring system, which has become a significant barrier within the market. According to the findings of a research customers who purchased plus-size clothing had a difficult time choosing the appropriate measurement for themselves. The dissatisfaction of customers might bring about a drop in the revenue statistics of local businesses. The Indian customer market is suffering from a lack of fashionable choices for people who wear plus sizes. Customers have expressed at many places displeasure with the limited number of fashion choices that are currently accessible on the market. Retailers now

can increase the variety of products they offer in order to meet the fashion-oriented requirements of customers who purchase larger sizes of clothing (Kim, & Ko, 2012).

An analysis of the available literature has resulted in a comprehension of the factors that determine customer purchasing patterns in the context of plus-sized clothing, as well as the challenges that are faced by vendors operating in the Indian market. It was discovered that price, quality, and reputation of the company were the three most significant factors that determined the purchasing behaviour of consumers. Retailers who operate within the Indian market face a number of challenges when it comes to providing sufficient plus size options for their consumers, as well as maintaining size consistency and providing fashionable goods. This literature review produces constructive understandings that can assist plus size clothing merchants in India to cultivate a more positive purchasing experience for customers and to further the availability of plus size choices in the Indian market. These understandings can also help further the availability of plus size choices in the global market (Christel, & Dunn, 2017).

According to the findings, the vast majority of women who wear plus sizes have difficulty finding clothing that is both contemporary and current in their size range. Because there are so few choices available to them, they have become less price sensitive and are willing to spend more for clothing that is stylish and fits well. In addition, the research emphasised the significance of shopping online for plus-size women because of the flexibility it provides and the variety of sizes that are available. The primary factors that direct the shopping habits of plus-size customers. According to the findings, the availability of sizes and patterns, as well as quality, price, and perception of the brand, are the elements that have the greatest impact on the purchasing decisions of plus-size customers. The research also found that the shopping experience, which includes the tangible store surroundings, customer service, and the convenience of putting on garments, has a significant influence on the purchasing decisions of plus-size customers. This was found to be the case in both online and brick-and-mortar stores (Gruys, 2012).

The impact that social media has had on the shopping behaviours of customers who wear larger sizes. According to the findings, social media platforms play a significant part in shaping the inclinations of plus-size customers when it comes to fashion as well as their behaviour when shopping for clothes. According to the findings of the research, social media has been instrumental in the development of a community of plus-size women who

collaborate on the exchange of fashion tips, product reviews, and anecdotes from their own lives, thereby contributing to the development of confidence and influencing consumer choices (Boorady, 2014). The relationship between plus-size women's perceptions of their bodies and the ways in which they shop for garments was investigated in this research. According to the findings, plus-size women's shopping habits are significantly impacted when they have an unfavourable picture of their bodies. Women who have a negative perception of their bodies are more likely to be price-conscious, less likely to be fashion-conscious, and more likely to shop online for clothes that are less revealing and provide more covering (Jain, & Khan, 2017). Consumers Who Wear Plus-Size Garments Share Their Opinions About Retail Fashion Store Environments. This research aimed to investigate the perspectives of plus-size customers regarding the atmosphere of retail clothing stores. According to the findings, plus-size women have a pessimistic view of the surroundings of retail stores because they frequently experience feelings of exclusion and marginalisation in these settings. According to the findings of the research, one of the most important ways to improve the shopping experience of plus-size women and encourage them to make more purchases is to design stores that are hospitable to all customers, including those with larger bodies (Richa, 2012).

The findings of the research indicate, in general, that plus-size women face a distinct set of challenges when shopping for garments. The availability of sizes and patterns, along with other factors such as quality, price, and the reputation of the brand, play a significant role in the purchasing decisions made by plus-size customers. The inclinations and shopping routines of plus-size customers are significantly impacted by the impact of social media on those behaviours. It is necessary to create a store environment that is accepting and accommodating of women of plus size in order to improve the browsing experience for these customers and increase the likelihood that they will make a purchase

Objective: To find the buying behaviour towards plus size clothing

Methodology: This study is descriptive in nature in which the data were obtained from the 200 respondents who wear plus size clothes. A checklist question was used to analyse and interpret the data. In a checklist question respondents choose “Yes” or “No” for all the questions.

Data Analysis and Interpretations:

Table 1 BUYING BEHAVIOUR TOWARDS PLUS SIZE CLOTHING

SL No.	Buying Behaviour Towards Plus Size Clothing	Yes	% Yes	No	% No	Total
1	Expensive price is the most important behavior for purchasing plus size clothing	178	89.00	22	11.00	200
2	Standard of the item itself is an additional factor	171	85.50	29	14.50	200
3	Reputation of the brand is also considered an important factor while choosing clothes	187	93.50	13	6.50	200
4	Appropriate measurement of clothes is also a concern	193	96.50	7	3.50	200
5	Variety of products offered to meet the fashion-oriented requirements	182	91.00	18	9.00	200
6	Designing stores that are hospitable to all customers including those with larger bodies	190	95.00	10	5.00	200
7	social media platforms play a significant part in shaping the inclinations of plus-size customers	177	88.50	23	11.50	200

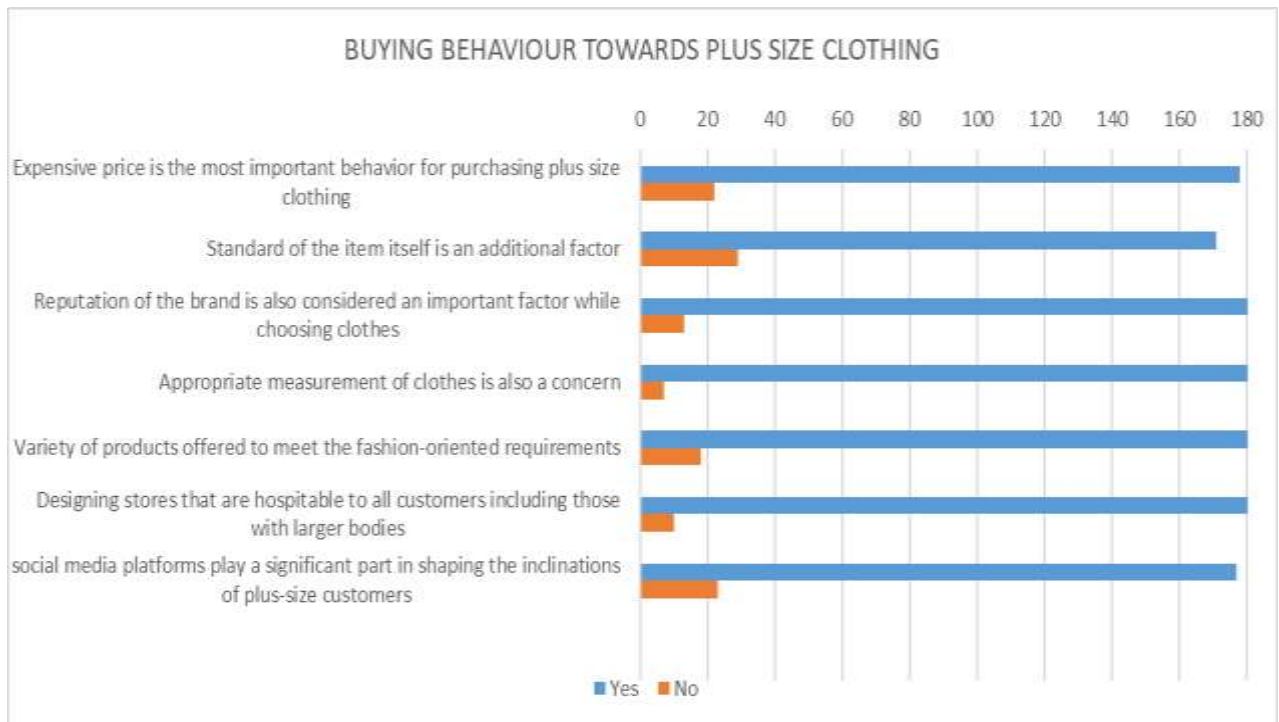


Figure 1 BUYING BEHAVIOUR TOWARDS PLUS SIZE CLOTHING

Table and Figure 1 show the buying behaviour towards plus size clothing. It was found that around 96.5% respondents accept that appropriate measurement of clothes is also a concern, designing stores that are hospitable to all customers including those with larger bodies (95.0%), reputation of the brand is also considered an important factor while choosing clothes (93.5%), variety of products offered to meet the fashion-oriented requirements (91.0%), expensive price is the most important behaviour for purchasing plus size clothing (89.0%), social media platforms play a significant part in shaping the inclinations of plus-size customers (88.5%) and standard of the item itself is an additional factor (85.5%).

CONCLUSION

The purpose of this research was to investigate the shopping habits of Indian consumers with respect to plus-size clothing and to report our findings. In order to collect information from a representative selection of Indian customers, a quantitative research method known as an internet survey was used (Variawa, 2010). According to the findings of the research, the decisions that consumers make regarding their purchases of plus size garments are significantly influenced by three primary considerations: price, quality, and the reputation of the brand. In addition, merchants operating in the Indian market are confronted with challenges such as the limited availability of plus-size garments, discrepancies in size across

product lines, and results that are not progressive in terms of their aesthetic. The observational findings of the research indicate that purveyors of plus-size clothing should diversify their product group, ensure consistent sizing, and fulfil the fashionable requirements of customers who wear plus sizes. The research has produced enlightening information regarding the factors that influence the purchase decisions of customers when it comes to plus size garments, as well as the challenges that are faced by merchants in the Indian market. This information can be put to use to improve the purchasing experience for customers and to increase the number of choices available in the plus size category within the Indian market.

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