

Role of Youth Psychographic Dimensions in Selecting Apparel Store with Reference to Shimoga Dist. - An Empirical Study

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Abstract:

Psychographic characteristics of youth play an important role in selecting the apparel stores. The purpose of the present is to identify the various psychographic characteristics of youth using the AIO lifestyle approach and also to find the important store attributes considered important by youth while selecting the apparel store. The study is confined to youth who aged between 18-35 years in Shimoga Dist. Karnataka. Total 152 valid responses were collected through a structured questionnaire using convenience sampling technique. Using Exploratory Factor Analysis five factors (dimensions) were identified such as Extrovert life loving and Price Conscious", "Sports Lovers", "Fashion Conscious", "Innovators and Health Concern" and "Excitement seekers compatible with opposite gender". And four important store dimensions identified through EFA.

Key words: Psychographics, AIO, EFA, Store attributes.

Introduction: According to Deloitte's Global Powers of Retailing 2023 report on top 250 retailers, the apparel and accessories sector achieved the highest annual sales growth with 31.3% and an average net profit margin of 4.3%. The Retail sector's contribution for India's GDP is nearly 10%. Though unorganized players conduct about 90% of retailing business and organized players account for 4-5%, the entry of giant retail firms to India has changed the landscape of the retail business. The consumers spending on apparels is ranked as second after food and beverages. The Indian retail market has emerged as one of the fastest growing and attractive destinations. In India, apparel is ranked as second largest retail category having yearly CAGR of 12-15% and is expected to become leader in the organized retail sector in the coming years (Isha Tyagi et.al-2015). The Indian youth aged between 18 to 34 spend most (77%) on apparels and mobile phones (Business Insider India report 2023). Youths are considered as the most dynamic and vibrant segment of the population. According to the Indian Youth Policy, India has the largest youth population in the world around 66% of the total population is below the age of 35. The persons between the age group of 15 and 29 years are

considered youth (National Youth Policy 2014). Since Indian youths are spending mostly on apparels/clothes, the retailers must try to understand youth appropriately and fill their needs.

Studying and understanding the lifestyle characteristics of youth consumers is one of the strategies that will enable marketers to get more insights about youth. The retailers may earn more sales revenues by designing promotional activities as per the lifestyle (psychographics) of youth consumers. The purpose of the present study is to understand the youth consumers by studying their lifestyle through Activities, Interests and Opinions (AIO) approach with respect to apparel store selection attributes.

Apparels are one of the major retail categories purchased by the youth population. Customers choosing a store to buy apparels depends on his/her experience and the various store image dimensions considered important. The present research study made an attempt to identify the various store image dimensions considered important by the youth in selecting the apparel stores and also to find whether there is a relationship between store image dimensions and

the psychographic lifestyle of the youth with respect to Shimoga Dist. Karnataka.

Review of Literature

Store Image Attributes:

The concept of store image is described as “the in which the store is defined in the shoppers’ mind, partly by its functional qualities and partly by an aura of the psychological attributes (Martineau 1958). According to him all the shoppers seek the store whose total image is acceptable and appeal to them individually. Store image is the combination of consumers’ perceptions and previous experience towards the stores’ different attributes (Chang & Luan 2010). Kunkel and Berry (1968) defines store image as Store image is the totality of the experience and conceptualization that intensify consumers' purchase decision and

recommendation to others About a specific store. Store image has built up as combined evaluation regarding the store and the brand that influenced customers’ store choice (Grewal et. al., 2004). The literature in the areas of Marketing and retail provide the various store attributes and their underlying store dimensions identified by the various research scholars. The present study employs these store dimensions in order to measure the importance given by youth consumers for these dimensions. Table 1 shows the store image attributes and their underlying dimensions extracted from the extensive literature review.

Table 1: Store dimensions from various authors

Scholars	Dimensions of store image
Fisk (1961)	Location accessibility, merchandise suitability, value for price, sales efforts and store service.
Kunkel and Berry (1968)	Price of merchandise, quality, assortment, fashion of merchandise, sales personnel, sales promotion, advertising, store atmosphere, locational accessibility, service, reputation on adjustments and other Accessibility factors.
Berry (1969)	Quality and variety of merchandise, sales staff, and store atmosphere.
Lindquist (1974)	Merchandise, service, clientele, physical facilities, promotion, accessibility, store atmosphere, institutional and post-transaction satisfaction.
Doyle and Fenwick (1974)	Product, price, assortment, Styling and location.
James et. al. (1976)	Assortment, personnel, atmosphere, service, quality and price.
Bearden (1977)	Price, quality of merchandise, assortment, atmosphere, location, parking facilities and Friendly personnel.
Greenberg et. al. (1983)	Product choice, promotion and the store atmosphere
Ghosh (1990)	Location, merchandise, store atmosphere, customer service, price, advertising, personal selling and sales incentive programs.
Visser and Noordwyk (2006)	Merchandise, service, clientele, physical facilities, convenience, promotion, store atmosphere, institutional factors and post-transaction satisfaction. (Adapted from Lindquist’s 1974 study)

Jinfeng and Zhilong (2009)	Convenience, perceived price, physical facilities, employee service and institutional factors
Verma & Madan (2011)	Stores' product and Operational Quality, Store's Overall Visual Appeal, Customer Convenience, Perceived Price and Pas Satisfaction and Store's Promotional Effectiveness
Virvilaite and Dailydiene (2012)	Services, convenience, quality, product variety, product price and atmosphere

Source: Virvilaite and Dailydiene (2012)

In simple words the store image dimensions are the set of tangible and intangible characteristics of a particular store which will throw light on consumer psychographics to choose a store for buying goods and services.

Activities Interests, Opinions (AIO) Lifestyle

Understanding and segmenting the customers in the modern market is the most dynamic function of the marketer. Understanding the behavior of the consumers by studying their **lifestyle** is a unique and increasingly important idea in recent times. The universal definition of lifestyle is the **Activities, Interests, and Opinions (AIO)** of potential customers. It is widely considered as a means to connect goods and services offered in the market with targeted lifestyle audience (**Sathish & Rajamohan, 2012**) such that a product appeals to the AIOs of the target market.

Customers are not only looking for products or services based on what do they like, where do they live? What gender they belongs to? But also based on what do they do i.e., how do they spend their time and what their priorities, values, opinions, and general point of view on the world, where do they go other than work? Who do they like to talk to? What do they chat about?

In the Consumer market lifestyle considered as a psychological variable which impacts the buyer decision process. In a broader sense, the term lifestyle means **the way a person lives**. In sociology discipline, a lifestyle often reflects an individual's attitudes, values, or worldviews. A lifestyle is a means of creating a sense of self and cultural symbols that associated with personal identity of individuals.

The marketers formulate marketing campaigns to reach and persuade customers with an objective to align the product's position with the target

market's lifestyle features. The variables like consumer' interest in hunting, their attitude towards climate change, deeply held opinion on fair-trade products etc. can be studied to understand the target audience and position the products effectively.

A person's lifestyle can be defined as "his/her way of living in daily life". Lifestyles are patterned means of investing certain aspects of everyday life with social or symbolic value; but this also means that they are ways of playing with identity (Chaney 1996). This definition indicates that lifestyles play a significant role in personal identity. 'Lifestyles are routine practices, like habits of dressing, eating, modes of acting and favored milieus for encountering others; but the routines followed are reflexively open to change in the light of the mobile nature of self-identity' (Giddens1991). Individual lifestyle is extremely twined with self-identity. Lifestyle may be assumed as a material expression of the person's identity (Wilksa 2002). Marketers are not selling isolated products which can be viewed as symbols; they are selling, or consumers are buying, a style of life or pieces of a larger symbol Kelley (1963 p. 168). The word life style suggests a patterned way of life into which people fit various products, circumstances or resources. It suggests that customer buying is an interrelated, patterned phenomenon and they bought as part of a lifestyle package (**Moore 1963 p. 153**).

The above definitions by the various scholars clearly showed that lifestyle is a consumers' way of living. Within the same demographic characteristics there may be different lifestyle characteristics. It is also proposed that consumers purchase products in accordance with their different perceptions, attitudes, interests towards the products and the organizations.

Determining Store Attributes through Psychographics Characteristics

Based on the above discussion, the consumers think different attributes of a store and give importance to those attributes based on their psychographic profile. A consumer, for instance, considers the store atmosphere as key feature while selecting the store. And other consumers consider the salesperson's skills in selling the goods. The reason behind any psychographic studies is that people with the same demographic features do not possess the same psychographic attributes. Two persons of the same age will be having different opinions about something. Keeping this concept key point in mind, several studies have been conducted by researchers/ firms to know the relationship between psychographic characteristics and store dimensions (**Dr. Tejash Pujara, 2012**).

Suman Yadav and Sadaf Siraj (2016) have studied youth shoppers' psychographics, motives and shopping behavior and concluded that psychographic characteristics and shopping motives affect the purchase behavior of youth consumers. **Ritu Narang (2010)** conducted an experimental research on youth psychographic segmentation and identified four important clusters. **Dr. Tejash Pujara (2012)** has examined the role of lifestyle in apparel store selection-an experience of Indian Youth and identified two important clusters from the 7 acceptable factors. The researcher also found the significant difference between two clusters. **H.S. Srivatsa and Dr. R. Srinivasan (2007)** have identified in their study that, psychographic attributes play an important role in selecting banking channel selection. **Ritu Narang (2011)** has examined the role of psychographic characteristics of Indian youth in apparel store selection and found that, there is a statistically significant difference between four important clusters such as Get-Going adopters, Disinterested, Confused Followers and independent life lovers. Psychographics is an approach used to define and measure the lifestyles of consumers using activities, interests and opinions (**Dr. Tejash Pujara, 2012**). Psychographic dimensions are the measurements of the consumers' mind, which point out how he/she thinks, feels, reacts and reflects (**Roy and**

Goswami, 2007). The psychographic studies are used to develop detailed understanding of the market segments in accordance with their activities, interests, opinions, needs, motives, perceptions, lifestyles and attitudes (**Goswami, 2007**)

Objectives and the Importance of the study

There are various studies conducted on understanding consumer insights using different lifestyle approaches such as Values and Lifestyles (VALS developed by SRI Internationals), List of Values (LOV) and Activities, Interests and Opinions (AIO). The majority of studies are conducted in the developed nations and even in the developing nations. **Suman Yadav and Sadaf Siraj (2016)** have conducted an experimental research on "Youth shopper's psychographics, motives and shopping behavior" at Gurgaon city, India adopting VALS approach. **Ritu Narang (2010)** has studied "Psychographic segmentation of youth in Indian retail market" in Lucknow City, India using AIO and LOV psychographic approaches. **H.S. Srivatsa and Dr. R. Srinivasan (2007)** have studied the role of psychographic attributes in selecting banking channel in Karnataka. **Ritu Narang (2011)** has examined the role of psychographic characteristics of Indian youth in apparel store selection with respect to Uttar Pradesh. **Sudas Roy and Paromita Goswami (2007)** have conducted Structural Equation Modeling (SEM) of value-psychographic trait-clothing (VPC) purchase behavior and proved that psychographic traits are the intervening variables between List of values and Purchase behavior.

The above literature review discussion showed that, the majority of the studies with respect to psychographics and store selection were conducted in developed nations and some similar studies have been conducted in concentrating North Indian parts and Metropolitan cities. Very few studies have been conducted in Karnataka such as Bengaluru, Mysore, Hubli-Dharwad, Mangalore. However, no studies have been conducted in the remaining parts of Karnataka including Shimoga Dist. The present research seeks to fill this gap by studying psychographic traits of youth in selecting the apparel store with respect to Shimoga Dist. Karnataka. The following are the objectives of the study:

1. To identify the various psychographic dimensions of the youth based on activities, interests and opinions (AIO).
2. To identify the apparel store characteristics which youth shoppers consider important while selecting a store.

Limitations of the study

The present study area is confined to Shimoga Dist. of Karnataka state. The target audience for the study are youth people who are aged between 18-35 years. The study is limited to apparel store selection of youth in accordance with their psychographic attributes. Students studying in different UG programmes, Graduates and Postgraduates are targeted to get responses.

Research Methodology

The study present research is conducted in Shimoga Dist. of Karnataka State. The structured questionnaire was employed to extract the responses from the target sample. The questionnaire includes of three parts. The first part included the demographic details, the second part included various psychographic statements which are similar to studies conducted by Ritu Narang (2011), Dr. Tejash Pujara (2012), and Wells and Tigert (1971). A set of 46 statements related to Activities, Interests and Opinions (AIO Lifestyle

approach) were included to measure the respondents psychographic lifestyle which are measured in five point rating scales (1 = Strongly Disagree to 5 = Strongly Agree). The third part of the tool included the various store attributes which are considered important while selecting the apparel stores by the youth respondents. A set of 29 store attributes which were derived from the extensive literature review were included in order to measure the important store attributes considered by youth in selecting the apparel store. The characteristics are measured in a five point rating scale (1 = Not at all important to 5 = Extremely Important). Before conducting the actual survey, the questionnaire was analyzed by the experts for ascertaining the correctness of the statements and checking if they are grammatically correct.

The convenience sampling technique was employed to collect the data from the youth who aged between 18 to 36. In total 152 valid responses were received and all the valid responses were included for analysis and the results were presented. The exploratory factor analysis was employed to analyze the responses. The SPSS 23 versions and MS-Excel are used to analyze the responses.

Analysis and Discussion:

Table 2: Demographic Profile of the respondents

Demographic Characteristics	Frequency	% (Rounded off)
Gender:		
Male	72	47
Female	80	53
Age:		
18-25	147	97
26-35	5	3
Qualification:		
Under graduation	92	61
Graduation	43	28
Post-Graduation	17	11
Income:		
Less than Rs. 10,000	39	26
10,000-20,000	51	34
20,000-30,000	26	17
30,000-40,000	18	12
40,000-50,000	18	11

Religion:		
Hindu	138	91
Muslim	12	8
Christian	2	1
Family size:		
Less than 3 Members	9	6
3-5 Members	115	76
5-7 Members	16	10
7-9 Members	8	5
More than 9	4	3
Total	152	

Psychographic Dimensions

Psychographic characteristics were examined using Exploratory Factor Analysis (EFA) based on the Principal Component Analysis (PCA). The 46 statements pertaining to the AIO lifestyle of youth respondents were factor analyzed in order to reduce the items into smaller numbers of dimensions which consists most of the information in the original data.

To confirm whether the Exploratory factor analysis was a suitable statistical technique, Kaiser-Meyer-Olkin (KMO) Measure of Sampling Adequacy and Bartlett’s Test of Sphericity were performed. The review of literature has suggested that the KMO measure should be greater than 0.50 and the Bartlett’s Test Chi-Square) value must be significant.

Table 3: KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.	.911
Bartlett's Test of Sphericity	4525.794
Approx. Chi-Square	
df	1035
Sig.	.000

The table 3 showed the KMO value of 0.911 and Bartlett’s Test of Sphericity ($\chi^2 = 4525.79$, $df = 1035$, $sig. = 0.000$) indicated that the sample data was suitable for conducting the factor analysis. The factors with EigenValues greater than 1 were considered to be significant. The variables heavily loaded on more than one factor and the variables having communalities less than 0.50 were dropped from the analysis. The variables having 0.50 or more loadings on one of the identified factors were considered for analysis. 14 items were dropped from the analysis due to either cross loadings or no loading at all. The Exploratory Factor Analysis (EFA) of 46 items resulted into Five acceptable factors (Psychographic Dimensions).

In order to check the reliability of psychographic scale, the Cronbach’s alpha was calculated. Cronbach’s alpha is the widely used measure of reliability which is an assessment of the degree of consistency between multiple measurements of variable. The cut off alpha value was considered to be 0.70 and it can be reduced to 0.60 in exploratory studies (Hair et al; 2003). The early researchers considered 0.40 as a lower limit for Cronbach’s alpha (Dr. Tejash Pujara, 2012). The overall Cronbach’s alpha of the psychographic scale was calculated at 0.950 which indicated high internal consistency of the scale. The item wise alpha coefficients were ranged from 0.478 to 0.749. The five factors derived from 32 items were

named as “Extrovert life loving and Price Conscious”, “Sports Lovers”, “Fashion Conscious”, “Innovators and Health Concern” and “Excitement seekers compatible with opposite gender”. The

total variance explained by the five factors together was 55.73%. The table 4 shows the name of the factors along with the variable loadings and the Cronbach’s alpha of each factor:

Table 4: Psychographic Dimensions

Psychographic Characteristics	Component				
	1. Extrovert life loving and Price Conscious	2. Sports Lovers	3. Fashion Conscious	4. Innovators and Health Concern	5. Excitement seekers Compatible with opposite gender
Cronbach’s Alpha	0.947	0.866	0.746	0.724	0.606
I enjoy life to the fullest	.893				
I would spend a peaceful evening rather than going to a party	.849				
I like excitement	.797				
I check tiny items prices	.792				
I investigate prices for all kinds of products	.787				
I enjoy being among people	.762				
I talk frequently with my buddies	.717				
A person can save a lot of money by shopping around for bargains	.675				
My hobbies are rather restricted and specialized	.659				
I enjoy social gatherings with lots of music and conversation	.614				
I enjoy trying new things	.608				
I am a religious person	.600				
I enjoy working on civic initiatives	.591				
I often ask my friends for recommendations on which brand to purchase	.585				
I consider myself intellectual	.574				
I place a lot of importance on appearing well in my life and hobbies	.548				
I am interested only in few things which are important	.529				

I enjoy leading a team	.510				
I usually read the sports page in the daily paper		.911			
I would rather go to a sporting event than dance		.750			
I thoroughly enjoy conversation about sports		.745			
I participate in sports activities regularly		.730			
I like to watch cricket or football or hockey		.562			
I enjoy dressing in the most recent styles			.885		
I often buy a new brand when I see it on the shelf simply to see how it is			.844		
I usually dress for fashion, not for comfort			.794		
There is too much sex shown on television				.970	
I enjoy experimenting with new and unusual thing				.615	
I do exercise/diet to keep myself slim and fit				.526	
I often thirst for excitement					.715
I am a fashion and trend shopper					.711
I enjoy company of opposite gender					.526
Eigenvalues	17.413	2.907	1.972	1.771	1.574
% of Variance Explained	37.854	6.321	4.287	3.850	3.422

Extraction Method: Principal Component Analysis.
 Rotation Method: Promax with Kaiser Normalization.

Apparel Stores Dimensions:

The KMO value of 0.934 and the Bartlett's test of Sphericity significance value of 0.000 indicated that the samples were enough to conduct the factory analysis. The 29 store attributes were factor analyzed with principal component analysis. Four acceptable store dimensions were found

after dropping 6 items due zero factor loadings. The four identified factors are "Physical facilities and Promotions", "Products and Hygiene", "Convenience and Peer Purchase" and "Entertainment". The factors with eigenvalues greater than 1 are considered for the analysis. The items have loadings greater than 0.50 are considered. The overall Cronbach's value of the scale was 0.944 indicating that the scale was highly consistent. The table 5 shows the various store attributes which form the store dimensions:

Table 5: Store Dimensions

Dimensions of Apparel Store				
Store Attributes	Component			
	1. Physical facilities and Promotions	2. Products and Hygiene	3. Convenience and Peer purchase	4. Entertainment
Availability of parking space at the store	.896			
Recommendation of store	.871			
Accessibility of salespersons	.849			
Feeling comfortable and relaxed in the store	.831			
Skills of salespersons	.785			
Exterior look of store	.781			
Facility of Warranty/guarantee	.718			
Ease of walking through store	.711			
Store design (layout)	.651			
Availability of restrooms/toilets	.642			
Attractive sales promotion offers	.619			
Environment outside the store	.568			
Store Atmosphere		.799		
Availability of latest brands		.768		
Hygiene (cleanliness) in the store		.710		
Display of products		.663		
Supportive salespersons		.654		
Store accessibility		.590		
Availability of preferred brands in that store		.561		
Buying of neighbors/friends/relatives from that store			.839	
Opening of store on weekends			.777	
Window shopping (without buying) and time-pass in the store				.777
Stress reduction by shopping				.617

Extraction Method: Principal Component Analysis.
 Rotation Method: Promax with Kaiser Normalization. Rotation converged in 7 iterations.

Psychographic Dimensions:

The exploratory factor analysis resulted into four important psychographic dimensions of the youth respondents such as **“Extrovert life loving and Price Conscious”, “Sports Lovers”, “Fashion**

Conscious”, “Innovators and Health Concern” and “Excitement seekers compatible with opposite gender”. The extrovert life loving and price conscious youth have a huge chunk of characteristics. They like to lead others, enjoy life to the fullest, enjoy social gatherings, are price sensitive, religious minded and enjoy trying new things in their life. They enjoy doing civic works

and give importance to their appearance. The second factor Sports lovers are enthusiastic in participating sports events, discuss about the sports, they usually watch sports in television or any other devices. The third factor is that fashion **conscious** youths are keen to follow the most recent dressing styles, they often buy new brands as they appear on shelves of the stores and they usually dress for fashion and not for comfort. The fourth important factor identified is innovators and health conscious. These people are interested in experimenting with new and unusual things in their life. They are also conscious about their health and they exercise/follow a diet in order to stay slim and fit. This segment observed that there is too much sex shown on television. Finally, the fifth factor Excitement seekers compatible with opposite gender was identified. These people thirst for excitement in their life, they are fashion and trend shoppers and they mostly enjoy the company of the opposite gender.

Store Dimension:

The multivariate analysis (EFA) has derived four important store dimensions with the help of 23 store attributes which are considered important by the youth population while selecting the apparel stores. The four identified factors are "Physical facilities and Promotions", "Products and Hygiene", "Convenience and Peer Purchase" and "Entertainment".

The first group of the respondents give importance to the physical facilities and promotions in the store. They consider parking space, recommendation, comfort, environment, restrooms facility, sales promotions and skills of the salespersons are important while they select the apparel store. The second important dimension found is products and hygiene. Youth consider store atmosphere, availability of preferred and latest brands, display of products and store cleanliness. The third store dimension is Convenience and peer purchase. Youth give importance where their neighbors, friends, relatives buy the apparel stores and they also consider opening of stores on weekends is important in selecting the apparel store. The fourth store dimension was Entertainment. This segment usually do window shopping and pass

their time in the stores and they also reduce their stress through window shopping.

Findings and Suggestions:

The present study was aimed at identifying the psychographic dimension of youth and the important store attributes considered by them in selecting the apparel stores. The study achieved its two objectives by finding that psychographic characteristics of youth respondents differ and they give importance to store attributes while selecting the apparel stores.

The study found that "Extrovert Life Loving & Price Conscious" and "Sports Lovers" are the two important factors out of five. These two factors include the majority of the psychographic characteristics employed in this research and play a vital role in selecting the apparel stores based on the store dimensions. The study also found that as "Physical facilities & Promotions" and "Products & Hygiene" are the two important store dimensions considered by the youth while selecting the apparel stores.

The marketers are suggested to design their store attributes in accordance with the psychographic lifestyle of the targeted segments. There are Extrovert life loving and price conscious segment that enjoy social gatherings, chatting with pals, religious minded and check price of the items while purchasing the apparels. Another important segment is Sports Lovers who are interested discussion about sports, play sports like cricket, hockey etc. The marketers are advised to design the marketing plans in accordance with these psychographic dimensions. Further, two store dimensions i.e. "Physical facilities & Promotions" and "Products & Hygiene" have been found important by the youth while selecting the apparel stores. The audiences give more importance to the physical infrastructure, promotional activities of the store, availability of preferred brands, display of products, cleanliness in the store. The marketers are suggested to design their store attributes on the basis of these two store dimensions in order to acquire greater market share.

Conclusion:

The study concludes that youths with same demographic profile adopt different lifestyle approach. The lifestyle of "Extrovert Life Loving &

Price Conscious" youths is different from the lifestyle of "Sports Lovers" as found in this study. Youth consider various attributes while selecting the apparel stores. The targeted youth will be benefited by availing preferred apparels stores attributes, various apparel brands with affordable price. The marketers can lure more youth towards their products and acquire more youth market share by offering variety of brands in apparel and also design their store with attractive attributes such a Physical infrastructure, affordable prices, effective sales persons, peaceful atmosphere etc.

Further Scope of the study:

The present study was confined to Shimoga District of Karnataka State and the target population is confined to youth who are doing their graduation, completed the graduation and Postgraduates. This study was also limited to apparel stores selection by the youth in based on the psychographic lifestyle approach (AIO). The convenience sampling technique adopted for this study may not give accurate results. The present study has identified five psychographic dimensions and four store dimensions using Exploratory Factor Analysis (EFA). The research can be further carried out by using Cluster Analysis, Confirmatory Factor Analysis (CFA) and Multiple Linear Regression. The study also confined to apparel store selection by the youth population in Shimoga Dist. Future studies can be extended to other parts of the Karnataka State and the further studies can include other products like Smartphones, Do It Yourself (DIY) products, Personal Care & Beauty Products and so on.

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