

INVESTIGATION OF CONSUMERS WAITING IN LINE AT A FASHION STORE

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ABSTRACT

Holding up in any setting is surely understood to include negative impact shopper assessment of administrations and administration suppliers. Then again, we had researched the constructive outcomes of holding up, for example, evaluated client challenge, excite, and buy objective—amid the buy of style wares. We ordered holding up into four sorts in light of whether holding up happens, whether clients recipient a space filler, or whether a filler is identified with the circumstance. An online overview was led for experimental testing. In the wake of perusing the outcome, 200 respondents answered to a poll with respect to assessed client challenge, excite, and buy objective. The discoveries demonstrated that normal challenge, excite, and buy objective varied altogether as indicated by the holdup sort. Clients gave connection related filler reported the most astounding expected challenge, excite, and buy target, and energy was found to referee the relationship between expected challenge and buy objective.

KEYWORDS: Consumer Buying Behaviour, Fashion, Wait Filler, Excitement, Purchase Intention