

Study on purchasing behaviour of women regarding the purchase of garments

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Received: 21.03.2012; Revised: 12.07.2012; Accepted: 13.09.2012

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■ **ABSTRACT** : The rise in economy of middle class created an extremely important influence on clothes. Status is shown through dress. Market trend is also changed. There are many options available in the market for a middle class consumer as a source of purchasing the garments. To know the purchasing behaviour of women regarding garments, a self-structured interview schedule was prepared regarding source of purchasing garments, frequency of purchasing garments and preferences for the selection of fabric materials for commonly used garments. It was found that fixed priced shops were most preferred source for purchasing garments. Majority of the respondents preferred to purchase cotton materials for most of the family member's garments.

■ **KEY WORDS** : Purchasing behaviour, Garments, Women

■ **HOW TO CITE THIS PAPER** : Priyanka, Yadav, Nirmal, Khambra, Krishna and Arya, Nisha (2012). Study on purchasing behaviour of women regarding the purchase of garments. *Asian J. Home Sci.*, 7 (2): 257-259.

We wear clothing to keep pace with our social group, the activities of that social group and to impress others. Social status demands more numbers and trendy clothing. The rise in economy of middle class created an extremely important influence on clothes. Status is shown through dress even more than in owning an automobile. Different clothing is needed according to various occasions and activities like office wear, outer wear, evening wear, party wear, night wear etc. Fashion trend cycles are accelerating – nowadays the average successful clothing trend lasts only six to twelve weeks. The presence of more and more brands has created a competitive environment unheard of in the past (Rutter and Edwards, 1999). A major change in today's society is the expanded role of female consumers as more and more woman enter the labour market, resulting in higher disposable income for female consumers.

Like many other items, apparel products are composed of many physical characteristics, which are perceived differently by various consumers. When considering a product purchase, consumers tend to compare and contrast alternative products made up of different attribute combinations. Their preferences for items of apparel may depend on the joint

influence of price and product attributes such as quality, style and brand. According to Lang and Crown (1993), past research mostly used survey methods to directly measure consumers' attitudes towards products and their attributes. The possibility of interaction effects between attributes is usually overlooked. Hence, the study was planned to know the purchasing behaviour of the respondents regarding purchase of garments.

■ RESEARCH METHODS

Fifty women respondents were selected randomly to know their purchasing behaviour regarding garments. A self-structured interview schedule was prepared regarding source of purchasing garments, frequency and preferences for the selection of fabric materials for commonly used garments. The data were also selected regarding the personal profile of the respondents.

■ RESEARCH FINDINGS AND DISCUSSION

The data regarding the personal profile, purchasing behaviour and preferences for the selection of materials for commonly used garments has been presented.