

Research Paper :

Associated problems of consumers after curtains and upholstery purchase

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ABSTRACT

The present study was undertaken to analyse the associated problems of consumers about curtains and upholstery purchase. A total of 400 respondents from different cities representing the multicultural groups including Faridabad, Panchkula, Panipat, Hisar and Karnal of Haryana state were selected purposively. Main problems faced were loss of luster after washing, colour fading after washing, fading of printing/painting on curtains and upholstery, coming out of the embroidery threads/mirrors, whereas, piling after few washing and holes/cuts after washing were the least faced problems. One-fourth respondents always faced the problem when they approached the shopkeeper about the defect. Main problem faced by the consumers was that the shopkeepers refused to accept the defected piece back and refund money when the respondents contacted the shopkeepers regarding defect in curtains and upholstery.

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Our leaders assured us that food, clothing and shelter would be within the reach of every citizen of India. That dream was never realized. On the contrary, not only did these items become expensive, themselves quality itself becomes doubtful.

Selling tactics are the most common means to attract and tempt the consumers to buy their products as adopted by the manufacturers and sellers. These may be reduction sales, off season sales, festive sales, installment credit sales, free gift schemes, lottery coupons, discount coupons, attractive packing and advertisements with astonishing, captive ideas. Such sales are the best outlet of disposing off the old and weird material by offering it to the consumers at lesser price but the consumer often buys more articles in order to get maximum out of their finances but they have to sacrifice the quality because indeed, the products purchased from 'Sale' are generally of inferior quality and the sellers or manufacturers lower the prices to get rid of this inferior stuff.

Curtains and upholstery have become glamorous in recent years and colour and styling have become as important as durability. Manufacturers and shopkeepers are cheating costumers in the name of fashion. They are selling low quality of curtains and upholstery. So, consumers face many problems like colour fading after washing or loss of luster after washing and coming out of the embroidery threads/mirrors. Considering these facts, the study was carried out to know the problems of

consumers regarding purchase of curtains and upholstery.

METHODOLOGY

The different cities representing the multicultural groups including Faridabad, Panchkula, Panipat, Hisar and Karnal were selected purposively. Efforts were made to take different colonies of different cities of Haryana so that the sample could be true representation of the population.

The respondents for the study were both men and women as both are usually involved equally in purchase decision. Hence, both need to be educated about curtains and upholstery to be able to make the wise purchase. A total of 400 respondents were selected belonging to upper, middle and higher income groups because they use and change curtains and upholstery more frequently. All the respondents selected were graduates as this is considered important criteria since education gives better comprehension, better understanding and awareness. The sample was comprised of those who were constructing and setting up new homes or have set up their homes for the last one year.

An interview schedule was prepared to gather information from consumers regarding problems faced by consumers after curtains and upholstery purchase.

For construction of interview schedule information available from labels, literature from Manak Bhawan (BIS), books, journals and previous studies was utilized.