



Existing knowledge and associated problems of consumers before purchase of curtains and upholstery

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ABSTRACT

The present study was undertaken to analyse the existing knowledge and 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. Maximum number of consumers had low knowledge regarding curtains and upholstery purchase. Time scarcity for comparative judging was the main problem faced by the respondents before purchase of curtains and upholstery followed by the problems from where to get information about curtains and upholstery, from where to buy them, misleading advertisements, distance and transport and lack of variety and good quality of curtains and upholstery. Very few respondents faced the problems of lack of money.

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INTRODUCTION

Introduction of a wide variety or range of fabrics to the market makes it difficult for a consumer to make buying decisions, which in general are among the most difficult decisions a consumer has to make and he comes across a wide variety and faces a bewildering textile products. In addition, the consumer is becoming aware of the scientific advancements, which in turn helps in improving the quality of life and his right to certain facilities, provided at a little extra cost.

Our leaders have 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, their quality itself becomes doubtful.

It is believed that the "consumer is the king." (Chopra, 2005). In spite of these words given by great leaders of India, the manufacturers are cheating the consumers again. Every manufacturer tries to get ahead of others by employing various means to tempt and force the consumers to buy his company products. With this spirit, they some times use unfair means such as misleading advertisement to get maximum profit. There is no commonly recognizable standardization mark in the case

of textiles as in case of food items, so a consumer can be easily cheated in the market. 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 criterion 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

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