

Preference of consumers regarding purchase of western dresses

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■ **ABSTRACT** : The present study was undertaken to study the preferences of consumer regarding purchase of western dresses. An interview schedule was framed for collecting the preference off respondents and sources of information, factors and various constructional features. The results of the collected data revealed that the most important source of gathering information in dresses was internet followed by television. Most of the respondents preferred to purchase dresses from boutiques and retail shops. The most important factor considered by respondents was price and comfort.

■ **KEY WORDS**: Western dresses, *Saree*, *Ghagra choli*, *Salwar kameez*, Boutiques

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Clothing is a product that has a social and symbolic impact. Consumers influence each other in numerous ways by adapting each other's behaviour, talking to each other and thereby exchanging information via casual conversation. They also seek and give opinion which researchers recognize as opinion leadership and opinion seeking. The last form of interpersonal communication is word of mouth, which is one of the most significant influence affect product sales and brand choices (Betrandias and Goldsmith, 2006). Fashion in new era does not focus only on traditional Indian costumes like *Saree*, *Ghagra choli* or *Salwar kameez* but has switched over to the western dresses or fusion of Indian and western dresses. In India, women costumes are known for their attractiveness, delicacy and smartness. Of all the attire for women, long dresses have their own superiority of place. In recent times of

fashion and fads, the long dresses are largely taking over other costumes including *Saree*, which is called as the queen of the costume because these dresses and gown are brilliant choice for evening and party wear. These not only make them look younger but grant them a presentable appeal in formal gatherings. Therefore, currently these have become the bread and butter of Indian fashion industry. Designers have a good scale for growth in this sector.

■ RESEARCH METHODS

To conduct the present study sixty students of Home Science, College in Punjab Agricultural University, Ludhiana were selected randomly. An interview schedule was framed for collecting the preferences of respondents. The results were analyzed by using

frequency, percentage and weighted mean score of respondents regarding sources of information, sources of purchase, preferred feature, factors and colour combination. On the basis of preferences five long dresses using floral *Mughal* motifs with machine embroidery were prepared.

RESEARCH FINDINGS AND DISCUSSION

The results from the present study are discussed below:

To be aware of the latest fashion in dresses, the respondents collected information regarding to the new fashion in the dresses through various sources. This information was gathered from various sources such as television, magazines, window displays and friends (Table 1). The larger chunk of the respondents *i.e.* 70 per cent, considered internet as the most important source of information regarding new fashion trends in dresses. According to 60.00 per cent respondents, television also plays an important role and gave them information regarding new trends of fashion available in market. Boutiques, magazines and showrooms were found as the sources of information for 58.33 per cent, 55 per cent and 50 per cent of respondents, respectively. The smallest part, *i.e.* 6.67 per cent of the target audience, depended on hoardings for new trends and fashion available in market for dresses.

Table 1 : Sources of information regarding new trends in dresses (n=60)

Sr. No.	Source of information	Respondents	
		F	%
1.	Boutiques/tailors	35	58.33
2.	Magazines	33	55.00
3.	Design books	15	25.00
4.	Television	36	60.00
5.	Newspaper	26	43.33
6.	Internet	42	70.00
7.	Friends	12	20.00
8.	Neighbours	10	16.67
9.	Showrooms/shops	30	50.00
10.	Exhibitions	17	28.33
11.	Hoardings	4	6.67

f=frequency

Data in Table 2 reveals that seventy per cent respondents purchased dresses from boutiques, followed by 41.67 per cent from retail shops, whereas 18.33 per cent and 13.33 per cent preferred E- shopping and brand

outlets. Only 8.33 per cent of respondents purchase dresses from exhibitions and least proportion 3.33 per cent of the respondents purchased long dresses from whole sale shops.

Table 2 : Preference of respondents according to source of purchase of long dresses (n=60)

Sr. No.	Source of purchase	Respondents	
		F	%
1.	Boutiques	42	70.00
2.	Retail shops	25	41.67
3.	E- shopping	11	18.33
4.	Exhibitions	5	8.33
5.	Brand outlets	8	13.33
6.	Whole sale shops	2	3.33

f=frequency

The data in Table 3 reveals that the colour of dresses was the most preferred feature with first rank and weight mean score 3.72, followed by the embellishments on dresses with (3.67 weight mean score) while selecting long dresses. Placement and intricacy of design were given third and fourth rank with weight mean score 3.35 and 2.65, respectively. The least preferred design feature was found to be functional feature that was ranked five with weight mean score 1.62.

Table 3 : Features attributing to the selection of long dresses by the respondents (n=60)

Sr. No.	Preferred feature	Respondents	
		WMS	Rank
1.	Intricacy of design	2.65	IV
2.	Functional feature	1.62	V
3.	Placement of design feature	3.35	III
4.	Colour of dress	3.72	I
5.	Embellishments	3.67	II

WMS= Weighted mean score

Data presents in Table 4 shows that 96.67 per cent of the respondents considered price as the most important factor while selecting long dresses while 93.00 per cents gave preference to comfort. Nineteen per cent of the respondents gave preference to design of the long dress, while 68.00 per cent of the respondents consider fashion and suitability to occasion for long dress. Maintenance of long dresses was least considered by respondents (37.00%).

Fig. 1 depicts the preference of respondents for different colour combination to be used in long dresses. It indicated that maximum percentage of respondents *i.e.* 53.33 per cent of respondents preferred dresses in

Table 4 : Factors considered by respondents for selection of long dresses (n=60)

Sr. No.	Factors	Respondents	
		F	%
1.	Fashion	41	68.00
2.	Design	54	90.00
3.	Price	58	96.67
4.	Suitability	41	68.00
5.	Comfort	56	93.00
6.	Maintenance	22	37.00

f =frequency

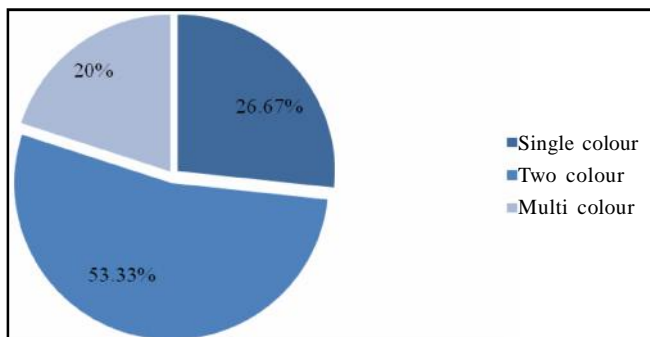


Fig. 1 : Preference of respondents fo colour combination of long panelled dresses

two colours followed by 26.67 per cent preferred dress having single colour and twenty per cent respýondents

preferred to have long dresses in multi colour.

Keep in view the above preferences of the respondents five long dresses using floral *Mughal* motifs with machine embroidery were prepared and their commercial viability was also studied. All the dresses were found to be commercially viable.

Conclusion:

It is very important to study the need of the consumers before designing new apparel designs because with the changing lifestyle, customers are more inclined towards western dresses. Therefore, this study would be beneficial for the designers to create new designs in dresses which meet the requirements of the consumers.

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