

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.

Necessary additions and deletions were made after pre-test. The schedule was administered by personal interview method. The respondents were asked to answer each item as always, seldom, never and score assigned were 2, 1 and 0, respectively.

The collected data were analysed in the light of information collected from various sources. It was then compiled and tabulated to draw meaningful inferences.

FINDINGS AND DISCUSSION

The findings obtained from the present investigation are presented below:

Problems faced by consumers after purchase of curtains and upholstery:

Problems faced by consumers about quality :

The data presented in Table 1 clearly indicate that majority of the respondents in Karnal faced the problems of colour fading after washing followed by loss of luster after washing and coming out of the embroidery threads/mirrors (ranks 1, 2 and 3, respectively).

Some of the respondents faced the problems of fading of printing/painting on curtains and upholstery, improper stitching of lace, change in shape of curtains and upholstery and they did not withstand sufficient number of washings (ranks 4, 5, 6 and 7, respectively). Few respondents faced the problems of fading of sewing threads, colour bleeding while washing, colour bleeding while rubbing, occurrence of pile after few washing and holes/cuts after washing (ranks 8,9,10,11 and 12, respectively).

It is also evident from Table 1 that majority of the respondents in Panipat faced the problems of loss of luster

after washing (rank 1). Some of the respondents faced the problems of colour fading after washing and fading of printing/painting on curtains and upholstery (ranks 2 and 3, respectively). Equal number of respondents faced the problems of colour bleeding while washing and colour bleeding while rubbing (rank 4.5). Few respondents faced the problems of coming out of the embroidery threads/mirrors and change in shape of curtains and upholstery (ranks 6 and 7, respectively). Curtains and upholstery did not withstand sufficient number of washing and improper stitching of lace were ranked 8.5 jointly. Fading of the sewing threads was ranked 10th. None of the respondent faced the problems of piling after few washing and holes/cuts after washing. Almost similar problems were faced by the respondents in Hisar also.

In Faridabad, some respondents faced the problems of loss of luster after washing (rank 1). Equal number of respondents faced the problems of colour fading after washing and fading of printing/painting on curtains and upholstery (rank 2.5). Few respondents faced the problems of coming out of the embroidery threads/mirrors, change in shape of curtains and upholstery did not withstand sufficient number of washing, colour bleeding while washing and colour bleeding while rubbing (ranks 4,5,6,7 and 8, respectively). Very few respondents faced the problems of improper stitching of lace, colour fading of the sewing threads, piling after few washing and holes/cuts after washing (ranks 9,10,11 and 12, respectively) (Table 1).

It is evident from Table 1 that majority of the respondents in Panchkula faced the problems of loss of luster after washing (rank 1). Some of the respondents faced the problems of colour fading after washing and

Table 1: Problems faced by consumers about quality after purchase of curtains and upholstery

Problems faced	Karnal (n=80)		Panipat (n=80)		Hisar (n=80)		Faridabad (n=80)		Panchkula (n=80)		Total (n=400)	
	WS	R	WS	R	WS	R	WS	R	WS	R	WS	R
Colour bleeding while rubbing	31	10	49	4.5	44	4.5	34	8	48	5	206	6
Colour bleeding while washing	32	9	49	4.5	44	4.5	35	7	48	5	208	5
Loss of luster after washing	91	2	80	1	62	1	69	1	81	1	383	1
Piling occurs after a few washing	24	11	-	-	-	-	20	11	9	11	53	11
Colour fading after washing	111	1	60	2	55	2.5	60	2.5	60	2	346	2
Curtains and upholstery gets de shaped	44	6	26	7	33	8	52	5	44	7.5	199	7
Do not withstand sufficient no. of washing	41	7	20	8.5	36	7	41	6	48	5	188	8
Printing/ painting get faded/ stripped off	60	4	54	3	55	2.5	60	2.5	56	3	285	3
Embroidery threads/ mirrors come out	88	3	27	6	40	6	58	4	44	7.5	257	4
Lace not properly stitched	58	5	20	8.5	17	9	32	9	28	9	155	9
Holes/cuts after washing	17	12	-	-	-	-	8	12	2	12	27	12
Colour of the sewing threads gets faded	38	8	10	10	8	10	31	10	18	10	105	10

W- Weighted score, R- Rank

Table 2 : Extent of problem faced by consumers when approached the shopkeeper about the defect

Frequencies	Karnal (n=80)	Panipat (n=80)	Hisar (n=80)	Faridabad (n=80)	Panchkula (n=80)	Total (N=400)
Always	28(35.0)	10(12.5)	18(22.5)	19(23.8)	26(32.5)	101(25.3)
Seldom	34(42.5)	30(37.5)	22(27.5)	22(27.5)	24(30.0)	132(33.0)
Never	18(22.5)	40(50.0)	40(50.0)	39(48.7)	30(37.5)	167(41.7)
Weighted score	90	50	58	60	76	
Rank	1	5	4	3	2	

Figures in parentheses indicate percentages

fading of printing/painting on curtains and upholstery (ranks 2 and 3, respectively). Equal number of respondents faced the problems of colour bleeding while washing, colour bleeding while rubbing and not withstanding sufficient number of washing (rank 5). Coming out of the embroidery threads/mirrors and change in shape of curtains and upholstery were ranked 7.5 jointly. Few respondents faced the problems of improper stitching of lace, colour fading of the sewing threads, piling after few washing and holes/cuts after washing (ranks 9, 10, 11 and 12, respectively).

Among all the respondents, main problem faced was loss of luster after washing (rank 1) followed by colour fading after washing, fading of printing/painting on curtains and upholstery, coming out of the embroidery threads/mirrors, colour bleeding while washing, colour bleeding while rubbing, change in shape of curtains and upholstery, not withstanding sufficient number of washing, improper stitching of lace, colour fading of the sewing threads, piling after few washing and holes/cuts after washing (ranks 2,3,4,5,6,7,8,9,10,11 and 12, respectively).

It can be concluded from the data that 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. Vatsala (1991),

Anshu (1993) and Khippal (2007) also reported the similar problems faced by the consumers.

Extent of problem faced by consumers when approached the shopkeeper about the defect:

Problem was faced by the maximum respondents in Karnal when they approached the shopkeeper about the defect (rank 1) followed by the respondents in Panchkula, Faridabad, Hisar and Panipat (ranks 2, 3, 4 and 5, respectively).

Out of total 400 respondents 25.3 per cent respondents always faced the problem, 33 per cent seldom faced the problem and 41.7 per cent never faced the problem when they approached the shopkeeper about the defect (Table 2).

Problems faced by consumers when contacted the shopkeeper about defects in the curtains and upholstery:

The data presented in Table 3 clearly indicate that majority of the respondents in Karnal reported that the shopkeeper refused to accept the defected piece back and refund money, did not listen to the consumer, blamed them for the defect and refused to replace defected piece (ranks 1,2,3 and 4, respectively). Some of the respondents reported that the shopkeepers assured them to lower price on their next purchase and made excuse that their brother/employee had sold (ranks 5 and 6, respectively). Only

Table 3 : Problems faced by consumers when contacted the shopkeeper about defects in the curtains and upholstery

Problems faced	Karnal (n=62)		Panipat (n=40)		Hisar (n=40)		Faridabad (n=41)		Panchkula (n=50)		Total (N=233)	
	WS	R	WS	R	WS	R	WS	R	WS	R	WS	R
Refuse to replace defected piece	47	4	34	3	42	3	28	5	22	5	173	3
Refuse to accept and refund money	86	1	50	1	58	1	56	1	66	1	316	1
Do not listen to the consumer	53	2	18	5	32	5	36	3	32	3	171	4
Blames you for the defect	50	3	22	4	38	4	30	4	30	4	170	5
Says that his brother/ employee has sold	28	6	3	6	11	6	4	6	12	6	58	6
Insult you for the defect or bargaining you have done in presence of other	5	7	-	-	-	-	2	7	-	-	7	7
He will lower price on your next purchase	42	5	40	2	56	2	37	2	54	2	229	2

W- Weighted score R- Rank

few respondents reported that shopkeepers had insulted them for the defect or bargaining (rank 7).

In Panipat, majority of the respondents reported that the shopkeepers refused to accept the defected piece back and refund money, assured them to lower price on their next purchase and refused to replace defected piece (ranks 1, 2 and 3, respectively). Some of the respondents reported that the shopkeepers blamed them for the defect and did not listen to them (ranks 4 and 5, respectively). Only few respondents reported that shopkeepers had made excuse (rank 6). None of the respondents reported that the shopkeepers had insulted them for the defect or bargaining. Almost similar problems were faced by the respondents in Hisar, Faridabad and Panchkula also (Table 3).

Among all the respondents who contacted the shopkeeper about defects in curtains and upholstery the main problem faced was that the shopkeepers refused to accept the defected piece back and refund money (rank 1) followed by the problems that the shopkeeper assured them to lower price on their next purchase and refused to replace defected piece (ranks 2 and 3, respectively). The problems that they did not listen to the consumers, blamed them for the defect and made excuse were ranked 4th, 5th and 6th respectively. The least problem faced by the consumers was that shopkeepers had insulted them for the defect or bargaining (Table 3).

It can be concluded from the data that main problems faced by the consumers were that the shopkeepers refused to accept the defected piece back and refund

money, the shopkeeper assured them to lower price on their next purchase and refused to replace defected piece, whereas, the least problem faced by the consumers was that shopkeepers had insulted them for the defect or bargaining. Almost similar results were reported by Dhankhar (1999) and Khippal (2007).

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