

Study on purchasing behaviour of women regarding the purchase of garments

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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

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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.

Personal profile of the respondents to study existing practices of discarded garments:

The information regarding the personal profile of the respondent was collected and tabulated in Table 1.

The data represented that majority of the respondents were between the age group of 31-40 years, were married, educated upto High School, house wife, their family yearly income fell between Rs. 2 lacs-4 lacs and had nuclear family system (Table 1).

Purchasing behaviour of the respondent regarding garments:

Purchase behaviour was operationally defined as the source and frequency of purchase of the garments by the respondents. Information in Fig. 1 depicts that ‘fixed priced shops’ were most preferred for purchasing garments as it got 1st rank with score (\bar{X}_w 1.76), followed by ‘retailer’ (\bar{X}_w 1.72), ‘wholesaler’ (\bar{X}_w 1.58), ‘boutique’ (\bar{X}_w 1.54). Regarding frequency of purchasing the garment, most of the respondent purchased the garments ‘at the time of marriage in the family’ as it was given 1st rank (\bar{X}_w 3.00) followed by ‘whenever trend change’ (\bar{X}_w 2.30) and ‘whenever need arise’ (\bar{X}_w 1.94).

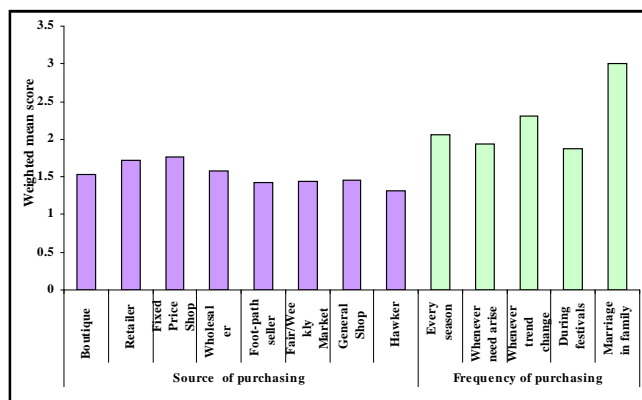


Fig. 1 : Purchasing behaviour of the respondents

During festivalsl’ (\bar{X}_w 1.88) was least preferred by the respondents.

Preferences for the selection of fabric materials for commonly used garments among respondents:

Preferences for the selection of fabric materials for commonly used garments among respondents are presented

Variables	Categories	Frequency	Percentage
Age (years)	21-30	5	10.0
	31-40	27	54.0
	41-50	18	36.0
Marital status	Married	40	80.0
	Unmarried	7	14.0
	Divorce	1	2.0
	Widow	2	4.0
Education	Illiterate	2	4.0
	Primary	3	6.0
	Middle	5	10.0
	High School	15	30.0
	Upto 12 th	10	20.0
	Graduate	11	22.0
	Post-graduate	2	4.0
Annual family income	Upto 2 lacs	11	22.0
	2-4 lacs	32	64.0
	Above 4 lacs	7	14.0
	Profession	House-wife	45
Service		2	4.0
Own business		3	6.0
Family type	Joint	18	36.0
	Nuclear	32	64.0
Family size	Upto 4 family members	17	34.0
	4-7 family members	22	44.0
	Above7 family members	11	22.0

Table 2: Preferences for the selection of fabric materials for commonly used garments among respondents (n =50)*

Articles	Selection of fabric materials											
	Cotton		Silk		Blend		Woolen material		Denim		Synthetic	
	F	%	F	%	F	%	F	%	F	%	F	%
<i>Kameez-salwar</i>	48	96.0	13	26.0	42	84.0	12	24.0	0	0	4	8.0
<i>Dupattas</i>	46	92.0	7	14.0	28	56.0	0	0	0	0	6	12.0
<i>Saree</i>	13	26.0	8	16.0	48	96.0	0	0	0	0	11	22.0
Shirt	33	66.0	0	0	41	82.0	6	12.0	0	0	5	10.0
Pant	0	0	0	0	50	100.0	0	0	0	0	0	0
T-shirt	44	88.0	0	0	12	24.0	0	0	0	0	5	10.0
Jeans	0	0	0	0	0	0	0	0	50	100.0	0	0
Frock	39	78.0	0	0	16	32.0	2	4.0	3	6	7	14.0
<i>Kurta-pyjama</i>	43	86.0	3	6.0	11	22.0	0	0	0	0	0	0
Sweater	0	0	0	0	0	0	50	100.0	0	0	0	0
Shawl	0	0	0	0	0	0	50	100.0	0	0	0	0

*Multiple responses

in Table 2. Data revealed that majority of the respondents preferred cotton materials for *kameez-salwar* (96.0%), *dupattas* (92.0%), T-shirt (88.0%), *kurta-pyjama* (86.0%) and frock (78.0%). More than one fourth of the respondents preferred silk material for *kameez-salwar* (26.0%) and only few of the respondents preferred silk for the *saree* (16.0%), *dupattas* (14.0%) and for *kurta-pyjama* (6.0%). Blended fabrics were preferred by all the respondents for pant (100.0%), *saree* (96.0%), *kameez-salwar* (84.0%) and for shirt (82.0%). Preference for woolen materials for sweater and shawl by 100.0 per cent of respondents. About one fourth of the respondents were also observed to prefer *salwar-kameez* in woolen. Denim fabric was preferred by all respondents for jeans. Preference regarding synthetic materials revealed that 22.0 per cent respondents preferred for *saree*, for *salwar-kameez* (8.0%), for shirt (10.0%) and for *dupattas* (12.0%).

Conclusion :

Fixed priced shops were most preferred for purchasing garments. Regarding frequency of purchasing the garment, most of the respondent purchased the garments at the time of marriage in the family. Majority of the respondents preferred

cotton materials for *kameez-salwar*, *dupatta*, T-shirt, *kurta-pyjama* and frock. Blended fabrics were preferred by all the respondents for pant, *saree*, *kameez-salwar* and for shirt. Preferences for woolen materials for sweater and shawl by 100.0 per cent of respondents. Denim fabric was preferred by all the respondents for jeans.

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