A COMPREHENSIVE STUDY ON FEMALE BUYING BEHAVIOUR FOR APPAREL SEGMENT IN COIMBATORE

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ABSTRACT

The Textile Industry occupies a vital place in the Indian economy and contributes substantially to its exports earnings. Textiles exports represent nearly 30 per cent of the country's total exports. India has one of the prominent places in the world’s textile market by supplying the different type of raw material.

Apparel is billion-dollar industry employing millions of the people around the world. Over the last one decade, apparel industry has gone through the drastic change in the world market due to end of Multi Fibre Agreement in 2005. Indian garment industry is very diverse in size, manufacturing facility, type of apparel produced, quantity and quality of output, cost, and requirement for fabric etc. It comprises suppliers of ready-made garments for both, domestic or exports markets.

This study is focusing on females buying behavior during the purchase of their apparel. Now, it is important for marketing people to know about their preferences according to age group and occupation. Other factors like culture, tradition and occasions are also playing the major role in female buying behaviors.

KEYWORDS: Apparel Industry, Buying Behavior, World Market etc

INTRODUCTION

India is a diverse country with different cultures, cast and creed. Therefore, the choice is also differ from person to person. Today, the consumption is no more a process due to the need of consumers but, in accordance with the wishes of consumers has become an evolving process. Therefore in terms of marketing, consumer behavior in order to define their influence has become necessary to examine the factors that remain. The process of the human consumption which has been presented from the beginning was initially an activity that must be fulfilled for the rest of life, whereas today, it has been the goal of life. In this study, concepts such as influences, preference, and buying behaviour are classified and discussed in detail. The preference and buying behaviour changes from individual to individual due to various factors such as personal preference, culture, tradition, occasion and other factors like economic, influence of reference group. As a result, the female buying behaviour has changed from individual to individual.

Coimbatore is the second largest city (in terms of population) of Tamil Nadu after Chennai. It has a corporation area of 105.6 sq. km. Coimbatore is also known for its various industries, engineering goods, health care facilities, friendly culture and hospitality. The rich black soil of the region has contributed to Coimbatore’s flourishing agriculture industry; it is the cause for the successful growth of cotton that served as a foundation for the establishment of its famous textile industry earning it the sobriquet “The Textile Capital of South India” or “The Manchester of the South”. The Coimbatore is known for its strong economy and a reputation as one of the famous industrial cities in South India. Coimbatore serves as an entry and exit point to neighbouring Kerala and the ever-popular hill station of Udhagamandalam (Ooty).
Mettupalayam, from where the Nilgiris Mountain Train starts, is just 35 km from Coimbatore. Coimbatore enjoys a very pleasant climate the year round, aided by the fresh breeze that flows in through the 25-km long Palakkad gap in the Western Ghats.

There are more than 30,000 tiny, small, medium and large industries and textile mills in Coimbatore. The city is known for its entrepreneurship of its residents. In spite of its prominence as a bustling industrial city, Coimbatore still remains one of the pollution free cities in India. Covering an area of 23.5 square kilometers, the city houses some of the biggest names in the Indian Industry. The major industries include textiles, textile machinery, automobile spares, motors, electronics, steel and aluminum foundries. Tirupur - a neighbouring town has carved a niche for itself in the garments market. Agriculture however remains the major occupation. The language spoken in Coimbatore city is mainly Kongu Tamil.

The city is also known as an education hub in south and become the favorable choice for both state. The average literacy rate is 76.97% which is well above the national average of 59.5%.

**OBJECTIVE**

- To know the female buying behaviour in women’s worn.
- To find out the female preference in design, types of fabric and fashion.
- To find out the factors affecting female buying behaviour during purchasing women’s worn.

**RELEVANCE OF THE STUDY**

The study will focus on different factors affecting buying behaviour and preference of women during a purchase of their garment in Coimbatore. It will also helpful to new entrepreneurs who are willing to start the business in women’s garment. This will provide them to know about the existing customers as well as the future expectations in same segment.

The study will provide a base for future reference for women’s garment related studies. It would contribute to know more about the women’s current needs and preference in fashion trends. This will guide to entrepreneur for making a strategy to enhance the product and customer values to retain the existing ones and attract the new customer for getting consistent business in long run.

**LIMITATION**

The sample for the proposed women’s buying behaviour study has the limitation only to Coimbatore. The other areas apart from Coimbatore are not included for the study. Time is also one of the impediments for the study.

**LITERATURE REVIEW**

The purpose of this section is to review the theories and concepts that help to find the base of this study. Consumer behaviour is the study of how individuals spend their available resources on consumption-related items. It includes the study of what they buy, why they buy it, when they buy it, where they buy it, how often they buy it, and how often they use it. (Schiffman and Kanuk, 1996).

To satisfy the needs and wants of the target customer is the main objective of marketing. Consumer behaviour is a subject that deals with the factors that affect the buying behaviour of a consumer. It gives a clear idea that how consumer select, buy, use and dispose of product, service, ideas or experiences to satisfy needs and desires.(Kotler, 2003).
Generally, every day consumers make many buying decisions. Most of the companies always do the market research to find out the existing buying behaviour of the consumer. Kotler and Armstrong (2001) conducted a study to find out the answers to the following queries—what consumers buy, how they buy, what and from where they buy, etc. Consumer purchases are influenced strongly by cultural, social, personal and psychological characteristics. For most of the factors, the marketers cannot control them, but they account it to take before making any decision. (Kotler and Armstrong, 2001)

Stimulus-response model is the simplest model of consumer buying behaviour. According to this model, the marketing stimuli (i.e. the 4 Ps) and the other major forces (economic, political, technological and cultural) always have a great impact on the buying behaviour. The consumer decision making process does not occur in vacuum. On the contrary, the underlying cultural, social, individual and psychological factors strongly influence the decision process. (Lamb et al., 2002).

The starting point of understanding buying behaviour is the stimulus response model. Marketing and environment stimuli enter the buyer's consciousness. The buyer's characteristic and decision process leads to certain purchase decision. A consumer's buying behaviour is influenced by cultural, social and personal factors (Kotler, 2003). In any particular society, the people are categorized by the power and prestige. On the basis of this criterion, the hierarchy of lower, middle and upper class has been set up (Assael, 1998).

There is a great impact of social factors in the consumer buying behaviour. Buyers are influenced by the reference groups, family members, etc. Consumer's buying behaviour also depends on the personal factors like age, gender, education, lifestyle, personality and income. There are several literatures available in favor of these factors as an influential constituent of the buying decision made by the consumers. Sex or gender has been considered as an important cultural component. In every society, we find products that are both exclusively and strongly associated with gender. It is, therefore, worthy enough to fit gender in the category of sub-culture. (Schiffman and Kanuk, 1996). Age has been found to affect the consumption pattern of products and service because of difference in demand. (Hawkins et al., 2001).

Product choice is greatly affected by one's economic circumstances, such as spendable income and so on (Kotler, 2004). Income is also a major factor in people's ability to buy products or to use a service (Capon and Hulbert, 2001). Now coming to the concept of marketing, we found that the role of marketing mix is also important in making the buying decision by any consumer.

The marketing mix consists of everything the firm can do to influence the demand for the product. The many possibilities can be collected into four groups of variables known as the 'Four Ps', i.e., product, price, place and promotion.

We have come across the number of studies done in international level on behavioral aspect of consumers in the context of retail marketing. The various factors influencing people's shopping behaviour have been observed by Reichheld (1996), Verdisco (1999) and Erika (1999). As customers expectation move continuously upward, it is imperative for the retailers to avoid the complaints which invariably lead to customer dissatisfaction.

Berry (1996), Brookman (1998) and Jackson (1999) have identified situations which result consumers' dissatisfaction towards retail brands. Some studies have also found consumer loyalty as an important area. Connors (1996) opined the retailers delivering genuine benefits based on intimate knowledge of their customers could only reap the ultimate benefit i.e., greater customer loyalty. Thus, consumers' buying behaviour has drawn a considerable attention of the earlier researchers.
Its impact on designing marketing strategies also became the part of a sizeable number of studies. But, while reviewing the literature on buyer behaviour as well as retail marketing, only microscopic number of studies has been found available that analyzes how consumer behaviour functions in retail market. Frequent change in lifestyle also dictates a continuous variability in the fashion preference of consumers giving organized retailers a wide scope of opportunity to appear with newer fashion apparels.

The icing on the cake is the garment-manufacturing sector's appearance as the most promising segment in the textile chain after 2005 creating a large demand for finished products. Driven by the need, the researchers felt necessary that the study seeks to identify and assess the importance of the factors that shape the buying behaviour in the Indian organized retail apparel segment.

We find that the marketing decision makers are wandering to find what exactly makes a customer buy the product and try to figure out what really drives buyer behaviour from the large number of possible purchasing criteria.

According to certain research, shopping is a gendered activity and it is women who to the largest extent go shopping. (Dholakia, 1999) To describe shopping as a gendered activity can however be an oversimplification. Despite this fact, there are still some general differences between the female and male shopping behaviour.

A common stereotype about men and shopping is that men enter one store, buy what they need, and then quickly leave. Shopping has for long been associated with the domestic sphere and has according to gender role attitudes been regarded as a feminine activity. Women see clothes as a mean for self-identity, whereas men focus more on functional benefits. (McGrath & Otnes, 2001)

The word shopping obviously contains all sorts of goods but compared to for instance grocery shopping, clothes shopping is considered to be more attractive. It is a break from the normal routine and it is an opportunity for fantasy and self-expression. Shopping for clothes is considered recreational, satisfying and rewarding. For women shopping for clothing is a strictly individualized responsibility.

Women claim shopping more than men and see shopping as something important. Since, women see shopping as something recreational, it is important to emphasize the hedonic and experiential attributes of shopping. (Dholakia, 1999) shop as men and the typical window-shopper is a woman. (Kuruvilla, Nidhi & Nishank, 2009)

Men and women think differently, and these gender-specific brain differences show a significant effect on how the individual absorb, process and retain information. When women make buying decisions they include many kind of senses and see a bigger picture.

Women can easier take in more and different kind of information from the environment than men do. Women are interactive in their shopping style and like to carefully try on, test and sample products before they buy them. Women seldom see things and buy them.

Before they make the purchase they are usually engaged in a decision-making process. They may come across the product a few times, think about it, research it, ask their friends and then start the process all over again. The process also involves getting validation from different reference resources, or word-of-mouth sources. (Johnson & Learned, 2004)

Women value unique products and brands that they can use to define their individuality. Females actively seek new styles and fashion trends to a larger extent than men. Women are more sensitive to clothing needs and possess a greater clothing awareness than men. (Adjei, Griffith & Noble, 2006)
Emotion and identity-related dimensions of shopping were reported to be more important for women than men (Dittmar, Long and Meek, 2004). Women seemed to have positive attitudes towards browsing, shopping, and social interaction, perceiving the act of buying as a leisure activity (Campbell, 2000). Dittmar and Drury (2000) have also determined that shopping plays a stronger emotional, psychological and symbolic role for women compared with men. The work of O’Guinn and Faber (1989, 1992) found that women tend to score higher as compulsive buyers. d’Astous (1990) and Scherhorn et al. (1990) have stated similar findings indicating women to have higher compulsive buying tendencies.

In these studies, women were observed to be more apt to view dysfunctional purchasing behaviors as normal. In contrast, Block and Morwitz (1999) argued that females will exhibit lower levels of compulsive buying tendencies. Indian male consumers’ apparel selection is significantly influenced by brand-related criteria; Indian female consumers demonstrate an equal degree of disinterest in brands (Mohan and Gupta, 2007). As previously mentioned, women in India continue to prefer traditional dress for most usage contexts including work and social/familial contexts.

Due to the slow shift in consumer adoption of Western apparel, gaining market share in the women’s wear segment has posed a challenge for international apparel brands and retailers (Batra and Niehm, 2009). Indian ethnic garments and garments mixing ethnic and western styling dominate the ready-to-wear market for Indian women. International retail firms in this sector face competition from numerous local designers, and to be successful they need to offer a culturally relevant product that is connected with Indian tradition.

A recent survey of Indian women employed in the IT sector revealed that although a majority of women preferred to wear a mix of traditional Indian, Indian-inspired, and Western apparel to work, Western apparel was the main preference at home or during casual gatherings with friends (Halepete and Chattaraman, 2008). However, according to the same study, during social and family gatherings a majority of the women preferred traditional Indian apparel.

Studies have also found a paradigm shift in these preferences with working women demonstrating a greater preference for branded Western and Indo-western apparel in recent years (Cygnus Business Consulting and Research, 2004). Researchers are hence proposing that international retailers who address the needs of professional women in India will demonstrate greater profitability (Batra and Niehm, 2009). However, this proposition needs to be verified through market data.

With respect to factors influencing apparel selection, Indian female consumers are best categorized as style-design seekers represented through three clusters (Mohan and Gupta, 2007). These consumers’ frequent designer boutiques and are willing to buy from small and less well known boutiques owing to their quality assessment consciousness. With respect to shopping behavior, these consumers often shop alone and for extended durations (Mohan and Gupta, 2007).

While disposable incomes have been growing among middle-class Indian consumers, disposable time has been on a decline, or as one author put it, Indian consumers are “money-rich” and “time-poor” (Sengupta, 2008). As a result, consumers prefer different retail formats than they did a few years ago. There has been a growing patronage of hypermarkets such as Big Bazaar, Shoppers Stop etc, since consumers find all categories of products including food, groceries, garments, home appliances, durables, toys, cosmetics, toiletries, and books in these stores (Srivastava, 2008). Department stores are also a popular format among Indian consumers since these are viewed as one-stop shopping that provide the right blend of novelty, variety.

In a research conducted by Cobb and Hoyer (1986), impulse buying was defined as an unplanned purchase and this definition can also be found in the research of Kollat and Willett (1967). Shopping lifestyle is defined as the behaviour
exhibited by purchaser with regard to the series of personal responses and opinions about purchase of the products as reported by Cobb and Hoyer (1986).

This is the assumption that women buy those clothes which is essential to investigate women and their shopping behaviour. This does not mean that only women carry out the female shopping behaviour. The attempt however is to find out whether there are some characteristics more common of the female shopping behaviour.

**METHOD OF ANALYSIS**

The questionnaire method has been used to collect the sample of 300 female customers in different category of women’s age group between 15-45 years. The study is based only to Coimbatore urban area through the respondents like College girls, working women and middle age women.

When a field is not completely covered, the study will be of an exploratory character. The purpose with this type of study is to gather as much information as possible about a certain problem area. (Patel & Davidson, 2003) This type of study is very useful in order to find out which questions are of relevance for the examination, and which type of information that is possible to obtain. (Lekvall & Wahlbin, 2001)

A descriptive study is a study that seeks information about specific situations. The term mapping is often used in this context. An example of a descriptive study is to describe a market in terms of its size, structure, existing products etc. The aim is often to describe the way things are without trying to explain why. (Lekvall & Wahlbin, 2001)

Our approach is a combination of an exploratory and a descriptive study. The exploratory approach was initially used in order to obtain a fundamental knowledge and understanding of the chosen problem area, with the help of primary and secondary information. In the analysis we used percentage analysis method which helps to gain highest percentage of response and make an attempt at explaining the situation with the help from the theoretical framework and empirical results.

**Data Analysis**

These questions have been asked through the questionnaire and personal meet for collecting the information from the different women’s age category which helps to find out the different buying behavior in each category. It has given the clear idea about their needs and preference in women’s cloths.

**Q-1: When do you Purchase Mostly?**

**Graph 1: 16-25yrs (Category A)**

**Graph 2: 26 -35 yrs (Category B)**

**Graph 3: 36-45 yrs(Category C)**
Table 1: Percentage Analysis of Reasons for Purchase

<table>
<thead>
<tr>
<th>CATEGORY</th>
<th>Festivals</th>
<th>Discount Sales</th>
<th>as per the need</th>
<th>Availability of Funds</th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td>65</td>
<td>15</td>
<td>10</td>
<td>10</td>
</tr>
<tr>
<td>B</td>
<td>37</td>
<td>14</td>
<td>12</td>
<td>37</td>
</tr>
<tr>
<td>C</td>
<td>30</td>
<td>17</td>
<td>4</td>
<td>49</td>
</tr>
<tr>
<td><strong>Total %</strong></td>
<td><strong>44%</strong></td>
<td><strong>15.30%</strong></td>
<td><strong>8.60%</strong></td>
<td><strong>32%</strong></td>
</tr>
</tbody>
</table>

In the category (A), out of 100 respondents 65 females have purchased their cloths during festivals. In category (B) out of 100 respondents 37 females has selected festivals and 37 respondents has selected the availability of funds.

This category of respondents purchases apparels mostly during festivals and only when they have funds.

In the category (C) out of 100 respondents 49 females have selected the availability of funds because they purchase only when they have funds.

From the above results, it can be assumed that women are purchasing the cloths only in festivals and on availability of funds.

Q-2: How often do you Purchase Apparels?

Graph 4: 16-25 yrs (Category A)

Graph 5: 26-35 yrs (Category B)

Graph 6: 36-45 yrs (Category C)

Table 2: Percentage Analysis of Frequency of Purchase

<table>
<thead>
<tr>
<th>CATEGORY</th>
<th>Once in a Year</th>
<th>Twice in a Year</th>
<th>Monthly</th>
<th>Occasionally</th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td>4</td>
<td>2</td>
<td>76</td>
<td>18</td>
</tr>
<tr>
<td>B</td>
<td>12</td>
<td>20</td>
<td>32</td>
<td>35</td>
</tr>
<tr>
<td>C</td>
<td>18</td>
<td>32</td>
<td>16</td>
<td>34</td>
</tr>
<tr>
<td><strong>Total %</strong></td>
<td><strong>11.33%</strong></td>
<td><strong>18%</strong></td>
<td><strong>41.33%</strong></td>
<td><strong>29%</strong></td>
</tr>
</tbody>
</table>

In the group of 16-25 yrs (category A) shows that out of 100 respondents 76 respondents have purchased apparels on monthly basis while group 26-35 yrs (category B) shows that 35 respondents out of 100 have purchased their apparels only once or twice in a year.

In category C, the age group from 36-45 yrs, 34 respondents out of 100 has shown occasionally. It can be assumed that once a year, twice a year and occasionally are the regular frequencies of respondent to purchase cloths.
Q-3: What kind of dress do you prefer?

In the category A, it is shown that out of 100 respondents 88 preferred casual wear. In category B, it shows that out of 100 respondents 46 customers preferred casuals. In the category C, 70 respondents preferred formals.

From the above inference, it can assume that the category A are respondents who are mostly studying in college so they prefer casuals for their comfort and in the category B respondents mostly are housewives so they preferred casuals. They had a mixed behaviour of choice because of the occupation. In the category C, most of working class women have preferred more formals.

From the above results we can conclude that mostly women prefer casuals all the time.

Q-4: Among Casual Wears Which of the following do You Prefer Most?

From the above results we can conclude that mostly women prefer casuals all the time.
In the category (A) 58 respondents preferred jeans and top from the range of casuals. In the category (B) 51 respondents preferred kurtis and tights among casual wears. In case of category (C) 68 respondents preferred kurtis and tights among casual wears.

It can be assumed that age groups reflect one’s choice in apparel selection. Younger groups do not have a stable mind and they may prefer latest fashion trends and comfort. They choose jeans and top as most preferred. In the case above 26 yrs they prefer casuals in which they feel comfortable and choose loose kurtis and tights among casual wear. We can conclude that in casual wear women’s prefer mostly kurtis and tights.

Q-5: Among formal Wears Which of the following do You Prefer Most?

<table>
<thead>
<tr>
<th>CATEGORY</th>
<th>Saris</th>
<th>Formal Trousers &amp; Shirt</th>
<th>Salwar Kameez</th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td>13</td>
<td>15</td>
<td>69</td>
</tr>
<tr>
<td>B</td>
<td>45</td>
<td>4</td>
<td>43</td>
</tr>
<tr>
<td>C</td>
<td>53</td>
<td>7</td>
<td>40</td>
</tr>
<tr>
<td>Total %</td>
<td>37%</td>
<td>8%</td>
<td>50.60%</td>
</tr>
</tbody>
</table>

In the category A, 69 respondents preferred salwar kameez. In the category B 45 respondents preferred saris, in category C, 53 respondents preferred saris.

From the above results we can conclude that salwars are mostly preferred formal for category A and saris and salwars are more or less equally preferred by category B and C.

Q-6: Which of the below Shades do You Prefer While Purchasing Apparel?
Table 6: Percentage Analysis of the Preference of Shade

<table>
<thead>
<tr>
<th>CATEGORY</th>
<th>Light Shade</th>
<th>Medium Shade</th>
<th>Dark Shade</th>
<th>All Shades</th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td>16</td>
<td>20</td>
<td>52</td>
<td>12</td>
</tr>
<tr>
<td>B</td>
<td>38</td>
<td>45</td>
<td>7</td>
<td>10</td>
</tr>
<tr>
<td>C</td>
<td>76</td>
<td>5</td>
<td>4</td>
<td>15</td>
</tr>
<tr>
<td>Total %</td>
<td>43.33%</td>
<td>23.33%</td>
<td>21%</td>
<td>12.30%</td>
</tr>
</tbody>
</table>

In category A, 52 respondents preferred dark shades. In category B, 45 respondents preferred medium shade. In category C, 76 respondents choose light shades.

It can be assumed that choice of shades can be generalised according to the age segment. The dark, medium and light shades are preferred shades among various age groups of women.

Q-7: Which of the following do you prefer mostly?

Table 7: Percentage Analysis of Preferred Make

<table>
<thead>
<tr>
<th>CATEGORY</th>
<th>Ready Made</th>
<th>Tailor Made</th>
<th>Both</th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td>74</td>
<td>10</td>
<td>16</td>
</tr>
<tr>
<td>B</td>
<td>42</td>
<td>48</td>
<td>10</td>
</tr>
<tr>
<td>C</td>
<td>33</td>
<td>68</td>
<td>2</td>
</tr>
<tr>
<td>Total %</td>
<td>44.66%</td>
<td>42%</td>
<td>9.33%</td>
</tr>
</tbody>
</table>

In category A, out of 100 respondents 74 preferred ready made clothes. In category B, out of 100 respondents 48 preferred tailor made and in category C, 68 preferred tailor made.

We can generalise that younger generation that is category A prefers ready made and category B and C older generation prefer tailor made clothes.

Q-8: What kind of design styles do you prefer?

Table: Percentage of Preferred Design

<table>
<thead>
<tr>
<th>CATEGORY</th>
<th>Latest</th>
<th>Ethnic</th>
<th>Traditional</th>
<th>None</th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td>70%</td>
<td>10%</td>
<td>10%</td>
<td>10%</td>
</tr>
<tr>
<td>B</td>
<td>50%</td>
<td>30%</td>
<td>10%</td>
<td>10%</td>
</tr>
<tr>
<td>C</td>
<td>40%</td>
<td>20%</td>
<td>20%</td>
<td>20%</td>
</tr>
<tr>
<td>Total %</td>
<td>70%</td>
<td>30%</td>
<td>20%</td>
<td>20%</td>
</tr>
</tbody>
</table>
Table 8: Percentage Analysis of Preference of Design Styles

<table>
<thead>
<tr>
<th>CATEGORY</th>
<th>Latest</th>
<th>Ethnic</th>
<th>Traditional</th>
<th>None</th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td>66</td>
<td>1</td>
<td>13</td>
<td>20</td>
</tr>
<tr>
<td>B</td>
<td>29</td>
<td>10</td>
<td>53</td>
<td>8</td>
</tr>
<tr>
<td>C</td>
<td>43</td>
<td>10</td>
<td>43</td>
<td>4</td>
</tr>
<tr>
<td>Total %</td>
<td>46%</td>
<td>7%</td>
<td>36.33%</td>
<td>10.66%</td>
</tr>
</tbody>
</table>

In the category A, 66 respondents out of 100 prefer latest design styles and in category B, 53 out of 100 respondents prefer traditional design wears. In category C, 43 out of 100 prefered traditional styles.

It can be assumed that younger generation is more conscious about fashion trends than the other two categories.

Q-9: Who Influences you the Most when You Shop?

Graph 25: 16-25 yrs (Category A)  
Graph 26: 26-35 yrs (Category B)  
Graph 27: 36-45 yrs (Category C)

Table 9: Percentage Analysis of Influence on Purchase

<table>
<thead>
<tr>
<th>CATEGORY</th>
<th>Parents/ Husband</th>
<th>Siblings</th>
<th>Friends</th>
<th>Own Preference</th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td>29</td>
<td>21</td>
<td>30</td>
<td>20</td>
</tr>
<tr>
<td>B</td>
<td>30</td>
<td>28</td>
<td>12</td>
<td>30</td>
</tr>
<tr>
<td>C</td>
<td>54</td>
<td>8</td>
<td>4</td>
<td>34</td>
</tr>
<tr>
<td>Total %</td>
<td>37.66%</td>
<td>19</td>
<td>15.33%</td>
<td>28%</td>
</tr>
</tbody>
</table>

In the category A, 30 respondents out of 100 are influenced by the friends. In category B 30 respondents out of 100 are influenced by parents/ husbands and their own preference. In category C, 54 respondents are influenced by parents/ husband . It can be assumed that how society has influence on the buying behaviour of individuals. Different catgories are influenced by different people at various level in our society.

Q-10: What Prompts You Most While You Purchase?

Graph 28: 16-25yrs (Category A)  
Graph 29: 26-35rs (Category B)  
Graph 30: 36-45 yrs (Category C)
### Table 10: Percentage Analysis of Prompting Factors

<table>
<thead>
<tr>
<th>CATEGORY</th>
<th>Brand</th>
<th>Price</th>
<th>Quality</th>
<th>Need</th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td>10</td>
<td>39</td>
<td>12</td>
<td>39</td>
</tr>
<tr>
<td>B</td>
<td>4</td>
<td>50</td>
<td>38</td>
<td>8</td>
</tr>
<tr>
<td>C</td>
<td>0</td>
<td>45</td>
<td>50</td>
<td>5</td>
</tr>
<tr>
<td><strong>Total %</strong></td>
<td><strong>4.66%</strong></td>
<td><strong>44.66%</strong></td>
<td><strong>33.33%</strong></td>
<td><strong>17.33%</strong></td>
</tr>
</tbody>
</table>

In the above graph(28) category A 39 respondents prefered price as the main factor prompting the buy. In the category (B) 50 people prefered price and category (C) 50 people preffered quality.

It can be assumed that category A women’s are more interested, what they have in her mind during shopping for cloths. Category B and C women’s are very conscious about price and quality.

**Q-11: What is the Expected Price Range in which You Would Buy Apparel?**

Table 11: Percentage Analysis of Expected Price Range

<table>
<thead>
<tr>
<th>CATEGORY</th>
<th>Rs 300-500</th>
<th>Rs 500-800</th>
<th>Rs 800-1000</th>
<th>Above Rs 1000</th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td>28</td>
<td>50</td>
<td>18</td>
<td>4</td>
</tr>
<tr>
<td>B</td>
<td>20</td>
<td>9</td>
<td>62</td>
<td>9</td>
</tr>
<tr>
<td>C</td>
<td>26</td>
<td>20</td>
<td>24</td>
<td>30</td>
</tr>
<tr>
<td><strong>Total %</strong></td>
<td><strong>24.66%</strong></td>
<td><strong>27.66%</strong></td>
<td><strong>34.66%</strong></td>
<td><strong>14.33%</strong></td>
</tr>
</tbody>
</table>

In the category A, out of 100 respondents 50 selected the price ranging from Rs. 500-800 while in category B, out of 100 respondents 62 respondents selected the price ranging from Rs. 800-1000. In the category C, out of 100 respondents 30 selected the price range from above Rs 1000.

It can be assumed that women’s preference in an apparel ranges from Rs 800-1000 and Rs. 500-800.

Thus, It can be assume that the price factor in an apparel segment exhibit the buying behaviour.

### CONCLUSIONS

The study on customer buying behaviour of women’s in purchasing garment. Many factors are involved in female buying behaviour and show the real impact on the customers in this particular geographical area Women’s generally purchase apparels during festivals and special occasions. Women’s have the tendency to buy clothes on festivals and special occasions as they feel. It is the time that they can look the best on festive seasons because of availability of latest styles and able to get festival’s special offers and discounts also.
Clothing is an important part of women’s life and plays a major role in building the female identity and status. Cloths help the women to enhance their confidence and strengthen their self-esteem. Clothing is referred to as speciality good since consumers often make an effort for seeking out the garment that they require. Most of the female focus on product attributes, fashion trends and other factors related to social or psychological needs of the customer. These characteristics help them to choose their cloths according to their preference and it also suits with tradition and culture.

**FINDINGS**

These are the main findings of this study;

- In Category A, age group (16-25 yrs), Most of college going females prefers casual dress which is more viable to the changing trends like latest design, Comfort, look, elegance.
- In casual wear segment, most of females have chosen jeans & tops. The middle age group women’s (category B and C) mostly preferred kurtis and tights as casual wear. The reason for that, a woman’s in this age group having more involvement in various social groups.
- In formal wears, most of women’s in all categories prefer saris and salwar.
  
  In category B & C, maximum percentage for preferring to wear sari as a formal segment. These age groups women are following more tradition as compare to category A. within this segment, they prefer cotton saris in a good percentage because it makes them feel comfortable. But in some special occasion, they used to prefer designer saris, traditional embroidery and silk sarees.
- Mostly working women like to use branded western and Indo-western mix design garment. It is also related to the growing purchasing power of middle-class families.
- Most of the women prefer to purchase light shades of the cloth.
- Most of the women given preference to purchase ready-made garment but middle age women always prefer to stitch the garment according to their comfort.
- Young generation is more conscious about fashion trends as compare to other categories.

**SUGGESTIONS**

- Entrepreneur should know about the market and fashion trends about female segment which are popular in category.
- Entrepreneur can focus on designer dress for customized customer at higher prices. In other segments the company offers other ranges with less design content and low quality fabrics to a lower price.
- Continuous research to enhance product attributes as par the market situations and fashion trends which help to attract customer.
- Entrepreneur should try to develop a loyal customer base for getting the consistent business by supplying the quality and new fashion cloths at a reasonable rate with prompt customer service.
- In festive seasons, there should be trendy, latest designs to attract more customers.
- Entrepreneurs have to keep latest knowledge about the different shades which are most preferred in current scenario and try to provide various shades according to customer needs and preference.
- More focus required on Indian ethnic garments and garments which are mixing both ethnic and western styling.
- More focus needed to develop the full range of traditional wears which are related to different occasions.

REFERENCES


