



RESEARCH ARTICLE

GARMENTS PURCHASE BEHAVIOUR OF HOUSEWIVES

Dr. D.Sreemathi

Assistant Professor in Commerce M.G.R. College, Hosur

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Key words:***Corresponding Author****Dr. D.Sreemathi****Abstract**

Clothing is considered as an instrument not only to satisfy oneself but also to impress others. Appropriate clothing helps to feel happy and prosperous. If cloths are good in style and attractive, clean and neat, one will have a feeling of well being which contribute to the happiness of an individual to a great extent. Clothing also satisfies a variety of social and emotional needs of man. So it is very important both for the government and the people who are involved in garments business to know and understand the purchase behavior of consumers. The understanding of purchase behavior of housewives will help them to produce and sell according to their taste and preference and to introduce new designs and fashions so as to attract the customers

*Copy Right, IJAR, 2014,. All rights reserved***Introduction**

Food, shelter and cloth are considered as the basic needs of human beings. These are all the needs which must be fulfilled before all other needs are met. So clothing plays an important role in all human beings life. Each and everyone give more importance to dressing in our day to day life. The Indian people are very much dress conscious. In Tamilnadu, right from the ancient culture, people give much importance to dressing. In Indian culture there are popular adages like “Adai illatha manithan arai manithan” (a man without dress is considered as only a half man) and “Allpathi aadai paathi” (neat dressing will make a person’s appearance perfect). It is clear from the above sayings that people in Tamilnadu give much importance to their clothing.

The primary function of clothing is to afford protection to the body against the effect of heat and cold. The importance of clothing can be considered from the physical, religious and psychological aspects. Physically clothing gives protection against heat in summer and cold during winter as also against sunburn.

The purpose of clothing can be summarized as follows;

1. To cover nakedness
2. Protection against the severity of the climate according to geographical conditions
3. Modesty and
4. To enhance the appearance of the wearer.

It is used to communicate a complex set of information and becomes the basis of first impression. These first impressions include evaluation of one’s social status, occupation, role, self-confidence and other personality characteristics. Clothing is like a window giving a glimpse of the wearer’s individuality and personality.

The Nature of the Problem

Modern marketing is concerned with people and their behaviour on various aspects, especially their behaviour as consumers. Consumers are often studied because of the fact that certain decision is significantly

affected by their behaviour or expected actions. Therefore a clear understanding of consumer behaviour is essential in planning marketing programme. In India the demand for clothing has been going on increasing for the past several years. The people in India have always given great importance to garments for personal use and as an indicator of social status symbol. Many people give garments as gifts to their relatives and friends during important occasions like Birthday, Wedding Anniversary and during festivals.

As the importance attached to garments is very high in India, it was proposed by the researchers to study the purchase behaviour of housewives as regards to garments. The researchers wanted to select the wives because it is they who ultimately decide the purchase of garments both for themselves and also for their family members.

The Importance of the Study

People in general spend a lot of amount for their clothing irrespective of their economic conditions. So it is very important both for the government and the people who are involved in garments business to know and understand the purchase behaviour of consumers. The understanding of purchase behaviour of housewives will help them to produce and sell according to their taste and preference and to introduce new designs and fashions so as to attract the customers. The researchers strongly felt that this study will definitely help the textile industry to understand the buying behaviour of housewives, which will help them to manufacture garments according to the taste of the consumers and thereby withstand successfully in the highly competitive textile industry.

From the point of marketing also, an understanding of the attitude of housewives towards garments is very much important. Not only the manufacturers but also the retailers will be very much interested in knowing the purchase behaviour of the housewives.

Objectives of the Study

The main objective of the study was to get an idea of the purchase behaviour of the housewives towards garments, particularly with respect to the following aspects:

1. To study and analyse the factor influencing the garments purchase behaviour of the consumers.
2. To study and analyse the influence of religion over the purchase behaviour of housewives with respect to clothing.
3. To study and analyse the influence of income level in the purchase behaviour of housewives.
4. To study and analyse the influence of relatives, friends, outsiders, fashion, branding and advertisement towards the garments purchase behaviour of housewives.

Hypotheses

To achieve the above objectives, the following hypotheses were formulated:

- H₁: There exists significant relationship between religious norms and garments purchase decisions of housewives.
- H₂: There is a relationship between level of income and the amount of purchase of garments by the housewives.
- H₃: There exists relationship between housewives garments purchase behaviour and the influence of friends and relatives

Research Methodology

Population of the Study and Sample

The researchers have chosen the housewives of Vaniyambadi town for the present study. It is an A-Grade Municipal town and is surrounded by wonderful tourist places like Yelagiri, Jalagamparai and Javadhu Hills. Vaniyambadi is very famous for its leather industry. The leather industry provides employment opportunities to thousands of people besides earning a lot of foreign exchange by means of leather export.

The population for the present study consists of the entire families residing at Vaniyambadi town of Vellore District. In Vaniyambadi town the majority of population consists of Muslims, followed by Hindus and Christians respectively. The researcher have chosen thirty wards by random and from these thirty wards three respondents belonging to the three religions in each ward was selected. So the sample for the present study was 90 house wives consisting of 30 Muslims, 30 Hindus and 30 Christians.

The researcher took care to select the respondents who are both employed and unemployed with different occupations and income range. An interview schedule was prepared by the researcher to collect the necessary information. The researcher personally visited the respondents and gathered the required information.

Results and Discussions

TABLE-1
Willingness to consult others

Willingness to consult	Hindus	Muslims	Christians	Total	%
Yes	26	27	25	78	86.6
No	4	3	5	12	14.4
Total	30	30	30	90	100

The respondents feel that consultation with others will give them sufficient information on availability of latest designs and price.

TABLE 2
Preference for Consultation

Religion	Husband	Friends Relatives	Parents	Neighbors	None
Hindu	8	7	6	3	6
Muslim	13	4	8	2	3
Christian	9	7	5	4	5
Total	32	18	19	9	14
%	35.56	20	21.11	10	15.56

More than fifty percent of the respondents consult their husbands and parents before purchasing garments and only fifteen percent of the respondents do not consult others before purchasing garments. It is interesting to note that more than thirty five percent of the respondents consult their husbands before making purchase. Also when compared with Hindus and Christians, Muslim respondents mostly consult only their husbands and parents instead of relatives and neighbors. The reason is that usually Muslim women do not go outside and this results in less interaction with others.

TABLE-3
Importance of Advertising in Purchasing Garments

Importance of Advertisement	Hindus	Muslims	Christians	Total	%
Yes	25	23	24	72	80
No	5	7	6	18	20
Total	30	30	30	90	100

80% of the respondents give importance to advertisement while purchasing garments. According to housewives it is through which they are able to know the availability of latest designs and fashions.

TABLE- 4
Influence of Media on the Purchase Decision

Type of Media	Hindus	Muslims	Christians	Total	%
Television	20	26	20	64	74

Radio	-	-	-	-	-
Roadside Hoardings	6	2	6	14	16
Posters and notices	4	2	4	10	12
Total	30	30	30	90	10

It is evident that nearly 3/4th of the respondents say that television is the major media in influencing the purchase decision of garments. According to the respondents they are able to know the availability of latest designs and fashions by means of watching television in their home itself. Another interesting fact was that none of the respondents say that radio is influencing their garments purchase decisions. So radio has lost its relevance as far as advertising is concerned.

TABLE -5
Preferred Place for Purchasing Garments

Religion	Hindu	Muslim	Christian	Total	%
Same town	15	17	16	48	53.33
Street vendor	3	2	4	9	10.00
Big towns & cities	12	11	10	33	36.67
Total	30	30	30	90	100.00

This is because the garments are comparatively at a cheap rate and also they can choose from a lot of varieties and new designs. These respondents say that though they are also interested in purchasing garments in big shops, their family situation and financial condition restricts them from doing so.

TABLE -6
Consumer Preference for a Particular Shop

Preference	Hindus	Muslims	Christians	Total	%
Particular shop	18	20	16	54	60
Different shops	12	10	14	36	40
Total	30	30	30	90	100.00

Consumer's preference to a particular shop is due to fact that the salesman will show them more designs when they go regularly to a particular shop. Seller will give some reduction for the regular customer and charge a reasonable price for the garments. To save time and avoid the difficulty of going to different shops, they prefer a particular shop. While the remaining 42% consumers from all the three religions say that they prefer to go different shops for purchasing cloths. This is because to get more variety and also they can compare the price of garments in different shops so that they are able to get the best at cheaper rate.

TABLE -7
Influence of Religious customs in Garments Purchase

Religious Customs	Hindus	Muslims	Christians	Total	%
Yes	18	28	14	60	66.7
No	12	2	16	30	33.3
Total	30	30	30	90	100

According to Muslim respondents, they are forbidden from wearing garments which shows living things like animals, birds and pictures of any living thing. On the other hand, the Hindu respondents say that there is a general religious custom of purchasing silk garments for marriage and red garments for visiting particular temples. According to Christian respondents, they purchase only white garments during Baptism (naming ceremony).

TABLE -8
Brand preference for Silk Garments

Brand	Hindus	Muslims	Christians	Total	%
Kancheepuram silks	22	20	24	66	73
Arni Silks	4	2	3	9	10
Mysore Silks	2	2	2	6	7
Banaras Silks	2	6	1	9	10
Total	30	30	30	90	100

It is clear from the above table that respondents give first preference to silk sarees, that too Kancheepuram silk sarees. They say that silk means only Kancheepuram silks. This is because of its best quality, appearance and attractiveness. Respondent from three religious say that they give priority to Kancheepuram silk sarees and then only they go for other types like Mysore silk, Banaras silk and Arni silk varieties.

Table -9
Knowledge of Silk Mark

Religion	Hindus	Muslims	Christians	Total	%
Yes	21	9	24	54	60
No	9	21	6	36	40
Total	30	30	30	90	100.00

It is interesting to note that in the case of Hindu and Christian respondents, majority of them have idea about the 'Silk Mark', whereas in the case of Muslim respondents majority of them say that they have no idea about 'Silk Mark'. It may be due to the reason that the Muslims give less importance to buy silk sarees and lack of exposure may also one of the reasons as to why they have no knowledge about the above said 'Silk Mark'. In general the customers have more awareness regarding the purchase of silk sarees.

Relationship between Level of Income and the Amount of Purchase

People in general believe that the amount of garments that is to be purchased is largely depends upon the income level of the particular family. High income family will generally purchase large amount of garments when compared with low income family. So in order to determine the relationship between income level and garments purchase decision of wives, the following hypothesis was formulated and tested by applying Chi-Square test.

- H_0 There is no significant relationship between level of income and the amount of purchase of garments by the housewives
- H_1 There is exists significant relationship between level of income and the amount of purchase of garments by the housewives

TABLE 10
Relationship between Level of Income and the amount of Purchase

Income Level	Hindus	Muslims	Christians	Total
High-Income (above Rs.20000)	22	21	15	58
Middle Income (up to Rs.10000-20000)	6	6	13	25
Low Income (up to Rs.10000)	2	3	2	7
Total	30	30	30	90

(d.f= 4 p= 0.05) Calculated value of $\chi^2=5.69$

The above chi – square test reveals that the calculated value is less than the table value (5.69<9.49). So the null hypothesis that there exists no significant relationship between level of income and the amount of purchase of garments by the housewives is accepted. It can be concluded that irrespective of their income, people purchase garments during marriages and other festivals even by means of borrowing money from others.

Religious norms and customs towards Purchasing Cloth

There is a general belief that religious norms play an important role while purchasing garments by the wives. In order to determine whether there is any significant relationship between religious norms and garments purchase behaviour of housewives the following hypothesis was formulated and tested.

- H₀ There is no significant relationship between religious norms and garments purchase decisions of house wives
- H₁ There is significant relationship between religious norms and Garments purchase behaviour of house wives

TABLE 11

Religious norms/customs Towards Purchasing Cloth

Religious Norms	Religion			Total
	Hindus	Muslims	Christians	
Influencing	18	28	14	60
Not Influencing	12	2	16	30
Total	30	30	30	90

(d.f = 2; p=0.05) Calculated Value of χ^2 8.4

The above χ^2 test reveals that the calculated value at 0.05 level is more than the table value (8.4>5.99). So the null hypothesis that there is no significant relationship between religious norms and garments purchase decisions of house wives is rejected and the alternate hypothesis is accepted. It can be concluded that religious norms play an important role in purchasing garments by all religions.

Relationship between Influence family Friends and Relatives and Purchase Behaviour

The relationship between the influence of friends and relatives and the housewives garments purchase behaviour was tested by applying the following hypothesis.

- H₀ There is no significant relationship between housewives garments purchase behaviour and the influence of friends and relatives
- H₁ There exist significant relationship between housewives garments purchase behaviour and the influence of friends and relatives

TABLE 12

Relationship between housewives garments Purchase Behaviour and Consultation with Friends and Relatives

Religion	Husband	Friend	Parents	Neighbors	None
Hindu	8	7	6	3	6
Muslim	13	4	8	2	3
Christian	9	7	5	4	5
Total	32	18	19	9	14
%	35.56	20	21.11	10	15.56

(d.f= 8; p=0.05) Calculated Value of χ^2 4.86

The above χ^2 test reveals that the calculated value at 0.05 level is less than the table value (4.86<15.5). So the null hypothesis that there is no significant relationship between housewives garments purchase behaviour and the influence of friends and relatives is accepted and the alternate hypothesis is rejected.

Conclusion

The findings of the study suggest that consumers are very much aware of the latest designs, fashions and varieties available in the market. So, if the garment dealer sales latest designs and fashions, they will have a ready market for their garments. Also consumers consult others and compare the price before purchasing the garments. So if the garment sellers sell their garment at a reasonable price, they will have regular customers which will increase their sales and profit. Again, customers are not having a positive opinion on the reduction/clearance/discount sale. So, it is better to sell the garment at a reasonable price.

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