"A Study of Consumer Preference and Buying Behavior of Garments with Reference to Selected Areas of Pune City"

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Abstract

In the past few years the whole concept of shopping has been altered in terms of format and consumer buying behavior. With the increasing urbanization, the Indian consumer is emerging as more trend-conscious. Indian consumer is also witnessing some changes in its demographics with a large working population being under the age group of 24-35, there has been an increasing number of nuclear families, increase in working women population and emerging opportunities in the service sector during the past few years which has been the key growth driver of the organized retail sector in India.

The study provides "frame of mind" of people, what are the expectations and desires of consumers and up to how much level this expectation is met. The study also shows the opportunities and challenges for readymade garment business in respect of both internal and external environment.

This study will understand those emotional or rational appeals, which drive the purchase decision towards the readymade garments.

Key Words: Urbanization, Frame of mind, internal and external environment.

Introduction

Garment market has undergone remarkable transformation from traditional to modern style, perception, buying behavior, buying preference and buying decision making. India's population is very young. Most consumers have grown up with television, the Internet, and have been exposed to the standards of living, consumer culture abroad and others influence. So it is important to study buying preference and behavior towards garments.

Need of Study

Companies are rigorously working on identifying consumer buying behavior, preferences towards their various garment brands in order to grab larger portion of the market. Therefore, businessmen or any organization consider it is necessary to study the consumer preference and buying behavior towards various garments.

The study emphasize on

- ✓ To study consumer buying behavior

- ✓ Factor influence consumer purchase

- ✓ Impact of pricing on buying and buying preference

Objectives of Study

The purpose of research is to discover answers to questions through the application of scientific procedures. The main aim of research is to find out the truth which is hidden and which has not been discovered as yet. Though each research study has its own specific purpose, Following are the objectives of research

1. To gain familiarity with a phenomenon or to achieve new insights into it (studies with this object in view are termed as exploratory or formulate research studies);

2. To portray accurately the characteristics of a particular individual, situation or a group(studies with this object in view are known as descriptive research studies);

3. To determine the frequency with which something occurs or with which it is associated with something else (studies with this object in view are known as diagnostic research studies);

4. To test a hypothesis of a causal relationship between variables (such studies are known as hypothesis-testing research studies).

Scope of the Study

This study will be beneficial to S2K Fashion, Fashion Wears for Men and Women

- ➢ To know about customers buying behavior towards fashion apparels

- ➢ The company can come to know various factors affecting the customers buying behavior.

- ➢ Company comes to know about customer's expectations and need for future purchases. \

- ➢ Get to know demographic of the consumer & potential buyer

Hypothesis

Following are the hypothesis formed to test the research problem:

H_1: "There is no relationship between age group and wearing preferences"

H_2: "There is no relationship between gender and wearing preferences"

H_3: "There is no association between the occupation & the buying behavior"

H_4: "Buying decision is dependent on price"

Literature Review

A brief literature would be of immense help to the researcher in gaining insight into selected problem. The researcher would gain good background knowledge of the problem by reviewing certain studies. A reference to these entire studies will be related in the contest of the shaping the present study.

Verma, A.P. and Tiwari, K (2011) covered the medium to high potential consumers that international and national brands can target in the Indian context. This study measures the segment values of some brands those have achieve success in the Indian market. Study shows that people are becoming mere brand conscious with the increase in income level. Brands and individuals would do well to understand the finer aspects of the scenario, and venture out to capitalize on the opportunities.

Yin, H.S. and Susan, S. (2012) this study examine the purchase preferences towards foreign and domestic branded apparels. It was found that preferences towards foreign branded apparels are related to the level of purchasing power and is not related to the demographics variables. 58% of the students surveyed preferred foreign branded apparel. There is a positive relationship between media influence and preferences towards foreign/domestic branded apparels. The more a person is exposed to the media, the stronger will be the influence of the media in "persuading" the individual to purchase the apparel.

Mittal, P. and Aggarwal, S. (2012) in this study one can understand that the consumer and his behavior is the cornerstone of success in marketing. It includes all the physical, mental and emotional processes and concerned behavior which are observable before, during and after each and every purchase of goods and services. This makes us compelling to understand, observe record and react to such behavior, in case we want to have win-win strategy that matter for marketer and the customer both.

Rajput, N and Kesharwani, S (2012) this article defines that the Modern era provides high quality materials and lot of variety in Indian garment market to satisfy the desire of customers.

The customers are utilizing the opportunity too. The results confirm that Indian people have become highly brand conscious presently. Hence, brand image is a not a significant factor in choosing the product or brand to buy. There are other aspects like, quality, comfort, expectations and demographic characteristics are also influence to the purchasing decision that dominate the purchase decision of males and females. The gender differences do exist with respect to build attitude towards fashionable apparels and brands. The study gives us the information males are equally interested to go for shopping as females along with they spend excess money during shopping than their female counterparts.

Research Methodology

In order to study "A Study of Consumer Preference and Buying Behavior of Garments with Reference to selected area of Pune City" will be done on different categories of data collection for the research, Primary data & Secondary data. After collection of data, information can be classified and presented using tables and diagrams for detail analysis and testing hypothesis

- **Primary Data: -** Structured Questionnaire will be prepared to know the Consumer preference & Buying Behavior of Garments.
- **Secondary Method: -** Newspaper, magazines, journals, websites, reports etc.
- **Target area/Survey Area: -** Baner, Balewadi etc.
- **Targeted Respondents:-** Age group of 20-40(Male, Female)
- **Population/Universe:-** 1,00,000
- **Sample Size:-** 5,00
- **Sample Selection Techniques:-** Krejcie Morgan table
- **Sampling Technique:-** Area Sampling- Random Sampling
- **Research Methodology:-** Descriptive and analytical

Sample Area

Area Sampling Used in the study. A method in which an area to be sampled is sub-divided into smaller blocks that are then selected at random and then again sub-sampled or fully surveyed. This method is typically used when a complete frame of reference is not available to be used.

Research Design

A research design is the set of methods and procedures used in collecting and analyzing measures of the variables specified in the research problem. **Descriptive Research Design** is used for the study. In includes surveys, and facts finding enquires of different kinds. The

major purpose of descriptive research is description of state of affairs on it exists at present. The main character of this method is that the researcher has no control threw over the variables. He can report what has happen or what is happening.

Data Analysis

Hypothesis 1

H0: There is no relationship between age group and wearing preferences
H1: There is relationship between age group and wearing preferences
Table: Observed Value (O)

Calculation of Expected Value(E)					
AGE	Formal	Causal	Traditional	Sports	All of these
20-25	19	35	1	17	24
26-30	4	7	1	3	5
31-35	4	7	1	3	5
Above 35	1	1	1	0	0

AGE	Wearing Preferences					
	Formal	Causal	Traditional	Sports	All of these	Total
20-25	8	36	0	24	28	96
26-30	0	14	0	0	6	20
31-35	18	0	2	0	0	20
Above 35	2	0	0	0	0	2
Total	28	50	2	24	34	138

Chi Square Test Value = 101.16
Degree of Freedom Value = 12
5% value = 21.03
With the help of above table we can say that null hypothesis i.e. "**H0: There is no relationship between age group and wearing preferences**" is tested with the chi-square test with significance level 5%. The actual value is less than expected value. Hence result supports the alternative hypothesis. Hence Null hypothesis is rejected and alternate hypothesis i.e. **H1: There is relationship between age group and wearing preferences" is accepted.** Therefore it can be inferred that there is relation between age group and wearing preference.

Hypothesis 2

H0:- "There is no relationship between gender and wearing preferences"

H1:- "There is relationship between gender and wearing preferences"

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	1.959[a]	3	**.041**
Likelihood Ratio	2.019	3	.030
N of Valid Cases	140		

Interpretation

From the above table it has been observed that Null hypothesis i.e." There is no relationship between gender and wearing preferences" is tested with the chi-square test with significance level 5%. Table shows that p value is 0.041 which is less than 0.05. Hence result supports the alternative hypothesis. Hence Null hypothesis i.e. "There is no relationship between gender and wearing preferences" is rejected and alternative hypothesis i.e**. "There is relationship between gender and wearing preferences" is accepted.** Therefore it can be inferred that gender impacts on the wearing preferences.

Hypothesis 3

H0 : There is no association between the occupation & the buying behavior
H1 : There is association between the occupation & the buying behavior

		Preference For Cloths				Total
		Formal	Casual	Sports	All of these	
Occupation	Salaried	22	4	2	2	30
	Student	8	46	26	28	108
Total		32	50	28	30	138

Gender	Preferences for cloths				Total
	Formal	Casual	Sports	All of these	
Male	26	39	24	23	112
Female	4	11	4	7	26
Total	32	50	28	30	138

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	63.983[a]	3	**.003**
Likelihood Ratio	57.540	3	.000
N of Valid Cases	140		

		When Do You Buy				Total
		As per need	Availability Of Funds	Any Garment Shop	Others	
Occupation	Salaried	12	10	5	3	30
	Student	72	20	7	9	108
Total		84	32	12	12	138

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	9.830[a]	3	**.020**
Likelihood Ratio	9.476	3	.024
N of Valid Cases	140		

Interpretation

From the above tables it has been observed that relation between occupation and buying behaviour tested with the factors occupation of the respondents and preference to buy and when do they buy. Both the test was performed with 95% confidence level, 5% of significance level and 3 degree of freedom. From the first Chi-square test result i.e. association between occupation and preference to buy it shows that P-value is 0.03 which is less than 0.05. Also from second chi-square test it has been observed that P- value was 0.020 which is also less than 0.05. Hence both the values are less than 0.05 and it supports the Alternative hypothesis and rejects the Null hypothesis. Hence alternative hypothesis i.e. **"There is association between the occupation & the buying behavior" is accepted.**

Hypothesis 4

H0: "Buying decision is dependent on price"

H1: "Buying decision is independent on price"

		Price					Total
		Not Important	Important	Moderate	Very Important	Vital	
Gender	Male	8	8	73	17	6	112
	Female	1	2	14	6	3	26
Total		9	10	89	23	9	138

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	2.976^a	4	**.032**
Likelihood Ratio	2.779	4	.029
N of Valid Cases	140		

Interpretation

To test the hypothesis "Buying decision dependent on Price", chi-square test was used with the factors respondents gender and the importance of price in their buying. With 95% confidence level and 5% of significance level, degree of freedom 4 chi-square tes run and the P-value observed as 0.032. This value is less than 0.05. Hence it supports the alternative hypothesis and rejects the Null hypothesis. Hence alternative hypothesis i.e**. "Buying decision dependent on Price"** is accepted.

Limitation of the Study

Though the detailed investigation is made in the present study, company has got the following limitations.

➢ The survey was restricted to selected areas (Baner, Balewadi etc.) in Pune City only. So the results may not applicable to other areas

➢ This study is based on the prevailing customer's satisfaction. But the customer's satisfaction may change according to time, fashion, technology, development, etc.

➢ As per the population of the study is huge, the researcher has taken only500 sample (138) respondents

➢ This project was only restricted to the Mens and Women's fashion only

Finding And Suggestion

➢ From the data analysis it has been observed that consumer buys garments mostly as per their need (51%) and also when fund is available (32%). When fund is available consumer can buy from any garment shop (12%) and they choose other options (24%).

➢ Source of consumers buying were observed as follows. 58% of consumer buys garments from any garment shop, 29% of consumer buys from mall, 6% of consumer buys garments from exclusive showroom and 7% of consumer buys from other source.

III. When it has been asked to customers regarding for whom they buy it has been observed that 40% of consumer buys their garments for self, 39% of consumer buys their garments for self, spouse, kids/children, relatives and friends.

IV. In the preferences to buying the cloths, 36% consumers prefers casual dress, 23% consumers prefers formal dress, 21% consumers prefers casual, formal, traditional and sports, 17% consumers prefers sports dress and 3% consumers prefers traditional dress.

V. 46% of consumer prefers both readymade and tailor-made garments, 45% of consumer prefers readymade and 9% of consumer prefers tailor-made garments.

VI. It has been observed that 46% of consumer prefers tailor-made shirt and trouser garments, 15% of consumer prefers tailor-made shirts, 14% of consumer prefers tailor-made Kameez, 13% of consumer prefers tailor-made trousers and 12% of consumer prefers tailor-made salwar

VII. In formal wears the preferences of the customers observed as 59% of consumer prefers to buy formal wear shirts, 15% of consumer prefers to buy formal wear trouser, 13% of consumer prefers to buy formal wear, 10% of consumer prefers to buy formal wear salwar kameez and 3% of consumer prefers to buy formal wear both shirt and trouser.

VIII. 85% of consumer prefers casual wear Jeans and T Shirts, 6% of consumer prefers casual wear Jeans, 6% of consumer prefers casual wear T-Shirts and 3% of consumer prefers others casual wear

IX. In casual wear preferences 49% of consumer prefers casual wear skirts and tops, 19% of

consumer prefers casual wear jean and top, 17% of consumer prefers casual wear jeans and T shirt, 15% of consumer prefers others types casual wear.

X. There were various factors impacting on buying decisions. 54% of consumer buys garments by own preference, 17% of consumer buys garments under the influence of friends, 6% of consumer buys garments under the influence of wife, 5% of consumer buys garments under the influence of husband, 5% of consumer buys garments under the influence of parents, 5% of consumer buys garments under the influence of colleagues, 4% of consumer buys garments under the influence of relatives and 4% of consumer buys garments under the influence of children's.

XI. It was observed that Planned buying behaviour impacted by Price as around 78% of the respondents agrees with the given statement. Only 12% of the respondents said that their planned buying behaviour will not get affected by the factor price. Planned buying is a decision which takes place in advance. So from the above information it has been inferred that in advance planning Price plays a vital role.

XII. When asked about the pricing factors and its importance in buying decision, respondents reflected that Price plays an important role in unplanned buying behaviour. Around 66% of the respondents said that they are agree with the statement. But at the same time 22% of the respondents said that they are not sure whether the price affects on unplanned buying decision. Unplanned buying behaviour is a behaviour when the buyer buys the product without any prior thinking or planning.

XIII. Discount always remains the biggest motivator for the customer especially Indian customer. Same was reflected in responses received from the customers. 82% of the respondents were agreed that offers or discounts affects on their buying behaviour. Whereas around 12% of the respondents were not agree with the statement. 6% of the respondents were not sure whether discount affects on their buying behaviour.

XIV. 31% of the respondents replied that promotional techniques replied that they were strongly agree and 41% of the respondents said that they were agree that promotional activities had effect on their buying decision. 6% of the respondents were disagreeing and 11% of the respondents were strongly disagree that promotional activities had any effect on their buying. Today companies are using different techniques to of promotion to reach maximum customers and result shows that if affects positively on buying behaviour.

XV.   Effect of Status on Unplanned buying was checked and on the basis of the reply of the customer it has been observed that 28% of the respondents were strongly agree with the statement and 33% of the respondents were agree.15% of the respondents were not sure and 14% of the respondents were disagree and 10% of the respondents were strongly disagree.

XVI.   Sales person's effect on buying decision of the customers was checked. 28% of the respondents replied that they were strongly agree and 35% of the respondents said that sales person didn't had any impact on their buying decision. 21% of the respondents remain neutral, 11% of the respondents were disagree and 5% of the respondents were strongly disagree with the statement.

Suggestion

1.   Customers buy the apparels when they have availability of funds so the garments shops should provide credit facilities to the customers along with EMI facilities so availability of funds will not create the hurdle in buying.

2.   Buying frequency from exclusive showroom is less observed hence companies should make aware the customers regarding their exclusive showroom hence foot fall will be increased.

3.   Companies should focus on the target customers and accordingly make the promotion of the brand.

4.   Pricing has a great impact on buying decision. So companies should adopt the right kind of pricing strategies according to target customers hence customers will be satisfied.

5.   Discounts also have a great impact on buying decision. So discount should be made available to loyal customers as well as on the occasion like festivals or season sale.

Conclusion

From the research, Customer preference and buying behaviour studied in point of view of Garments in Pune city. From the analysis it has been observed that in garments shopping demographic factors, occupation, price impacts on buying decisions. Customers expected good quality products along with good quantity. Social media plays an important role in promotion of the garments. This study was restricted to Pune city only and Garments buying behaviour. So there may be different results will be observed in other cities. Overall it was a learning experience

where researcher got an opportunity to understand the customers preferences and their expectation form garment industry in Pune city.

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