

Demographic Characteristics and Consumers Purchase Preference in Garment

Products: A Study in Burdwan District, West Bengal

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1. Abstract

Consumer purchase preference is the study of marketing of a product - when, why, how and where people do or do not buy. It blends elements from psychology, sociology, social anthropology and economics. It attempts to understand the buyer decision making process, both individually and groups. It studies characteristics of customer such as demographics and behavioural variables in an attempt to understand people's want. It also tries to assess influence on the consumer from groups such as family friends, reference groups and society in general.

INTRODUCTION

Consumer purchase preference is highly valuable in textile products based on which the contemporary strategy is used. Modern consumption pattern have changed and evolved where consumers are aware of fashion trends. Majority of people uses garments as a means of presenting themselves to the society at a large. Like other countries of the world, the Indian customers also prefer to purchase their products as per their choice which may be controlled by their qualities, nature etc. amongst which demographic characteristics of the individuals may have high importance. The young customers here would consider their preferences as per style, colour, fittings etc. which may also have high control on their buying behaviour.

Therefore, question may arise how far the demographic characteristics of the individuals would create relationship with the purchase preferences of young generation in selecting garment products which may be tested through a micro empirical assessment. Keeping in view the background, the remainder part of present study has been structured in 7 more sections. Section 2 deals with the review of the related literature, while section 3 discloses the research gap. The objectives of the present study here are exhibited in section 4. Section 5 represents the garment products in India. Section 6 deals with methodology followed in the present paper. Section 7 highlights on the analysis and interpretation.

Section 8 deals with the conclusion and recommendations. Section 9 considers the limitations of the study and scope for further research.

1.1 KEYWORDS: consumer behaviour, garment sector,

2. Review of Related Literature

Consumers preferred to shop most time with their friends and family member. They would be influenced by their friends family members celebrities, magazine. Quality, comfort and brand would be the main criteria which impact directly to their buying behaviour, towards fashion apparel, age, gender, education, and occupation do not have any impact on buying behaviour of consumer (Saluja, 2016).

Consumers would be found as increasingly becoming brand conscious where they would have been influenced by the brand image and logo. The modern customers would be identified as persons who could elect to experiment with diverse looks and idea. Men in the age group of (19-25), who have higher disposal income would like to spend on expensive shirts and suits. Most of the time, the consumers would come to a mall with a brand in their mind. Among the several promotional schemes consumers would have been more attracted with discounts and their offers like 'buy one get one free' (Narayan & Sreenivas, 2016). Variety of products would assist them to choose correct one where customers would come to a mall without getting influenced by promotional offers. Customer not only would show price and quality of a product but also behaviour of employees, store location and store atmosphere (Raja, 2015).

Customers would like to purchase during the festive season where prices, quality, comfort and colour of the products would be preferred mostly while purchasing readymade garments, and also find that customers are prefer brands for (Renuka & Kulloi, 2016). This issue was opposed by other study (Thakur & Lumba, 2013; Hassn, *et al.*, 2014) where customers were found to get influenced by brand not by the price. Amongst the customers, the Male consumers would like to purchase garments from the branded showroom and they believed that right type of branded garments would be accepted irrespective of age and education (Ahamed & Sravi, 2016). In this issue, the customers' demographic characteristics such as personality, psychology, culture, age, and their social aspects might have a great impact on buying decision. Customers would prefer different colour in different season (Sanad, 2016).

3. Research Gap

From the literature till reviewed it can be considered that a number of literature has been framed on customers purchase preference and different aspects influencing the buying behaviour. In one study, supported by others, the association between demographic characteristics of the customers was completely denied but linkage with demographic characteristics and customers to be influenced by advertisement etc. was accepted. No study in this context has considered which demographic characteristics would influence the purchase preference of the customers of garments. Therefore, to fill up the knowledge gap, the study takes its effort to make a micro-empirical analysis to assess the influence of demographic characteristics on purchase preference of individual customers for garment products, not preference of the products and also the linkage of the same with customers influence by advertisement etc.

4. Objectives of the study

The present study takes its objectives as to

- Identify the association between demographic characteristics of the customers and their purchasing preference of the garment products.
- Identify the association between demographic characteristics of the customers and their not purchasing preference of the garment products.
- Assess the association between demographic characteristics of the customers and customer to be influenced by advertisement etc.

5. Textile Industries in India – An Overview

Indian textile market is one of the leading textile industries in the world. It was predominantly unorganized but the scenario started changing after the economic liberalization of Indian economy in 1991.

The Indian textile industry has an overwhelming presence in the economic life of the country. Apart from providing one of the basic necessities of life, the textile industry also plays a vital role through the contribution to industrial output, employment generation and the export earning of the country

According to Ministry of Textile Department (2017-18), Indian textile contributes around 3% to the GDP of the country. Indian textile industry is also the largest in the country in terms of employment generation. It not only generates jobs in its own industry, but also

opens up scopes for the ancillary sectors. Indian textile industry currently employs more than 35 million people. Figure – 1 exhibits the growth in textile industries in India.

Indian textile industries can be divided into several segments, some of which can be listed as bellow Cotton textile, Silk textile, Woollen textile, Readymade textile etc. which are being produced by Reymond India ltd (tailored clothing, denim, shirting, woollen outerwear), Welsun India ltd. (Home textiles, bathrobes, terry towels), Vurdhman group (Yarn fabric, sewing threads, acryliefiber) etc.

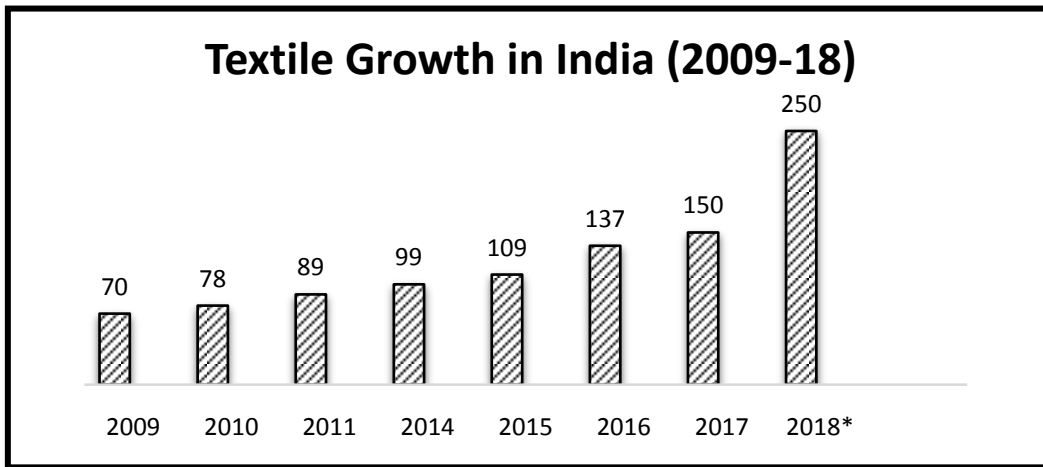


Fig.1: Textile Industry and Market Growth in India (US \$ billion)

Source: Ministry of Textile Department, India

6. Methodology followed in the present study

- a. Type of Study - The present study is predominantly an **exploratory** one with an **intensive investigation and careful analysis**.
- b. Sample and Sampling -50 samples have been selected randomly from Burdwan district where the district selection was purposive in nature.
- c. Method of Data Collection- Besides secondary sources (Reports, Articles, Books, etc.), the present study collected its data through primary survey (May, 2018).
- d. Tools of Data Collection - Data have been collected through interview and questionnaire made on the participants. In this context, the responsible factors of Quality of Life (QoL) have been detected through the related literature.

In questionnaire, a 5 point rating scale (1= Not at all, 2 = Little bit, 3 = Moderately, 4 = Responsible and 5 = Extremely) has been used to detect the degree of purchase preference,

not preference and influence of advertisement in time of purchasing of products. Now, the responses of the sample individuals on the 5 point rating scale have been summarised into **three categories** like **(i)Not Responsible At All** [1 (Not at all)], **(ii)Not Fully Responsible** [2 (Little bit) and 3 (Moderately)] and **(iii)Fully Responsible** [4 (Highly) and 5 (Extremely)].

In this context, to continue the study, further testing has been conducted withonly **two categories, Not Fully Responsible and Fully Responsible**. In this context, **Not Responsible At All** for not considering any degree of responsibility of any factor in this respect.

- e. Statistical Tools- To test the association between demographic characteristics of respondents and purchase preference, not preference and customer being influenced by advertisement: the nonparametric *Pearson Chi-square test statistic* has been used.

6.1 Dimensions of the Inferential Study- The study has segregated the sample respondents into five dimensions under the demographic characteristics of the respondents like **Gender, Religion, Marital Status, Age and Caste*** have been structured. Under each of the dimensions, two groups have been framed like Gender - Male (1) and Female (2); in Religion - Hindu (1) and Islam (2), Marital Status – Single (1) and Married (2), Age – 20 yrs. (1) to 25 yrs. (2) and Caste – Reserved (1) and Unreserved(2) as per the data collected from primary survey.

6.2 Hypothesis - The following hypotheses are used in the present study.

H₀₁: There is no significant association between the demographic characteristics of individual customers (Gender, religion, Marital Status, Age and Caste) and Customers' purchase preference in selection of garment products.

H₀₂: There is no significant association between the demographic characteristics of individual customers (Gender, religion, Marital Status, Age and Caste) and Customers' purchase preference in not selection of garment products..

*For other demographic characteristics like Age and Caste, the respondents have not shown any variation so that at least two groups can be framed. So, the study has limited its scope of demographic characteristics to these three demographic characteristics like Gender, Religion and Marital Status.

H₀₃: There is no significant association between the demographic characteristics of individual customers (Gender, religion, Marital Status, Age and Caste) and Customers' being influenced by advertisement etc.

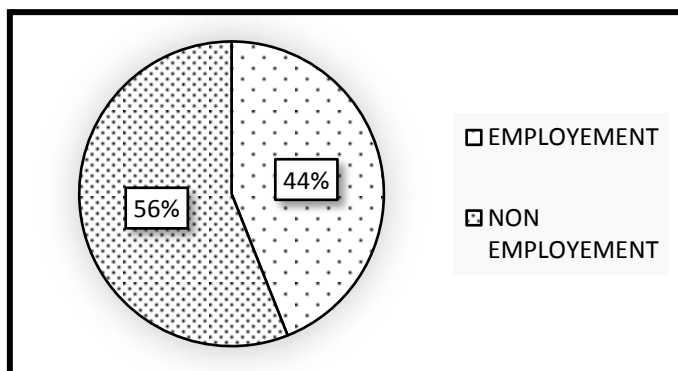
7. Analysis and Interpretation

7.1 Profile of the sample: total number of respondents was 50 out of 50 respondents 25 are males and 25 are females. Majority of the respondents fall into the age group of 20 to 35. 22 respondents are job holder out of which 10 are males and 12 are females, out of 22 job holder 7 are salaried person, 11 have part time job and 4 respondents have not mention their job.

Table:1 Demographic Profile of the Respondents

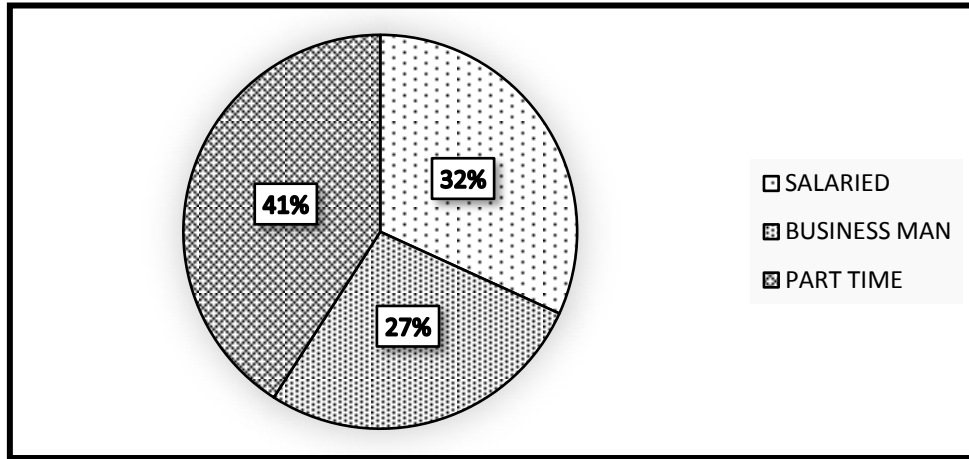
Nature of the Respondents as per Employment	Gender		Religion		Marital Status		Age		Caste		Total
	Male	Female	Hindu	Islam	Single	Married	20-25	25 and above	Reserve	Unreserved	
Employed	10	12	16	6	18	4	8	14	5	17	22
Unemployed	15	13	20	8	28	0	20	8	11	17	28

7.2 Employed and Unemployed: Out of 50 respondents 22 are employed and 28 are unemployed.



Pie Chart 1

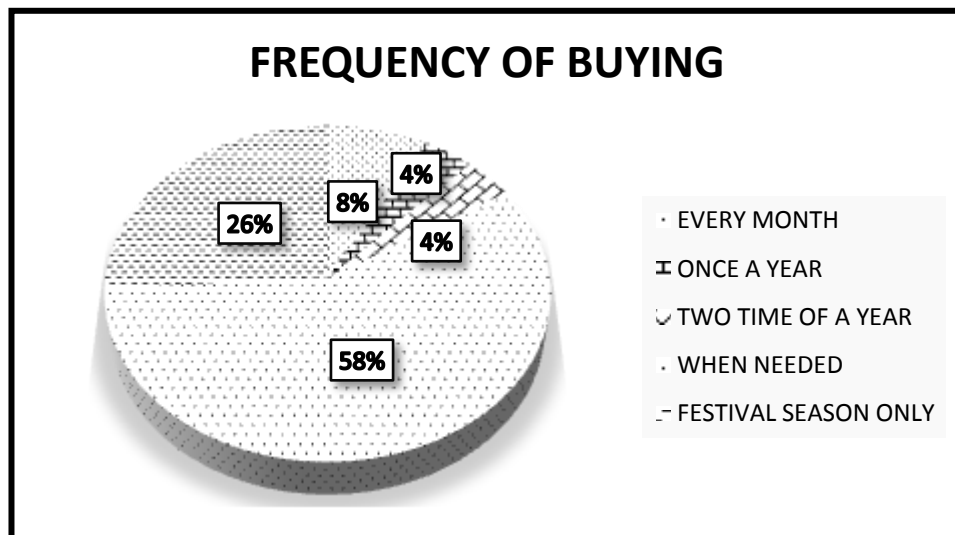
7.3 Occupational Status of Respondents: Out of 22 employed 7 are salaried and 6 business man and 9 are part time job holders.



Pie chart 2

Most of the respondents are part time job holders and they fall in the income group of 5000 to 10000. They are mainly student. And most of the salaried persons fall into income group of 15000 to 25000. And business persons fall into income group of average 20000.

7.4 Buying behaviour of the individual customers: Purchasing, Not Purchasing and Impact of Advertisement

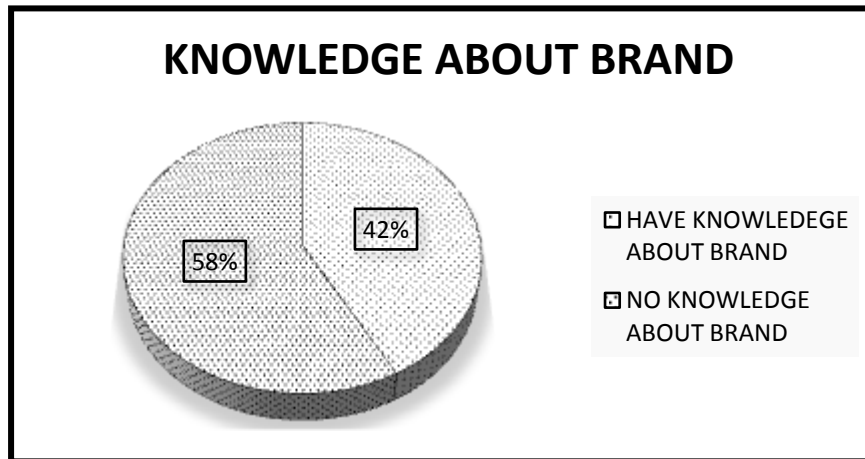


Pie chart 3

Most of the response (58%) said that they purchase garments when needed. 26% people said that they purchased during festival season. And only 8% people said that they

purchased every month. And 4% people said that they purchased once a year and 4% people said that they purchased two time in a year.

7.5 Knowledge about brand of respondents-

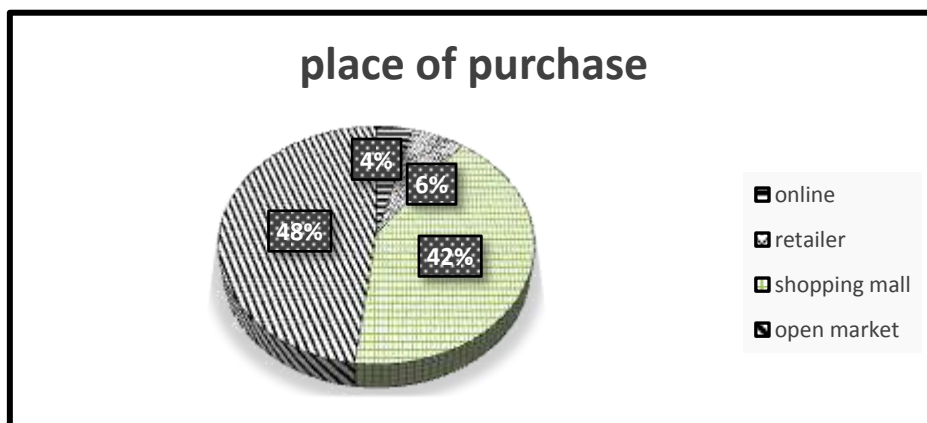


Pie chart 4

Major part of response shows that, 58% people have no idea about brand or company. They purchased garments without knowing company or brand.

7.6 Choice preference of the respondents for buying-

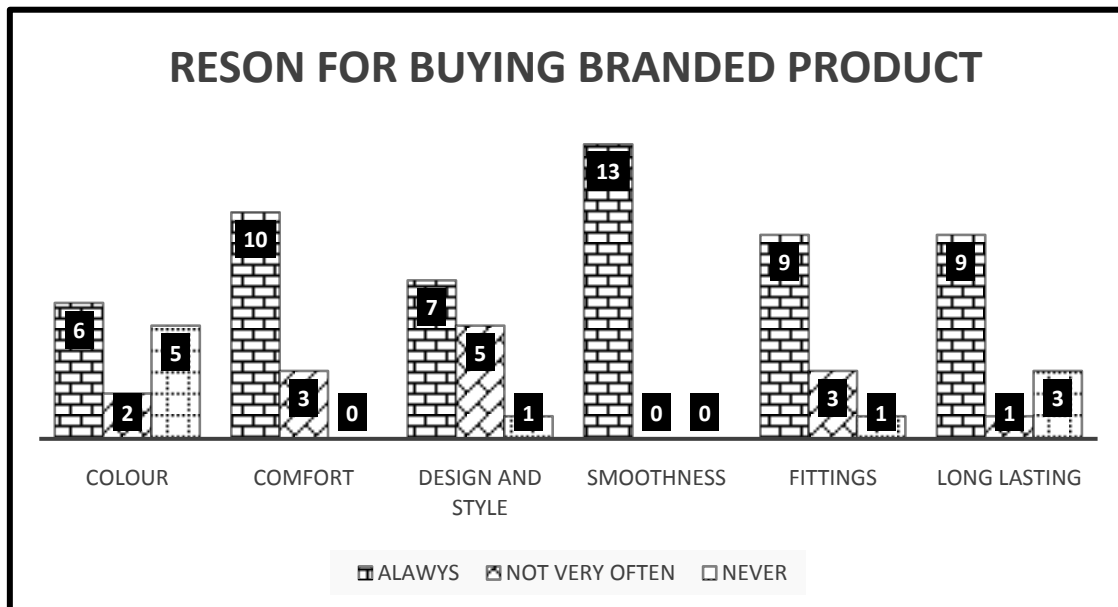
Column1	Column2
SOURCE OF PURCHASE	NUMBER OF PERSON
ONLINE	2
RETAILER	3
SHOPPING MALL	21
OPENMARKET	24



Pie chart 5

48% response purchase from open market, 42% response purchase from shopping mall, and 6% response purchase from retailer, and only 4% people purchase from online.

7.7 Branded product's characters which influence to respondents:



Column chart 1

7.7.1 **Factors:**

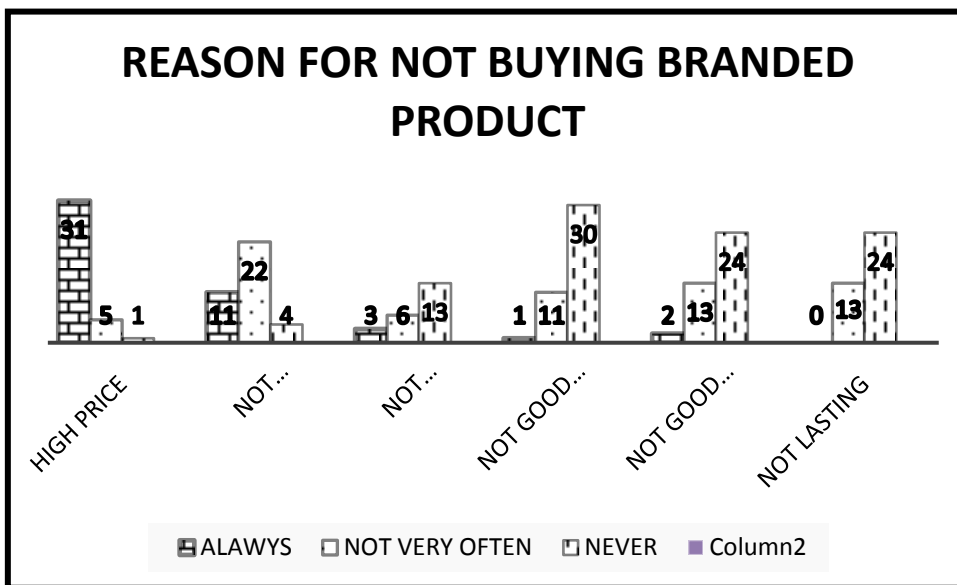
1. Colour: 46% of this response highly agreed that colour of garments influence for purchase branded product, and 15% moderately agreed and 38% said that colour have no influence for buying branded product.
2. Comfort: 77% give their response on the comfort of garments influence to take branded product.
3. Design and Style: 53% of the response highly agreed that design and style influence to purchase branded product and 38% people moderately agreed.
4. Smoothness: All of the response highly agreed that smoothness of product have influence for purchase of branded product.
5. Long Lasting: 69% response highly agreed that long lasting of a product have influence for purchasing branded product.

From the above data it depict that smoothness and comfort have highly influence to the people for purchasing branded products followed by the fittings, long lasting, design and colour.

7.8 Reason for not buying of branded products-

Table-2: Reason for not Buying

Column1	Always	Not Very Often	Never	Total
High Price	31	5	1	37
Not Available In Market	11	22	4	37
Not Available In Size	3	6	13	37
Not Good Design	1	11	30	37
Not Good Colour Combination	2	13	24	37
Not Lasting	0	13	24	37

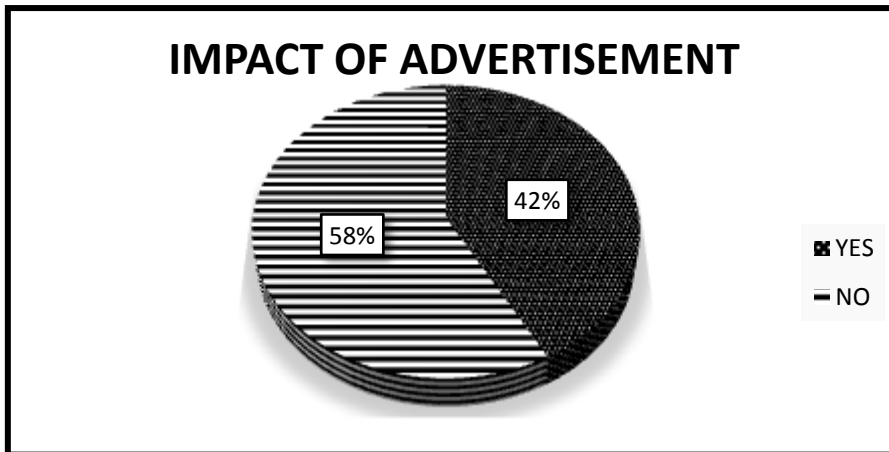


Column chart-2

Around 84% response highly agreed that they not purchase branded product because of high price. 59% response highly agreed that they not purchase branded product duo to not availability of product.

From the data it reveals that peoples mainly not purchase branded product duo to high price of branded product

7.9 Advertisement influence on the behaviour of respondents -



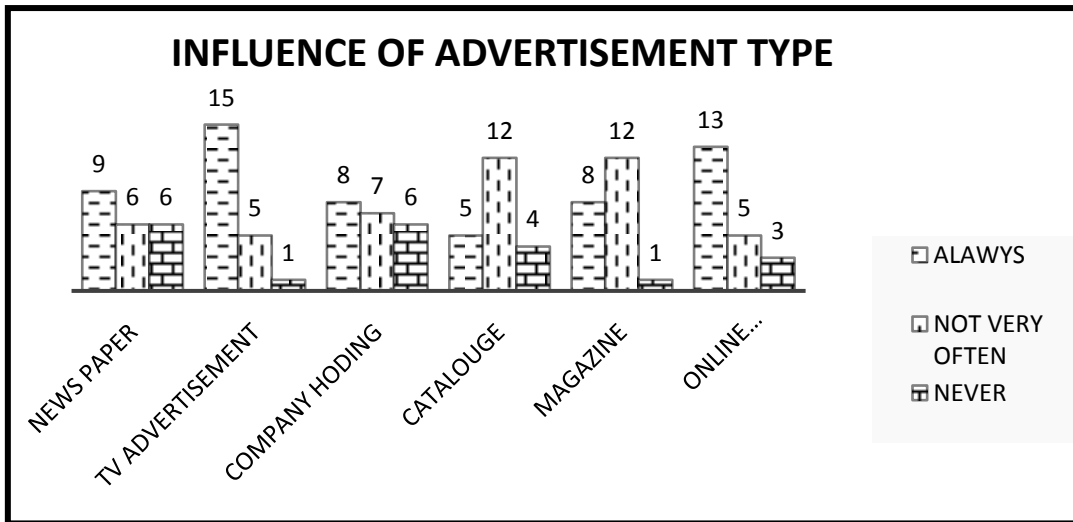
Pie chart-6

58% of response said that advertisements have no impact on their buying decision of garments purchasing and 42% said that advertisement have an impact on their buying decision

7.10 Influence of advertisement type:

Table-3: Advertisement types

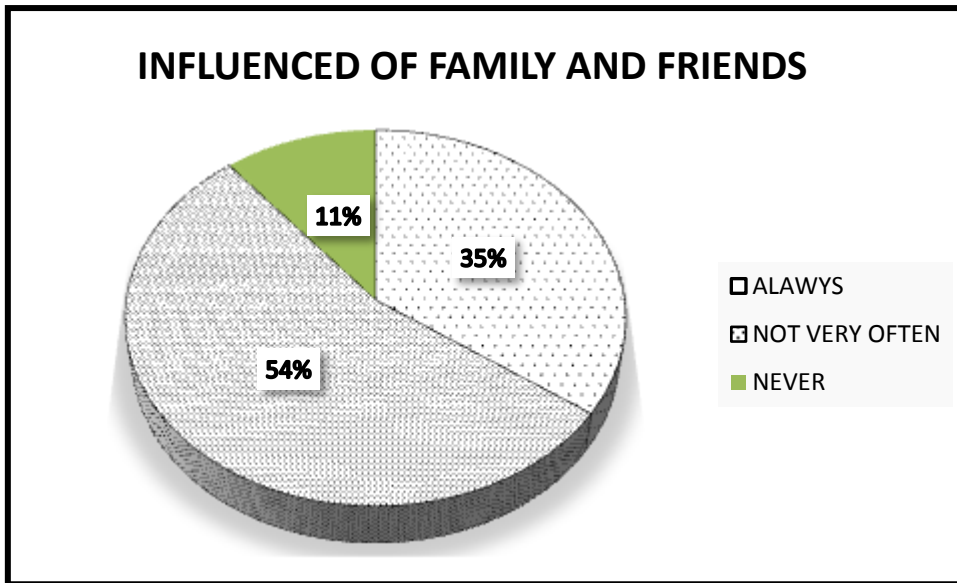
Column1	Always	Not Very Often	Never	Total
News Paper	9	6	6	21
TV Advertisement	15	5	1	21
Company Hooding	8	7	6	21
Catalogue	5	12	4	21
Magazine	8	12	1	21
Online Advertisement	13	5	3	21



Column chart-3

1. Newspaper: 42% Response of this category highly agreed that newspaper advertisement have influence on their buying decision. 28% response moderately agreed and remaining 28% response disagreed, they said that newspaper advertisement have no impact on their buying decision.
2. TV Advertisement: 71% response of this category highly agreed that TV advertisement have an impact on their buying decision. 24% response moderately agreed. And 5% response disagreed that TV advertisement have no impact on their buying decision.
3. Company Holding: 38% response highly agreed that company holding influenced on buying decision, 33% moderately agreed, and 29% disagreed.
4. Catalogue: 57% moderately agreed, 24% highly agreed that catalogue have an impact on buying decision and 19% response disagreed that, catalogue have no influence on their buying decision.
5. Magazine: 38% response highly agreed and 57% moderately agreed that advertisement by magazine have an influence on their buying decision. And only 8% response disagreed that.
6. Online Advertisement: 62% Response highly agreed and 24% moderately agreed that, online advertisement have an influence on buying decision and 14% response disagreed.

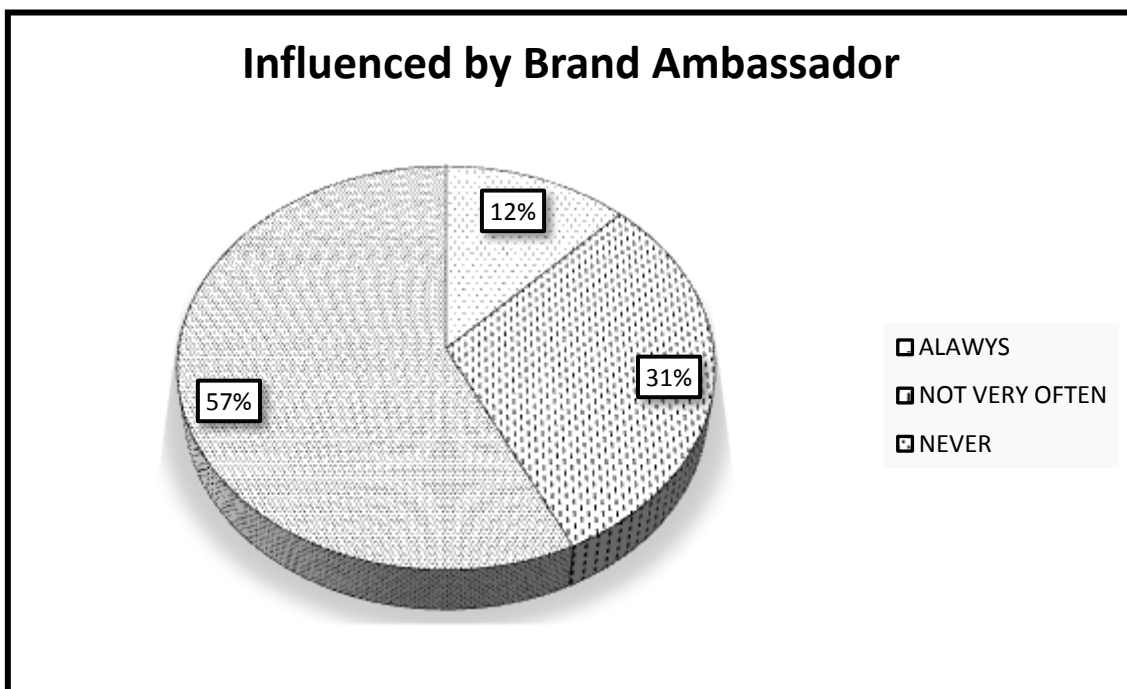
7.11. Influence of family and friends



Pie chart-7

Factor shows that people get influenced by family and friends to wear new cloths but not always.

7.12: Influence by brand ambassador to select brand:



Pie chart-8

This factor shows that most of the people (57%) are not influenced by the brand ambassador for select a brand, but 31% people moderately agreed and 12% people highly agreed.

7.13. Brand Loyalty:

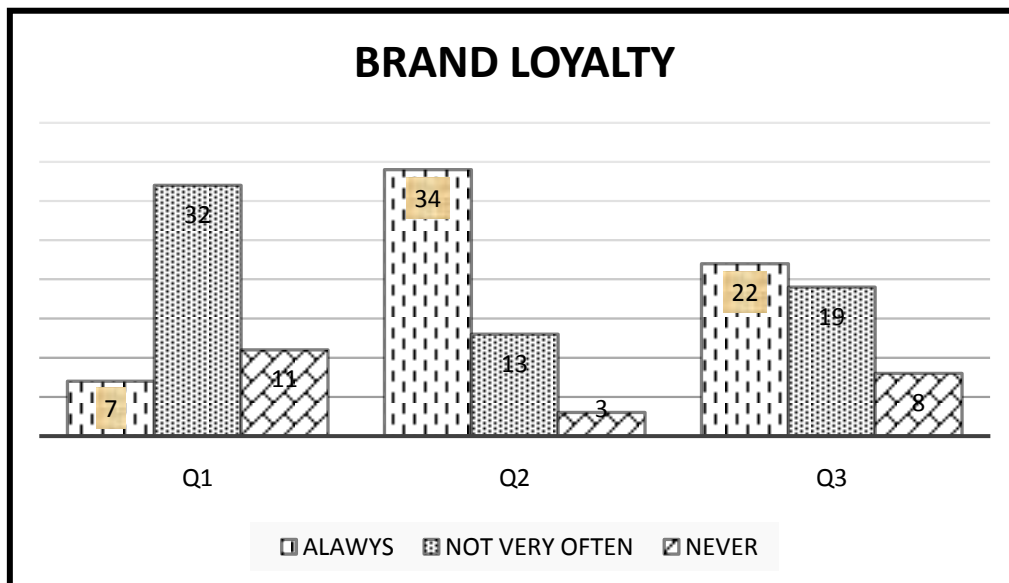
Table -5

Question Number	Alawys	Not Very Often	Never	Total
Q1	7	32	11	50
Q2	34	13	3	50
Q3	22	19	8	50

Q1: would you buy branded clothing's in place of non-branded cloths regarded less of high price?

Q2: do you change your brand if other company brought new fashionable clothing?

Q3: would you like to change the brand when others brand are giving you better offer?



Pie Chart-9

This factor shows that people are less loyal towards the brands, people get influence by price offer and discounts.

From this factor we conclude that price, discount, and offer change the loyalty of people toward a particular brand

8. Statistics Analysis

Chi-Square Test: The Chi-Square test of independence is used to determine if there is a significant relationship between two nominal (categorical) variables. The frequency of each category for one nominal variable is compared across the categories of the second nominal variable. The data can be displayed in a contingency table where each row represents a category for one variable and each column represents a category for the other variable.

8.1 Test of hypothesis, between gender and the following factor:

Table-6

Factors	χ^2 value	df	p value
Colour	4.24	3	0.237
Comfort	1.835	2	0.4
Design	4.179	3	0.243
Smoothness	1.661	1	0.198
Fittings	2.967	3	0.397
Long lasting	4.853	3	0.183
News paper	7.229	3	0.065
TV advertisement	17.625	3	0.021
Company hoarding	17.625	3	0.031
Catalauge	17.382	3	0.001
Magazine	17.13	3	0.02
Online advertisement	17.162	2	0.04

8.1.2 Chi-square test, between age and the following factor:

Table-7

Factor	χ^2 value	df	p value
Colour	3.522	3	0.237
Comfort	0.951	2	0.4
Design	3.135	3	0.243
Smoothness	0.691	1	0.198
Fittings	4.784	3	0.397

Long Lasting	2.981	3	0.183
News Paper	7.657	3	0.54
TV Advertisement	1.593	3	0.661
Company Holding	3.506	3	0.32
Catalogue	3.303	3	0.347
Magazine	2.201	3	0.532
Online			
Advertisement	1.482	2	0.477

8.1.3 Chi-square test, between marital status and the following status:

Table-8

Factor	χ^2 value	df	p value
Colour	4.639	3	0.2
Comfort	4.008	2	0.135
Design	4.414	3	0.22
Smoothness	2.041	1	0.153
Fittings	9.164	3	0.12
Long Lasting	8.635	3	0.14
News Paper	6.889	3	0.076
Tv	1.487	3	0.686
Holding	2.208	3	0.53
Catalogue	8.296	3	0.4
Magazine	6.38	3	0.095
Online	3.869	2	0.145

9. Finding

From the above Chi-square test, we find that demography such as age, and gender and marital status, have no impact on different characteristic of garments such as colour comfort design, smoothness, fittings long lasting, and also different mode of advertisement,

But we find that advertisement would impact on different categories of gender in purchasing of garment products.

10. Conclusion

From the study we saw that consumer enjoy shopping mostly with their friends and family, most of the consumer of garments thought that brand ambassador have no impact on their purchasing of garments, most of the customer are purchased when needed(58%), so this industry should ready all of the time to serve customer. Young customers give very importance to purchase at shopping mall, because of variety of and availability of garments. Customer are less loyal to a brand they are influence discount and price offer to change a brand, every garments company should have to a effective price strategy to attracts customer.

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