

A Study of Shopping Behavior of Young Women Buying Ethnic and Western Clothing in Chandigarh

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ABSTRACT

Consumer behavior incorporates the study of how an individual customer group or an organization selects to purchase, utilizes and disposes ideas, products and services to satisfy their needs and wants. Consequently the actions of the consumers in the marketplace and the underlying motives for those actions are examined in the study. The researcher has tried to study the factors affecting the purchase while shopping for ethnic or western wear. The study comprises the buying behavior between ethnic and western wear among young girls of Chandigarh and Mohali and covers the main factors related to the purchasing, expenditure, and brand preference, post buying behavior in both the ethnic and western wear. The main objective of the study was to find out the expenditure made on the garments and what are the places a consumer prefers to purchase ethnic and western wear. What kinds of brands respondents prefer now days for western and ethnic wear either national or international brands. What kind of garments they wear the most and on what occasions they wear them. 60 girls from three different fashion institutes namely University Institute of Fashion Technology and Vocational Development, Government Home Science College, and Northern Indian Institute of Fashion Technology were selected. The age group of the respondents was 18-25 years. A structured questionnaire was developed with 25 questions. All the data were calculated and bar graphs were developed. The questions related to buying behavior, frequency of buying, expenditure incurred, brand preference, problems related to brand, fabric awareness, motivation factors, occasions on which they prefer to shop for ethnic and western wear. The main conclusions derived were that the consumer spent Rs. 3000 on an average every time they went for shopping. For purchasing ethnic wear young girls went to local retail shops and for western wear they visited shopping malls retail stores. The place to shop changes according to the style preference of the garment. Respondents prefer local brands for ethnic wear and international brands for western wear.

Key Words : Consumer behaviour, Expenditure, Post buying behaviour, Brand preference, Ethnic and western, Motivation factors

INTRODUCTION

Clothing is the basic need of humans. It is worn on the body and can be made up of fibers that are woven or knitted together, animal skin, or fibers felted together. The way a person dresses depicts his/her profession, status, religion, gender, season of area. Ethnic refers to a group of people who are akin to each other with common interests such as ancestry, language, history, society,

culture or nation. Indian ethnic wear covers the entire Indian traditional clothing category worn by Indian men and women as a sign of Indian culture. Western wear clothing is a category of clothing worn by men and women derived from the clothes worn in the 19th century Wild West. Now it includes jeans, tops, dresses, jackets, sweatshirts, skirts, pants, etc. The study includes variables related to consumer buying behavior related to ethnic and western wear. Consumer behavior refers to

the purchasing decisions and to select a particular garment to shop to fulfill then need of a consumer while purchasing from the market. What are the factors that influence a consumer to spend a particular amount of money? What is the brand preference of the consumer either it is national or international brands that affect the buying decision of the consumer. What are the motivation factors that affect the buying decision of the consumers- some of the factors can be discounts, peer group, visual media, parents, print media, and internet. Do occasions affect the style of the garment like on daily wear, on peer parties, family functions, occasions etc.? To study the awareness related to the attributes of the fabric like durability, fastness, quality, fiber content. What is the post buying behavior of the consumer after purchasing and what are the problems they face after using the garment.

Workman *et al.* (2010) in their study "Vanity and Public Self-consciousness: A Comparison of Fashion Consumer Group and Gender" cited the purpose of the study was to compare vanity and self consciousness between fashion consumer group and genders. Vanity has four dimensions: concern for physical appearance, a positive view of physical appearance, concern for achievement and a positive view of achievement. A total of 284 women and 116 men form part of the study. Fashion change agents scored higher on vanity physical concern, vanity physical view and public self consciousness and fashion followers.

Rashid *et al.* (2011) examined Pakistani female consumers buying behavior and understood the key factors of branded clothing which influenced female consumer's involvement towards trendy branded clothing. A survey was conducted of general female consumers aged between 20-35 years to obtain empirical evidence by using questionnaires. The results indicated that status, branding, brand attitude, paying premium for branded clothing, self concept and reference groups were found to have positive effects on female buying behavior. There was increasing consumer involvement in buying fashion clothing. This paper expanded the understanding of female consumer buying behavior related to Pakistani environment and highlighted the factors that highly influence consumer involvement in buying fashion clothing.

Saeed *et al.* (2013) in their study "Factors Affecting Consumer Purchase Decision in Clothing Industry of Sahiwal Pakistan". The reason to conduct this research is to integrate the brand image, brand attachment and environmental effects and their impact on consumer

purchase decision. Does environmental effects has some function while making purchase decision or people don't bother to think about this all. Either consumers want to be loyal and attach themselves with brands or they don't want to attach with one brand. The study is quantitative, non random and the data was collected based on convenient sampling on non probability basis; 150 respondents were surveyed. Results elaborates that brand image don't have a positive relation with purchase decision, brand attachment has a moderate positive relation with purchase decision and environmental effects don't have a positive relation with purchase decision According to consumers of Sahiwal there was no positive relationship between brand image and purchase decision. They are not interested in brand image and buy cloths due to image of brands. People change their favorite brand if price rises. At the time of purchasing they kept price in their mind and buy according to their affordability.

The rationale behind the study conducted by Bhatti *et al.* (2013) was to recognize the connection between shopper spontaneous purchasing, visual trading and purchasing behavior of buyers in stores. The learning was established on primary data (questionnaires), also it was found that floor merchandising, forum display, window display and brand name (independent variables) were extensively associated to shopper impulse purchasing behavior (dependent variable). The results reflected that forum display was negatively associated to shopper impulse purchasing and there was a positive relationship between floor merchandising, window display and brand name.

Nila (2014) investigated the study of advertising attitudes and buying behavior of women consumers. This study of effect of advertising on attitudes and buying behavior of women consumers and consequently the influence of advertisements on purchase intention towards advertisements on consumer based on age, gender and education levels. The target population was women consumers in the city of Chennai between 18 to 60 years old and was considered to be potential buyers influenced by advertisement. The data was collected from 100 women consumers in Chennai city only. The results showed a positive attitude towards advertisement which influenced their purchase intention. The research concluded that advertising has a significantly positive influence buying behavior of women consumers.

Srinivasan *et al.* (2014) investigated the influence of age on the frequency of buying luxury products and

intention to purchase the same brand that they have previously purchased. Also the different luxury value dimensions like financial value, functional value, individual value and social value and how these are influenced by age of the consumer were studied. Data was collected from 1200 respondents in Mumbai. These people belonged to different genders, different occupations, income groups, education and marital status. It was found that there is a relation between age and kind of luxury product that consumers intend to buy and place from which they buy luxury brands. Younger people up to 25 years showed a higher rating towards financial value, materialistic value and self identity value as compared to older people. People up to 35 years showed a higher rating towards uniqueness value and snob value. There was a significant difference in perception of usability value among people of different age groups. People in the age group of 36-40 years showed a higher rating towards prestige value as compared to other age groups.

Fatima *et al.* (2015) discussed the impact of advertisements on buying behaviors' of the consumers in relation to cosmetic industry in Karachi city. This research was conducted on 200 young male and female consumers who use different brands of cosmetics to check the influence of advertisement on their buying behavior while creating the awareness and building the perception. The results provided a new way to managers to devise suitable strategy for marketing of cosmetic products. These results showed that advertisements are very useful in creating the awareness and consumer perceptions in the mind of the consumers. Both of these variables *i.e.* consumer awareness and consumer perceptions motivate the consumer to buy a certain product, as there is a positive relationship present between them.

Krishna *et al.* (2016) in their study on "A Study on Consumer Buying Behavior on Selected Durable Products in Kurnol" confined to only consumer buying decision on the selected durable products which are LCD/LED television, Air-Conditioner, Refrigerator, Washing Machine and Computer/ Laptop. 200 respondents were selected Ranking Analysis technique is used for the data analysis. The sample is selected by using simple random technique. Many of the respondents feel that LCD/LED television is essential product, Air Conditioner is luxury product, Refrigerator is comfort product, Washing Machine is comfort product and Computer/Laptop is essential product.

Lazzi *et al.* (2016) in their study "Branded Versus Non-Branded: Difference in Consumer Preferences" concluded that Brand-devoted consumers appear reassured by brand presence during the process of choosing, while non-brand-devoted appear more demanding. Specifically, the analysis highlighted the existence of distinct factors behind the choice of product achieving

Koka *et al.* (2017) in their study "A Study of Clothing Purchasing Behavior by Gender with Respect to Fashion and Brand Awareness" concluded that the three factors influencing the sample group's clothing purchasing behavior are in order economic situation, quality and status followed in order by cultural values, family and close circle then psychological situation and that women are more affected by these factors.

Thangavel *et al.* (2017) in their study "A Study on Consumer Preference and Satisfaction of Branded Clothing of Men - With Special Reference To Coimbatore City" concluded that it was difficult to maintain consumer loyalty for apparel brands because there were many forces representing consumers away such as competition, advertisement, sales promotional activities of firms, consumers' thirst for variety seeking, Fashion and trends, celebrities influence. It was analyzed that there are six factors of brand loyalty that were appropriate in the Malaysian environment which are, the brand name, product, quality, price, promotion, service quality and store environment.

Objectives of the study:

The main objectives of the study are to study the expenditure made by the consumers on each visit they went to shop. To study the frequency of buying ethnic and western wear by the consumers. To study on what occasion consumers like to wear western and ethnic wear. To study the problems in post buying experience of the consumers with regard to ethnic and western wear. To study the brand preference of the consumer for ethnic and western wear.

Sample of the study:

Sample of the study includes the area and the participants selected for the research. The researcher sample of the study included 60 participants, 20 respondents were selected from each institutes namely Northern Indian Institute of Fashion and Technology (NIIFT) Mohali, University Institute of Fashion

Technology (UIFT) Sector 14, and Government Home Science College, sector 10, Chandigarh. Female participants between 18-25 years of age were selected. They were pursuing the studies in fashion designing courses. The study was based within Chandigarh and Mohali. All the females were interviewed when they were in the college. Every third girl from a class was selected and interviewed within the college.

Delimitations of the study:

The study was held in Tricity of Chandigarh. 3 Colleges offering Fashion related courses were selected namely Govt. Home Science College Sector 10, Chandigarh, University Institute of Fashion Technology (UIFT), Panjab University, Chandigarh, Northern Indian Institute of Fashion Technology (NIIFT), Mohali, Punjab Only female respondents in the age group of 18-25 years were taken.

METHODOLOGY

Tools used:

A structured questionnaire was developed. Section A of the questionnaire had questions covering the demographic profile of the respondents. Section B had 25 questions related to shopping behavior of respondents and their preferences while shopping for clothing.

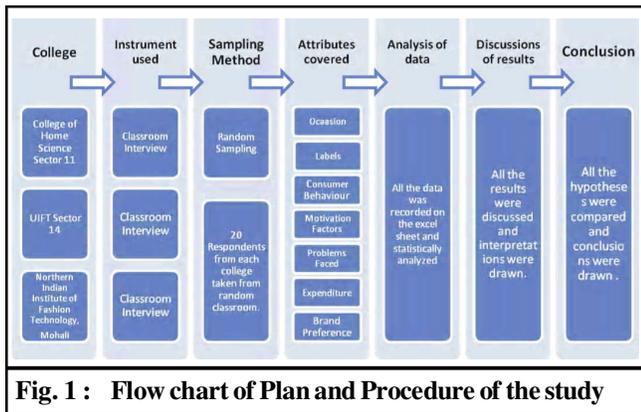


Fig. 1 : Flow chart of Plan and Procedure of the study

Data was collected on the structured questionnaire developed. First a pilot study was undertaken to test the nature of the questions; whether the questions were simple enough to understand and whether the researcher was getting the desired information from the questions or not. Final data was collected on the corrected questionnaire. Data was then calculated and statistically analyzed.

Section	Parameter Tested	No. of questions
1.	Expenditure done on Shopping	3
2.	Frequency of Buying	5
3.	Occasion of Buying	5
4.	Information Labels sought	5
5.	Related to buying behavior of consumers	2
6.	Factors that affect the mindset of the consumers	3
7.	Preference for brands	2

RESULTS AND DISCUSSION

The Fig. 2 illustrates the type of garments respondents prefer to purchase. It was observed that 71.7% of the respondents prefer to buy both ethnic and western style whereas 21.7% of the population prefers only western and 6.7% of the girls only prefer ethnic wear.

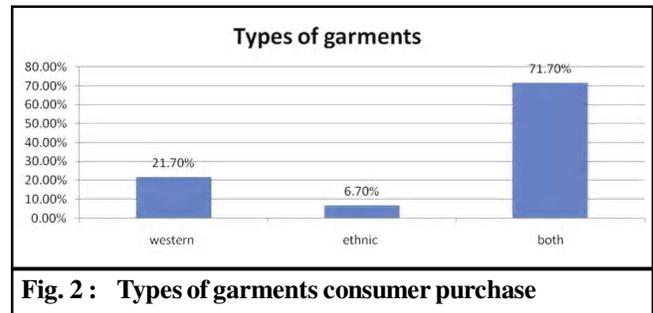


Fig. 2 : Types of garments consumer purchase

Fig. 3 illustrates the percentage of the amount spent by the respondents when they go for shopping. It was seen that most of the respondents i.e. 38.3% spent Rs. 0-1500 every time they went to shop. A lesser percentage of respondents is 36.7% spend Rs. 1501-3000 on each shopping visit, 20% of the respondents said they spend Rs. 3001-6000 every time while only 5% of the respondents spend more than Rs. 6000 on each time they visited a shopping area.

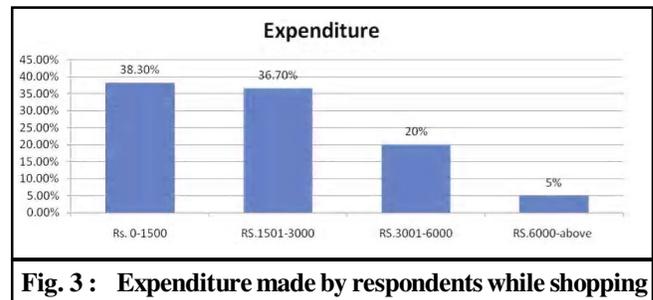


Fig. 3 : Expenditure made by respondents while shopping

The Fig. 4 above illustrates the preference between national, international and local brands for ethnic and western wear. It was observed that 80% of the respondents buy international brands in western wear and 36.7% preferred to buy international brands in ethnic wear. 18.3% of the respondent's preferred national brands in western and 5% in ethnic wear. Further 1.7% of the respondents in western wear and 58.3% respondents in ethnic wear did not care about branded garments and just bought what was locally available.

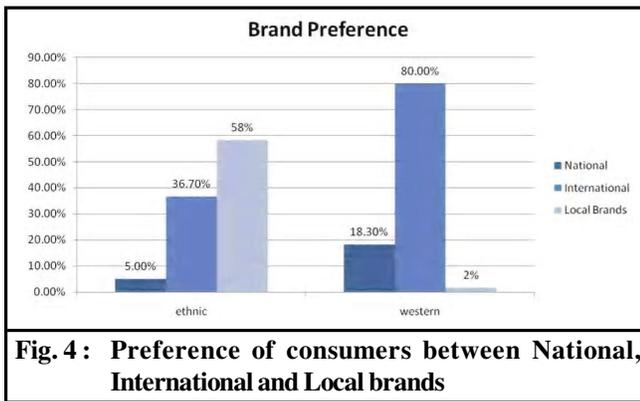


Fig. 4 : Preference of consumers between National, International and Local brands

Fig. 5 shows the problems faced by the consumers when they purchase brands. It was observed that the maximum percentage of respondents faced problem of non availability of size and color in a particular design and brand while the second most often faced problem was the sale of second quality garments 16.7% and same percentage faced the problem of non availability of the brand in their area. 8.3% of the respondents had problems regarding refund policies of the brand. Incorrect billing problem was faced by 3.30% of the respondents whereas 14.70% of the respondents said the size and color is not available. 6.60% of the respondents said that they do not have any problem.

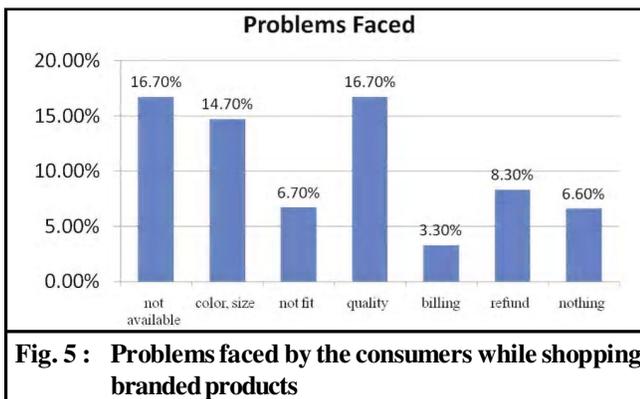


Fig. 5 : Problems faced by the consumers while shopping branded products

The above Fig. 6 indicates the percentage of garment style preferred by the respondents on different occasions. It is interpreted that on daily basis 85% of the respondents preferred western wear while only 15% preferred ethnic wear. Also at peer parties' western wear was preferred by 93.3% respondents while ethnic wear was preferred by 6.7% respondents.

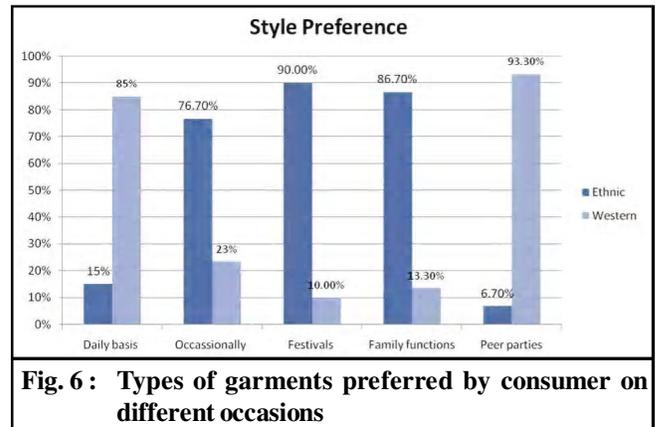


Fig. 6 : Types of garments preferred by consumer on different occasions

Ethnic wear was mostly preferred on special occasions, Indian festivals and family functions *i.e.* by 76.7%, 90%, and 86.7%, respectively, the least percentage of respondents *i.e.* 10% preferred western wear on Indian festivals likewise the least percentage of respondents *i.e.* 6.70% liked to wear ethnic wear at peer parties

The Fig. 7 illustrates the frequency of buying ethnic and western wear clothing. It was observed that a huge section of the population prefer to buy ethnic wear once a month, likewise 61.7% of the respondents like to purchase western wear once month. Most of the respondents said 11.7% preferred to buy ethnic wear twice a month whereas in western wear it increased to 28.3%. Only 13.3% of the respondents said they liked to purchase ethnic wear once a week while in western wear only 10% of the respondents preferred to buy once a week.

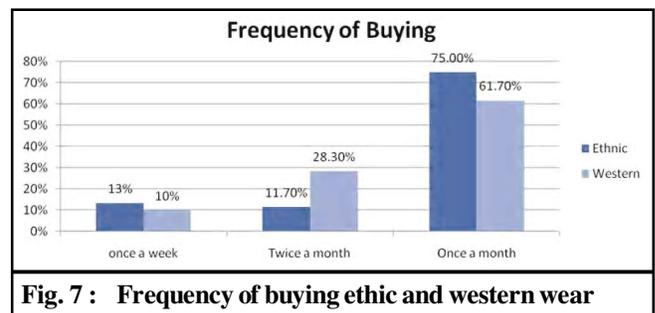


Fig. 7 : Frequency of buying ethnic and western wear

The Fig. 8 illustrates the motivating factors behind a purchase decision for ethnic or western wear. For ethnic wear it was observed that 63.3% of the respondents were influenced by their parents or spouse to make a purchase while 48.3% of the respondents were influenced by special discounts and 38.35 % were influenced by Visual Media.

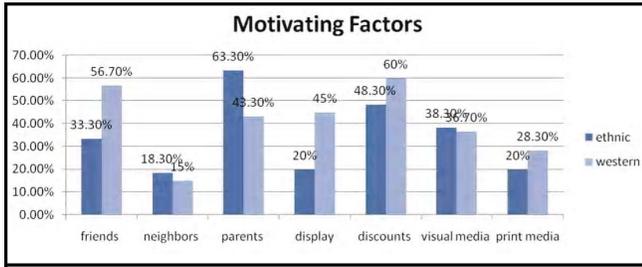


Fig. 8 : Motivation factors that influence the respondents to purchase a garment

For western wear the factor that influenced the respondents most was a special discount (60% of the respondents). 56.7% of the respondents were influenced by friends and 45% were influenced by Window Display on the stores.

The Table 1 illustrates the relationship between the

places where respondents prefer to shop and the amount they spend while shopping. It was observed that the respondents who purchased products above Rs. 6001/- prefer to shop from Elante Mall; they neither preferred Sector 17 nor Street Market. Further the respondents who spent up to Rs. 0-1500 purchased from Street Market. The main finding was that only 3.3% of the respondents shop from Sector 17. Overall, the respondents purchased from Street Market followed by shopping at Elante and Sector 17. The results were found to be significant as it is evident from Chi- square value (14.9*).

Table 2 represents the relationship between the amount spent by the consumers on online and walk-in purchase. Further it was observed that the respondents who purchased online spend between Rs. 0-3000 whereas majority of the shoppers preferred to visit physical stores as it can be analyzed from the above findings where respondents who spend about Rs. 6000 and above generally preferred shopping at physical stores. However, The results were found to be insignificant ($p > 0.05$) with Chi- square value (3.08), that means that there is no strong association between amount spend by shoppers and the place they prefer for shopping.

Places preferred for Shopping		Amount				Total
		1000-1500	1500-3000	3001-6000	6001 and above	
Elante	Count	5	9	8	3	25
	% within Amount	21.7%	40.9%	66.7%	100.0%	41.7%
Sector 17	Count	0	2	0	0	2
	% within Amount	.0%	9.1%	.0%	.0%	3.3%
Street Walk	Count	18	11	4	0	33
	% within Amount	78.3%	50.0%	33.3%	.0%	55.0%
Total	Count	23	22	12	3	60
	% within Amount	100.0%	100.0%	100.0%	100.0%	100.0%

Note: Chi square value 14.9* among above categories with p value 0.021.

Amount spend		Amount				Total
		1000-1500	1500-3000	3001-6000	6001 and above	
Online	Count	4	4	0	0	8
	% within Amount	17.4%	18.2%	.0%	.0%	13.3%
Walkin	Count	19	18	12	3	52
	% within Amount	82.6%	81.8%	100.0%	100.0%	86.7%
Total	Count	23	22	12	3	60
	% within Amount	100.0%	100.0%	100.0%	100.0%	100.0%

Note: Chi- square value = 3.08, among above categories with p value = .379

Conclusion:

After all the research done and analyzed by the researcher all the major findings are as follows. The study revealed that most of the consumers preferred both ethnic and western styles while individually western clothing is mostly preferred. Maximum number of respondents spends up to Rs. 0-1500 each time they went to shop for ethnic and western clothing. The study found that local brands were mostly preferred for ethnic wear and international brands were preferred for western clothing. On daily basis and peer parties the respondents prefer to wear western clothing whereas for various occasions, festivals and family functions respondents prefer to wear ethnic clothing. The maximum number respondents generally purchase the garments once in a month. An interesting finding was the motivation factor behind the purchase of different style of garments which depends accordingly like for ethnic clothing, parents were the motivating factor whereas in case of western clothing heavy discounts influenced the respondents to make purchase. The main problems faced by the respondents while purchasing brands were non availability of the brand and quality issues in the product which forced the respondents to switch to domestic brands. Another interesting finding was that the respondents who spent up to

Rs. 6000 and above purchased only from Elante mall whereas the respondents who spend up to Rs. 0-1500 purchased from street vendors. The study further found that the respondents who spend up to Rs. 0-3000 purchased from online stores whereas the respondents who spent about Rs. 6000 and above prefer to shop at physical stores. The study further concluded that due to modernization young girls are more attracted towards western clothing; they prefer ethnic clothing mainly on various occasions. Young girls add a wee of western style in their ethnic clothing as an indo western style. Myriad of domestic brands manufacture western styles. There are more varieties of western than ethnic styles. Their buying preference changes according to preferred styles.

Significance of the study:

This study is significant for designers, merchandisers and manufacturers of fashion clothing as it would help them to understand consumer behavior in term of what they prefer to buy when shopping from clothing; what

motivates them to buy; how much they are willing to spend; how much they spend on buying clothing as well as their choice of color, textures and silhouettes styles.

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