Purchase Behaviour of Clothing of Consumers in Tuticorin District

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Abstract: - **The Indian textile and clothing industry is the largest foreign exchange earner in the country. It is also the second largest employment provider after agriculture and plays a key role in the development of the economy. The primary objective of the study is to analyze the features related to the purchase behaviour of clothing of sample respondents in Tuticorin district. Price, fitting, income level of consumers are significant factors and some factors which are found to be insignificant are status, durability, and celebrity endorsement can be ignored by the apparel retailers in their efforts to tap and capture the market. It is found that majority of the respondents purchased their clothing articles as and when needed was ranked first followed by during festival. During seasonal sale was ranked third and on special occasion ranked fourth. During fair/exhibition was ranked fifth respectively. It reveals that price was the most important factor considered by the majority of the respondents both in case of cloth as well as for garments (79.67%) followed by colour and overall workmanship (75.33%), quality of fabric (73.67%), durability (72.67%), easy care / comfort (70.67%), trend / fashion (68.33%), design of the garment (61.33%), brand (54.94%), and 9.26 percent of the respondents did not considered clothing budget. In order to find out whether there is any correlation between the factors considered during clothing and garments purchase of the respondents and their level of satisfaction, chi-square test applied. As the calculated value of Chi-square is greater than the table value at 5 percent level of significance, there is a relationship between factors considered purchasing during clothing and garments of the respondents and their level of satisfaction in the study area. This research shows that purchase behaviour of clothing is having very bright future in India. The readymade apparel market is increasing very rapidly. Hence, the need of the hour is to understand the consumer psyche and proceed accordingly.**

Keywords
Fair trade clothes, demographic characteristics, employment, apparel market, purchase decision, budget.

1. INTRODUCTION

India is home to over 1.2 billion people (Census Bureau of India, 2011) and purchasing power has significantly increased with the rise of middle-class enabling Indians to procure various Indian and global brands more than ever. The Indian textile and clothing industry is the largest foreign exchange earner in the country. It is also the second largest employment provider after agriculture and plays a key role in the development of the economy (Shetty, 2001; Rajput et al, 2012). People buy clothes to feel good about themselves (White, 2005). In shopping for clothes, people make decisions that directly affect their appearance (Tatzel, 1982). Some consumers feel that by purchasing ethical clothes, or fair trade clothes, they are changing their self-identity (Valor, 2007). Imports of almost every textile in every spectrum of clothing are increasing every quarter (Fernandez, 2005). Paratelic factors are present when the consumer is shopping as a form of pleasure (Guido, et al., 2007). In clothing choice, research has revealed that factors including fashion and availability are pertinent to actual purchase behaviour among concerned consumers (Shaw, et al., 2006). The goods usually considered in the literature on

impulsive buying tend to be low-priced items, so that utilitarian behaviour may lead to higher spending (Scarpi, 2006). Consumers have complained that the claims made on products are unverifiable, and/or vague, woolly, specious or misleading (McGoldrick & Freestone, 2008). Purchase intention can be referred to as consumers' tendency to procure specific brands in comparison to other existing brands in a routine manner (Yoo et al., 2000). Holding onto a consumer base has never been easy in a foreign market for a global brand in the presence of millions of local brands (Kapferer, 2012). Perceived quality has been defined as a consumers' appraisal or subjective evaluation of the overall excellence or superiority of the products (Zeithaml, 1988). Price, fitting, income level of consumers are significant factors and some factors which are found to be insignificant are status, durability, and celebrity endorsement can be ignored by the apparel retailers in their efforts to tap and capture the market (Rajput et al, 2012). The customers purchase readymade garments mostly during the discount period. Price, Quality and design are the important factors considered by them while shopping (Mittal & Aggarwal, 2012; Pandian et al, 2012; Kanthi &

Kumar, 2013). The primary objective of the study is to analyze the features related to the purchase behaviour of clothing of sample respondents in Tuticorin district.

II. LITERATURE REVIEW

Fernandez, P. (2009), focuses on the impact of branding on youth in a choice of clothing as it is hypothesized that they are brand conscious. He suggests that brand conscious is the right choice of clothing, which helps them create an image and identity for themselves. Peer influence plays a crucial role in their choice of brands as it aids in their socialization process. In addition, advertising is an important variable in conferring brand values and establishing an image for the brand. Celebrity endorsements have a huge impact on branded clothing too as they promote certain attributes like image, quality and status.

Khare, A. (2010), suggested that in developing countries, consumers are becoming conscious of fashion brands. He was directed towards understanding the determinants of fashion clothing involvement of Indian youth. He researched on Youths of Indian colleges to understand the importance of fashion apparels in their lives. The results show that Indian youth is involved with branded fashion wear. There was not a much significant difference in the involvement of females and males towards fashion clothing.

Rajput, N and Kesharwani, S (2012) this article defines that the Modern era provides high-quality materials and a 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. There are other aspects of, quality, comfort, expectations and demographic characteristics are also influence to the purchasing decision that dominates the purchase decision of males and females.

OBJECTIVE OF THE STUDY
The specific objectives of the study are
To study the socio-economic conditions of the sample respondents in the study area.
To find out the income, expenditure and saving of the sample respondents.
To analyse the involvement of family members in planning clothing budget in Tuticorin district.
To examine the time of purchase of clothing
To understand the factors the factors associated with clothing purchase

RESEARCH METHODOLOGY
The research is based on primary and secondary data both. The primary data was collected through a questionnaire designed exclusively for the study. The questionnaire was designed to collect information about the demographic profile of the respondents such as age, gender, education and family monthly income. In addition to this various questions related to the knowledge and experience about

purchase behaviour of clothing, planning clothing budget for the family, the involvement of family members etc.
Secondary data was taken from research papers, journals, magazines and websites. Samples were collected from consumers and buyers of purchasing behaviour of clothing of Tuticorin district. A target of 200 respondents was set, but many of them provided incomplete questionnaire and therefore only 140 questionnaires were entertained for final analysis and data interpretation. For data analysis, percentage analysis, tabulation, averages, standard deviation, Garret ranking method, t-test, chi-square test and probability analysis tools are used to understand the purchasing behaviour of cloth of the respondents. The field survey was conducted by personal interview method during the period from August 2017 to November 2017.

ANALYSIS OF DATA AND INTERPRETATION

Table 1.1   Sex-wise analysis of the respondents

Sex	Number of Respondents	Percentage
Male	113	80.71
Female	27	19.29
Total	140	100.00

Source: Primary Data

From the table, it has been inferred that out of 140 respondents, the majority of 113 (80.71 percent) are male and rest 27 (19.29 percent) is female respectively.

Table 1.2 Size of the family

Size	Number of Respondents	Percentage
Below 3	83	59.29
3 – 5	33	23.57
5 and above	24	17.14
Total	140	100.00

Source: Primary Data

It was found that more than an 80 of the families (59.29%) had below three members, about 23.57% had three - five members and about 17.14% had five and above members.

Table 1.3 Age group of respondents

Age (in years)	Number of Respondents	Percentage
Below 19	17	12.14
20-29	24	17.14
30-39	48	34.29
40-49	31	22.14
50-59	11	7.86

Above 60	9	6.43
Total	140	100.00

Source: Primary Data

In the present study, about 34.29% of the respondents belonged to the age group 30 to 39 years. Among the respondents, about 22.14% were in the age class 40-49 years and 17.14% &12.14% in 20-29 years & below 19 years. 7.86% were in the age group of 50-59 years. Only 6.43% belonged to the age group of above 60 years.

Table 1.4 Educational statuses of the respondents

Education level	Number of Respondents	Percentage
Primary	62	44.29
High School	39	27.86
Higher Secondary	22	15.71
Degree	11	7.86
Illiterate	6	4.28
Total	140	100.00

Source: Primary Data

About 44.29% of the respondents had primary education, about 27.86% had high school education, about 15.71% possessed higher secondary level education and 7.86% had pursued degrees. Further, only about 4.28% remained illiterate.

Table 1.5 Marital statuses of the respondents

Status	Number of Respondents	Percentage
Unmarried	26	18.57
Married	114	81.43
Total	140	100.00

Source: Primary Data

Out of 140 respondents, about 81.43% (114) were married and 18.57% (26) were unmarried.Table 1.6 Family type of the Respondents

Family Type	Number of Respondents	Percentage
Nuclear Family	107	76.43
Joint Family	33	23.57
Total	140	100.00

Source: Primary Data

This table exhibits that, 76.43 percent of the respondents belonging to the nuclear family. This clearly indicates the declining trend of the Joint family system.

Table 1.7 Earning members per family of the households

Earning Members Per Family	Number of Respondents	Percentage
One	36	25.71
Two	43	30.72
Three	26	18.57
Four	19	13.57
More than four	16	11.43
Total	140	100

Source: Primary Data

From Table it has been revealed that a majority of 43 (30.72 percent) of the respondents have two earning member per family, followed by 36 (25.71percent) respondents with only one earning members per family, 26 (18.57percent) respondents have three earning members per family and 19 (13.57percent) of the respondents have four earning members per family. Only 16 (11.43percent) of the respondents have more than four earning members per family.

Table 1.8 Monthly family income of the respondents

Monthly Personal Income (Rs.)	No. of respondents	Percentage
Less than Rs.4,000	39	27.86
Rs.4,001 – Rs.8,000	69	49.29
Rs.8,001 and above	32	22.85
Total	140	100.00

Source: Primary Data

The table shows that out of 140 respondents a majority of 69 (49.29percent) earn a monthly family income of Rs.4,001 to Rs.8,000 followed by 39 (27.86percent) earn less than Rs.4000 and 32 (22.85percent) Rs.8001 and above. The mean monthly family income worked out to be Rs. 5,939.29.

Table 1.9 Monthly family expenditure of the households

Monthly Family Expenditure (in Rs.)	No. of respondents	Percentage
Less than Rs.3,000	36	25.72
Rs.3,001 – Rs.6,000	52	37.14
Rs.6,001 – Rs.9,000	29	20.71
Above Rs. 9,001	23	16.43
Total	140	100.00

Source: Primary Data

It has been observed that out of 140 respondents, a maximum of 52 (37.14percent) with a family expenditure of Rs.3,001 – Rs.6 000. Followed by 36 (25.72percent) of

them have a family expenditure of less than Rs.3000, 29 (20.71percent) of them have a family expenditure of Rs.6, 001 – Rs.9, 000 and 23 (16.43percent) have a monthly family expenditure of Rs. 9, 001 and above. The mean monthly family expenditure of the households works out to be Rs. 5,464.29.

Table 1.10 Monthly family saving of the households

Monthly Family Saving (in Rs.)	No. of respondents	Percentage
Less than Rs.2,000	37	26.43
Rs.2,001 – Rs.3,000	55	39.28
Rs.3,001 – Rs.4,000	23	16.43
Rs.4,001 – Rs.5,000	16	11.43
Above Rs.5,000	9	6.43
Total	140	100.00

Source: Primary Data

It has been experimental that out of 140 respondents a maximum of 55 (39.28percent) with a family saving of Rs. 2,001 – Rs.3, 000, followed by 37 (26.43percent) have a monthly family saving of Rs. less than Rs.2000, and 23 (16.43percent) of them have a family saving of Rs. 3001 – Rs.4, 000. 16 (11.43percent) of them have a family saving of Rs. 4,001 – Rs.5, 000, and 9 (6.43percent) have a monthly family saving of 5,000 and above. The mean monthly family saving of the households works out to be Rs. 2,821.43.

Table 1.11 Involvement of family members in planning clothing budget for the family

Involvement of family members	No. of Respondents	Percentage
Wife independently	14	10.00
Husband independently	23	16.43
Husband and wife together	63	45.00
Children independently	5	3.57
Husband, wife and children together	32	22.86
Other family members	3	2.14
Total	140	100.00

Source: Primary Data

From the present study, it was noticed that among the respondents who planned clothing budget only in 22.86 percent of the household all the family members are involved in planning the family clothing budget and in 45 percent both the husband and wife were involved. It was further noticed that in 10.0 percent and 16.43 percent of the

households, the wife and husband planned family clothing budget independently respectively.

Table 1.12 Time of purchase of clothing

Time of purchase	Mean Score	Rank
During fair/exhibition	48.11	V
During festivals	63.09	II
On special occasions	53.01	IV
As and when needed	71.83	I
During seasonal	54.61	III

Source: Compiled from Primary Data

It is found from Table that majority of the respondents purchased their clothing articles as and when needed was ranked first followed by during festival. During seasonal sale was ranked third and on special occasion ranked fourth. During fair/exhibition was ranked fifth respectively.

Table 1.13 Factors considered during clothing and garments purchase

Factors considered	HA (%)	A (%)	N (%)	DA (%)	HDA (%)	Mean (SD)
Price	79.67	19.33	4.96	6.41	2.13	20.4(12.58)
Durability	72.67	52.18	22.67	32.23	17.33	29.2(16.59)
Clothing budget	49.13	28.16	17.33	12.57	9.26	25.6(12.97)
Quality	73.67	9.33	17.33	12.03	7.64	20(18.92)
Trend / Fashion	68.33	14.63	19.33	17.33	1.33	23(10.49)
Colour of fabric / Overall workmanship	75.33	10.67	7.33	12.53	7.33	24.4(9.84)
Easy care / Comfort	70.67	36.23	18.14	2.67	8.67	28.2(17.99)
Design of the garment	61.33	37.33	8.67	2.67	4.03	25.2(12.76)
Brand	54.94	32.16	20.84	7.33	4.67	25.2(6.61)

Source: Primary Data

HA- Highly Agree, A- Agree, N- Neutral, DA– Disagree, HDA– Highly DisagreeA critical glance at Table reveals that price was the most important factor considered by the majority of the respondents both in case of cloth as well as for garments (79.67%) followed by colour and overall workmanship (75.33%), quality of fabric (73.67%), durability (72.67%), easy care / comfort (70.67%), trend / fashion (68.33%), design of the garment (61.33%), brand (54.94%), and 9.26 per cent of the respondents did not considered clothing budget. In order to find out whether there is any correlation between the factors considered during clothing and garments purchase of the respondents and their level of satisfaction, chi-square test has been applied. The results of the Chi-square test are furnished below. Calculated value of Chi-square= 82.14;Table value at 5 percent level= 55.758;Degrees of freedom =32

As the calculated value of Chi-square is greater than the table value at 5 percent level of significance, there is a relationship between factors considered purchasing during clothing and garments of the respondents and their level of satisfaction in the study area.

Table 1.13 Significant differences in satisfaction of purchase behaviour of clothing among the sample respondents based on Marital Status

Marital Status	N	Mean	S.D	't'Value	Interpretation
Married	114	42.71	21.92	0.8465	Not Significant
Unmarried	26	24.26	9.41		

Source: Computed from Primary Data

In order to find out the significant difference in satisfaction of purchase behaviour of clothing among the sample respondents based on marital status, the' t-value was calculated and the calculated 't' value was found to be 0.8465 which is lower than the table value 1.97 which is significant at 0.05 level. Therefore, the null hypothesis is accepted and concluded that there is no significant difference in satisfaction of purchase behaviour of clothing among the respondents between marital statuses.

IV. CONCLUSION

The current study is descriptive in nature and it has made an attempt to understand the behaviour of consumers towards purchase behaviour of clothing. This research shows that purchase behaviour of clothing is having very bright future in India. The readymade apparel market is increasing very rapidly. Hence, the need of the hour is to understand the consumer psyche and proceed accordingly. It seems that the marketing strategies of large companies are framed after due consideration of purchase attributes of their prospective customers and hence, capitalize the vast opportunities provided by this sector.

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