

## A study on consumer buying behaviour in retail readymade garment shops

Consumer behaviour focuses on how individuals make decisions to spend their available resources (time, money, effort) on consumption-related items. In addition consumer behaviour may be defined as the process and activity when the consumers use to evaluate, purchase or dispose goods and services to satisfy their needs. A study by Packard showed that there are many reasons related to consumer behaviour and why people buy or do not buy product, for example quality of the product, shelf position, and advertising. Every common man who consumes goods and services for their self-satisfaction is the consumer. Consumer behaviour is an orderly process whereby the individuals interact with the environment for the purpose of making market decisions concerned to products and services. The features of buyer's behaviour should follow some characteristics *viz.*, it involves both the individual (psychological) process and the group (social) processes, it consists of communication, purchasing and consumption behaviour, it is reflected by post-purchase evaluation which indicates either satisfaction or non-satisfaction, it comprises both consumer and industrial buyer behaviour and it is shaped by social environment. Consumer behaviour is influenced by cultural, social, personal and psychological behaviour, these all factors can be understood in detail with an objective to study the consumer buying behaviour regarding purchase of readymade garments.

One hundred fifty respondents were selected randomly to study their purchasing behaviour regarding readymade garments from retail shops located at Hubli-Dharwad corporation area. A self-structured questionnaire based on 3- point likert scale was used to obtain information *viz.*, type of garments preferred by the consumers, place of purchasing readymade garments, purchase of readymade garments from a particular shop, frequency of purchasing readymade garments, source of information for purchase of readymade garments, factors influencing the purchase of particular style of garment, annual clothing expenditure by the consumers and factors considered while purchasing readymade garments. The data was statistically analysed by calculating frequencies, percentages, and cluster analysis of the factors influencing the purchase of readymade garments on consumer buying behaviour with the help of correlation matrix elimination method, and garette ranking technique in order to know which factor was given the first priority while purchasing readymade garments.

Readymade garments are mass produced finished textile products of the clothing industry. They are made from many different fabrics and their characteristics depend on the fabrics used in their manufacture. An appraisal of Table 1 shows that, majority of the consumers always preferred readymade garments may be because of availability of wide varieties in ready-mades, value addition, style, colour combination, size, print and design of the garment. On the other hand, about 38.67 per cent of the consumers always preferred tailor-mades because, tailor-made garments can be stitched according to the body measurements, shape, desired style with quality stitching and accessories.

This result is in line with the results of the study conducted by Vivek (1992) who found that, preferences was for readymade garments and the reasons stated was easy availability and variety of designs. Shweta *et al.* (2012) in the study on "Clothing preference for children among rural and urban mothers" in Hubli-Dharwad twin cities opined that, readymade garments were preferred always by both rural and urban mothers, but sometimes option was for tailor-mades.

Once the decision is made to purchase the garment, it becomes important to analyze how often the purchasing is to be made. In fact the categories of garments purchased may be monthly, quarterly, half yearly, yearly, during festivals, during birthdays and whenever required. From Table 2 it is clear that, majority of the consumers always purchased garments during festivals (84.66%) followed by during birthdays (58.66%), yearly and whenever necessary (26.00%). It may be because of availability of wide variety of garments, discounts and offers during festivals and seasonal sales once in a year at reasonable price in order to clear off the old stock. However, consumers purchased garments whenever necessary may be because they are fashion conscious and make purchases when the fashion changes to suit the present trend

The statistical results (Garette ranking) presented in Table 3 reveals that, the consumers ranked first to price, second to style and fit, third to brand name followed by colour, design, fibre content, fashion, texture and care label in order of the factors considered while purchasing readymade garments. This may be because consumers are fashion and brand conscious and always make a quality purchase at reasonable price. The results of the study are in line with results of "Buying habits of women consumers of Meghalaya" carried out by Baruah and Borah (2009) that a vast majority of the consumers always read the label for expiry date, price, brand name, manufacturing date and net content.

Table 1. Type of garments preferred by the consumers N= 150

Type of garment	Always	Sometimes	Never
Readymade	106(70.66)	12(8.00)	32(21.33)
Tailor made	48(32.00)	28(18.66)	74(49.33)
Self-stitched	09(6.00)	12(8.00)	129(86.00)

Figures in parentheses indicate percentages, multiple responses possible

Table 2. Frequency of purchase of garments by the consumers

Frequency	Always	Sometimes	Never
Monthly	19(12.66)	30(20.00)	101(67.33)
Quarterly	20(13.33)	38(25.33)	94(62.66)
Half yearly	24(16.00)	38(25.33)	88(58.66)
Yearly	39(26.00)	41(27.33)	70(46.66)
During festivals	127(84.66)	22(14.66)	01(0.66)
Birthdays	88(58.66)	46(30.66)	16(10.66)
Whenever needed	39(26.00)	37(24.66)	54(36.00)

Figures in parentheses indicate percentages, multiple responses possible

Table 3. Factors considered while purchasing readymade garments by the consumers N=150

Factors	Sum of scores	Average	Ranks
Fibre content	6860.34	45.74	VII
Price	10105.3	67.37	I
Brand	9677.98	64.52	III
Style and fit	9805.76	65.37	II
Product varieties	7460.71	49.74	VI
Colour	9573.73	63.82	IV
Design	8555.99	57.04	V
Care label	3803.77	25.39	X
Texture	4301.48	28.68	IX
Fashion	5149.91	34.34	VIII

Table 4. Cluster analysis of the factors influencing the purchase of readymade garments on consumer buying behaviour N= 150

Variables	Correlation coefficient
Design and colour	0.564
Fashion and brand	0.332
Product varieties	0.316
Advertisements	0.308
Style	0.222
Price	0.177
Quality	0.157

Table 5. Consumer preference for branded garments N=150

Reasons	Consumers visiting readymade garment shops		
	Always	Sometimes	Never
Preference for branded garments	91(60.66)	46(30.66)	13(8.66)
Good quality	145(96.66)	04(2.66)	01(0.66)
Durability	114(76.00)	34(22.66)	02(1.33)
Low price	67(44.66)	76(50.66)	07(4.66)
Popular/trendy	91(60.66)	62(41.33)	08(5.33)
Colour combination	114(76.00)	34(22.66)	02(1.33)
Design/print	108(72.00)	41(27.33)	01(0.66)
Comfort	139(92.66)	10(6.66)	01(0.66)
Fibre content	92(61.33)	51(34.00)	07(4.66)
Ease of care	95(63.33)	51(34.00)	04(2.66)
Wide range of varieties	84(56.00)	63(42.00)	05(3.33)
Readily available	74(49.33)	67(44.66)	09(6.00)

Figures in parentheses indicate percentages, multiple responses possible

Purchasing being a complex procedure includes decision for quality, price, brand, style and fit, product varieties, colour, design and fashion to be considered while purchasing. A correlation matrix was used to find out the correlation between consumer buying behaviour and the factors influencing the purchase of readymade garments. Table 4 depicts that, design and colour, fashion and brand are the factors that have direct correlation which influences the purchase of readymade garments followed by the individual factors viz., product varieties, style, price and quality of the garments in order which influence the purchase of readymade garments. This may be because, consumers always purchase the readymade garments based on design, colour, brand, fashion, style, fit, quality and price integratedly rather than one individual factor.

Branded garments usually are either designer wears or popular and trendy. It is observed from Table 5 that, majority of the consumers opined that they always preferred branded garments because of quality (96.66%), comfort (92.66%), durability and colour combination (76.00%) as all these reasons stands worthy for a good quality branded garments. While, 50.66 per cent of the consumers rarely go for the branded garments because of the low price followed by 44.66 per cent because of availability of garments readily, 41.33 per cent because they are fashionable or trendy. The results of the study is in line with the study on "Influence of brands on female consumers buying behaviour" carried out by Hareem *et al.* (2011) revealed that, status branding, brand attitude, paying premium for branded clothing, self-concept and reference groups were found to have positive effects on female consumer buying behaviour.

In conclusion of this study we can say that consumers more often purchased readymade garments which were purchased during festivals. Most of the consumers considered price as the most preferred factor while purchasing readymade garments and gave least preference to care label it clearly explains that nowadays people consider price, design, colour rather than checking for the care labels while purchasing readymade garments. Quality comfort durability and its colour combination was the reasons for preferring branded garments.

Department of Textile and Apparel Designing  
College of Rural Home Science, Dharwad  
University of Agricultural Sciences,  
Dharwad - 580 005, Karnataka, India  
E-mail: renu8202@gmail.com

P. M. RENUKA  
SADHANA D. KULLOLI

(Received: July, 2015 ; Accepted: March, 2016)

## References

- Baruah, M. and Borah, S., 2008, Buying habits of women consumers of Meghalaya. *Asain J. Home Sci.*, 3(1): 64-69.
- Hareem, Z., Kashif, R. and Md. Bilal, J., 2011, Influence of brands on female consumers buying behaviour. *Int. J. Trade Econ. Finance*, 2(3): 225-231.
- Shweta, M., Shailaja, D. N., Sadhana, D. K. and Suma, M. H., 2012, Clothing preference for children among rural and urban mothers. *Asain J. Home Sci.*, 7(1):189-193.
- Vivek, 1992, Preferential choice of pattern of home science students for tailor made, readymade and homemade garments. *Ind. J. Soc. Res.*, 33(3): 292-302.