

# A Study on Factors Influencing Buying Decision of Young Women towards Designer Outfits in Jaipur

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## ABSTRACT

*Nowadays the tastes of young women are changing very fast and frequently. They want to look stylish and trendy all the time. Therefore to maintain profit level and to be in stable position in the market is very important. As the designers and retailers have to be in tandem with the changing preferences of the young women. The present study is to find out the attributes and preferences of young women who are the largest group of frequently shoppers in the designer garment market in making purchase decision for designer garments in Jaipur city. Jaipur is the tourism centre of the country and developing at very fast pace. It attracts many investors to invest in business in Jaipur. Its designer garments are world famous. Therefore, this study will be beneficial tool to get information about the preference of design element and factors like price and quality for new players and current players in the manufacturing of designer garment in Jaipur.*

## Keywords

*Designer Garments, Attributes, Preferences, Competition*

## INTRODUCTION

For the success of Business organisations today, it is very essential to recognise and understand the needs of the consumers. Marketing people are constantly and consistently examining the criteria and patterns of the factors affecting the buying decisions to predict the future success by producing the required products by the consumers. Manufactures have to keep themselves updated with the changing patterns of consumer Behaviour else they will not survive. Even the huge giants like Kodak suffered because of this, when they did not analyse the changing pattern of consumer behaviour for digital cameras. "Consumer Behaviour is the decision making process and physical activity involved in acquiring, evaluating, using and disposing of goods and services. The process of buying starts in the mind of a consumer, which leads to finding the relative advantages and disadvantages of finding the product." (Khan, 2006) After the process if

decision making occurs it leads to post purchase behaviour, which is very important because it tells the marketers whether his product is successful or not. On this platform, marketers need to understand different consumers' demands, which requires in depth study of internal and external environment, which is necessary for product manufacturing and designing.

Manufacturers need to better understand the consumer and shopper behaviour beyond the traditional market research, and then work accordingly on the appropriate value proposition and delivery channels for their basket of goods and services (Business world's Marketing Whitebook, 2012-2013). Although the garment industry is in the maturity stage and growth is very slow, fashion trends cycles are accelerating – nowadays the average apparel trend lasts for a short span of time i.e. six to eight weeks hence to survive in such a situation is all the more difficult and challenging. The presence of n number of Brands creates a competitive environment. Young women are the major consumer who is noteworthy and their tastes and preferences keeps on changing mainly because they have joined the labour market and there is a major rise in their disposable income.

Garments are composed of many physical attributes; their preferences may depend on joint influence of factors that includes price, design, quality, prints, colours, brand and fabric.

The objective of this study is to find and analyse young women as target customer's apparel purchasing decisions, based on physical and financial attributes. With the help of these findings, marketers or producers of designer garments for young women can gain a better understanding and idea of decision making process of young women and to predict the future actions of these customers when it comes to purchase of designer garments.

Jaipur, also known as Pink City is the capital of Rajasthan. It is a renowned city known for its architecture, beautiful gardens, splendid sceneries and rich culture, which attracts tourist from all over the world. The busy bazaars of city are known for their jewellery, fabric, food, Jaipuri Jootis,

sweets which possess timeless quality are a treasure love for shoppers from all over the world. The rich heritage culture and traditional art and crafts are a forte of Jaipur textile market. Different embellishment techniques like patch work, gota-patti work, aari-tari, textile prints and embroidery has its unique value in the international market.

## LITERATURE REVIEW

The preference of consumers for readymade outfits even for branded apparels is fast changing caused by the creation of personality and status with the quality and comfort they deliver. Due to the increased awareness and consciousness, people are ready to spend any price for comfort and quality. Intense era provide high quality materials and lot of variety in Indian garment market to satisfy the desire of customers. The customers are also utilizing the opportunity too. The results confirm that Indian people have become highly brand conscious presently. Hence, brand image is 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. From the analytical introspection it is evident that the gender differences do exist with respect to build attitude towards fashionable apparels and brands. (Namita Rajput, 2012)

Gender can be explained with the terms gender distinctiveness and the role it plays. Gender identity can be explained as to which degree a man or a woman identifies with masculine and feminine behaviour traits. Gender differences refer to difference in their responsibilities, roles, and privileges of men and women, this makes them different and they respond to all stimuli and products offered by the marketer differently (Fischer & Arnold, 1994).

Demographics & household structures, desires, emotions, ethics and personality, group influences, information processing are considered some of the key factors responsible for buying purchase behaviour. Consumer's purchases are sturdily influenced by the factors like cultural, social, personal and psychological characteristics were reported by Thomson, & Locander (1994).

The marketers find it very difficult to formulate a different strategy for both males and females. There is no economic viability also to formulate strategies separately. This difference of gender gap is not considered good and extremely unwelcomed by the marketers as efforts have to

be raised by them. Some marketers believe that a common measure is good enough to handle the issue where as some feel it is workable to formulate separate strategy for both, Alreck & Settle, (2001). "Contemporary marketing has given due importance to gender which gives important insights of consumer, Caterall & MacLaran, (2002).

Taylor and Cosenza (2002) emphasized that generation Y have peculiar characteristics relating to their spending habits and also about their power to pester their parents to buy the products. Hence are considered as future consumers who are very important to the health of the marketing. A very interesting fact was revealed by them relating to their total spending, a major part is spend by them on apparels. Martin and Turley (2004) study described Gen Y as a "free spending but hard to reach generation." Mostly the members of this generation are working either full or part time and are considered as the wealthier members of the family. To reach them is the biggest challenge faced by the marketer.

Bakewell et al. (2006) made an interesting study which revealed that young generation (18-25years) generation Y have immense purchasing power and out of their total income they spend two-third on clothing. Euromonitor, (2007) In terms of spending on clothing, age is a stronger determinant of women's budget than their socio-economic status. The centre of this research is on clothing sector. Mintel, (2008) reported in his study that 20-24 and 25-34 age groups are of paramount magnitude to the marketers as women are less anxious about quality than style in their clothing. In order to discuss female or male shopping behaviour some main notions need to be clarified: The term sex is a genetic notion referring to whether a person is physiologically a man or a woman. It refers to psychologically, sociologically and culturally rooted behavioural propensities of men and women (Moss, 2009). A study analyzed the significance of demographic profile of consumers affecting the purchase decision of branded garments and to observe from gender perspective the consumer awareness about different apparel brands available in the Indian market and also to find out whether there is a significant difference in total expenditure on branded apparels done by males vis- a - vis females. The results exhibited no significant differences in the brand awareness, shopping frequency and shopping expenditure between males and females (N. Rajput, 2012).

From the above review of literature we can easily conclude that there are various studies which only focus on females buying behaviour in particular. This study is a modest attempt in this direction and aims to focus on

female buying behaviour towards purchase of designer garments.

### OBJECTIVE OF THE STUDY

- To find out the important attributes of young women while making buying decisions for designer garments.
- To find out the preferences of young women in design, fabric, quality, price and brand of designer garments.
- To find out whether there is a significant difference in total expenditure on branded apparels vis-a-vis non branded apparels.

### RESEARCH DESIGN

The study we did is **exploratory research**, in which we used collected the data through **questionnaire method**. The sample size is 100 young women falling under the age group of 20-35 years. The location of the study was selected as Jaipur city through convenience Sampling Method (Faculties, Ph. D scholars, post graduates & graduates girls going to the Universities).

Research Design is a detailed master plan of the research study to be undertaken, that explains about the methods to be used in the study. It is a blue print or the framework for the study, which keeps the researcher on the track and guides in the collection and analysis of the data.

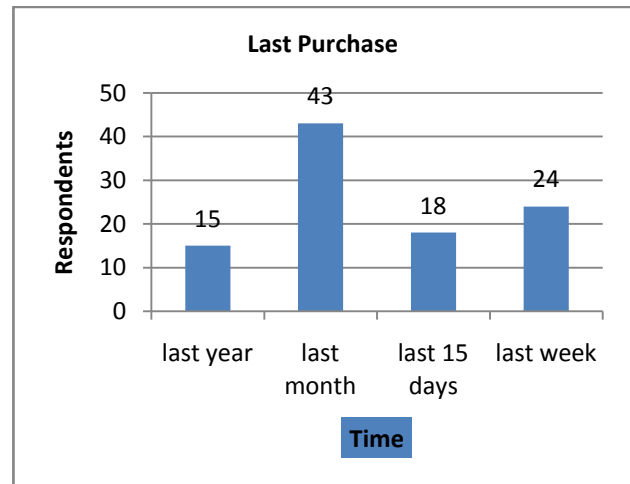
Research Design is classified in three categories-exploratory, descriptive and casual. (Kothari, 2006). The present research design is exploratory in nature. The main aim of exploratory research design method is to formulate a problem in more precise manner. The emphasis of such studies is just to develop an idea or insight about problem to be solved.

### ANALYSIS AND INTERPRETATION

The questions were asked from the young women through questionnaire and personal visit for the required information to be collected. It has given a clear idea about the need and preferences of attributes of young women while making buying decision for designer garments in terms of design, quality, price, brand, fabric and fashion.

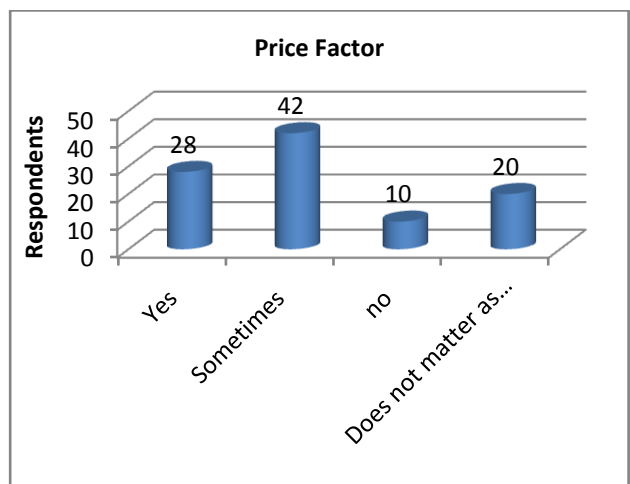
1. When did you made purchase for kurti?

According to the survey last purchase of designer garment, 15 respondents says that they had purchased designer garment last year, 18 says last 15 days, 24 says last week and 43 says last month.



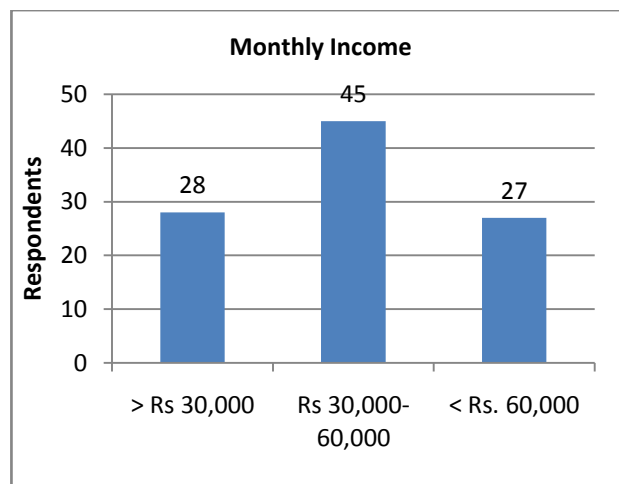
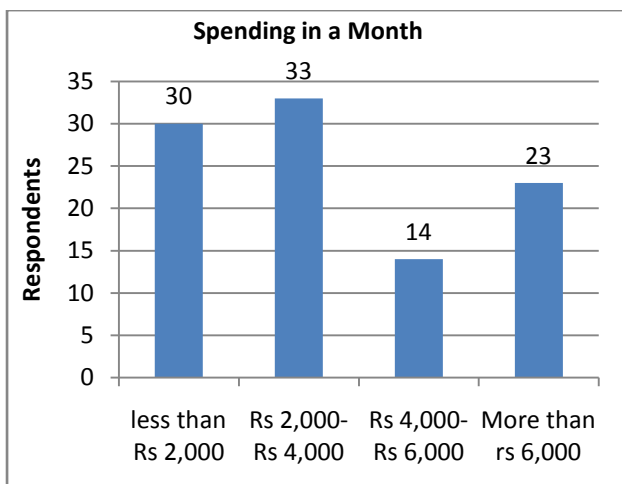
2. Does price factor affects your buying decision for designer garments?

According to the survey 42 % respondents says that sometimes price factor does affect their buying decision, 28% says yes price affects their buying decisions, 20 % says price does not matter as long as garment suits them, and 10% says price factor does not make any difference in their purchase decision.



3. How much do you spend on average buying designer garments in a month?

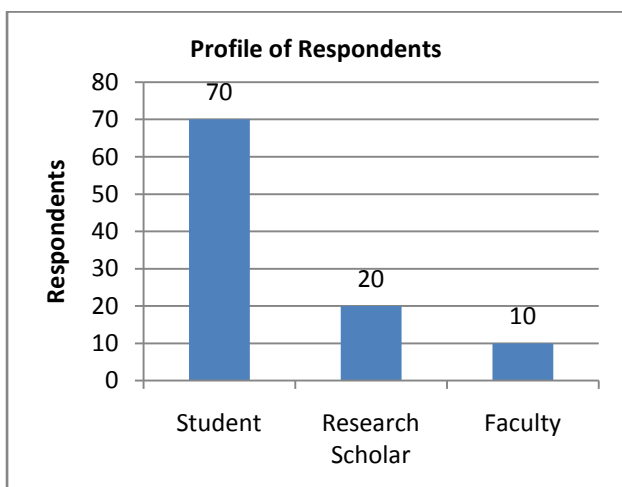
According to the survey 30 respondents say they spend Rs. 2,000, 33 says they spend Rs. 2,000 – 4,000 , 14 says they spend Rs. 4,000 – 6,000 and 23 respondents says they spend Rs. 6,000 and more in a month.



4. Are you?

- Student
- Research Scholar
- Faculty

According to the survey 70 respondents are students, 20 are research scholars and 10 are the faculty members.



5. What is your monthly family income?

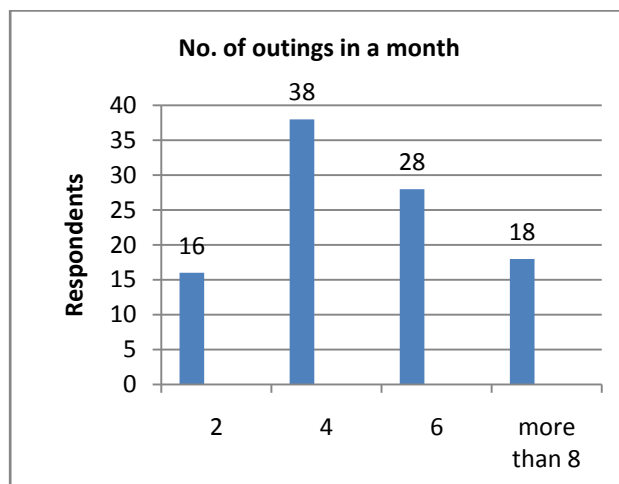
- Less than Rs 30,000.
- Rs. 30,000 to Rs 60,000.
- More than Rs. 60,000

According to the survey 28 respondent's family income is less than Rs 30,000, 45 respondent's income is between Rs 30,000 to Rs 60,000 and rest 27 income is more than Rs 60,000.

6. How many outings do you have in a month?

- 2
- 4
- 6
- More than 8

According to the survey 38 respondents go four times in a month for an outing, 16 go twice, 28 respondents go 6 times in a month and 18 go for an outing more than 8 times in a month.

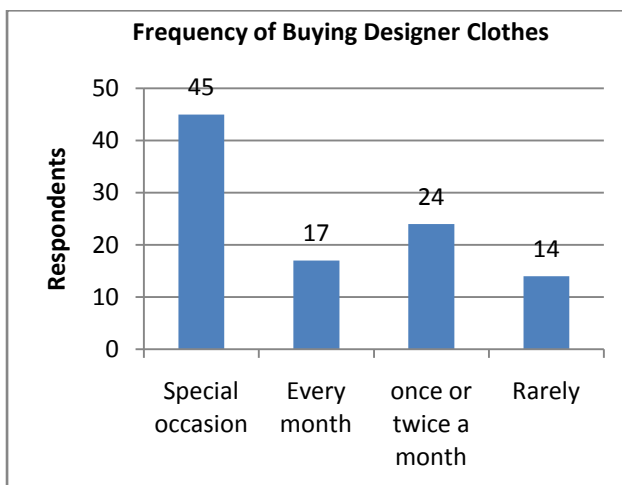


7. How often do you buy designer dresses?

- On special occasions
- Almost every month
- Once or twice in a month
- Rarely

According to the survey 45 respondents wear designer garments on special occasions, 17 buy once in every month, 24 buy once or twice in a month and 17 rarely

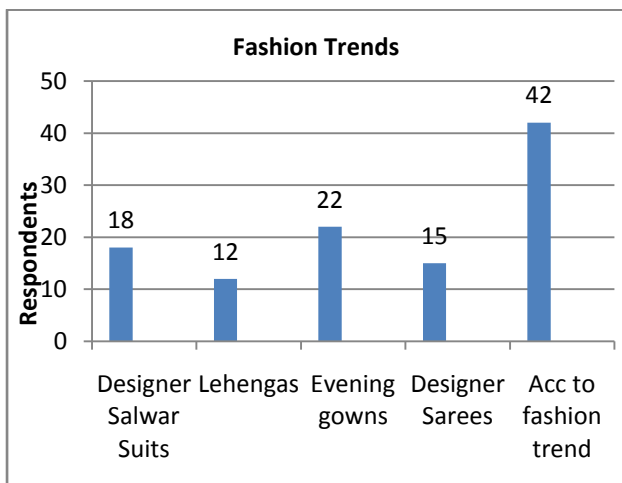
buys designer clothes they buy regular clothes available in the market.



8. What are your preferences for wearing dresses for parties?

- Designer Salwar Suits
- Lehengas
- Evening gowns
- Designer Sarees
- According to the fashion and trend
- Other

According to the survey 18 respondents said they wear designer Salwar Suits for special occasions, 12 said they like lehengas, 22 liked evening gowns, 15 buy designer sarees and 42 said they go according to the fashion trend.

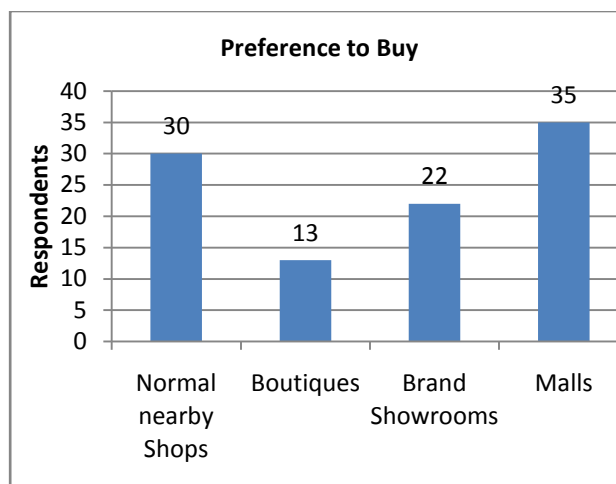


9. Where do you prefer buying from?

- Normal Near Shops
- Boutiques

- Brand Showrooms
- Malls

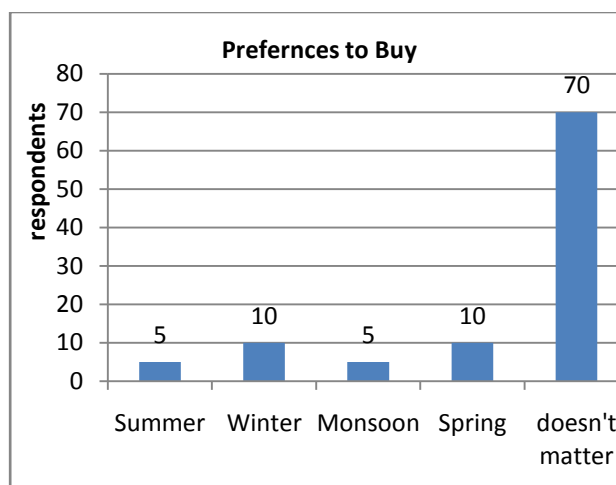
According to the survey 30 respondents buy from normal shops, 13 buy from boutiques, 22 buy from Branded shops and 35 buys from Malls



10. When would you prefer to buy?

- Summer
- Winter
- Monsoon
- Spring
- It doesn't matter

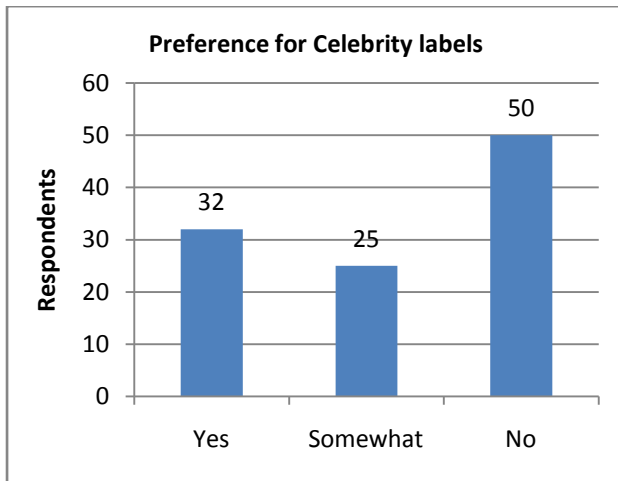
According to the survey 5 respondents buys in Summer, 10 respondents says they buy in winter, 5 buy in monsoon, 10 buy in spring and 70 respondents says season doesn't matter to them .



11. Is your decision based on celebrity labels?

- Yes
- Somewhat
- No

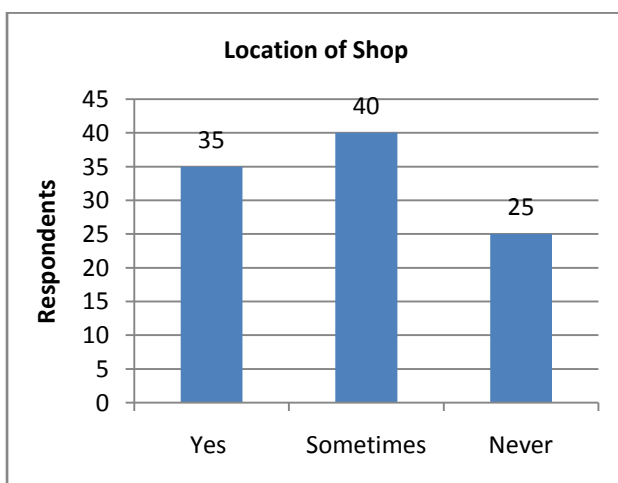
According to the survey 32 respondents says their decision to buy garments are influenced by celebrity labels, 25 says their decision to buy garments are somewhat influenced by celebrity labels and 50 says that their decision is not influenced by celebrity labels.



12. Would you go for shopping to a particular shop, if it is far away from your place?

- Yes
- Sometimes
- Never

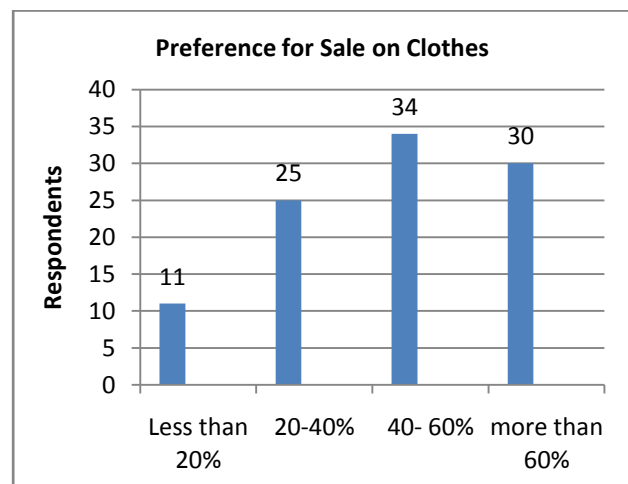
According to the survey 35 respondents says yes they travel to far off places for shopping for a particular shop, 40 says sometimes they go and 25 says they never go to far places for shopping.



13. What percentage of clothes you buy on Sale?

- Less than 20%
- 20-40%
- 40-60%
- More than 60%

According to the survey 11 respondents said they buy less than 20% clothes in sale, 25 says they buy 20- 40 % clothes in Sale, 34 says they buy 40-60 % in Sale and 30 said they buy more than 60 % clothes in Sale.



### CONCLUSION

The analysis of results clearly shows that young girls in Jaipur know their needs and preferences well. Young girls are the large mass of customers who buy designer garments from the market keeping fashion trend in mind. It is mandatory for manufacturers to understand the buying trends and tastes of young girls to earn profit by increasing sell of their products.

### Factors influencing buying decision of young girls for designer garments:

1. Most of the young women said they had purchased designer garment last month. This shows that the purchasing cycle for designer garments among young women is one month. Therefore the need for retailer and designers of designer garments is to renew their collection on monthly, so that the consumer remains interested in their collection and buy again from their stores.
2. Price factor is an important parameter for buying Designer garment. Most of the young girls said if the designer garment is appealing to them & is of latest fashion trend than the price affects

sometimes. But otherwise price affects them always as they are young women, most of them are University students and they pay through their pocket money, so price affects them. Therefore the designers should charge premium prices for customised products rest others should be judiciously priced neither too high nor too low.

3. Money spent in a month on designer garment is important parameter to understand the purchasing power of young women. Majority of them spend Rs 2,000 – Rs 4,000 in a month. Many spend more than Rs 6,000, which is a large amount. Therefore the retailers should try to give them the latest designs in good quality for premium customers. They should keep on trying new creative ideas as the young girls are open to new ideas in fashion.
4. Majority of young women are University Students. Therefore retailers should understand that the young women look for new and latest styles for university to look fashionable and trendy. They must understand their taste and keep themselves aware of the latest fashion trend to make profits.
5. The family income of most of the young women is in between Rs 30,000 – Rs 60,000. So the purchasing power of the young women is fairly good.
6. The number of outings in a month for young women explains how many new designer garments they will need. The trend now a day is such that the young women do not want to repeat the clothes for the second outing. Most of them go more than 4 times in a month. Therefore this is the opportunity for the retailer to sale more garments in a month.
7. On every special occasion like Rakhi, Diwali, Birthday, friend's birthday any party they need a new designer garment. Therefore the retailers should identify the months with more number of festivals and then plan for sales of their products.
8. Most of the young women want latest designer outfits according to the fashion trends. So the retailers need to maintain their collection according to the latest fashion trends.
9. Most of the young women buy from big malls as they have latest collection at affordable prices. They get everything under one roof. All the accessories are available in the malls. They even get

the chance to look at other branded stores and compare the prices of designer garments. Therefore the retailers should have their store in the malls or should have exclusive stores which appeals to the young women.

10. Most of the young women said that the season doesn't matter in the purchase of new designer garment. That means the retailers should not bother for season.
11. Most of the young women are not influenced by celebrity labels. So the retailers do not worry about any celebrity labels.
12. Most of the young women said they can travel to long distance to a particular shop to buy designer garment sometimes if it really suits their tastes else they buy from close vicinity. Therefore the retailer should open their showrooms close to the market or should open their branches, if they want more footfalls of young women.
13. Most of the young women look for Sale in the store. They say that it is their mentality to buy when the sale is there in the store. Therefore the retailers should keep this in mind and announce Sale frequently so that more number of young women visit their store.

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