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Buying behaviour of females for readymade *Kurties*

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Abstract

Clothing is a basic need of human being. As clothing, meets the physical need, aesthetic appeal and personal satisfaction of individuals. In this context, buying behaviour play a important role in purchasing of readymade garments. Thus, this study was planned to know buying behaviour of females for readymade *kurties*. The study was conducted in two universities i.e., Govind Ballabh Pant University of Agriculture and Technology, Pantnagar and Thakur Dev Singh Bist (DSB), Nainital campus located in Udham Singh Nagar and Nainital districts respectively from Kumaon region of Uttarakhand state of India. In the present study, a survey method was used for data collection and a self-structured questionnaire cum interview schedule was used as a tool. A stratified random sampling method was used for sample selection. A total one hundred females between 21-31 years of age were selected as the sample size for study. Collected data analyzed by using frequency and percentage. It can be concluded from study that maximum respondents from both places were purchase their readymade *kurties* by self followed by in the accompany of their friends, parents, spouse. Majority of respondents from both the place were preferred to collect pre-shoping information from the internet and peer group to compare price, compare quality, know variety and fashion. It is also observed that maximum respondents from GBPUA&T, Pantnagar were motivated to purchase readymade *kurties* from shop (offline mode of purchase) according to as per fashion, availability of readymade *kurties* in the market and place of residence, as and when they required from retail shop, speciality shop and mall.

Keywords: readymade *kurties*, pre-shoping information, mode of purchase, buying behaviour, frequency of purchase

Introduction

In India, earlier most of the household tasks were carried out by the women means they used to take care of the house and family members at home. Besides this, they were especially involved in purchasing food materials and clothing items. On the other hand, men were involved in working outside of the home and were having the responsibility to earn money to run home. But nowadays, both men and women work outside of the home to earn money. In this situation, females have money but lack of time as they keep busy with their work at home as well as the workplace. So, females nowadays are very busy and do not have time to go for shopping to purchase fabric and then give it to the tailor for it's stitching. In this situation, they prefer to buy garments directly from the showrooms at reasonable price. Readymade garments have some advantages over the tailor made garments. Beside this as, clothing that meets the best physical standards, aesthetic appeal and personal satisfaction of individuals. In this context, buying behaviour play a important role in purchasing readymade *kurties*. Thus, this study was planned to know buying behaviour of females for readymade *kurties*.

Methodology

The study was conducted in two universities located in Udham Singh Nagar (U. S. Nagar) and Nainital districts from Kumaon region of Uttarakhand state of India. The samples were selected from two Universities that included Govind Ballabh Pant University of Agriculture and Technology, Pantnagar and Thakur Dev Singh Bist (DSB), Nainital campus of Uttarakhand. In the present study, a sample size of one hundred female between 21-31 years of age were selected. A stratified random sampling method was used for sample selection. A survey method was used for data collection and a self-structured questionnaire cum interview schedule was used as a tool.

This questionnaire cum interview schedule consists of two parts. Part A of the questionnaire cum interview schedule dealt with general information of the respondents i.e., age, education, family type, size of family and family monthly income. Part B of the questionnaire cum interview schedule included specific information related to purchase of readymade *kurties*

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such as assisted by person while purchasing, collection of pre-shopping information with reasons, source of information, motivation forces while purchasing, mode of purchase, types of shops preferred while purchasing and frequency of purchase. Collected data analyzed by using frequency and percentage.

Results and Discussion

The data reported in Table 1 gave general information about respondents. It includes education, family type, size of family

and family monthly income irrespective of their age and place.

It is clear from the table that maximum 54 percent of respondents of 21-31 years of age from GBPUA&T, Pantnagar were doing post-graduation (M. Sc.) followed by Ph. D. (32%) and graduation (14%). Whereas maximum 46 percent respondents of the same age group from DSB campus, Nainital were pursuing their Ph. D., 34 percent respondents were doing post-graduation (M. Sc.) and 20 percent of respondents were pursuing graduation.

Table 1: Distribution of respondents according to their general information

N=100

S. No.	Variables	Respondents			
		GBPUA&T, Pantnagar (Females 21-31 Years)		DSB Campus, Nainital (Females 21-31 Years)	
		Frequency	Percent	Frequency	Percent
i. Level of education					
a.	Graduation	07	14	10	20
b.	Post-Graduation	M. Sc	27	17	34
		Ph.D.	16	23	46
ii. Family type					
a.	Nuclear	35	70	39	78
b.	Joint	15	30	11	22
iii. Size of family (number of family member)					
a.	Small (1-5)	32	64	35	70
b.	Medium (6-9)	11	22	06	12
c.	Large (10-12)	06	12	09	18
d.	Very large (Above 13)	01	02	00	00
iv. Family monthly income					
a.	₹ 17,000-85,000	38	76	26	52
b.	More than ₹ 85,000	12	24	24	48

It was observed from the table that the maximum number of respondents from GBPUA&T, Pantnagar and DSB campus, Nainital of age group 21-31 years belonged to nuclear families i. e. 70 percent and 78 percent respectively, whereas less than 22 percent of respondents of the same categories from both the places belonged to the joint family. Thus, from the results shown in Table 1 it can be said that maximum number of respondents from both places belonged to the nuclear family.

The similar kinds of data shown according to the Census of India (2011), all the household family of India having nuclear family i.e., 70 percent and single member and more than one member without spouse about 10 percent. The joint family and extended family from all household merely 20 percent (Bansal *et al.* 2014) [1]. Similar result also reported according to Gayatri *et al.* 2015 [2], that maximum respondents (more than 65%) were belong to nuclear types of family.

It is evident from Table 1 that maximum 64 percent of respondents of 21-31 years of age from GBPUA&T, Pantnagar belonged to small size families, here number of family member ranged between 1-5, followed by medium-size families in which the family member ranged between 6-9

member (22%), large-size family having 10-12 family members (12%) and only 2 percent respondents belonged to very large size family having more than 13 family members. The same trend was seen concerning respondents from the DSB campus, Nainital where maximum of 70 percent of respondents of 21-31 years of age belonged to small size families having 1-5 members followed by medium-size family having 6-9 members (4%) and large size families having 10-12 member (24%). It can be said that the family income is distributed among family members. In the case of a large family, the money available for the clothing of each member may be decreased accordingly.

Table 1 also depicts that maximum number of respondents (76%) of 21-31 years of age from GBPUA&T, Pantnagar had family monthly income between ₹17,000 – ₹ 85,000 followed by family monthly income more than ₹ 85,000 i.e., 12 percent. Similar type of result was seen in the DSB campus, Nainital where maximum i.e., 56 percent of respondents of same age group had family monthly income between ₹ 17,000 to ₹ 85,000 followed by the respondents (48%) who reported having more than ₹ 85,000 as their family monthly income.

Table 2: Distribution of respondents assisted by person while purchasing the *kurties*

N=100

S. No.	Attribute	Respondents			
		GBPUA&T, Pantnagar (Females 21-31 Years)		DSB Campus, Nainital (Females 21-31 Years)	
		Frequency	Percent	Frequency	Percent
i.	Parents	14	28	20	40
ii.	Friends	18	36	27	54
iii.	Self	32	64	28	56
iv.	Spouse	05	10	05	10

Multiple responses possible

The distribution of respondents according to accompany person while purchasing readymade *kurties* is given in Table 2. The table reveals that maximum respondents of 21-31 years of age group from both districts that included GBPUA&T, Pantnagar and DSB campus, Nainital used to purchase their readymade *kurties* by self *i.e.*, 64 percent and 56 percent respectively followed by in the accompany of their friends (36% and 54%), parents (28% and 40%) and only 10 percent

respondents from both places make purchasing with their spouse.

It is therefore, clear from the results that maximum number of respondents (more than 55%) from both places were used to purchase their readymade *kurties* by self. The reason may be that they have better ability to purchase most suitable *kurties* for their own use according to their need and personality.

Table 3: Distribution of respondents according to pre-shopping information

		N=100			
S. No.	Attributes	Respondents			
		GBPUA&T, Pantnagar (Females 21-31 Years)		DSB Campus, Nainital (Females 21-31 Years)	
		Frequency	Percent	Frequency	Percent
i.	Yes	34	68	37	74
ii.	No	16	32	13	26

Table 3 shows the distribution of respondents according to the collection of pre-shopping information. It is clear from the table that more than sixty percent of respondents from both place used to collect pre-shopping information. It is also

revealed from the table that only 32 percent and 26 percent respondents of 21-31 years of age from GBPUA&T, Pantnagar and DSB campus, Nainital respectively did not collect pre-shopping information.

Table 4: Distribution of respondents according to reasons for collecting information before purchasing readymade *kurties*

		N=100			
S. No.	Attribute	Respondents			
		GBPUA&T, Pantnagar (Females 21-31 Years)		DSB Campus, Nainital (Females 21-31 Years)	
		Frequency	Percent	Frequency	Percent
i.	To know fashion	27	54	17	34
ii.	To see variety	33	66	27	54
iii.	To compare price	35	70	29	58
iv.	To compare quality	30	60	33	66

Multiple responses possible

Table 4 gives data regarding the distribution of respondents according to their reasons for collecting information before buying readymade *kurties*. Maximum 70 percent respondents of 21-31 years of age from GBPUA&T, Pantnagar used to collect information before buying readymade *kurties* to compare price, followed by finding varieties (66%), to compare quality (60%) and to know fashion (54%), whereas, in the other hand, maximum 66 percent respondents of the same age group from DSB campus, Nainital used to collect information before buying readymade *kurties* to compare

quality followed by to compare price (58%), to see variety (54%) and to know the fashion (34%).

Thus, it can be predicted from result that maximum *i.e.*, more than 50 percent of respondents from GBPUA&T, Pantnagar as well as from DSB campus, Nainital gave three reasons to collect pre-shopping information *viz.*, to compare quality, to compare price and to compare variety. The reason may be that they want to ensure about quality of product in terms of price and its use.

Table 5: Distribution of respondents according to the source of information for purchasing of readymade *kurties*

		N=100			
S. No.	Attributes	Respondents			
		GBPUA&T, Pantnagar (Females 21-31 Years)		DSB Campus, Nainital (Females 21-31 Years)	
		Frequency	Percent	Frequency	Percent
a. Media					
i.	Television	17	34	17	34
ii.	Magazine	03	06	05	10
iii.	Newspaper	08	16	06	12
iv.	Film	16	32	21	42
v.	Internet	33	66	32	64
b. Personal					
i.	Siblings & parents	20	40	22	44
ii.	Neighbours & relatives	11	22	16	32
iii.	Peer group	25	50	28	56
iv.	Shopkeeper	07	14	20	40

Multiple responses possible

Table 5 gives information regarding the distribution of respondents according to their source of information for purchasing readymade *kurties*.

a. Media as a source of information

It is clear from the Table 5 that maximum number of respondents (66%) acquired knowledge regarding readymade

kurties from the internet of 21-31 years of age from GBPUA&T, Pantnagar followed by television (34%), film (32%), newspaper (16%) and magazine (6%). On the other hand, maximum (64 percent) respondents of the same age from the DSB campus, Nainital, collected information from the internet regarding readymade *kurties*, followed by film (42%), television (34%), newspaper (12%) and magazine (10%).

It was observed from result that maximum numbers of respondents accustomed to collect information related to purchasing trend of readymade *kurties* from internet and purchase from it. It might be due to availability of internet facility on mobile phone so; users' were able to access any information anywhere. In fact of digital India, bring revolution in purchase readymade garments including *kurties*.

b. Personal source of information

The distribution of respondents according to the personal source of information is also given in Table 5. it is evident from the table that maximum number of respondents of 21-31 years of age from GBPUA&T, Pantnagar habituated to get information from their peer group followed by siblings and parent (40%), neighbors and relatives (22%) and from shopkeeper (7%), whereas respondents of the same age group from DSB campus, Nainital adopted to acquire information from their peer group (56%), followed by siblings & parents (44%), shopkeeper (40%) and neighbors & relatives (32%). It may be stated from above result that personal source of information for maximum respondents from both the places to purchase readymade *kurties* was peer groups. The reason may be that they feel more comfortable to getting information as well as they get approval from this group.

Table 6: Distribution of respondents according to motivation forces while purchasing readymade *kurties*

N=100

S. No.	Attribute	Respondents			
		GBPUA&T, Pantnagar (Females 21-31 Years)		DSB Campus, Nainital (Females 21-31 Years)	
		Frequency	Percent	Frequency	Percent
i.	Religious taboos	10	20	06	12
ii.	Place of residence	11	22	24	48
iii.	Used by eminent personalities	07	14	03	06
iv.	Fashion	24	48	29	58
v.	Internet	23	46	07	14
vi.	Availability in the market	24	48	20	40
vii.	Window and interior display	09	18	08	16

Multiple responses possible

Table 6 depicts the distribution of respondents on the basis of motivation forces while purchasing readymade *kurties*. It is clear from Table 6 that maximum 48 percent of respondents of 21-31 years of age from GBPUA&T, Pantnagar were motivated to purchase readymade *kurties* as per fashion and availability of readymade *kurties* in the market followed by internet (46%), place of residence (22%), religious taboos

(20%), window and interior display (18%) and eminent personality (14%) whereas maximum 58 percent respondents of the same age group from DSB campus, Nainital were motivated to purchase readymade *kurties* as per fashion followed by place of residence (48%), availability in the market (40%), window and interior display (16%), internet (14%) and religion taboos (12%).

Table 7: Distribution of respondents according to mode of purchase for eadymade *kurties*

N=100

S. No.	Attribute	Respondents			
		GBPUA&T, Pantnagar (Females 21-31 Years)		DSB Campus, Nainital (Females 21-31 Years)	
		Frequency	Percent	Frequency	Percent
i.	Shops (offline)	50	100	50	100
ii.	Online	23	46	18	36

Multiple responses possible

Table 7 explains the distribution of respondents according to mode of purchase for readymade *kurties*. From the data depicted in Table 7, it is clear that all respondents of 21-31 years of age from both place preferred to purchase readymade *kurties* directly from shops (offline mode of purchase),

whereas respondents of same age from GBPUA&T, Pantnagar and DSB campus, Nainital opted to use online purchasing of readymade *kurties* i.e., 46 percent and 36 percent respectively.

Table 8: Distribution of respondents according to types of shops retail outlets preferred while purchasing readymade *kurties*

N= 100

S. No.	Place of purchase	Respondents			
		GBPUA&T, Pantnagar (Females 21-31 Years)		DSB Campus, Nainital (Females 21-31 Years)	
		Frequency	Percent	Frequency	Percent
i.	Branded shop	25	50	21	42
ii.	Specialty shop	24	48	36	72
iii.	Retail shop	33	66	30	60
iv.	Mall	27	54	33	66
v.	Factory outlets	06	12	01	02
vi.	Haat and melas	10	20	09	18
vii.	Shri Gandhi Aashram	05	10	12	24

Multiple responses possible

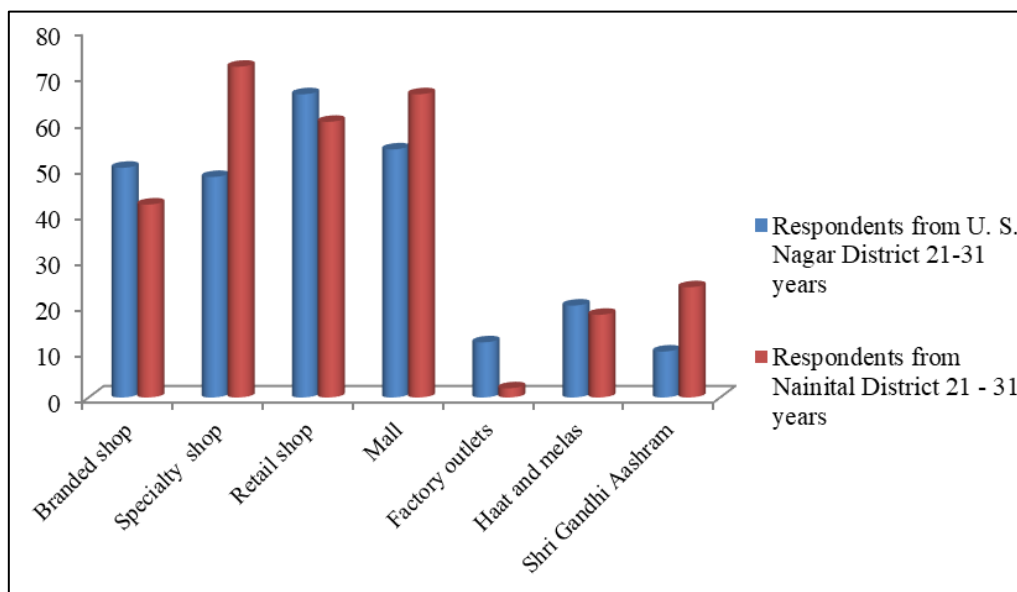


Fig 1: Type of shop preferred by respondents to purchase readymade kurties

The distribution of respondents according to types of shops preferred while purchasing readymade kurties is given in Table 8. It is revealed from the Table 8 and Figure 1 that maximum number of respondents (66%) of 21-31 years of age from GBPUA&T, Pantnagar preferred retail shop to purchase readymade kurties followed by the mall (54%), branded shop (50%), specialty shop (48%), haat and melas (20%), factory outlets (12%) and Shri Gandhi Ashram (10%), whereas on other hand, maximum 72 percent of respondents of same age from DSB campus, Nainital opted to purchase readymade kurties from specialty shop followed by mall (66%), retail

shop (60%), branded shop (42%), Shri Gandhi Aashram (24%), haat & melas (18%) and factory outlet (2%). Thus, it can be envisioned from the table that majority of respondents from GBPUA&T, Pantnagar and DSB campus, Nainital was preferred to purchase readymade kurties from retail shops and malls. The reason was given by maximum respondents during survey that these (retail shop and mall) provide facilities to try-on the kurties, as well as varieties of kurties, are available. Rajesh, R. (2017) [4], reported in her study that maximum number of respondents doing shopping from mall.

Table 9: Distribution of respondents according to duration for purchase of readymade kurties

S. No.	Attribute	Respondents			
		GBPUA&T, Pantnagar (Females 21-31 Years)		DSB Campus, Nainital (Females 21-31 Years)	
		Frequency	Percent	Frequency	Percent
i.	Frequently	22	44	26	52
ii.	Quarterly	10	20	21	42
iii.	Half yearly	10	20	18	36
iv.	Yearly	08	16	13	26
v.	As and when required	40	80	32	64

N=100

Multiple responses possible

Table 9 gives data regarding the distribution of respondents according to their purchasing frequency for readymade kurties. Maximum 80 percent of respondents of 21-31 years of age from GBPUA&T, Pantnagar acclimated to purchase readymade kurties as and when required followed by frequently purchased of readymade kurties (44%), quarterly and half yearly purchase (20%) and yearly frequency was observed as least to purchase readymade kurties (16%), whereas maximum number of respondents (64%) of same age group from DSB campus, Nainital were noted to purchase readymade kurties as and when required followed by frequently (50%), quarterly (42%), half early (36%) and yearly (26%).

It is evident from the table that more than 60 percent of respondents from GBPUA&T, Pantnagar as well as from DSB campus, Nainital were purchased readymade kurties as and when required. It may be due to reason that they can select the most suitable kurties according to particular occasion and season as they know for which purpose they are

going to purchase the kurties.

Conclusion

It can be concluded from this study that maximum respondents of 21-31 years of age group from GBPUA&T, Pantnagar and DSB campus, Nainital used to purchase their readymade kurties by self followed by in the accompany of their friends, parents, spouse. Majority of respondents from both the place were preferred to collect pre shopping information and they were gave reason for collecting pre shopping information i.e., to compare price, to compare quality, to know variety and fashion. More than 60 percent and 50 percent respondents acquired knowledge regarding readymade kurties from the internet and peer group respectively from both place of 21-31 years of age. It is also observed that maximum 48 percent of respondents of 21-31 years of age from GBPUA&T, Pantnagar were motivated to purchase readymade kurties as per fashion, availability of readymade kurties in the market whereas maximum

respondents of the same age group from DSB campus, Nainital were motivated to purchase readymade *kurties* as per fashion and place of residence. All respondents of 21 to 31 years of age from both place preferred to purchase readymade *kurties* directly from shops (offline mode of purchase) and maximum respondents were preferred to purchase readymade *kurties* as and when they required. More than 50 percent respondents from GBPUA&T, Pantnagar were preferred to purchase readymade *kurties* from retail shop and mall whereas respondents from DSB campus, Nainital opted to purchase readymade *kurties* from specialty shop followed by mall and retail shop.

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