

## **A Comparative Study on Purchase Decision of Clothing Among Females**

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### **Abstract**

*Clothing refers to the various articles of apparel used to cover the body. It is considered as the second skin of human and play a very vital role in the life of women. The present study was done to compare the purchase decision of clothing among late adolescent girls of District Ghaziabad. To evaluate the effect of age, area and socio-economic status on purchase decision of clothing among the population of district Ghaziabad, total 500 subjects (250 from Urban area and 250 from rural area) were selected by stratified multistage random sampling technique. Significant differences regarding getting bill of purchasing fabric/apparel from the shopkeeper and knowledge of complain were also observed between the late adolescent girls belonged to rural and urban areas ( $p < 0.05$ ). The data reflect some important aspects for creating awareness regarding purchase decision of clothing which can be used as guidelines for consumers.*

**Keywords:** Purchase decision, responsible, awareness, strategies, target population

Reference to this paper should be made as follows:

**Received: 24.05.2019**

**Approved: 16.06.2019**

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*RJPSSs 2019, Vol. XLV, No. 1, pp. 85-90*

*Article No.11*

**Online available at:**

[http://  
rjpss.anubooks.com/](http://rjpss.anubooks.com/)

**Introduction**

Clothing is known as the second skin and it reflects the personality of a person. Clothes can help a person to advance both socially and economically and play a significant role in an individual’s life by giving lot of personal satisfaction. Thus, it forms an important and major item in family expenditure (Horn, 1972). Again expenditure is related to the budgetting. Gayan (2002)reported in her study that price was the major factors considered by the respondents while purchasing clothing. Budgetting of family clothing expenditure saves people from wasting money.

New advances in the textile industry have led to the development of a number of new fabrics and immense varieties in design, colour combination, pattern, texture, blends, finish and surface enrichments of the fabrics existing in all the markets. Spending money on clothing purchase is not a simple task today. Communication media helps in intelligent buying of clothing and motivates people to buy more.

Present study is aimed at following objectives: To study the factors which are responsible for creating awareness regarding purchase decision of clothing. To suggest the strategies for effective buying amongst the target group.

**Research Methods**

Present study was conducted in Ghaziabad district of Uttar Pradesh,. To evaluate the effect of age, area and socio-economic status on purchase decision of clothing and knowledge among the population of district Ghaziabad, total 500 subjects were selected by stratified multistage random sampling technique . Questionnaire and interview methods were used to collect data regarding different variables. After collecting the data, it was tabulated and analysed, to see the statistical significance between respondent.

**Table 1 : Reactions to fabric without stamped marking by the late adolescent girls according to areas.**

Reactions to Fabric Without Stamped Marking	Females and Areas					
	Rural		Urban		Total	
	Number	Percent	Number	Percent	Number	Percent
Buy	80	32.0	40	16.0	120	24.0
Consult & Clarify	100	40.0	80	32.0	180	36.0
Do Not Buy	20	8.0	90	36.0	110	22.0
Any Other	50	20.0	40	16.0	90	18.0
<b>Total</b>	250	50.00	250	50.00	500	100.0

$\chi^2 = 61.212, df= 3, p<0.05$

Reactions to fabric without stamped marking was obtained from the late adolescent girls according to areas and depicted in the above table 1. Out of the

total late adolescent girls, majority of them (36.0%) consulted and clarified their reaction to fabric without marking. 24.0% and 22.0% of them buy and did not buy the fabric without stamped marking respectively. Among the late adolescent girls belonged to rural areas, majority of them (40.0%) consulted and clarified their reaction to fabric without marking. 32.0 % buy the fabric without stamped marking and the minimum 8.0% did not buy the fabric without stamped marking while among the late adolescent girls belonged to urban areas, majority of them (36.0 %) did not buy the fabric without stamped marking consulted and clarified their reaction to fabric without marking. 32.0% buy the fabric without stamped marking and the minimum 8.0% did not buy the fabric without stamped marking while among the late adolescent girls, majority of them (36.0%) did not buy the fabric without stamped marking. 32.0% consulted and clarified their reaction to fabric without marking and 16.0% buy the fabric without stamped marking. Statistically, significant difference regarding reactions to fabric without stamped marking was observed between the late adolescent girls belonged to rural and urban areas ( $\chi^2 = 61.212$ ,  $df = 3$ ,  $p < 0.05$ ).

**Table 2 : Getting Bill of purchasing fabric/apparel by the late adolescent girls according to areas.**

Bill After Purchasing Fabric/Apparel	Females and Areas					
	Rural		Urban		Total	
	Number	Percent	Number	Percent	Number	Percent
Yes	180	72.0	210	84.0	390	78.0
No	70	28.0	40	16.0	110	22.0
<b>Total</b>	250	50.00	250	50.00	500	100.0

$\chi^2 = 10.489$ ,  $df = 1$ ,  $p < 0.05$

Above table 2 reveals that getting bill of purchasing fabric/apparel by the late adolescent girls according to areas. Out of total late adolescent girls, majority of them (78.0%) got the bill of purchasing fabric/apparel from the shopkeeper and the rest (22.0%) did not get the bill of purchasing fabric/apparel from the shopkeeper. Among the late adolescent girls belonged to rural areas, majority of them (72.0%) got the bill of purchasing fabric/apparel from the shopkeeper and the rest (28.0%) did not get the bill of purchasing fabric/apparel from the shopkeeper. The corresponding percentages among the late adolescent girls belonged to urban areas of getting and not getting bill of purchasing fabric/apparel from the shopkeeper were 84.0 and 16.0 respectively. Statistically, significant difference regarding getting bill of purchasing fabric/apparel from the shopkeeper was observed between the late adolescent girls belonged to

rural and urban areas ( $\chi^2 = 21.222$ ,  $df= 1$ ,  $p< 0.05$ ).

**Table 3 : Action against complain regarding performance of the fabric/apparel by the late adolescent girls according to areas.**

Action Against Complained	Females and Areas					
	Rural		Urban		Total	
	Number	Percent	Number	Percent	Number	Percent
Ignored	60	24.0	40	16.0	100	20.0
Compensation for any loss	50	20.0	80	32.0	130	26.0
Returned the Goods to the Shopkeeper	140	56.0	130	52.0	270	54.0
Complain to Consumer Court	00	0.0	00	0.0	00	0.0
<b>Total</b>	250	50.00	250	50.00	500	100.0

$$\chi^2 = 11.293, df= 2, p<0.05$$

The action against complained regarding performance of the fabric/apparel by the late adolescent girls according to areas was inquired, analysed and presented in the above table 3. Out of the total late adolescent girls, more than half of them (54.0%) reported that they returned the goods to the shopkeeper, followed by 26.0 % compensation for any loss and the minimum (20.0%) ignored the action against complain regarding performance of of the fabric/apparel. Out of the late adolescent girls belonged to rural areas, majority of them (56.0%) reported that they returned the goods to the shopkeeper, followed by 24.0 % ignoring the action against complain regarding performance of the fabric/apparel, and the minimum (20.0%) took the compensation for any loss while among the late adolescent girls belonged to urban areas, majority of them (52.0%) reported that they returned the goods to the shopkeeper, followed by 32.0% compensation for any loss, and the minimum (16.0%) ignored the action against complain regarding performance of the fabric/apparel. Statistically, significant difference regarding action against complained of performance of the fabric/apparel was observed between the late adolescent girls belonged to rural and urban areas ( $\chi^2 = 11.293$ ,  $df= 2$ ,  $p<0.05$ ).

**Table 4: Knowledge regarding complain among the late adolescent girls according to areas.**

Knowledge Regarding Complain	Females and Areas					
	Rural		Urban		Total	
	Number	Percent	Number	Percent	Number	Percent
Yes	60	24.0	130	52.0	190	38.0
No	190	76.0	120	48.0	310	62.0
<b>Total</b>	250	50.00	250	50.00	500	100.0

$$\chi^2 = 41.596, df= 1, p<0.05$$

Above table 4 indicated the knowledge regarding complain among the late adolescent girls according to areas. Out of total late adolescent girls, majority of them (62.0%) did not aware regarding complain and the remaining (38.0%) were aware regarding complain. Among the late adolescent girls belonged to rural areas, 3/ 4th of them (76.0%) did not aware regarding complain and the remaining 1/4th (24.0%) were aware regarding complain. The corresponding percentages among the the late adolescent girls belonged to urban areas, aware and did not aware, were 52.0 and 48.0 respectively. Statistically, significant difference regarding knowledge of complain was observed between the late adolescent girls belonged to rural and urban areas ( $\chi^2 = 41.596, df=1, p<0.05$ ).

### Conclusion

On the basis of the results obtained from the present study the following conclusion can be drawn :Significant differences regarding getting bill of purchasing fabric/apparel from the shopkeeper and knowledge of complain were also observed between the late adolescent girls belonged to rural and urban areas ( $p<0.05$ ) while no significant differences regarding awareness to identify fibers and taking help from the shopkeeper to clarify the information were not observed between the late adolescent girls belonged to rural and urban areas ( $p>0.05$ ).

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