

## A STUDY ON SHOPPING BEHAVIOUR OF TEXTILE CONSUMERS

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### **Abstract**

Shopping behaviour of textile consumers is a consideration of many simultaneous factors. It reflects consumer's purchasing power, indicating present status and trend of clothing choices. The various attributes have been of similar or near similar importance to the different income segments while purchasing.

**Key Words:** Shopping Behaviour, Textile, Income Segments.

### **1. Introduction**

Most of the theories of consumer behaviour stressed the behavioural aspects pertaining mainly to economic variables. But in reality, other variables like quality, cost, color, design/print, durability, brand name, mill name etc. confuses and bewilders the average consumer. The consumer today in an independent shopper, with a higher taste level, a higher income level and a higher educational level which together have combined to make the consumer a smarter and more sophisticated shopper as compared to the past. Social influences exert greater pressure to mould and direct shopping behaviour. Peer and reference group influence shopping behaviour to a considerable extent.

The purpose of this present study is to analyze the textile consumers' shopping behaviour which has been identified through a research study conducted among various age and income group of consumers. They also belong to various levels of education group. The sample families were given seven factors /attributes to assign ranks according to their preference.

### **2. Objectives of the Study**

1. To study the respondents importance to various factors while purchasing textiles.
2. To find out the agreement of ranks in selection of fabrics - income wise.
3. To find out the agreement of ranks in selection of fabrics- education-wise.
4. To find out the agreement of ranks in selection of fabrics- age-wise.

### **3. Research Methodology**

#### **3.1 Sample Size**

A finite subset of population is called a sample and the process of selection of samples is called sampling. This refers to the number of items to be selected from the population to constitute a sample. Primary data is collected through questionnaires distributed to 250 urban household respondents from Berhampur and Rourkela city of Odisha. The entire questionnaire received was screened for errors, incomplete and missing responses.

#### **3.2 Sampling Method**

Purposive sampling method is used for collecting information with the help of questionnaires.

### **4. Analysis and Interpretation**

**Table 1: Consumer Profile**

Item	Categories	No of Respondents	Percentage
Age	Young(below30 years)(A <sub>1</sub> )	71	28.4
	Middle age(30-40 years)(A <sub>2</sub> )	95	38.0
	Old(above40 years)(A <sub>3</sub> )	84	33.6
	Total	250	100.00
Gender	Male	185	74.0
	Female	65	26.0
	Total	250	100.00
Educational Qualification	Graduate(E <sub>1</sub> )	93	37.2
	Post- graduate(E <sub>2</sub> )	102	40.8
	Professional(E <sub>3</sub> )	52	20.8

	Others(E <sub>4</sub> )	3	1.2
	Total	250	100.00
Annual Income	Low income(I <sub>3</sub> )	76	30.4
	Middle income(I <sub>2</sub> )	132	52.8
	High income(I <sub>1</sub> )	42	16.8
	Total	250	100.00

Source: Primary data

The sample families were given seven factors to assign ranks according to their preference and the same is tabulated in Table 2. In the table the weighted averages of the respondents in the descending order indicates the rank of each attribute which influenced the family in selecting the fabrics. The table clearly shows that the top priority is given to the quality of the fabrics, followed by price of the material and colour combination of the fabric. Design/print and durability are ranked next in order by the sample influencing the choice of fabric. Mill name and the brand name are found to be least influential as they occupy seventh and sixth rank, respectively.

**Table 2: Factors Influencing Purchase of Fabrics**

Attributes	Total Scores	Average Scores	Rank
Quality	1533	6.132	I
Cost	1128	4.512	II
Colour	1113	4.452	III
Design/Print	991	3.964	IV
Durability	908	3.632	V
Brand Name	701	2.804	VI
Mill Name	626	2.504	VII

Table 3 presents the degree of influence exerted by the various aesthetic attributes of textile on the psyche of the sample through chi-square test. Such a test is intended to ascertain if one of the attribute can be identified as the most important factor. The null

**Table 3 Factors Influencing Purchase of Fabrics: Chi-Square Test**

Degrees of freedom	6
Level of significance	5%
Calculated value	2.204
Table value	12.592
Result	Not significant

hypothesis was that all the listed attributes are equally important for textile purchases is accepted since there is no difference among the attributes as per the test. Since it is not significant, it can be inferred that all the factors are equally important for the buyers while making textile purchases.

Scores on the basis of income groups, namely, low income (I<sub>3</sub>), middle income, (I<sub>2</sub>) and high income (I<sub>1</sub>) are presented in Table 4. On the basis of income groups also it is observed that chi-square test at the 5 per cent level with 6 degrees of freedom is not significant and hence the null hypothesis is accepted. Thus it can be concluded that all the listed attributes are of equal importance for buyers of three categories of income levels.

**Table 4 Average Weighted Score of Factors: Income-wise**

Attributes	I <sub>3</sub>	I <sub>2</sub>	I <sub>1</sub>
Quality	6.118	6.174	6.024
Cost	4.684	4.560	4.048
Colour	4.394	4.424	4.643
Design/Print	3.657	3.984	4.452
Durability	3.934	3.560	3.309

Brand Name	2.723	2.780	3.023
Mill Name	2.486	2.515	2.500
Chi-square Value	2.288	2.276	2.100
Table Value	12.592		
Degrees of Freedom	6		
Level of Significance	5%		
Result	Not Significant		

Scores on the basis of four categories of families, graduates ( $E_1$ ), post-graduates ( $E_2$ ), Professionals ( $E_3$ ) and others ( $E_4$ ) are presented in Table 5. Education based score values are when subject to chi-square test at 5 per cent level of significance with 6 degrees of freedom is observed to be not significant as the calculated chi-square values are lower than the table values as can be seen from Table 5.

**Table 5 Average Weighted Score of Factors: Education-Wise**

Attributes	$E_1$	$E_2$	$E_3$	$E_4$
Quality	6.172	6.245	5.788	7.00
Cost	4.698	4.323	4.500	5.33
Colour	4.526	4.287	4.673	4.00
Design/Print	4.053	3.833	4.192	1.66
Durability	3.483	3.725	3.596	5.66
Brand Name	2.752	2.813	2.902	1.66
Mill Name	2.311	2.774	2.307	2.66
Chi-square	2.540	2.060	2.043	8.610
Table Value	12.592			
Degrees of Freedom	6			
Level of Significance	5%			
Result	Not Significant			

Score on the basis of age groups; ( $A_1$ ) below 30 years, ( $A_2$ ) 30 to 40 years age and ( $A_3$ ) the age group above 40 years are presented in Table 6. Here also, the quality, cost and colour combination of various textile items are the major attributes for the different age categories of respondents. The chi-square test in the age based classification is found to be not significant, as can be seen from the table since the calculated chi-square value is lower than the table value.

The analysis of chi-square values as presented in Table 5. and 6, reveals that all the attributes are considered equally while purchasing textile items by the sample respondents irrespective of educational qualifications and age groups.

**Table 6 Average Weighted Score of Factors: Age-Wise**

Attributes	$A_1$	$A_2$	$A_3$
Quality	6.197	6.094	6.119
Cost	4.619	4.421	4.523
Colour	4.619	4.242	4.547
Design/Print	4.098	3.810	4.023
Durability	3.788	3.442	3.714
Brand Name	2.690	2.978	2.702
Mill Name	1.985	3.010	2.369
Chi-square Value	2.856	2.748	2.373
Table Value	12.592		
Degrees of Freedom	6		
Level of Significance	5%		
Result	Not Significant		

When more than 3 sets of ranks are compared for their degree of association, Kendall's coefficient of concordance is

regarded as a standard method of measurement. When there is perfect agreement exists among the several ranks, the Kendall's coefficient of concordance,  $W$  equals 1. On the other hand, when there is maximum disagreement among the rank series,  $W$  equals 0. Hence the  $W$  value ranges between 0 to 1, and higher the value towards 1 it is presumed that there is more agreement among the series of ranks. On the basis of  $S$  value of the Kendall's coefficient, the significance can be tested at 5 per cent or at 1 per cent level with  $K$  sets and  $N$  number of ranks.

The ranks for the seven attributes on the basis of (a) education , (b) income and (c) age of the respondents with Kendall's coefficient of concordance has been calculated and tabulated. In all the cases it is found that there is higher degree of agreement and the tests made are significant.

Kendall's  $S$ , and  $W$  value with regard to the above three categories of classification mentioned above is presented in Table 7. As it can be seen from the aforesaid table that in all the three cases, table values are lower than the estimated value of  $S$ , which indicates there is significant association in the ranks.

**Table 7 Kendall's Coefficient of Concordance and Values of 'S' for Three Sets**

Category	K sets	N	S-values Estimated	S- table value	W	Remarks
Education	4	7	364.84	217.0	0.8143	Significant
Income	3	7	234.00	157.3	0.9285	Significant
Age	3	7	223.42	157.3	0.8865	Significant

As the  $W$  values indicate, in case of various income groups there is highest agreement of ranks in the selection of the textile items. In other words, there is much similarity of preference of the attributes among the three income groups as the  $W = 0.9285$ . Such a higher degree of agreement is observed to be comparatively less in case of different age and educational group of respondents, even though the  $S$  value is significant in all the cases.

### Conclusion

From the study it can be concluded that there are several factors, consciously or sub-consciously influence the final purchase decision. In case of textiles, respondents accorded top priority to the quality aspect, followed by price and colour combination in that order. Design, durability, brand name and mill name are ranked next in order by the respondents. Thus the average textile buyer in the Indian market seems to be quality and price oriented. In order to ascertain the most important one amongst the various factors, it is observed that respondents give equal importance to all the various factors while purchasing textiles. Further, cross-examinations regarding the agreement of ranks in selection of fabrics, it is found that in case of all the income groups there is highest agreement of ranks. Stated otherwise there is much similarity of preference among the three income groups. The agreement is found to be least in case of different educational groups.

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