TEXTILE PURCHASE BEHAVIOUR OF HOUSEHOLDS IN ODISHA

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Abstract
Textile purchase behaviour is influenced by a number of factors that precede the actual buying decision. In the purchase behaviour of textiles, the three income groups of the sample have distinct specifications. An overwhelming majority of the household have made purchases more than once which broadly conforms the general behaviour pattern with regards to cloth purchases.

Key Words: Textile, Purchase Behaviour, Behavioural Pattern.

1.Introduction
The availability of numerous varieties of fabrics in the market confuses the average consumer while purchasing .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 .General trend in the purchase of clothes goes according to style ,influence of peer group, advertisements and so on. Factors like planning, budget preparation, modes of purchase (cash or credit) and many other factors considered before the actual buying process .The purpose of this study is to probe deep into the purchase behaviour of the households of odisha .

2. Objectives of the Study
    1. To study the factors considered before the actual purchase by the households.
    2. To study the modes of purchase by the households.
    3. To study the impact of reduction sale and special price offer on the households.

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
Gender	Male	185	74.0
	Female	65	26.0
	Total	250	100.00
Age	Young (bellow 30 years)	71	28.4
	Middle Age (30-40 years)	95	38.0
	Old (above 40 Years)	84	33.6
	Total	250	100.00
Annual Income	Low income	76	30.4
	Middle income	132	52.8
	High income	42	16.8
	Total	250	100.00

Source: Primary dataZ

Table -2 Purchase Behaviour of the Households

Purchase Consideration	Low income(I_3)	Middle income(I_2)	High income(I_1)	Total
Budget Preparation	39 (51.31)	68 (51.51)	23 (54.76)	130 (52.00)
Planning	30 (39.47)	57 (43.18)	15 (35.71)	102 (40.80)
Purchase on Special Occasion	18 (23.68)	32 (24.24)	09 (21.42)	59 (23.60)
Anytime Purchase	18 (23.68)	26 (19.69)	07 (16.66)	51 (20.40)
Both Modes of Purchase	40 (52.63)	74 (56.06)	26 (61.90)	140 (56.00)
Prefer Reduction Sale	53 (46.05)	53 (40.15)	20 (47.61)	108 (43.20)
Prefer Special Price Offer	30 (39.47)	53 (40.15)	19 (45.23)	102 (40.80)
Purchase on Cash Payment	52 (68.00)	102 (77.27)	31 (73.80)	185 (74.00)
Credit Purchase	01 (1.31)	01 (0.75)	02 (4.76)	04 (1.60)
Both Modes of Purchase	23 (30.26)	29 (21.96)	09 (21.42)	61 (24.40)
Avail Credit	29 (38.15)	37 (28.03)	11 (26.19)	77 (30.80)

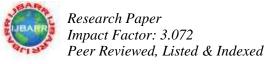Figures in parentheses indicate percentages.

Income Group (I_3)

As is presented, within the income group I_3 about 51 per cent prepare budgets for the household purchases and make a tentative allotment for the purchase of clothes. But only a little more than 39 per cent of the lower income group make plans for the exact items of textile to be purchased for the different members of the family. About 24 per cent of the I_3 income group families purchased textile items on special, religious occasions whereas equal number of families purchased clothes in other times without sticking to the special occasions. The rest of the low income group constituting a little high of 52 per cent purchased on both *the* occasions, i.e. on special occasions as well as without any occasions. Reduced price and special price offer considerably induces these households to purchase their clothing requirements as can be seen from the table. About 68 per cent of the I_3 income group purchased their clothes on payment of cash while the rest of them availed credit facilities. However, the latter category also purchased on cash payment basis since the credit purchase system was limited to an extent. Only one family out of 76 resorted to credit purchase of the entire clothing requirements during the year. Interestingly, about 38 per cent of them (highest amount all the income groups) expressed willingness to purchase more clothes if necessary credit facilities are available in the market. This clearly discerns that consumers in the lower income category are ready to spend more on clothing subject to deferred payment.

Income group (I_2)

Among the I_2 income group households, about 52 per cent prepared budgets for the purchase of clothes for the family. More than 43 per cent of the sample (highest amongst the three income categories) made plans for the purchase of specific textile items before the actual purchase is made. About 24 per cent buy clothes on special ,religious or other occasions and about 20

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per cent of them purchased in different periods of the year not sticking to the special occasions. The rest of them purchased their clothing requirements both on occasions and non-occasions. Table 2 indicates that within the I_2 income group, a majority are not induced by the price cuts/rebates and special price offered by the sellers from time to time. This is inferred since about 40 per cent of the households expressed that they are attracted by the reduction sale or special price offer by the sellers so far as buying of clothes are concerned. About 77 per cent of the respondents belonging to the middle income group purchase their textile requirements through cash payments indicating a fair degree of conservatism in their purchase behaviour. Whereas the rest of them purchased through both modes, i.e, by payment of cash as well as through credit facilities. As compared to the low income group, a bulk of the middle income respondents did not express their keenness in buying clothing requirements through credit as only 28 per cent of them expressed that they would have purchased more if larger credit facilities were available. The expression of conservatism is further corroborated by the averseness of the middle income sample group to purchase more through credit.

Income Group (I_1)
The results as shown in Table 2 reveals that about 55 per cent of I_1 income group (the highest amongst the three income categories) have made budgets prior to their purchase of textile items. However, only about 36 per cent of them made any detailed plan regarding the purchase of clothing requirements ahead of the actual purchases. It was also revealed that maximum of 62 per cent of these families make their textile purchases both on occasions as well as non-occasions, the maximum amongst the three groups classified on the basis of income. As against this, a little high of 21 per cent of the sample belonging to high income category purchased their clothing requirements on special occasions. On the other hand, around 17 per cent made their purchases during different times of the year. Reduced prices and special prices on specific occasions have some effect on the I_1 income group purchase behavior as 48 per cent and 45 per cent, respectively expressed that the reduction sale and special price offer really influence the purchase of textiles. This indicates that economy considerations act as inducement for purchasing textiles even in case of high income categories. Further, it is also observed that about 74 per cent of the I_1 income group purchased their clothing requirements through cash payments whereas 5 per cent went for credit purchases. About 21 per cent of them resorted to both the modes of purchases. When posed with the question that whether they would have purchased more had there been more credit facilities only 26 per cent of the respondents in the higher income category replied in affirmation indicating their averse to credit purchases.
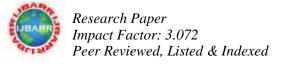
Table -3 Highest and Lowest Purchase Consideration for the Three Income Categories

Figure in per cents

Purchase Considerations	Highest		Lowest	
Budget	I_1	55	I_3	51
Preparation	I_2	43	I_1	36
Planning	I_2	24	I_1	21
Special Occasion	I_3	24	I_1	17
Anytime	I_1	62	I_3	53
Both	I_1	48	I_2	40
Reduction Sale	I_1	45	I_3	39
Special Price Offer	I_2	77	I_3	68
Cash Payment Avail Credit	I_3	38	I_1	26

In order to further peep deep into the various textile purchase considerations by all the three income categories, the sample expressions have been tabulated in Table 3. The result as shown in Table 3 indicates the textile purchase consideration of the sample households with highest and lowest figures for the three categories classified on the basis of income. Maximum number of sample belonging to the higher income category prefer budget preparation prior to the actual textile purchases, while buying on special as well as any occasions. Interestingly, they are keen to grab the opportunity of reduction sale and special price offer. In case of middle income group about 43 per cent prepare advance plan for their textile purchases and about 24 per cent buy on special occasions. As high as 77 per cent of the I_2 category make cash payment while purchasing their clothing requirements. Respondents belonging to the low income group give more preferences to any time purchase and are ready to avail credit for clothing purchases.

Conclusion

From this study it can be concluded that nearly half or the respondents are in the habit or papering budget for the household purchase and accordingly   making a textile allotment for the same. The purchase consideration is chiefly induced by the need driven motives, occasion-oriented and most of the purchases are rational. Economy in buying in another stimulant for the textile purchase. From the marketing standpoint this in implies that textile selling can be expanded considerably in the Indian marketing environment with the judicious mix of cash and credit sales .

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