

INFLUENCE OF PSYCHOLOGICAL FACTORS ON TEXTILE BUYING BEHAVIOUR

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Abstract

Psychological factors like preferring to purchase clothing with guarantee tag, preference for certain specific colours, buying textile materials of reputed textile mills, specific textile mill etc. considerably and markedly affect the buying habits and clothing behaviour of Indian consumers.

Keywords: Consumer, Clothing Behaviour, Textile.

1.Introduction

Clothing is the second skin .Each day brings in its wake newer fabrics with newer blends. In India's fast changing pattern of life and a growing trend towards smaller family units, it is necessary that every home-maker plans her budget well and buys intelligently. As first impressions formed depend mostly on the way one is dressed, and because of increasing socializing, utmost importance is being given to one's clothing on which an average consumer is certainly prepared to spend a little more than is expected. For the expression of the self, the attire of an individual undoubtedly plays a vital role. Peers and acquaintances judge him on the basis of his dressing pattern and accordingly social acceptance and recognition is accorded. In the present study an attempt has been made to study the various psychological factors considered by the different income levels while buying clothing .

2.Objectives of the Study

1. To study the opinion of the respondents on preference to the conditions of guarantee.
2. To study the preference of colour by various income groups.
3. To study the preference to purchase clothing requirements of reputed textile mills.
4. To study the preference to purchase textile products of a specific textile mill.

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)	71	28.4
	Middle age(30-40 years)	95	38.0
	Old(above40)	84	33.6
	Total	250	100.00
Gender	Male	185	74.0
	Female	65	26.0
	Total	250	100.00
Occupation	Service	201	80.4
	Professional	23	9.2
	Business	20	8.0
	Others	6	2.4
	Total	250	100.00
Annual Income	Low income (I ₃)	76	30.4
	Middle income (I ₂)	132	52.8

	High income (I ₁)	42	16.8
	Total	250	100.00

Source: Primary data

Guaranteed clothing Purchase

Under normal conditions, manufactures provide guarantee or warranty about their products so as to attract the attention of the consumers and motivates them to buying action. Textile manufactures, particularly of costly items resort to this marketing technique in order to infuse considerable confidence in the minds of the potential buyers. However, from the consumer point of view, such a guarantee facility is not always availed because of the performance matching the expectation level. Most often the availability of such guarantee facility results in the replacement of the fabric. Against such a theoretical contention, respondents were posed with a question whether they prefer textile and textile materials with the attachment of the 'guarantee' tag.

Table - 2 Preference to the Conditions of Guarantee

Response	I ₃	I ₂	I ₁	Total
Yes	73 (96.05)	128 (96.97)	40 (95.24)	241 (96.40)
No	03 (3.95)	04 (30.03)	02 (4.76)	09 (3.60)
Total	76	132	42	250

$$X^2_{d.f.2.0.05} = 1.23 \text{ NS}$$

Figures in Parentheses indicate percentages.

It is found from the study (Table 2) that almost all the sample families are of the view that they always prefer to purchase guaranteed materials from the known shopkeepers to be on the safer side. An overwhelming majority (more than 96 per cent) of the sample households preferred textiles with 'guarantee' tag. Even in the three income categories of I₁, I₂, and I₃ have been quite uniform in attaching significant importance to this 'guarantee' clause in textile purchases as is evident from Table 2. More specifically, 95.24 per cent in the I₁ category, 96.97 per cent in the I₂ category and 96.05 per cent in the I₃ category have expressed their opinion in favour of the 'guarantee' tag. The chi-square test when applied to the responses of the sample reveals that the preferences to the condition of guarantee is independent of income of the families.

Preference of Colour

Colour affects not only one's outward appearance but one's emotional or inner being as well. Colour can be a joy and satisfaction- a magic aid to creating a you that you are happy to present to view. Every individual at given times in life prefer certain colours than others. Responses of the respondents strongly favour such a contention which can be viewed from Table 3. As high as 74 per cent of the total sample opined in favour of specific preference of colour in their textile purchases. Respondents classified on the basis of income and their responses in the matter reveal that I₁ income group (85.71 per cent) is comparatively more concerned about specific preference of colour, closely followed by I₃ income group (82.89 per cent) and I₂ income group (65.15 per cent) respectively. Statistical test of chi-square test has been applied to the responses of the sample to arrive at precise conclusions. The null hypothesis is that there is no dependence between income and specific preference of colour while purchasing textiles. In other words, colour

Table 3, Preference of Colour

Response	I ₃	I ₂	I ₁	Total
Yes	63 (82.89)	86 (65.15)	36 (85.71)	185 (74.00)
No	13 (17.11)	46 (34.85)	06 (14.29)	65 (26.00)
Total	76	132	42	250

$$X^2_{d.f.2.0.05} = 12.109 \text{ Significant.}$$

Figures in Parentheses indicate percentages.

preference is not influenced by the income level of the family. As the calculated chi-square value at 5 per cent level of significance is more than the corresponding tabulated value, the null hypothesis is rejected. Thus we can conclude that preference to specific colour has got relationship with the income of families.

Rationality of Buying from Reputed Textile Mills

There is a general hypothesis that the textile materials of reputed textile manufacturers are invariably of good quality and standard materials. However, it is also presumed that they are comparatively of higher price. From Table 4, it is crystal clear that a majority of the respondents (more than 81 per cent) supported such a hypothesis whereas the rest of the sample comprising about 19 per cent do not subscribe to such a view. Table 4 indicates that among the various income categories, I₂ income group strongly believe the general hypothesis to the extent of 84.84 per cent followed by I₁ income group (83.34 per cent) and I₃ income group (73.68 per cent) and the variations are not statistically significant. This clearly indicate that notwithstanding the income variations, respondents belonging to

Table 4, Rationality of Buying from Reputed Textile Mills

Response	I ₃	I ₂	I ₁	Total
Yes	56 (73.68)	112 (84.84)	35 (83.34)	203 (81.20)
No	20 (26.32)	20 (15.16)	07 (16.66)	47 (18.80)
Total	76	132	42	250

χ^2 d.f.2.0.05 = 4.54 NS, *Figures in Parentheses indicate percentages.*
various income categories prefer to purchase their textile requirements exclusively of reputed textile manufacturers.

Purchases from Specific Textile Mill

People in general are not very much particular regarding the purchase of textile products of a specific make or particular mill. But those who show inclination particularly belong to higher income category. The opinions of the sample in the matter are presented in Table 5.

As is expected, it is observed that respondents belonging to high income strata (I₁) are more conscious (about 29 per cent) and choosy to purchase their textile requirements of specific manufacturers while in case of other income categories, it hovers in between 22 and 27 per cent as can be seen from the Table 5. But the differences in the opinions are not significant among the income groups as is established through the chi-square test. In other words, choice of specific mill while purchasing textile is not influenced by the income level of the families.

Table 5, Purchases from Specific Textile Mill

Response	I ₃	I ₂	I ₁	Total
Yes	17 (22.36)	36 (27.28)	12 (28.57)	65 (26.00)
No	59 (77.64)	96 (72.72)	30 (71.43)	185 (74.00)
Total	76	132	42	250

χ^2 d.f.2.0.05 = 0.892 NS, *Figures in Parentheses indicate percentages.*

Conclusion

From the study it can be concluded that almost all the sample families preferred textile with the 'guarantee tag' thereby indicating their distinct preference for quality and longevity. Nearly two-third per cent of the total sample opined in favour of specific preference of colour as colour affects outward appearance as well as one's inner being. Textile materials of reputed textile manufacturers are of higher price and is admitted by little more than two-third of respondents. Post-purchase satisfaction of early purchases usually make people loyal to specific textile mill. Consumer preference reports would be of immense help to the textile industry.

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