

# A Study on Factors Influencing Buying Decision of College Going Girls Towards Kurti

**Garima Tiwari**

Assistant Professor, Amity University Rajasthan

## Abstract

Nowadays the consumer attributes are changing very frequently, so to maintain the profit level or to be in stable position in the market is very important. The present study is to find out the attributes and preference of young girls who caters large mass of frequent shoppers in the apparel market for making purchase decision for kurties in Jaipur city. Jaipur is soon to be a metro city in India, is one of the most happening markets, which is attracting many investors to invest here for the business. Therefore, this study will be serving as a beneficial tool to get the basic information about the preference of design element and factors like price & quality for new entries and present players in the production of kurties in Jaipur.

## Keywords

Consumer, Preference, Attributes Competition

## I. Introduction

It is very important to comprehend and recognize the needs of consumers for the success of business organizations. Marketing people are constantly examining the criteria and patterns of the factors affecting the buying decisions to predict the future success by producing the required products by the consumers. "Consumer behaviour is the decision-making process and physical activity involved in acquiring, evaluating, using and disposing of goods and services. The process of buying starts in the mind of a consumer, which leads to finding the relative advantages and disadvantages of finding the product." (Khan, 2006) After the process of decision-making is followed and then the post-purchase behavior, which is also very important, because it gives a clue to the marketers whether his product has been a success or not. On this stage, the need arises to understand the demands of different consumers, which require in depth study of internal and external environment, which is then used for product designing.

Manufacturers and marketers need to gain a deeper understanding of consumer and shopper behavior (going beyond traditional consumer/market research), and then work out the appropriate value proposition and delivery channels for their basket of goods and services (Businessworld's Marketing Whitebook, 2012-13). Although the apparel industry seems to be in the maturity stage and growth is slow, fashion trend cycles are accelerating – nowadays the average successful clothing trend lasts for a short span of time i.e. Six to twelve weeks hence to gain from the situation is all the more difficult and challenging in nature. There has been an unprecedented trend of presence of more and more brands because of which there is a competitive environment that was unheard of in the past. There is a noteworthy trend of females emerging as a major change and is considered to be the most important consumer, mainly because they have joined the labor market and there is a major rise in their disposable income (Ernest J North, 2003).

Apparel products are composed of many physical attributes, their preferences may depend on the joint influence of factors that includes price, design, prints, colors, quality and brand.

The objective of this study is to find and analyze young girls as target customer's apparel purchasing decisions, based on physical

and financial attributes. With the help of these findings, marketers or producers of kurties for girls can gain a better understanding and idea of decision-making process young girls and to predict the future actions of these consumers when it comes to purchase of kurties.

Jaipur the capital of Rajasthan is popularly known as the Pink City with broad avenues and spacious gardens. The capital of Rajasthan, Jaipur is steeped in history and culture. The bustling bazaars of Jaipur, famous for Rajasthani jewellery, fabric and shoes, possess a timeless quality and are surely a treasure-trove for the shoppers.

Jaipur is considered as the first planned city of India. It was planned by a Bengali architect, Vidhyadhar Bhattacharya in accordance to Shilpa Shastra (the science of Indian architecture). The rich heritage culture and traditional art and crafts work is a forte of Jaipur textile market. Specificity can be found here for textile prints, embroidery and different surface embellishment techniques like patch work, gota-patti work, aari-taari. The village of Sanganer near Jaipur has been a major centre for very fine block-cutting and printing. Almost 500 years' old, Sanganeri printing gained high popularity in the 16th and 17th centuries in all European countries with its Calico prints and became one of the major exports of the East India Company. Ajrakh -Patterns & Borders explores this popular abstract, geometric patterned cloth by revealing the complex technical processes and fascinating history of fabric that continues to trade worldwide.

## II. Literature Review

Consumer market for fashion apparel has become more varied by in surge of designer brands, store brands, personalization, customs and advertisement in the global market place of today. A clear understanding of preferences of consumers will help the marketer to attract and maintain their target consumer group. The purpose of this study is to examine Indian female consumers buying behaviour and deeply understand the key factors of branded clothing, which influence female consumers' involvement towards stylish branded clothing. (Namita Rajput, 2012 )

Women, particularly women workforce are vital part of buying behaviour. It has been found that working women are more involved with the purchasing activities. They are more price conscious as compared to the non working married women. It has also been found that working women are more Store loyal than non working married women. In case working women are more quality conscious than non working married women. But non working unmarried women are quality conscious. This study also prevails that there is a significant difference in buying behaviour of working women depending on what type of organization they work. (Guha, 2013)

It created a curiosity to us to find out which group really differing on the opinions. By the help of Post hoc we found out that the dependent differ the opinion among other class. It may be due to the decisions taken by youngsters. Every person plays multiple roles in their daily life, professional role or social role. Each of these roles has a certain effect on consumers buying behavior. Each role has a particular status in society and consumer behavior is

considerably depended on the status factor. If the marketers easily understand the factors that mainly influence in buying decision the sales can be increased a lot. (A.H.Hemanth Kumar S.Franklin John, September 2014)

To satisfy the needs and wants of the target customer is the main objective of marketing. Consumer behaviour is a subject that deals with the factors that affect the buying behaviour of a consumer. It gives a clear idea that how consumer select, buy, use and dispose of product, service, ideas or experiences to satisfy needs and desires. (Kotler, 2001)

The preference of consumers for readymade outfits even for branded apparels is fast changing caused by the creation of personality and status with the quality and comfort they deliver. Due to the increased awareness and consciousness, people are ready to spend any price for comfort and quality. Intense era provide high quality materials and lot of variety in Indian garment market to satisfy the desire of customers. The customers are also utilizing the opportunity too. The results confirm that Indian people have become highly brand conscious presently. Hence, brand image is a not a significant factor in choosing the product or brand to buy. (Namita Rajput S. K., April 1, 2012)

Constantly monitoring these differences enables the mall managers to draft need based strategies. In this study as the male hang outs are more the managers should promote masculine aspects of shopping to trigger the impulse purchase. Similarly, to increase the frequency of women shoppers' mall managers should draft the strategy that encompasses more of hedonic elements. To build positive attitude of men and women towards mall continuous assessment of various variables like quality, price, tenant variety and mall environment is required, as wide range of consumers with difference in taste and preference have to be addressed. (V. Sujatha, April 2015)

Modern day marketers have a tremendous opportunity to connect to women in a better way with the products they buy and the media technologies they use to make a positive impact in their lives. After a strong and immense growth in 2010, internet retailing just came shining ahead of all other retailing channels and emerged as a strong winner even after recession, driven by shifting consumer attitudes and mindsets. Remarkable transformation in economic independence, better access to education, better and improved career opportunities and higher pay scales in both developed and emerging economies have been some of the major factors responsible for the transformation of women into smart and intelligent consumers. (Deblina Saha Vashishta, 2011)

The purpose of this section is to review the theories and concepts that help to find the base of this study. Consumer behaviour is the study of how individuals spend their available resources on consumption-related items. It includes the study of what they buy, why they buy it, when they buy it, where they buy it, how often they buy it, and how often they use it. (Leon Schiffman, 2009)

The purpose of this study was to investigate whether quality proneness and demographic variables were predictors of female consumers' brand orientation. A national random sample of 1,000 female consumers, ages 25—44, was sent questionnaires, resulting in a 43 percent ( $n = 383$ ) return rate. Quality proneness, annual apparel expenditures, and type of store shopped were found to be significant ( $p < .05$ ) predictors of brand orientation. Results will benefit retailers and apparel manufacturers in identifying targetable market segments for their brand- name products. (Patricia Huddleston, 2009)

Generally, every day consumers make many buying decisions. Most of the companies always do the market research to find out the

existing buying behaviour of the consumer. Kotler and Armstrong (2001) conducted a study to find out the answers to the following queries-what consumers buy, how they buy, what and from where they buy, etc. Consumer purchases are influenced strongly by cultural social, personal and psychological characteristics. For most of the factors, the marketers cannot control them, but they account it to take before making any decision. (Principles of Marketing, 2001)

Generation Y (individuals ages 14–31 in 2008) are in the marketplace with the numbers and the purchasing power to have an unprecedented impact on the economy. Despite the potential of this group as a whole, especially the middle-aged members of this generation (ages 18–22) who are in the highly coveted college-student market, much is unknown about the motivations behind these individuals' consumption behavior and preferences. This study attempts to address this gap in the literature by exploring the antecedents of the consumption behavior of college-aged Generation Y individuals. The findings indicate that issues relating to socialization, uncertainty reduction, reactance, self-discrepancy, and feelings of accomplishment and connectedness drive Y consumers' product purchases and retail patronage. This article discusses these issues as well as their theoretical and managerial implications. (Stephanie M. Noble, June 2009)

Clothing is an important part of women's life and plays a major role in building the female identity and status. Cloths help the women to enhance their confidence and strengthen their self-esteem. Clothing is referred to as specialty good since consumers often make an effort for seeking out the garment that they require. Most of the female focus on product attributes, fashion trends and other factors related to social or psychological needs of the customer. These characteristics help them to choose their cloths according to their preference and it also suits with tradition and culture. (Nirbhan Singh, 2013)

### III. Objectives of Study

- To find out the important attributes of young girls while making buying-decision for Kurties.
- To find out the young girl's preference in design, types of fabric, style, quality of kurties.

### IV. Research Design

The data has to collect through questionnaire method. The sample size is 100 girls falling under the age group of 18-22 years. The locale of study was selected Jaipur city through convince method (young college going girls).

Research design is a comprehensive master plan of the research study to be undertaken, that explains about the methods to be used in the conduction of the study. It is a framework or a blue print for research study, which guides the collection and analysis of the data.

Research design is classified into three categories; exploratory, descriptive and casual research design. (Kothari, 2004)

In the present study, researcher has used the method of exploratory research design. The main aim of exploratory research design method is to formulate a problem in more precise investigation. The major emphasis of such studies is just to develop an idea or insight about problem to be solved.

### V. Analysis and Interpretation

These questions were asked from the girls of the age group 17-22years through questionnaire and personal meet for the required collecting information. It has given the clear idea about the need

and preference of attributes of young girls while making buying decision for kurties in terms of style, design, colors, fabric and fashion.

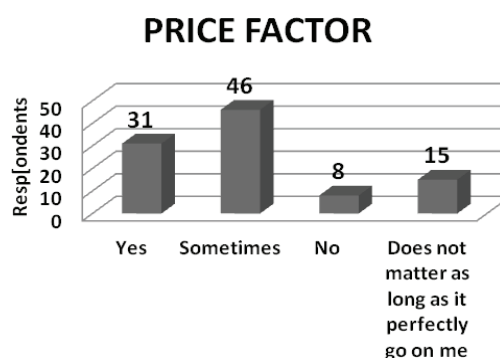
**1. When did you made purchase for kurti?**

According to the survey last time purchase of kurti, 12 respondents says that they had purchased kurti last year, 16 says last 15 days, 26 says last week and 46 says last month.



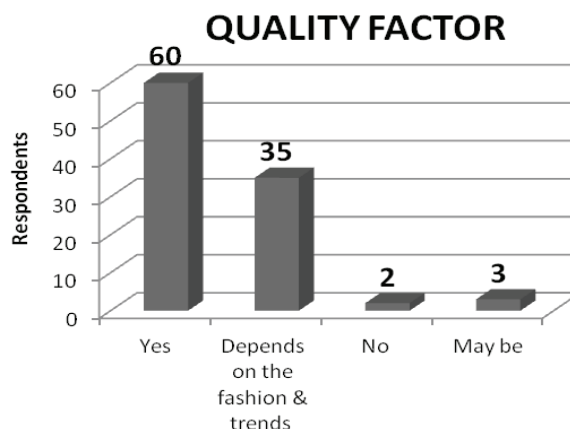
**2. Does price factor affects your buying decision for kurti?**

The graph represents the price factor affecting the purchasing decision of young girls in Jaipur for kurties. According to the survey 46% respondents says that sometimes price factor does affect their buying decision followed by 31% respondents who says yes price factor affects, 15% says does not matter as long as kurti suits them, and 8% says price factor does not make any difference in their purchase decision.



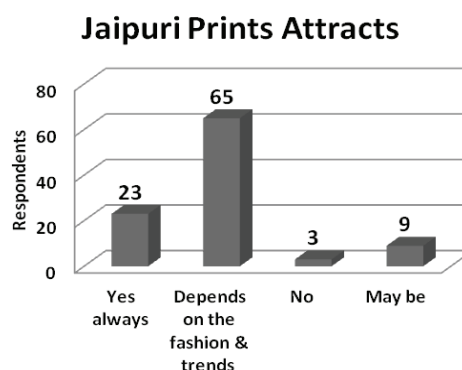
**3. Does the quality factor affects your buying decision for kurti?**

The data shows that 60 respondents says that the quality factor matters for them while making decision of buying kurti, 35 respondents says that it depends on the fashion & trends, 2 respondents says quality factor never affects their buying decision, and 3 respondents says it may be affects their buying decision.



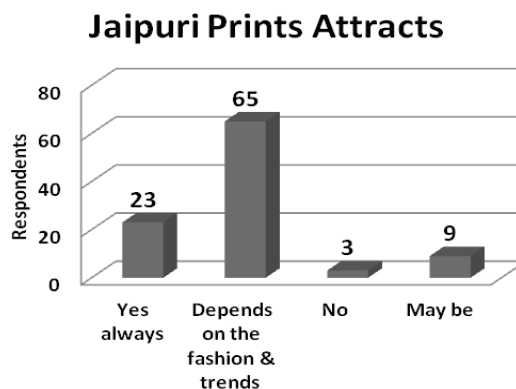
**4. What style of silhouette do you like in kurties?**

The graph represents the preference of young girls in Jaipur for the silhouettes in kurti, which affects their purchasing decision. 67% of respondents say they prefer straight kurti when purchasing is to be made, followed by 16% for Anarkali Style kurti, 13% for A-line kurti and 4% for Angrakha style kurti.



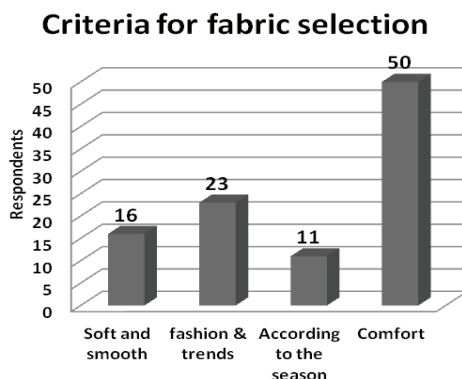
**5. Does the jaipuri prints attracts you in making buying decision for kurti?**

The graph represents the attraction of young girls toward jaipuri print. According to the survey maximum number of young girls that is 65% says that the attraction towards jaipuri prints depends on the fashion and trends, 23% respondents says that jaipuri prints attracts them always, 9% says may be sometimes they are attracted, and 2% says no for the attraction towards jaipuri prints.



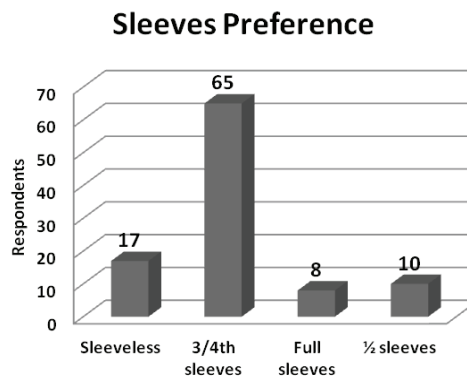
**6. What are the criteria you follow for fabric while making purchase of kurti?**

The graph represents the criteria of fabric selection in kurties by young girls. 50% young girls say that the comfort is the most important preference when choice is to be made in terms of fabric of kurti. 23% respondents says it depends of fashion and trends followed by 16% who says soft and smooth is the criteria for selection, 11% says their selection for fabric selection in kurti depends on season.



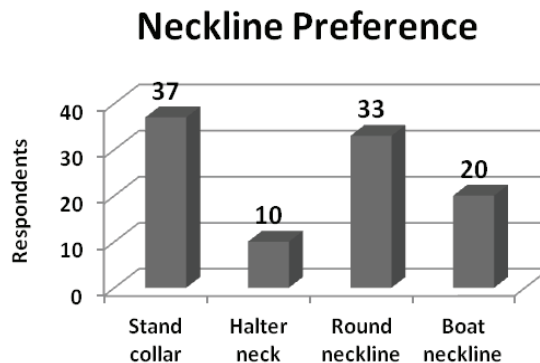
**7. What style elements in terms of sleeves do you like in kurties?**

The graph represents the preference of young girls in terms of sleeve length. 65% of respondents says the 3/4th sleeves in kurties are most proffered followed by 17% respondents who says sleeveless kurties, 10% for half sleeves and 8% for full sleeve length.



**8. What style necklines do you like in kurties?**

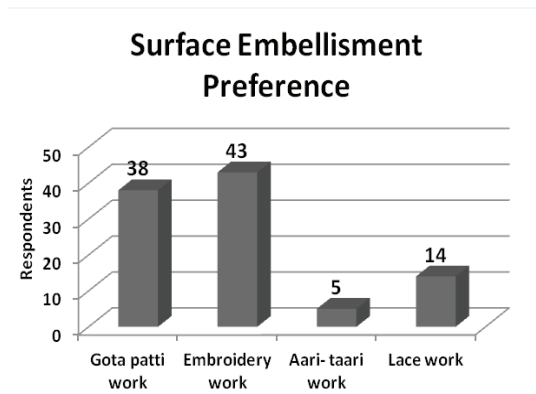
The graph indicates the neckline preference of young girls in Jaipur. 37% of young girls preferred stand collar in kurties followed by 33% respondents said they prefer round neckline, 20% boat neckline and 10% says halter neck is preferred when making purchase decision for kurties.





### 9. What type of surface element do you like in kurties?

The graph represents the preference of young girls for surface embellishment or ornamentation on kurties. 43% young girls says the prefer embroidery as embellishment kurties followed by 38% respondents for gota patti, 14% for lace work and 5% for aari-taari work on the kurties.



## VI. Conclusion and Implications

The result analysis clearly shows that young girls in Jaipur understand their needs and preferences. Young girls cater a large mass of customers who buys kurties from the market keeping fashion and trends in their mind. It is very important for marketers in Jaipur to know the buying trends among young girls to earn profit and to increase sell for their business.

### Attributes of young girls while making buying-decision for Kurties:

1. Majority of respondents said that they had purchased kurti last month this shows that the purchasing cycle for kurties among young girls is one month approximately. Therefore, there is a need for retailers or manufacturers to renew their collection of kurties on monthly basis in order to maintain the interest of young girls so that they could visit again for purchasing.
2. Price factor is an important element that affects the purchasing decision of young girls in Jaipur. As maximum number of girls said that, the price for kurties does affect purchasing decision, as they are young and make purchase by pocket money they get from their parents. Therefore, it is need to maintain the price level for kurties neither too high nor too low.
3. Quality factor is another attribute that strongly affects the purchasing decision of young girls. According to the survey majority of girls gave preference to the quality of kurties. Hence, there is a need for retailers and manufacturers to concentrate on quality factor to maintain the selling in their business.

### Preference in design & style of kurties in Jaipur by young girls:

The design elements nowadays are very important when it comes to young blood of our society, especially young girls. While making purchasing decision young girls minutely examine each design element in apparel and after full satisfaction they make the final decision. Hence, design and styles in kurties are very important for young girls in Jaipur.

1. Between straight, A-line, Anarkali and Angrakha silhouette of kurties, young girls in Jaipur preferred straight kurti style as they find it as classic fashion, which is suitable for all purposes may it be function, interview or college presentation in college. Therefore, there is a need for manufacturers to concentrate on production of straight-line kurties.
2. Jaipuri prints include block prints, bagru prints, sanganeri

prints and many more, according to the survey young girls of Jaipur only prefer to make purchase the jaipuri printed kurties if they are in present trends and fashion. They do not want monotonous prints; young girls prefer other prints also like abstract, floral, checks, etc. therefore manufacturers of kurties should not only concentrate on jaipuri prints but also on contemporary prints.

3. Fabric selection is important while making purchasing decision for young girls in Jaipur. They select fabric in kurties according to the comfort factor. Comfort is the first priority for the young girls in Jaipur. Therefore, manufacturers and retailers should make the product accordingly.
4. In terms of sleeves as a design element, young girls in Jaipur preferred 3/4th sleeved over half or sleeveless kurti. The found reason in the survey was to protect themselves from sunlight and 3/4th sleeves give the sense of elegance. Hence, the manufacturer should design the kurties as per the preference of young girls to maintain the profits for their business.
5. Neckline of the kurti is the main element of focus in kurties. According to the survey, mixed result was obtained in terms of neckline preference of young girls in Jaipur for kurties. Stand collar and round neckline was mostly preferred by the respondents but halter neck and boat neck was also found interesting according to the survey, this shows that the respondents are not resistive towards the neckline experimentation in kurties.
6. Traditionally Jaipur is famous for the ornamentation and embellishment techniques on fabrics. Gota patti, aari taari, embroideries, and many more are ought to be happen here only. When it comes for the preference, the new generation girls preferred embroideries as surface embellishment because it reflects the delicateness and elegance in the dressing style.

## References

- [1] A.H.Hemant Kumar S.Franklin John, S., "A Study on factors influencing consumer buying behavior in cosmetic Products", International Journal of Scientific and Research Publications, pp. 1-6, 2014.
- [2] Businessworld's Marketing Whitebook, 2012-13.
- [3] Deblina Saha Vashishta, S. S., "Female Adolescents and Young Adult Consumers' Affinity for Online Flash Sales Concept in India: A Triangulation Approach", Indian Journal of marketing, pp. 46-58, 2011.
- [4] Ernest J North, R. B., "The importance of apparel product attributes for female buyers", Journal of Family Ecology and Consumer Sciences, Vol. 31, 2003.

- [5] Guha, D. S., "The changing perception and buying behaviour of women consumer in Urban India", *Journal of Business and Management*, pp. 34-39, 2013.
- [6] Khan, M., "Consumer behaviour and Advertising management", New Age International (P) Ltd., Publishers, 2006.
- [7] Kothari, C., "Research Methodology", New Age International (P) Ltd., Publishers, 2004.
- [8] Kotler, P., "Marketing Management", Pearson Custom Publishing, 2001.
- [9] Leon Schiffman, L. K., "Consumer Behavior", (10th Edition), 2009.
- [10] Namita Rajput, S. K., "Consumers' Attitude towards Branded Apparels: Gender Perspective", *International Journal of Marketing Studies*, 2012.
- [11] Namita Rajput, S. K., "Dynamics of Female Buying Behaviour: A Study of Branded Apparels in India", *International Journal of Marketing Studies*, pp. 121-129, 2012.
- [12] Nirbhan Singh, R., "A COMPREHENSIVE STUDY ON FEMALE BUYING BEHAVIOUR FOR APPAREL SEGMENT IN COIMBATORE", *International Journal of Textile and Fashion Technology*, pp. 67-82, 2013.
- [13] Patricia Huddleston, N. L., "Female Consumers' Brand Orientation: The Influence of Quality and Demographics", *Home Economics Research Journal*, pp. 255-262, 2009.
- [14] G. A., "Principles of Marketing", 2001.
- [15] Stephanie M. Noble, D. L., "What drives college-age Generation Y consumers?", *Journal of Business Research*, pp. 617-628, 2009.
- [16] V. Sujatha, B. P., "Gender Difference in Mall Shopping Behaviour at Chennai city", *Indian Journal of Applied Research*, pp. 106-108, April 2015.



Garima Tiwari is currently working in Amity University. She received her master's degree (with gold medal) in garment production & export management from The IIS University, Jaipur. She did her Graduation in Fashion Technology from International College for girls, Jaipur (affiliated by Rajasthan University) and was a merit holder throughout. She was associated with Jayoti Vidyapeeth women's University Jaipur for 6 months as Lecturer. She has organized workshop and events in her university and polytechnic colleges.