

EXAMINE THE DIMENSIONS INFLUENCING APPAREL BUYING BEHAVIOUR OF WORKING WOMEN

AMANDEEP KAUR

Department of Fashion Design, Graphic Era Hill University, Dehradun, Uttarakhand,
India 248002

ABSTRACT

The market for clothing aimed specifically towards women has grown in recent years. They place a premium on garments, and this has led to a shift in consumer habits. The research was place in Jaipur, the state capital of Rajasthan. The samples were chosen using a method of sampling that required little effort. Percentages, averages, and correlations were used in the analysis of the data. Retailers, business owners, and merchandisers would benefit greatly from the study's results because of the new information it will reveal on consumers' habits and motivations when purchasing clothing.

Keywords: Dimensions, Influencing, Behaviour and Working Women

INTRODUCTION

The final customer's shopping habits are referred to as "consumer buying behavior" in the context of clothing. Consumers' decision-making processes, buying behaviors, brand preferences, and favorite stores all depend on a wide variety of personal circumstances, specifics, and features. These elements combine to form a consumer's purchasing behavior. A customer's purchase decisions are affected by a variety of variables, some of which fall under the headings of psychology, personality, and culture.

The term "consumer behavior" refers to the mental and physical actions taken by consumers. The study of when, where, and why consumers make purchases. There are a number of important variables of garment buying behavior, and they may be broken down into the following categories: customer characteristics, promotions, reference groups, store qualities, and product characteristics.

These characteristics account for a great deal of the variation in women's behavior. However, this does not imply that all women of the same age or socioeconomic class are identical. Personality, which differs from person to person, also plays a role. Many different socioeconomic and cultural aspects impact consumer preferences in clothing. Most businesses might benefit from re-categorizing their female customers in order to better serve them. Since different professional women have different needs, a one-size-fits-all approach may not be viable in the future. If manufacturers of clothing care for their division, they will learn about each part and design clothing accordingly. Whether intended or not, what one wears may be seen as a reflection of, an expression of, or an enhancement of, that person's character. The clothing industry has grown in significance for modern working women. Working women's clothing purchasing habits stand out because they invest more time and money into selecting their clothing and are pickier about what they wear.

A person's personality is an outward manifestation of their inner nature, including their beliefs and values. Different people's responses to the same situations may be attributed to their unique personalities. When faced with danger, even those in peak physical condition may react differently. Some people can remain cool under pressure, while others are easily frightened by normal, daily events. Such variation in behavior and character is crucial to the long-term health of a species. Personality is the unique combination of an individual's emotional, cognitive, and behavioral quirks. There are two main foci in the study of personality: Personality traits like irritation and sociability, among others, are understood. The other person recognizes the interconnected nature of a human being.

LITERATURE REVIEW

M.N. Najihahat.et.al (2018), explored the motivations behind students' preference for online garment purchasing at University Sultan Zainal Abidin (UniSZA). The survey found that students were driven to shop online for clothing because of the convenience it offered.

Ritu Singh et.al (2021), focused on the shopping habits of women in Lucknow, India, and found that factors such as income, education, age, and employment all have a role in how a potential customer perceives a certain shopper. Culture, custom, and special events all have a significant impact in shaping women's purchasing decisions.

Ankita Pareek et.al (2021) This research was conducted before and after covid-19 to see how working women shopped for clothing online. When the epidemic first started, people shopped online less because they missed being able to handle the products before buying them. However, now that they know products can be delivered to their homes by courier, they prefer to do so.

Priyanka choudhary et.al (2019) The market for clothing aimed specifically towards women has grown in recent years. They place a premium on garments, and this has led to a shift in consumer habits. Studying the clothing choices of Indian working women can help researchers learn more about the shopping habits of Indian consumers as a whole. A total of 480 working women, ages 26–35, 36–45, and 46–55, participated in the research. The research was place in Jaipur, the state capital of Rajasthan. The samples were chosen using a method of sampling that required little effort. The use of percentages in data analysis was undertaken. The majority of working women across all three age groups shop for new clothes on a monthly basis, according to the data. The decisions of their loved ones had an impact on them. This research will help us better understand consumer behavior and will provide business owners, brand managers, and merchandisers valuable information on what kinds of clothes people like to purchase.

Dr. K. Komalavalli et.al (2022) People all throughout the globe shop often for anything from necessities to luxury items. Men and women buy in extremely different ways because of their gender. Women are more likely to go shopping than men are because, unlike men, women see clothing buying to be a form of self-expression, imagination, and relaxation, making it an integral component of their shopping plans. In all, 213 working women in Chennai City were surveyed for this research. In this study, researchers used statistical methods to examine the data and draw the

conclusion that three variables significantly influence the buying habits of professional women.

METHODOLOGY

A well-thought-out methodology ensures that any study may be repeated with the same results. The samples for this investigation were selected using a sampling method that was both quick and easy to implement. The sample includes 160 working women in each of the following age ranges: 26–35, 36–45, and 46–55. The present investigation's independent and dependent variables are as follows:

Variable in control:

- Individuality traits
- Age

Theoretical framework:

- Shopping for Clothes Behaviour

Cronbach's alpha was used to assess the consistency of the instruments used for measurement. Cronbach's alpha for each of the five dimensions is listed below. The results of Cronbach's alpha suggest that the questionnaire may be trusted. Various statistical methods were used to the collected data, which was then coded, tabulated, and examined. Mean, standard deviation, and the coefficient of correlation were utilized, along with other statistical methods.

DATA ANALYSIS

TABLE 1 MEAN AND STANDARD DEVIATION OF PROMOTIONAL FACTORS IN DIFFERENT AGE GROUPS

Promotional Factors Indicators	26-35 years		36-45 years		46-55 years	
	Mean	SD	Mean	SD	Mean	SD
Marketing techniques	3.36	0.90	3.38	0.85	3.49	0.70
Pricing technique	3.1	0.99	3.31	0.88	3.33	0.82
Social media advertisements	2.85	1.00	2.79	0.83	2.85	0.77
Celebrity endorsement	2.48	0.91	2.38	0.81	2.5	0.79
Fliers/poster	2.57	0.82	2.85	0.79	3.01	0.76
Pleasant ambience	3.19	0.99	3.28	0.88	3.16	0.67
Visual display	3.28	1.03	3.67	0.77	3.31	0.87

Table1 summarizes the mean and standard deviation of indices measuring women's professional advancement. The mean choice for marketing strategies is 3.36 (SD=

0.90) among those aged 26–35, whereas the mean preference for celebrity endorsement is 2.48 (SD= 0.91). For those between the ages of 36 and 45, the mean value for visual display is 3.67 (standard deviation = 0.77), whereas the mean value for celebrity endorsement is 2.38 (standard deviation = 0.81). For women aged 46 to 55, the mean value for marketing strategies is 3.49 (SD= 0.70), whereas the mean value for celebrity endorsement is 2.5 (SD= 0.79).

The data also show that women between the ages of 46 and 55 are the most likely to favor marketing strategies (M= 3.49, SD= 0.70), followed by those between the ages of 36 and 45 (M= 3.38, SD= 0.85) and those between the ages of 26 and 35 (M= 3.36, SD= 0.90). Women between the ages of 46 and 55 had the greatest mean (M=3.33, SD= 0.70) when it comes to pricing strategies, followed by those between the ages of 36 and 45 (M=3.31, SD= 0.88) and 26 and 35 (M=3.1, SD= 0.99). The results also show that those aged between 26 and 35 give social media the most importance, followed by those aged between 36 and 45 (M=2.79, SD=0.83).

Those aged between 46 and 55 give social media the least importance. Women between the ages of 46 and 55 are the most likely to say that they trust celebrity endorsements to help them identify and remember businesses (M= 2.5, SD= 0.79), followed by women between the ages of 26 and 35 (M= 2.48, SD= 0.91), and finally women between the ages of 36 and 45 (M= 2.38, SD= 0.80). Women aged 46–55 years had the greatest impact on flyer and poster distribution (M= 3.01, SD= 0.76), followed by those aged 36–45 years (M= 2.85, SD= 0.79) and those aged 26–35 years (M= 2.57, SD= 0.82). Women between the ages of 36 and 45 are the most likely to say they would rather shop somewhere with a good ambiance (M= 3.28, SD= 0.88), followed by those between the ages of 26 and 35 (M= 3.19, SD= 0.99) and those between the ages of 46 and 55 (M= 3.16, SD= 0.67). Women between the ages of 36 and 45 place the highest value on the store's visual display (M= 3.67, SD 0.77), followed by those between the ages of 46 and 55 (M= 3.31, SD= 0.87) and those between the ages of 26 and 35 (M= 3.28, SD= 1.03).

Younger women, according to the results, are more likely to use promotional offers like buy one get one free when shopping for clothing. Promotional offers on social media advertising tend to have a greater impact on younger women shoppers since they are more likely to be interested in the latest fashion trends and styles. Since adolescents care more about making a statement and earning acceptance from their peers, they are influenced by sales and coupons while making clothing purchases, say Rajput and Khanna (2014). Overall store ambiance, mood, and visual presentation are potent stimulants for women consumers and push them into a store, especially those shoppers in the middle age range.

Middle-aged women, who have been demonstrated to be more sensitive to and affected by visual cues, are the focus of a Modern women have been found to be more receptive to the informative details provided in advertisements This makes women of all ages susceptible to the persuasive effects of marketing strategies, social media, celebrity endorsements, pricing strategies, and print media promotional offers in the form of fliers & posters. In this manner, the promotional offers are relevant to ladies of advanced age. It was shown that older women's clothing purchases were influenced by the celebrities' image they associated with the brand. They are more likely to buy the brand's clothing after seeing it on a famous face older women are more susceptible

to sales tactics such as price cuts, buy one get one free offer, and other similar promotions. According to research consumers are influenced to make purchases of clothing when discounts are offered.

TABLE 2 MEAN AND STANDARD DEVIATION FOR STORE ATTRIBUTES DIMENSION IN DIFFERENT AGE GROUPS N=480

Store Attributes Indicators	26-35 years		36-45 years		46-55 years	
	Mean	SD	Mean	SD	Mean	SD
Wide variety of stock	3.95	0.91	4.1	0.75	3.8	0.86
Stock availability	3.99	0.81	3.97	1.01	3.91	0.86
Organized interior layout	3.26	0.96	3.42	0.79	3.43	0.92
Availability of parking	3.70	1.07	3.89	0.66	3.85	0.67
Card facility	3.7	1.17	3.9	0.75	3.71	0.82

Indicators of the store characteristics dimension, including mean and standard deviation values for employed women, are shown in table 2. The mean (3.99, SD= 0.81) for stock availability at clothing stores is highest in the 26-35 age range, while the mean (3.26, SD= 0.96) is lowest. The availability of a card facility in a shop had the lowest mean value (3.9, SD= 0.75) among those aged 36 to 45, whereas a store that retains a broad range of products received the greatest mean value (4.1, SD= 0.75). The average score among shoppers aged 46 to 55 was 3.99 (standard deviation = 0.81), with the lowest score going to stores with an organized interior plan (3.43, standard deviation = 0.92, respectively).

According to the data, women aged 36–45 are the most likely to favor a shop with a large selection (M= 4.1, SD= 0.75), followed by those aged 26–35 (M= 3.95, SD= 0.91) and 46–55 (M= 3.8, SD= 0.86). Stock availability is greatest for women between the ages of 26 and 35 (M= 3.99, SD= 0.89). Following that are those between the ages of 36 and 45 (M= 3.97, SD= 1.01) and 46 and 55 (M= 3.91, SD= 0.86). The data also show that women between the ages of 26 and 35 are the least likely to find a store's interior well-organized (M= 3.26, SD= 0.96), while women between the ages of 46 and 55 are the most likely to feel this way (M= 3.43, SD= 0.92; see also: women between the ages of 36 and 45). The results also show that shoppers prefer stores with parking lots most when they are between the ages of 26 and 35 (M= 3.70, SD= 1.70) and between the ages of 36 and 45 (M= 3.89, SD= 0.66). Shops that accept credit cards are more likely to be patronized by women aged 36 to 45 (M=3.9, SD=0.75). Women aged 46–55 (M= 3.71, SD= 0.82) and those aged 26–55 (M= 3.7, SD= 1.17) follow. Younger women, according to the data, prefer to shop at establishments that sell a wide range of sizes, since they are less likely to settle for an item just because it fits. According to Rajput and Khanna (2014), women like having a large selection of clothing options at their disposal while shopping.

The convenience of parking and a card facility is very important to middle-aged ladies. Because these are the reasons, information sources, and criteria that middle-

aged women employ while shopping for clothing, a store's assortment of items matters. According to research a store's attractiveness is influenced by a number of factors, including its window and product displays as well as its attractive layout. research on customer preferences in retail shop qualities corroborate these findings. Women are more influenced by their emotions, and the atmosphere of a store has a significant impact on their purchasing decisions. They anticipate the social gathering with optimistic anticipation because they see clothing shopping as a pleasurable, happy, and hedonic activity.

TABLE 3 MEAN AND STANDARD DEVIATION OF APPAREL BUYING BEHAVIOUR OF WORKING WOMEN IN THREE AGE GROUPS N =480

Apparel Buying Behaviour Dimensions	26-35 years		36-45 years		46-55 years	
	Mean	SD	Mean	SD	Mean	SD
Consumer Characteristics	3.2	1.19	3.26	1.04	3.19	0.97
Reference Groups	2.69	1.03	2.89	0.88	2.99	0.87
Product Attributes	3.41	1.23	3.40	0.99	3.74	0.93
Promotional Factors	2.97	1.00	3.75	0.92	3.09	0.83
Store Attributes	3.86	0.85	3.7	1.05	3.75	0.81

In the table above, we see the average and standard deviation for three groups of working women throughout age. Among those aged 26 to 35, the mean for store qualities is the greatest (at 3.85, with a standard deviation of 0.85), while the mean for reference groups is the lowest (at 2.69, with a standard deviation of 1.03). The mean value for promotional factors in the 36-45 age range is 3.75 (SD=0.92), whereas the mean value for reference groups is 2.89 (SD=0.88). According to the data, between the ages of 46 and 55, the mean for store qualities is the greatest (3.75, SD=0.81) and the mean for reference groups is the lowest (2.99, SD=0.87).

The data above shows that for younger working women, the key factor in deciding where to shop for clothes is the characteristics of the stores themselves. The importance of retail qualities increases with age, whereas the importance of promotional aspects decreases. The findings are consistent with those of who similarly discovered that the primary aspects of garment purchasing behavior are promotion, reference groups, and shop groups. found that consumers with diverse buying orientations exhibited unique traits and behaviors, such as having a diversified informational base. The most important element in determining where people shopped for clothes was the availability of certain brands in a certain store.

TABLE 4 CORRELATION BETWEEN PERSONALITY TYPE AND DIMENSIONS OF APPAREL BUYING BEHAVIOUR N=480

		E	A	C	N	O
CC	Pearson Correlation	0.142	.347**	.303**	-0.14	.401**
	Sig. (2-tailed)	0.074	0	0	0.076	0
RG	Pearson Correlation	0.119	-0.027	0.105	.191*	0.03
	Sig. (2-tailed)	0.135	0.733	0.185	0.016	0.705
PA	Pearson Correlation	.350**	.326**	.402**	-0.066	.356**
	Sig. (2-tailed)	0	0	0	0.407	0
PF	Pearson Correlation	0.092	-0.138	-.220**	0.126	0.044
	Sig. (2-tailed)	0.247	0.081	0.005	0.113	0.577
SA	Pearson Correlation	.221**	.375**	.338**	-0.007	.275**
	Sig. (2-tailed)	0.005	0	0	0.93	0

** . Correlation is significant at the 0.01 level (2-tailed)

* Correlation is significant at level of 0.05 level (2- tailed)

CC- Consumer characteristics, RG- Reference groups, PA- Product attributes, PF- Promotional factors SA- Store attributes

E- Extraversion, A- Agreeableness, C- Conscientiousness, N- Neuroticism, O- Openness to experience

The correlation between the variables, provided in the previous table, indicates the strength of the relationship between them. There is a substantial correlation between personality traits and consumer demographics, product qualities, and store amenities (all except Neuroticism, as seen in the table). There is a positive relationship between neuroticism and the norm. Extroversion, agreeableness, conscientiousness, and openness to experience all have favorable correlations with product traits, but neuroticism has a negative one. Therefore, one's own collection of personality attributes influences the range of one's clothing-buying habit.

People that are outgoing tend to have better experiences in shops and with items. Women who are more extroverted tend to worry about their social lives, confidence, assertiveness, enthusiasm, and enjoyment. Those that are more outgoing by nature are more likely to strike up conversations and keep the mood light when they're with other people. Those that excel in this quality are unflappable optimists who are also resourceful, active, and friendly. Factors indicative of the state of the clothing industry, such as product brand, value for money, and readiness to spend more for higher-quality apparel, have an effect on those who score well on this indicator. Extraverted women are more likely to appreciate features like a wide variety of products available.

CONCLUSION

One's choice of clothing may serve as a subtle yet powerful form of self-expression. When it comes to shopping for clothes, store characteristics and sales are among the most influential elements. The purchase habits of professional women were greatly impacted by their personalities. Individual differences in personality influence consumer decision-making and product use. This indicates that retailers, marketers, and designers should place a greater emphasis on in-store qualities to attract customers and special offers to boost sales. Therefore, personality is a crucial element to consider while analyzing purchasing behavior. According to the results, some personality traits are associated with a preference for certain types of clothing. Women who are agreeable in their clothing choices are well-informed and seldom make snap judgments.

REFERENCES

1. Najihahat.el.m.n. (2018) online shopping behaviours on apparel products among university students. International journal of research and innovation in social science, volume ii, issue xii, december 2018|issn 2454-6186, pp.45-48.
2. Ritu singh and dr. Supriya pathak (2021) online shopping in lucknow: a study of women consumer buying behavior with reference to clothing wear. Open access international journal of science and engineering, vol.6, issue 3, issn (online) 2456-3293.
3. Ankita pareek and rupal babel (2021) online apparel buying behaviour of working women before and during covid -19 pandemic. International journal of multidisciplinary educational research, vol. 10, issue 9(1).
4. Priyanka choudhary and radha kashyap(2019) apparel buying preferences of working women in jaipur issn : 2394-1405 volume 6 (7), july (2019) : 1749-1753
5. Dr. K. Komalavalli & dr. S. Dhanalakshmi (2022) a study on online shopping behavior for apparel among the working women in and around chennai issn online: 2583-1739 vol 2 (2), dec
6. Raman, p. (2020) online shopping characteristics and their influence on female buying behaviour: an extension of the theory of planned behavior. Journal of electronic commerce in organizations.18(4):1-29.
7. Uzun, h., and poturak, m. (2014) factors affecting online shopping behavior of consumers european journal of social and human sciences. 3(3): 163-170.
8. Sarkar, r., and das, s. (2017) online shopping vs offline shopping: a comparative study. International journal of scientific research in science and technology 3(1):424-431.

9. D. Saluja, “consumer buying behaviour towards fashion apparels- a case of delhi,” *iosr j. Bus. Manag.*, 2016, doi: 10.9790/487x-15010010182-86.
10. P. Narayanak and d. D. L professor, “a study on consumer buying behaviour towards branded apparels with reference to bangalore city,” *asia pacific j. Res.* Issn www.apjor.com vol i. Issue xlii, 2016.
11. R. A. Sanad, “consumer attitude and purchase decision towards textiles and apparel products,” *world j. Text. Eng. Technol.*, 2016.
12. T. Sreerekha and s. P. Kumar, “consumer preference towards branded apparel purchase in coimbatore city,” vol. 3, no. 3, p. 5, 2018, [online]. Available: [http://files/187/sreerekha and kumar - 2018 - consumer preference towards branded apparel purcha.pdf](http://files/187/sreerekha%20and%20kumar%20-%202018%20-%20consumer%20preference%20towards%20branded%20apparel%20purcha.pdf).
13. J. I. Laskar and h. Abbas, “consumer perception of branded garments in indian apparel industry,” vol. 3, no. 6, pp. 101–105, 2014.
14. N. N. Karaikal, s. I. Shafi, and c. Madhavaiah, “an investigation on shoppers’ buying behaviour towards apparel products in bangalore city,” *pacific bus. Rev. Int.*, vol. 6, no. 8, pp. 63–68, 2014.
15. Rajput, n. And khanna, a. (2014). Dynamics of young indian consumers’ buying behaviour towards branded apparels: gender perspective. *Archives business res.*, 2 (5) : 84- 106.