

## **STUDY THE APPAREL BUYING PREFERENCES OF WORKING WOMEN**

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### **ABSTRACT**

The shopping habits of working women and the products they buy have evolved significantly during the last several decades. As India continues on its urbanization path, women in the working are becoming more aware of the importance of personal style. The rising number of nuclear families, the rising number of working women, and new possibilities in the service sector have been the primary growth drivers of India's organized retail industry in recent years. The study provides insight into how people "think," including their expectations of and experiences with working women. The internal and external pros and cons of the ready-made clothes sector are also highlighted in the paper. This study will help us understand the illogical and enticing elements that influence customer purchasing decisions.

**Keywords:** Apparel, Buying, Preferences, Behaviour and Working Women

### **INTRODUCTION:**

When people go shopping, they often wind-up bringing home items they didn't want to buy. The causes of this impulsive buying have been studied for decades by academics all around the globe. Consumer behavior. This essay is based on research completed for Southland Institute of Technology's Master of Applied Management program.

One of the most notable social shifts amongst the modern Indian populace is the increasing number of women who are entering the workforce. The percentage of Indian women in the labor force is rising. One source claims that the percentage of working women in the six major Indian cities of Delhi, Bangalore, Hyderabad, Mumbai, and Chennai is 14.7%, 11.2%, 10.9%, 10.9%, and 10.6%, respectively. There has been a recent surge of interest among academics and researchers in analyzing the effects of this shift in consumer behavior. The purpose of this research was to learn how professional women make clothing purchase decisions. There are three main parts to this study article. At the outset, we talk about the theoretical context and the theoretical studies that have been performed in this field. Even if there is a lack of studies of this kind in the Indian setting, theoretical study may nonetheless be grounded in foreign research. The second part of the paper describes the technique used to study how professional women make purchasing decisions. Finally, the study's shortcomings, as well as suggestions for future research, are discussed at length.

Clothing is one of the most often made impulse buys by women, although any commodity may be bought on the spur of the moment. Previous research has shown that there are more impulsive buys made while shopping apparel than with any other product category. Researchers looking at worldwide apparel shopping habits found

that impulsive purchases are on the rise, and they found that this trend was most pronounced among young consumers.

## LITERATURE REVIEW

**Ankita Pareek et.al (2021)** Online purchasing is a really fast service. These days, most consumers' retail focus is on internet stores. Keeping customers happy in the modern business environment requires a relentless focus on their needs. The apparel industry is one of the fastest-growing markets worldwide. The clothing preferences of working women have grown into a sizable market niche. Women place a high value on clothing, which has led to a shift in women's shopping habits. The study's goal was to learn more about how working women's clothing preferences change before and during the covid -19 epidemic by analyzing their internet shopping habits. One hundred employed women between the ages of 25 and 60 participated in the research. Bhilwara was the site of the research. The study found that 87.60% of working women shopped online during the epidemic, and that 82.80% of women shopped for clothing online. One disadvantage of buying things online is that you can't touch and test them beforehand. Before the H1N1 pandemic, 83% of women bought clothing. Professional women are more at ease making purchases online before, during, and after a pandemic. When the pandemic hit, 82.80% of women said that they had saved a lot of time by purchasing online. Because the merchandise is delivered to their homes by courier, 84.40 percent of working women feel comfortable making purchases online, even in the midst of a pandemic.

**G. Vaishnavi (2021)** in a free market economy, customers have absolute power, and without them, no firm can survive. Researching what makes consumers tick is now more important than ever. Consumers' perspectives, personalities, and perspectives on the world all influence their actions. Companies strive to maximize customer satisfaction as a primary business goal. Every company has to invest in customer behavior research. Consumers' actions are heavily influenced by their purchasing habits. The textile and apparel business are massive and provides goods and services to almost every person on the planet. Consumers' changing shopping habits in the apparel industry provide a fertile ground for study. Women, on general, are more prone to shopping addiction and rapid trend adoption than males. Therefore, research into why and how women shop for clothing is crucial. Price, quality, location, and promotional elements are recognized as a collection of criteria to examine and investigate customer behavior based on the literature analysis and the gaps observed. The study's goals are to (1) compare the buying habits of working women and college students and (2) investigate the variables that influence apparel purchases among working and college-aged women. This descriptive study surveyed working and college-aged women in the city of Chennai using a simple random sample procedure. The analysis below is based on 236 total replies.

**J. Praveen Paul (2019)** Changing preferences among Indian consumers have spurred rapid expansion of the country's APPAREL business. The average Indian shopper now cares a lot about the labels on their clothes. This study focused on female clothing purchasers because of recent trends showing that women are getting more confident in their ability to make decisions as a result of their owning more money and gaining more knowledge. The study's overarching goal was to determine whether or not women's apparel shopping experiences varied significantly across and within

demographic subgroups defined by age, education, occupation, marital status, and the frequency with which they made purchases, as well as perceptual subgroups defined by their impressions of the store's atmosphere and the image of the brand itself. Using IBM® SPSS Statistics®, we performed a univariate generalized linear model (GLM) analysis to compare and contrast the groups of respondents and a Fisher's Least Significant Difference (LSD) post hoc test to determine the nature of the differences between the subgroups.

**Bharathi, Divya et.al (2019).** This study aims to identify, explain, and evaluate the purchasing behavior of women as it relates to their lives in the digital economy. The study's methodology is based on convenience sampling and an exploratory and descriptive research design from India; the study's sample size is 50 women, and the data is analyzed utilizing simple methods like averages, percentages, and measurement scales. Findings: This paper contributes on a major objective to understand women's buying behavior towards lifestyles in the digital world and their influencing factors, and found that women's awareness levels towards lifestyle products and brands are too high, and their frequency of purchase is also very high, and that women are influenced by their peer groups, friends, colleagues, family, relatives, ads, etc. The research is limited in scope since it only included Indian women. Value/originality summary: This article explores the elements that affect women to make purchases related to lifestyle purchases online. We might learn how women's demographics significantly affect their shopping habits and the frequency with which they shop.

**Dr.S.Sujatha et.al (2018)** Women's tastes in clothing are always evolving. Many women, reflecting their shifting societal roles, now shop for clothing primarily to make themselves feel good. Right now, more women are opting to wear leggings than any other kind of apparel. Women's expectations of their brand vary over a wide range of dimensions, including quality, price, comfort, availability, and more. Women have been seen wearing leggings more often recently since they have improved much from their infancy. Insight about women's purchasing habits for name-brand leggings is sought. Primary data for the research came from a sample of 150 people chosen at random, while secondary data came from scholarly articles and government documents. The results showed that women should think about their health while wearing leggings.

## RESEARCHMETHODOLOGY

Two types of information will be gathered for the research project titled "a study of working women's preference and buying behavior of apparel with reference to selected areas in pune city": primary data and secondary data. After data is collected, it may be organized and shown using tables and diagrams for in-depth examination and hypothesis testing.

To learn about the preferences and shopping habits of working women, a structured questionnaire will be developed. Publications such as periodicals, books, websites, and reports are examples of secondary sources.

Survey/target area: baner, bale wadi, etc. People in their twenties and thirties (both sexes) make up the bulk of the respondents of interest. Population: 5,000 methods for

selecting samples- the table of krejcie morgan method of sampling: there are two main types of sampling methods: - area sampling and - random sampling. Research methods: - analytical and descriptive

### SampleArea

Coverage Sampling Used for the research. A sampling strategy in which a target region is partitioned into smaller blocks, some of which are selected at random for further sampling or comprehensive surveying. When no comprehensive reference point is at hand, this technique is often used.

### ResearchDesign

The research design is the strategy used to gather and analyze data on the study's target variables. The study employs a descriptive research strategy. Surveys and other fact-finding inquiries of various types are included. Descriptive research primarily seeks to describe the current status of a topic. The researcher has no say over the variables, and that is the defining feature of this approach. What has happened or is occurring, he may report.

### Hypothesis

Following are the hypothesis formed to test the research problem:

H1: "There is no relationship between age group and wearing preferences"

H2: "There is no relationship between gender and wearing preferences"

H3: "There is no association between the occupation & the buying behavior"

H4: "Buying decision is dependent on price"

### DATAANALYSIS

**H0:** There is no relationship between age group and wearing preferences

**H1:** There is relationship between age group and wearing preferences

**Table 1: Observed Value (O)**

Calculation of Expected Value(E)					
AGE	Formal	Causal	Traditional	Sports	All of these
20-25	19	35	1	17	24
26-30	4	7	1	3	5
31-35	4	7	1	3	5
Above 35	1	1	1	0	0

**Table 2 wearing preferences**

AGE	Wearing Preferences					
	Formal	Causal	Traditional	Sports	All of these	Total
20-25	8	36	0	24	28	96
26-30	0	14	0	0	6	20
31-35	18	0	2	0	0	20
Above 35	2	0	0	0	0	2
Total	28	50	2	24	34	138

Chi Square Test Value = 101.16

Degree of Freedom Value = 125% value =21.03

With the data in the table above, we may conclude that the chi-square test, set at a significance level of 5%, failed to find any significant correlation between respondents' ages and their clothing preferences. The true worth is under the predicted worth. As a consequence, this finding is consistent with the null hypothesis. Hence The alternative hypothesis, H1, that "there is a relationship between age group and wearing preferences," is accepted, thereby rejecting the null hypothesis. It follows that there must be a connection between age and taste in clothing.

### Hypothesis2

**H0:** - “There is no relationship between gender and wearing preferences “

**H1:** - “There is relationship between gender and wearing preferences”

**TABLE 3 Chi-Square Tests**

	Value	df	Asymp.Sig. (2-sided)
PearsonChi-Square	1.959 <sup>a</sup>	3	<b>.041</b>
LikelihoodRatio	2.019	3	.030
NofValidCases	140		

### Interpretation

The chi-square test, at the 5% level of significance, is used to examine the null hypothesis that "there is no relationship between gender and wearing preferences," as shown in the table above. The p value of 0.041 is less than 0.05, as seen in the table.

As a consequence, this finding is consistent with the null hypothesis. Hence The "no relationship between gender and wearing preferences" (the "null hypothesis") is rejected, and the "there is a relationship between gender and wearing preferences" (the "alternative hypothesis") is accepted. Therefore, it is reasonable to assume that there is a gender difference in clothing tastes.

### Hypothesis3

H0: There is no association between the occupation &the buying behavior

H1: There is association between the occupation &the buying behavior

**Table 4 occupation& the buying behavior**

		PreferenceForCloths				Total
		Formal	Casual	Sports	All ofthese	
Occupation	Salaried	22	4	2	2	30
	Student	8	46	26	28	108
Total		32	50	28	30	138

**Table 5 Gender**

Gender	Preferencesforcloths				Total
	Formal	Casual	Sports	All of these	
Male	26	39	24	23	112
Female	4	11	4	7	26
Total	32	50	28	30	138

**Table 6 Chi-SquareTests**

	Value	df	Asymp.Sig. (2-sided)
PearsonChi-Square	63.983 <sup>a</sup>	3	<b>.003</b>
LikelihoodRatio	57.540	3	.000
NofValidCases	140		

**Table 7 occupation&the buyingbehavior**

		When Do You Buy				Total
		Asperneed	AvailabilityOfFunds	AnyAPPAREL Shop	Others	
Occupation	Salaried	12	10	5	3	30
	Student	72	20	7	9	108
Total		84	32	12	12	138

**Table 8 Chi-Square Tests**

	Value	df	Asymp.Sig. (2-sided)
Pearson Chi-Square	9.830 <sup>a</sup>	3	<b>.020</b>
Likelihood Ratio	9.476	3	.024
N of Valid Cases	140		

**Interpretation**

The following data show that there is a statistically significant relationship between respondents' occupations and their shopping habits, controlling for their preferences in terms of both what and when they purchase. The two analyses were conducted with 95% certainty, 5% significance, and 3 degrees of freedom. The first result of the Chi-square test indicates that there is a significant relationship between profession and purchasing preference, with a P-value of 0.03 (less than 0.05). P = 0.020 (from a second chi-square test) is similarly significantly lower than the threshold of 0.05. Since neither result is more than 0.05, the alternative hypothesis is accepted and the null hypothesis is rejected. Therefore, "There is association between the occupation and the purchasing behavior" is acknowledged as a valid alternative hypothesis.

**Hypothesis 4**

**H0:** "Buying decision is dependent on price"

**H1:** "Buying decision is independent on price"

**Table 9 Gender**

	Price						Total
		Not Important	Important	Moderate	Very Important	Vital	
Gender Male	8	8	73	17	6	112	
Female	1	2	14	6	3	26	
Total	9	10	89	23	9	138	

**Table 10 Chi-Square Tests**

	Value	df	Asymp.Sig. (2-sided)
Pearson Chi-Square	2.976 <sup>a</sup>	4	<b>.032</b>
Likelihood Ratio	2.779	4	.029

NofValid Cases	140		
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### **Interpretation**

There was a chi-square test conducted on the variables of respondents' gender and the significance of price in their purchasing decisions to see whether the hypothesis "Buying decision dependent on Price" held any water. The degree of freedom in the chi-square test was 4, the P-value was 0.032, and the confidence and significance levels were both 95% and 5%. A p-value of 0.05 or below indicates a significant decrease. Therefore, it is consistent with the alternative hypothesis and inconsistent with the Null hypothesis. The "Buying decision dependent on Price" alternate hypothesis is thus accepted.

### **CONCLUSION**

Customers' preferences and purchasing habits for apparel in the city of pune were investigated. It has been shown via research that demographic characteristics, employment, and pricing all have a role in clothing purchases. In addition to quantity, customers looked for high-quality goods. The use of social media in advertising the clothing is crucial. The research focused only on the clothing-buying habits of residents of pune, india. This means that the outcomes may vary from one city to the next. Overall, it was a valuable experience for the researcher to hear directly from clients in pune about their wants and needs in the clothing sector there.

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