



## AN ANALYSIS ON CONSIDERATION OF QUALITATIVE ASPECTS DURING TEXTILE PURCHASE

**Dr. Sasmita Behera**

Faculty, P.G Department of Home Science, Rama Devi Women's University, Odisha.

### Abstract

An in-depth analysis of qualitative aspects considered during purchase also influence the purchase behaviour, of course to a limited extent. Top priority is accorded to the easy washability aspect of the fabrics followed by social status and cheap maintenance in that order. Crease resistance factor is found to be least influential.

**Key Words:** *Qualitative Aspect, Consumer, Purchase Behaviour, Crease Resistance.*

### 1. Introduction

The demand for textiles in urban population is steadily rising owing to mall culture, increased purchasing power, inherent urge for looking better, nature of the job, impact of advertisement, and in general availability of a wide range of both branded and non-branded clothing items. The desire to improve one's image through proper clothing choices seems to be an inherent characteristic of most individuals. From a self-presentational perspective it is argued that clothing reflects not only social status but also self-image. Social factors exert more pressure to mould and direct individual behaviour. Busy life schedule dictates consumers to select clothing items considering the following secondary factors like easy washability, cheap maintenance, crease resistance, etc. In essence, consumers equally consider all the four secondary factors which constitute qualitative aspects described below while making their textile purchase.

### 2. Objectives of the Study

1. To study the respondents importance to various secondary factors while purchasing textiles.
2. To find out the agreement of ranks in selection of fabrics -income wise.
3. To find out the agreement of ranks in selection of fabrics- education wise.
4. To find out the agreement of ranks in selection of fabrics- age wise.

### 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
Annual Income	Low income(I <sub>3</sub> )	76	30.4
	Middle income(I <sub>2</sub> )	132	52.8
	High income(I <sub>1</sub> )	42	16.8
	Total	250	100.00
Educational Qualification	Graduates(E <sub>1</sub> )	93	37.2
	Post- graduates(E <sub>2</sub> )	102	40.8
	Professionals(E <sub>3</sub> )	52	20.8
	Others(E <sub>4</sub> )	3	1.2
	Total	250	100.00
Age	below30 years(A <sub>1</sub> )	71	28.4
	30-40 years(A <sub>2</sub> )	95	38.0
	above40 years(A <sub>3</sub> )	84	33.6
	Total	250	100.00

Source: Primary data



Apart from the primary attributes/primary factors, there are some additional attributes/ secondary factors that also influence the textile purchase behaviour of the consumers, of course to a limited extent. Amongst others, basically there are four qualitative aspects which are taken into account by the consumers while choosing their textile requirements. They are (1) social status, (2) easy washability, (3) cheap maintenance and (4) crease resistance. Accordingly, the respondents were asked to assign ranks 1 to 4 according to their preference for the four attributes. The weighted average figures of the four factors are presented in the descending order in Table 2 which clearly shows that the top priority is given to the easy washability aspects of the fabrics by the sample respondents, followed by social status and cheap maintenance in that order. Crease resistance factor of the fabrics is found to be least influential among the set of four secondary factors which influence textile purchases.

**Table 2: Ranking of the Choice Factors**

Additional Attributes	Total Score	Average Score	Rank
Easy Washability	748	2.992	I
Social Status	714	2.856	II
Cheap Maintenance	592	2.368	III
Crease Resistance	446	1.784	IV

Table 3 presents the results of the application of chi-square test to the additional set of factors which have been taken into account by the sample respondents. Such a test is intended to examine whether the additional attributes are considered important by the sample while purchasing textiles. It is found from Table 3 that the chi-square value is not significant. The null hypothesis is thus accepted i.e. there is no difference among the choice of attributes during the purchase of textiles by the respondents. Hence we can conclude that all the additional attributes are equally important for the buyers while making textile purchases.

**Table 3: Ranking of the Choice Factors: Chi-Square Test**

Degrees of Freedom	3
Level of Significance	5%
Calculated Value	0.359
Table Value	7.815
Result	Not Significant

Scores on the basis of income groups namely; low income ( $I_3$ ), middle income ( $I_2$ ) and high income ( $I_1$ ), are presented in Table 4.

**Table 4: Average Weighted Score of Factors: Income-wise**

Additional Attributes	$I_3$	$I_2$	$I_1$
Easy Washability	2.895	3.045	3.00
Social Status	2.697	2.902	3.00
Cheap Maintenance	2.645	2.348	1.929
Crease Resistance	1.763	1.705	2.071
Chi-square Value	0.304NS	0.446NS	0.404NS
Table Value	0.815		

Scores on the basis of four categories of educational level; Graduates ( $E_1$ ), Post-graduates ( $E_2$ ), Professionals ( $E_3$ ) and Others ( $E_4$ ), are presented In Table 5.

**Table 5: Average Weighted Score of Factors: Education-wise**

Additional Attributes	$E_1$	$E_2$	$E_3$	$E_4$
Easy Washability	2.978	3.00	3.00	3.00
Social Status	2.946	2.656	3.057	3.33
Cheap Maintenance	2.279	2.529	2.230	2.00
Crease Resistance	1.795	1.813	1.711	1.66
Chi-square Value	0.389NS	0.298NS	0.502NS	0.757NS
Table Value	7.815			



Scores on the basis of age groups; (A<sub>1</sub>) below 30 years, (A<sub>2</sub>) 30-40 years and (A<sub>3</sub>) above 40 years, are presented in Table 6.

**Table 6: Average Weighted Score of Factors: Age-wise**

Additional Attributes	A <sub>1</sub>	A <sub>2</sub>	A <sub>3</sub>
Easy Washability	2.830	2.568	3.190
Social Status	2.830	3.126	2.571
Cheap Maintenance	2.535	2.252	2.357
Crease Resistance	1.802	1.684	1.880
Chi-square Value	0.282NS	0.449NS	0.354NS
Table Value	7.815		

Analysing the results from the Table 4 to 6, we can infer that all the additional attributes are considered simultaneously during the purchase of textile items by the consumers irrespective of income, education and age group.

Kendall's coefficient of concordance 'W' value is found to be very high in all the three variable groups of sample classified on the basis of education, income and age. As shown in Table 7, the highest rank is observed to be 0.9 in case of education, 0.7275 in case of income and 0.8166 in case of the age groups, respectively.

**Table 7: Kendall's Coefficient of Concordance and Values of 'S' for Three Variable Groups**

Category	K sets	N	S values Estimated	S-table Value	W	Remarks
Education Group	4	4	72	49.5	0.9000	Significant
Income Group	3	4	32.74	-	0.7275	Significant
Age Group	3	4	36.75	-	0.8166	Significant

In case of income and age groups there is no table value, and since the S values are prominent; it can be accepted as significant.

### Conclusion

From the study it can be concluded that the additional attributes also influence the purchase behaviour of the textile consumers to a limited extent. It is observed that all the attributes are of equal importance for making textile purchase. Further cross examination of the factors, indicate that all the additional attributes are considered simultaneously during the purchase of textiles irrespective of the income, education and age wise distribution of groups as the chi-square values are found to be not significant in all the cases. In case of educational groups there is highest agreement of ranks, means there is much similarity of preferences among the four educational groups. On the other hand, the agreement is found to be least in case of different income groups.

### References

1. Enis. B.M., and Coy, K.K, Marketing Classics, Allyn and Bacon Inc., Boston, 1985.
2. Neelamegham, S., Marketing Management and the Indian Economy, Vikas Publishing House Pvt. Ltd., New Delhi, 1979.
3. Saini, D.R., Marketing: A Behavioural Approach, Print Well Publishers, Jaipur, 1986.
4. Schiffman, L.G., and Kanuk, L.L., Consumer Behaviour, Prentice Hall of India Pvt. Ltd, New Delhi, 1993.
5. Tate, M.T., and Glisson, O., Family Clothing, John Wiley and Sons, Inc., New York, 1961.
6. Vatsala, R., Consumer Preferences of Textiles in Andhra Pradesh- Part VI, Colourage, Vol. 39, No. 8, August, 1992.
7. Zaltman, G., and Wellendrof, M., Consumer Behaviour: Basic Findings and Management Implications, John Willey and Sons, New York, 1979.