

BUYERS' ROLE PLAY IN READYMADE GARMENTS: A STUDY IN MADURAI CITY, TAMILNADU, INDIA

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Abstract

Indian retail has been expanding very fast and new players are entering this sector. After food and groceries segment, apparel is the next large retail segment and the consumption of apparel is also large in volume. In India's total textile exports, share of readymade garments is approximately 45 per cent. This paper aims to study the various factors influencing the role play of consumers purchasing the readymade garments. A sample of 500 respondents including both males and females has been drawn from retailer of the Madurai city, Tamilnadu. Factor analysis has been used to extract the factors using principal component matrix.

Keywords: Buying Role, Life Style, Factors, Readymade Garments.

Introduction

Consumers buying behaviour is the study of individuals and the processes they use to select, secure, use, and dispose of products, services, experiences, or ideas to satisfy needs and the impacts that these processes have on the consumer and society. Consumer behaviour which was formerly phrased as 'overt behaviour' is an uninterrupted consumption process related to pre purchase, purchase and post purchase issues. This refers to the physical action of consumers that can be straightforwardly observed and measured by others. According to Michael R. Solomon and Nancy J. Rabolt (2004), consumer behaviour is the study of the processes involved when individuals or groups, select, purchase, use or dispose of products, services, ideas or experiences to satisfy needs and desires. According to Frank R. Kardes (2002), consumer behaviour is the study of human or consumer responses to products, services, and the marketing of products and services.

Indian textiles industry plays a noteworthy role in the economic growth of India. The Indian textile and apparel industry is the largest foreign exchange earner for the country. It is also the second largest employment provider after agriculture and plays a key role in the development of the economy (Shetty, 2001; Rajput et al, 2012). The diverse consumers all over the world with their peculiarity in taste and habits and own styles of their dressing symbolize their culture and status. The diversity of preference, taste of different people regarding buying of readymade garments makes the issue of analyzing consumer buying behavior a tricky task. The appearance of a larger middle and upper middle classes and sizeable increase in their disposable income has changed the nature of shopping in Madurai, Tamilnadu, from need-based to lifestyle-oriented.

In this context, the purpose of this study is to explore the factors which influencing the role play of consumers towards readymade garments in Madurai city.

Literature Review

Consumer behaviour refers to the psychological and emotional process and the observable behaviour of consumers during searching, purchasing and post consumption of a product or service. Consumer behaviour involves study of how people buy, what they buy, when they buy and why they buy. It blends the elements from Psychology, Sociology, Socio-psychology, Anthropology and Economics (Bhattacharya, C.B. and Sen, S., 2003). A clear understanding of preferences of consumers will help the marketer to attract and maintain their target consumer group in better way. An endeavor has been made to portray the review of various studies carried out in relation to buying behavior of customers.

Sproles and Kendall (1986) established a model to conceptualize consumer's decision making behaviour with eight consumer mental orientation variables viz., perfectionism consciousness, brand consciousness, novelty and fashion consciousness, impulsive and careless consumer, confused by over choice consumer, habitual and brand loyal consumer, recreational and hedonic shopping consciousness, and price and value consciousness.

Kaushik and Taneja (2007) observed and analyzed the factors that affect the readymade garments purchasing in multi-brand retail outlet and found that promotional offers, physical evidence, responsiveness of the store people, tangible cues and services are the important factors. In addition, the study shows that family income and preference for retail format are significantly related.

Lahiri and Kumar (2010) argued that customers visit apparel retailer to get latest fashionable designs. Quality plays more important role while purchasing apparel than price. Features like sales promotion offers, convenience, store for family purchasing are more important compared to brand name of the outlet. Also it is found that reference group does not affect much.

Krishnakumar and Gurunathan (2012) observed that consumer behaviour changes in apparel buying are attributed to their want of more choice, value, service, experience and convenience. The study shows that the preference of custom made tailoring by next generation consumers is diminishing.

Minghuang et. al. (2011) observed that desire is one of the major motives in consuming luxurious products including boutique apparel. The study suggests that utilitarian attitude and positive anticipated emotions have positive influence to desire; however, hedonistic attitude and subjective norms do not have significant impact on desire. Moreover, desire separately has mediating effect on the relationship between utilitarian attitude and purchasing intention; and between the anticipated emotion and purchasing intention.

Objective of the Study

To study and analyse the consumers buying role in readymade garments purchase.

Research hypothesis

To achieve the objectives of the study, the following hypothesis is formulated

H₀: The various roles played by the respondents do not vary with the demographic characteristics of the respondents at 5 per cent level.

Methodology

This is an empirical study based on a survey. To learn the features and functioning of the readymade garment industry, the manufacturers, dealers and other agencies were approached. The consumers of readymade garments were interacted for obtaining their opinion on the nature and features of readymade garments. The study is mainly confined to a Madurai city, Tamilnadu, taking a few selected readymade garment shops randomly. The study will enable us to understand the buying behavior of consumers of readymade garments, especially in Madurai city.

Primary Data

The primary data collected through interview schedule administered to a sample of 500 consumers selected at randomly from Madurai city, Tamilnadu. The interview schedule was pre-designed and pre-tested before it was administered.

Sample Design

As a list of consumers of readymade garments is not known, the researcher adopted purposive sampling method for choosing the respondents for this study. However, the researcher collected primary information from a large sample of 500 respondents to represent the population. There are 504 retail outlets in Madurai city. The researcher

has chosen 10 per cent of these total outlets randomly, 10 consumers of each outlet have been chosen. These 10 consumers were selected in a particular retail outlet by choosing every 10th consumers on a day. The researcher contacted the selected consumers after remitting the bills for their readymade garment purchases. Thus, the sample consist of 500 consumers, 10 each from 50 selected readymade garments retail outlets in Madurai city.

Analysis of Attitude of Consumers

Family members serve as referents to each other or involve in the actual purchase decision process. Family members assume a variety of roles in the decision making process, namely, initiator, influencer, buyer and user. If the respondents act as initiator, their role is suggesting a need for the product to others or if they act as a influencer, their role provides others with information, advice and opinions. If they act as buyers, their role is purchasing or physically acquiring the product or if they act as users, their role is user(s) or consumer(s) of the product. The roles of initiator, influencer and buyer are included in prepurchase roles and the role of the user is included in post purchase roles. In this study, the respondents are based on their roles.

Table 1,Gender of the Respondents

Sl. No.	Gender	Frequency	Percentage
1.	Male	284	56.80
2.	Female	216	43.20
Total		500	100.00

(Source: Primary data)

It is seen in Table 1 that 284 respondents forming 56.80 per cent of the total were male and the rest of the 216 respondents forming 43.20 per cent were female. In this study, the male respondents constitute more than half of the total sample size of this study.

Table 2,Age of the Respondents

Sl. No.	Age	Frequency	Percentage
1.	15 years to 25 years	207	41.40
2.	26 years to 35 years	124	24.80
3.	36 years to 45 years	118	23.60
4.	Above 45 years	51	10.20
Total		500	100.00

(Source: Primary data)

It is seen in Table 2 that 207 respondents forming 41.40 per cent of the respondents were between 15 to 25 years. The respondents of the age group of 26 to 35 years and 36 to 45 years were forming 24.8 and 23.60 per cent respectively. Only 10.20 per cent of the respondents belong to the category above 45 years. A majority (41.4%) of the respondents belongs to the age group of 15 years to 25 years, which shows that the young and prime youth of the respondents use readymade garments the most.

Table 3,Education Level of the Respondents

Sl. No.	Education	Frequency	Percentage
1.	Illiterate	23	4.60
2.	High School	44	8.80
3.	Higher Secondary	17	3.40
4.	Under Graduate	185	37.00
5.	Post Graduate	198	39.60
6.	Others	33	6.60
Total		500	100.00

(Source: Primary data)

It is seen in Table 3 that 39.60 per cent of the respondents were Post Graduates which was followed by Under Graduates who form 37 per cent of the total respondents. It is inferred that three-fourths of the total respondents were graduates which includes both Under Graduates and Post Graduates.

Table 4,Marital Status of the Respondents

Sl. No.	Marital Status	Frequency	Percentage
1.	Married	258	51.60
2.	Unmarried	242	48.40
Total		500	100.00

(Source: Primary data)

It is seen in Table 4 that 258 respondents forming 51.60 per cent of the total respondents were married and the rest of the 242 respondents forming 48.40 per cent were unmarried. The male and female respondents were almost equal in numerical proportion in this study.

Table 5,Type of Family of the Respondents

Sl. No.	Type of Family	Frequency	Percentage
1.	Nuclear	377	75.40
2.	Joint	123	24.60
Total		500	100.00

(Source: Primary data)

It is seen in Table 5 that the majority (75.40%) of the respondents was in nuclear family and the rest 24.60 per cent of the respondents were from joint family. It is inferred that, three-fourths of the respondents are in the nuclear family.

Table 6,Role in Readymade Garment Purchase

Sl. No.	Role	Frequency	Percentage
1.	Initiator	75	15.00
2.	Influencer	48	9.60
3.	Buyer	167	33.40
4.	User	210	42.00
Total		500	100.00

(Source: Primary data)

It is seen in Table 6 that a majority (42%) of the respondents were users of readymade garments. The role of 'buyer', 'initiator', 'influencer' was played by 33.40, 15.00 and 9.60 per cent of the respondents respectively. It is inferred that majority of the respondents play the roles as 'users' and 'buyers'.

Table 7,Life Style of Respondents (VALS Life Style)

Sl. No.	Life Style	Frequency	Percentage
1.	Believers	203	40.60
2.	Fulfilleds	74	14.80
3.	Actualizers	29	5.80
4.	Achievers	67	13.40
5.	Strivers	32	6.40
6.	Strugglers	52	10.40

7.	Experiencers	5	1.00
8.	Makers	38	7.60
Total		500	100.00

(Source: Primary data)

It is seen in Table 7 that 203 believers form 40.60 per cent among the total respondents in this study. Seventy four respondents were fulfilled. Only five (1%) were experiencers. Twenty nine (5.80%) respondents were actualizers and thirty two (6.40%) respondents were Strivers. The rest were strugglers and makers at rate of 10.40 per cent and 7.6 per cent respectively. It is inferred that a majority of them are believers.

Table 8,Life Style of Female Respondents

Sl. No.	Life Style	Frequency	Percentage
1.	Contented housewife	60	27.75
2.	Chic Suburbanite	11	5.09
3.	Elegant Socialite	43	19.90
4.	Militant Mother	5	2.31
5.	Old Fashioned Traditionalist	51	23.61
6.	No Opinion	46	21.29
Total		216	100.00

(Source: Primary data)

It is seen in Table 8 that 27.75 per cent of the respondents were 'Contented housewife' which is followed by 23.61 per cent of the respondents who were 'Old Fashioned Traditionalist'. Some of the respondents (21.29%) were unable to classify themselves in which category they belong to 'No opinion'. Only 2.31 per cent of the respondents were in the category of 'Militant Mother'. 'Chic Suburbanite' life style mothers were 5.09 and 19.90 per cent were 'Elegant Socialite'. It is inferred that customers were of different lifestyles in nature, a majority of them were of 'Contented Housewife'.

Table 9,One Way ANOVA Between the Demographic Characteristics of the Respondents and their Roles while Purchasing Readymade Garments

Sl. No.	Demographics	Source of Variation	Sum of Squares	Df	Mean Square	F	Sig.
1.	Gender	Between Groups	4.156	3	1.385	5.797	.001
		Within Groups	118.532	496	.239		
		Total	122.688	499			
2.	Age	Between Groups	170.609	3	56.870	78.780	.000
		Within Groups	358.053	496	.722		
		Total	528.662	499			
3.	Educational Qualification	Between Groups	.342	3	.114	.079	.971#
		Within Groups	713.458	496	1.438		
		Total	713.800	499			
4.	Marital Status	Between Groups	19.056	3	6.352	29.774	.000
		Within Groups	105.816	496	.213		
		Total	124.872	499			
5.	Family Type	Between Groups	.870	3	.290	1.566	.197#
		Within Groups	91.872	496	.185		

		Total	92.742	499			
6.	No. of. Male	Between Groups	46.447	3	15.482	10.796	.000
		Within Groups	711.303	496	1.434		
		Total	757.750	499			
7.	No.of. Female	Between Groups	11.036	3	3.679	1.799	.146*
		Within Groups	1014.164	496	2.045		
		Total	1025.200	499			
8.	Occupation	Between Groups	315.270	3	105.090	49.196	.000
		Within Groups	1059.530	496	2.136		
		Total	1374.800	499			
9.	Family Income (Per month)	Between Groups	98.206	3	32.735	31.794	.000
		Within Groups	510.682	496	1.030		
		Total	608.888	499			
10.	Stage in Family Lifecycle	Between Groups	121.961	3	40.654	32.948	.000
		Within Groups	611.997	496	1.234		
		Total	733.958	499			
11.	Lifestyle	Between Groups	209.635	3	69.878	14.632	.000
		Within Groups	2368.787	496	4.776		
		Total	2578.422	499			

*H₀ accepted at 5%

Hypothesis: H₀ – The various roles played by the respondents do not vary with the demographic characteristics of the respondents at 5 per cent level.

The significance of 'F' is more than 0.05 for the demographic characteristics such as Educational Qualification, Family Type, and Number of Female Members. Hence, the various roles played by the respondents do not vary with the demographic characteristics such as Educational Qualification, Family Type, and Number of Female Members at 5 per cent level.

The significance of 'F' is less than 0.05 for the demographic characteristics such as gender, age, marital status, number of male members, occupation, family income, family life cycle and lifestyle. Hence, the various roles played by the respondents do vary with the demographic characteristics at 5 per cent level.

Findings

1. There were 141 respondents forming 28.2 per cent of the total were having a family income less than Rs.10,000, 160 respondents (32%) were having a family income of Rs.10,001 - Rs.20,000, 91 respondents (18.2%) were having a family income of Rs.20,001 - Rs.30,000, and the rest of the 108 respondents (21.6%) were having a family income above Rs.30,000.
2. The various roles played by the respondents do not vary with the demographic characteristics, such as, educational qualification, family type, and number of female members at 5 per cent level. The various roles played by the respondents do vary with the demographic characteristics such as gender, age, marital status, number of male members, occupation family income, family life cycle and lifestyle at 5 per cent level.
3. The majority (42 and 33.40%) of the respondents play the roles as 'users' and 'buyers'.

Conclusion

In the midst of cut-throat marketing competition, every producer as well as marketer attempts to obtain a potential market share by making answers to all their personal needs and desires. Purchasing of consumable goods which

mainly depends on style, choice and fashion of the modern civilization, especially, the ready-made garment is based on consumers' psychology whether to make demand or not. Therefore, it has become very crucial that manufacturers of readymade garments should be familiar with the perceptions and attitudes of the respective consumer.

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