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Clothing buying practices of rural families

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Abstract
The sub-mountaineus region of Hoshiarpur district was selected to study the Clothing buying practices of 120 rural families. It was found that 54.17 per cent of the respondents belonged to 41 to 50 years of age group and 50.00 percent of them were educated below matriculation level. It was noticed that more than 58.00 percent of the respondents had joint family. About family occupation, 38.33 per cent of the respondents belonged to the families where agriculture was the main occupation and 45 per cent of the respondent's families had monthly income of ₹ 50,001 to ₹ 1,00,000. Regarding their buying practices, it was found that majority (87.50 %) of the respondents choose their clothes with the help of all the family members. Fifty per cent of the respondents reported that it saved their time while 46.15 per cent took independent decision to avoid unplanned expenditure. About 50 per cent and 58.33 per cent of respondents felt that they did not feel confident to make proper selection alone, and felt stressed while making the decisions alone, respectively. It was also reported that obtaining group conformity was given first rank with weighted score of 647 followed by cash money in hand and to meet the clothing needs were other reasons given by the respondents with weighted score of 565 and 534 that were given second and third rank, respectively. Colour of the fabric was most preferred factor as reported by 95.00 per cent of the respondents followed by design and price of the fabric by 80.83 and 79.17 per cent of the respondents, respectively. About 58.33 per cent of the respondent rarely looked for brand name and more than 46.77 per cent rarely followed the wash care instructions given on the label.

Keywords: occupation, expenditure, group conformity

1. Introduction

Now-a-days, a variety of clothes are available in different styles, designs, colours and sizes which create problems of choice for the housewives. The selection and purchase of the clothes generally is more complicated for women because clothes mean more to women than to men. Buying practices of clothing include selection, buying, construction and care of clothes. In case of women, the size of wardrobe depends on the family income and type, occupation, educational level, social participation and her ability to sew clothes. Therefore, the house-wives belonging to different socio-economic status might have different buying practices regarding their clothes (Malik, 1983) [2].

Consumer behaviour deals with the various aspects that affect their buying behaviour. It refers to the actions and decision process of people who purchase goods and services for personal consumption. The study of consumer behaviour has become mandatory in present marketing scenario where consumers are the real leaders of markets. No business organization can run in the absence of consumers. All the activities of the business concerns end with consumers and consumer satisfaction where they play a very important three-fold role of buyer, payer and user. All the strategies related to market plan are based on consumer buying behaviour (Pawar and Naranje, 2015) [3].

The study of consumer behaviour not only gives an insight into previous behaviour but also helps to forecast the buying activities of individuals based on current marketing campaigns, economic conditions, group influence, their personal preferences and purchasing power. Also, consumer purchase decisions were affected by various sales promotions activities and buyer may opt for one brand over another. Likewise, prevailing market economic situations also affects the purchase of different commodities irrespective of individual's personal financial liabilities. Thus, it is very crucial for a marketing department to apprehend, evaluate and follow consumer behaviour to maintain their position in the market (Anonymous, 2018) [1]. Therefore, the present study has been planned to investigate clothing buying practices of rural families.

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2. Methodology

The study was conducted in sub-mountaineous area of Hoshiarpur district. Stratified random sampling technique was used to select the villages. Two blocks from each tehsil and then three villages from each block were selected. A sample of 10 respondents (families) was selected from each village. Thus, 30 respondents (families) from each block were selected, making it a total of 120 families. A snow ball sampling technique was used to select the families. An interview schedule was developed for obtaining the relevant information. The data obtained through interview schedule were coded and tabulated. Frequency and percentages were computed in order to interpret the results in comprehensive manner.

3. Results and Discussion

The findings presented in the table 1 showed that 54.17 per cent of the respondents belonged to 41 to 50 years of age group followed by 41.67 per cent of the respondents, who belonged to 51 to 60 years of age group. Only 4.16 per cent of the respondents were in the age group of 30 to 40 years. Regarding education, it was observed that 50 per cent of the respondents were below matriculation followed by 33.33 per cent and 14.17 per cent of the respondents who had studied up to matric and plus two level, respectively. Only 2.50 per cent of the respondents were graduate.

Table 1: Socio personal profile of the respondents n=120

Characteristics	Frequency	Percentage
Age (years)		
30-40	5	4.16
41-50	65	54.17
51-60	50	41.67
Education		
Less than matric	60	50.00
Matric	40	33.33
Intermediate	17	14.17
Graduate	3	2.50
Occupation		
House wife	114	95.00
Service	6	5.00
Type of family		
Joint	70	58.33
Nuclear	50	41.67
Marital status of respondent		
iMarried	104	86.67
Unmarried	-	-
Others (divorcee and widow)	16	13.33
Family composition		
Male		
Children	29	24.17
Adult	95	79.17
Old age	104	86.67
Female		
Children	28	23.33
Adult	110	91.67
Old age	115	95.83
Family occupation		
Agriculture	46	38.33
Service	32	26.67
Business	17	14.17
Any other	25	20.83
Total family income per month (₹)		
<50,000	40	33.33
50,001 – 1,00,000	54	45.00
>1,00,000	26	21.67

The findings also revealed that majority of the respondents (95 %) were housewives and only 5 per cent respondents were working. In case of family type, 58.33 per cent of the respondents were from joint families while 41.67 per cent belonged to nuclear families. Regarding their marital status, it was observed that majority of the respondents (86.67%) were married and only 13.33 per cent of the respondents were single which included divorced and widowed respondents. Regarding family composition of respondent's family, it was found that old age male and female family members were more in their families.

About family occupation, 38.33 per cent of the respondents belonged to the families where agriculture was the main occupation followed by 26.67 and 14.17 per cent, who belonged to service and business class, respectively. It was found that 45 per cent of the respondent's families had monthly income of ₹ 50,001 to ₹ 1,00,000 followed by 33.33 per cent, who were having monthly family income less than ₹ 50,000. Only 21.67 per cent of the respondent's families had more than ₹ 1,00,000 monthly family income.

Table 2: Decisions makers for purchase of clothing in the family n=120*

Decision maker	Frequency	Percentage
Wife	52	43.33
Husband	20	16.67
Parents	25	20.83
Children	18	15.00
All	105	87.50

*Multiple Response

Table 2 shows the figures regarding clothing purchase decisions taken in the families. It was found that majority (87.50 %) of the respondents chose their clothes with the help of all family members.

Around 43.33 per cent of the respondents preferred to take the clothing purchase decision by themselves followed by 20.83 per cent, who prefer to take the help from their parents. Very few respondents 16.67 and 15.00 per cent took the help of their husband and children, respectively for making clothing purchase decisions.

Table 3: Reasons for taking independent buying decision by respondents n=52*

Reasons	Frequency	Percentage
Saves time	26	50.00
To avoid unplanned expenditure	24	46.15
Other members in the family are not free	13	25.00
Small family size	8	15.38
Decision is acceptable to all family members	14	26.92

*Multiple Response

The respondents who took independent buying decisions were asked to give the reasons for doing so. Table 3 reveals that fifty per cent of the respondents reported that it saved their time while 46.15 per cent took independent decision to avoid unplanned expenditure.

More over 26.92 per cent of the respondents reported that their decisions about what to choose and what to wear were acceptable to all family members. Other reasons reported for taking independent decisions were small family size and other members of the family were not free to accompany them for clothing purchase. Thus, it can be concluded that most of the respondents took purchasing decisions regarding clothing independently.

Table 4: Reasons for taking help of other members for buying n=120*

Reasons	Frequency	Percentage
Do not feel confident to make proper selection alone	71	59.17
Feel stressed while making selection alone	70	58.33
Easy to make selection	92	76.67
Hesitate to bargain alone	23	19.17
Like to seek approval of others	42	35.00
Enjoy shopping in other's company	32	26.67

*Multiple Response

Data in Table 4 shows the reasons for taking help from others while shopping. The various reasons stated are shown in the table 4, in which 59.17 and 58.33 per cent of respondents felt that they did not feel confident to make proper selection alone, and felt stressed while making the decisions alone, respectively. Since there are so many choices available in the market, around 76.67 per cent of people felt that it was easier to make selection in someone else company due to readily available advice. Thirty-five per cent of people simply asked somebody to accompany because they felt that having someone along increased their confidence and they liked to seek the approval of others before buying and if others approved their selection, they felt more confident in buying. About 26.67 and 19.17 per cent of people enjoyed shopping in others company and hesitated to bargain alone, respectively. They feel that they don't have those capabilities to get the best price for the product.
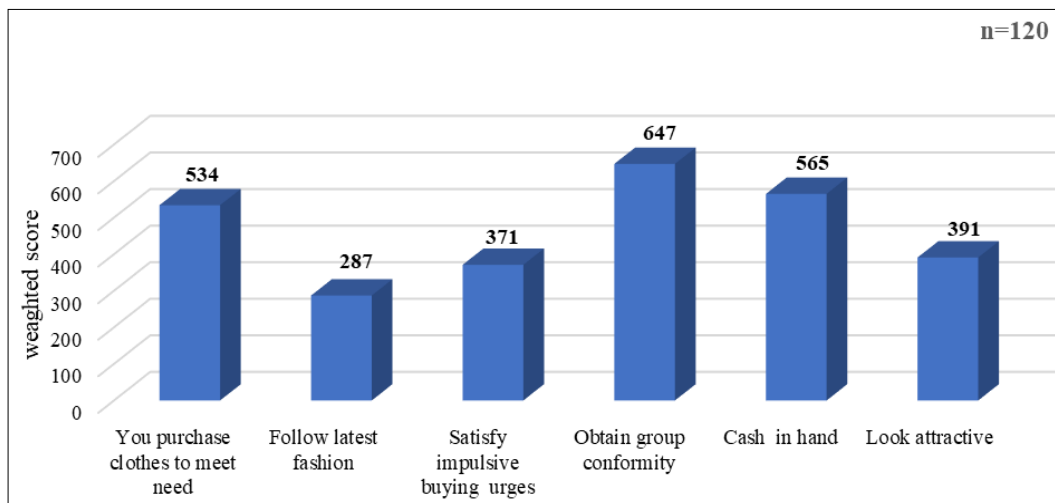
Fig 1: Basis for clothing purchase

People buy and wear different types of clothes to protect themselves from harsh climatic conditions, to look attractive, show off their social status etc. Data in fig 1 shows that obtaining group conformity was given first rank with weighted score of 647 followed by cash money in hand and to meet the clothing needs were other reasons given by the respondents with weighted score of 565 and 534 that were given second and third rank, respectively. Other reasons given were to look attractive, satisfying impulsive.
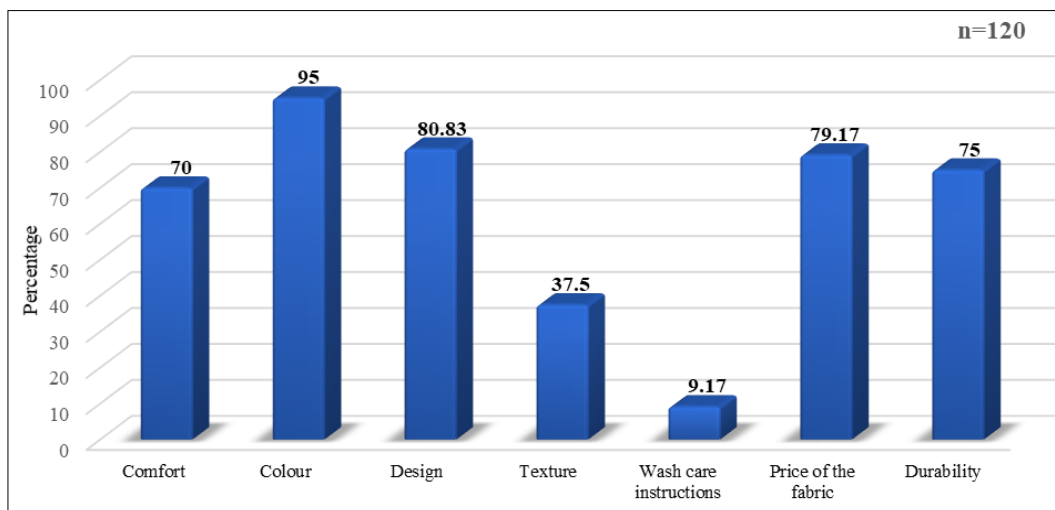
Fig 2: Parameters considered by the respondents for purchasing the clothing materials

Data in Fig 2 shows various parameters considered by the respondents while making purchase for clothing material. Colour of the fabric was most preferred factor as reported by 95.00 per cent of the respondents followed by design and price of the fabric by 80.83 and 79.17 per cent of the respondents, respectively. About 75 percent of the respondents considered the durability of the material before final selection and 70 per cent of them also looked for comfort in the clothing material. Texture of the clothing material was also considered by 37.50 per cent and wash care instructions by only 9.17 per cent of the respondents.

Table 5: Information sought by the respondents from the labels on the garments n=120

Information	Always f (%)	Often f (%)	Sometime f (%)	Rarely f (%)	Never f (%)
Brand name	5 (4.17)	3 (2.50)	8 (6.67)	70 (58.33)	34 (28.33)
Wash care instructions	10 (8.33)	17 (14.16)	23 (19.17)	56 (46.67)	14 (11.67)
Size	103 (85.83)	5 (4.17)	10 (8.33)	2 (1.67)	-
Manufacturer name	-	2 (1.67)	15 (12.50)	37 (30.83)	66 (55.00)
Price	90 (75.00)	15 (12.50)	10 (8.33)	5 (4.17)	-

Figure in parentheses indicates percentages

Different types of information are given on the labels/tags on the garments/fabrics, which are quite useful for the consumers. Data in Table 5 depicted the information sought by the respondents from the labels on the garments. About 58.33 per cent of the respondent rarely looked for brand name while 28.33 per cent reported that they never looked for brand name. They just bought it. More than 46.77 per cent rarely followed the wash care instructions given on the label. Maximum per cent age (85.83 %) always looked for the size before buying, particularly readymade garments. About 75.00 percent of the respondents always looked for the price on the labels whereas more than 50 per cent never bothered to see manufacturer name on the labels. They said that they bought whatever they liked or as per their need without giving due consideration to this information.

Table 6: Places preferred for buying the seasonal clothes n=120*

Garments	Own town/city shops f (%)	Another town/city shops f (%)
Women		
Casual	105(87.50)	25(20.83)
Formal	100(83.33)	20(16.67)
Semi-formal	120(100.00)	-
Sleep/night wear	10(8.33)	-
Miscellaneous	110(91.67)	20(16.67)
Men		
Casual	100(83.33)	-
Formal	70(58.33)	50(41.67)
Semi-formal	110(91.67)	-
Sleep/night wear	25(20.83)	-
Sports wear	15(12.50)	-
Miscellaneous	120(100.00)	-
Children		
Casual	100(83.33)	-
Formal	110(91.67)	-
Semi-formal	120(100.00)	-
Sleep/night wear	120(100.00)	-
Sports wear	115(95.83)	-
Miscellaneous	120(100.00)	-

Figure in parentheses indicates percentages

Different seasonal clothes were purchased by the respondents from different places keeping in mind their requirement and season. No village in this area had any clothing shop in the village, so they had to go to the nearby town or city to buy the clothes. Data in Table 6 elucidates that woman's casual wear were mainly purchased from their own town/city shops as reported by 87.50 per cent of the respondents followed by 20.83 per cent who also bought from another town/city shops. All the respondents bought semi formals from their own town/city shops. Similarly, miscellaneous items (shawl, sweater, socks, purses, belts, undergarments etc) were mainly preferred from their own town/city by majority of the respondents (91.67%).

Men's casual wear and semi-formal wear mainly purchased from their own town/city shops as reported by 83.33 and 91.67 per cent of the respondents, respectively. Whereas for

formal wear, 58.33 per cent of the respondents preferred their own town/city shops and 41.67 per cent also visited another town/cities. For sportswear (track suits, shorts, t-shirts), own town/city shops were preferred by 12.50 per cent of the respondents. For miscellaneous shopping, own town/city shops were mainly preferred by all the respondents (100%). All types of seasonal clothes for children wear were mainly purchased from own town/city shops as reported by almost all the respondents.

4. Conclusion
Majority of the respondents choose their clothes with the help of all family members. To save time and to avoid unplanned expenditure, they prefer to take independent decision. It was also reported that obtaining group conformity, cash money in hand and to meet the clothing needs were the reasons given by the respondents for making clothing purchases. Colour of the fabric, design and price of the fabric were mainly considered. About half of the respondents rarely looked for brand name wash care instructions given on the labels. Majority of the respondents prefer to buy seasonal clothes from their own town/city shops.

5. References
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