

## **A STUDY ON FACTORS INFLUENCING CLOTHING BEHAVIOR OF CONSUMERS IN THOOTHUKUDI DISTRICT**

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### **ABSTRACT**

The clothing needs, desire and demands of consumer are influenced by a multitude of circumstance. The clothing behavior today includes formal, semi-formal, sport, casual and work clothing existing in number of design and availability in seemingly unlimited colors textures and fabric. The clothing behavior in tamilnadu is influenced by socio-economic factors. Psychological factors, physiological factors clothing heritage and family system. Those factors influence the clothing buying behavior of consumer. The study comprises of the factors causing to buy clothes, color selection on basis of factors, feature of brand conscious, factors for selecting occasional dress and clothing behavior.

**Keywords:** clothing behavior, socio-economic factors, thoothukudi district

### **INTRODUCTION**

Clothing has always been important to people because it meets one of their primary needs. Clothing and textiles tend to reflect and offer an important basics for interpreting the social, economic and political and conditions of nation. Clothing holds a dual position in the family budget. The clothing shopper must remember that the family is the influencing factors in consumer decision making. Marketers are interested in the influence of husband, wife, children and parents on the purchase of clothes. Reference group can be in the form of friends and work colleague or in the form of remote personality's states vasanthi venugopal and Raghu V.N (2016). The consumer's purchases are influenced by cultural, social, personal and psychological determinants. The consumer's choice of clothes change over their life time, due to their age and life cycle stage. The person's occupation and economic circumstance, lifestyle interests and opinion influence the buying of clothes. The demographic factors such as size of population, family size, and nature of the family, social class, religion, race and income level have

significant influence on buying behavior. All the favorable conditions influence the buyers purchasing decision. When shopping, it is important to choose the right quality which serve its purpose. The consumer needs to consider his economic, climatic and personal character before the clothing selection. Consumer literacy is essential to make decision related to safety, choice, managing financial transaction and resources says Suresh miere and sapna Gandhi (2012). Keeping this in mind, the study is undertaken to analyze the consumer literacy about factors influencing clothing purchase and their decision making power in clothes purchase.

### **STATEMENT OF THE PROBLEM**

The buying behavior of consumers involves series of related and sequential stages or activities. Consumer begin a search for information followed by evaluation of alternatives and a purchase decision. The consumer decision and consumer purchases are influenced by cultural, social, personal, physiological, psychological and economical determinants. These determinants have significant influence in understanding consumer buying behavior. The influencing characters of buying behavior of consumer is assessed by the pilot study among the manufacturers, wholesalers, and retailers at seven taluks of tucicorin district. It is the opinion of them to carry out the analysis about the factors influencing clothing decision to create marketing strategy. Hence in depth information is gathered among the consumers in factors influencing clothing behavior.

### **OBJECTIVES OF THE STUDY**

1. To analyze the influencing behavior of consumer related with purchase of clothes.
2. To evaluate causes of purchase of clothes.
3. To examine the fundamentals of color selection of dress.
4. To scrutinize the features of brand conscious
5. To analyze the factors influencing clothing behavior of consumers.

### **RESEARCH METHODOLOGY**

#### **Sources of Data**

The study has depended on primary source of data obtained by survey method using Interview schedule administrated with well-constructed Questions with Likert five point scale.

#### **Sampling design**

Convenience sampling is a non-probability design, which is not generalize at all, is used at times to obtain same “quick” information to get a “feel” for the phenomenon or variables of interests-

words of Uma sekaran, (2010).The number of samples selected for the study is 900 at seven taluks of tuticorin district. Convenience sampling method is followed for the study.

**Statistical tools**

Relevant statistical tools such as percentage analysis, Factor analysis were used for the analysis and interpretation of survey data.

**Analysis and Interpretation of Data**

**Table 1: Causes of Buying Clothes**

S.No.	Causes	Frequency	Percent
1	Fashion change	308	34.2
2	Clothing need	291	32.3
3	Surplus money	86	9.6
4	Off-sales	126	14.0
5	Climatic condition	54	6.0
6	Friends invitation	35	3.9
	Total	900	100

Source: Primary Data

This table inferred that the causes of buying cloth. 34.2% of the respondents purchase clothes for clothing need,32.3% of the respondents purchase clothes for fashion change,14% of the respondents purchase clothes for off-sales,9.6% of the respondents purchase clothes for surplus money,6% of the respondents purchase clothes for climate condition,3.9% of the respondents purchase clothes for friends invitation.

**Table 2: Select color base**

S.No.	Color base	Frequency	Percent
1	Mood	232	25.8
2	Serviceability	89	9.9
3	Climatic condition	226	25.1
4	Purpose	261	29.0
5	Skin complexion	92	10.2

	Total	900	100.0
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Source: Primary Data

From the table it was found that one third of consumers select dress based on purpose, one fourth of consumers select based on their mood and climatic condition, one fourth of consumers select the color of their dress on basis of skin complexion and the least consider serviceability

**Table 3: Feature of brand**

S.No.	Features	Frequency	Percent
1	Fit	208	23.1
2	Serviceability	103	11.4
3	Proper stitching construction	240	26.7
4	Provision for growth allowance	73	8.1
5	Size	121	13.4
6	Fabric selection	155	17.3
	Total	900	100.0

Source: Primary Data

From the table, it was found that the 26.7% consumers select the brand depending on the proper stitching construction, 23.1% consider fit of their branded garment, 7.3% prefer the brand due to fabric selection, 13.4% consider the proper size, 11.4% depend on the serviceability and only 8.1% consumers consider the provision for growth allowance.

**Table 4: Factors while selecting occasional dress**

S.No.	Factors	Frequency	Percent
1	Financial status	291	32.3
2	Social influence	312	34.7
3	Custom of the community and religion	80	8.9
4	Tradition of family	217	24.1
	Total	900	100.0

Source: Primary Data

From the table, it was found that one third of consumers consider the financial status and social influence while selecting occasional dress, one half of consumer select occasional dress based on

tradition of family and limited consumer prefer occasional dress depending on custom of the community and religion.

**Table 5: Analysis for Influences of Purchasing clothes**

S.No.	Influences	HA	A	NO	DA	HDA	Mean	Standard deviation	Variance
1	Father	210	125	77	75	410	2.61	1.682	2.830
2	Mother	167	131	114	83	405	2.53	1.607	2.583
3	Grand parents	105	123	206	65	401	2.41	1.477	2.183
4	Siblings	219	119	175	76	311	2.82	1.589	2.526
5	Friends	167	146	151	57	379	2.63	1.586	2.516
6	Sales person	191	144	169	78	318	2.79	1.571	2.468
7	Advertising	239	122	189	63	287	2.96	1.595	2.544
8	Publicity	248	130	207	38	277	3.04	1.588	2.521

Source: Primary Data

From table 1, it was found that the mean value for father is 2.63, the mean value for mother is 2.53, the mean value for advertising is 2.41, the mean value for siblings is 2.82, and the mean value for publicity is 3.04, the mean value for friends is 2.61, the mean value for sales person is 2.79, the mean value for grandparents is 2.41.

**Table 6: Factor Analysis KMO and Bartlett's Test**

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.	.902
Bartlett's Test of Sphericity	Approx. Chi-Square
	Df
	Sig.
	6.608E3
	78
	.000

The KMO measures the sampling adequacy (which determines if the responses given with the sample are adequate or not) which should be closed than 0.5 for a satisfactory factor analysis to proceed. Kaiser recommend 0.5 (value for KMO) as minimum (barely accepted), Looking at the table below, the KMO measure is .902, which is greater than of 0.5 and therefore can be barely accepted.

**Rotated Component Matrix**

	Component		
	1	2	3
Durability	<b>.806</b>	.200	.089
Visually good look	<b>.771</b>	.325	.100
Possibility to wear an item for a number of seasons	<b>.732</b>	.259	.335
Comfort and ease care	<b>.716</b>	-.026	.066
Family background	<b>.715</b>	.181	.400
Fashion	.636	<b>.615</b>	.065
Fit	.611	<b>.583</b>	.150
Personal value	.591	<b>.469</b>	-.009
Fabric and construction	.100	<b>.853</b>	.108
Clothing style	.520	<b>.654</b>	-.097
Price	.125	-.190	<b>.779</b>
Occupational	.143	.120	<b>.742</b>
Quality	.061	.505	<b>.657</b>

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.

a. Rotation converged in 7 iterations.

This table reveals that the factor analysis of various factors influenced by consumers at the time of purchasing clothes. Durability factor (.806) is highly loaded on first factor, Fabric and construction factor (.853) is highly loaded on second factor, Price factor (.779) is highly loaded on third factor.

**SUMMARY OF THE FINDINGS**

- Majority of the respondents purchase clothes for clothing need (34.2%).
- One third of consumers select dress based on purpose.
- Maximum consumers select the brand depending on the proper stitching construction (26.7%).
- One third of consumers consider the financial status and social influence while selecting occasional dress.

- Durability factor (.806) is highly loaded on first factor, Fabric and construction factor (.853) is highly loaded on second factor, Price factor (.779) is highly loaded on third factor.
- Publicity factor got the highest mean score is 3.04.

## **CONCLUSION**

The study concentrate on the clothing purchase of consumers which are influenced by cultural, social, personal and psychological determinants. The consumer surroundings and society influence the clothing behavior. Family system, culture, and tradition motivate the consumer to make the decision on clothing purchase. The person occupation and economics circumstances, life style, activities, interest and opinion influence on the buying of clothes.

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