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**Study on Preference with Reference to Denim Jeans in Female  
Segment in Thane District.**

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**ABSTRACT:**

*Today fashion is incomplete without denim. Denim in all varieties matches with all attire. It is difficult to believe that denim firstly was used in clothing for the pants worn by miners on the west coast of US. Gradually, due to advancement in technology, denim turned as a fashion symbol. Denim jeans became more well-liked amongst women as it was available in latest varieties. As Women are more fashion concerned than men and were inclined to buy jeans. So, a research was conducted considering 55 female respondents from Thane city with an objective to determine the factors affecting selection, usage pattern and wardrobe analysis of Denim Jeans. The research design used was exploratory research and sampling technique was non probability However, no research or study is without any limitations and so this research too had some limitations as the Sample size was very small for making trustworthy decision. Moreover, only the females of Thane district were surveyed, the results obtained from this research might not be applicable to other parts of the country.*

**KEYWORDS:** *Female, Denim Jeans, Brands, Thane District.*

**INTRODUCTION:**

India's garment market is on the track of change. Quick growth and increasing urbanization generated a new class of consumers having more money to spend, and craze for fashion. India's fast growing retail clothing market conferred remarkable growth opportunities for global and local players. The domestic apparel industry comprised of three segments – menswear, womenswear, Kidswear. In 2011, the Indian apparel industry was reported worth Rs. 1,876 billion (Bn) and was expected to grow at a Compound Annual Growth Rate (CAGR) of 8.7 per cent till 2016. Demim is playing one of the important role in apparel industry in all the sectors. The world denim market is likely to grow continuously for the next few years . However, supply is growing at a faster pace.

World Jeans Market was **51.6\$ Billion** in 2009 which is expected to become **56.2\$ billion** by 2014 .The demand for jeans is also increasing in domestic as well as export market which require more industries to be developed in this sector. Due to the low entry barriers, numerous players have entered the industry. The Apparel manufacturing was considered as the least capital intensive sector of the textile industry; hence had low entry barriers. But, it was greatly labor intensive which demanded skilled, unskilled and semi-skilled laborers.The Indian denim market was subjugated by the non-branded players who grabbed major shares of the denim market.

Traditionally, India was one of those countries where sales of menswear exceeded women's. But gradually the scenario changed as the market study demonstrated that the sales of women's clothing were rising rapidly than menswear. Historically, women's clothing had been restricted to home wear and items for special events. With about 20 percent of India's urban women in the employment, they were keener to dress uniquely when they moved out from the home—for shopping, or visit a school or at office.

#### Segment wise share of apparel market

Sr.No	Category	2011			2020		
		% share in Total Apparel Market	Branded (USD Bn)	UnBranded (USD Bn)	% share in Total Apparel Market	Branded (USD Bn)	UnBranded (USD Bn)
1.	Men	40	5	11	39	18	30
2.	Women	35	4	10	42	20	31
3.	Kids	25	1	9	19	5	20
	Total	100	10	30	100	43	81

Source: <http://www.citiindia.com/pdf/Harminder%20Sahni.pdf>

The above survey depicts that share in apparel market of women would be increasing and in next five years it would be more than men in branded as well as in unbranded section.

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### **OBJECTIVES OF STUDY:**

The objective of this study is as followed:

1. Analysis of the factors affecting selection of jeans by female segment in Thane District.
2. Analysis of the usage pattern of Denim Jeans amongst female segment in Thane district
3. To find out reasons for preference and non preference of branded and unbranded jeans.

### **RESEARCH METHODOLOGY**

Exploratory research design was used as study is basically on secondary research such as reviewing available literature and/or data, and qualitative as well as quantitative research approaches such as informal discussions and questionnaire containing qualitative based techniques such as Free association with consumers.

#### **Sampling Unit**

For this research, the sampling unit was Female respondents.

#### **Sampling Size**

Sample size for the research study is 55 female respondents of Thane District.

#### **Sampling Procedure**

For doing research study, Convenience sampling technique was used as it is a type of non probability sampling which involves the sample being drawn from that part of the population which is close to hand. That is, a sample population selected because it is readily available.

### **ABOUT DENIM JEANS**

**Jeans** are trousers made from denim or dungaree cloth. Often the term "jeans" refers to a particular style of trousers, called "blue jeans" and invented by Jacob Davis and Levi Strauss in 1873. Starting in the 1950s, jeans, originally designed for cowboys, became popular among teenagers, especially members of the greaser subculture. Historic brands include Levi's, Lee, and Wrangler. Jeans come in various fits, including skinny, tapered, slim, straight, boot cut, Narrow bottom, Low waist, anti-fit and flare.

Jeans are now a very popular article of casual dress around the world. They come in many styles and colors; however, "blue jeans" are particularly identified with American culture, especially the West. Demand for Jeans had also increased in India. The Indian market is a fast growing market for denim products. From a small market in early 1990s, we are looking at a market today which consumes over **250 millions pcs of jeans in a year and is growing at a pace of over 10%**. Going at this pace, the Indian market **will overtake that of US** - which consumes about 590 million pcs of denim apparel – in about 6 –7 years .

The demand for denim jeans is getting more popularity in female sector throughout the world and also in India. Female sector being more conscious towards fashion are inclined towards denim jeans more than men not only due to fashion but also due to various reasons like comfortable for carrying during work, cost effective ,no need of ironing required females are more attracted towards denim Jeans.

#### **BACKGROUND OF THANE DISTRICT:**

**Thane** is a district in northern Maharashtra state in western India. As of 2011 it is the most populated district in the nation, with 11,054,131 people. Thane comprises 15 Talukas. This is the third-most industrialized district in Maharashtra. It is bounded by Mumbai City and Raigad District .Thane District comprises of many urban cities thus people there are concerned about fashion. Ulhasnagar being one of the cities in Thane district which is popular for Jeans manufacturing it stands third in India after Delhi and Ahmedabad in Manufacturing of Un branded Denim Jeans as per the report published in on website of [www.denim and jeans.com](http://www.denimandjeans.com) in 2013.

#### **DATA ANALYSIS**

##### **1. Reasons for selecting jeans as outfit**

**Table: 1 Reasons for selecting jeans as outfit**

<b>Reasons</b>	<b>No. of Respondents</b>	<b>In % Form</b>
Freedom from duppata	10	18
No Ironing	5	9
Fashion/trend	15	27

Frequency of washing is less	4	8
Cost effective	11	20
Comfortable	10	18

Source : Analysis result of Primary data .

**Interpretation:** Most women preferred jeans to other attire because it is fashionable (27%), followed by the benefits like Cost effective, freedom from duppata and feel of comfort.

## 2. Factors affecting the selection of jeans

**Table: 2 Factors affecting the selection of jeans**

Variables Name	%
Color & Style	15%
Fabric & Price	20%
Fittings/Size	16%
Brand	30%
Durability	19%

Source : Analysis result of Primary data .

**Interpretation:** The result of survey demonstrated that female focused more on the brand name (30%), followed by durability and price.

## 3. How frequently female prefer to wear jeans in a week?

**Table: 3 Frequency of wearing jeans**

Duration	No. of Respondents	Respondents (in %)
Once in a week	5	9
2 to 3 times in a week	10	18
4 to 5 times in a week	25	45
6 to 7 times in a week	11	20
Any other (twice in 15 days)	4	8

Source : Analysis result of Primary data .

**Interpretation:** 45 % of the respondents wear jeans 4-5 times a week and 20% of the respondents wear jeans on daily basis. Rest of the respondents wears it occasionally.

#### 4. Demographic Profile

**Table: 4 Age wise preference of Jeans in female Segment**

Age	No. of Respondents	Respondents (In %)
Less than 21	15	27
21-30	30	55
31-40	8	15
More than 40	2	3

Source : Analysis result of Primary data.

**Interpretation:** As only female segment was surveyed, 55% respondents belonged to age group 21-30 years, 27% respondents were in the age group less than 21 years age, 3% respondents were above 40 years and 15% respondents ranged from 31 - 40 years.

#### 5. Brands preferred by females.

**Table: 5 Various Brands of Jeans Preferred in Female segment**

Brand Name	No. of Respondents	Respondents (In %)
Lee	5	10%
Levis	24	43%
Local Brands	18	33%
Diesel	2	3%
Pepe	6	7%

Source:  
result of  
data.

Analysis  
Primary

**Interpretation:** It is interesting to note apart from Levis which has been favored by 13(43%) local brands have a good preference with respect to our respondents.

## 1. Occupation

**Table: 6 Occupation of Respondents in %**

Occupation	No. of Respondents	Respondents(%)
Entrepreneur	---	---
Service	10	18
Govt Job	5	9
House Maker	10	18
Student	30	55

Source: Analysis result of Primary data.

**Interpretation:** In the study, it was discovered that 55% of the respondents were students, 18% were house makers and 23% were serving in the private organizations and 9% were serving in Government Job.

### CONCLUSION:

From the study, it was concluded that most female favored denim jeans because of its economic cost and other motives like freedom from duppata and comfort factor. Survey showed that for female, both fitting and brand name were of equal importance followed by durability and price feature. Moreover, due advancing Indian culture, the married women too were motivated to wear jeans. In the research, it was found female between age group of 21 to 30 years wore jeans 4-5 times a week and 20% of the respondents wore jeans on daily basis. It was remarkable to note that, apart from the brand Levis which had been favored by 43%, the local brands also had a big space with respect to our respondents. So it can be concluded that slowly jeans are becoming a part of female lifestyle and that jeans was not just so called a —pant|| but it was a part of their —life

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