A STUDY ON CONSUMERS' PERCEPTION ABOUT CLOTHING BEHAVIOR IN TUTICORIN DISTRICT

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ABSTRACT

Clothing is an integral and inseparable part of mankind. The clothing needs arise from the birth till old age. Every small change taking place in human activities change the world in total. Innovating and evolving technologies revolutionize the existing clothing market. The minds of consumer towards clothing is observed regarding the source and manner of purchase of clothing, clothing expenditure, place of purchase of clothes and clothing buying practice. The study mainly concentrate on thoughtful planning, considerable knowledge of buying practices to build an efficient, appropriate wardrobe with the best quality for the spent money and approach of sales people at the buying place.

KEYWORDS: Clothing Market, Clothing Expenditure, Place of Purchase, Clothing Buying Practice

INTRODUCTION

The fashion industry is a product of the modern age. Clothing production represents an opportunity to provide a source of earning and employment in the global market. Prior to mid 19th century, most clothing was custom-made or home-made. By the beginning of 20th century, the clothing had increasingly come to become produced in standard sizes in factory system and sold at fixed prices as ready – to – wear which fit most people. The four levels of the fashion industry are production of raw materials, fashion goods with designer and manufacturer, Retail sales and various forms of advertising and promotion (Kamal Kharuna 2012). The Principal clothing needs of the people are comfort and cleanliness. Clothing should be easy to maintain, light in weight, soft, simple and purposeful comfort characteristics. The consumer demand towards clothing is influenced by income of the people, the price of the related goods and taste of the consumer. Clothing has certain influences on human attitudes. The clothes have always an integral part of a person's life views Deepika Kachihal (2016)

The clothing needs of consumer arise from the marriage of the couple beginning with infant's clothing, proceeding with clothing for school children, adolescent, adult ending with old age. The type of clothing should be suitable for the type of activities and depend on geographical condition and meeting condition of the home.

Most of the clothing for the family is purchased outright. Payment for item of apparel, dress material or tailoring service comes from the family income. The performance of a product is the measure of functional features and properties that make it suitable for the purpose. The value of the clothing can be increased by increasing the utility for the same cost or by decreasing the cost of some utility. (R. Pannerselvam, 2010). Whether the amount spent for clothing is small or large, purchase should be carefully planned for the most satisfying results.

When shopping, it is important to choose the right quality which serves its purpose. The consumer needs to know

the selling points used by sales people and he must focus on made of payment. 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 clothing purchase and their decision making power in clothes purchase.

Statement of the Problem

Consumer satisfaction arises when the clothing manufacturer provides them with benefits that satisfy their needs and wants. If the consumer is satisfied with their clothing needs, they will buy more and do some. The pilot study with manufacturer, dealer, wholesalers and retailers at seven talks of Tuticorin district reveals that, it is essential to equip the consumers of clothing with enough knowledge and skills to make them capable of effective consumer decision making. Hence, in-depth information is required to provide an understanding of the consumer perception about clothing behavior.

Objectives of the Study

- To analyze the consumer preference of clothing category

- To investigate the clothes buying behavior of consumers

- To study the clothing budget allocation and shopping duration of consumer

- To examine the place of purchase of clothes of the consumer

RESEARCH METHODOLOGY

Sources of Data

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

Sampling Design

- Sampling size: 900 consumers.

- Sampling method: Convenience sampling

- Sampling area: Seven talks of Tuticorin district.

Statistical Tools

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

Analysis and Interpretation of Data

The consumer's decision on purchase of clothes are assessed on the personal aspects of respondents such as age, gender, residential area, religion, marital status, occupation, income of the family, educational status, type and number of family member and figure details.

Table 1: Profile of the Respondents

Attributes	Description	Frequency	Percent
Age-group	10-25	337	37.4
	26-35	235	26.1
	36-60	217	24.1
	Above 60	111	12.3
	Total	**900**	**100.0**
Gender	Male	449	49.9
	Female	451	50.1
	Total	**900**	**100.0**
Resident status	Rural	326	36.2
	Semi-urban	379	42.1
	Urban	195	21.7
	Total	**900**	**100.0**
Religion	Hindu	547	60.8
	Christian	210	23.3
	Muslim	143	15.9
	Total	**900**	**100.0**
Marital status	Married	495	55.0
	Unmarried	337	37.4
	Widow	68	7.6
	Total	**900**	**100.0**
Occupation	Coolie	74	8.2
	Fisherman	133	14.8
	Farmer	82	9.1
	Employee	150	16.7
	Business	146	16.2
	Profession	50	5.6
	Designer	66	7.3
	Student	168	18.7
	Home maker	31	3.4
	Total	**900**	**100.0**
Income	Below 5000	74	8.2
	5001 – 10000	334	37.1
	10001 – 20000	284	31.6
	20001 – 50000	94	10.4
	Above 50000	114	12.7
	Total	**900**	**100.0**
Educational status	Illiterate	137	15.2
	Upto school level	244	27.1
	Degree holder	355	39.4
	Technical	23	2.6
	Professional level	141	15.7
	Total	**900**	**100.0**
Type of family	Nuclear	512	56.9
	Joint	388	43.1
	Total	**900**	**100.0**
Number of family members	2	35	3.9
	3	167	18.6
	4	382	42.4
	5	151	16.8
	6	129	14.3
	Above 6	36	4.0
	Total	**900**	**100.0**

Table 1: Contd…			
Personal skin complexion	Black	189	21.0
	White	173	19.2
	Fair	397	44.1
	Yellow	64	7.1
	Yellowish white	77	8.6
	Total	**900**	**100.0**
Figure type	Slim	214	23.8
	Short	187	20.8
	Stout	133	14.8
	Tall	109	12.1
	Average	257	28.6
	Total	**900**	**100.0**

Source: Primary Data

Table 1shows that, the socioeconomic statusof consumers in Tuticorin district. Out of 900 respondents, 50.1% of the respondents are female respondents, 42.1% of the respondents in Semi-urban areas, 60.8% of the respondents are Hindu, 55% respondents are Married, 37.1% of the respondents gets the income level i.e. 5001 – 10000, 39.4% of the respondents are degree holders, 45.1% of the respondents have 2 family members, 44.1% respondents are fair skin complexion, 23.8% of the respondents are Slim.

Table 2: Clothing Category

Attributes	Description	Frequency	Percent
Knowledge of clothing category	Yes	676	75.1
	No	224	24.9
	Total	**900**	**100**
Clothing category	Formal wear	289	32.1
	Casual wear	471	52.3
	Occasional wear	31	3.4
	Sports wear	27	3.0
	Work wear	82	9.1
	Total	**900**	**100.0**
Frequency of clothes purchase	Yearly basis	208	23.1
	Twice a year	307	34.1
	Thrice a year	195	21.7
	More than four times a year	191	21.1
	Total	**900**	**100.0**

Source: Primary data

Table 2 shows that 75.1% consumers are having the knowledge of clothing category and 24.9% are lacking in knowledge of clothing category. 23.1% consumers are purchasing the clothes on yearly basis, 34.1% twice a year, 21.7% thrice a year, and 21.1% more than four times a year. The majority (52.5%) of the consumers prefers casual wear clothes, minority of consumers are preferring sportswear and occasional wear clothes and one fourth of the consumers prefer work wear.

Table 3: Clothing Budget

Attributes	Description	Frequency	Percent
Individual spending amount	Below Rs. 300	26	2.9
	301 - 500	254	28.2
	501 – 1000	357	39.7
	1001 – 1500	164	18.2
	1501 – 2000	41	4.6
	Above 2000	58	6.4
	Total	**900**	**100.0**
Family members spending money	Below Rs. 1000	99	11.0
	Rs. 1001 – 2000	264	29.3
	Rs. 2001 – 3000	193	21.4
	Rs. 3001 – 4000	96	10.7
	Rs. 4001 – 5000	81	9.0
	Above Rs. 5000	167	18.6
	Total	**900**	**100.0**

Source: Primary data

Table 3 shows the spending amount of Individual consumers and family members for their clothing purchase. One fourth of consumers (28.2%) are spending the amount of Rs.301 – 500 for their clothes purchase. One sixth of consumers (18.2%) are spending the amountof Rs.1001 – 1500. Very few consumers (4.6%) and (6.4%) are spending the amount of 1501 – 2000 and above 2000, correspondingly.

The majority (29.3%) of consumers is spending an amount of Rs.1001-2000 and minority (9%) of the consumers is spending the amount of Rs 4001-5000 for their family members' clothing purchase.

Table 4: Shopping Duration & Clothing Size

Attributes	Description	Frequency	Percent
Duration	Less than 1 hour	381	42.3
	1 – 3 hours	390	43.3
	3 – 6 hours	71	7.9
	More than 6 hours	51	6.5
	Total	**900**	**100.0**
Clothing size	S	77	8.6
	M	167	18.6
	L	245	27.2
	XL	287	31.9
	XXL	124	13.8
	Total	**900**	**100.0**

Table 4 shows the shopping duration of the consumers and the clothing size preferred by the consumers. In accordance with Shopping duration, nearly one half of the consumers are spending less than one hour and form 1-3 hours. Minority of the consumers are only spending the time of more than 3 hours for their shopping of clothes. Nearly one third of consumer is selecting their clothing size as 'L and XL'. Minority of consumers are only relating their clothing size as 'S'.

Table 5: Purchasing Area & Place

Attributes	Description	Frequency	Percent
Area	Rural area	190	21.1
	Urban area	412	45.8
	Semi-urban area	298	33.1
	Total	**900**	**100.0**
Purchasing Place	Wholesale shop	164	18.2
	Retail shop	503	55.9
	Factory outlet	74	8.2
	Online shopping	69	7.7
	Street vending	58	6.4
	Selling at Home	32	3.6
	Total	**900**	**100.0**

Table 5 shows that 18.2% of consumers select wholesale shop for their clothing purchase, 55.9% prefer retail shop, 8.2% prefer Factory outlet, 7.7% prefer Online shopping, 6.4% prefer street vending, and 3.6% prefer selling at home. The table also shows the purchasing area of consumers. The purchasing area of most of the consumers is urban and one third of consumers are semi-urban and nearly one half of consumer is rural place.

Table 6: Retail Store Selection

S.No.	Prospects	HA	A	NO	DA	HDA	Mean	Standard deviation	Variance
1	Catalogue show room	187	171	147	28	367	2.76	1.620	2.625
2	Fashion avenue	183	164	176	38	339	2.79	1.583	2.505
3	Speciality show room	171	99	233	47	350	2.66	1.538	2.365
4	Khadi show room	112	116	249	37	386	2.48	1.454	2.114
5	Boutique	173	155	115	71	386	2.62	1.611	2.594
6	Hyper market	186	110	139	42	423	2.55	1.636	2.675
7	Discount store	238	146	113	38	365	2.84	1.692	2.861

Source: Primary Data

Table 6 shows that the mean, standard deviation, and Variance, for the prospects such as catalogue showroom, Fashion Avenue, Speciality showroom, Khadi showroom, Boutique, Hyper market, and Discount store. Discount store (2.84), selection by the consumer is the highest mean and Khadi showroom (2.48) selection is the lowest mean of the retail store selection, in the study area.

Table 7: Criteria for Store Selection

S.No.	Criteria	HA	A	NO	DA	HDA	Mean	Standard deviation	Variance
1	Expertise of the salesman	266	104	104	51	375	2.82	1.729	2.991
2	Local ownership	114	168	142	67	409	2.46	1.514	2.293
3	Store location	148	134	185	64	369	2.59	1.533	2.350
4	One particular brand	197	132	143	50	378	2.69	1.632	2.664
5	Variety of brands	209	121	105	33	432	2.60	1.693	2.865
6	Variety in styles	248	81	128	60	383	2.72	1.697	2.880
7	Wide variety of different products	208	92	108	73	419	2.55	1.664	2.769
8	Virtual image of the store	136	162	174	37	391	2.57	1.544	2.383
9	Store layout	116	133	193	63	395	2.46	1.482	2.197
10	Frequent sales	168	150	154	53	375	2.65	1.587	2.518
11	Low prices	197	145	114	43	401	2.66	1.660	2.754
12	Product quality	278	105	134	53	330	2.94	1.696	2.878

Source: Primary Data

Table 7 shows that the Mean, Standard deviation and Variance for the Criteria for store selection. The mean value for product quality is 2.94 and layout is 2.46.

Table 8: Manner of Purchase of Clothes

S.No.	Manner	HA	A	NO	DA	HDA	Mean	Standard deviation	Variance
1	Readymade clothing	554	75	72	20	179	3.89	1.602	2.566
2	Custom made clothing	247	161	102	73	317	2.94	1.663	2.766
3	Homemade clothing	244	104	185	61	306	2.91	1.619	2.623

Source: Primary Data

Table 8, shows the mean, standard deviation, and Variance, for the Manner of purchase of clothing such as readymade clothing, Custom made clothing, and homemade clothing. The mean value for readymade clothing selection by consumers is 3.89. The variance value for custom made clothing selection by consumers is 2.766. The standard deviation value for homemade clothing selection is 1.619.

Table 9: Times of Purchase of Clothes

S.No.	Purchase time	HA	A	NO	DA	HDA	Mean	Standard deviation	Variance
1	Diwali	447	54	45	3	351	3.27	1.882	3.541
2	Pongal	331	76	93	21	379	2.95	1.807	3.265
3	New year	299	66	153	27	355	2.92	1.734	3.007
4	Christmas	192	56	264	12	376	2.64	1.573	2.473
5	Ramzan	193	36	331	12	328	2.73	1.515	2.297
6	Birthday party	352	97	101	59	291	3.18	1.733	3.003
7	Wedding occasion	225	58	225	50	342	2.75	1.606	2.580
8	Wedding anniversary	205	51	226	52	366	2.64	1.589	2.526
9	Discount sales	266	138	134	22	340	2.96	1.695	2.873
10	Local festival	251	100	154	42	353	2.84	1.679	2.819

Table 9 shows that the Mean, Standard deviation, and Variance for the purchase time. The highest mean value for purchase of clothes by consumer during Diwali is 3.27. The mean value for discount sales and local festival are 2.96 and 2.84 correspondingly. The lowest mean value is 2.64 for selection of clothes during wedding anniversary.

Table 10: Clothing Life Cycle

S.No.	Clothing Life Cycle	HA	A	NO	DA	HDA	Mean	Standard deviation	Variance
1	As soon as the clothes enter the market (beginning stage)	372	100	60	60	308	3.19	1.780	3.169
2	When the clothes get popularized (peak stage)	199	179	132	52	338	2.83	1.617	2.616
3	When the clothes attain out of fashion stage (decline stage)	201	136	191	36	336	2.83	1.650	2.722
4	Purchase of the same model of clothes regularly (classic)	226	82	131	73	388	2.65	1.672	2.794

Source: Primary Data

Table 10 shows that the mean, standard deviation and Variance for the clothing life cycle. The mean value for consumers as fashion leaders purchasing the clothes at the beginning stage is 3.19. The mean value for classic fashion

followers is 2.65.

Summary of Findings

- Out of 900 respondents Maximum of the respondents are female respondents (50.1%)

- The majority of the respondents in Semi-urban area (42.1%)

- The large number of respondents (60.8%) are Hindu

- The higher amount of respondents are Married (55%)

- The maximum respondents (37.1%) got the income level is 5001 – 10000

- The extreme number of respondents are degree holders (39.4%)

- The large number of respondents (45.1%) 2 family members

- The supreme level of (44.1%) respondents are fair skin complexion

- The maximum of the respondents (23.8%) are Slim.

- 75.1% consumers are having the knowledge of clothing category

- Consumers are purchasing the clothes twice a year (34.1%)

- The majority (52.5%) of the consumers are preferring casual wear clothes

- The extreme level (55.9%) of the respondents give prefer to retail shop

- The majority (29.3%) of consumers are spending the amount of RS1001-2000for their family members clothing purchase.

- Nearly one half of the consumers are spending less than one hour and form 1-3 hours

- Discount store (2.84) selection by the consumer is the highest mean and Khadi showroom (2.48) selection is the lowest mean of the retail store selection in the study area.

- The mean value for product quality is 2.94 and layout is 2.46.

- The mean value for readymade clothing selection by consumers is 3.89.

- The highest mean value for purchase of clothes by consumer during Diwali is 3.27

- The mean value for consumers as fashion leaders purchasing the clothes at the beginning stage is 3.19

CONCLUSIONS

The study reveals the consumer's interest and buying practice in preference of clothing. The study assess the knowledge of clothing category, frequency and shopping duration of clothing purchase, budget allocation for buying clothes and store selection. The place, time and stage of purchase of clothes are analyzed by this study. Thus, the study shows the consumer's perception about clothing behavior in Tuticorin district. The majority of the consumers are purchase their clothes from retail shop and they are not consider store layout for purchasing cloth.

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