

Evaluation of Socio-Economical Factors Influencing Consumer Buying Behaviour of Silk Saris

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Abstract

India is a land of vast diversity and cultures. Geographically there are many different cultures in this subcontinent. Each culture has its own ethnic wear with regard to its religious practices. Clothing occupies the most prominent position in developing the culture of a country. It always symbolizes a culture for the people. Dressing is an exclusive characteristic of human beings. Clothing and fashion reflects the civilization of a country. There were many types of ethnic wears available for the people as per their culture & social activity of the country. Ethnic wear market is developing from time to time with respect to the changes in the fashion world. In India ethnic wear for women always referred to silk saris .Its design and method of weaving pattern may vary from place to place. Still it accounts 60% of Indian woman's clothing and growing 10-13% annually. The aim of this study is to understand the effect of socio economic factors affecting buying behaviours with respect to silk saris. This study would provide an idea on the key socio economical factors which affecting purchasing behaviour of customer and it could be useful to drive strategic planning for marketing of ethnic wear with respect of silk saris. This study brings an insight on factors that the marketer and manufactures should concentrate to attract the prospective female buyers.

Key words: Customers buying behaviour, Ethnic wear, Socio-economic factors.

1. Introduction:

Fashion world is a multi-folded developing industry employing millions of people around the globe. Dressing reflects our society and culture, and how we define our self. Fashion and clothing are interwoven. Clothing changes from time to time. People's need changes with the changing fashion. Almost everything in the world is influenced by fashion. In the context of dressing, there were many fashion wears for all people. When analysing about the dressing for people, there are many different kinds for women, men and children. Ethnic wear for women include saris, salwars and other latest trends in fashion. For men those include suits and dhotis. Children's wear are all-time favourite in this trend. Most probably, women prefer sari as their traditional wear. In this line, silk saris are at the top-most of the queue.

1.2 Silk as an ethnic wear

For several decades, silk has occupied an incomparable place in the women's ethnic wear. The silk was given to us by a creature named silk worm. The larva of the Bombyx mori, a mulberry silk worm produces silk from its cocoon. People extracted the silk from the cocoon of the silk worm. Millions of cocoons are needed to extract the silk. It is a natural fibre that contains fibroin and that helps the people to weave it as clothing. In past years, silk was used for the purpose of decoration. The use of silk was considered a craze in ancient times. The use of silk has raised the status of the people in old times. The use of silk in saris has become a standard form of being traditional in the Indian subcontinent.

Silk saris have been known for its luxurious outlook. It remains as a royal symbol for people while in a traditional functions and festivals. Silk sari is preferred above all other clothing because of its shinier and royal look. In India, the production of silk saris has been carried out in the states of Tamil Nadu, Karnataka, and Andhra Pradesh and also in some other parts of the subcontinent. There are many types of silk saris produced like soft silk, mulberry silk, silk cotton and more. These silk may differ at their molecular level and differ by their structure. Each molecular type of silk produces different feeling of cloth when woven as a silk sari.

2. Analysis and discussion:

In this study, we analyse about how socio economical factors affecting buying behaviour of the people with regard to the Silk saris. People are eager to wear ethnic wear with regard to the changing cultural fashion. People would like to connect with fashion through their dressing and accessories even though fashion processes affect all types of cultural trends. This dressing and fashion varies with the demographic variations. People do connect with the changing fashion world through their purchase behaviour. By saying buying behaviour we mean how our customers decide to buy a product and why the customers decide to do so. There were many socio economical factors influencing the customer's buying behaviour. Those factors include cultural factors, social factors, personal factors, psychological factors and environmental factors.

2.1 Cultural factors:

In general a society comprise of various cultures. Culture is very important in understanding the needs and behaviours of the people. It affects the buying behaviour of the customers to a significant level. India is a land of various cultural beliefs and norms. There were many cultural norms, festival & lifestyles, religious occasions and other sub-cultural activities. Cultural beliefs affect a wide range of people influencing their buying behaviour mentally. These beliefs keep on passing from the parents to their children and so on. The people were so much influenced by these cultural factors in the context of consumer buying behaviour.

2.2 Social factors:

A social environment is the one in which a group of people having homogeneity and forming a social hierarchy. By social factors we mean a certain group of people, their living style, their status of buying and their cultural aspects that influence their buying behaviour. The buying behaviour of a group of people having a certain age differs from that of the other people having a different age group. It's also influencing the cultural aspects of the people nowadays. People tend to influence the culture with the help of their buying behaviours. So social factors and cultural factors were interlinked in this buying process.

2.3 Personal factors:

The word “personality” means a set of characteristics and traits of each individual. It is the combination of psychological and physiological aspects of the individuals. It results in a constant behaviour of a person. The customer can buy a product based on his personal aspiration and for his personal content on the purchasing of the product. The personal things which influence the purchase behaviour of a person includes, age, sex, characteristics of each person, way of living, purchasing ability, power of buying, revenue and self-interest. The determination of which product to buy, which colour to choose, what brand to prefer, what should be the price range, its durability and all such things depends on the personal wishes of the customer buying that product.

2.4 Psychological factors:

The psychological factors that influence the customer buying behaviour can be classified into four categories. They are Motivation, Perception, Learning and Attitudes.

2.4.1 Motivation:

Motivation is something that will help the consumer to develop a buying behaviour. The customer gets motivated i.e; something will drive the customer to buy a certain product. It acts from the subconscious mind of the consumer. The customer gets the product and feels themselves satisfied in doing so. The motivation level of the customer depends upon the need of the customer to buy a product. To increase the sales, the manufacturers motivate the customers to buy their product by creating a brand value, and thereby promoting the customers to buy their products. The level of motivation is directly proportional to the need of the customer. Higher the need for a product, higher the level of motivation among the customers to buy that product.

2.4.2 Perception:

Perception is the process through which something is regarded, understood or recognized. It is the ability to understand something with the help of senses. It decides how a person will behave with respect to his senses. Each and every person will have their own beliefs, personal characteristics, traits and experiences. It will differ from person to person. Perception uses the help of stimuli like audio, visual and the like.

2.4.3 Learning:

Learning means gaining knowledge through experiences. This can be done by doing something and knowing the impact from the result of that act.

2.4.4 Attitudes and beliefs:

Belief refers to a conviction or idea that a person has on something. With the help of the learning experiences acquired, a person will develop a belief about something.

Attitude can be defined as a feeling of a person on something or an act. It helps the person to develop a coherent behaviour about something. Belief and attitude inherit each other.

3. Data collection

This study is carried out with the help of personal interviews and with the data observed from the respondents. The interviews were conducted in a semi-structured form with many questions. Such methods of collecting data give a very good interaction with the respondents and also provide an opportunity for the respondents to share their experiences with the people. Personal level interviews serves as a better base for understanding the consumer's idea about the factors that affecting the buying behaviours.

3.1 Primary data

The primary data were collected from the respondents through questionnaires that were distributed among the respondents and were filled by them. This allows the consumers to express their idea about a certain factors affecting the consumer behaviour.

3.2 Secondary data

The secondary data collected supports the primary data further. The secondary data were collected from record books, journals and other printed source of information.

3.4 Tools for analysis

The statistical tool for this study is chi square test. This tool uses the data from primary and secondary sources for computations.

4. Objectives of the study:

- To state the consumers buying behaviour
- To study the impact of socio economic factors affecting the buying behaviour
- To understand the behaviour of the consumers in buying ethnic wears

4.1 Hypothesis framing:

The null hypotheses framed for the purpose of this study are as follows:

- There is no significant relationship between the age of the consumer and their buying behaviour with regard to silk saris.
- There is no significant relationship between the family size of the consumer and their buying behaviour with regard to silk saris.
- There is no significant relationship between the marital status of the consumer and their buying behaviour to silk saris.
- There is no significant relationship between the occupation of the consumer and their buying behaviour to silk saris.
- There is no significant relationship between the education of the consumer and their buying behaviour to silk saris.
- There is no significant relationship between the income of the consumer and their buying behaviour to silk saris.

5. Research methodology:

In order to analyse the consumer behaviour of the people, the data are collected from the respondents and the collected data are expressed in the form of tables. The demographic factors

considered here are the socio-economic factors which are influencing the consumer buying behaviour. The total size of the sample is 100. Data are collected from 100 respondents and the results are given below. The factors considered here are as follows:

5.1 Age

The respondents are classified depending on their age groups. This is because to check whether age factor will affect the buying behaviour of the customers towards silk saris. As per the information collected, the age group of respondents are categorized into three different groups. The young people who have 15-30 years of age, middle aged people between 31-40 years and elderly people who are above 41 years of age.

Table No: 1

Age Group	Expected %	Observed	Expected
Young	40%	23	20
Middle age	40%	22	20
Elderly	20%	5	10

H₀: No significant relationship between age and the consumer buying behaviour

H₁: There is a significant relationship between age and the consumer buying behaviour

5.2 Family size:

One of the factors for considering the customer buying behaviour is the family size of the customers. Family size is one of the significant factors in analysing the customer behaviour as it influences the buying strength of the customers. The family size of the respondents may be joint family or nuclear family. So they are classified as large and small families.

Table No: 2

Family Size	Expected %	Observed	Expected
Large	40%	15	20
Medium	40%	24	20
Small	20%	11	10

H₀: No significant relationship between the family size and the consumer buying behaviour

H₁: There is a significant relationship between the family size and the consumer buying behaviour

5.3 Marital status:

The next socio-economic factor in considering the buying behaviour is the marital status of the customers. It has been analysed whether the marital status of the respondents affect their buying behaviour towards the ethnic wears. This factor categorizes two different types of respondents: Married and unmarried.

Table No: 3

Marital Status	Expected %	Observed	Expected
Married	50	28	35
Unmarried	50	22	15

H₀: No significant relationship between the marital status and the consumer buying behaviour

H₁: There is a significant relationship between the marital status and the consumer buying behaviour

5.4 Occupation:

Occupation of the customers is an important socio-economic factor as it decides the strength of buying and the power to buy for the customers. This factor has been classified into four different categories depending on the customers working power. They are students, business men and other working people.

Table No: 4

Occupation	Expected %	Observed	Expected
Students	60%	20	25
Business person	20%	14	15
Others	20%	6	10

H₀: No significant relationship between the occupation and the consumer buying behaviour

H₁: There is a significant relationship between the occupation and the consumer buying behaviour

5.5 Educational qualification:

The respondents are divided based on their educational qualification. This is to determine the awareness level of the respondents about the buying process. Under this demographic sector, respondents are classified as educated and non-educated.

Table No: 5

Educational qualification	Expected %	Observed	Expected
Educated	50%	20	26
Non_Educational	50%	30	24

H₀: No significant relationship between the educational qualification and the consumer buying behaviour

H₁: There is a significant relationship between the educational qualification and the consumer buying behavior

5.6 Income:

Income is an important socio-economic factor as it decides the purchasing power of the people. The respondents are classified based on their income level as low level, middle level and high level incomes.

Table No: 6

Income Level	Expected %	Observed	Expected
Low Level	30%	14	15
Middle Level	50%	18	25
High Level	20%	18	10

H₀: No significant relationship between the income level and the consumer buying behaviour

H₁: There is a significant relationship between the income level and the consumer buying behavior.

5.7 Results of Chi-square test:

Table No: 7

S.No	Hypothesis	Degree of freedom	Calculated critical value	Table chi-square value	Result of the test
1	There is no significant relationship between the age of the consumer and the consumer buying behaviour with regard to silk saris	2	5.15	5.99	Accepted
2	There is no significant relationship between the family size of the consumer and the consumer buying behaviour with regard to silk saris	2	2.15	5.99	Accepted
3	There is no significant relationship between the marital status of the consumer and the consumer buying behaviour with regard to silk saris	1	4.66	3.84	Rejected
4	There is no significant relationship between the occupation of the consumer and the consumer buying behaviour with regard to silk saris	2	2.66	5.99	Accepted
5	There is no significant relationship between the education of the consumer and the consumer buying behaviour with regard to silk saris	1	2.48	3.84	Accepted
6	There is no significant relationship between the income of the consumer and the consumer buying behaviour with regard to silk saris	2	8.42	5.99	Rejected

6. Inference:

The above study conducted with reference to the socio-economic factors affecting the customer buying behaviour is concluded. The findings from the study are:

- The age of the customers has no impact on the customer buying behaviour. They purchase their ethnic wears regardless of their age. Customers of all ages have the similar interest in the process of buying Silk Saris.
- The customer buying behaviour has also no impact on the family size of the consumers. Whether it is a large family or small or medium, the customer's eagerness of buying Silk Saris remains the same.
- With regard to the marital status of the customers, the null hypothesis is rejected. This means that there is significant impact of the marital status of the customers in buying Silk Saris. Marital status of the consumers affects the buying behaviour of the consumers.
- The buying behaviour of the customers was not affected by the occupation that the customers are engaged with. All consumers are buying Silk Saris regardless of their profession.
- In considering the educational level of the customers, the purchase behaviour has no effect on their qualification. Silk Saris remains as a favourite for all consumers.
- 6. The income level of customers has an effect on the purchasing of ethnic clothing. The higher income levels have more influence in the purchasing of Silk Saris.

7. Conclusion:

This research study gives a strong idea about the socio economic factors which are affecting the buying behaviour of consumers. These factors have a direct effect on the satisfaction of the customers buying Silk Saris. Ethnic wears in India remains assimilated to traditional dressing. This study further helps to understand the buying behaviour and to investigate the socio economical factors influencing the purchase. Since India is a land of many different culture ethnic wears varies with the style of dressing and the tradition. For men, women and children's dressing styles and fashion are changing from time to time. So it is very important to keep pace with the changing cultures to understand the consumer buying behaviour clearly.

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