

**Summary Minor Research Project**  
**Factors Affecting the Buying Behaviour of Clothing by**  
**College Going Students in City of Nagpur**

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Clothing is a medium by which the self is established and validated through an interactive two way process involving purposeful presentation of the self and perception of an actual or imagined response to the self by others. Through clothing, individual create and send messages about their identity, attitudes, moods, status and self-regard according to culturally prescribed rules. Through your clothing you are able to achieve the image of who you are, communicate who you are to other people, influence other people's judgments of you, gain a sense of personal competence make you feel good or better about your body. What a person chooses to wear builds confidence, motivation and self-respect, emotions and also depicts the individual's personality. For the youths, clothing becomes an important domain of life in the process of redefinition of the self and in the attraction to a different groups of significant others.

Being different in taste, value, aspirations and expectations for fashion every consumer is naturally assumed to have different set of criteria when choosing clothes. The young consumers form a powerful spending group in their own way. They are recognized as a specialized market segment and

often influence purchasing decisions of others. Their own decisions are affected by the various factors. They have their own consumption patterns, motives, feelings and styles. Young people acquire skills, knowledge and attitudes relevant to their functioning as consumers in the marketplace. The appearance is important for the college students and they themselves play an active role in the purchasing processes. They are recognized as a specialized market segment and often influence purchasing decisions of others. Their own decisions and buying behaviour are influenced by various factors. The present study investigated the factors affecting the buying behaviour of clothing by college students. The Aim of the study was to investigate the factors affecting the buying behaviour of clothing by college going students in city of Nagpur.

**Methodology**-In the present study 500 college going girls and boys were selected from the Nagpur city in the age group 16-22 years by purposive random sampling method because the young consumers are a larger percentage of the population and are able to influence the purchase and decision making of others. Questionnaire survey method was used for the data collection. Self prepared and pretested Questionnaire and Sporles and Kendall's (1986) short test of consumer Decision -Making Styles is used for data collection. Socio -Economic status scale (SESS) by R.L. Bharadwaj was used for determining the Economic Status of the respondents.

**Objectives:**

1. To study the factors affecting the choice of clothing by college going girls and boys aged 16-22 years.
2. To study the role of perception on the buying behaviour of clothing by college students.
3. To assess the role of beliefs and attitudes on the buying behaviour of clothing by college students.
4. To examine the role of economic status on the buying behaviour of clothing by college going girls and boys.

5. To assess the role of advertisement on the buying behaviour of clothing by college going girls and boys.

### **RESULTS ACCORDING TO HYPOTHESIS:**

Researcher analysed the data based on the tables and z test was used to draw the inferences as the sample size was large.

#### **Hypothesis No.1:**

**“There is no significant difference between the factors affecting the choice of clothing by college going girls and boys”.**

The results indicate that girls are Recreational Shopping Conscious consumer. They are more Fashion Conscious and Impulse buyers than boys. Both are Perfectionist and are moderate and low Brand and Habitual consumer. It is concluded that there is no significant difference between the girls and boys regarding factors affecting choice of clothing except as a recreational shopping conscious consumer. Hence Hypothesis No.1 is partially accepted.

#### **Hypothesis No.2:**

**“There is no significant difference between the role of perception and attitude of college students on the buying behaviour of clothing with regards to economic status”.**

The results reveal that the upper middle class students are more influenced by the factors Perception and Attitude than middle class students and Attitude is more influential factor than perception in the buying behaviour of clothing. It is concluded that influence of Perception and Attitude on college going upper middle class and middle class students do not differ significantly. Hence Hypothesis No.2 is accepted.

### **Hypothesis No.3:**

**“There is no significant difference between the factors affecting the choices of clothing by college going students with regards to Economic status”.**

The results reveal that upper middle class college students are more Perfectionists and less Price-Value Conscious than middle class students. Middle class college students are less Brand, Fashion and Habitual consumers. It is concluded that there is no significant difference between the upper middle class college students and middle class college students regarding their factors affecting choice of clothing except as a Price-value conscious consumer. Hence Hypothesis No.3 is partially accepted.

### **Hypothesis No.4:**

**“There is no significant difference between the influence of advertisement on the buying behaviour of clothing by college going girls and boys”.**

The results indicated that girls are more influenced by advertisement than boys. It is concluded that there is significant difference between the girls and boys regarding influence of Advertisement on buying behaviour of clothing. Hence Hypothesis No.4 is rejected.

### **Suggestions and recommendations -**

Results and conclusions obtained from this research will be helpful for the following:

**Young Consumers:**

- The youth of today will become aware at a conscious level about importance of personal factors such as motivation, perception and attitude while buying clothes.
- The research will help to create the awareness among youth about the market strategies.
- The research guide the youth to function more effectively at the market place.
- The research will help the youth to assess their own personal style in decision –making regarding buying clothes.
- The research will aid the youth in their own financial planning and purchasing goals.
- Internet researching the price of a product before purchasing it gives the students a reference price so they know what to expect to spend for a product when purchased in a store.

**Teachers:**

- The results of the research will help the teachers of social sciences to educate the students by providing them with greater knowledge about how to be effective consumer.
- To guide the students about truthfulness and usefulness of marketing strategies.
- To bring awareness regarding the subconscious and unconscious factors those play a role in selection of clothing.

**Educators:**

- Consumer behaviour is an interdisciplinary science .The research provides the base for developing new studies to examine young consumers.
- The research will help to investigate the involvement of college students in the marketing strategies.

**Parents:**

- The research will provide guidelines to parents for training their children about their wardrobe planning according to need.
- The research will help the parents to guide their children how to shop wisely and manage money intelligently.

**Marketers:**

- The study will provide the meaningful insights of the buying behaviour of college going students.
- The research will help to improve the marketing strategy for the young customers at each stage of their buying behaviour to raise and create a need for consumer.
- To develop pricing and promotional tactics to appeal to the youth.
- The research will help to strengthen the relationship with the young consumers by producing greater service in the market to satisfy the young consumers.
- The firms can develop insights about their target markets and formulate marketing strategies.
- The study provides valuable insights in identifying and taking steps to improve on services, ambience, and needs of the student segment of Indian market.
- To understand the consumer psyche and proceed accordingly to manufacture the apparels to satisfy the consumers' needs.