Study on purchasing behaviour of women regarding the purchase of garments

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ABSTRACT: The rise in economy of middle class created an extremely important influence on clothes. Status is shown through dress. Market trend is also changed. There are many options available in the market for a middle class consumer as a source of purchasing the garments. To know the purchasing behaviour of women regarding garments, a self-structured interview schedule was prepared regarding source of purchasing garments, frequency of purchasing garments and preferences for the selection of fabric materials for commonly used garments. It was found that fixed priced shops were most preferred source for purchasing garments. Majority of the respondents preferred to purchase cotton materials for most of the family member’s garments.

KEY WORDS: Purchasing behaviour, Garments, Women