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Paradigm shift in buying behaviour of new-age Patna Women (with special reference to garment)

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Abstract : *Globalization of Indian economy has not only opened doors for multinational companies and created new dimensions in job opportunities, it has also been responsible for paradigm shift in buying behavior of New Age Patna women. Our study is confined to garment sector and new-age women of Patna. During the course of our research study, we have found that the main determinants responsible for bringing paradigm shift in buying behavior of new-age Patna women are as follows: i) Brand Name, ii) Marital status, iii) Media, iv) Pricing policy of the branded garments, v) Personality traits, vi) Changing fashion pattern, vii) Family background viii) Income. This change in buying behavior has both positive and negative effects on our socio-economic*

factors, culture and value system. Buying decision is also overshadowed by the strong influence of other determinants like income and family background. We observed that the change in buying behavior of the new-age women has adversely affected our culture. Based on the feedback received from our target group, we also found that this change is responsible for bringing attitudinal change in girls between the age group of 18-24. It was also analyzed during the course of our study that 79% of the new-age women of Patna, belonging to middle income group, agreed that there is an adverse psychological impact on their minds. 19% of them agreed that they are not satisfied with their purchase and most of the time they are forced to ignore their other important needs just to meet the demand of the society, which is affecting their normal life. They believe that this change divides them into two groups of Haves and Have not's. They usually sacrifice some of their valuable needs in order to get such branded garments which rank 2nd or 3rd in market, because they feel it necessary to improve their social status. They also emphasized that many a times it boosts the morale of their children. This creates a kind of pressure on their mind. Thus, they try to increase their earnings so that in near future their children do not undermine themselves. Moreover, 33% of the new-age women of Patna said that to fulfill the desire of having branded garments sometimes, they also adopt unethical means. It is certainly the outcome of adverse psychological effect of the change in buying behavior of new-age women of Patna.

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Introduction :

Paradigm shift in buying behavior of New-Age Women of Patna has been noticed because of various determinants. Availability of consumer goods of different multinational brands at newly opened outlets and improved socio-economic conditions are some of the important determinants affecting buying behavior especially of new age women of Patna. A number of big shopping malls have come up in many parts of Patna. There is a greater freedom of movement of women in Patna on account of recent improvement in law and order situation of the town.

The level of awareness amongst the women has considerably increased corresponding to the increase in their literacy.

Hence, it was felt necessary to conduct a study to ascertain the various factors causing paradigm shift in buying behavior of new-age Patna women with special reference to garments and its socio-economic effect. While conducting the study, the following determinants - marital status, income, occupation, profession, media, and surroundings of new-age Patna women were taken into consideration. With these objectives in mind, a structured and undisguised questionnaire from 127 new-age Patna women (randomly selected) residing mostly in central Patna, were administered and data collected from them were analyzed, tabulated and interpreted. The inferences were drawn with the help of statistical analytical tools. Thus, it can be concluded through this research paper that both levels of marketing strata are being benefitted. Firstly, the retailers and multinational garment companies are being benefitted by targeting new-age women as their prospective customers whose contribution is highest in achieving their sale target; secondly it also extends benefits to the prospective new-age women in fulfilling their desire of having garments of

international brand with so many lucrative offers which is ultimately a value addition to their social status.

Objectives :

In our research project we have focused our study mainly on the determinants responsible for paradigm shift in buying decision of new-age women of Patna and its socio-economic impact.

The following are our objective:-

- To study and analyze the factors responsible for causing change in mindset of the new-age Patna women from traditional apparel to western apparel;
- To study the impact of paradigm shift in buying behavior of new-age Patna women on our culture and society;
- To know whether buying behavior of new-age Patna women, falling within the category of low and middle income group, has also changed in the present scenario?
- To study socio-economic effect of change in buying behavior of new-age Patna women;
- To study the impact of opening of more and more outlets of branded multinational garment companies on the economy of Bihar as a whole;
- To study the impact of paradigm shift in buying behavior of new-age women of Patna on traditional garment industry;
- To study the psychological impact of change in buying behavior of new-age women of Patna falling within low and middle income group.

Hypothesis of the Research :

Our research is based on the hypothesis that new-age women are the most valuable customer of today's garment segment and their buying behavior is changing continuously due to various determinants. It has a positive impact on our socio-

economic factors also. Such changes are also observed in buying behavior of new-age women of Patna which is evidenced by the opening of showrooms of different multinational garment companies like Luis Phillips, Black Berry, Levis, Provogue, Adidas, Nike, Reebok, Pantaloons, Cotton County, Pepe, AllenSolly, Allen Cooper, woodland and so on. The hypotheses are as under:

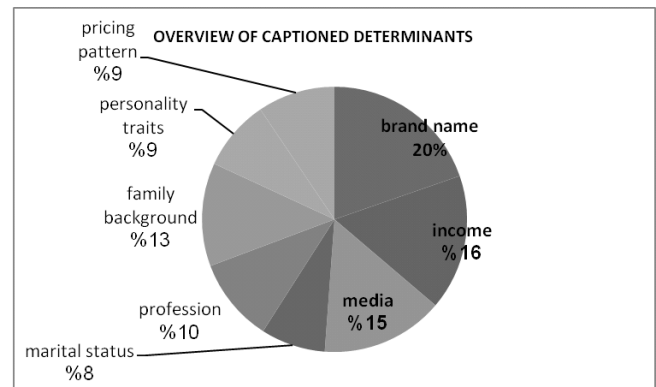
1. The determinants have positive and significant impact on the buying behavior of new-age women. These determinants may be classified as under:
 - i) Brand Name, ii) Marital status, iii) media
 - iv) Pricing policy of the branded garments, v) Personality traits vi) Changing fashion pattern, vii) Family background viii) Income.
2. Buying decision is also overshadowed by the strong influence of other determinants like income and family background.

Methodology :

We all know that research project must follow a well defined line of action in order to have disciplined methodology. There are two types of methodologies of collecting the data which are as follows:

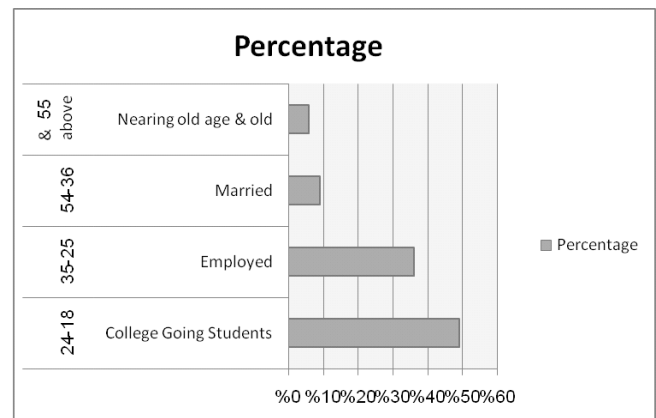
- (a) Primary Data Sources :** Primary data sources may be classified as under:
- Well designed Questionnaires.
 - Personal interview of New-Age Women of Patna
 - Stratified random sampling for analyzing impact of change in buying behavior.
- (b) Secondary Data Sources :** Information was collected from secondary sources of data as well which are :
- Newspapers, Magazines, Internet, Journals

Pictorial Representation:



Interpretation:

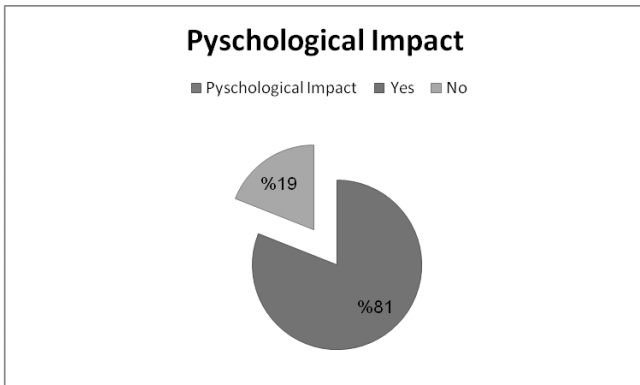
The above diagram displays an overall representation of the determinants – Brand Name, Income, Family Background, Profession, Marital Status, Media, Pricing Pattern, and Personality traits. Out of these, Brand Name, Income, Family Background and sales Promotion are the leading determinants or rather the most influential factors causing paradigm shift in the buying behavior of new-age women.



Interpretation:

The above diagrams depict the distribution of the sample/ target group. It is evident that there are four groups where the majority is occupied by the 18-24 age group followed by the employed woman segment that constitutes the age group

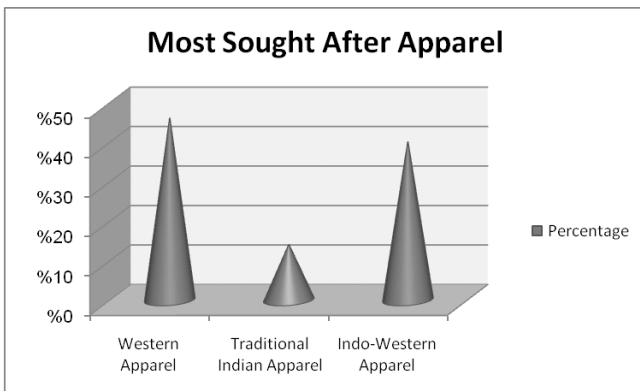
between 25-35. This means that the young generation is emerging as a major group/sector which is contributing significantly in purchasing. This gives the marketer their prospective customers and they can devise new ways and means in accordance with their predetermined goals and objectives.



Interpretation:

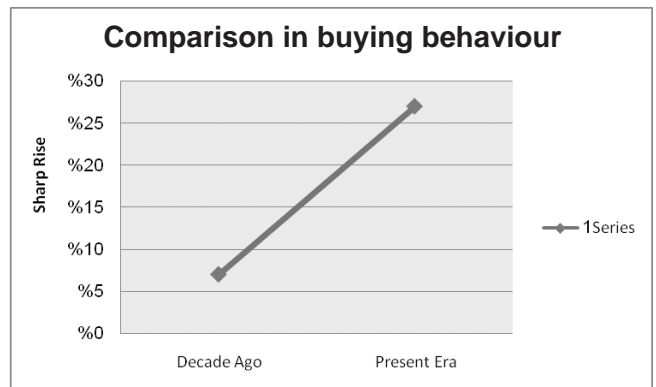
The above pie chart illustrates the psychological phenomenon of the consumers. Whereas 81% of them agree that there is a psychological impact, the rest 19% say that they adopt an indifferent attitude.

However, it cannot be denied that the captioned determinants affect the middle income group in an adverse manner. Thereby dividing the society into – Haves and Have not's. This has long lasting effect as a vicious cycle is formed which passes from one generation to another.



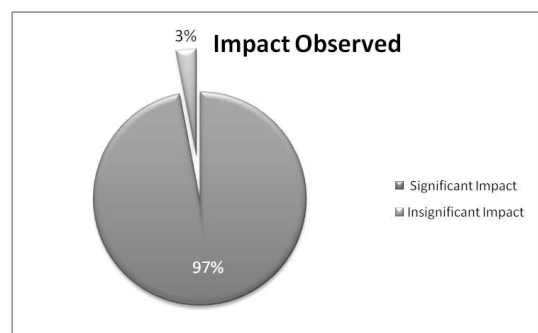
Interpretation:

From the above bar diagram it is clear that the preference for western apparel has significantly increased and it is being the first choice or the most sought after apparel over the traditional ones. This yields two aspects : (a) pervasion of western culture in our society and (b) the deterioration or downfall of our indigenous industries. Our local handicraft and cottage industries are experiencing a major setback. Not only are the workers rendered jobless but they are deprived of their very source of livelihood with no other alternative or substitute to go. Moreover our rich and prosperous culture is losing its sheen. The question arises where are we really heading to?



Interpretation:

From the above timeline graph it is depicted that there has been a sharp increase in the number of garment outlets within the past decade. Not only have we found a number of outlets in every nook and corner of the city but we also inferred that job opportunities is continuously showing a positive trend.



Interpretations:

The above pie chart depicts whether the captioned determinants had a positive and significant impact or whether they had a negative significant impact. Whereas 97% of the respondents agreed that these factors had a positive and significant impact while buying garments, the remaining 3% respondents answered that they were indifferent towards the factors.

Suggestions :

1. Multinational garment companies should have concern for Indian culture and for our value system while launching new designs.
2. They should be asked to develop price effective garments so as to cater to the needs of middle income group people so that they do not feel themselves deprived of the changes taking place in society.
3. The salary structure of Indian women working in the outlets of multinational garment companies should be in accordance with the rules and regulations of the government.
4. Small weavers should be given status of ancillary units to multinational garment industries. This will facilitate in successful rehabilitation of sick small scale garment industries/cottage industries engaged in weaving of traditional Indian garment clothing.

However, no one can stop the changes taking place in buying behavior of new-age women as it is the outcome of rising trend of education amongst women, opening of economy and certain other factors discussed in our project, but we are supposed to adopt only good aspects of the changes and stick to our culture to the best possible extent. Our culture always helps us in building our character which is a must for development of nation as a whole.

Our research study has proved all the two hypotheses. It has been proved that determinants have positive and significant impact on buying behaviour of new-age women.

Further our research has also proved that buying behaviour of new-age women sometimes gets overshadowed by family income and family background.

Conclusion :

Today, in India, a paradigm shift is seen in the buying behavior of new-age women. There are various determinants which are affecting their buying behavior continuously. This continuous change in buying behavior of new age women is affecting our society, culture, and economy to a great extent.

Women constitute around 48% of India's population as per 2011 census and are the precious prospective customers especially for garment segment. The percentage of women workforce has risen steadily and dramatically since 1960. Not only are women working, but they are also earning higher than ever before (Source- Ministry of Labour statistics -2005). This has led to a remarkable change in their buying behavior. They are now showing their concern for being first to know, to see, to experience and to acquire a particular brand of merchandise. This new emerging segment – prospective women buyer – likes to dress modestly but fashionably. They want to keep themselves at par with celebrity. The buying behavior of this new emerging segment is getting affected by various determinants. The change in their buying behavior is paving a way for continuous market research. It also facilitates in improvising existing products/ launching new products/ pricing of products/ devising new distribution channels etc.

With the globalization of Indian Economy, 100% FDI has now been permitted in many sectors.

This has attracted multinational garments companies to penetrate Indian garments market and they have come with lucrative offers especially during festival seasons and are adopting marketing strategies of international level to attract more and more new-age women - prospective buyers. The buying behavior of new-age women is influenced by surroundings and information which they gather from Print Media, Television, Internet, and Social Networking sites. In the emerging market, the buying behavior of the new-age women is totally different from that of old generation women.

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