



Commerce

Explore—Journal of Research for UG and PG Students

ISSN 2278 – 0297 (Print)

ISSN 2278 – 6414 (Online)

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<http://www.patnawomenscollege.in/journal>

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

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Received : November 2011
Accepted : March 2012
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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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Key words: *New Age Patna women, Consumer, Shopping behaviour, Shopping Malls, Purchase Pattern, Brand Name, Marketers, Purchase drive, Buying behaviour, Apparels.*