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A STUDY OF BUYING BEHAVIOUR OF APPAREL AND ACCESSORIES BY THE GIRLS OF PUNJAB FOR THEIR WEDDING

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ABSTRACT:

Punjabi culture is very vast and colourful which can be seen in Weddings that continue for many days. Among Punjabi's, weddings have their own significance and charm. Punjabi weddings are famous for their rich culture and traditions. For a girl it is always a dream to look her best as a Bride. In this context, the study focuses on the Buying Behaviour of Apparel and Accessories by the girls of Punjab for their wedding. A Sample pool of 60 girl respondents of age group between 18 to 30 years who belonged to Punjabi Culture was taken for the purpose of investigation. The study concluded that on an average most of the respondents would spend an amount of 10 to 70 lakhs on entire wedding, 1-20 lakhs for their wedding apparels and more than 5 lakhs for their jewellery (real and artificial) as they may see it as an investment.It has been seen that Mehndi, Sangeetare the main functions girls want to have in their wedding. New emerging trend of Bangal ceremony is also observed. Study reveals that most of the girls would like to have a traditional wedding. Girls would like to buy their wedding apparels from Designer Boutiques, and their Jewellery/Accessories from Branded Showrooms.Ideal wedding dress style most preferred is Elegant. Colors mainly Shades of Red and Pink are favourites among girls. Lehnga-Choli is the most liked silhouette.The Punjabi girls are becoming more aware of fashion trends and there is a huge scope for fashion designers in this field of designing wedding apparels and accessories.

KEYWORDS*: Buying Behaviour, Wedding Expenditure, Wedding Apparel, Wedding Accessories, Punjabi Bridal Wear.*

INTRODUCTION:

India which is also known as Bharat is a country in South Asia which is seventh largest country by area. Its population is more than 1.3 billion people which make it second most populous country in the world. This it makes a huge impact on its fashion industry. There are numerous possibilities in the field of fashion in a country like India.

Clothing in India depends on various factors like geography, ethnicity, climate and cultural traditions of the people of different regions. India is diverse when it comes to fibres, weaves, colours, materials, embroideries, prints, etc. Indian traditional clothing can be seen with a wide mix of western styles. In India, clothing is associated with the culture, religion and climate one is living.

Punjab (the land of five rivers) is a state in northern part if India. It is also the heart of Indian Sikh community. Punjab is the 20th largest state in India by area and 16th largest state by population. Its main ethnic group are Punjabis. Its state capital is the city beautiful Chandigarh. Punjab is very famous

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for its rich culture. Though, as a result of globalisation every culture has a certain degree of changes. These changes may be in its traditions, lifestyle, people, clothes, ceremonies etc. Punjabi weddings are full of colour and filled with happiness. Punjabi weddings are bit more expressive than some of the other Indian ethnic weddings. There are a lot of activities going around like singing and dancing, , beautiful ladies are decked up in lehngacholis, heavily embroidered suits and handsome gentleman in sherwanis, kurta-pyjamas and expensive branded suits. We would also see elder people enjoying with the young ones. There is never a dull moment in a Punjabi wedding which is why Punjabi weddings have become so popular all over the world.

Buying Behaviour is the study of an individual, a group, or an organisation and all the activities associated with the purchase, use and disposal of goods and services, Consumer buying behaviour includes the consumers emotional, mental and behavioural responses that follow these activities. It emerged in 1940's and 50's as a distinct sub discipline in the area of marketing.Consumer Buying Behaviour is the aggregate of a consumer's attitudes, preferences, intentions, and decisions regarding the consumer's behaviour in the market place when purchasing a product or service. Research hasshown that consumer buying behaviour is difficult to predict, even for the experts in the field.

REVIEW OF RELATED LITERATURE:

Gurunathan and Kumar (2013) studied the apparel buying behaviour of Indian consumers through five dimensions viz. consumer characteristics, reference groups, store attributes, promotion and product attributes. The findings show that the store attributes promotion and reference groups are the important dimensions of apparel buying behaviour.

Singh and Sarvanan (2013) concluded that Clothing is an important part of women's life and plays a major role in building the female identity and status. Cloths help the women to enhance their confidence and strengthen their self-esteem. Clothing is referred to as speciality good since consumers often make an effort for seeking out the garment that they require. Most of the female focus on product attributes, fashion trends and other factors related to social or psychological needs of the customer. These characteristics help them to choose their cloths according to their preference and it also suits with tradition and culture.

Sharma and Sharma (2015) studied that Weddings are the most important event of an Indian's life. The Wedding event is one of the biggest celebrations of the family and it is indeed a great memorable day for the bride and groom and for all those sharing their joyous moments with them. The research study highlights many important concepts of weddings in India. It alsofocuses on the the north Indian Weddings. The study discussed the new trends in north Indian weddings, what are the recent likings of people; the amount of money customer spends on various wedding expendituresand focused on understanding this new trends & changing behaviour of consumers towards the weddings.

Stephan (2015) examines the contemporary relationship between fashion brands and celebrities. Noting the historic role of celebrities in fashion and their current prevalence in the industry, the paper moves beyond discussion of the motives and effectiveness of celebrity endorsement, and instead explores its nature and practice in the fashion sector. The study proposes a new definition of celebrity endorsement in fashion, offers a classification of celebrities involved in fashion brand endorsement, and presents a typology examining the contemporary means by which a fashion brand may collaborate with celebrities. The typology is defined in context of the nature, length and cost to the brand of the relationship between it and the celebrity. The methodology uses secondary sources and qualitative primary research in an exploratory agenda in order to propose conclusions and suggest ideas for further research.

Saluja (2016) studied how consumer habits for apparel are influenced by way of explanations like monthly income, gender, and peer impact. The survey conducted in Delhi shows that the shoppers decide upon looking in general with their pals and families. They are influenced by means of their selections of their friends, family members, celebrities, magazines and so on. Quality, brand, comfort are the principal standard‟s which affect their buying conduct toward trendy apparels. The study suggests that the age, gender, education, and occupation don't have any have an impact on buying behavior of

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consumers. Subsequently, the survey shows that Delhi customers have optimistic angle closer to fashion apparel brands.

Maheshwari (2018) studied that the wedding industry in India lacks the attention of researchers and quality literature. Underpinned by technological enhancements, social media influence, changing consumption and marketing paradigm, this research is an attempt to explore the impact of such change in relation to the current wedding industry. The size of the industry would vary in as many sources as you explore. The Industry encompasses many sub-industries like travel, hotel, food, clothing, entertainment, decor, photography, make-up and so on. Subsequently, it is hard to set a figure around the size of the Industry. A conventional Indian wedding celebration would involve couples, and their respective family and friends to plan and manage the entire show. However, the industry has witnessed a significant drift in relation to emerging trends of hiring wedding planners, use of technology and social media, in the past few decades. The inspiration for research begins, with researchers' long trail of personal observations in and around close friends, family, and social circles.

JUSTIFICATION OF THE STUDY:

Punjab the land of five rivers is famous for its culture and extremely big fat weddings that goes on for weeks. The concept of this research is to understand and analyse the consumer buying behaviour of wedding apparel and accessories of the girls who belong to Punjabi Culture.

Also to understand the impact of fashion designers, influence of celebrities and influence of advertisements on the buying behaviour of girls.

It is important to study the buying behaviour because the changes in consumer buying behaviour will have an impact on the fashion industry directly or indirectly. In order to attract and retain customers the companies have to come up with various strategies. To plan a successful business strategy there is a need to understand the changing patterns of consumers buying toward wedding apparels. It will help the fashion designers or the apparel market to get an insight into what the girls prefer and how they want their wedding dress to be.

It will later on also help to maintain a good buyer-customer relation as the designer would know what is in demand in the present market.

OBJECTIVES OF THE STUDY
1. To study the demographic profile of the respondents.
2. To find out the expenditures done on weddings, apparels and accessories.
3. To study the wedding culture and style of weddings in Punjab.
4. To study the buying behaviour by the girls of Punjab for their wedding apparels and accessories.
5. To study the preferred Style, Colour, Silhouette for the Wedding Dress.
6. To study the selection of dresses for Bridal Trousseau.
7. To find out the influence of celebrities/advertisements/fashion designers in selection of wedding dress.

RESEARCH QUESTIONS
Given the purpose of the research and the stated objectives of the study, a number of research questions are formulated by the investigator.
Q1.What is the educational qualification, occupation, marital status, family monthly income of respondents.
Q2. What is the budget for entire wedding, amount spent on wedding apparels, and amount spent on wedding accessories?
Q3. What type and style of weddings respondents are planning?
Q4. What is the buying behaviour of apparel and accessories by the girls of Punjab?
Q5. What is the most preferred style, colour, silhouette for the wedding dress?
Q6. How many sets of dresses and type of dresses girls prefer to have in their trousseau?

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Q7. Is there any kind of impact of celebrities/advertisements fashion designers on the selection of wedding dress?

RESEARCH METHODOLOGY
- **SAMPLE OF THE STUDY**

A sample of 60 girls between the age of 18-30 years randomly selected from the campus of Panjab University, Chandigarh for the purpose of investigation. The girls who were newly married or engaged were the main considerations in the selection of sample.

- **TOOLS USED**

A structured questionnaire of 34 items was developed by the investigator.

- **STATISTICAL ANALYSIS OF THE DATA**

In accordance with the nature of the data and need of the study to test the research questions based on the objectives of the study the following statistical techniques were employed to analyse the data by using SPSS software.
1. Data was coded and tables and charts were generated in SPSS Software.
2. Percentages were calculated to find out the buying behaviour of wedding apparel and accessories.
3. Chi-Square was calculated to find out the difference among the factors affecting on the buying behaviour.
4. Pearson -r- was calculated to find out the inter correlations among the variables of Family Monthly Income, Budget of Wedding Expenditure and the Amount spent on Wedding Apparel and Accessories.

Analysis and Interpretation of the Data and Discussion of Results:
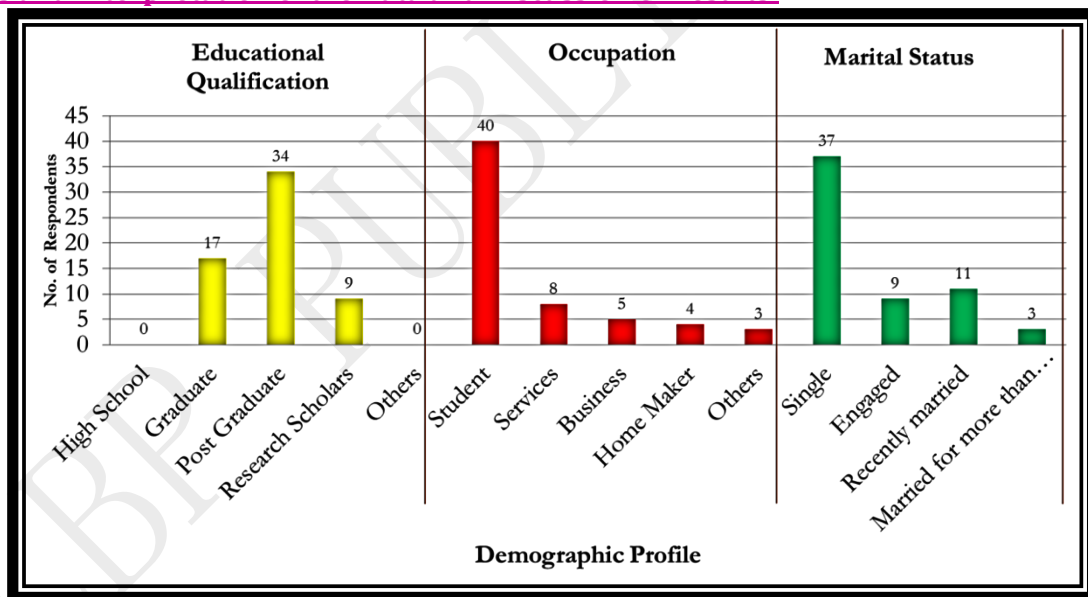
Figure 1.1 Shows the Educational Qualifications, Occupational Level and Marital Status of the respondents

INTERPRETATION:

As per the concern of the Educational qualifications of the respondents 34 were post graduates, 17 were graduates, 9 were research scholars. In case of the Occupation of the respondents 40 were students, 8 were service class, 5 were business class, 4 were home maker and 3 were make-up artists.

As far as Marital Status of the respondents is concerned 37 girls were single, 9 were engaged, 11 were recently married and 3 were married for more than one year.
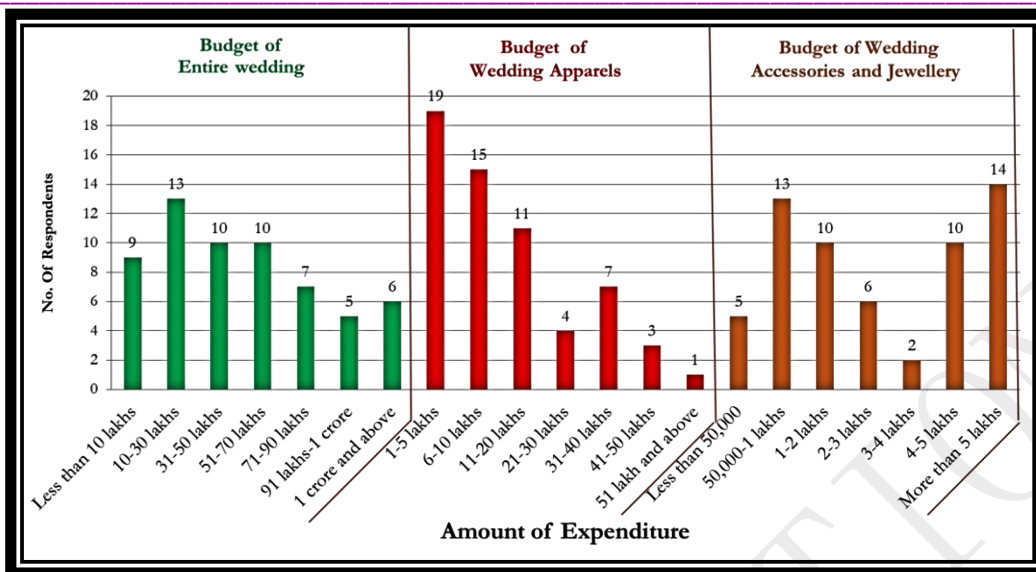
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Figure 1.2 Shows Budgets of Entire Wedding, Wedding Apparels and Wedding Accessories.

INTERPRETATION:

Budget for entire wedding: 13 respondents were willing to spend an amount of 10-30 lakhs, 10 for 31-50 lakhs and another 10 for 51-70 lakhs, 7 for 71-90 lakhs, 6 respondents were willing to spend 1 crore and above. Only 5 respondents had a budget of 91-1 lakhs.

Budget for wedding apparels: 19 respondents were willing to spend an amount of 1-5 lakhs, 15 for 6-10 lakhs, 11 for 11-20 lakhs, 7 for 31-40 lakhs, 4 for 21-30 lakhs, 3 for 41-50 lakhs. Only 1 respondent had a budget of 51 lakh and above.

Budget for wedding accessories and jewelleries: 14 respondents were willing to spend an amount of more than 5 lakhs on their wedding accessories and jewlleries.13 for 50,000 -1 lakh, 10 for 1-2 lakhs, 10 for 4-5 lakhs, 6 for 2-3 lakhs,5 for 50,000. Only 2 respondents had a budget of 3-4 lakhs.

Table 1.3 Inter - Correlation Analysis

		Family Monthly Income	Budget of entire wedding	Amount spend on Wedding apparels	Amount spend on Wedding accessories
Family Monthly Income	Correlation Coefficient	1.000	.351**	.174	.424**
	Sig. (2-tailed)	.	.006	.185	.001
Budget of Entire Wedding	Correlation Coefficient	.351**	1.000	.731**	.367**
	Sig. (2-tailed)	.006	.	.000	.004
	N	60	60	60	60
Amount spent on Wedding Apparels	Correlation Coefficient	.174	.731**	1.000	.298*
	Sig. (2-tailed)	.185	.000	.	.021
	N	60	60	60	60
Amount spent on Wedding Accessories	Correlation Coefficient	.424**	.367**	.298*	1.000
	Sig. (2-tailed)	.001	.004	.021	.
	N	60	60	60	60

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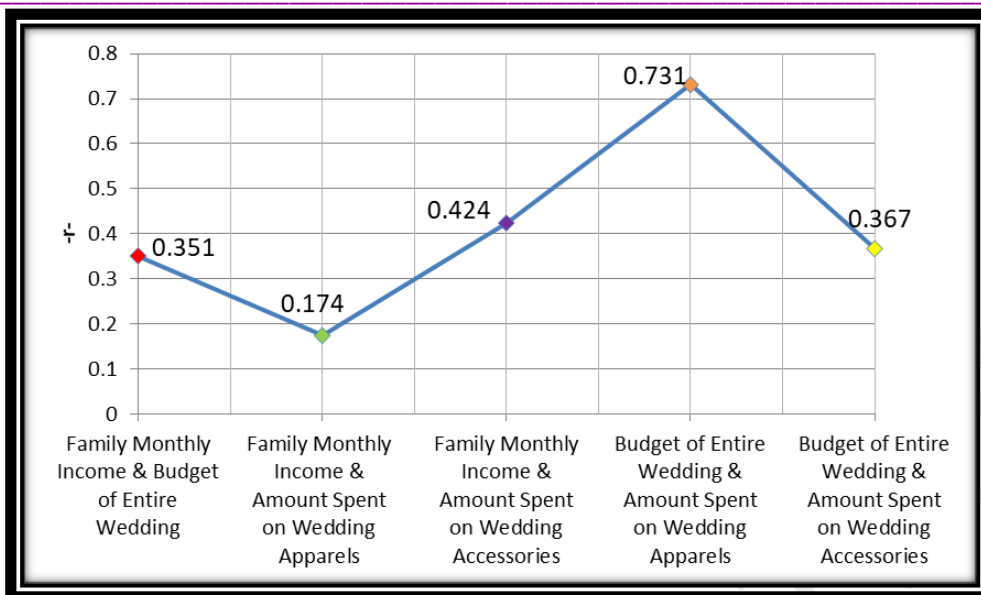**Journal for all Subjects : www.lbp.world**

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Figure 1.3 Shows a Line Diagram of Inter - Correlation Analysis

INTERPRETATION:
The result of the Inter Correlation Analysis is interpreted as follows:
- **Relationship between Family Monthly Income & Budget of Entire Wedding.**
Table 1.3 depicts that family monthly income is positively correlated (r = 0.351) with budget of entire wedding.
- **Relationship between Family Monthly Income & Amount Spent on Wedding Apparels**
Table 1.3 shows that there is low degree correlation between family monthly income & amount spent on wedding apparels. (r = 0.174)
- **Relationship between Family Monthly Income & Amount Spent on Wedding Accessories**
Table 1.3 reveals that there is moderate correlation between family monthly income & amount spent on wedding accessories. (r = 0.424).
- **Relationship between Budget of Entire Wedding & Amount Spent on Wedding Apparels**
Table 1.3 depicts that there is high degree of correlation between budget of entire wedding & amount spent on wedding apparels. (r = 0.731).
- **Relationship betweenBudget of Entire Wedding & Amount Spent on Wedding Accessories**
Table 1.3 reveals that there is average correlation between budget of entire wedding & amount spent on wedding accessories. (r = 0.367)
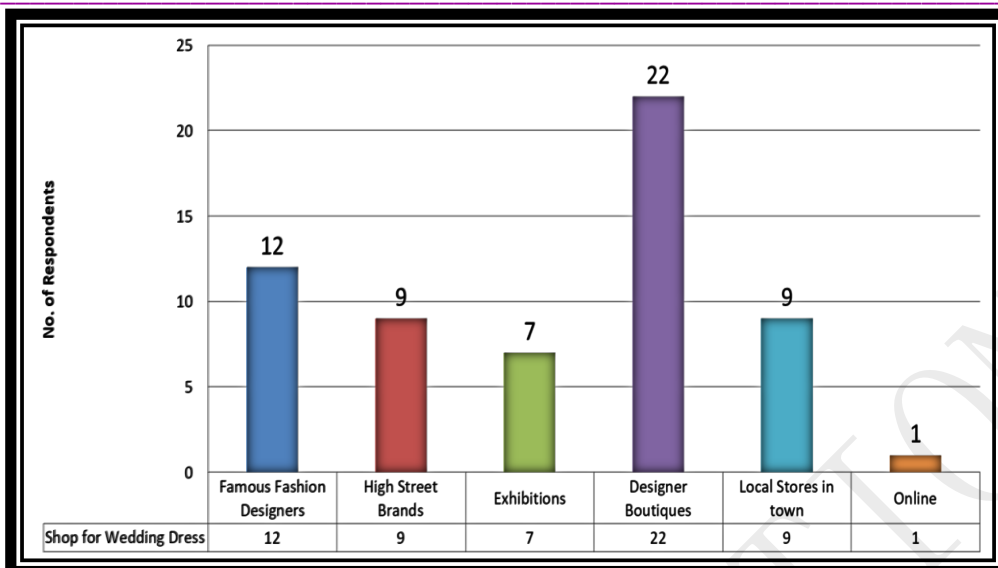
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Figure 1.3 Shows the Selection of Shopping Outlets for Buying Wedding Dresses

INTERPRETATION:

Majority of the respondents that are 22 would like to shop from Designer boutiques, followed by 12 for famous fashion designers, 9 respondents for high street brands and other 9 for Local Stores in town. However 7 would like to buy from Exhibitions. The Least preference is given to online buying by 1 respondent.
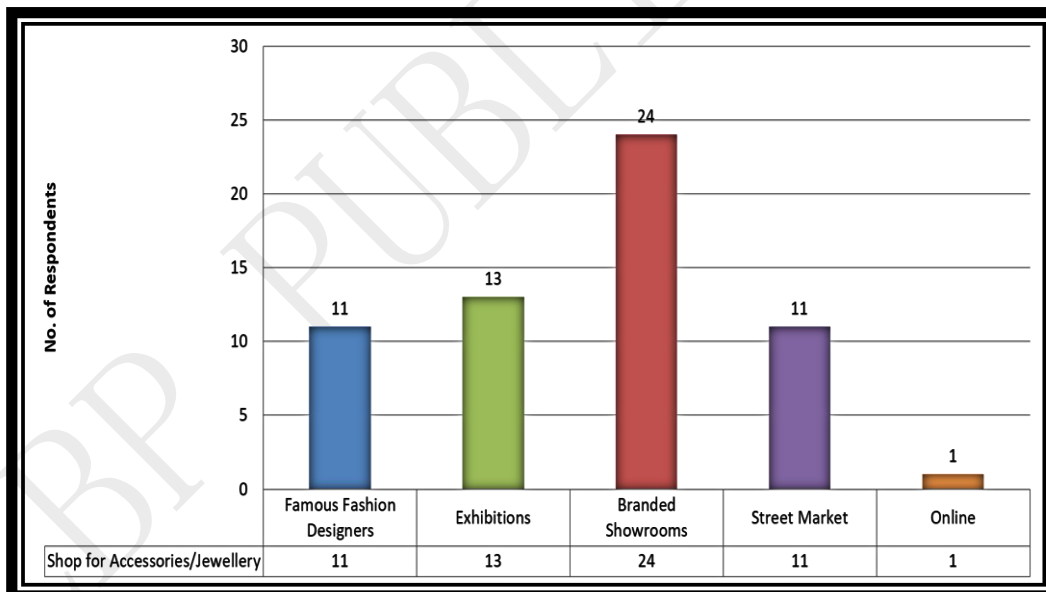

Figure 1.4 Shows the Preference of Shopping Outlets for Buying Wedding Accessories

INTERPRETATION:

24 girls out of 60 said that they would like to shop for their Wedding Accessories from Branded Showrooms. 13 respondents would buy from Exhibitions, 11 from Famous Fashion Designers. Least preference is given to online buying by 1 respondent only.
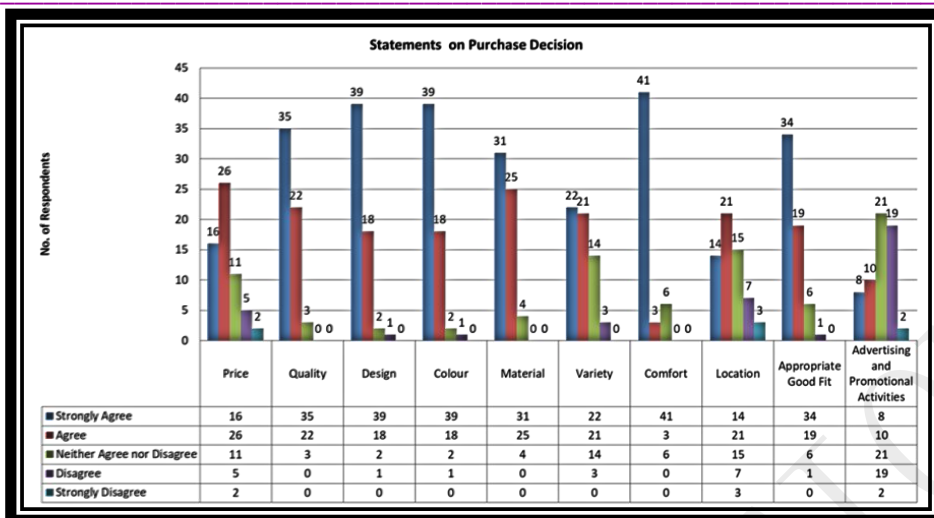
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Figure 1.5 Shows the response of the girls based on 5 point rating scale. The response is based on various statements regarding the purchase decision.

Table 1.6 Factors Affecting Consumer Buying Behaviour

	Price	Quality	Design	Colour	Material	Variety	Comfort	Location	Appropriate Good Fit	Advertising and Promotional Activities
Chi-Square	27.833a	25.900b	63.333c	61.333c	17.200b	15.333c	32.500b	15.833a	45.467c	20.833a
df	4	2	3	3	2	3	2	4	3	4
p-value	.0001	.0001	.0001	.0001	.0001	.002	.0001	.0031	.0001	.0001
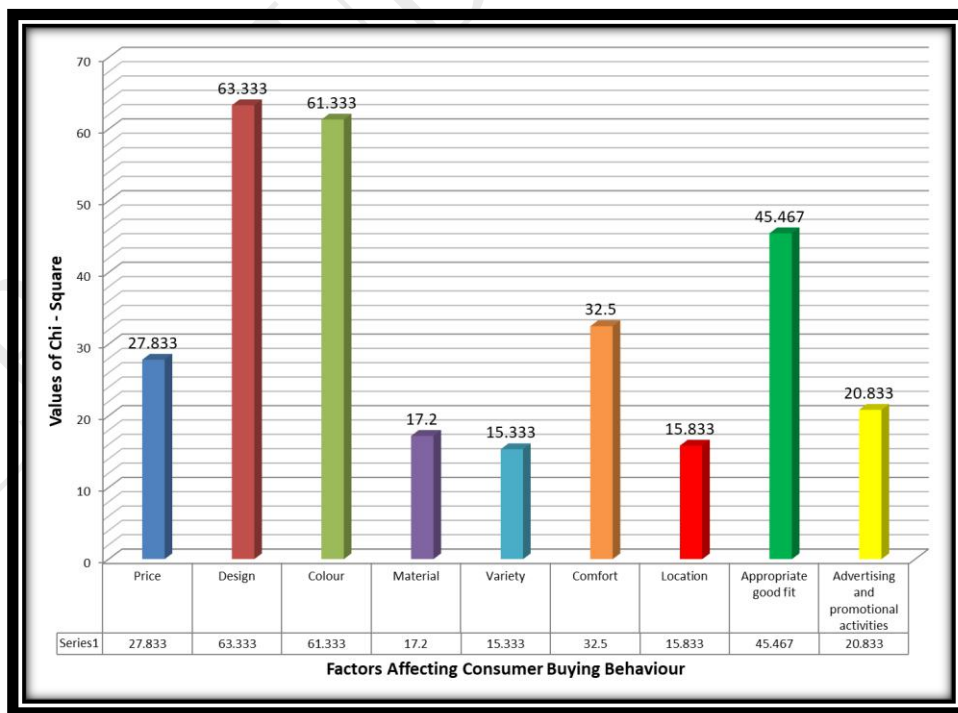
Figure 1.6 Shows the Values of Chi- Square

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INTERPRETATION:

Figure 1.5 Reveals that there is a significant difference among the various factors that affect the buying behaviour of the consumers. Comfort of the wedding dress affects the most on buying behaviour of consumers. After that the design and colour of the wedding dress is considered by the consumers. However, advertising and promotional activities have least effect on the mind of consumers. The difference among the factors affecting on the buying behaviour of the consumers are further described under Figure 1.6.
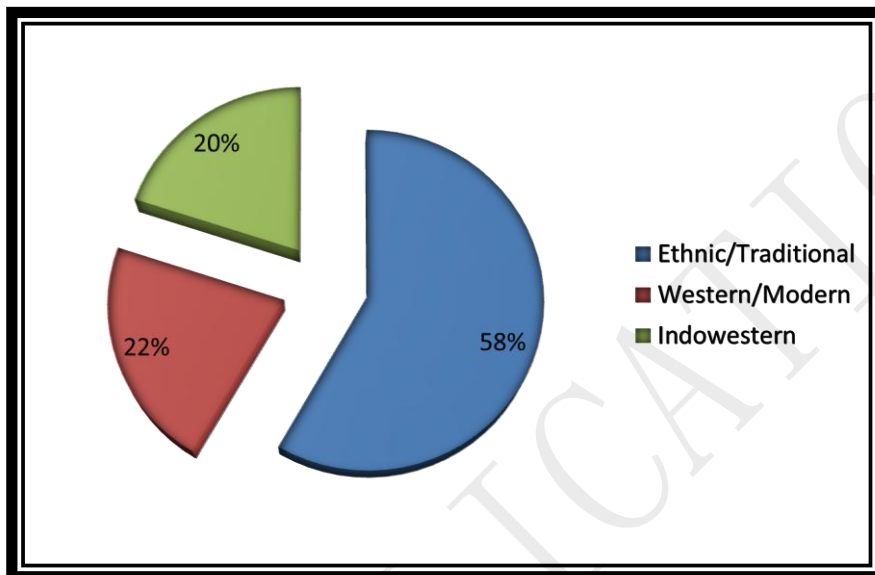

Figure 1.7 Shows Style of Jewellery Girls would like to wear with their wedding dress.

INTERPRETATION:

58% girls would like ethnic/traditional style of jewellery. 22%   would like to wear western/modern, and 20% would like to wear indo-western jewellery with their wedding dress.
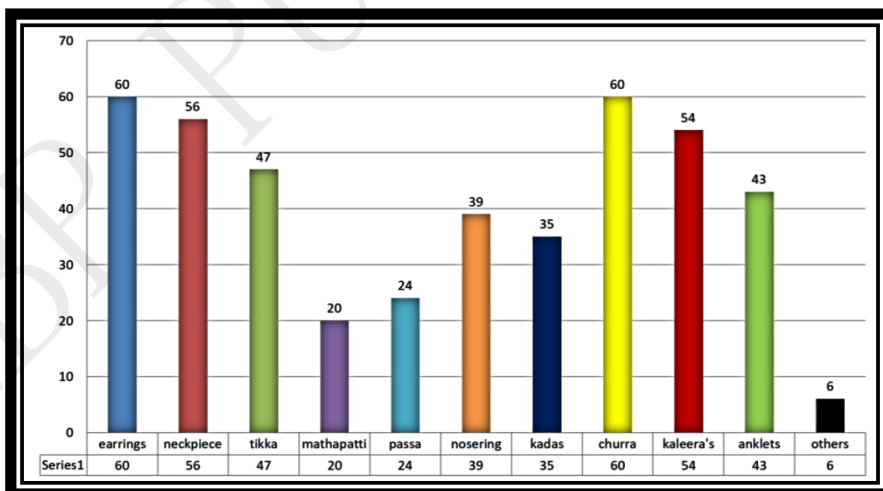

Figure 1.8 Accessories Worn by the Girls with their Wedding Dress

INTERPRETATION:

Wedding is the most precious and memorable day for a bride. So every girl would like to feel like a princess and look her best for the wedding day. In order to compliment the wedding dress, the accessories play a major role in elevating the bridal look.

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As Figure 1.8 Churra of course is the main accessories on the wedding day which is worn by each and every girl. Earrings are also prefereed by all the 60 respondents. 47 respondents would like to wear tikka, 20 would like to wear mathapati, 24 would like to wear passa.

CONCLUSIONS:

- On an average most of the respondents would spend an amount of 10 to 70 lakhs on entire wedding, 1-20 lakhs for their wedding apparels and more than 5 lakhs for their jewellery (real and artificial) as they may see it as an investment.
- It is seen that Mehndi, Sangeet are the main functions girls want to have in their wedding. New emerging trend of Bangal ceremony is also observed. Study reveals that most of the girls would like to have a traditional wedding. The most preferred month for wedding is November and December.
- It is also seen in the study that girls start searching for their wedding dress 3-4 months ahead.
- Girls would like to buy their wedding apparels from Designer Boutiques. And their Jewellery/Accessories from Branded Showrooms.
- Ideal wedding dress style most preferred is Elegant. Colors mainly Shades of Red and Pink are favourites among girls. Lehnga-Choli is the most liked silhouette.
- There is a significant difference among the various factors that affect the buying behaviour of the consumers. Comfort of the wedding dress affects the most on buying behaviour of consumers. After that the design and colour of the wedding dress is considered by the consumers. However, advertising and promotional activities have least effect on the mind of consumers.
- Gold and Artificial metal jewellery in Ethnic/Traditional style is most preferred for their wedding day.
- Mainly a set of 5-15 clothes is preferred by girls for their trousseau consisting Traditional/Ethnic style of clothes.

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