

Customer Perception on Western Outfits in Chennai

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Abstract

Presently Indians are being more influenced by western culture which is high in the clothing preferences of people. It is gender neutral as both men and women prefer westernized clothing. The objective of the study was to find out the clothing preference of the customers and the perception of customers on women who wear western outfits, based on which this study was carried forward to understand the perception of customers on western outfits. In this 1450 responses were collected. The statistical tools used were chi-square test, independent sample *t* test and ANOVA. The findings were that there was no significant difference between preference of clothing and gender and there was no significant association between women wearing western outfit and marital status and that there is significant difference between Western Outfits defining Character and age. The conclusion is that both the gender equally prefer western outfits and both married and unmarried women prefer western outfits and the preference towards western outfits differs among the age groups.

Keywords: western outfits, culture, preferences, fashion, social values

Introduction

A customer also known as a buyer or patron is a person who purchases goods or services from another person who is known as the seller, vendor or a supplier. The purchase is usually carried by a financial transaction. The term perception refers to the way we think about something or the impression we have of it, in other words perception is the recognition of things by using our senses, especially the sense of sight. The term western refers to the west side of a region. The term western usually recognizes the societies of the United States, Canada, and the countries of western, northern and Southern Europe. The term

outfit refers to a set of clothes or a set of usually matching or harmonious garments and accessories worn together. Summing up all the above mentioned terms, the purpose of this study is to understand the customer perception on western outfits.

Indians nowadays prefer more of western outfits which they think that is convenient and more attractive than traditional Indian clothes. For men it is just limited to a t-shirt, shirt, pants, jean pants and shorts. where as for women western outfits are available in a large range. Women may prefer to wear western outfits, but the point is that whether she is allowed to wear it, as here in India

parents have a considerable level control on women if not married and if married husbands take over the control. Unless and until she is independent, surely, she will somewhere be asked not to wear western outfits. And if so she is independent enough to wear whatever she likes she is judged by her dressing style and by the size of the clothes she wears. Thus the aim of the study is to understand the perception of a customer on western outfits.

Objectives

- To find out the clothing preferences of customers
- To find the perception of customers on women who wear western outfits
- To analyze the perception towards factors for western outfits
- To find the relationship between acceptance of western outfits and marital status
- To check whether there is significance between clothing preference and gender.

Literature review

Josearto Freire castelo, Jose ednilson de Olivier Cabral (2018) The author has carried a research to know the perception of both men and women on quality of clothing. The main objective of this research was to identify the difference of perception between gender. A survey was conducted with a sample of 295 customers using anova technique and the finding was that women give more importance when it comes to quality. This research concludes that women look for more quality than men in both women and menswear. **Lisa S. Mcneil (2018)** The author analyzed to find out the self concept of women in fashion. The main objective of this research was to find how women create their own fashion methods and how do they style themselves. The findings of the research were that there was dominance of one's ideas and innovativeness in self fashioning. **Pavan Kumasi (2017)** The author examined the buying

behavior of customers towards fashion apparels in Ludhiana. The objective of the research was to study the nature of Fashion industry and awareness of branded apparels among consumers in Punjab and to study the perception of consumers towards branded apparels. The study was in Urban as well as rural area too. The Study focused on different age groups. The respondents were 200. It was concluded that the consumers of Ludhiana district were more interested in buying fashion and branded apparels. Even they are restricted through some financial aspects like individual income still they are very much interested for Buying branded apparels and they are Usually Updated for new arrivals in fashion and brands. **Pamela norum (2017)** The author carried a research to find out the factors affecting the consumer acquisition of second hand clothing. The objective of this study was to find the factors affecting second hand clothing in an economic perspective .A descriptive research was done surveying 500 US females. The findings were that income is negatively related to purchase of second hand clothing. **Jorge Cruz-Cárdenas (2017)** The author carried a research to find out the expenditure of a consumer on clothing and footwear. The objective of this study was to find the annual expenditure of consumer on footwear and clothing in Ecuador.The research methods consisted of exploratory, sequential and mixed methods. Adult individuals were interviewed. The finding was that consumer's reception of used clothing and physical space at home. **Marian Makkar (2017)** The author carried a research to find out the mindset of inconspicuous people on their luxury fashions. The objective of the study was to answer this question of How do consumers construct meaning around their inconspicuous luxury fashion experience? An exploratory research was conducted on 11 online luxury blogs and home observations of ten luxury consumers in Dubai. The findings were that these kinds of mindsets were created because of fashion influencers, trendsetters, fashion followers and luxe conservations. **Nasif chowdhury (2016)** The

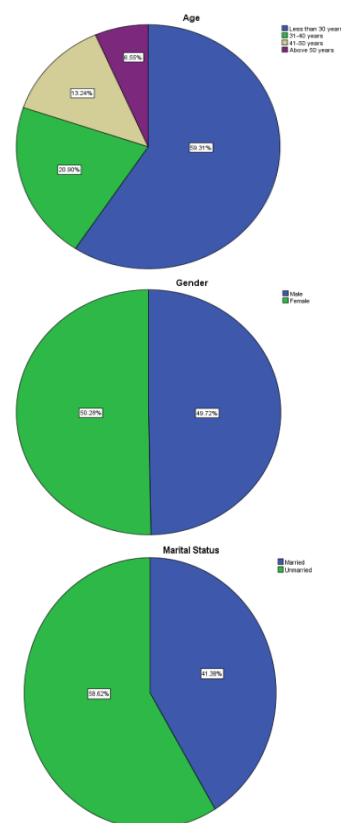
author carried a research to find out the factors that influences the consumers in online apparel shopping. The objective of the research was to find the mentality of the consumer while shopping for clothes and apparel online. A quantitative examination approach was used to gather the information. To approve the scale, a pilot study of 50 respondents was utilized. Respondents were chosen indiscriminately. The poll was by and by hand-conveyed. The findings was that the Bangladeshi women had quality as their first priorities while the shopped online. **Jennifer craik (2015)** The author carried a research to to find out the challenges facing the Australian fashion industry. The exact purpose was to learn the situation of Australian fashion. It was found that Australian fashion has achieved international attention for its designs. Although the final conclusion was that there was a decline in industry viability. **Amritpal kaur (2015)**

The author has carried a research to know the impact of western culture in India. The author says that western culture has established as strong base in India and gradually wiping out Indian culture. in addition he says that initially it started in metro's, but now has reached to every part of the country. Thus the author says that the perception of beauty and fashion are mostly being described by western parameters.

Methodology

For the purpose of the study, descriptive research is used. Convenient sampling method is used in this study to collect the samples. The sample size of the study is 1450 samples. The independent variables of the study are gender, marital status and age while the dependent variables are clothing preference, acceptance towards western outfits and perception on western outfits. The statistical tools used in the study are independent sample *t* test, chi-square test and ANOVA test.

Analysis and Discussion



Null Hypothesis: There is no significant difference between the clothing preference and gender.

Table 1: Preference of Clothing and Gender

	Gender	N	Mean	Std. Deviation	Std. Error Mean
Preference of clothing	Male	721	1.34	.473	.018
	Female	729	1.35	.476	.018

Source: Primary data

Table 2: Independent Sample t test: Purchase of Organic Products and Gender

	Value	df	p-value
Independent Sample t test	0.403	1448	0.687

Source: Primary data

Independent sample t test was used to find whether type of clothing depends on gender, it was found that p value is greater than 0.05, which shows that null hypothesis is accepted. Therefore, there is no significant difference between preference of clothing and gender.

Null hypothesis: There is no significant association between acceptance of western outfits and marital status

Table 3: Western Outfits and Marital Status

		Western Outfits		Total
		Yes	No	
Marital Status	Married	411	189	600
		68.5%	31.5%	100.0%
	Unmarried	576	274	850
		67.8%	32.2%	100.0%
Total		987	463	1450
		68.1%	31.9%	100.0%

Source: Primary data

Table 5: ANOVA - Factors for Western Outfits and Age

		Sum of Squares	df	Mean Square	F	Sig.
Personal Willingness	Between Groups	7.608	3	2.536	1.950	.120
	Within Groups	1880.809	1446	1.301		
	Total	1888.417	1449			
Degrades Social Value	Between Groups	1.630	3	.543	.571	.634
	Within Groups	1375.364	1446	.951		
	Total	1376.994	1449			
Current Trend	Between Groups	6.031	3	2.010	2.232	.083
	Within Groups	1302.546	1446	.901		
	Total	1308.577	1449			
Builds Status	Between Groups	2.603	3	.868	.827	.479
	Within Groups	1516.801	1446	1.049		
	Total	1519.404	1449			
Defines Character	Between Groups	11.935	3	3.978	2.891	.034
	Within Groups	1989.561	1446	1.376		
	Total	2001.496	1449			

Source: Primary data

Table 4: Chi Square test: Age and Health Consciousness

	Value	df	p-value
Pearson Chi-Square	0.087	1	0.767

Source: Primary data

Using Chi square test, it was found that p value is greater than 0.05, which shows that null hypothesis is accepted. Therefore, there is no significant association between women wearing western outfit and marital status. Both the married and unmarried respondents' perception is that women can wear western outfits.

Null Hypothesis: There is no significant difference between mean score of perception towards western outfits among the age groups.

Using ANOVA it was found that among the various factors for western outfit, Defines Character has p value 0.034 which is less than 0.05, it means that there is significant difference between Western Outfits defining Character and age. But the other factors p value is greater than 0.05, it shows that personal willingness, trend, status and social value does not differ with age.

Conclusion

Western culture is growing day by day in India which shows up more in the clothing style of the people. People prefer more of western outfits as they find it convenient and more attractive than Indian outfits. The findings was that, there was no significant difference between preference of clothing and gender and there was no significant association between women wearing western outfit and marital status and that there is significant difference between Western Outfits defining Character and age. The conclusion is that gender does not play a role in preference towards western outfits, both gender equally prefer them and both married and unmarried women prefer western outfits and the perception on people who wear western outfits differs among the age groups. The further scope for this study could be to find whether Indian women are allowed to wear clothes according to their own preferences.

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