

Research Paper

Purchasing Intentions of Female Millennial's Towards Apparel Products

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Received: 03/Jul/2023; Accepted: 01/Aug/2023; Published: 30/Sept/2023

Abstract—In a current scenario shopping intentions has been increased by the female customers. Mostly female millennial's purchasing has become a fashion way of living. Incredible growth in a apparel industry and the females were enhancing towards fashion and day-to-day apparel needs of the females were increased. Females were interested in stylish. This study is focused on perception apparel shopping habits of female millennial's. This study is to analyze the purchase intentions of females towards apparel products and to analyze the impact of various demographic factors on shopping habits towards apparel products. This study gives detailed analysis on the factors that are females making shopping habits on the apparel products. Purchasing decisions on apparel will be differ from the females based on their aesthetic preference.

Keywords— Shopping habits, apparels, Purchase intentions and purchase decision

1. Introduction

Globally, Apparel is the most preferred product category among the females. Among the age group of millennials born from 1980 to 2000, the female millennials are most comfortable with Apparel. In a family, each member plays a different role in decision-making. Some will create demand based on the needs of the family, while others may provide information about the purchasing decision such as where to purchase, how to purchase, and mainly style of the apparel. In this regard, we have identified several roles of the family members depending on the product bought, stages in the decision-making process, and characteristics of the family and spouses. These roles change over a period of time as a result of micro and macro changes, which may lead to modifications in the role-making process. There are also changes in the way women are perceived in society. A few of the elements that affect the role structure and purchasing power are changes in education, the rise of women's careers, and a surge in split households. Fabrics, other materials, and sewing are used in the apparel business to create clothing and accessories like shoes, outerwear, pants, and tops. Knitting mills, which are less well known, are also part of this sector. The purchasing patterns and tastes of diverse customers who are part of your target market. You may more effectively target your marketing to your clients' individual spending demands by understanding their behaviours.

Crucial things to be consider when choosing apparel by females

This study needs to focus on a few key elements and have to consider a number of factors to ensure that women are

satisfied with their apparel choices in order to avoid making errors when purchasing and wearing clothing. These processes need to be followed whether you are shopping for the latest fashions or putting together your outfits of the day to look your best, save yourself time, money, and precious wardrobe space.

1. Female likes: The first thing you should consider when selecting apparel is whether or not you like it. Check to see if something lives up to your expectations. Revert to the fundamentals when it comes to attire. Just the necessities should be in your woman's closet. You need to keep a few important factors in mind to prevent buying and wearing the incorrect clothing. To ensure that your wardrobe choices are satisfactory, you need take into account a number of elements. To look your best, save time, money, and wardrobe space, you must follow these procedures whether you are shopping for the newest trends or putting together your outfit for the day.

2. Current collection: Every item of clothing you wish to purchase should go well with everything else in your closet. It's a warning sign if you can't pull off an outfit the way you could with a new purchase. Don't purchase an item of clothes if you won't wear it frequently. But make sure every item of apparel you choose will easily mix with your existing way of life and fits it. Make a list of the clothes you're most likely to wear and the ones you don't typically wear to match your outfits before you go shopping for new clothes. Next, concentrate on the greatest clothing items to pair with what you already own.

3. Style of the Fashion: Don't buy or wear clothing that doesn't match your clothing style and isn't at all. Only buy clothing pieces that match your clothing style. It's easier to do this if you already know the fashion style and what kind of clothes you regularly wear. If you don't know what your preferred fashion style is, don't buy clothes that don't match. Try to figure out your preferred fashion style before designing your next outfit. Experiment and see what the females like. If you're not sure what the best look is for the females,

4. Fashion fit: You don't have to buy clothes that don't fit right. If it's one size too large or one size too small, women don't buy it. Loose fitting clothes don't look chic and elegant. Too tight clothes are uncomfortable. Don't wear clothing that's too small or too big if you want to look good.

5. Right color: Choosing the right color for your outfit can make all the difference. If women choose the right color combination, it will be easy to dress better, no matter what your budget is. Don't wear bold colors, but don't avoid colors either. Neutral colors are elegant and refined, so you can easily mix and match.

6. Apparel quality: Purchase only top-notch apparel, and stay away from anything that rip, pill, or lose buttons or threads. Pick clothing crafted from superior, long-lasting fabrics. Never purchase or wear clothing with shoddy workmanship or subpar materials. They won't last long, and you won't be able to use it as frequently as you would like. Before purchasing, check the quality of each item. When you dress well, it's simple to appear stylish, especially if you want to portray a woman. Although purchasing high-quality clothing may initially cost more, over time you will save money since you won't need to replace your clothes as frequently and they will last longer.

7. Stand of time: Choose clothing items that are classic and won't date as rapidly as current items. Women will increase their fashion sense and save money to appear their best. Simple fashion trends are better for a woman's wallet, the environment, and her eyes. To keep it simple and unique, invest on classic and timeless pieces. Be sure to stick with straightforward cuts, crisp lines, and classic styles that will last for many seasons and years. Wearing adaptable, timeless attire rather than fashion-forward attire.

8. Price and budget: When it comes to price and budget, out-of-the-box thinking doesn't necessarily help women have style. In fact, it's exactly the opposite. When you don't know much about fashion, that's what people do. You don't have to buy expensive, high-end clothing to look amazing. Sometimes it's hard to resist the temptation to spend your monthly budget on high-end brands. But try buying clothes that are within your budget. As more and more celebs and influencers are wearing high-end pieces from top fashion designers, you might be tempted to buy the same expensive outfits. 9. The best ethical and sustainable fashion labels help you dress better and look and feel better with a clear conscience. Buy only from brands that are transparent,

responsible and sustainable. Many fashion brands offer ethical, vegan and affordable products in their collections. By buying ethical and sustainable clothing, you are helping the planet, its people and the animals that live on it. Being a conscious consumer means making consistent efforts to buy ethical and sustainable products.

10. Closet space: Finally, consider how much space you have left in your home closet before you buy new clothes. There is no point in buying new clothes if you don't have room for them in your closet. Before you buy new clothes, make sure you have enough space in your closet to store them. Before you buy any new clothes, go through your wardrobe and figure out which clothing pieces you should keep and which ones you should get rid of right away.

2. Related Work

Review of literature:

Mishra (2007) In their study, they looked at the demographics and their online shopping behaviour patterns for clothing among online consumers. The way an online shopper perceives the usefulness of the product influences their intent to visit the online site.

Sandy & Minjeong (2010) they conducted a study and discovered that free shipping offers, promotional offers, and purchase ideas motivate consumers to purchase apparel on the website.

Hwa Kyung Song (2013), In addition, the researchers anticipate that the findings of the analysis of the effects of Body Cathexis and Body Perception on Fit Satisfaction will help apparel manufacturers gain a better understanding of their customers' Fit Satisfaction Goals.

Jain (2014) In this research, it is found that the number of internet users in India is increasing at a fast pace and that it is very encouraging to see the number of women users growing at such a fast pace.

Shubham & Shagufta (2015) A study was conducted to analyze the impact of consumer decision-making on online shopping for apparels. The results showed that women shop online more frequently, shoppers that are brand-conscious and fashion-forward are more likely to shop online, and social influence is the main factor that is beneficial for online shopping.

Mary Frances Drake., et al (2016) A study has been conducted to explore the relationship between lifestyle and evaluation criteria for apparel. Questionnaires were sent to a random sample of over 2,000 women aged 25-44, with a 45% return rate (n = 842). The Principal Components Factor Analysis (PCFA) was used with Varimax Rotating to reduce the total number of lifestyle and evaluation criteria items to 12 factors. The results will help retailers better understand consumers, educators train students to work in apparel merchandising, and marketing specialists plan product promotion strategies.

Sanad,A.R., (2016) examined the consumer attitudes and purchase decisions for textiles and apparel. The aim of this study was to analyse the various factors that influence consumer behaviour towards textiles and apparel in different regions of the world through the analysis of secondary data. This study is based on a comprehensive analysis of secondary data; including precious researches conducted and data published. However, this study proposes to expand consumer behaviour studies in the textile and apparel field with particular attention to fit, comfort, and performance. The findings of this study include the following: 1. Country of origin The country of origin was identified as an important component of textile product that could motivate or discourage consumers to purchase a product. 2. Purchase channel The purchase channel was an important concern as it formed the environment of the buying process.

Priyanka Choudhary and Radha Kashyap (2019) Women have emerged as a significant segment in the apparel buying. They place a lot of importance on apparel. This has led to a shift in consumer behaviour. The aim of this study is to broaden the knowledge of Indian consumers' apparel buying behaviour by understanding their apparel buying preferences. The analysis shows that the majority of the working women buy their apparel on a monthly basis across all three age groups. This was influenced by the choices made by their family, friends and relatives. The results of this study will help in understanding the behaviour of Indian consumers and will provide a valuable insight for retailers, entrepreneurs, and merchandisers on apparel buying preferences.

Elizabeth kempen (2022) have understand this phenomenon and its impact on consumer apparel shopping behavior and conducted parallel online interviews with 20 randomly selected pre- covid apparel shoppers at an academic institution in South Africa. The main reasons for shopping apparel were: Patience with fashion sales Purpose of shopping Shopping needs Seasonal demands Movement restrictions Dampened need Lack of appearance management Adopt a comfortable appearance Reminder of covid Fear of covid Lack of appropriate sizes

Sabbineni Poojitha, K.sanjay, (2022), For Indian consumers, online shopping has become an integral part of their daily lives, especially for working women. The Indian online market is projected to increase by 3.5x by 2020. This is driven by the increasing preference for online shopping, Internet penetration, ease of buying, flexible delivery, increasing number of online retailers, and consumers' purchasing power. In this study, we will analyze the purchase intent of working women in our study area. We will provide detailed insights on the factors influencing the online purchase decision, and most preferred online shopping websites. Based on the customers' insights, we will provide recommendations to the marketers.

Kyuree Kim (2023) In an experimental study, the interactivity of Instagram Stories was found to offer both

hedonic and utilitarian value for young female users compared to less interactive traditional Instagram ads. Furthermore, the hedonic and social value influenced brand purchase intent significantly.

Objectives:

1. To study the purchase intentions of female apparel products.
2. To analyze the impact of various demographic factors on purchase intentions of females towards apparels shopping.
3. To analyzing the buying decisions of female apparels.

3. Case Studies

Statement of the problem:

In current situation the females are probably willing to buy the apparel in trendy and even they were interested to make varieties but not considering any branded. In previous study most of the authors were explained about the purchasing behaviour of the females were according to (priyanka 2019) has explained that about the consumer behaviour on apparel products, it concludes their behaviour of purchasing intention were influenced by family but not their own intentions. The research gap is to fulfil the females intentions of buying especially this study is concentrated on the females belonging the 25 to 42 age group. This study will be used to know the interest of the females and markers will be easily identify the needs of female consumers towards apparel products.

4. Research Methodology

Research design

This is a descriptive study. Sample size is 150. Sampling methodology is snowball sampling. Data sources are primary and secondary. Primary data were collected using questionnaire tools. Primary data was collected only from female respondents aged 25-45 years. Secondary data were collected from various journal, newspaper, website and magazine sources

Questionnaire and data collection

A closed-ended, structured online questionnaire was used to collect quantitative data. This online questionnaire was created in Survey Legend (an online survey application). The five-point Likert scale was used in the questionnaire to ensure that responses were standardized and to identify the strength differences between items. This study used to analyses on demographic factors including age, education, working and marital status but including the variables of key factors

Data Analysis

Data were used to collect by using some key factors and the variables are the reliability at least .50 were determined hence this study were analyses by statistical tools regression analysis and chi square analysis. The aim of this study is to know the buying decisions on apparel products by female millennial.

Table 1. Age and all factors of shopping intentions of females millennials.

S.No	Respondents Opinion	Age			Chi square value	P value
		24-28 years	29-34 years	35-45 years		
1	Brand Image	63.3	56.65	60.12	0.925	0.645
2	Social Influence	58.75	68.55	65.3	1.79	0.395
3	Purchase frequency	59.76	66.23	55.86	1.31	0.53
4	Fashion attracts	64.1	55.12	56.13	2.456	0.289
5	Aesthetics aspects	65.31	58.91	62.35	0.925	0.726

Table 2: Occupation and all factors of shopping intentions of females millennials

S.No	Respondents Opinion	Occupation of the customer			Chi square value	P value
		Students	Self employed	Employed		
1	Brand Image	66.53	75.6	57.37	4.18	0.245
2	Social Influence	59.45	60.95	60.28	0.988	0.812
3	Purchase frequency	57.6	65.9	64.56	4.876	0.178
4	Fashion attracts	53.6	67.8	67.79	3.679	0.297
5	Aesthetics aspects	62.99	59.24	58.98	0.481	0.973

5. Results and Discussion

The results show that there is a positive relationship between social influence (0.417) and purchase frequency (0.292).

There is also a positive relationship between brand image (0.293) and purchase frequency of 8.58% (0.0858). Female consumers of all ages have purchase intentions to purchase more apparel. The chi-square independent comparison between the psychographics (Accessories Shopping pattern) and demographics (Age, Marital Status, Education and Income) is significant with $p = 0.001$. This test has been performed for each cross-tab between the groups of independent demographics (independent) and the groups of psychographics (dependent demographics). In each cross-tab, it was significant with $p < 0.001$.

Therefore, H_05e null hypothesis is rejected. We can conclude with a high level of confidence that the component score change reflects real changes in the demographics and is not random.

The occupation of female consumers has no effect on purchase intention factors. Females have more intentions on brand image and prefer high quality of apparel. Females have shopping habits based on their aesthetic preferences. Shopping on apparel products has been influencing various aspects of their decisions.

4. Conclusion

Purchase intention is a term used to describe a type of decision made by consumers to purchase a particular brand. Shah et al., 2012. Aizen (1991) suggests that consumers' behaviour in the future can be assessed by analyzing their intent to buy. Buying eco-friendly apparel is a complex process. This study provides information on the positive effects of elements such as information quality, source

legitimacy, and the impact of information quality on purchase intentions. Previous research has looked at these effects on a specific source and found that both had positive effects. For example, Gunawan and Huarng, Erkan & Evans (2015) looked at the effects of information quality, source reliability.

To fill the knowledge gap, this study looked at these three internet information sources at the same time, with consequences. As a result, this study is more comprehensive as it looks at several internet information sources. Different qualities and understandings of the benefits of the clothing many factors influence consumers' buying behaviour. When it comes to characteristics, there has to be a shift in how something looks and feels sustainable. The study shows that there is a positive relationship between each factor in terms of purchase intentions of apparel products. Retailers have to take all these factors into account to promote themselves. With the fierce competition in the current scenario, marketers need to focus on certain aspects for their survival and growth. For women, shopping intentions are mostly based on their aesthetic attributes which can change one to another. Marketers need to solve the problems of customers immediately to increase the customer loyalty.

Data Availability

None

Conflict of Interest

The authors declared that they do not have any type of conflict regarding this paper

Funding source

No found were done in this study

Author's contribution

The author incontestable initiative by conducting a across-the-board study to understand and examine the impact of purchasing intentions of female millennial on apparel products. The study involved a thorough investigation on female decisions regarding their intention and satisfaction level of buying behaviour. To make the study more interesting and case study methodology is being adopted.

Acknowledgment

The researchers are thankful to the participants of the study by examine the decisions on buying intention of apparel products. Other authorities provided instrument for enabling the study are equally gratifying this article.

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