

# An Emprical Analysis of Women Behavior While Buying Indian Dress Saree with Special Refrence to Kota Doriya Sarees

Vidhi Upadhyaya

**Abstract—** India is a diverse country with different culture cast and creed, Therefore the choice is also different from person to person. The saree is one of the worlds oldest and perhaps the only surviving unstitched garment from the past. Over the millennia, it has not only become a sensuous, glamorous all-time-wear for women, especially the cotton wear sarees are the most preferable choice among working women's. Women's buying behaviour is different according to their ages and their lifestyle. Kota is a city where these castes are maximum in number Maheshawari's, Jain's, Brahmin's and Rajput's, ladies of these castes always prefer to wear sarees whether being at home or moving outside or going to attend any function and even if they are working they prefer to wear sarees. There are n number of cotton saree variety are available in Kota Doria. These sarees are not only popular in Kota but also in other cities. The study is focusing on female of Kota city, both working and non-working women age between 25-35. The study will see the buying behaviour of females while purchasing Kota Doria saree. The study will also help to find out how the sarees groom the personality of females.

**Index Terms—** Female buying behaviour, Indian dress saree, Kota Doria sarees, personality.

## I. INTRODUCTION

Brand management holds the key in the modern markets, particularly in Indian markets because Indians are very traditional. India's traditional dress for women is sari but gradually, it was transmitted into tailor made dresses. Due to the globalization process, Indians are getting attracted to readymade western dresses, particularly Multinational brands. The growth of readymade women's wear business in India was very slow till the early -1980's. The main reason for this was that Indian women were used to buying clothing and getting their outfits tailored mainly through local tailoring shops from the unorganized segment as a result of which there were no national level brands in this category for a very long period of time. By the mid 1980's however customer mind set seemed to have started changing gradually, along with increasing urbanization, and changes in the social and economic status and life styles. As in many other industries in the nation, the move towards 'branding' soon took momentum in the women's wear market. Regarding female garments, it is today easy to buy high fashion at a low price, particularly regarding female garments.

## II. WOMEN BUYING BEHAVIOUR

It is majorly seen that women view shopping as a fun, satisfying, hedonic and joyful activity. The female attitude towards shopping seems very positive and they look forward to this communal event with cheerful prospects. Clothing is an important part and parcel of women's life and plays an imperative role in building the identity of the women. The very important tool which is used by women to strengthen her self-esteem is clothes. All-important experiences of women while shopping and its importance create a constant demand for clothes which gives this market a great potential for growth. There are many factors which impact the buying behaviour of females like organised retail stores, malls, fit, look, style, rising income, rising young consumer base and multiple brands available in the market.

Women are responsible for major purchase decisions in the family. They are driving the world economy. Globally, women control nearly \$20 trillion in annual consumer spending and that figure would move to \$28 trillion in the next five years. It is very difficult to ignore women consumers especially since their numbers are so high and also due to their influence on the buying behaviour of other major segments. Companies have understood that if they have to succeed in the long run, they will have to address the woman consumer in an appropriate manner. Underestimating a woman consumer will be the greatest mistake marketers would make. Therefore, marketers are all out to woo this particular segment as this segment seems to be most promising as they hold major control over the household income.

It is still tough for a woman to find the right product she is looking for; be it apparels, shoes, a healthy meal or financial advice. Even though women control most of the consumer spending, marketers behave as if the role of women in the market place is inconsequential. Companies continue to offer women poorly conceived products and services and out-dated marketing narratives that promote female stereotypes. A lot has to do with the changing demographics of women over the last 30 – 40 years. Nowadays, women are educated, knowledgeable, well informed and independent. They practice various professions and have a mind of their own. They do not believe in hearsay and would like to analyse and scrutinize the products themselves. It is very difficult to deceive women consumers, as many of them are quite tech-savvy and believe in comparing various features of the product before purchasing them.

## III. KOTA DORIA SAREES

Kota Doria, also called Kota Dori, is a distinctive woven fabric with a unique square-checked pattern crafted on fine

silk, cotton or a blend of these two fibres. The cotton provides strength to the fabric, while silk makes it more lustrous and lends it a softer touch. Though the saris found in Rajasthan have a high yarn count, Kota is famous for its fine weaves and low yarn count, primarily due to the presence of Chambal, a perennial river, which makes the air moisture-laden. The greenery present in the otherwise dry state and the presence of black soil also contributes the cultivation of excellent quality cotton in the area. Kota has the distinction of being one of the three fine count cotton producing regions in the northern part of India, the other two being Chanderi and Maheshwar. The fabric is made up of square checks in a variety of sizes and colours. Gold zari is also used to make the weave more exquisite and therefore desirable. Various fancy yarns can also be inserted for the sake of variety. Different beating of cotton and silk yarns results in a characteristic Kota Doria look. A square comprising 14 yarns – eight of cotton and six of silk – makes the most common Kota Doria, referred to as 'khat'. Alternative looks can be created by varying this khat size according to the requirements.

The origin of this fine fabric is shrouded in mystery and wonder. The precise data about the beginning of Kota Doria technique, as it is practiced today, is not present in writing. Due to the absence of concrete information to support any claims, several tales have been floating around the villages which are involved in this technique. Its name as Kota Masuria in itself is quite enigmatic. Folklore suggests that the craft originated in Mysore and then moved to Kota where it is now based, hence the word 'Masuria' in the name. The weavers are believed to have moved to Kota because of the patronage they received from the royal families of Rajasthan. Kota saris were primarily patronised by Maharao Bhim Singh, who summoned the weavers from the Deccan region to Kota, between 1707 and 1720. The art of using open khat patterns on fabric was so intriguing that it was highly appreciated by the elite. Even today, the traditional ways of setting patterns, making graphs, dyeing and yarn setting are little changed due to the high efficiency of the methods.

Kota Doria, when it originated, was made in white and had to be dyed according to personal preferences. Eventually, solid dyed or printed Kota Doria with a silk embroidered border became popular. The demand for a variety of Doria fabrics made it a favourite of various different classes. While the middle class locals preferred simple cotton fabric that would be suitable for the prevailing hot climate, the noble gentry demanded opulent embellished Doria attire with brocade work and fine silk strands. The most common traditional Kota Doria sarees have a cream, unbleached base colour. These are sometimes coloured later, usually with tie-dye, batik, solid dyeing or printing processes. Bright colours like red, purple, turquoise, yellow and saffron are also used. The use of golden zari, especially for the borders, is also prevalent. Vibrant hues with ornate borders are used for festive wear sarees, as is customary for cultural traditions. These colours are preferred owing to the hot climate for which these sarees are prepared. The most prominent feature of Kota Doria, the khat pattern, is formed by the cording of threads. For this, cotton is usually put to use as the warp thread, while silk is taken as the weft thread. This difference in the fineness of fiber creates a striped pattern on the fabric, which on close observation, appears like square checks. These can vary in sizes from extremely small

to slightly larger. Eight cotton yarns and six silk yarns are traditionally used in the preparation of a single khat. Approximately 300 to 350 khats constitute the width of the fabric that can be woven on the loom. The final fabric prepared is extremely delicate for this reason. Initially, sarees were the only products made from Kota Doria. A wide range of dupattas, salwar's, in yardage for kurtas and lehengas are also available today. Accessories embellished with Kota Pattis, a strip with rich Kota Doria work and embroidered mirrors, are widely used in contemporary fashion.

Many villages surrounding the districts Kota, Bundi and Baran in the state of Rajasthan are involved in the making of Kota Doria fabric. The highest number of producer communities is based in the village of Kaithun, located roughly 15 kilometres from Kota. Villages like Kotsuwan, Siswali, Mangrol and Sarnsan are also the hubs of Kota Doria weaving. Pit looms, which can be easily procured by the people of these villages, are put to use for weaving. The weaving of Kota Doria is a household activity in these villages – every family has at least one traditional pit loom for weaving. Though all members participate, the weaving process is handled by the women of the house, in contrast to other fine fabrics like Banarasi brocade. These communities are known for their quality products and high attention to detail.

The Indian Marwari community – belonging chiefly to Rajasthan – is the main consumer of this fabric and its products. Places like Jaipur, Bikaner, Kolkata, Jodhpur and Mumbai have a high demand for this fabric, since these areas have high Marwari populations

#### IV. REVIEW OF LITERATURE

It is well known fact that women contribute a great deal towards global spending. 80% of the family's purchase decisions are made by women – be it groceries, consumer durables, clothes for their family members etc. In the olden times, men were the decision-makers with respect to family purchases. However, since the past 5 – 6 decades, there has been a considerable change in demographics and psychographics of the Indian population. Women have become more independent, educated and knowledgeable and their overall awareness has increased. They are achievers in the professions they undertake and they excel in it too. They possess a lot of dispensable income and they spend a part of it to enhance their beauty, appearance and personality. Some of the products which women use for self-consumption are apparels, bags, footwear, jewellery and cosmetics. Also, they have become more tech-savvy and their reliance on visual and digital media for gathering information has increased. Women do not believe in hearsay and would like to analyse and scrutinize the products themselves before buying. Marketers have to be very careful which designing products and marketing them to women because unlike men, it is very difficult to convince women or deceive them. Marketing messages have to be very specific and have to appeal to women with respect to their exact needs and requirements. In this study we have tried to explore the buying behaviour of women for certain products such as apparels, footwear and parlour services. Through our research we have tried to find out the factors which propel women to purchase products and services of their interest. ("A Study on the General Buying

Pattern of Women Consumers in Mumbai for Certain Products, Mrs. Panicker Vidya, (2015)

In Present Marketing Scenario, the Study of Consumer Behaviour has become essential. Consumers are the kings of markets. Without consumers no business organization can run. All the activities of the business concerns end with consumers and consumer satisfaction. Customer behaviour study is based on consumer buying behaviour, with the customer playing the three distinct roles of user, payer and buyer. Consumer buying behaviour has become an integral part of strategic market planning. People now become dramatically and have unlimited wants on product and service, some more, their attitudes and behaviour often changed and elastic on price rise or low. Even if they want to make a decision on buying product, they also have rational choices. Seeing as now existing market has numerous of consumer, too wide and their needs are differ from one to another one, and thus marketers today are really difficult to understand these differences with consumer behaviour towards their brand and product. As a result, it is vital that marketers need to work more struggle on identifying their target customers' needs and adapt various marketing strategies to reach their needs. In order to develop a framework for the study consumer behaviour it is helpful to begin by considering the evolution of the field of consumer research and the different paradigms of thought that have influenced the discipline. Thus if they could not do so can influence company profit and sales on their product and service. ("An empirical study of the preferences and buying behaviour of silk sarees among women consumer in Vellore town." Dr. S.Kalaiyarasi. (june 2014).

Analysis of the collected data revealed that branded clothing, textile and fashion industry has a bright future in India. Indian fashion industry has taken steps to build up policy for the local brands as well as high apparel brands to adopt the trendy and fashionable clothing in the near future. In this research the prime focus is on females of age 20-35 years and 35-45 years, to analyse and evaluate their perception and behaviour, when they purchase their clothing brands. The results show that fabric quality was found to be the most preferred attribute for shopping decision. The study also reveals that the working female consumers have high preference towards branded clothes as compare to housewives. It was also found that self-esteem and social participate on are also the most important element as consumers use brand related product that matches with their own personality. Consequently, consumers who perceive higher self-concept will generally hold a high level of involvement in fashion or branded clothing. However on the whole this study examined various brand related variables including brand consciousness, brand preference, availability of branded clothes, self-esteem and references opinion showing their effect on women's buying behaviour. Demographic variables such as age, occupation and annual income does play an important role in the selection of branded clothes and non-branded clothing. Previous experience shopping has high effect on switching from one brand to another. ("A study of Women Buying Behaviour in Urban Areas with respect to Branded and Non-Branded Apparel," Ms.Nema Jaya, Ms. Bhopatkar Neha (2014)

The study examines Consumer Perception towards preferences, frequency of purchase, expenditure incurred for purchasing formal wears, factors influencing the customers for the selection of Formal wear, Usage of Formal wear and

the Brand analysis of various brands available at Hosur. The results reveal that Socio-Cultural and Personality related factors induce the purchase intention among the consumers. The study would be very useful for all the Formal wear manufacturers to understand the Perception level and Expectations of consumers and to know the competitors brands. ("Consumer Perception and Brand Analysis of Women's Wear in Indian Market with Special Reference to Hosur," Ahamed S. Syed, Dr. A. Ravi (2013)

The Textile Industry occupies a vital place in the Indian economy and contributes substantially to its exports earnings. Textiles exports represent nearly 30 per cent of the country's total exports. India has one of the prominent places in the world's textile market by supplying the different type of raw material. Apparel is billion-dollar industry employing millions of the people around the world. Over the last one decade, apparel industry has gone through the drastic change in the world market due to end of Multi Fibre Agreement in 2005. Indian garment industry is very diverse in size, manufacturing facility, type of apparel produced, quantity and quality of output, cost, and requirement for fabric etc. It comprises suppliers of ready-made garments for both, domestic or exports markets. This study is focusing on females buying behaviour during the purchase of their apparel. Now, it is important for marketing people to know about their preferences according to age group and occupation. Other factors like culture, tradition and occasions are also playing the major role in female buying behaviours. ("A comprehensive study on female buying behaviour for apparel segment in coimbatore", Nirbhan singh & R. Sarvana, (2013)

A Study of Branded Apparels in Dynamics of Female Buying Behaviour. Consumer market for fashion apparel has become more varied by in surge of designer brands, store brands, personalisation, customs and advertisement in the global market place of today, a clear understanding of preferences of consumers will help the marketer to attract and maintain their target consumer group. The purpose of this study is to examine Indian female consumers buying behaviour and deeply understand the key factors of branded clothing which influence female consumers' involvement towards stylish branded clothing, it was found in the study that there is a complete awareness of the branded apparels amongst females and their shopping behaviour reflect that they buy these products occasionally. Females have particular perspectives and motives behind their purchases. The culture is shifting towards buying from the malls because of a hopping experience the consumers get The most important source of information was found to be family and friends followed by internet and advertisement. It is observed in the study that Price, Fitting, income Level of consumers are significant factors and some factors which are found to be insignificant are Status, Durability, and celebrity endorsement, hence can be ignored by the apparel retailers in their efforts to tap and capture the market. As a retailer of apparels, all these insights have to be embedded in the policy formulation to make the purchases a real time customer delight. ("Dynamics of Female Buying Behaviour", Kesharwani subodh, Khanna Akansha. (June 2012).

The purpose of this research is to examine Pakistani female consumer's buying behaviour and understand the key factors of branded clothing, which influence female consumer's involvement towards trendy branded clothing. A survey was

## An Empirical Analysis of Women Behavior While Buying Indian Dress Saree with Special Reference to Kota Doriya Sarees

conducted from general female consumers aged between 20-35 to obtain empirical evidence by using questionnaire and statistical techniques. ("Influence of brands on female consumer buying behaviour in Pakistan", Kashif Rashid Hareem Zeb and Javeed M.Bilal. (June 2011).

### V. RESEARCH METHODOLOGY

- The research pertaining an analysis of women behaviour while buying Indian dress saree with special reference to Kota Doria sarees for this research paper was conducted in Kota city.
- A socio-demographic questionnaire containing 11 questions were used.
- The sample size of the survey was 100 women from both working and non-working women.

### VI. OBJECTIVE OF THE STUDY

- To describe the buying behaviour of women for Kota Doria sarees in particular Kota city.
- To determine the reason for selecting Kota Doria sarees more than any other sarees.
- To determine the satisfaction level of women while purchasing Kota Doria sarees.

### VII. RESEARCH FINDINGS & CONCLUSION

1. The survey of this research shows that 78% of women prefer Kota Doria sarees, whereas 22% of women prefer silk sarees and 6.54% of women prefer to wear synthetic sarees.
2. The study shows that 79.17% of women feel comfortable while wearing Kota Doria sarees because they feel the fabric is very light and it is of pure cotton whereas 20.83% of women feels synthetic sarees are more comfortable to wear.
3. The study shows that 56.65% of women feel that synthetic sarees are easy to wear whereas 43.45% of women replies that cotton sarees are bit difficult to wear but it looks more graceful than synthetic sarees.
4. The survey of this research shows 45% of women replies that Kota Doria cotton sarees are difficult to maintain and it is also time consuming to wrap it if they are in hurry whereas 54% of women replies that designer synthetic sarees are easy to wrap and also time saving.
5. The study shows that 59.99% of women feels more elegant and graceful while wearing Kota Doria sarees whereas 34.44% of women feels elegant while wearing silk sarees and 5.57% of women replies can't say.
6. The study shows that 81.17% of women feels that Kota Doria sarees are less expensive and gives very prominent look whereas 11.14% of women feels silk sarees gives more prominent look and 7.69 women replies can't say.
7. 78.38% of women replies that they are satisfied enough while buying Kota Doria sarees whereas 18.11% of women replies that they are not always satisfied with Kota Doria sarees because it require very soft handling these are not rough and tough and 3.51% of women's replies can't say.

8. The study shows that 65.49% of working women prefer to wear Kota Doria sarees whereas 34.51% of women who are not working also prefer Kota Doria sarees to wear outside to attend kitty parties and small functions.
9. The study shows that 59.18% of women replies that now a days so much variety of Kota Doria sarees are available so they prefer to wear Kota Doria sarees in small functions whereas 29.36% of women's replies that silk sarees are incomparable and 11.46% of women replies that they prefer chiffon work sarees.
10. The study shows that 72.51% of women feel that Kota Doria sarees are mostly prefer in summer season whereas 27.49% of women replies that they always give priority to these sarees whichever the season is.
11. The study shows that 69.19% of women replies that they love to purchase Kota Doria sarees because its price range is not so high whereas 34.53% of women replies that these sarees prices are good but maintenance is very much so they prefer synthetic sarees.

### CONCLUSION

Kota Doria sarees are prefer by all the women's whose income is either low or high because these sarees are available in very wide range. The temperature of Kota city remain very high in summer so the ladies prefer to wear cotton Kota Doria sarees which gives them very elegant look as well as comfort. Now a days there is a very beautiful collection of party wear sarees are also available at affordable price, so that's why women of Kota city are very big buyer of Kota Doria sarees. Not only in Kota but also in so many other cities women's prefer to buy these sarees. Women's of Kota city are very much loyal and also have satisfied behaviour toward these sarees and always love to buy these sarees.

### REFERENCES

- [1] Dr. S.Kalaiyarasi, (June 2014), "An empirical study of the preferences and buying behavior of silk sarees among women consumer in vellore town".
- [2] Kashif Rashid Hareem Zeb and Javeed M.Bilal, (June 2011), "Influence of brands on female consumer buying behavior in Pakistan".
- [3] Kesharwani subodh, Khanna Akansha. (June 2012), "Dynamics of Female Buying Behaviour".
- [4] Nirbhan Singh & R. Sarvana, (2013), "A comprehensive study on female buying behavior for apparel segment in coimbatore".
- [5] Ms.Nema Jaya, Ms. Bhopatkar Neha (2014), "A study of Women Buying Behaviour in Urban Areas with respect to Branded and Non-Branded Apparel".
- [6] Mrs. Panicker Vidya, (2015), "A Study on the General Buying Pattern of Women Consumers in Mumbai for Certain Products".