

A STUDY ON CONSUMER BEHAVIOR FOR PALAZZO PANT IN AHMEDABAD CITY- AN IN-DEPTH STUDY

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ABSTRACT

Today's the clothing bazar is changing so fast into the world. The development of clothing bazar in industrialized countries are decreasing, while concurrently, rapid development happens into emerging nations. The determination of this learning is to reveal the comparative noticeable signals as factors of consumers' Buying behaviour toward Palazzo pant. To the greatest of my information, there is no complete study reportage consequences from Female consumers' viewpoint concerning their behaviours toward Palazzo pant. The researcher uses survey method with structure questions this research paper. An entire 120 useable respondent's surveys were accumulated, investigated and organized. The results of this research work exposed that fit of Palazzo pant was the most significant prompt followed by elegance and excellence, whereas brand designations and country-of-origin were comparatively irrelevant. In terms of product indication association, fabric was powerfully correlated with style, comfort and quality. fashion played a more momentous role on Palazzo pant estimation. According to the outcomes of this research work, young female consumers inclined to practise numerous product characteristics to accomplish their existing needs and intellectual ambitions in assessment with Distinguish brands vs local brands.

Key Word: Consumer Buying Behaviour, Major Brands, Affecting factors

1. INTRODUCTION

Palazzo Pants are long ladies' pants cut with a free, very wide leg that flares out from the midriff. Palazzo pants are well known as a late spring season style, as they are free and will in general be and complimenting in light, streaming textures that are breathable in blistering climate. Silk crepe/crepe, shirt, and other characteristic fiber materials are well known textures for this plan. Palazzo pants are less oftentimes observed throughout the cold weather months, yet they might be found in fleece or substantial engineered textures also. Palazzo pants were otherwise called sea shore pants in 1930s.

1.1 HISTORY OF PALAZZO



Palazzo pants have a history linked with some of the biggest name in women's fashion. Although very popular in the 1970s, it was the 1930s and Coco Chanel who first introduce them to women's fashion. Apparently, coco came across the wide legged pants while in Venice and adopted them because they were easy to wear when getting in and out of gondolas. In the 30s and 40s Hollywood film stars like Katherine Hepburn and Marlene Dietrich often wore them between takes on film sets. Long, flowing floor-length pants that have very wide legs and Made of jersey knit material. Some have belts or lace on the waistband. Some have waistbands that can be rolled down to dangerous lows and are very tight on the hips, so they hide and reveal the body at the same

time. I like them because they have that 1970s counterculture seductive appeal. The gauch pants are shorter (calf-length) versions of palazzo pants. And I have knee-length pants like that, too.

1.1 Limitation of research Study

- Response of female consumer might be bias towards using palazzo pants.
- This research study only covers Ahmedabad city Area
- The sample size is only 120.

2. LITERATURE REVIEW

Fiore & Damhorst, (2011), In the case of clothing textile merchandise numerous studies denote that the intrinsic properties like the physical options of materials that embrace fibers, materials and finishes, instead of the outside properties like worth, brand name, packaging and hangtag data, from a consumer's perception of product quality, that features a pronounced result on the ultimate decision-making and shopping for behaviors.

Kordelia Spies et A, (1997), The aftereffect of store qualities on client's temperament, on their completion and on their purchasing, conduct was examined during an investigation study. Stores in European nation contrasting regarding their air that is their condition, data rate and design were chosen. Client's state of mind was estimated toward the beginning, inside the centre and at the tip of the looking and was appeared to help inside the lovely store and to break down inside the less charming store. Completion with the shop was bigger inside the wonderful store. Examine multivariate examination indicated that this was a result of an on-the-spot aftereffect of store air still as an Indirect outcome intercede by client's state of mind. Clients inside the wonderful store spent more money on articles they only agreeable. This outcome was a result of client's mind-set.

3. WHAT IS CONSUMER BEHAVIOR?

Consumer Behavior is a subdivision which agreements with the numerous phases a consumer goes through before acquiring products or services for his end practice.

The palazzo could be purchase because of

- Requirement
- Community Standing
- Endowing Determination

Or The palazzo could not be purchase because of

- Not-required
- Monetary restrictions
- Perception

In most frequent case, when female buy palazzo

- Cheerful period
- Centenary
- Centennial
- Wedding or other distinct events

There are taint a few variables which impact purchasing choice of a shopper going from mental, social, and financial, etc. During Diwali, he purchasing inclinations of buyers increment when contrasted with different months. Correspondingly, during Valentines week, people are regularly observed buying presents for their accomplices. Changes in the monetary business sectors and downturn decline the purchasing limit of people. In a layman's language shopper conduct manages the purchasing conduct of people. The principal impetus which triggers the purchasing choice of an individual is need for a specific item/administration. Shoppers buy items and administrations as and when need emerges.

4. RESEARCH METHODOLOGY

4.1 Research design: The research strategy provides the information for explorative and conducting descriptive studies, review of literature and explores the necessity for future research. It is descriptive in nature. It is also providing a blueprint for fulfilling the objectives and answering the questions. It leads the assortment of foundations and kinds of material.

4.2 Research objective:

- To find out the various features identify by consumer using/wearing palazzo pants.

- To find out consumer's overall satisfaction with reference to palazzo pants.
- To find out the behavior of consumers with reference to palazzo pants.
- To find out various factors which determine by consumers during purchasing palazzo.

4.3 Research Hypothesis

H0: Age and Satisfaction level for Palazzo is not significant

H1: Age and Satisfaction level for Palazzo is significant.

4.4 Data source

4.4.1 Primary data:

- It consists of collecting the information direct from respondents.
- It is most reliable source in any research.
- In this research questions were directly asked to the consumers and analysis interpret data on the basis of their response.

4.3.2 Secondary data: It consist of publish material or any other reference material which can be useful in research paper. The sources of secondary data are published research paper, Books, and Review paper.

4.5 Data collection method: In this research I have used personal interview for the data collection.

4.6 Sampling population: Population for this study is the consumer using palazzo pants.

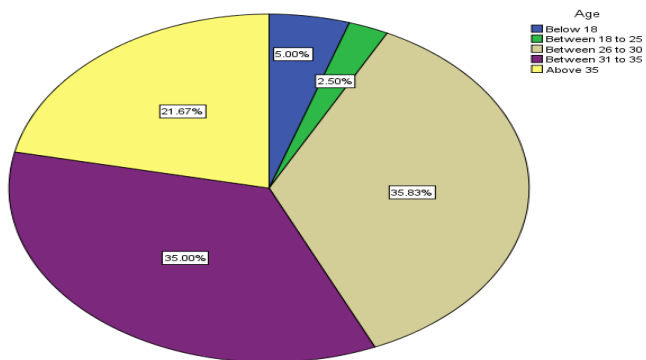
4.7 Sample size: The total sample size for this project is 120.

4.8 Data collection instrument: A well define questioner with open ended and close ended to collect the information of response.

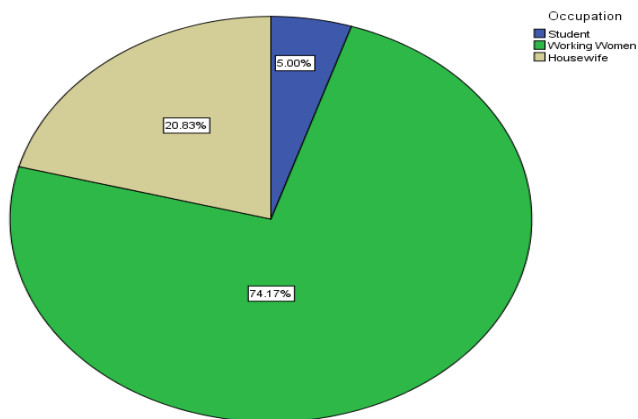
4.9 Data Analysis Tools and Techniques

- Frequency distribution
- Cross-Tabulation
- Chi-square Test

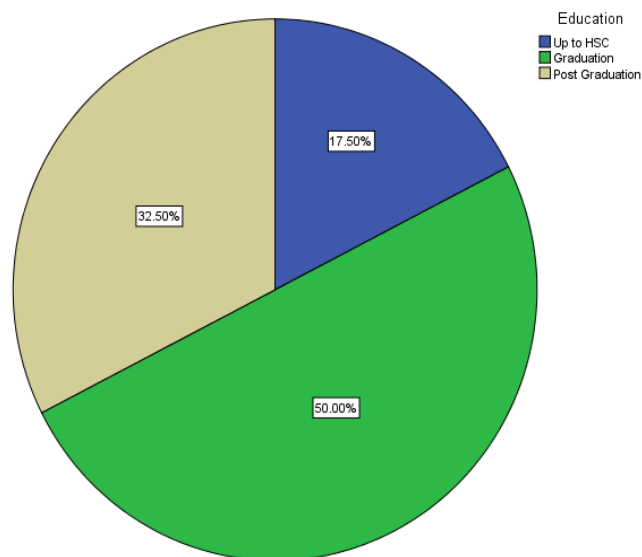
5. DATA ANALYSIS & INTERPRETATION



Graph 5.1 Age Frequency distribution interprets that 35.83% female respondents belongs to Age group between 26 to 30, 35% female respondents belongs to between 31 to 35 years whereas 21.67% female respondents belongs to Above 35 years.



Graph 5.2 Occupation Frequency distribution interprets that 74.17% female respondents belongs to working women, 20.83% female respondents belongs to Housewife whereas 5% female respondents belongs to students.



Graph 5.3 Education Frequency distribution interprets that 50% female respondents belongs to graduation; 32.50% female respondents belongs to Post graduation whereas 17.50% female respondents belongs to up to HSC education level.

Table 5.4 How Frequently you wear Palazzo pant?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Daily	36	30.0	30.0
	Once in a week	28	23.3	53.3
	Weekend	18	15.0	68.3
	Occasionally	38	31.7	100.0
	Total	120	100.0	100.0

The above Table 5.4 represents that 31.7% female respondents are wearing palazzo on an Occasionally basis, 30% on a daily basis whereas 23.3% female respondents are wearing palazzo once in a week.

Table 5.5 Since how long you have been wearing palazzo pant?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	More than 1 years	16	13.3	13.3
	Between 1 to 3 Years	34	28.3	41.7
	Between 3 to 5 years	62	51.7	93.3
	More than 5 Years	8	6.7	100.0
	Total	120	100.0	100.0

The above Table 5.5 represents that 51.7% female respondents are wearing palazzo between 3 to 5 years, 28.3% between 1 to 3 years whereas 13.3% female respondents are wearing palazzo from more than 1 years.

Table 5.6 Which type of criteria you consider while selecting a palazzo pant?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Competition	12	10.0	10.0
	Discount	30	25.0	35.0
	Brands	37	30.8	65.8
	Price	41	34.2	100.0
	Total	120	100.0	100.0

The above Table 5.6 represents that 34.2% female respondents are considering price when they are palazzo, 30.8% selecting brands whereas 25% female respondents are considering discount when they are palazzo,

Table 5.7 Which kind of features you want in palazzo pant?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Fabric Material	20	16.7	16.7
	Colours	6	5.0	21.7

Comfortability	73	60.8	60.8	82.5
Design	21	17.5	17.5	100.0
Total	120	100.0	100.0	

The above Table 5.7 represents that 60.8% female respondents are selecting palazzo due to comfortability feature, 17.5% on design, whereas 16.7% female respondents are selecting palazzo due Fabric material feature.

CROSS-TABULATION ANALYSIS

Table 5.8 What price you expect in palazzo pant? * Occupation Crosstabulation

			Occupation			Total
			Student	Working Women	Housewife	
What price you expect in palazzo pant?	Less than 500	Count	6	4	0	10
		% of Total	5.0%	3.3%	0.0%	8.3%
	Between 500 - 999	Count	0	50	6	56
		% of Total	0.0%	41.7%	5.0%	46.7%
	Between 1000 - 1499	Count	0	24	19	43
		% of Total	0.0%	20.0%	15.8%	35.8%
	Above 1500	Count	0	11	0	11
		% of Total	0.0%	9.2%	0.0%	9.2%
Total	Count	6	89	25	120	
	% of Total	5.0%	74.2%	20.8%	100.0%	

Above Table 5.8 represents that,

- 41.7% and 5% working women and Housewife respondents selecting palazzo which price remains between 500 – 999 respectively.
- 20% and 15.8% working women and Housewife respondents selecting palazzo which price remains between 1000 – 1499 respectively.

Table 5.9 Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	90.626 ^a	6	.000
Likelihood Ratio	56.952	6	.000
Linear-by-Linear Association	15.717	1	.000
N of Valid Cases	120		

a. 6 cells (50.0%) have expected count less than 5. The minimum expected count is .50.

Above table 5.9 of Chi-Square represents that p-value (0.000) is less than significance value (0.05). So, H₀ is Reject. It means the Relationship between Occupation and Price is significant.

Table 5.10 What is the overall impression do you feel for palazzo pant? * Occupation Crosstabulation

			Occupation			Total
			Student	Working Women	Housewife	
What is the overall impression do you feel for palazzo pant?	Good	Count	0	40	10	50
		% of Total	0.0%	33.3%	8.3%	41.7%
	Medium	Count	4	0	0	4
		% of Total	3.3%	0.0%	0.0%	3.3%
	Excellent	Count	0	49	15	64
		% of Total	0.0%	40.8%	12.5%	53.3%
	Average	Count	2	0	0	2
		% of Total	1.7%	0.0%	0.0%	1.7%
	Total	Count	6	89	25	120
		% of Total	5.0%	74.2%	20.8%	100.0%

Above Table 5.8 represents that,

- 33.3% and 8.3% working women and Housewife respondents having overall good impression for palazzo respectively.
- 40.8% and 12.5% working women and Housewife respondents having overall excellent impression for palazzo respectively.

Table 5.11 Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	120.204 ^a	6	.000
Likelihood Ratio	47.838	6	.000
Linear-by-Linear Association	.122	1	.727
N of Valid Cases	120		

a. 8 cells (66.7%) have expected count less than 5. The minimum expected count is .10.

Above table 5.11 of Chi-Square represents that p-value (0.000) is less than significance value (0.05). So, H₀ is Reject. It means the Relationship between Occupation and Overall Impression for Palazzo is significant.

ANALYSIS OF VARIANCE (ANOVA)

H₀: Age and Satisfaction level for Palazzo is not significant

H₁: Age and Satisfaction level for Palazzo is significant.

Table 5.12 ANOVA for relationship Between Age and their satisfaction level

By what level you are satisfied with palazzo pants?

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	13.829	4	3.457	4.846	.001
Within Groups	82.038	115	.713		
Total	95.867	119			

Above Table 5.12 of ANOVA represents that P-value (0.001) is less than significance value (0.05). Therefore, H₀ is rejected. So, there is a significance difference between Age and Satisfaction level for Palazzo.

6. FINDINGS

- 35.83% female respondents belong to Age group between 26 to 30 Years
- 74.17% female respondents belong to working women Occupation
- 50% female respondents belong to graduation level of Education
- 31.7% female respondents are wearing palazzo on an Occasionally basis
- 51.7% female respondents are wearing palazzo between 3 to 5 years
- 34.2% female respondents are considering price when they are palazzo
- 60.8% female respondents are selecting palazzo due to comfortability feature
- 20% and 15.8% working women and Housewife respondents selecting palazzo which price remains between 1000 – 1499.
- 40.8% and 12.5% working women and Housewife respondents having overall excellent impression for palazzo

7. CONCLUSION

This research paper presents the female consumer buying behaviour for palazzo. It describes that Palazzo is a popular apparel into the Urban as well as metro city area. The business potential is huge when manufacturer focus on rural and semi urban areas. The manufacturer of this apparel have also put focus on the Premium price segment as well as females who work in Consultancy work, Advertising Agency, Corporate office work prefer Palazzo pant.

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