



# IMPACT OF PERSONALITY TYPE ON DIMENSIONS INFLUENCING APPAREL BUYING BEHAVIOUR OF WORKING WOMEN

Dr. JYOTI CHHABRA

Department of Fashion Design, Graphic Era Hill University, Dehradun, Uttarakhand, India  
248002

## ABSTRACT

Women's apparel was formerly a small but rapidly growing industry. Customers' priorities have shifted as a result of their focus on apparel. By learning more about the apparel-buying preferences of working women and assessing the impact of the "big five" personality traits on the many factors that affect these decisions, this study aims to fill a gap in our understanding of Indian consumers' clothing-buying habits. That's why 480 working women were surveyed: 26-35-year-olds, 36-45-year-olds, and 46-55-year-olds. The investigation took place in Jaipur, Rajasthan's capital city. A simple and fast procedure was used to choose a representative sample. To analyze the data, we calculated averages, correlated variables, and calculated percentages. The majority of working women in all three age groups are monthly clothing shoppers. Customers' clothing-buying habits may be broken down into two distinct categories: the store's atmosphere and the availability of sales.

**Keywords:** Dimensions, Apparel, Buying, Behaviour and Working Women

**DOI Number:** 10.48047/nq.2021.19.4.NQ21048 **NeuroQuantology2021;19(4):137-145**

## INTRODUCTION

Along with water, food, and shelter, clothing is one of humanity's basic needs. The clothing is a reflection of the way people live and their socioeconomic standing. Clothing is seen as an intrinsic element of the individual's own personal extension or mode of physical expression. The importance of clothes in providing warmth, concealment, and aesthetic value to the wearer is well acknowledged. When deciding whether to purchase, when to buy, how to buy, what to buy, and where to buy, the assumption that clothing always carries over. Consumers these days are more trend-savvy than ever, checking out the latest styles across digital and traditional platforms before making a purchase.

eISSN1303-5150

The process of purchasing clothing has been enhanced by the development of shop layout, customer research methods, discounts, endorsements, etc. Consumers' clothing purchasing habits and the way they behave reflect their ages, incomes, relationships, social circles, professions, and other personal and professional details. Customers, particularly women, often devote a significant chunk of their day to shopping for clothing. It is common practice while shopping for new clothes to peruse many shops carrying competing brands before settling on one. Retailers of clothing use a wide variety of strategies, including in-store discounts and specials, online and offline media advertising, and customer loyalty programs.



www.neuroquantology.com

Most of the plans have only worked for a short while. Several clients may have varying opinions on an item of clothing since it incorporates a wide range of physical details. As the economic standing of women has improved in recent years, so has their propensity to spend money on clothing. Therefore, it is crucial to examine and take into account the elements that influence the purchases made by professional women. The propensity to purchase clothes based on variables such as peer influence, consumer traits, product features, sales incentives, and retail environment. There's a wide spectrum of working women out there in terms of interests, values, lifestyles, careers, ages, and more. It's not the same for everyone. These factors affect how women shoppers behave while making a final selection. These characteristics account for a great deal of the variation in women's behavior.

#### LITERATURE REVIEW

**Choudhary, Priyanka et.al (2018).** An individual's sense of self is greatly influenced by the clothes they wear. Consumer traits, product qualities, advertising, shop attributes, and reference groups are only a few of the many influences on the clothing purchasing habits of professional women. 480 employed women between the ages of 26 and 55 from the upper middle class participated in the research. The city of Jaipur served as the study's location. The sample was chosen using a method of sampling that required little effort. Mean and standard deviation were used in the data analysis. The investigation found that both shop and product characteristics had a significant impact on consumers' decisions to purchase certain garments. Researchers will benefit from this research since it will provide light on how people shop for clothes. Additionally, this research's findings will provide retailers and manufacturers valuable information on consumers' shopping habits for clothing.

**Rashid Jehangiri, et.al (2015)** Using survey data, the authors of "Measuring the Impact of Personality Attributes of Consumers on Internet Buying Behavior" attempt to do just that. The particular goal of this research is to determine whether certain personality traits have a more positive effect on internet purchasing habits. It's a little of descriptive deductive research. The four personality traits chosen for this dissertation are extroversion and introversion, consciousness and unconsciousness, emotional stability and emotional instability, and materialism and nonmaterialism. The effects of these traits on information-seeking behavior, social

support networks, technological context, and product attributes are examined. In order to collect information from customers, a systematic questionnaire was designed. The point-biserial correlation method, analysis of variance, and t-test were used to analyze the data. A total of 300 people participated in the poll, including both business students and members of the general public. However, surveys are taken both from those who have already made purchases online and from those who plan to do so in the future.

**Dipti Baghel, (2012)** This research investigates the clothing purchasing habits of college students in the Raipur–Durg region. This research provides a concise overview of college students' clothes purchase habits and the variables that influence those habits. The main data was gathered with the use of a survey questionnaire. The findings reveal that the students are brand loyal, price/value concerned, brand/fashion sensitive, and always on the lookout for fresh variety to keep up with the ever-evolving trends.

**Marcus Garvey Orji, et.al (2017)** The purpose of this research is to determine how individual differences among South Eastern Nigerians affect their purchasing decisions when it comes to textiles. The five personality traits used to formulate the hypotheses are "social character," "compliance," "aggression," "ethnocentrism," and "dogmatism." In order to gather information for the study, a survey was administered. The data was analyzed, and the hypotheses were tested, using statistical methods including the mean, the standard deviation, and multiple regressions. The investigation found that consumers' purchasing decisions for textile materials in South Eastern Nigeria were significantly influenced by social character, compliance, aggression, and ethnocentrism, but were unaffected by

#### **DATA ANALYSIS**

#### **APPAREL BUYING PREFERENCES OF WORKING WOMEN**

dogmatism. The results of this research provide conclusive evidence for the hypothesized importance of personality as an explanatory concept in the study of consumer behavior. Because of the importance of the textile industry to the South Eastern Nigerian economy, the study recommended, among other things, that textile manufacturers and retailers in the region create products that reflect the personality traits of their target demographic.

#### **METHODOLOGY**

The purpose of this research was to examine how various personality traits influence the clothing preferences of professional women across age ranges. The aforementioned hypotheses were analyzed descriptively using a causal research strategy. Because of the interconnected nature of the study's independent variables (age and personality type) and its dependent variable (the frequency with which people make purchases of clothing), a correlational design was used. The research procedure was the strategy used to acquire the information required to complete the study. In this research, working women served as the subjects. 480 working women in the upper middle class were surveyed, spanning the ages of 26-35, 36-45, and 46-55.

With the predetermined goals in mind, we scoured both main and secondary resources for relevant information. The questionnaire was the main tool for collecting information. Google form was used to send the survey. E-mail and social media platforms including WhatsApp, Instagram, Facebook, and Twitter were utilized to distribute and gather responses to personality and clothing-purchasing-pattern questionnaires. The material shown here is secondary, meaning that it was gathered from other sources, such as books, periodicals, newspapers, and online journals.

**Table 1 Distribution of the respondents on the basis of Frequency of Purchase N=480**

Frequency of Purchase	26-35 years		36-45 years		46-55 years	
	Frequency	%	Frequency	%	Frequency	%
Twice a month	82	52	96	60	52	33
Monthly	64	40	53	33	77	48
Twice in a year	10	6	11	7	29	18
Once in a year	4	2	0	0	2	1

140

Among those between the ages of 26 and 35, 52% of respondents bought clothing at least twice a month, 40% bought clothing once a month, 6% bought clothing twice a year, and 2% bought clothing just once a year, as seen in the table above. Sixty percent of respondents make two clothing

purchases each month between the ages of 36 and 45, while 33 percent make monthly purchases and 7 percent make annual purchases. Among those aged 46 to 55, 48% buy clothing once a month, 33% buy twice a month, 18% buy twice a year, and 1% buy once a year.

**Table 2 Distribution of the respondents on the basis of Frequency of Purchase by Occupation N=480**

Frequency of Purchase	Business		Employee	
	Frequency	Percentage	Frequency	Percentage
Twice a month	35	51	193	47
Monthly	23	33	175	43
Twice in a year	10	16	38	9
Once in a year	0	0	6	1

As can be seen in the chart above, although 33% of the businesswomen polled make clothing purchases every month, 51% make at least two purchases every month. In the survey, 47 percent of working women reported buying clothes once a month, 43 percent once every two

months, 9 percent three times a year, and 1 percent annually. The majority of respondents were either company owners or employed, and those who bought more often (twice a month or monthly) were in both groups.



**Table 3 Distribution of the respondents on the basis of Frequency of Purchase by Marital Status N=480**

Frequency of Purchase	Married		Unmarried	
	Frequency	Percentage	Frequency	Percentage
Twice a month	165	47	61	49
Monthly	141	39	57	45
Twice in a year	45	13	5	4
Once in a year	3	1	3	2

According to the data shown above, over half of the respondents who are single do their shopping at least twice a month, while another 45% do it monthly, 4% do so twice a year, and just 2% do so annually. Forty-seven percent of married respondents make clothing purchases twice a month, 39 percent make monthly purchases, 13 percent make annual purchases, and 1 percent make purchases just once a year.

**Table 4 Distribution of the respondents on the basis of Frequency of Purchase by Family Status N=480**

Frequency of Purchase	Nuclear		Joint	
	Frequency	%	Frequency	%
Twice a month	125	46	103	50
Monthly	127	47	70	33
Twice in a year	16	6	33	16
Once in a year	4	2	2	1

**DIMENSIONS INFLUENCING APPAREL BUYING BEHAVIOUR OF WORKING WOMEN IN THREE AGE GROUPS**

**Table 5 Analysis of Reliability - Apparel Buying Behavior**

Reliability Statistics	
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items
0.778	0.79

In all, 490 people took the time to complete out the surveys. The employed women were contacted through email, and data was gathered via social media platforms including Whatsapp, Instagram, Facebook, and Twitter. After the surveys were completed, they were tabulated so that conclusions could be drawn. After the data was fed in, it was cleansed. Data from questions with errors or missing information were omitted from the final tally. In the end, 480 women's responses

were evaluated after they were cleaned. This information is now being analyzed. The total of 480 data points were subjected to Cronbach's Alpha in order to determine the test's consistency. Since the instrument's alpha value was more than 0.7, the threshold for acceptance was met. All 33 questions have a Cronbach Alpha of 0.79. As a result, we can say with confidence that the study's questionnaire is valid.



**Table 6 Mean and Standard Deviation of Consumer Characteristics Dimension in Different Age Groups N=480**

Consumer Characteristics Indicators	26-35 years		36-45 years		46-55 years	
	Mean	SD	Mean	SD	Mean	SD
Wear trial	4.02	1.15	3.94	0.89	3.63	0.98
Fashion consciousness	2.16	1.16	2.26	0.88	2.34	0.97
Brand loyalty	2.78	1.12	2.75	0.83	2.95	0.68
Impulse buying	3.56	1.03	3.30	0.99	3.45	0.79
Brand consciousness	3.43	1.05	3.09	0.95	3	0.94
Promotional offer	2.93	0.976	3.44	0.94	3.35	0.98
Store loyalty	3.53	0.98	3.91	0.86	3.41	0.87
Store image	3.23	1.14	3.43	0.84	3.39	0.86

142

Results of the above table reveal that in the entire three age groups highest mean is for preference to wear trial (M= 4.02, SD= 1.15), (M= 3.94, SD 0.89) and (M=3.63, SD= 0.98).

**Table 7 Mean and Standard Deviation of Reference Group Dimension in Different Age Groups N=480**

Reference Group Indicators	26-35 years		36-45years		46-55 years	
	Mean	SD	Mean	SD	Mean	SD
Family & friends	3	1.12	3.37	0.82	3.23	0.91
Social media	2.61	0.94	2.88	0.89	3.20	0.77
Print media	2.54	0.87	2.72	0.85	3	1.12
Celebrity endorsement	2.33	0.94	2.36	0.66	2.66	0.94
Others perception	2.96	1.11	3.10	0.83	3.02	0.79

Women's clothing purchases are most influenced by their friends and family between the ages of 26 and 35 (M= 3, SD= 1.12), 36 and 45 (M= 3,37, SD= 0.82), and 46 and 55 (M= 3, SD= 1.12). When compared to women in the reference

group, those aged 26–35 years old had the lowest mean score on the celebrity endorsement scale (M=2.33), followed by those aged 36–45 years old (M=2.36; SD=0.66) and those aged 46–55 years old (M=2.66; SD=0.94).



**Table 8 Mean and Standard deviation of Product Attributes Dimension in Different Age Groups N=480**

Product Attributes Indicators	26-35 years		36-45 years		46-55 years	
	Mean	SD	Mean	SD	Mean	SD
Brand	3.21	1.13	3.42	0.78	3.38	0.70
Style	3.34	1.09	3.19	0.96	3.04	1.05
Fit	4.42	0.90	4.03	0.79	3.94	0.8
Expensive clothing brands	2.53	0.92	2.58	1.5	3.04	1.05
Lowest price	3.03	1.02	3.01	0.08	3.10	0.70
Value for money	3.96	0.98	3.96	0.98	3.74	0.88
Higher the price, higher the quality	2.56	1.13	2.98	1.07	3	1.12
Quality	4.29	0.97	4.04	0.76	2.66	0.94

Indicators of female product qualities are given a mean and standard deviation in table. The mean (4.42, SD= 0.90) for fit of the apparel product is greatest in the 26-35 age range, while the mean (2.53, SD= 0.92) is lowest for premium clothing brands. The mean value for pricey clothing brands is 2.58 (SD=1.5), while the

mean value for quality of the clothes product is 4.04 (SD=0.76) among those aged 36–45. The mean value (3.94, SD= 0.8) for clothing fitting well during purchase is greatest in the 46-55 age range, while the quality of clothing receives the lowest mean value (2.66, SD= 0.94).

**IMPACT OF PERSONALITY TYPE ON DIMENSIONS INFLUENCING APPAREL BUYING BEHAVIOUR OF WORKING WOMEN**

**Table 9 Correlation between Personality Type and overall Apparel Buying Behaviour N=480**

Extraversion	Pearson Correlation	.322**
	Sig (2- tailed)	.000
Agreeableness	Pearson Correlation	.340**
	Sig (2- tailed)	.000
Conscientiousness	Pearson Correlation	.276**
	Sig (2- tailed)	.000
Neuroticism	Pearson Correlation	.224**
	Sig (2- tailed)	.000
Openness to experience	Pearson Correlation	.238**
	Sig (2- tailed)	.000

\*\* . Correlation is significant at the 0.01 level (2-tailed).



The correlation between one's personality and their clothing-buying habits are shown in Table The linear relationship between two quantitative variables is quantified by the Pearson correlation coefficient. All personality types are positively correlated with the clothing-buying habits of professional women. Every professional woman is unique, down to her own character traits and shopping habits. A person's personality is their typical way of behaving. It influences consumer behavior in the garment industry because it influences consumer decisions and actions.

### CONCLUSION

Whether intended or not, what one wears may be seen as a reflection of, an expression of, or an enhancement of, that person's character. The clothing industry has grown in significance for modern working women. Working women's clothing purchasing habits stand out because they invest more time and resources into selecting their clothing and are pickier about what they wear. Personality, age, profession, wealth, and marital status were shown to have significant effects on the clothing preferences of professional women. Most women only shop for clothing when they have a specific need or on special occasions like holidays. Clothing shopper preferences are strongly influenced by store characteristics and sales incentives. The purchase habits of professional women were greatly impacted by their personalities. Therefore, the idea of personality is crucial for analyzing consumer behavior. According to the results, some personality traits are associated with a preference for certain types of clothing. Women who are agreeable in their clothing choices are well-informed and seldom make snap judgments. Women who score high on the agreeableness quotient are habitual shoppers who like trying on clothing before making a purchase.

### REFERENCES

1. Choudhary, Priyanka & Kashyap, Radha. (2018). Factors Influencing Apparel Buying Behaviour of Working Women. 6. 2348-3857.
2. Rashid Jehangiri, Hira Anwar Mirza (2015) Measuring the Impact of Personality Attributes of Consumer on Internet Buying Behavior ISSN 2229-5518
3. Dipti Baghel, Archi Dubey. Apparel Buying Behavior of College Going Students- A Study in Raipur- Durg Area. Asian J. Management 3(2): April-June, 2012 page 90-93.
4. Marcus Garvey Orji, Bello Sabo, Muktar Y. Abubakar, Abubakar. D. Usman. Impact of Personality Factors on Consumer Buying Behaviour Towards Textile Materials in South Eastern Nigeria. International Journal of Business and Economics Research. Vol. 6, No. 1, 2017, pp. 7-18. doi: 10.11648/j.ijber.20170601.12
5. Chaudhary, k., and Gowda, k. R. 2018. Analysis of online buying pattern of women consumers with reference to apparels in India. Academy of Marketing Studies Journal. 22:1-10.
6. Choudhary, P. 2019. Impact of personality type on apparel buying behaviour of working women P.hD. thesis in Department of Fashion andTextile, College of Faculty of Arts and Social Sciences, IIs University, Jaipur, Rajasthan.
7. Hirst, A., and Omar, O. E. 2007. Assessing Womens Apparel Shopping Behaviour on the Internet. The Journal of Retail Marketing Management Research.1(1):32-40.
8. Koch, J., Frommeyer, B., and Schewe, G. 2020. Online shopping





- motives during the COVID-19 pandemic-lessons from the crisis. Open Access journal.12:1-20.
9. Lakhara, K. 2019. Footwear buying behaviour and brand awareness among college Students M.Sc. thesis in Department of Textile and Apparel Designing, College of Community and Applied Sciences, Maharana Pratap University of Agriculture and Technology, Udaipur, Rajasthan.
  10. Parashar, S. 2015. Comparative study on college boys and girls regarding online clothing buying behaviour M.Sc. thesis in Department of Textile and Apparel Designing, College of Community and Applied Sciences, Maharana Pratap University of Agriculture and Technology, Udaipur, Rajasthan.
  11. Parson, G., and Vancic, A. 2020. Changed buying behavior in the COVID-19 pandemic: the influence of price sensitivity and perceived quality M.Sc. thesis in Department of Business Administration, Kristianstad University, Kristianstad, Sweden.
  12. Patodiya, P. K., and Birla, P. 2016. Online apparel buying behavior: the literature review. International Journal of Engineering and Management Research. 6:282-286
  13. Rajyalakshmi, N. 2015. Factors influencing online shopping behavior of urban consumers in India. International Journal of Online Marketing.5(1):38-50.
  14. Raman, P. 2020. Online shopping characteristics and their influence on female buying behaviour: an extension of the theory of planned behaviour. Journal of Electronic Commerce in Organizations.18(4):1-29.