

COMPARISON OF CONSUMERS' CLOTHES PURCHASING HABITS ACCORDING TO GENDER IN KONYA

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—Abstract —

The customer orientation is a vital subject in the ready-made clothing sector where an intensive competition is going on. The purchasing habits of consumers, deciding periods and the affecting factors of these periods are became very important by the companies. Knowing the purchasing habits of consumers will make an important contribution to the development of selling and product promoting policies of the companies.

The aim of this research is finding out the ready-made clothing purchasing habits of consumers living in the city center of Konya and the gender comparison of the consumers purchasing habits.

The survey data is obtained by using the questionnaires from 250 male- 250 female, total of 500 ready-made clothing consumers who live in Konya city center. As a result of statistical analysis of survey data the ready-made clothing apparel consumers' habits has been comparatively found out.

Key Words: *Consumer, Clothing, Purchasing Habits*

JEL Classification: L 67

1. INTRODUCTION

Garment industry is a sector in which competition is experienced intensely and competition conditions are gradually getting harder day by day. Different companies put similar products on the market with different brands, quality, feature and price. In order that companies can create the difference and make a selection in available companies, it is significant for them to know their target consumer groups and improve their marketing strategies in that line.

To maintain their progression, companies need to gravitate towards customer-oriented management strategy and to analyse target customer groups well, which is also emphasized by numerous researchers in the literature. According to Oktay (2006), companies that are able to catch up or create the trends in customers' preferences have competitive advantage. Aktuğlu and Temel (2006), on the other hand, stated that consumers' preferences within many brands depend on the factor that companies determine their target group features and develop strategies appropriate to those. Similarly Kumra (2007) specified that analysis and practices of consumer behaviours would pay many dividends to better sale, profit, customer satisfaction and reduced cost and that reaching these results require customer-oriented main activity, design, practice and inspection.

Consumption is a supplementary part of human life (Jansson, 2010:3). A person consumes at every stage of his/her life. Consumer simply means consuming (Lebe, 2006:4). Solomon (2004) identifies the consumer as a person defining the need, purchasing, and using the product. Consumer behavior can be defined as the decision-making process and physical activity involved in acquiring, evaluating, using and disposing of goods and services (Matin, 2006:4).

Consumer behaviours are influenced by numerous factors mainly as psychological factors, socio-cultural factors, demographic factors, situational factors (Odabaşı, 1998:20). Considering human being as a living thing renewing and changing all the time, these factors undergo changes all the time. And that makes consumer behaviours more complicated and lead researchers to pay more attention to these studies in that area.

This study has been carried out with the aim of examination and gender comparison of findings gained from purchasing habits of garment consumers living in Konya city centre.

2. MATERIAL AND METHODS

The study is with screening model. Total 500 consumers, 250 women and 250 men, randomly selected and shopping for clothes in various shopping centres in Konya city centre in Turkey, generate the sample of the study.

Survey form enhanced by researchers for collecting research data was used. There exist questions in the survey form intending to determine consumers' demographic features, clothe purchasing habits and shopping habits. Gained data were analysed in SPSS 15 software and presented as tables and graphics. To find out whether there is significant differences according to gender in shopping habits, chi square test was used.

Demographic data related to the sample group of the study are given in table 1.

Table 1: Demographic Data Related to the Sample Group

		f	%
Age Group	20 years and younger	71	14,2
	21 – 25 years	114	22,8
	26 – 30 years	83	16,6
	31 – 35 years	54	10,8
	36 – 40 years	53	10,6
	41 years and older	125	25
Marital Status	Married	266	53,2
	Single	234	46,8
Education Level	Illiterate	4	0,8
	Primary School	75	15
	Secondary School	47	9,4
	High School	101	20,2
	University	242	48,4
	Master / Doctorate	31	6,2

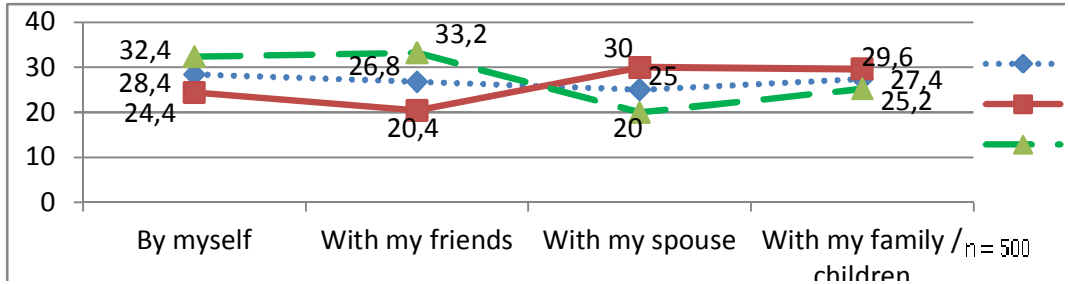
		f	%
Job	Officer	71	14,2
	Worker	97	19,4
	Owner	56	11,2
	Housewife	66	13,2
	Retired	29	5,8
	Student	140	28
	Other	31	6,2
	Unemployed	10	2
Annual Income of Family	500 TL and below	75	15
	501-1000 TL	134	26,8
	1001-1500 TL	84	16,8
	1501-2000 TL	69	13,8
	2001-2500 TL	24	4,8
	2501-3000 TL	29	5,8
	3001-3500 TL	22	4,4
	3500 TL above	63	12,6

n= 500

3. RESULTS AND DISCUSSIONS

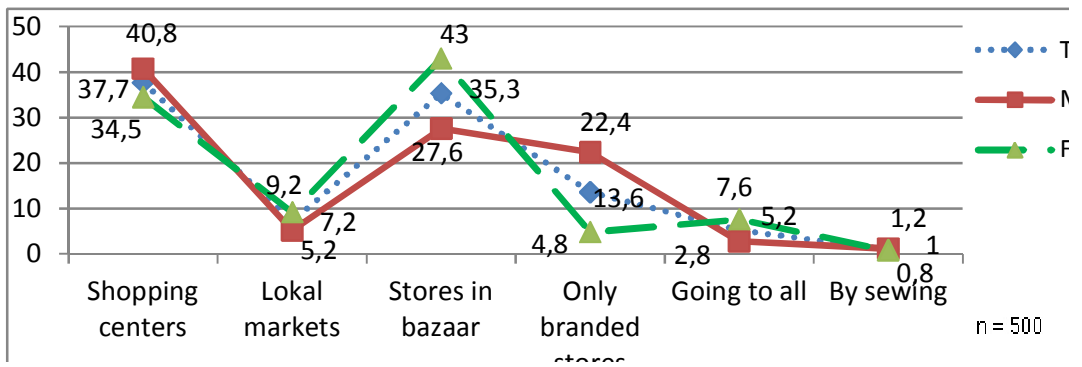
In this chapter, findings related to purchasing preferences and shopping habits of consumers who are in scope of the study during shopping for clothes were included.

Graphic 1: Comparison of Persons with Whom Consumers Prefer to Shop for Clothes Together



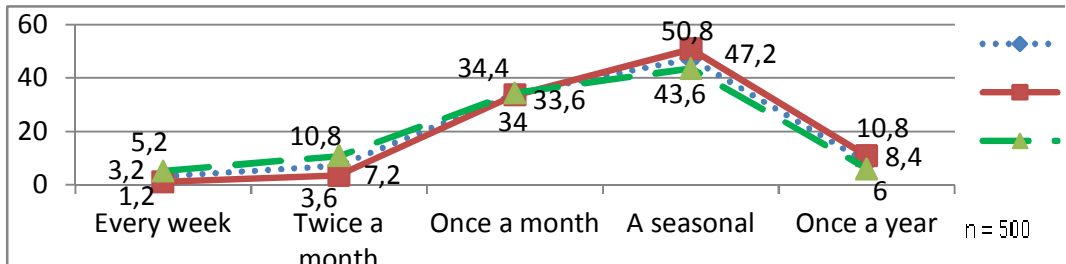
Examining the graphic 1, it is seen that women consumers prefer to shop by themselves or with their friends whereas men prefer to shop mostly with their wives, families or with their children. While women prefer to shop with their wives the least, men prefer to shop with their friends the least. As a result of chi-square test which was carried out to see if the differences are significant or not, it has been found out that there is significant differences in preferences of shopping alone [$X^2 = 3,934$; $p=0,047 < .05$], with friends [$X^2 = 10,440$; $p=0,001 < .05$] and with spouses [$X^2 = 6,667$; $p=0,010 < .05$] thusly, the differences are based on gender. As to shop with family or children, there is no significant difference in preferences [$X^2 = 1,217$; $p=0,270 > .05$].

Graphic 2: Comparison of Places Where Consumers Shop for Clothes



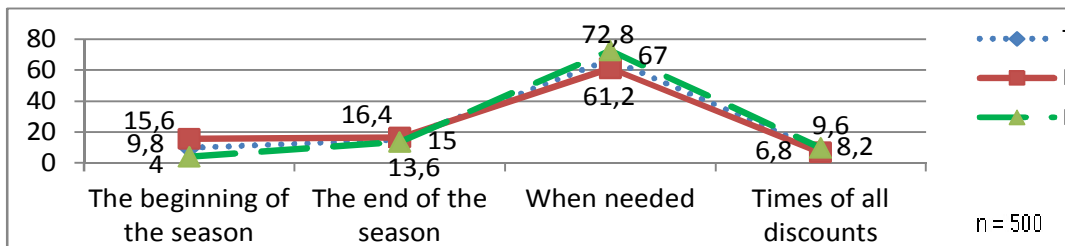
Examining the graphic 2, it is seen that women prefer mostly city shopping centres for clothes while men prefer department stores. Tailoring, on the other hand, is barely preferred. As a result of Chi-square analysis conducted to determine if differences in shopping place preferences are statistically significant or not [$X^2 = 46,551$; $p=0,000 < .001$], significant differences showed up; in other words shopping place preferences change according to gender.

Graphic 3: Comparison of Consumers' Cloth Shopping Rate



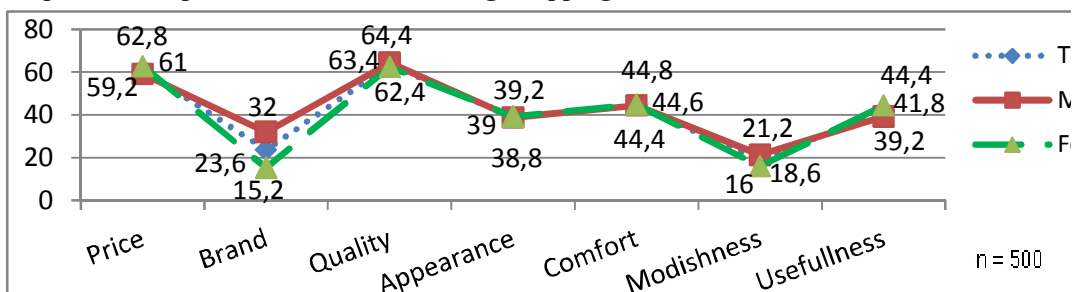
It is inferred from the graphic 3 that both women and men primarily shop seasonally and minimally weekly. According to chi-square test that was carried out to determine if there is a significant statistical difference in shopping rates of men and women, clothes shopping rates change according to gender [$X^2 = 20,075$; $p=0,000<.001$].

Graphic 4: Comparison of Cloth Shopping Times of Consumers



Examining the graphic 4, it is observed that women and men shop when they feel the need most, women do shopping at the beginning of season whereas men do during discount periods the least. According to chi-square test carried out for significance levels of these differences, there exist differences between shopping times preferences of men and women [$X^2 = 21,522$; $p=0,000<.001$].

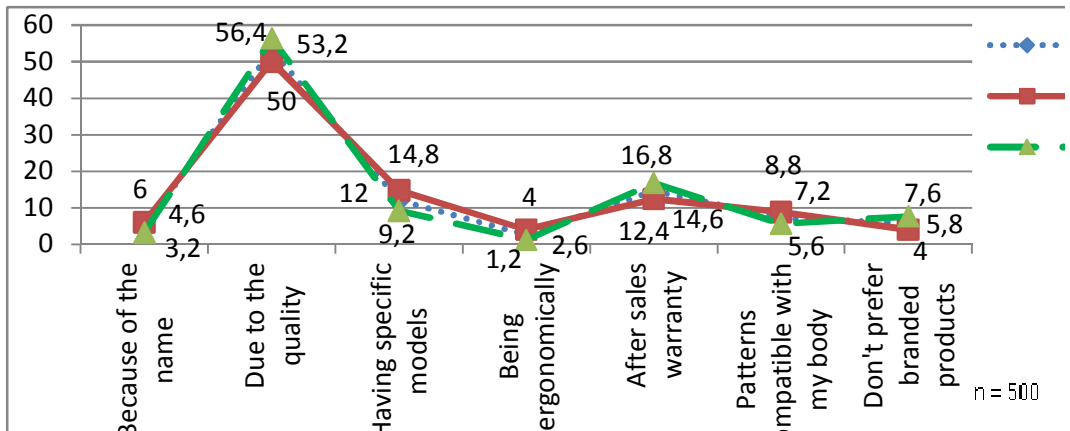
Graphic 5: Comparison of Priorities During Shopping for Clothes of Consumers



In the graphic 5, when priorities of women and men consumers during shopping for clothes are probed, it is seen that the two most remarkable factors affecting clothe preference are quality and price for both women and men, followed by comfort and usefulness.

Oktay (2006), researched on clothe preferences of consumers in Kyrgyzstan and propounded that the most important factors that are effective in clothe preferences are seam quality, durability and usefulness. Atılgan (2003) indicated that young and educated consumers mainly attach importance to design and quality during garment purchasing. Kawabata and Rabolt (1999) researched clothe purchasing habits of American and Japanese lady students comparatively. It has been precipitated that important factors for clothe preferences are design and size conformity for consumers of both countries.

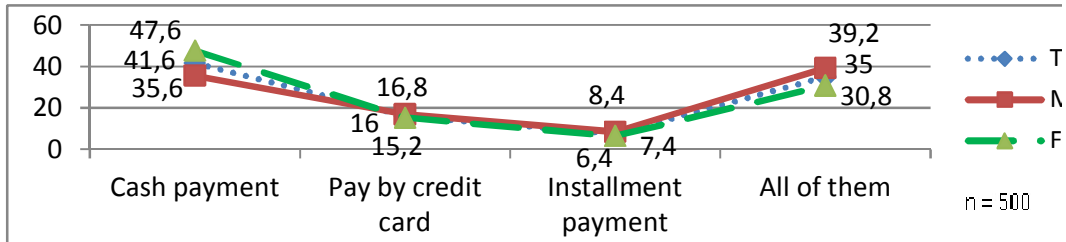
Graphic 6: Comparisons of Branded Clothe Preference Reasons of Consumers



When the graphic 6 is probed, it is seen that number one reason of branded clothe preference of women and men consumers is the quality. And the least cared is being ergonomic. According to chi-square test conducted for significance of differences in branded clothe preference reasons, it has been inferred that preference reasons change according to gender [$\chi^2 = 16,357$; $p = 0,012 < .05$].

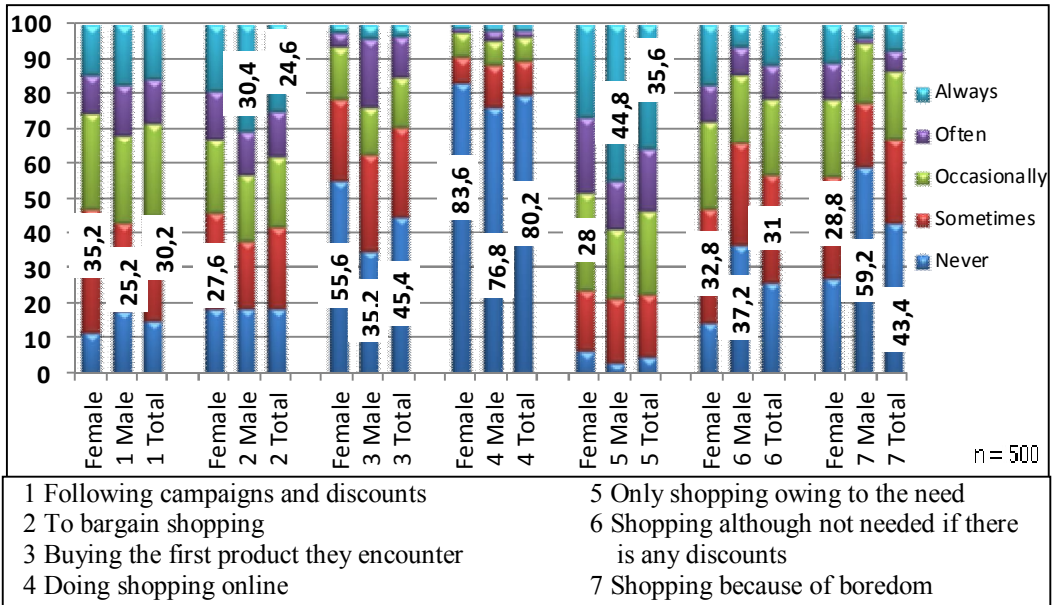
In Aktuğlu and Temel’s study which is related with clothe brand preferences of employees in public sector, it has been precipitated that 64,1% of consumers completely agree upon the view “branded clothes have recognition and triteness”, 61,1% on the view “branded clothes present various opportunities for customers (return, sale on credit) whereas 70,6% partially agree upon the view “branded products are quality”.

Graphic 7: Comparison of Payment Modes of Consumers During Shopping for Clothes



Examining the graphic 7, it can be seen that women consumers prefer mostly to pay in cash for their shopping for clothes whereas men consumers use all modes of payment. The least payment mode preferred by both women and men is instalment payment. If there is a significant different between payment modes that men and women prefer for their shopping for clothes was analysed via chi-square test and according to the result, the difference observed between preferred payment modes and gender was not found significant [$X^2 = 7,723$; $p=0,052 > 05$]. However, since it is quite a close value, it cannot be considered totally indifferent.

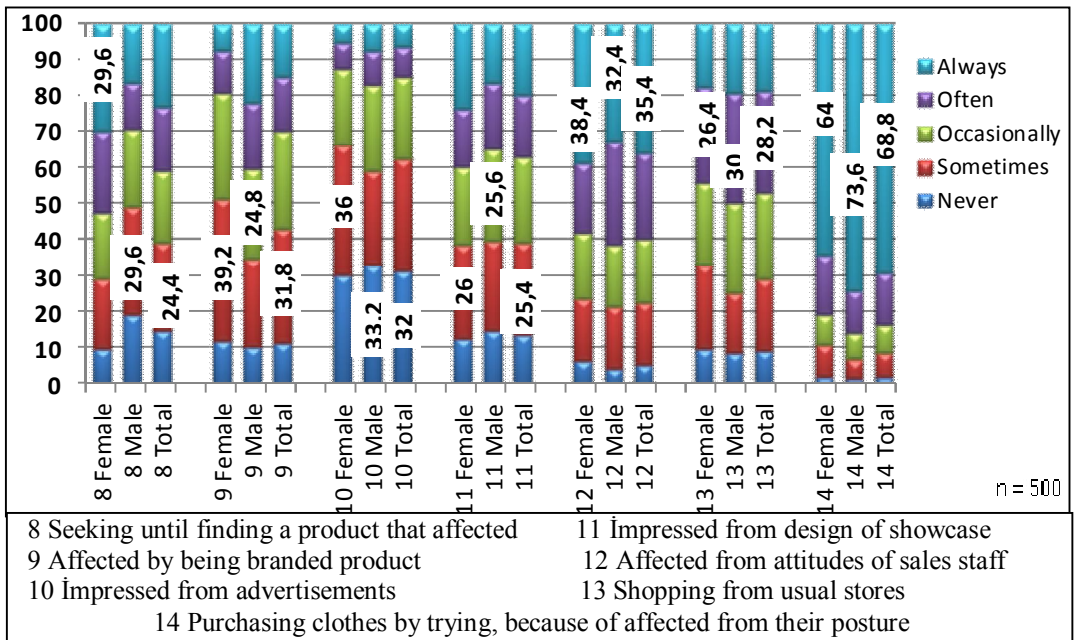
Graphic 8: Comparison of Consumers' Clothes Shopping Habits



In the graphic 8, how often consumers perform their habits during clothes shopping was researched according to major samples. It has also been found out that both women and men sometimes follow campaigns and special discounts and

that this habit varies [$X^2 = 10,191$; $p=0,037<.05$] according to gender, which was also tested by chi-square test. As for bargaining situations during shopping, women said sometimes whereas men signed the always option. Women and men's frequency of bargaining during shopping differentiates [$X^2 = 11,009$; $p=0,026<.05$]. Both women and men stated that they never buy the first product they encounter and never do shopping online. When significance levels of differences is observed, it has been found out that buying the first product at first sight differs according to gender [$X^2 = 38,150$; $p=0,000<.001$ and that there is no difference in shopping online frequency [$X^2 = 5,464$; $p=0,243>.05$]. About shopping only in case of a necessity, women replied as sometimes whereas men said always. According to chi-square test conducted, shopping only in case of a necessity show quite difference according to gender [$X^2 = 22,273$; $p=0,000<.001$]. While women stated to buy clothes during discount even if it is not necessary, most of the men, on the other hand, stated to do no unnecessary shopping. Similarly women go for shopping just because of boredom; men never go out to shop. Considering significance levels of these differences, it is seen that there is difference according to gender in doing shopping even if not necessary [$X^2 = 22,273$; $p=0,000<.001$], because of boredom [$X^2 = 61,146$; $p=0,000<.001$].

Graphic 9: Comparison of situations from which consumers are affected during Shopping for Clothes



In the graphic 9, situations that consumers are affected during shopping for clothes have been observed in terms of effecting frequency of sample majority. While women replied always for seeking until finding the product they are affected, men said sometimes. Regarding the significance of this difference via chi-square test, it has been found that statistically there is certainly a difference according to gender [$X^2 = 29,318$; $p=0,000<.001$]. While women are sometimes affected by branded products, men stated to be affected occasionally. According to chi-square test, the effects of branded products differ according to gender [$X^2 = 29,318$; $p=0,000<.001$]. While women are sometimes impressed from advertisements and display windows, most of men stated that they are never affected from advertisements and sometimes from display windows. These differences that are according to gender, however, were not found statistically significant [10: $X^2 = 6,563$; $p=0,161>.05$] - [11: $X^2 = 4,484$; $p=0,344>.05$]. Both women and men stated that they are often affected from attitudes of sales staff and often do the shopping from usual stores and always purchase the product by trying them on because they are affected from products' postures. As a result of chi-square test analysis, it has been determined that these situations that are effective during shopping do not show a significant difference according to gender [12: $X^2 = 7,115$; $p=0,130>.05$] - [13: $X^2 = 4,051$; $p=0,399>.05$] - [14: $X^2 = 6,015$; $p=0,198>.05$].

4. CONCLUSIONS

In the wake of the study, it has been propounded that while women consumers prefer to do the shopping with their friends or alone and prefer city centre shops, men consumers choose to do with their wives or children or prefer department stores mostly. While both women and men do clothe shopping mostly in case of a necessity and seasonally, the least performed is weekly shopping. Women consumers prefer to pay in cash for clothe purchasing, men, on the other hand, use all modes of payment. When priorities in shopping are looked through, the two most important factors affecting clothe preferences are seen to be quality and price for both women and men, followed by comfort and usefulness. While the quality factor is the most important reason in branded product preference, it has been revealed that the least minded reason is clothes' being ergonomic.

When frequency of shopping habits of most consumers in scope of the study is researched, no statistically significant difference according to gender has been found only for online purchasing. Differences stemming from gender have been found in issues like following campaign and discounts, bargaining, buying the

first product encountered, doing shopping only if it is necessary, purchasing in case of a good price and shopping because of boredom.

When situations that are affected during shopping are researched in terms of effecting frequency of sample majority, significant differences differing according to gender have been found in issues like seeking until finding the product affected and being affected by brand.

It has also been propounded that advertisements, display windows, attitudes of sales staff, shopping from usual centres and purchasing products by trying them on because of being affected from their postures have no influence on consumers at all and accordingly have no significant difference, in other words they do not vary according to women and men.

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