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FACTORS INFLUENCING PURCHASE PREFERENCES FOR HAND EMBROIDERY PRODUCTS BY COLLEGE GIRLS: INSIGHTS FROM A SMALL TOWN IN INDIA

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Abstract:

The development of embroidery art has been worldwide in general and India in particular for many centuries. From handmade production to digital manufacturing, embroidery products have been commercialized into consumer market as part of modern fashion. As a result, consumer preference proves decisive on purchasing embroidery products but makes demand forecasting in embroidery industry more difficult compared to general consumer goods industry. Many factors are influencing purchase of embroidery products. There is a shift in trend to buy machine made products than handmade ones. To find out from young college going girls their preference for different embroideries and to know about their mode of making purchase decisions this study was carried out in Jamshedpur city. It was found that there is preference for machine embroidery over hand embroidery. Electronic and print media are very influential in purchase decisions. Price is an important factor considered by all.

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1.0 INTRODUCTION:

In the era of modernization and globalization the Indian traditional embroideries are losing importance. In the era of young generation opting for more quantity within limited price the machine-made products are more in demand. Slowly the younger generation is going away from traditional art. The Indian young generation influenced by modernization prefers to buy machine made product rather than handmade traditional embroidered product. They are not aware about various traditional regional embroideries. The days of every Indian household creating pieces of embroidery with their own hands have gone and machines play important role in producing products which look like handmade ones. This study will try to promote and popularize this diminishing art of regional embroidery and develop among youngsters' appreciation for handmade embroidery products.

Our concern is to preserve the uniqueness of our traditional embroideries and minimize the adverse effects of modernization. In these days of fast-growing market demands for ready and easily accessible products, our traditional craftsmen are unable to cater to the demands of the consumers. Traditional art takes long time to create original piece of exclusive art work. This leads to use of

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large number of manpower and hence heavy cost which is not within the reach of common men. To reduce cost machines are used to create something similar to original and thus cost is reduced. Our concern is to help to retain the originality of the traditional art in the race of catering to market demands in the advent of modernization.

Indian consumers prefer locally made products because products from International market are either beyond their purchasing capacity or not suitable to them. This should be utilized to promote traditional Indian crafts. This age group is also little confused and sometimes they purchase unwanted and irrelevant items. This age group also prefers western outfits for Indian traditional outfits. This transition is the result of westernization.

Earlier in India there were only traditional wears like dhoties, sarees, salwar kameez and trousers. But the consumers today know the clear difference between casual wear and formal wear due to influence of modernization. As a result of this traditional wear with traditional crafts like embroidery are going to extinct. This is the right time to revive the market for traditional embroidered products so that we can save the art from extinction.

2.0 REVIEW OF LITERATURE:

As part of modern fashion, embroidery products have been commercialized into consumer market, and as a result, the choice of consumer proves decisive on purchasing embroidery products makes demand forecasting in embroidery industry very difficult compared to other consumer goods. Forecasting plays very important role in any industry, **Wang (2010)**¹ in a study on evaluating the influence of consumer preference in embroidery industry presented an integrated forecasting model. The result revealed that the model points out at possible direction of consumer taste. This model may be instrumental to embroidery manufactures for lower inventory, maximum profit and higher customer satisfaction.

In a study by **Kaur et al (2015)**², various fashion articles were developed using Phulkari work. The study was undertaken with the objective to contemporize the use of Phulkari embroidery in fashion articles and to access consumer preference for the developed fashion articles. The prepared fashion articles were belt, borders, jacket, scarf, yoke, footwear, hand bag, headband, potli bag, bracelet etc. These articles were developed specially for female consumer segments. The study concluded that footwear borders, Potli bags, jackets, yokes, scarves, handbags etc. are preferred by consumer and recommended.

A study was conducted by **Garg (2016)**³ to describe new prospects and modification in Kathiawar stitches. The study was conducted with the main objective of creating products using Kathiawar stitches and assess the consumer acceptability as per the market trend. From books, museums and artisans of Kathiawar, traditional motifs were collected. For these twenty-two motifs of Kathiawar embroidery were evaluated by judges at 2 levels. The study concluded that modern designs were preferred by judges and students the most. Modern modification was preferred by both students as well as women.

Agrawal (2004)⁴, in a study on Chikankari revealed that when suits, napkins, saris, bed cover etc. were used to develop Chikankari embroidery with base materials, muslin, voile, organdy, two by two casement, artificial silk and American georgette, the consumers preferred light colours than dark colours. The various stitches used were French knot, button hole, back and stem stitch and herring bone.

A study conducted by **Mishra (2015)**⁵ to gather information about consumer buying practices and attitudes towards Kashmiri shawls. It was observed that Kashmiri shawls are very much in demand but customers look for greater quality of stitches and motifs. Authentic genuine shawls

are quite expensive, but still consumer have passion to have a Kashmiri shawl. Woollen shawls are within reach of the common consumer, but Shahtoosh is a best purchase. Consumers are also looking for cheaper shawls of blended yarns.

3.0 OBJECTIVES:

- To find out the preference for type of embroidery
- To do variable-wise analysis of preference for type of embroidery
- To know the reasons for wearing embroidered items
- To explore various influences on purchase decisions

4.0 METHODOLOGY:

The study conducted on Indian handicrafts and regional embroideries – (preference and purchase decision amongst college girls) is exploratory in nature and endeavours to develop the recognition of craft and buying behaviour of college students, and further, based on the study strategies were devised for promotion of the handicraft. The primary data was collected particularly to know the awareness among the students as well as to study the various parameters which influence the buying behaviour of the consumers. The primary data was collected by using a close-ended questionnaire, on which the respondent would be asked to stipulate their perception about Indian regional embroideries. The information was collected through a questionnaire which was divided into two parts, 1) students' preference for the type of embroidery and reasons for wearing embroidered items and 2) influences on purchase decisions. The gathered data was studied and analysed and thus used as a framework for further in-depth research.

The questionnaire was prepared by the researcher herself exclusively for this study.

5.0 SAMPLE OF THE STUDY:

Sample selection was done step by step. In order to select young girls, a list of college going girls in Jamshedpur was prepared. These girls were doing various courses both regular and vocational courses and residing various in regions of Jamshedpur. From the list, using random sample method 200 girls were selected for the study. The same samples were used to administer both the research tools. The main criterion for selection was place of residence. Care was taken to select girls from the age groups 18-20 years, 21-23 years and 24-26 years. The samples belong to different income groups and have different levels of education. Their family size and composition vary.

Inclusion Criterion: Living within the different regions of Jamshedpur, age groups 18-26 years and College going students.

Exclusion criterion: Working women and non-collegiate girls were not selected as sample.

5.1 SOCIO ECONOMIC ANALYSIS OF SAMPLE:

Table 1: Age-wise distribution of samples

Sl.No.	Age	Frequency	Percent	Valid Percent	Cumulative Percent
1	18-20	32	16.0	16.0	16.0
2	21-23	70	35.0	35.0	51.0
3	24-26	98	49.0	49.0	100.0
	Total	200	100.0	100.0	

(Source: Primary data collected by the author)

The samples were divided into three different age groups. Highest number (49%) was found in the age group 24-26 years. This was followed by age group 21-23 years (35%). Only 16% were

found in the age group 18-20 years. The study was conducted among graduate, post graduate and professional students. Hence not many were found in the age group 18-20 years.

Table 2: Annual income distribution of samples

Sl.No.	Income	Frequency	Percent	Valid Percent	Cumulative Percent
1	Below 60000	48	24.0	24.0	24.0
2	60000-120000	79	39.5	39.5	63.5
3	Above 120000	73	36.5	36.5	100.0
	Total	200	100.0	100.0	

(Source: Primary data collected by the author)

Highest percent (39.5%) was found in the income group Rs. 60,000 to Rs 1, 20,000. Above Rs. 1, 20,000 group had only 36.5%. Only 245 were found in the group Rs. 60,000 and below. The samples were well distributed among various income groups. This would be useful in finding out the impact of modernization on adolescents belonging to wide range of income groups.

Table 3: Number of family members of samples

Sl.No.	Age	Frequency	Percent	Valid Percent	Cumulative Percent
1	Up to 3	95	47.5	47.5	47.5
2	4-5	69	34.5	34.5	82.0
3	Above 5	36	18.0	18.0	100.0
	Total	200	100.0	100.0	

(Source: Primary data collected by the author)

As per the small family norm in trend today, the family size of maximum sample (47.5%) is up to 3 members. This was followed by 34.5% of samples having family size 4-5 members. Only 18% had more than 5 members in the family. Family size was an important influencing factor in any purchase made by the family members. Hence it was felt necessary to study this variable in this research.

Table 4: Educational qualification of samples

Sl.No.	Qualification	Frequency	Percent	Valid Percent	Cumulative Percent
1	Post Graduate	46	23.0	23.0	23.0
2	Graduate	43	21.5	21.5	44.5
3	Under Graduate	111	55.5	55.5	100.0
	Total	200	100.0	100.0	

(Source: Primary data collected by the author)

In this study adolescents having different levels of education were included because educational level affects purchase decisions. Also, education changes the adoptability to modernization. 55.5% of the samples were under graduates, 23% were post graduates and only 21.5% were graduates.

Table 5: Preference for type of embroidery

Sl.No.	Type of Embroidery	Mean	SD
1	Hand Embroidery	2.5	1.104
2	Machine Embroidery	4	1.228

(Source: Primary data collected by the author)

Machine embroidery was “often’ preferred by adolescents while hand embroidery was preferred “rarely” to “occasionally”. Machine embroidery is more popular as per the mean scores presented in the above table.

Table 6: Age-wise preference for type of embroidery

Sl.No.	Type of Embroidery	18-20 years		21-23 years		24-26 years	
		Mean	SD	Mean	SD	Mean	SD
1	Hand Embroidery	2.642	1.135	3	1.297	3.363	1.298
2	Machine Embroidery	3.655	0.971	3.666	0.595	2.727	1.490

(Source: Primary data collected by the author)

The mean scores of preferences for machine embroidery are near to “often” for age groups 18-20 years and 21-23 years. While the higher age group 24-26 years prefers machine embroidery only “occasionally”. The younger age groups 18-20 years and 21-23 years prefer hand embroidery only “occasionally”. The higher age groups prefer hand embroidery “often”.

The mean scores in bold figures indicate that the higher age group prefers hand embroidery while the lower age groups prefer machine embroidery.

Table 7: Income-wise preference for type of embroidery

Sl.No.	Type of Embroidery	Below Rs. 60000		Rs. 60000-Rs. 120000		Above Rs. 120000	
		Mean	SD	Mean	SD	Mean	SD
1	Hand Embroidery	3	3.428	2.944	1.470	3	0.9
2	Machine Embroidery	3.144703	1.147	3.777	0.853	3.2	1.2

(Source: Primary data collected by the author)

All the income groups prefer both hand and machine embroidery “occasionally”, except Rs. 60,000-1, 20,000 groups prefer machine embroidery “often” and hand embroidery “occasionally”. Income variable did not show much difference in preference.

Table 8: Family size-wise preference for type of embroidery

Sl.No.	Type of Embroidery	Up to 3		4-5		Above 5	
		Mean	SD	Mean	SD	Mean	SD
1	Hand Embroidery	2.891	1.247	3	0.877	2.777	2.666
2	Machine Embroidery	3.702	0.865	3.333	1.247	1.547	1.414

(Source: Primary data collected by the author)

All the three family size members preferred hand embroidery only “occasionally” while their preference for machine embroidery differed. The smaller family size members preferred machine embroidery “often” while the members of above 5 family sizes rarely preferred machine embroidery.

The highest mean was observed in the case of up to 3 family sizes. Their preference for machine embroidery was towards “often” and that for hand embroidery “occasionally”.

Table 9: Educational qualification and preference for type of embroidery

Sl.No.	Type of Embroidery	PG		Graduate		UG	
		Mean	SD	Mean	SD	Mean	SD
1	Hand Embroidery	3.55	1.243	3	0.816	2.47	1.09
2	Machine Embroidery	3.157	1.267	3.166	1.053	3.7	0.9

(Source: Primary data collected by the author)

Post graduates “often” preferred hand embroidery while under graduates “often” preferred machine embroidery. Graduates preferred both machine and hand embroidery “occasionally”. As the educational qualification increased, there was a shift in preference for hand embroidery over machine embroidery.

Table 10: Preference for machine embroidery

Sl.No.	Type of Embroidery	Mean	SD
1	Kantha	4	1.496
2	Phulkari	5	1.375
3	Chikankari	3.5	1.209
4	Kashida	3.5	1.468
5	Kantha	1.5	1.460
6	Kasuti	1.5	1.003
7	Mirror work	5	1.320
8	Manipur embroidery	3	1.168
9	Jari work	2	1.360
10	Any other – Please specify	00	00

(Source: Primary data collected by the author)

The above tables show that Mirror work and Phulkari were “always” preferred by the adolescents. Kantha work was “often” preferred. Jari work was “rarely” preferred by all. Manipur embroidery was preferred “occasionally”. Mean scores of Chikankari and Kashida lied between “occasionally” and “rarely”.

Table 11: Preference for hand embroidery

Sl.No.	Type of Embroidery	Mean	SD
1	Kantha	3	1.279
2	Phulkari	3.5	1.281
3	Chikankari	4	1.148
4	Kashida	2	1.503
5	Kantha	1	1.039
6	Kasuti	1	1.041
7	Mirror work	3	1.161
8	Manipur embroidery	1	1.398
9	Jari work	1.5	1.119
10	Any other – Please specify	1	1.398

(Source: Primary data collected by the author)

Mean score of Chikankari showed that it was preferred “often”. Kantha and Mirror work were preferred “occasionally” Kasuti and Manipur embroidery were “never” the choice of adolescents. Mean score of Jari work lied between “never” and “rarely”.

Table 12: Reasons for wearing embroidered items

Reason	%
Locally produced	20.333
Influenced by tribal culture	8.222
Motivation to tribal artisans	11.222
Many different styles are available	60.333
Many college youths are local tribes	00

(Source: Primary data collected by the author)

The data collected regarding reasons for wearing embroidery items showed that 60.33% of the adolescents’ wear embroidery items because “many different styles were available”. None wore it because ‘many college youths are local tribes’. Only 20.33% gave the reason “locally” produced”. “Influenced by tribal culture” and “motivation to tribal artisans” were the reasons of less importance.

Table 13: Percentage distribution of influences on purchase decisions: Media of advertising

Media of advertising	Frequency	Percent	Valid Percent	Cumulative Percent
SMS/Tele calling	44	22.0	22.0	22.0
Web advertising	17	8.5	8.5	30.5
Electronic media	65	32.5	32.5	63.0
Print Media	46	23.0	23.0	86.0
Outdoor advertising	28	14.0	14.0	100.0
Total	200	100.0	100.0	

(Source: Primary data collected by the author)

Electronic media (32.5%) was the most influencing media of advertisement. This was followed by print media (23%), SMS, tele calling (22%), and outdoor media (14%). Only 8.5% of samples were of the opinion that Web advertisement was influential.

Table 14: Percentage distribution of influences on purchase decisions: Advertising appeal

Advertising appeal	Frequency	Percent	Valid Percent	Cumulative Percent
Joy Appeal	48	24.0	24.0	24.0
Love appeal	51	25.5	25.5	49.5
Sex Appeal	39	19.5	19.5	69.0
Humour Appeal	42	21.0	21.0	90.0
Pride Appeal	20	10.0	10.0	100.0
Total	200	100.0	100.0	

(Source: Primary data collected by the author)

Love (25.5%) and joy appeal (24%) were very influential in making purchase decisions. Humour appeal (20%) and sex appeal (19.5%) were the next two factors influencing purchase decisions. Pride appeal (10%) was the least influencing factor while deciding on purchase.

Table 15: Percentage distribution of influences on purchase decisions: Endorsement by celebrities

Endorsement by celebrities	Frequency	Percent	Valid Percent	Cumulative Percent
Strongly Disagree	26	13.0	13.0	13.0
Disagree	58	29.0	29.0	42.0
Neither agree nor disagree	52	26.0	26.0	68.0
Agree	29	14.5	14.5	82.5
Strongly Agree	35	17.5	17.5	100.0
Total	200	100.0	bold	

(Source: Primary data collected by the author)

There was mixed response to this statement. 42% have agreed/strongly agreed to influence on purchase decision due to endorsement by celebrities. 32% disagreed or strongly disagreed. 26% neither agreed nor disagreed. This data showed wide range of opinions.

Table 16: Percentage distribution of means of making purchase decisions

Means of making purchase decisions	Frequency	Percent	Valid Percent	Cumulative Percent
Use time to search information	38	19.0	19.0	19.0
Make impulse buying	26	13.0	13.0	32.0
Buy if advertisement is appealing	20	10.0	10.0	42.0
Look for promotion, deals etc	44	22.0	22.0	64.0
Take time to compare different products	36	18.0	18.0	82.0
Own choice	36	18.0	18.0	100.0
Total	200	100.0	100.0	

(Source: Primary data collected by the author)

The data presented in the above table shows that 18% of samples *took time to compare different products* and also *made own choice*. 22% *looked for promotions and deals*. 19% of adolescents *used time to search information*. Only 13% *made impulse buying* and 10% *buy if advertisement was appealing*.

Table 17: Percentage distribution of attraction while making purchase decisions

Attraction while making purchase decisions	Frequency	Percent	Valid Percent	Cumulative Percent
Stall in malls	24	12.0	12.0	12.0
Sales promotion	52	26.0	26.0	38.0
Discount offer	64	32.0	32.0	70.0
Scratch coupon	48	24.0	24.0	94.0
Luck draw	12	6.0	6.0	100.0
Total	200	100.0	100.0	

(Source: Primary data collected by the author)

Discount offer (32%), sales promotion (26%), and scratch coupon (24%) are common attractions while making purchase. Stall in malls (12%) and lucky draw (6%) are not attractions while making purchases.

Table 18: Percentage distribution of price affects your buying decision

Price affect your buying decision	Frequency	Percent	Valid Percent	Cumulative Percent
Depends on situation	32	16.0	16.0	16.0
Some times	48	24.0	24.0	40.0
Yes	120	60.0	60.0	100.0
Total	200	100.0	100.0	

(Source: Primary data collected by the author)

60% of the adolescents answered *yes* to the statement regarding price factor. 24% said that price affects buying *sometimes*. 16% expressed that whether price affects or not *depends on situation*.

6.0 INFERENCES:

- As age advances, there is a shift in the preference for hand embroidery over machine embroidery period.
- Members of small family size prefer machine embroidery while bigger families opt for hand embroidery.
- Higher the educational qualification more preference is given to hand embroidery. Education develops appreciation for hand work and preservation of art and culture.
- As per family income variation, there is not much difference in preference for hand and machine embroidery.
- It can be inferred that Chikankari and Phulkari are very popular among different groups followed by Kantha work. All the other works are less popular.
- Regarding the use of different hand embroideries, it can be inferred that there is wide variation in preferences among the various groups.
- It can be said that there are different types of hand embroideries liked by the different groups.
- All the groups have expressed similar opinion that availability of different styles is the major reason for wearing embroidered items.
- None has said that they wear embroidery items because college youths are local tribes.
- Others reasons are not strongly expressed by any sample.
- Adolescents feel that electronic and print media influence purchase decisions.
- Web advertisement is not very common.
- Outdoor advertisement and SMS/tele calling are not influential in making purchase decisions.

- Consistently, the humour appeal seem to influence purchase decision.
- Responses show that majority agree that endorsement by celebrities does influence purchase decisions.
- In general, the adolescents look for promotions and deals to buy products. They carefully compare products before taking decision.
- Impulse buying is not in practice.
- Makers of handmade embroidery products should give information about their products. They should use sales promotion techniques.
- Keeping the trend in market due to modernization, the sellers of embroidery products should use different means of attractions to influence the customers while making purchases.
- Discount offers and sales promotions seem to be very effective methods of attracting customers as per both pre and post-test opinions.
- It can be inferred that in most cases price affects buying decision.
- While pricing the embroidery products, above factor should be kept in mind.
- It is the reason noted under point 21 above why there is more demand for machine embroidery which costs less.

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