



Purchasing Behavior of Consumers for Home Furnishing Textile Products

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ABSTRACT

Home Furnishing Industry in India falls under the purview of the textile industry. Indian home furnishing manufacturers and home furnishing exporters offers a spectacular range of bedspreads, furnishing fabrics, curtains, rugs, durries, carpets, cushion covers, table covers, linen and other home furnishing accessories to the world. Manufacturers of Home Furnishing from India, whether floor coverings, cushion covers, bed spreads, curtains etc. create a rage in the international markets. The present study was conducted on a sample of thirty consumers regarding purchasing practices, criteria for selection of home furnishing and opinion related to selection of home furnishing textile products. The results revealed that majority of the respondents keep in mind trends, maintenance, cost, quality and durability during purchasing of home furnishing textile products. Fabric designs, colors and prices were the main selection criteria for home furnishing by the respondents. Majority of respondents preferred embroidered and printed surface designs on fabrics for their home furnishing textile products. Majority of the consumers were of the opinion that surface embellishments on home furnishing textiles products gave modern, trendy and sophisticated look.

Key words: Textile industry, Home furnishings, Trends, Markets, Surface Embellishments.

INTRODUCTION

The Home furnishing Industry in India falls under the purview of the textile industry and has always been one of the most promising part of the textile industry. Indian home furnishing manufacturers and home furnishing exporters offers a spectacular range of bedspreads, furnishing fabrics, curtains, rugs, durries, carpets, cushion covers, table covers, linen, bed spreads, bath linen and other home furnishing accessories to the world⁶. These

days, the purchasing behaviors in India are greatly affected by western tastes. The roles of media, magazine and television have been increasing in making people aware about the new trends in the home furnishing⁷. In India, different states are famous for their specific style of home furnishing⁴. For example J&K is the leading state for embroidered bed covers whereas Rajasthan (Jaipur) is famous for block printed, tie & dyed bed covers, with mirror work, appliqués, and bright colors.

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Social and cultural life have a great impact on people's needs and ever-changing fashion trends inevitably reflect on their tastes and requirements². The spending power in the Indian cities is high, and increasing as the people leaning toward the lavish³. There is an increasing trend of using branded, and preferably international, products to do up one's home. Indian home owners take special pride in doing up their homes, and treat it as an extension of their personality, and the level of society they would like to be perceived as belonging to. So now, instead of buying the traditional pair of bed sheets and matching pillow covers, consumers tend to opt for 'coordinated bedding', whereby they have bed sheets, pillow covers and duvet covers that follow a coordinated color scheme giving it a very aesthetic appeal and one that can transform a simple bedroom into a classy one¹. The influences in design are drawn from various cultures and movements, with a contemporary touch added to all. The trends are not only about the interior spaces, but are actually about how the living spaces are increasingly reflecting our lifestyle choices. One other important point about the Indian home furnishing is that the Indian industry is still greatly influenced by the traditional regional motifs, with materials of satin mix, tapestry for drapes and even cotton mixes with synthetics for the traditional look⁸. Natural fibers have also gained a new popularity due to the renewed interest in the ecofriendly look⁵. The sales of home furnishing increases in the festive seasons in India. According to various studies, the sales of the home furnishing usually increase by 40 – 50 percent at this time¹. Further, those who do change their furniture too often tend to purchase only soft furnishing. The study was conducted keeping the following objectives into consideration: To study the purchasing behavior of consumers regarding home furnishing textile products and To assess the criteria and opinion of consumers related to selection of home furnishing textile products.

MATERIAL AND METHODS

Hisar city of Haryana was purposively selected for the study. The consumers were selected as respondents by purposive random sampling method. A total of thirty respondents were randomly selected from Rajguru market of hisar city. The statistical tools i.e. Simple percentages were calculated to tabulated personal profile of the respondents and Weighted Mean Scores were calculated for the allot mean of the rank on the basis of mean score obtained in various variables such as purchasing practices, criteria and to calculate the opinion.

RESULTS

The purchasing practices, criteria and opinion of consumers to purchase the home furnishing textile products in Hisar market were explored.

The data in Table 1 depicted that the more than half of the respondents i.e. 57 percent belonged to the age group 31-40 years, followed by 33 percent which belonged to the age group 20-30 years and only 10 percent were from the age group of above 41 years. The data further showed that majority of consumers were literate (90 %) and only 10 percent were illiterate. The data also revealed that a majority of consumers (93%) were married and only 6 percent were unmarried. Sixty percent respondents had monthly family income between Rs. 25000-50,000 followed by 23.3 percent having family income above Rs. 50,000. Only 16.7 percent of respondents were having family income upto Rs. 25 thousand. It was found that majority of consumers (73%) belonged to nuclear family while 27% were from joint family. It was concluded that majority of the consumers were literate belonging to age group of 31-40 years and married which belonged to nuclear family type and monthly family income between Rs. 25000-50,000.

Table: 1-Personal profile of respondents n=30

Variables	Categories	Frequency (%)
Age	20-30 years	10(33.0)
	31-40 years	17(57.0)
	Above 41 years	3(10.0)
Education	Illiterate	3(10.0)
	Literate	27(90)
Marital status	Unmarried	2(6.6)
	Married	28(93.0)
Family type	Joint	8(27.0)
	Nuclear	22(73.0)
Income status	Upto 25,000	5(16.7)
	25-50,000	18(60)
	Above 50,000	7(23.3)

Data presented in Table 2 pertaining to the factors that were considered by the consumers while purchasing home furnishing textile products revealed that 'trends' got 1st rank with weighted mean score 3.00 whereas, 'ease to care' got 2nd rank (2.96) and 'cost' rank 3rd (2.80) in Hisar city. As per the results 'quality'

got 4th rank (2.66) and durability got 5th rank (2.57). Color, brands, design, type of fabric, texture and retailer's influence/impulse got 6th, 7th, 8th, 9th and 10th rank respectively with weighted mean score of 2.55, 2.53, 2.43, 2.25, 2.17 and 2.13.

Table: 2. Factors keep in mind during purchasing of home furnishing textile products by consumers n=30

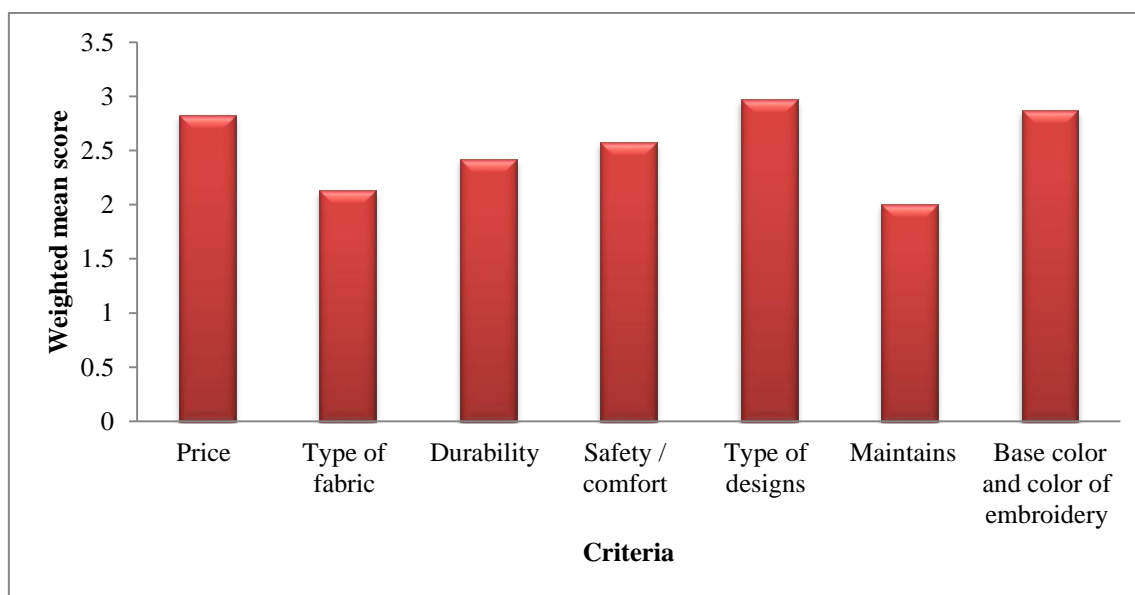
Factors	WMS	Ranks
Retailer's influence/impulse	2.13	XI
Ease to care	2.96	II
Texture	2.17	X
Quality	2.66	IV
Type of fabric	2.25	IX
Cost	2.80	III
Brand	2.53	VII
Color	2.55	VI
Trends	3.00	I
Design	2.43	VIII
Durability	2.57	V

The data in Table 3 and fig.1 exhibited the criteria for selection of home furnishing textile products by consumers. Different criteria were preferred by consumers for selection of home furnishing textile products. The 'type of designs' was highly preferred by consumers as it got 1st rank with weighted mean score 2.97 followed by 'Base color and design color' got 2nd rank with WMS 2.87. The 'price' got 3rd rank with WMS 2.83 and 'Safety / comfort

with WMS 2.58 got 4th rank. The 'durability' of the home furnishing got 5th rank with WMS 2.42 while the 'type of fabric' of home furnishing got 6th rank with WMS 2.13. The least preferred criteria for selection of home furnishing were 'maintenance' as it got 7th rank with WMS 2.00 by the consumers. It was concluded that the type of designs and color were given major importance for selection of home furnishing textile products.

Table 3: Criteria for selection of home furnishing textile products n=30

Criteria	WMS	Ranks
Price	2.83	III
Type of fabric	2.13	VI
Durability	2.42	V
Safety / comfort	2.58	IV
Type of designs	2.97	I
Maintainance	2.00	VII
Base color and design color	2.87	II

**Figure 1: Criteria for selection of home furnishing textile products**

The data in Table 4, Fig. 2 revealed that types of fabric design purchase for home furnishing textile products by consumers. The 'embroidered' home furnishing textile products were highly preferred by consumers as it got 1st rank with weighted mean score 2.91 followed by 'printed' which got 2nd rank with WMS 2.79. The 'Self designed' got 3rd

rank with WMS 2.63 and 'Tie and dyed' with WMS 2.61 got 4th rank. The 'Plain' home furnishing got 5th rank with WMS 2.61. Ornamented (laces, beads, sequins, rhinestones, tassels) for home furnishing textile products got 6th rank with WMS 1.98, and was least preferred fabric designs of home furnishing by consumers.

Table 4 Preferences related to types of fabric design for home furnishing textile products n=30

Fabric design	WMS	Ranks
Ornamented (laces, beads, sequins, rhinestones, tassels)	1.98	VI
Embroidered	2.91	I
Tie and dyed	2.61	IV
Self designed	2.63	III
Printed	2.79	II
Plain	2.61	V

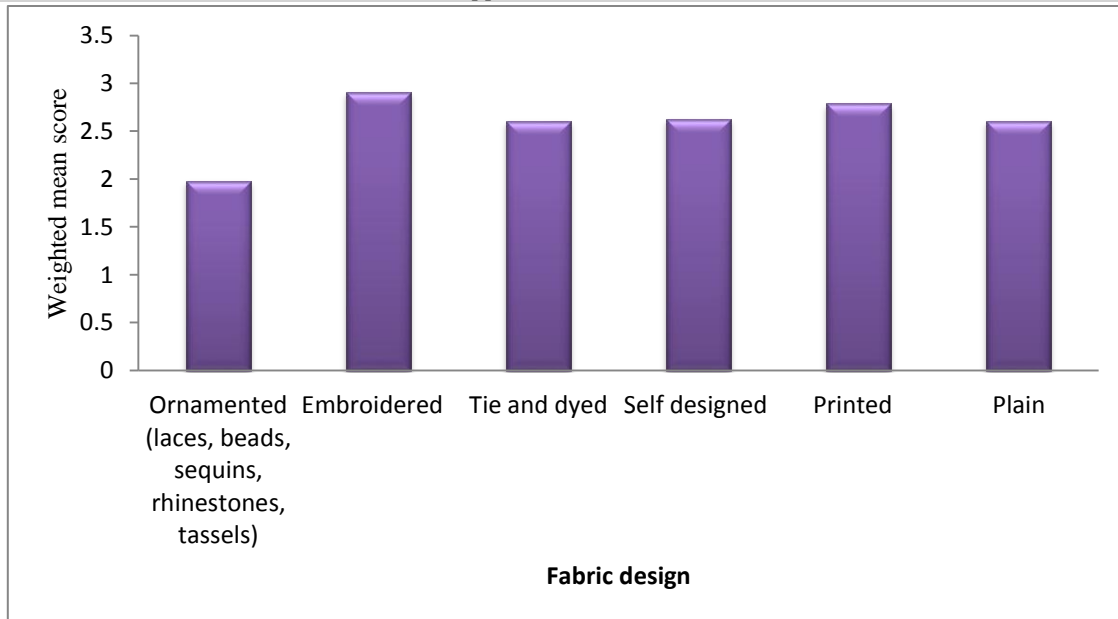


Figure -2: Types of fabric design purchase for home furnishing

The data in Table 5 was about the opinion of the consumers about use of surface embellishment on home furnishing textile products. Use of surface embellishment on home furnishing textile which given 'Modern and Innovative look' was the highly preferred by consumers as it got 1st rank with weighted mean score 2.79 followed by 'trendy look' which scored 2nd rank with WMS 2.51. The 'Elegant and sophisticated look' on home

furnishing got 3rd rank with WMS 2.44 and 'Revival of traditional crafts' with WMS 2.43 got 4th rank. The 'Creative look' to home furnishing got 5th rank with WMS 2.39 and 'Give attractive look' got 6th rank with a WMS 2.23. The least preferred surface embellishment use for home furnishing textile products by consumers were 'Increase market potentiality' and 'Unique look' which got 7th rank and 8th rank with WMS 2.13.

Table5. Opinion regarding surface embellishment used on home furnishing textile products n=30

Opinion	WMS	Ranks
Unique look	2.13	VIII
Increase market potentiality	2.13	VII
Modern and Innovative look	2.79	I
Trendy	2.51	II
Elegant and sophisticated look	2.44	III
Revival of traditional crafts	2.43	IV
Creative look	2.39	V
Give attractive look	2.23	VI

CONCLUSION

Home textiles, a major segment of the overall textile industry, offers a wide range of categories such as furnishing fabrics, curtains, carpets, table covers, kitchen accessories, bedspreads, and other home furnishings. Increasing demand for household products and growing consumer awareness have made home textiles a lucrative business segment in the

global textile industry. Various growth drivers are pushing this demand to an all-time high. Fashion sensitivity towards household furnishing has increased as fast-fashion has hit not only the apparel market but the home market as well. It was concluded that trends, easy care and cost were affect on the consumers for selection of home furnishing textile products. Durability, fabric designs,

colors and prices also played an equal role for home furnishing textile products.

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