

# CONSUMER BUYING BEHAVIOR TOWARDS FASHION ACCESSORIES: EYEWEAR

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## ABSTRACT:

The thought processes and actions that go into purchasing and consuming things are referred to as buying behavior. Accessories refer to items other than clothing. It refers to a part that could be included in another product to improve its functionality, flexibility, or beauty as per (Oxford dictionary). This word is also known as an attachment, addition, add-on, retrofit, adjunct, component, appurtenance, (extra) component, fitting, or supplements. Shoes, handbags, belts, scarves, watches, sunglasses, jewelry, purses, wallets, gloves, fragrances, neckties, caps, and other accessories are among the many accessible fashion items. The objective of this study is to study the relationship of consumer buying behaviour of different age group with branded eyewear and to distinguish between customer preferences for eyewear among men and women. Data was gathered via primary as well as secondary sources, such as questionnaire, Google forms, survey, journals, magazines, internet, etc. research methodology is a descriptive research approach. 200 respondents from the Haryana region were used to survey. Non probability sampling technique used to select sample. Numerous factors, including those that are personal, social, cultural, and psychological, have been discovered to be important in changing the purchase behavior of consumers. To remain competitive, seize a significant market share, and attract new customers while maintaining current ones, businesses and marketers should monitor consumer purchasing trends. Tables, graphs, percentage were used to analyze the data collected from the respondents. It was discovered that opinions on branded eyeglasses fluctuate significantly between age groups. Men and women prefer different designs and styles of eyewear, and these preferences differ significantly. Therefore, it is advised that manufacturers change their goods and increase their value to make them desirable to all age groups.

**Keyword:** Consumer behaviour, Eyewear, Fashion accessories, Buying behaviour

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## INTRODUCTION:

Consumer behaviour is the process by which consumers decide whether to buy, utilise, and discard products and services. External stimuli, which include marketing stimuli (commodity, prices, site, promotion) and many other stimuli (economics, technological, legal and political, cultural), are the basis for the model of consumer purchasing behaviour along with decision-making process. Customer satisfaction has been proven to be closely related to customer retention, and client happiness not only keeps the customer with the business but also influences earnings per share, revenue, and stock price (Williams and Naumann, 2011). A thorough and in-depth analysis of every facet of customer behavior has become crucial for an organization's success since it forms the basis of any firm's marketing strategy. Marketing and knowing customers are never easy. Consumer behaviour is the study of how individuals, groups, and organisations choose, purchase, use, and dispose of goods, services, ideas, or experiences to satisfy their needs and aspirations. Our economy is robust because of the abundance of goods and services produced throughout the nation. Buyer behaviour is the word used to describe human behaviour when making a purchase. Customer stated one thing but does differently. They are reacting to factors that cause them to make last-minute decisions. A buyer decides whether to save or spend their money. Male and female consumers have distinct preferences. It is possible to define consumer behaviour as the study of what, when, how, and why consumers make purchases. Understanding consumer behaviour is essential to corporate organisations' success. To forecast future tendencies, marketing professionals are continually monitoring the patterns of consumer behaviour and purchasing choices.

Eyewear is an accessory used on the eyes for eyesight correction and occasionally for style. Previously, eyeglasses were needed to correct vision, but today, wearing eyewear like goggles has become fashionable. To gain a sizable market share and stay competitive in the market, marketers or manufacturers must research consumer preferences and trends and stay up to date with the most recent trends in the world of goggles.

### **Significance of Concentrating on Consumer Buying Behaviour:**

Concentrating on consumer buying behaviour is of much significance:

**A) Face competition:**

Determining the products that customers are purchasing from rivals and what is among the most important justifications for studying customer behaviour. What traits and qualities do customers appreciate more than your company? And are you able to plug those gaps and snatch these customers away from your competitors? The only way to answer all of these queries is to examine the purchasing process.

**B) Forecasting:**

The company won't waste resources creating a good that will only sell in the summertime because it is known that the consumers won't purchase it in the winter. By examining consumer buying trends, the company has reduced warehouse costs, production costs, and marketing costs. In essence, forecasts are made, and resources have been used effectively.

**C) Product Portfolio:**

Continuous consumer observation can help you detect product portfolio deficiencies, which will help you develop new products that will eventually satisfy your customers.

**D) Increase Revenue:**

The importance of consumer buying behaviour is demonstrated by the potential of customer research to boost sales. We can alter how we provide our products based on how customers choose to buy them.

**E) Customized Products:**

Each segment of the market requires different products and a specific marketing approach. Creating goods that appeal to diverse consumer groups necessitates an in-depth knowledge of customer differentiation. Surveys of consumer behaviour provide information regarding customer differentiations.

Therefore, it is advantageous for businesses and customers alike to examine consumer purchasing behaviour.

### **Factors Affecting Consumer Buying Behaviour:**

There are various factors affecting consumer buying behaviour-

**A) Personal Factors:**

A person's age, stage in life, employment, money, way of life, personality, and sense of self are just a few examples of the many personal aspects that influence their decisions.

**B) Social Factors:**

Each consumer is a member of society and does not live in isolation. Since they are a part of society, their decisions are influenced by social forces. Social considerations have a big impact on consumer behaviour. Every person is impacted by all of these elements, including position, family obligations, and peer group.

**C) Psychological Factors:**

These elements have to do with how someone thinks psychologically. These elements frequently include: drive, perception, attitude and beliefs, knowledge and experience, and education.

**D) Cultural Factors:**

These make up the set of values and ideas that a particular community or group of people holds dear. To put it simply, culture is a person's viewpoint. A person's shopping habits are greatly influenced by cultural variables. A few examples of the cultural components are things like religion, age, geography, gender, and status.

**Types of eyewear:**

There are various types of eyewear in context of shape, colour, frame, lens, material etc.

- **On the basis of shape:**  
Cat eye, Oval, Rectangle, Square, Round, Aviator
- **On the basis of frame:**  
Full rim, Semi rim, Rimless
- **On the basis of material:**  
Wooden, Metal, Plastic, Flexon, Stainless steel
- **On the basis of lens:**  
Scratch resistant, Anti fog, Blue light blocking

**LITERATURE REVIEW:**

- 1) Jain. N., et.al. 2021 examined the factors influencing the purchasing of men's jewelry. The city of Jaipur is the subject of the research, and primary data is gathered using the questionnaire technique. A sample size of 50 respondents is chosen to complete the questionnaire in order to carry out the study. According to research, men are increasingly opting to wear jewelry that complements their style and completes their appearance.
- 2) Lerkpollakarn. A., et.al., 2012 aimed to discover actual consumer behavior in the fashion clothes market among men and women customers according to the four key elements to determine which aspect will affect them the most before making a purchasing choice. 50 consumers were used as sample and questionnaire were distributed to collect data. Results depicted that men and women will weigh the price equally before making a clothing purchase.
- 3) Miremadi. A., et.al. demonstrated to classify several beneficial factors in the framework of Iranian society's fashion culture. An exploratory research technique was employed to collect primary data for the study. This study was able to pinpoint sticky and impressionable factors as the main influencers on Iranian family members' mental processes. As a result, the influence of this social group must be considered and utilized as the best means of establishing customer connections and marketing fashion goods.

**Research methodology:****Research design:**

In this research, descriptive and exploratory methods used to fulfil the objectives of this research.

**Sources of Data:**

To acquire data on current study, primary as well as secondary sources were used by the researcher. For example: Google forms, questionnaire, survey, online articles, books, magazines, journals, surveys, reliable websites, periodicals and e-contents etc.

**DATA COLLECTION TOOLS:**

In this research, questionnaire, survey, Google forms were used to collect data from the respondents.

**SAMPLE SIZE:**

The researcher chose 200 samples from Haryana for this study.

**SAMPLING TECHNIQUE:**

The non-probability sampling technique was used to select sample for this study by the researcher. For this study, convenience sampling, quota sampling, and judgement sampling were all used.

**OBJECTIVES OF THIS STUDY:**

- To study the relationship of consumer buying behaviour of different age group with branded eyewear.
- To distinguish between customer preferences for eyewear among men and woman.

**DATA ANALYSIS:**

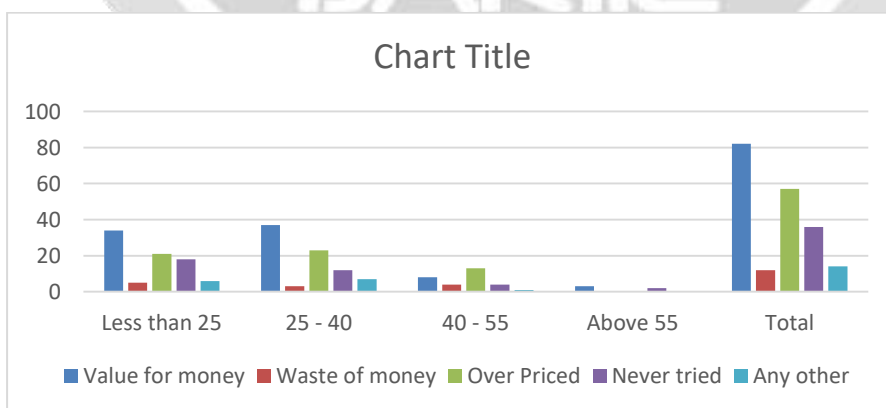
The aim of this study is to study the relationship of consumer buying behaviour of different age group with branded eyewear.

➤ **Table 1: Following opinion of different age groups regarding branded eyewear**  
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Opinion\ age →	Less than 25	25 - 40	40 – 55	Above 55	Total
Value for money	17%	18%	4%	1%	<b>41%</b>
Waste of money	2%	1%	2%	0%	<b>6%</b>
Over Priced	10%	11%	6%	0%	<b>28%</b>
Never tried	9%	6%	2%	1%	<b>18%</b>
Any other	3%	3%	0%	0%	<b>7%</b>
	<b>42%</b>	<b>41%</b>	<b>15%</b>	<b>2%</b>	<b>100%</b>

table 1

demonstrate, opinion of different age groups regarding branded eyewear. It can be concluded that youngsters (**between 25-40 ages**) consider brand as **value for many** whereas, elders (above 55) not consider brand as value for money and somewhat even not tried brand. Below, this data is shown by graphs.

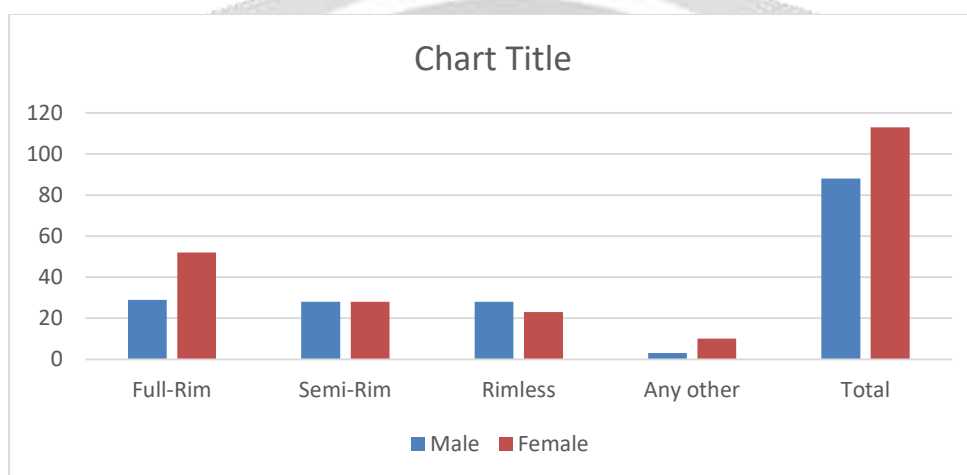


**Figure 1: Following opinion among different age groups**

➤ **Table 2: Following preferences towards frame of eyewear of men and women**

Gender	Full-Rim	Semi-Rim	Rimless	Any other	Total
Male	14%	14%	14%	1%	44%
Female	26%	14%	11%	5%	56%
	40%	28%	25%	6%	100%

Above table 2 demonstrate, preferences of men and women towards different frames of eyewear. It can be concluded that female prefer **Full-rim** frames more than male. Below figure 2 shows preferences of men and women towards frames of eyewear graphically.



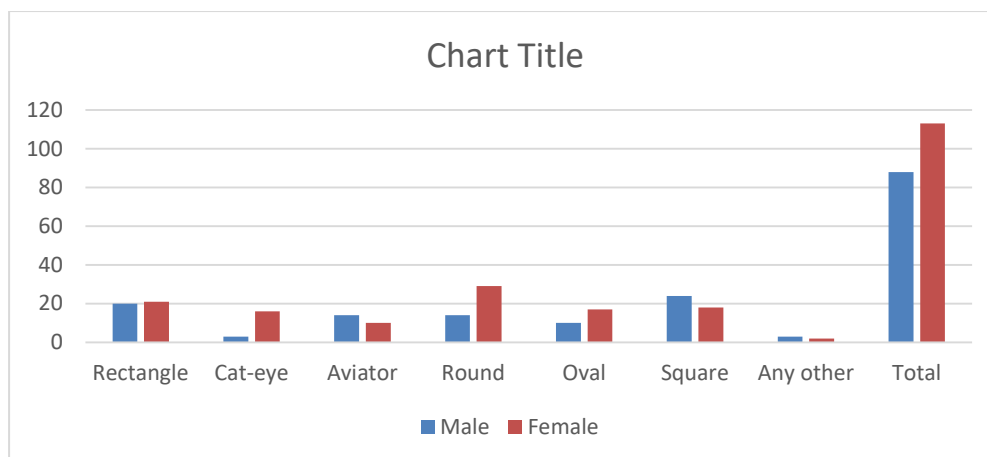
**Figure 2: Following preferences towards frames of eyewear of men and women**

➤ **Table 3: Following preferences of men and women towards shape of frame of eyewear**

Gender	Rectangle	Cat-eye	Aviator	Round	Oval	Square	Any other	Total
Male	10%	1%	7%	7%	5%	12%	1%	44%
Female	10%	8%	5%	14%	8%	9%	1%	56%
	20%	9%	12%	21%	13%	21%	2%	100%

Above table 3 demonstrate, preferences of men and women towards different shapes of frame of eyewear. It can be concluded from the data shown in table that majority of females prefer round shape whereas majority of males prefer square shape of eyewear. Below shown figure demonstrate preferences of men and women towards different shapes of eyewear graphically.





**Figure 3: Following preferences of men and women towards shape of frame of eyewear**

### CONCLUSION:

It was concluded that consumer purchasing behaviour is a set of decisions that start with a need or desire to acquire a product and end with service provided after the sale. Regarding the first aim, it was determined from the aforementioned table and figure 1 that younger people (between the ages of 25 and 40) value the importance of brands, whereas older people (those over the age of 55) do not think that brands are value for money and never tried them. Consequently, there are substantial differences in the opinions of different age groups about brands. In relation to the second aim, it was noted from the corresponding table and figures 2 and 3 that women prefer full-rim frames more than men do, and that most women favour round shapes of eyewear while most men favour square shapes. As a result, there are big differences in what men and women like. To expand their market and increase their revenues, marketers should tailor their products to the interests of both men and women.

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