



Women's Awareness Towards Good Shopping for Clothes

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Abstract

This study is conducted to identify the women's awareness with shopping conception through her behavior during shopping to assess her necessary needs and her feelings with fully satisfaction as achieving her desires. Also it identify the correlation between what women are doing and the supporting factors of the shopping process which is representing in the marketing mixture elements that provide the product or goods which women need, consumer, suitable price, promotion, and distribution which depends on communication channels that contribute in delivering these needs. In order to achieve this objective, the study was conducted through a random sample selected from 250 of women in the age group from 15 to 30 years, and this group was divided into four sub-groups to identify knowledge, methods of practices and attitudes towards their needs and desires assessment. The results revealed 88.8% of the sample has good knowledge, and 96.7% of women concern with clothes which is appropriated to customs and traditions during their shopping in addition to clothes which hide the disorder parts of body. Also the results revealed the attitudes of the sample during their shopping are directed to the markets which provide them variety of clothes sizes and comfort.. Results proved there is statistically significant relation between knowledge and educational qualification, and the same result was proved for practices, however, this result revealed the statistical significant relation between positive and negative attitudes and age, educational qualification and labors. The study revealed statistically significant relation between knowledge, practices, and attitude, where 70% of the practices at middle and high have positive attitude. Regarding the practices, the study proved that 60% of the whole sample doesn't buy the recent fashion due to the economic status and income, and the entire sample read the brand card when they buy the clothes, that prove women's awareness and keenness on the type and specifications of clothes. The study confirmed the validity of hypotheses with the results and the previous studies.

Introduction

The marketing has become a system used to fulfill consumers' desire, develop all services and products that reach customer satisfaction as well as profits. The needs and desire act as substantial relationship which reflect policies in the field of marketing in dealing with producers and consumers and therefore it represent the need which is the lack of something to provide comfort for psychological and physiological and the other part of the equation is the desire to have something we believe it is useful. Many variables should be considered such as the location and communication utilized reflecting the needs and desires. The consumers' needs and desires are the social dimension for marketing in the Egyptian society that women represent a half of the whole society besides she is the upper hand in most family's needs and share in desires. The Egyptian Women always set an image for clothes and look at designation as message which calls for the model, besides the development of the model is associated with advertisement, the appropriated price and the place where it is promoted. The methods of clothes marketing particularly for women depend on direct communication through consumer and the vendors like stores of clothes in the market. The Egyptian woman consumes long time in shopping especially when she buys clothes to acquire stylish clothes to have



worthy appearance and would be seen in a beautiful view, but it does not mean that time is the factor that may help women to select the suitable, therefore she must select the suitable, preferable, color and style for time and place. From the above, there is a problem that woman may face between all her needs and the needs assessment like product, price, promotion, and enough information for woman to assess her desire. The importance of this research is to identify the women awareness towards shopping which means the conception of all suitable and fitting and how to select and take the decision.

Literature review

Ernest J. North, Rertha B. de Vos and T. Kotse, (2003), study was conducted to analyze the purchasing decisions of clothes particularly for women based on definitely the clothes production they desire to have. Through the analysis of this study the researcher could know the women identification which helps marketers to have good idea towards their decision of clothes and to set future action plan in accordance with their conception towards the clothes. Also the study assured on the previous theoretical study of Campbell L. & Butaney, (1996) and Antonides & Van Raaij (1998) mentioned that the marketing perspective is very important to analyze the consumer's behavior in order to understand and predict customer's needs. Shim & Kotsiopoulos, (1993), assured that both retailers and marketing responsible should benefit from the women attitude and customers' behavior during shopping. Also Sheth and Sosodia, (1999), Beaudion et al, (2000), Sweeney and Soutar, (2001) proved in their study that price, beautiful appearance, color and quality are considerations to take the purchasing, Sweeney and Soutar, (2001) assured the same and Dalia Abdel-Kerim Qandil, (2008) in Mecca, K.S.A, assured that marketing is the channel which identifies the communication between the industrial producer and the consumer. Hye-Shin Kim (October, 2011): a study entitled "Motives for Shopping Fun", which revealed select the best for her satisfaction and receive the attention from others. Suzanne H. McCall, (July, 1977): a study entitled "Meeting with labor wife"., she proved the suitable and fitting to her workplace.

Scientific terminology

Marketing: A group of process or activities which explore customer's desires and develop the products and services to assess customers' desires and achieve profits for the company during specific time.

Product: the most important factor of marketing, it is presented as products, packaging or services.

Price: the limited price of the product in acceptable payment

Distribution: is the place or channel which contributes in delivering the products to consumers.

Promotion: it is activity of marketing communication to tell, satisfy, and remind persons to accept or return the products.

Advertising: to present goods or products by well-known advertisement, it depends on targeting audience

Consumers: the one who uses products to assess human needs and desires.

Shopping attitude: the level of individual acquisition or purchasing of the clothes and this is the reason of returning the purchasing clothes besides repetitions of shopping and the person motivation for shopping as well as the amount he/she spends, Ruter (2004).



Reasons of Research

1. Marketing is the life skills which contribute in economical, cultural, and social status of women.
2. Women represent half of the society and they assume control of all decisions related to family needs and participate in achieving the majority of family's desires.

Hypothesis:

1. There is a correlation between women awareness towards good shopping for clothes and age group.
2. And there is a correlation between women awareness towards good shopping for clothes and level of education.
3. And there is a correlation between women awareness towards good shopping for clothes and their profession.
4. And there are no statistical varieties between the average degrees of the sample and the assumptive average of women awareness towards good shopping for clothes and the total degrees of the sample.

The Research Problem

The research problem probes different variables between women awareness of their needs including clothes and family needs and the psychological desire of purchasing commodities that may not be available or fitted to them and its psychological and social dimensions

Importance of the Research:

The importance of this research is to identify the women awareness towards shopping which means the conception of all suitable and fitting and how to select and take the decision

Goal: Measuring women knowledge, practices, and attitude at the age group from 15 to 30 years

Methodology: a designed questionnaire distributed to 250 of women from students, and some at secondary school and non working women locating at eastern district in Alexandria as main sample after the articulation with an exploratory sample of 25 ones. The questionnaires were taken place in three axes to measure the awareness of women (due to the independent variable) and the dependant variables were knowledge, practices and attitude. Likert Scale was used to measure the respondents' knowledge, practices, and attitude,

The study was conducted using the descriptive curriculum which represents the phenomenon or the current problem through the detailed and accurate knowledge of its elements in order to reach to good conception and develop the policies and the future action plan

Results and Discussions

Knowledge, Practices, and Attitude due to the independent variables that are changed by the dependant variables in test. In order to measure the phenomenon we used Q2 to experiment the changes of independent variables which representing in this paper in age, qualification, and labor and results revealed tha: All age groups know well the recent model (value of $q^2 = 17.663^{**}$ and significant level is 0.001), where materials is (1.243^{**} and significant level is 0.001), also the model that hides body disorders besides the appropriate prize are 72.853^{**}, 57.648^{**} at significant level 0.001). The sample showed minor difference between middle and high education in knowledge and the most one is the model that hides the disorder of body. Due to labor, there was no significant difference between the workers and non workers, and the one who works has good knowledge about the material and appropriate price and both have good knowledge about the model that hides disorder body. Regarding to the practices according to age, all groups agreed selecting the appropriated to age and to hide the body disorders, and the first age group (15-18yrs) was the most prefer the recent



fashion and most of this group don't pay attention the price, besides they imitate others, and temptation with advertisement but the other age groups don't pay attention to the recent fashion but they go alongside with and select the appropriated customs and traditions (the values of q2 per each was at significant level 0.001). The practices in shopping due to the level of qualification revealed the both secondary and universal prefer the appropriated to age and hide body disorders and they buy due to the appropriating price while some of them prefer the recent fashion, and most of them don't imitate others but they are temptations with advertisement.

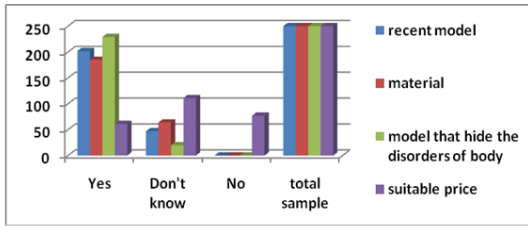
By using a scale Chi square to make sure initially that the distribution pattern and the value of Chi square indicates the degree of approach or move away pattern of distribution of real scenes from the pattern of random distribution of the theoretical expected number itself, which indicate the extent of matching repetition viewer to a specific phenomenon in the sample and redundancy theory in community (see tables, charts appendices) showed significant level between knowledge (dependant) and age, qualification, and labor (independent) $0.001 >$, also practices as (dependant) gave significant level with age, qualification, and labor (independent $0.001 >$).

Factors of honest discriminatory of questionnaire

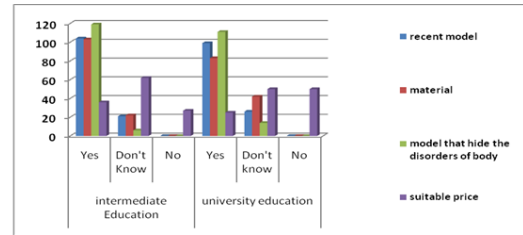
No.	Variable	Group	Number	Averages	Total	Value "Z"	Value "U"	Significance
1	Knowledge	H.knowledge	8	12.13	97	3.059	3	0.01
		L.. knowledge	8	4.88	39			
2	Practices	High practices	8	11.88	95	2.846	5	0.01
		Low practices	8	5.13	41			
3	Attitude	High attitude	8	12.6	96.5	3.11	3.5	0.01
		Low attitude	8	4.94	39.5			
4	Total of awareness	High awareness	8	12.5	100	3.361	0	0.01
		Low awareness	8	4.5	4.5			
Value of "U" on free grades (8, 8), and significant level (0.05) = (13)								
Value of "U" on free grades (8, 8), and significant level (0.01) = (7)								

By using "Mann Whitney" tests to determine the impact of different sample size and between the averages of degrees

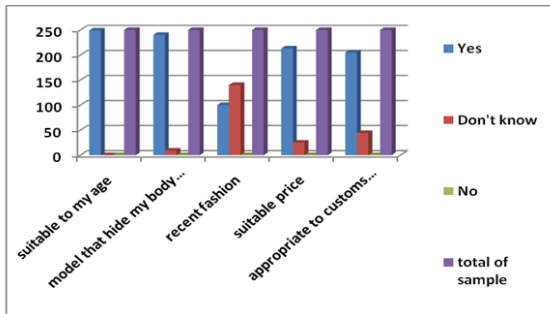
- 1- There is statistical significance differences between the average of the sample grades whether high and low of women awareness knowledge towards good shopping for clothes where the value of "U" (3) is statistical significance in the level (0.01)
- 2- There is statistical significance differences between the average of the sample grades whether high or low of women practices towards good shopping for clothes where the value of "U" (5) is statistical significance in the level (0.01)
- 3- There is statistical significance differences between the average of the sample grades whether high or low of women attitude towards good shopping for clothes where the value of "U" (3.5) is statistical significance in the level (0.01)
- 4- There is statistical significance differences between the average of the sample grades whether high and low of women awareness towards good shopping for clothes where the value of "U" (zero) is statistical significance in the level (0.01)



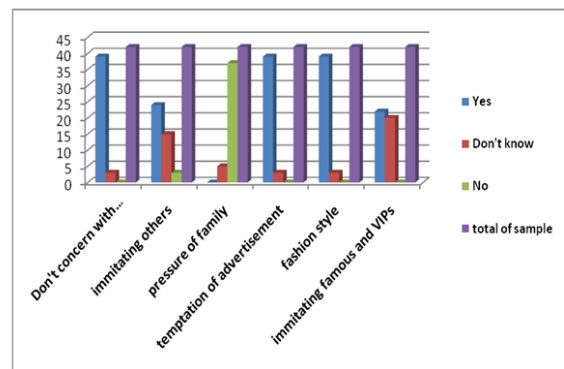
Women knowledge due to age



Women knowledge due to qualification



Women practices due to age



Women practices due to qualifications

Conclusion

The study explored the importance of shopping in women life as committed to her family and children, where the purchasing power and decision-making of men is fast, while most of women behavior characterized with hesitation and wait during their shopping and purchasing their needs as well as women concentration on selecting color, and designation. The study also confirmed the results of the previous studies such as Beaudion et al, (2000) and others which explored women behaviors towards shopping which acts like desire that satisfy her needs and family. The study revealed high level of knowledge for the whole four aging group, but some statistical varieties were revealed in practices and attitude.

Recommendations

1. Marketing responsible should put in consideration the distinguished services that correlate between women knowledge as a decision maker of family and aware of her needs during her shopping, and fashion products should be considerable to the economical status for most people.
2. The necessity to link between needs and desire in shopping by good marketing communication for all commodities for women and achieve completely satisfaction.
3. The necessity to activate the mandatory law of satellite channels which belongs to developing media to prepare guidance program for women towards good shopping and merge good shopping as educational substance in media.
4. To oblige all suppliers and stores to put the required instructions and brands.



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