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Purchasing Behavior Of Consumers For Chikankari Apparel: Trends, Motivations, And Preferences

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Abstract: The Chikankari apparel industry, a significant part of India's Textile heritage and Handicrafts Industry, is gaining increasing attention both domestically and internationally. Indian Chikankari manufacturers and exporters offer an exquisite range of hand-embroidered kurtis, sarees, and other garments, celebrated for their intricate craftsmanship and cultural significance. The present study was conducted on a sample of Seventy Five consumers to understand purchasing practices, selection criteria, and opinions related to Chikankari apparel. The results revealed that consumers prioritized customization in terms of color and embroidery to suit personal preferences. Additionally, cost, quality, and durability were significant factors influencing their choices. Fabric designs, embroidery styles, and price points emerged as the main selection criteria, with the majority of respondents favoring a specific price range between ₹1,500 and ₹2,500 for chikankari kurtis. The study also highlighted that customization in Chikankari apparel gave consumers a sense of exclusivity and sophistication, aligning with modern trends while preserving traditional aesthetics.

Key words: Exclusivity, Customization, Chikankari apparel , Traditional aesthetics

INTRODUCTION

The Chikankari apparel industry in India falls under the purview of the textile and handicrafts industry and has always been a significant and cherished part of India's rich cultural heritage. Chikankari manufacturers and exporters offer an exquisite range of intricately hand-embroidered kurtis, sarees, dupattas, lehengas, and other garments to the global market. These days, purchasing behaviors in India are heavily influenced by contemporary trends and a growing demand for traditional yet customizable fashion. The roles of social media, fashion magazines, and online influencers have significantly contributed to raising awareness about

Chikankari's timeless elegance and versatility. In India, specific regions are renowned for their unique embroidery styles. Lucknow, in particular, stands as the hub of Chikankari craftsmanship, celebrated for its delicate handwork, intricate patterns, and the ability to blend tradition with modern aesthetics (Anonymous, 26 October 2024).

Social and cultural influences have a significant impact on people's fashion preferences, and the ever-evolving trends in apparel reflect their changing tastes and aspirations. The increasing spending power in Indian cities, coupled with a growing inclination toward luxurious and high-quality clothing, has driven demand for artisanal and premium apparel. Chikankari garments, in particular, are gaining prominence due to their intricate craftsmanship and ability to seamlessly blend tradition with modern fashion sensibilities. Consumers now prefer finely handcrafted Chikankari kurtis, sarees, dupattas, and lehengas, often seeking customization in embroidery and color to reflect their personal style.(Anonymous. April 12, 2024)

Indian buyers take pride in wearing Chikankari as a symbol of cultural heritage, sophistication, and identity, often associating it with a premium lifestyle. Increasing exposure to social media, fashion influencers, and global trends has also elevated Chikankari as a preferred choice for both casual and festive wear. While traditional motifs remain integral to the craft, there is a growing trend toward contemporary adaptations, including modern cuts, fusion styles, and pastel shades, catering to urban preferences.(Ghosh, A. 2020)

The fusion of tradition with contemporary fashion trends is another driving factor in the Chikankari apparel industry. Unlike traditional designs that were limited to white-on-white embroidery, modern Chikankari garments now feature pastel hues, vibrant colors, metallic threads, sequin work, and contemporary motifs. Designers are experimenting with new styles, integrating Chikankari into Indo-Western outfits such as jumpsuits, blazers, crop tops, and even denim jackets. (FDCI). (2023).

Chikankari apparel sees a significant surge in demand during festive and wedding seasons, with sales often increasing by 40–50% during these periods. Eco-friendly materials and sustainable production methods have also started influencing consumer choices, as buyers become more conscious of environmental impacts. This study was conducted with the following objectives:

- To examine consumer purchasing behavior regarding Chikankari apparel.
- To assess the criteria and opinions of consumers related to the selection of Chikankari garments.

MATERIAL AND METHODS

The present study was conducted to analyze the purchasing behavior and preferences for Chikankari apparel. A total of 75 responses were collected using an online Google Forms survey, which included multiple questions designed to assess various aspects of consumer behavior. The respondents were from different parts of India, with a majority hailing from Uttar Pradesh and the Delhi region. The data collected was analyzed using statistical tools, where the mean scores were calculated to determine the average response for various variables such as purchasing practices, selection criteria, and consumer opinions. The findings provide valuable insights into consumer preferences and trends related to Chikankari apparel, emphasizing regional and cultural influences.

RESULTS

Personal Profile

The data collection for this research in table no.1 shows that chikankari apparel was based on responses from a diverse group of individuals. The majority of respondents (70.7%) belong to the 18-25 age group, followed by 14.7% from the 26-35 age group and 8% from the 36-45 category. Gender distribution indicates that 82.4% of the respondents were female, while 17.6% were male. This demographic insight suggests that young women form the primary consumer base for chikankari apparel. The data highlights the preferences of this key audience, making it crucial for businesses to tailor their products to meet their expectations in terms of design, fabric, and customization.

Gender:
74 responses

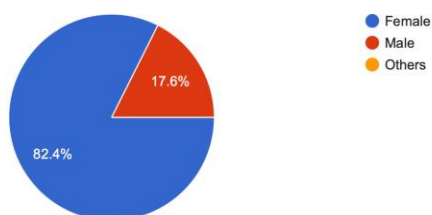


Table No:1

The research findings from table no.2 highlight that fabric quality (80%) is the most critical factor for consumers when purchasing chikankari apparel, emphasizing the importance of premium materials. Design (65.3%) and price (61.3%) also play significant roles, indicating that aesthetic appeal and affordability influence buying decisions. Additionally, 46.7% of respondents value color, while customization options (26.7%) and brand trust (24%) hold moderate importance. This data suggests that businesses should focus on offering high-quality fabrics with intricate designs at competitive prices. Providing customization options can further enhance consumer engagement, allowing brands to cater to individual preferences and establish a loyal customer base.

What is the most important factor for you when buying chikankari apparel?
75 responses

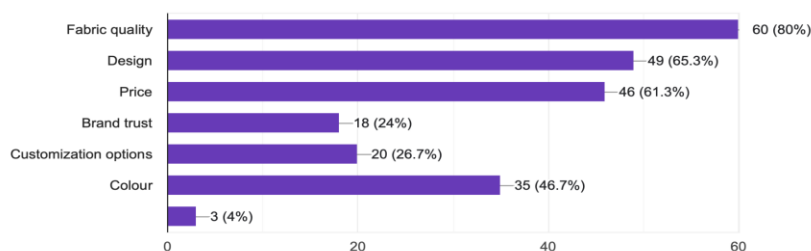


Table No:2

Based on the collected data in table no.3, it is evident that the pricing of chikankari kurtis plays a crucial role in consumer preferences. The majority of respondents (46.7%) prefer kurtis within the ₹500-₹1000 range,

followed closely by 44% who are comfortable with a slightly higher range of ₹1000-₹1500. Additionally, 34.7% of consumers are willing to spend between ₹1500-₹2000, while only 16% prefer options above ₹2000. This indicates that while there is a demand for premium chikankari apparel, the ideal pricing for maximum reach falls between ₹500-₹1500. Affordability remains a key factor, making it essential for businesses to offer quality products within this range to attract a larger customer base.

What is your preferred price range for chikankari kurti?

75 responses

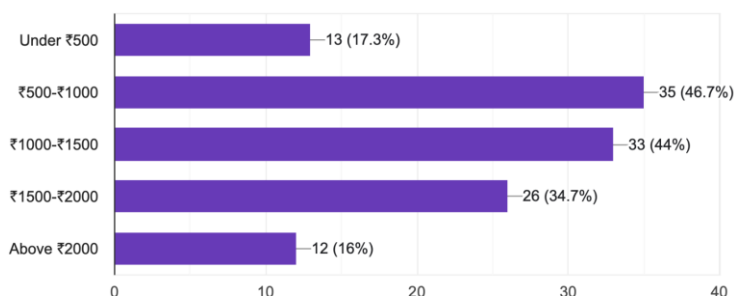


Table No:3

Customization preferences from table no.4 also reveal significant insights into consumer expectations. A majority of respondents (65.3%) express interest in personalizing embroidery designs and color combinations, highlighting the importance of aesthetic appeal in chikankari apparel. Furthermore, 52% of consumers are keen on selecting fabric types, while 53.3% consider size and fit to be important. Additionally, 42.7% value the option to modify sleeve or length styles. The demand for personalization suggests a strong market for custom or made-to-order chikankari kurtis, where customers can tailor their purchases according to their preferences.. The demand for personalization suggests a strong market for custom or made-to-order chikankari kurtis, where customers can tailor their purchases according to their preferences.

If customization were available, what aspects would you like to personalize?

75 responses

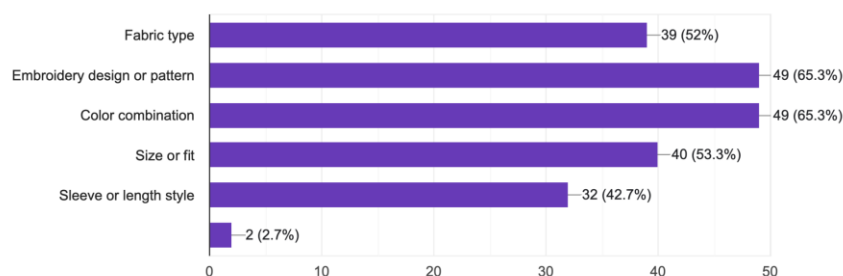


Table No:4

The survey data provided in table no.5 gives valuable insights into consumer preferences for Chikankari apparel. Among the 75 respondents, pastel colors emerged as the most preferred choice, with 72% (54 respondents) favoring them. White Chikankari designs were also quite popular, preferred by 45.3% (34 respondents), while bright colors attracted 40% (30 respondents) of the respondents. Monochrome designs, however, had the least appeal, with only 2.7% (2 respondents) choosing them. In terms of purchasing frequency,

based on 74 responses, buyers exhibit varied shopping habits, ranging from monthly purchases to occasional buys once a year or rarely

Which colors do you prefer in chikankari designs?

75 responses

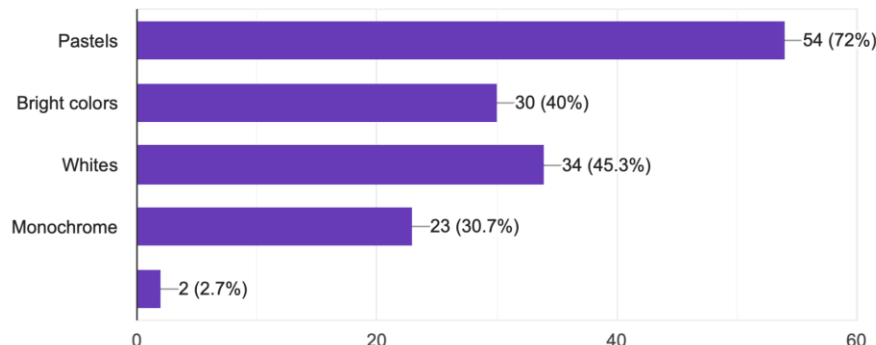


Table No:5

CONCLUSION

Chikankari apparel, a significant segment of the Indian textile and handicrafts industry, encompasses a wide range of products, including kurtis, sarees, dupattas, and lehengas. The increasing demand for traditional yet customizable fashion has positioned Chikankari as a lucrative segment in the apparel market.

It was concluded that customization in color and embroidery plays a significant role in influencing consumer preferences for Chikankari apparel. The research findings provide valuable insights into the consumer demographics and preferences for chikankari apparel. The majority of respondents belong to the 18-25 age group, making up 70.7% of the total, followed by 26-35 years at 14.7%. This indicates that chikankari apparel is most popular among young adults. Additionally, 82.4% of the respondents are female, highlighting that women form the primary consumer base for this segment.

When analyzing purchasing preferences, fabric quality is the most crucial factor, with 80% of respondents prioritizing it. This underscores the importance of using premium-quality fabric in chikankari apparel. Design follows closely, with 65.3% of respondents considering it a key factor, suggesting that intricate patterns and embroidery remain central to consumer interest. Price is another significant consideration, with 61.3% of respondents emphasizing its importance, indicating that affordability is a major determinant in purchasing decisions. Brand trust (24%) and customization options (26.7%) also play a role, though they are not as decisive as fabric, design, and price. Interestingly, only 4% of respondents prioritize color, suggesting that consumers are more flexible regarding color variations.

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