

## **Consumer Buying Behaviour Towards Eco-Friendly Maternity Wear**

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### **I. Introduction**

Pregnancy can be a fascinating phase with so many changes taking place and so many things to look forward to such as the need for comfortable maternity clothes. Various changes occur in a pregnant women's body over a time period of nine months. They may feel a bit uncomfortable, unattractive and self-conscious. In the recent decades, maternity clothes have actually become quite fashionable. There is now a never-ending list of maternity clothes that the expectant mother can select from. There are now so many choices that are available in maternity clothing to match any pregnant woman's personal style. Avoid unwanted chemical exposure by opting for these organic maternity clothes, which are also made from sustainably grown fabrics. Even though maternity wear is only useful for a few months before becoming redundant, it is still worthwhile to invest in a few high quality and versatile pieces that will make your pregnancy much more comfortable. The first thing to keep in mind when it comes to an eco-approach to maternity clothes is the Three R's: Reduce, Reuse, and Recycle. For a textile to be sustainable, it has to be made from a renewable resource, it has to have a good ecological footprint (how much land it takes to bring it to full growth and support it), and it should not use any (or use little) chemicals in the growing and processing of it. Sustainable fibers provide solution for the companies facing issues regarding environmental problems; these fibers are also favorable to meet the market demands of quality products these days.

### **Overview of Fashionable Maternity Clothes**

India's textiles sector is one of the oldest industries in Indian economy dating back several centuries. Even today, textiles sector is one of the largest contributors to India's exports with approximately 11% of total exports. The Indian textiles industry is extremely varied, with the hand-spun and hand-woven textiles sectors at one end of the spectrum, while the capital intensive sophisticated mills sector at the other end of the spectrum. The decentralized power looms/ hosiery and knitting sector form the largest component of the textiles sector. Textile industries are facing a challenging condition in the field of quality and productivity, due to the globalization of the world market. The highly competitive atmosphere and as the ecological parameters becoming more stringent, it becomes the prime concern of the textile processor to be conscious about quality and ecology. Again the guidelines for the textile processing industries by the pollution control boards create concern over the environment-friendliness of the processes. This in turn makes it essential for innovations and changes in the processes. As a result, the research and development strategies of the textile processors will be highly focused and the challenges will force many changes in the textile industry. Biotechnology is one such field that is changing the conventional processing to eco friendly processing of the textiles.

Maternity clothes around the world have been undergoing significant changes. In both Eastern and Western cultures, there is greater demand for fashionable maternity clothes. In Western cultures the influence of celebrity culture means that pregnant women in the public eye are taking the lead on maternity fashion. As a result, pregnant women are no longer trying to hide or disguise their "baby bumps", instead choosing to wear garments which closely fit their new shape, often emphasizing the bust and abdominal area. Women in Eastern cultures, however, have maintained a much greater sense of modesty when it comes to maternity wear. In both the Islamic and Asian cultures, maternity wear is much less fitted, hemlines are longer and necklines higher. Modern Islamic maternity wear uses fabrics with brighter colors and bolder prints. Aside from cultural modesty, Chinese women have sometimes sought to hide their second pregnancy in less shapely clothes because Chinese policy has dictated that they can only have one child. In Chinese and Japanese cultures, there is a fear of radiation from devices such as computers and mobile phones, especially during pregnancy. Even though there is no evidence to support this (according to WHO), Asian maternity wear is often manufactured from "anti-radiation" fabrics.

### **Conceptual Framework**

For many decades during the 20th century, maternity wear was considered a "fashion backwater." Pinafores were the most common style and were often sold through nursery shops. Maternity clothing hasn't generally been considered a potentially profitable area for most major clothing manufacturers. The word 'eco' is short for ecology. Ecology is the study of the interactions between organisms and their environment. Therefore 'eco' friendly (or 'ecology friendly') is a term to refer to goods and services considered to inflict minimal or no harm on the environment.

**Reason for Eco-clothing-** We have come to a time in man's history, where all around us we see large carbon footprints that our ancestors and we have left on our environment. These footprints are not only in the form of carbon emissions, but also in the form of pollution and depletion of natural resources, etc. As more and more people come to be aware of the dire situation our environment is facing today, an increasing proportion of people are turning toward eco green living. The use of eco-friendly products like eco clothing is one aspect of eco green living.

Making a truly eco-friendly product keeps both environmental and human safety in mind. At a minimum, the product is non-toxic.

**ECO-FRIENDLY FABRICS** - Using organic fabrics is not the only way the fashion industry is going "green", but also engaging in environmentally sustainable practices, making sure that product quality is maintained, offering business and technical expertise and opportunities for worker advancement, contributing to community development, building long-term trade relationships, and being open to public accountability". Both recycling fashion and organic clothing can contribute to eco sustainable development. There are a variety of materials considered "environmentally-friendly" for a variety of reasons. They are:

**I. Fibres:** Hemp, Bamboo fiber, Organic cotton, Alpaca ,Soy silk , Recycled polyester ,Jute ,Tencel , Ramie ,Organic ,Fortrel Ecospun ,Milk silk , Corn fiber , Apart from the eco-friendly fibers mentioned above, here are some other eco-friendly fibers are Pineapple fiber, Banana leaf fiber, Black diamond fiber, PLA fiber, Lyocell, Lycra, Organic Wool, Organic Silk.

**II. Dyes:** Dying is the important process which result in water pollution & more harmful to the environment. To avoid this ,there are various Dyes introduced to reduce harmfulness, they are Azo-free, Biodegradable, Chrome-free, Fiber reactive dyes, Heavy metal free , Low-impact refers to synthetic dyes , Natural dyes, etc.,

**III Eco finishing:** The finishing process that is most suitable and within the norms of eco label standards is called Eco Finishing. They are Chlorine-free bleaching, Cold or low temperature dye processes , Dry-heat fixation , Dye bath reuse , Eco bleach ,Ink-jet printing , Vegetable tanning , Waste water recycling, etc.,

## **II. Researchers Views**

NARDINE SAAD; December 23,2013; article ,Stylist Rachel Zoe Welcomes second beautiful, healthy" baby boy: "I don't really have maternity clothes , I don't dress that much differently pregnant than I do when I am not pregnant, honesly. I live in kaftans, ponchos, and drape-y tunics because I liked to be comfortable, so dressing is not that different. It , The Celebrity Stylist is the same thing but it takes no longer to get ready, I will tell you that much!" says Rachel Zoe

JEANNINE STEIN; March 15, 2002; article: Not your mother's clothes: "Pregnancy is being approached as a time of celebration." Technological advances in textile allows for fashionable, flattering clothes, and women want to show off their bodies because they're staying in shape throughout their pregnancies. Look for a great pair of basic black pants and a skirt. You may have to pay a little more, but they'll take you through the pregnancy ." According to Julie Hill, Fashion Editor Of Fit Pregnancy Magazine

STEPHANIE Young, author of the "Young Pregnancy" says "The women who is getting pregnant today doesn't need to look like a Kewpie doll wearing Peter Pan Collar-enhanced dresses." Robert Pollock, chief operating officer of Dallas-based Page Boy says "You have to understand there is more fabric in a maternity garment and that costs money"

KARTHIKEYAN has made an investigation on consumer's behavior and preference towards apparel. In his study, he tried to understand the lifestyle and consumption pattern of Indian consumers and also to determine the awareness of social responsibility and green fashion among Indian consumers. The study also found that most of the consumers prefer western clothing and majority of the consumers do not have the awareness of green fashion.

SAVANNAH outlined, "Maternity fashion" is no longer an oxymoron-but an actual thing! You can look wonderful and fashionable throughout your entire pregnancy, even if you don't actually feel that way.

PATIL & AGRWAL.Y says that the reset development in chemical processing would enable the industries to produce Eco-friendly clothing for emerging markets. The improvement in raw material as well as chemical would ensure eco – friendly processing with minimum damage to environment. The industry should concentrate on continuous product development to complete in the market.

Braimah and Tweneboah-Koduah (2011) studied Ghanaian consumers and have found low level of awareness towards green marketing issues which affected that purchase decision of the consumers. Price of green products was also found to be one of the factors that influence the purchase of green products. However, it was found that young consumers are more likely to be influenced by green issues.

According to Joel Makower, challenges faced by green marketer also include the lack of standards and common consensus among the public about what actually constitutes “green”. Companies are coming forward to showcase their commitments to reduce adverse climate impacts of their products and services. Green marketing can play an important role in sustainable development so firms must adapt innovative methods to sustain itself in the competitive environment.

Various studies support the assertion that consumers today prefer environmentally safe products and have a positive disposition towards companies following such practices. A strong willingness is shown by consumers to favor environmentally conscious products and companies as per various opinion polls taken in US and elsewhere, however action to do so in reality are debatable

### III. Methods And Procedures Of The Study

The area which selected for study is Ernakulam, Kerala. Ernakulam is the fashion city where they switch on to the changes in apparels. During the pregnancy period most of the ladies does not have the idea of the fabric which they have to wear. Through this project I want to make them aware of the eco-friendly fabrics and their importance.

The study uses primary data and secondary data. The data is collected through Questionnaire. A Sample of 100 respondents was selected at convenience. The tools used are Percentage method, Chi-square test, ANOVA, Correlation definitions of all utilized variables taken are presented and are categorized by buying behavior of consumers.

#### The main objective of the study

- To measure the consumer awareness & role of the eco-friendly maternity wear during the pregnancy period.
- The preference which they are expecting during their maternity stage & role of price in purchasing maternity wear will be found & analysis.
- Evaluating the satisfaction level of consumer with regard eco-friendly maternity wear

### IV. Limitation of the study

The research as main challenge faced during the research work was lack of material availability studying the actual responses and perception regarding eco-friendly maternity wear. it was covered with the existing material available in form of books, technical papers and blog. The limited time span has been recognized as a major limitation to this study. It having more time and resources available, I should have been able to collect more data focusing on consumers in Kerala. The research findings, that are based on only 160 questionnaires conducted in specific region of Ernakulam, cannot be generalized. The preference and perception of consumer will change day by day. Hence the result of the project may be applicable at present. Less knowledge about the Eco-Friendly maternity wears and shops availability.

### V. Analysis and Results

The analysis inferred that major respondents are belongs to the age group of 26-30 & 46.9% are married. It observed that the majority of respondents 64% of the respondents are having awareness regarding the importance of eco-friendly maternity wear.

70.6 per cent of the respondents are like to wear the maternity clothes during their 6-9 months. Preferences of maternity wear by the respondents 93.1 percent are like to prefer cotton fabric & 67 % Knitted material. The budget of maternity wear, among 160 respondents, 75% of respondent budgets rage between Rs. 500 to Rs. 1500.

#### 1. Sources of awareness of eco-friendly maternity wear

Sources of awareness of eco-friendly maternity wear

Components	Frequency	%
Family & Friends	37	23.1
Magazines	88	55.0
Internet	26	16.3
Doctors Suggestion	9	5.6

Magazines are stands at first i.e. 55% in creating awareness about the maternity wear, followed by Family and Friends, and Internet. The Doctors Suggestion stands at the last position in creating awareness about the maternity wear.

**2. Opinion Regarding Maternity Wear Based Distribution of Respondents:**

Parameters	Maximum % & its Category	Minimum & its Category
Comfortability towards Regular Dress during maternity	81% - Medium	31% - Minimum
Unique and Stylish appearance during pregnancy	67.5% - Yes	32.5% - No
Awareness about the maternity wear	83.1% - Yes	16.9%-No
Continuity of maternity wear after pregnancy	69.4%- Yes	30.6% - No
Number of maternity wear pieces possess	55%- 6 to 10	3.8%- more than 10

The maximum of respondents have medium comfortability towards regular dress during maternity. The opinion of the respondents towards unique and stylish appearance during pregnancy, 67.5 % wants to enjoy Unique and Stylish appearance during pregnancy and 32.5 % not expecting so. 83.1 % of the respondents are already aware about the maternity wear but 16.9 % are not having such awareness. Majority of respondent's ie.69.4% respondents continue to wear their maternity wears even after pregnancy. The number of maternity wear pieces possess by the respondents are,55 % of the respondents has 6-10 pieces of maternity wears; only 3.8 % of the respondents are possess more than 10 pieces of maternity wears.

**3. Conditions during pregnancy based distribution of respondents:**

Parameters	Maximum % & its Category	Minimum & its Category
Difficulty Faced During Pregnancy	51.9 % - Discomfort	13.1 % -Sleep
Problems in Maternity Clothes	53.1 % - Price Range	1.9 % -Style
Mode of Buying Maternity wear	63.8 % - Stores	6.9 % -Tailored
Working while Pregnant	26.3 % - Yes	73.8 % - No
Maternity wear after pregnancy	80.0 % - Yes	20.0% - No

The conditions of respondents during the pregnancy 35 % of respondents says changes in body is main difficulty, 51.9 % feels discomfort, 13.1 % feels difficulty in sleep during their pregnancy period. Majority of respondents 53.1 % of respondents have price range is the main problem of maternity wear. The mode of buying maternity wear by the majority of the respondents 63.8 % from stores, only 6.9% respondents are tailored their maternity wear. 73.8 % of the respondents are not working during their pregnancy.80 % of respondents are like wear the maternity wear even after pregnancy only 20 % says "No" to wear maternity clothes after pregnancy.

**4. Preference of maternity wear based distribution of respondents**

Parameters	Maximum % & its Category	Minimum & its Category
Preference of fabric during pregnancy	93.1 % - Cotton	3.1 % -Linen
Preference of Maternity wear Material	67.5 % -Knitted	1.3% -Others
Month of preference of Maternity wear	29.4% - 3-6 Months	70.6%-6-9 Months
Type of Garments preference during pregnancy	71.3% - One Piece	28.8% - Two Piece
Preference of garment fittings during pregnancy	61.3%-Large	3.1% - Body Fitted
Fit or Size issues by the Respondents	18.1%-Yes	81.9 % - No

The majority respondents, 93.1 % are like to prefer cotton & 81.9% of them are not having any problem in fit and Size of the maternity wears fabric during pregnancy. The 67.5 % of the respondents like to wear Knitted; the month they have to purchase the maternity wear is that, 70.6 % of the respondents are like to wear the maternity clothes during their 6-9 months. The type of garments preference during pregnancy that 71.3 % Majority of the respondents like to wear one piece maternity wear. When preferring garment fittings during pregnancy 61.3 per cent like to have large size fitting.

**5. Spending nature based distribution of respondents:**

The spending nature and budget of maternity wear, among 160 respondents, 115respondents" budget for their maternity wear rages between Rs. 500 to Rs. 1500, 37 respondents" budget rages between Rs. 1500 and Rs. 2500 and 8 respondents" budget goes more than Rs. 2500.The respondents opines that Mother care as the most expensive brand, 12.5 per cent of the respondents opines that Zara Pants as the most expensive brand, 2.5 per cent of the respondents are opines that Vero Moda as the most expensive Brand, 40 per cent of the respondents opines that ZIVA as the most expensive brand. 83.8 per cent of the respondents opine that buying most expensive maternity wear providing comfort to the respondents during their pregnancy.16.3 per cent said that most expensive maternity wear doesn't providing comfort.

**6. Category wise changes in opinion of the respondents towards Maternity Wear:** To test the association between various Categories and Opinion of the respondents regarding Maternity Wear by the respondent's chi-square test was employed.

Opinion	Category	Age				Chi square & Result	Marital Status			
		20-25	26-30	31-35	36-40		Newly Married	Carrying	Mother of a Kid	Chi square & Result
Comfortability towards Regular Dress during maternity	Minimum	19	12	0	0	0.00 H0 Rejected	5	19	7	0.005 H0 Rejected
	Medium	21	34	24	2		7	23	51	
	Maximum	8	29	11	0		5	16	27	
Number of maternity wear pieces possess	2-5	28	30	0	0	0.00 H0 Rejected	9	33	24	0.006 H0 Rejected
	6-10	18	33	35	2		8	22	58	
	More than 10	2	4	0	0		0	3	3	
Difficulty faced during pregnancy	Body Changes	28	28	0	0	0.00 H0 Rejected	9	34	13	0.00 H0 Rejected
	Discomfort	15	36	30	2		7	15	61	
	Sleep	5	11	5	0		1	9	11	
Preference of fabric during pregnancy	Cotton	43	71	33	2	0.744 H0 Accepted	15	54	80	0.928 H0 Accepted
	Linen	3	2	0	0		1	2	2	
	Silk	2	2	2	0		1	2	3	
Preference of Maternity wear	Knitted	32	53	26	1	0.927 H0 Accepted	13	38	57	0.920 H0 Accepted
	Woven	15	21	13	1		4	19	27	
	Others	1	1	0	0		0	1	1	
Budget for maternity wear (in Rs.)	500-1500	29	56	29	1	0.233 H0 Accepted	10	40	65	0.319 H0 Accepted
	1500 - 2500	16	14	6	1		6	13	18	
	More than 2500	3	5	0	0		1	5	2	
Most Expensive Maternity Brand	Mother care	20	33	18	1	0.077 H0 Accepted	5	26	41	0.018 H0 Rejected
	Zara Pants	11	9	0	0		3	12	5	
	Vero Moda	3	1	0	0		2	1	1	
	ZIVA	14	32	17	1		7	19	28	
Source of Awareness of Maternity wear	Family /Friends	13	13	10	1	0.084 H0 Accepted	4	15	18	0.028 H0 Rejected
	Magazines	21	43	23	1		7	24	57	
	Internet	10	16	0	0		5	14	7	
	Doctor's Suggestion	4	3	2	0		1	5	3	

The chi-Square result between the age category, Marital status and the opinion of respondents on various aspects of maternity wear proves that null hypothesis is rejected with the effect of significant chi-square result for the variables Comfortability towards Regular Dress during maternity, Number of maternity wear pieces possess, Difficulty faced during pregnancy and Problems in Maternity Clothes. Hence it is concluded that for these variables there is a significant association between Age Category and Opinion of the respondents regarding Maternity Wear. Further the result is insignificant for all the other variables such as Preference of fabric during pregnancy, Preference of Maternity wear, Type of Garments preference during pregnancy, Budget for maternity wear (in Rs.), Most Expensive Maternity Brand, Source of Awareness of Maternity wear, and Buying Expensive Maternity wear providing Comfort, only for these variables the null hypothesis is accepted and agreed that there is no significant association between Age Category and Opinion of the respondents regarding Maternity Wear.

Opinion	Category	Type of Family			Chi square & Result	Location of Stay		Chi square & Result
		Nuclear	Joint	Urban Area		Rural Area		
Comfortability towards Regular Dress during maternity	Minimum	31	0	0.511 H0 Accepted	24	7	0.028 H0 Accepted	
	Medium	79	2		68	13		
	Maximum	46	2		44	4		
Number of	2-5	64	2	0.883	54	12	0.616	

maternity wear pieces possess	6-10	86	2	H0 Accepted	77	11	H0 Accepted
	More than 10	6	0		5	1	
Difficulty faced during pregnancy	Body Changes	55	1	0.583 H0 Accepted	47	9	0.962 H0 Accepted
	Discomfort	80	3		71	12	
	Sleep	21	0		18	3	
Preference of fabric during pregnancy	Cotton	145	4	0.859 H0 Accepted	126	23	0.555 H0 Accepted
	Linen	5	0		4	1	
	Silk	6	0		6	0	
Preference of Maternity wear	Knitted	105	3	0.579 H0 Accepted	96	12	0.090 H0 Accepted
	Woven	49	1		38	12	
	Others	2	0		2	0	
Budget for maternity wear (in Rs.)	500-1500	111	4	0.448 H0 Accepted	98	17	0.706 H0 Accepted
	1500 - 2500	37	0		32	5	
	More than 2500	8	0		6	2	
Most Expensive Maternity Brand	Mother care	70	2	0.075 H0 Accepted	60	12	0.824 H0 Accepted
	Zara Pants	20	0		17	3	
	Vero Moda	3	1		4	0	
	ZIVA	63	1		55	9	
Source of Awareness of Maternity wear	Family /Friends	-	-		33	4	0.742 H0 Accepted
	Magazines	-	-		75	13	
	Internet	-	-		21	5	
	Doctor's Suggestion	-	-		7	2	

The chi-Square result between the Type of Family , Location of Stay and the opinion of respondents on various aspects of maternity wear proves that null hypothesis is accepted with the effect of insignificant chi-square result for all the variables Comfortability towards Regular Dress during maternity, Number of maternity wear pieces possess, Difficulty faced during pregnancy, Preference of fabric during pregnancy, Preference of Maternity wear, Budget for maternity wear (in Rs.) and Most Expensive Maternity Brand. Hence it is concluded that for all these variables there is no significant association between Type of Family and Opinion of the respondents regarding Maternity Wear.

**7. Correlation Analysis for testing the relationship among the variables:**

To calculate the relationships among the variables determining the opinion of the respondents towards maternity wear, Karl Pearson correlation coefficient test was performed.

		Difficulty faced during pregnancy	Problems in Maternity Clothes	preference of fabric during pregnancy	Budget for maternity wear	Most Expensive Maternity Brand	Choice of Buying the Most Expensive Brand
Difficulty faced during pregnancy	r	1	0.181*	0.063	-0.141	0.062	0.056
	Sign		0.022	0.432	0.076	0.434	0.478
Problems in Maternity Clothes	r	0.181*	1	-0.006	-0.003	0.005	0.062
	Sign	0.022		0.941	0.966	0.949	0.438
preference of fabric during pregnancy	r	0.063	-0.006	1	-0.070	-0.037	0.073
	Sign	0.432	0.941		0.377	0.644	0.362
Budget for maternity wear	r	-0.141	-0.003	-0.070	1	-0.165*	-0.114
	Sign	0.076	0.966	0.377		0.037	0.151
Most Expensive Maternity Brand	r	0.062	0.005	-0.037	-0.165*	1	-0.002
	Sign	0.434	0.949	0.644	0.037		0.976
Choice of Buying the Most Expensive Brand	r	0.056	0.062	0.073	-0.114	-0.002	1
	Sign	0.478	0.438	0.362	0.151	0.976	

No significant correlation find among any of the variables concerned for determining the opinion towards maternity wear, except two variables namely Difficulty faced during pregnancy with Problems in Maternity Clothes and Budget for maternity wear with Most Expensive Maternity Brand. Negative correlation found among the variables Difficulty faced during pregnancy with Budget for maternity wear; Problems in Maternity Clothes with preference of fabric during pregnancy and Budget for maternity wear; preference of fabric during pregnancy with Budget for maternity wear and Most Expensive Maternity Brand. It explains the inverse relationship among the stated pair of variables, if value of one variable increases it causes the decrease in the value of the paired variables. For all the other variables positive correlation is found, it explains direct relationship among them.

**8. Trimester based Choice of maternity wear:**

To understand the choice of maternity wear during different trimester differs with the Age, Marital Status, Family Type, Location, Comfort in regular clothes, Month of preference, Garments type, Garments fittings, Budget, Source of Awareness, category of the respondents, difference in mean value of preference was evolved. To evaluate the mean difference in the preference of maternity in different trimester ANOVA test was performed with the following hypothesis and the result was furnished in the below table.

H0 : There is no significant difference in the choice of maternity wear in different trimester.

H1 : There is a significant difference in the choice of maternity wear in different trimester.

	Age	Marital Status	Family Type	Location	Comfort in regular clothes	Month of preference	Garments type	Garments fitting	Budget	Source of Awareness
Bra	.587	.034	.550	.968	.511	.606	.640	.794	.898	.648
Panties	.247	.720	.381	.835	.200	.211	.924	.874	.553	.323
Pants/Trousers	.027	.331	.422	.848	.216	.464	.505	.201	.287	.776
Skirts	.322	.072	.352	.809	.747	.110	.962	.620	.177	.169
Blouse(Top)	.536	.953	.025	.395	.747	.360	.672	.064	.111	.629
One Piece Dress	.507	.886	.960	.019	.872	.708	.585	.246	.728	.361
Sleep Wear	.182	.058	.608	.788	.747	.155	.405	.897	.003	.811
Sports Wear	.036	.240	.645	.225	.836	.285	.811	.256	.803	.726
Bathing Suit	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000
Socks (Pressure Control)	.196	.160	.821	.553	.325	.027	.369	.739	.652	.786
Tummy Belt	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000
Shoes	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000

It was inferred from the above ANOVA table that, all the variables do not make any influence on the choice of Bathing Suit, Tummy Belt and Shoes. The result is insignificant and the null hypothesis is accepted for the difference in the choice of maternity wear in different trimester for Bra, Panties, Pants/Trousers, Skirts, Blouse(Top), One Piece Dress, Sleep Wear, Sportswear and Socks (Pressure Control) ,it was concluded that there is no significant difference in the choice of maternity wear in different trimester based. Bra in marital status, Pants/Trousers in Age, Skirts in Marital status, Blouse (Top) in Family type & Garment Fitting, One piece dress in Location, Sleep Wear in marital status & budget, Sportswear in age, Socks in month of preference, the null hypothesis is rejected with respect to significant ANOVA result, and concluded that there is a significant difference in the choice of maternity wear in different trimester based.

**9. Differences in purchase behavior of maternity wear:**

Purchase behavior was influenced by enormous factor, while purchasing the maternity wear, the respondents also influenced by some factors like Price, Brand, Size and Fit, Quality, Fashionable and Salesman Opinion. To understand the purchasing behavior of respondents on maternity wear purchase based on various variables, ANOVA was performed with the following hypothesis and the result was furnished in the below table.

H0 : There is no significant difference in the maternity wear purchase behavior

H1 : There is a significant difference in the maternity wear purchase behavior

	Age	Marital Status	Family Type	Location	Comfort in regular clothes	Difficulty in Maternity Wear	Problem in Maternity Clothes
Price	.012	.209	.052	.910	.000	.445	.946
Brand	.654	.900	.520	.014	.699	.613	.163
Size and Fit	.868	.257	.002	.968	.717	.087	.456
Quality	.638	.657	.064	.840	.415	.443	.577
Fashionable	.307	.116	.500	.683	.209	.751	.720
Salesman Opinion	.469	.158	.940	.719	.894	.128	.123

It was inferred from the above ANOVA table that, the result is insignificant and the null hypothesis is accepted for the difference in the maternity wear purchase behavior with respect to the influencing factors Price, Brand, Size and Fit, Quality, Fashionable and Salesman Opinion. Hence it was concluded that there is no significant difference in the maternity wear purchase behavior. However, for the factor Price in Age & Family type, Size& fit in Family & difficulty in maternity wear, quality in Family type, Brand in Location, the result is significant and the null hypothesis rejected and alternative hypothesis is accepted. Hence for these factors is concluded that there is a significant difference in the maternity wear purchase behavior. The variables price does not make any influence on the Comfort in regular clothes.

	Preference of Maternity fabrics	Preference of Maternity Wear	Month of preference	Garment Type	Garment Fittings	Mode of Purchase	Budget for Maternity wear	Most Expensive	Sources of Awareness
Price	.886	.878	.974	.673	.297	.002	.770	.000	.936
Brand	.896	.257	.544	.437	.359	.610	.467	.637	.867
Size and Fit	.602	.914	.456	.640	.791	.597	.898	.837	.123
Quality	.001	.465	.607	.578	.155	.364	.509	.684	.846
Fashionable	.708	.242	.435	.585	.053	.281	.726	.906	.645
Salesman Opinion	.404	.491	.939	.256	.194	.178	.323	.042	.307

It was inferred from the above ANOVA table that, the result is insignificant and the null hypothesis is accepted for the difference in the maternity wear purchase behavior with respect to the influencing factors Price, Brand, Size and Fit, Quality, Fashionable and Salesman Opinion, hence it was concluded that there is no significant difference in the maternity wear purchase behavior based on preference of maternity fabrics. However, for the factor Quality in preference of maternity fabrics, Fashionable in Garment Fittings, price in mode of purchase, salesman opinion in most expensive the result is significant and the null hypothesis rejected and alternative hypothesis is accepted, it is concluded that there is a significant difference in the maternity wear purchase behavior based on various variables. . The variables prices do not make any influence on the Most Expensive.

## VI. Conclusion

Pregnancy is one of the beautiful phases in a woman’s life. During this phase the body undergoes physical transformation and demands soft and comfortable clothing. The best garment for pregnant women is the one that allows the abdominal area to expand, as it is imperative for both the mother and the baby. The purpose of this study was to understand the consumer buying behavior towards the Eco-Friendly maternity wear. The findings of this study could be helpful for the maternity shops and consumers who attempt to produce and consume maternity wear. From the research study it is found that fashion does play an important role when it comes to choosing clothes at the time of pregnancy, where as comfort plays an important role. Lack of knowledge about eco-friendly fabrics importance makes negative impact. The high price of the product mainly creates negative impact. If we overcome those factors, by Doctors can give voice, for the importance of Eco-Friendly maternity wear to their clients. Awareness of the public will be raised by improving the availability of eco-friendly maternity wear. Providing variety in the silhouette can increase the purchasing behavior of the



pregnant ladies. Price is the main factor that plays a vital role in buying, so by reducing the price of the product, the movement (or) demand can be improved Eco-Friendly maternity become success in the Ernakulam City.

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