Brands need to co-opt and blend to the purchase behaviour of women for lingerie - post pandemic.

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ABSTRACT
In recent years, the Indian lingerie market has undergone a transformational change with the booming e-commerce sector, social media, rise in women's employment, and undogmatic acceptance. The target women consumers belonged to the age group of 18 to 35 years representing the overall Indian GenZ and Millennial population. The age group 18 to 25 years constitutes the adolescence period and mainly students, while the 26 to 35 age group constitutes young professionals and mothers. Research was carried out through an online survey in addition to group discussions for an in-depth analysis. Data with regard to consumer's lifestyle, price range of affordability, frequency of purchase, product preference, problems encountered, flaunting value, current trends was collected, studied and analyzed to find the effect of pandemic on lingerie buying behavior of the Gen Z and Millennial generation post covid 19.
Keywords: comfort, lockdown, pandemic, behavior, brands,

I.   Introduction

The times are changing and with passing time people's perception of lingerie is also evolving positively. In what was once considered to be a trivial piece, perception of Lingerie among Indians has grown to be a fundamental piece of clothing. Various socio-cultural factors and technology owe themselves to the success of the intimate apparel industry in India. The evolution of Indian industry has seen shift in type, colour and design influenced by other factors such as location, cultural conditioning, education, and occupation that determine the purchasing power and consumption pattern of individuals.

The research was carried out through an online survey of 307 women (18-35 years) from India and recorded group discussions for two age groups - 18 to 25 years and 26 to 35 years for detailed study. With changing times, people's perception of lingerie also evolves positively. Women's lingerie segment has become informative with regards to educating a large number of consumers and awareness on women's health, rather than a hush-hush subject. Both on the outside and from within too, everybody wants to look good and feel good.

Lingerie especially the bra has played a significant role during the initial stages of physical growth and development phase of every womanhood. Decades back for most women their mothers who themselves were not well knowledgeable about bra's proper specification were the ones who picked up the first few bras for them. For a long time during the puberty and beyond also, not getting the right size, type and the taboo attached to the product revolved around.

With the onset of the COVID-19 pandemic, production and manufacturing units fell into uncertainty, and consumerism got segmented into three patterns - revenge buying, rigidity, and lower demand. Pre-pandemic period, women usually chose physical stores to purchase innerwear to touch and feel products. During lockdowns, many women resorted to e-commerce shopping that offered better privacy and doorstep delivery services for a variety of products. An increase in internet and smartphone usage along with the strong social media influence played a vital role in influencing and tapping its target consumers easily. Today, women have a better agility of mind to evolve and adapt themselves in this societal transformation. The onus goes to the availability of information through internet and social media accessibility.

1.1 Research Background

Intimate wear has evolved into a basic product in women's wardrobe and formed an important sector in the fashion industry. With the expanding Indian market, its consumers too became passionate about the lingerie sector. And with this increased exposure and demand, the Indian intimate wear brands are urged to evaluate the current opportunities and market gaps concerning their product, consumer preferences, lingerie trends, and opportunities. With the help of consumer data and trend patterns, brands can enhance their products and services.

Concerning these requirements, primary market research in India has been conducted to obtain a 360-degree view of relevant consumer insights about the Indian lingerie market. The report will help intimate wear brands & manufacturers understand the intricate consumer needs of the new age customer.

1.2. Research Methodology

The research approached 307 individuals from across India through an online survey. Additional group discussions were conducted for two age groups - 18 to 25 and 26 to 35 years, to evaluate consumer's personal experience and insights through the brainstorming session. The final data and inputs in the result are obtained from a total of 318 women respondents out of which 307 were obtained through the online survey and 11 women in group discussion. Initially, 6 pilot surveys were conducted to improvise the survey questionnaire.

1.3. Research Design

1.3.1. Research Type

The research is a Descriptive type of research design wherein a population is studied based on consumer behavior patterns for lingerie. Data on consumer's preference choices, purchasing frequency, and buying patterns are collected and the situation or phenomenon is studied.

1.4. Sampling Technique

The research resorted to Cluster Sampling and Snowball Sampling technique. The Indian women population required for the research should fall in the age 18-35 years which is further subdivided into two groups of age - 18 to 25 and 26 to 35 years for in-depth analysis. Selected age group respondents are approached with the survey and it is further circulated by the respondents themselves.

1.5 Research Population

1.5.1. Survey

A total of 307 inputs from women in India were collected from the survey for final data analysis. The women belonged to the age group 18-35 years and represented its population as a whole in India. The initial phase of the survey included respondent selection criteria to acquire responses from only target individuals. Individuals rejected were based on - not currently residing in India, are of age below 18 years or above 35 years and price range for lingerie purchase is below □250. Out of the total respondents, 7 individuals were non-residents of India.

1.6 Instruments and Tools

The online survey was conducted using the platform "Survey Monkey".

Recorded group discussion was carried out on the "Zoom" platform.

The result analysis process of survey data was carried out in MS-Excel using statistical tools - ANOVA and T-Test.

2.1 Research Analysis

2.1.1Demographic Profile

Among the Indian women of the age group 18-35 years, there is divergence in their own respective fields when it comes to lifestyle, education, ethos, shopping behavior, interests, and disposable income.

Table 2.1.1 Demographic Profile

| Parameters	18-21 years	22-25 years	26-30 years	31-35 years
Occupation	Students	Students/Fresh Jobbers	Professionals/ Entrepreneurs/Housewives	Professionals/ Entrepreneurs/House wives
Marital Status	Unmarried	Unmarried/ Married	Married/ Young Mothers	Married/ Young Mothers
Income	Dependent	Dependent/ Independent	Dependent/ Independent	Dependent/ Independent
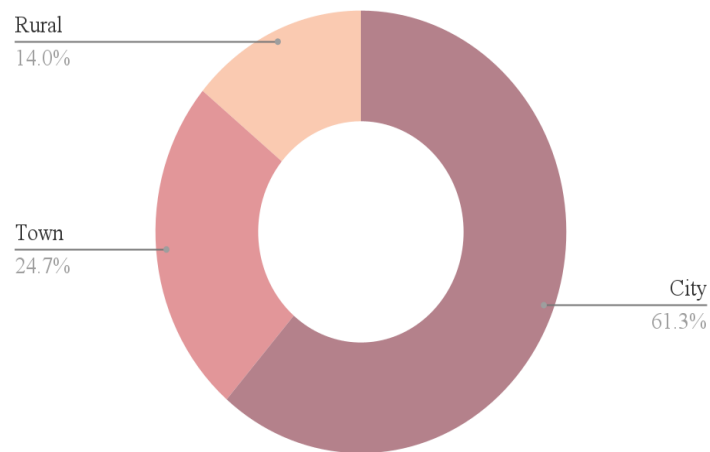
Figure 2.1.1.a Area of Residence

The majority of the women respondents resided in the city/urban area constituting about 61.3% of the total which is followed by town and rural areas at 24.7% and 14% respectively.
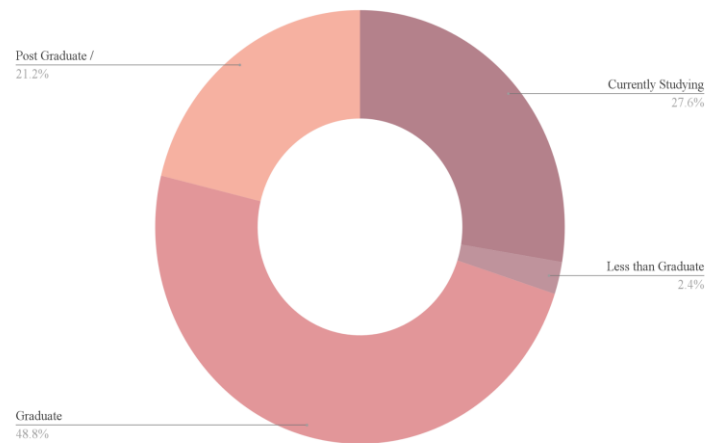

Figure 2.1.1.b Educational Qualification

Out of the total respondents, graduates constituted the majority while less than graduates constituted the least in terms of educational qualification.
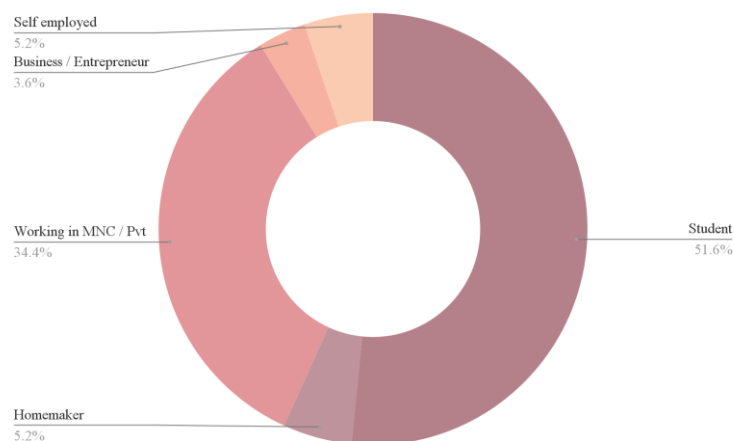

Figure 2.1.1.c Occupation

Students pursuing undergraduate/postgraduate degrees constituted the majority while businesswomen/entrepreneurs constituted the least with 3.6% among the total woman respondents.
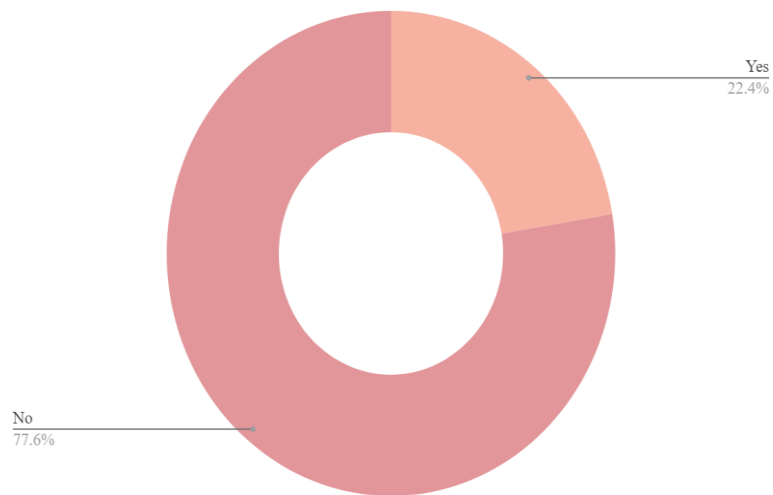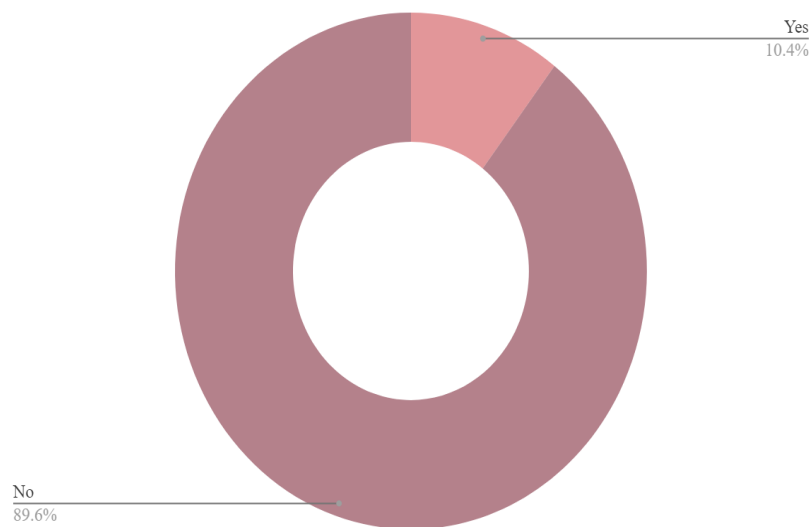
Figure 2.1.1.d Marital Status

Figure 2.1.1.e Motherhood

Unmarried women constituted over more than 3/4th of the sample population. Women between 22-35 years of age belonged to the married population. Young mothers belonging to the age group of 26-35 years constituted the motherhood category.

"My lingerie wardrobe is now different from what I used to have before marriage. I use mostly basic stuff now. Before stepping into motherhood I used to wear thongs and everything fancy", mentioned a businesswoman from Kerala.
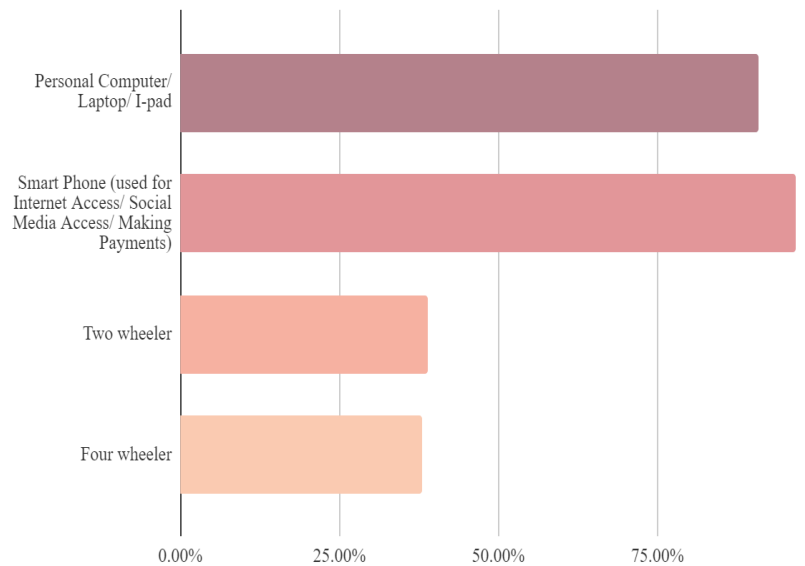
Figure 2.1.1.f Personal Belongings

Almost all women own a smartphone for themselves, which is followed by the number of personal computer/laptop/I-pad owners, two-wheeler, and then four-wheeler owners.
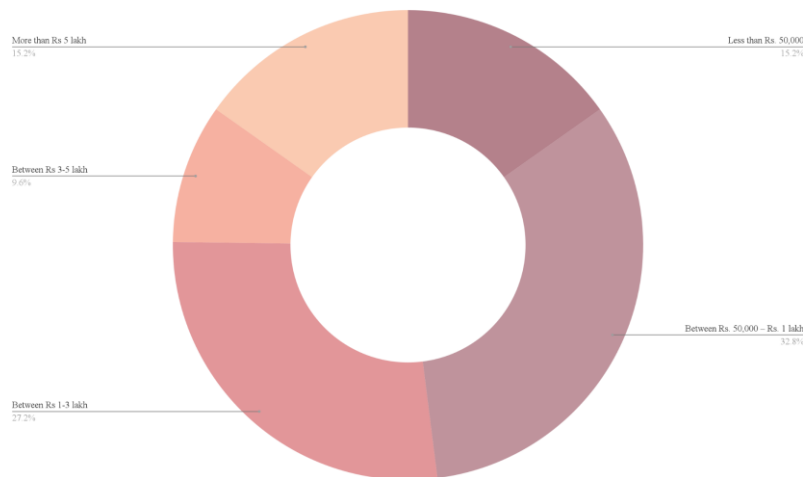

Figure 2.1.1.g Monthly Household Income

The majority of the women belonged to the income group between 50,000 to 1 lakh which is nearly followed by the income group 1 lakh to 3 lakh. The income group between 3 lakh to 5 lakh had the least population. It is notable that the income groups below 50,000 and above 5 lakh had the same population constituting about 15.2% of the total.
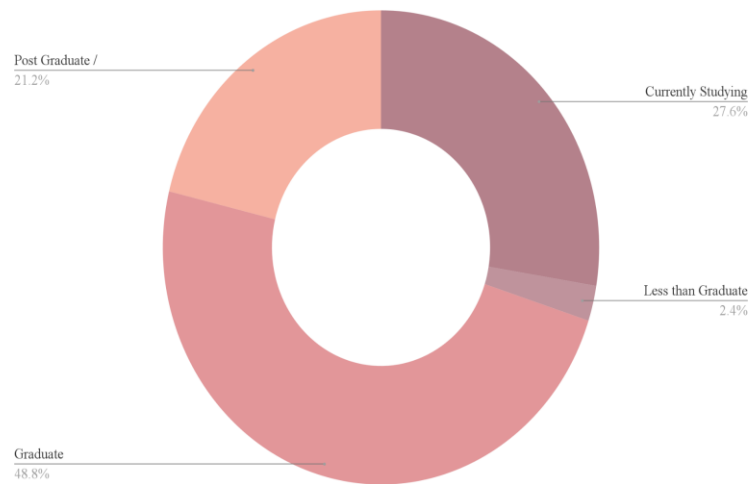
2.1.2 Intimate Wears
1) Lingerie Fashion
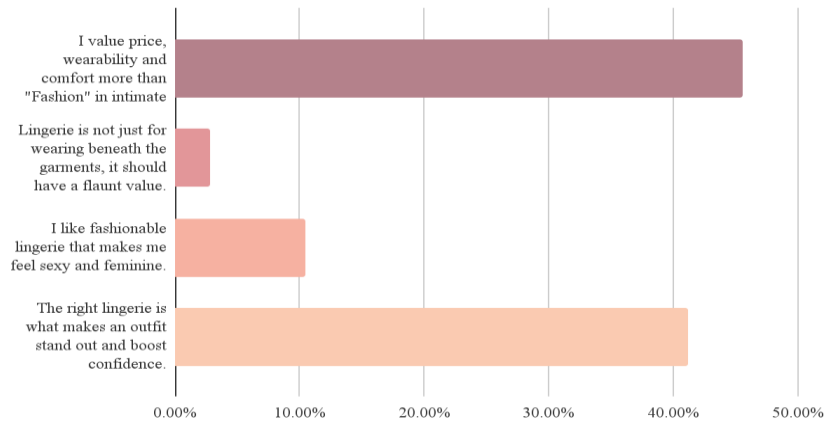
Figure 2.1.2.a Consumer's outlook on lingerie fashion

45.6% of respondents value price, wearability and comfort more than "Fashion" in intimate wear which is followed by 41.2% preferring the right lingerie that makes an outfit stand out and boost confidence. Women who like fashionable lingerie that makes them feel sexy and feminine constituted about 10.4% and the ones who felt lingerie is not just for wearing beneath the garments but should have a flaunt value constituted about 2.8%.

2) Bra and Panty
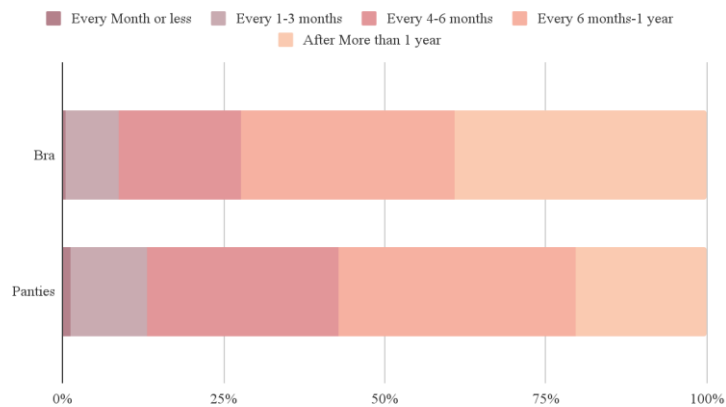
Figure 2.1.2.b Lasting period

The maximum number of choices with 34.2% for the lasting period of bras was "after more than a year", which is followed by "6 months to 1 year" with 33.2% votes. The maximum lasting period for panties was found to be "6 months to 1 year" constituting 36.8% which is followed by "4 -6 months" and "more than a year" constituting 29.6% and 20.4% respectively. 1.2% of the respondents marked that their panties discarding period is about a month or less. In general, the lasting period or discarding period for bras seems more than that of panties.

"Bras are so expensive. You need to think twice before replacing them in your wardrobe", says a working professional from Karnataka.
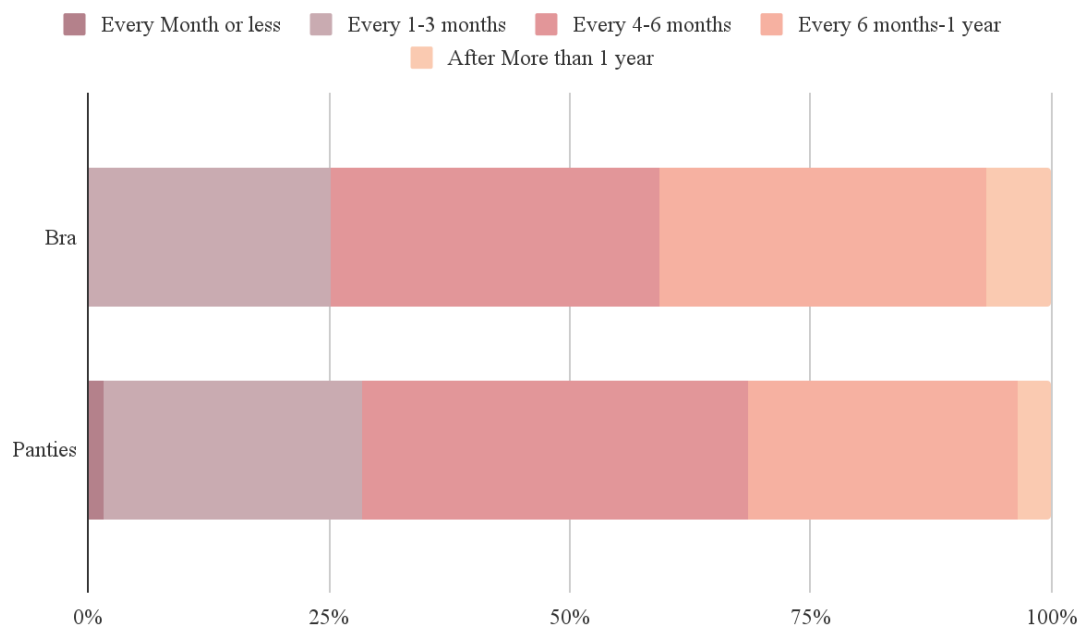
Figure 2.1.2.c. Purchasing frequency

Out of the total purchasing frequency, women purchase bras every 4 to 6 months and every 6 months to 1 year in equal proportions of 34% each. While for panties it is every 4 to 6 months with a total of 40% women choosing it. This is followed by panty purchasing frequency of every 6 months to 1 year and every 1 to 3 months with 28% and 26.8% respectively. Women hardly purchase bras every month or less unlike in case of panties. This could be due to bras having a more lasting period than panties.

"I purchase in 10-12 pieces and it lasts for 8-12 months. I purchase them altogether once for a year", mentioned a working professional from Maharashtra.

"I reuse the older ones in my wardrobe and keep aside my current undergarments and then use them later after a few months in a cyclic manner until it wears off", mentioned a business woman from Kerala.
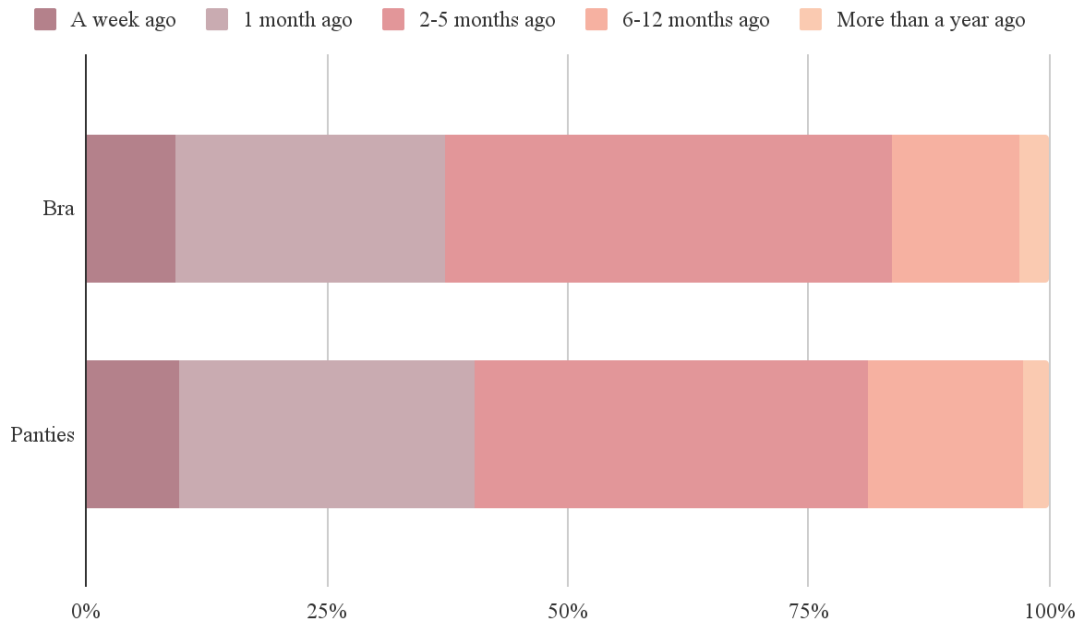
Figure 2.1.2.d Recent purchase by consumer

The most recent purchase for both bra and panty falls under 2-5 months constituting 46.4% and 40.8% of the total population. The recent purchase was 1 month ago for 28% of women in the bra section and 30.8% women in panty section. Only 3.2% and 2.8% of women purchased bras and panties respectively more than a year ago. Recently about 9.2% and 9.6% of women bought bras and panties respectively. In general, women purchased panties most recently when compared with bras.
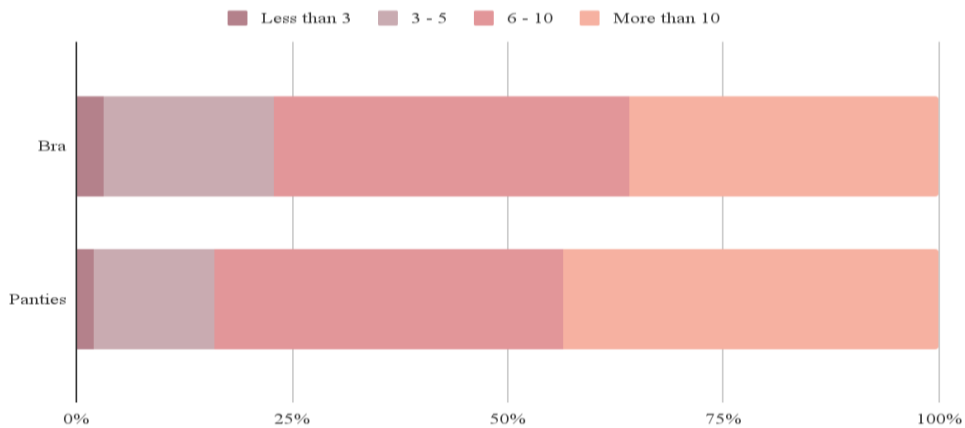
Figure 2.1.2.e. Number of items currently own

The maximum choice was 41.2% of women owning approximately 6-10 bras and 43.6% of women owing more than 10 panties in their wardrobe. 36% of women own more than 10 bras and 40.4% of women own 6-10 panties in their wardrobe. Only 3.2% and 2% of women own the least number of bras (less than 3) in the bra and panty category respectively. In general, women own more panties than bras.

Rs 350-500   Rs 500-750   Rs 750-1000   More than Rs 1000
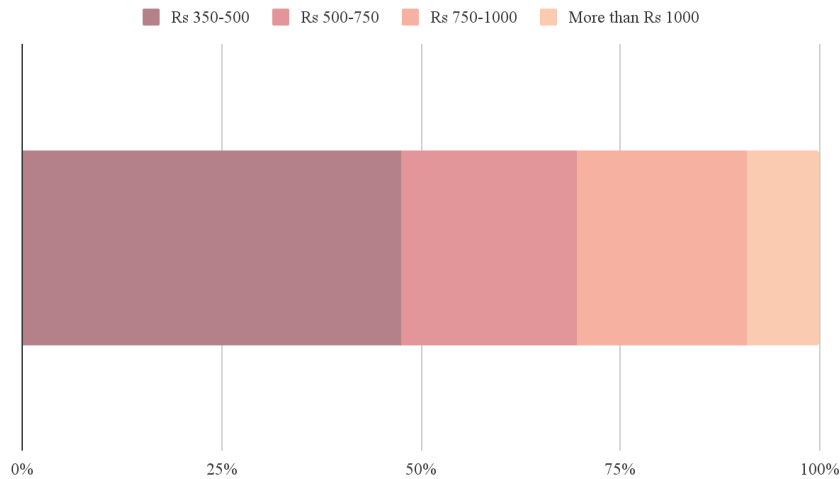
Figure 2.1.2.f Price range in which consumers purchase Bras

The maximum choice of purchasing price range for bras is found to be between 350 - 500 constituting 47.6% of women which is followed by 500 - 750 and 750 - 1000 at 22% and 21.2% respectively. 9.2% of women preferred bras at more than 1000.
"The pricing for underwear is cool, but for bras/upper-wear a good one is quite expensive even though it's not a luxury wear", mentioned a student from Karnataka.

Rs 100-200   Rs 200-300   Rs 300-500   More than Rs 500
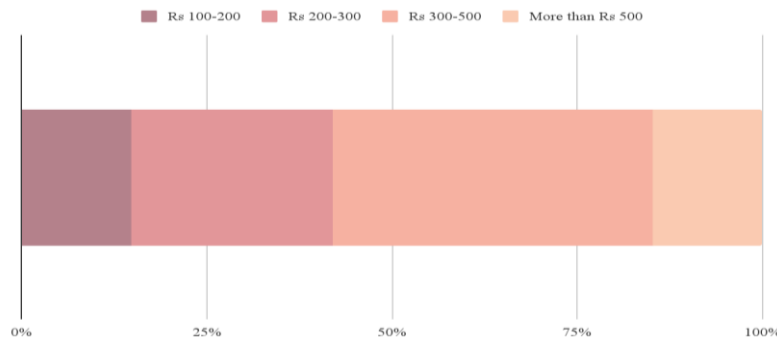
Figure 2.1.2.g Price range in which consumers purchase Panties

The maximum choice of purchasing price range for panties is found to be between 300 - 500 constituting 43.2% of women which is followed by200 - 300 at 27.2%. The price range of 100 - 200 and more than 500 was found to be equally voted for, constituting 14.8% each.

3) Measurement and Sizing

Yes
23.2%

No
76.8%
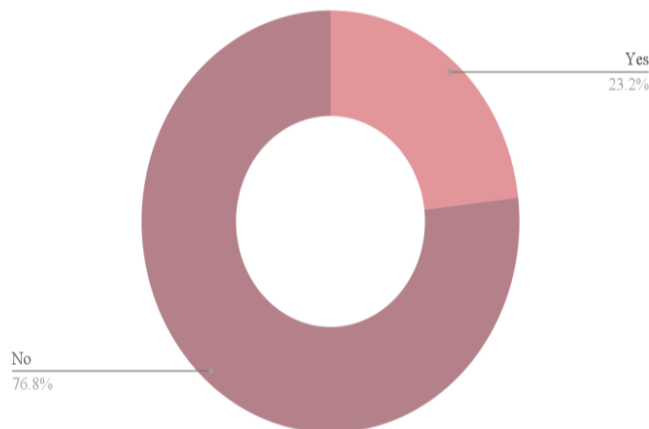
Figure 2.1.2.h Whether assisted by a lingerie fitting expert

Over 76.8% of women have not been assisted or consulted by a lingerie fitting expert to determine their correct size while 23.2% of women have been assisted.

"Different salesperson measure the sizing differently. It really doubts our actual sizing and fitting", mentioned a working woman from Maharashtra.
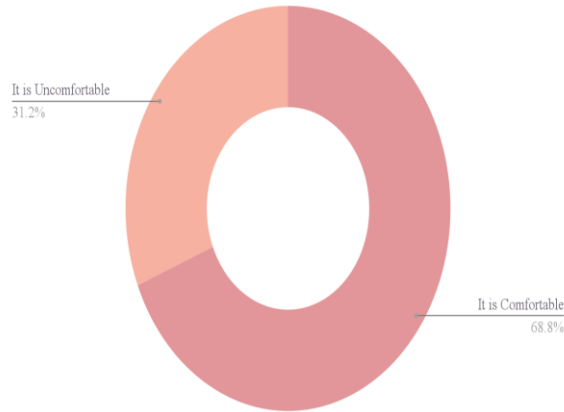
Figure 2.1.2.i. Likeliness towards getting measured

31.2% of total women felt getting measured for bra/panty made them feel uncomfortable against the 68.8% that felt comfortable.
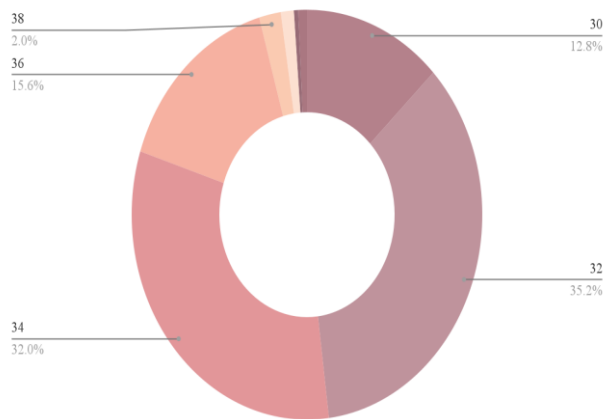
Figure 2.1.2.j Current size of Bra
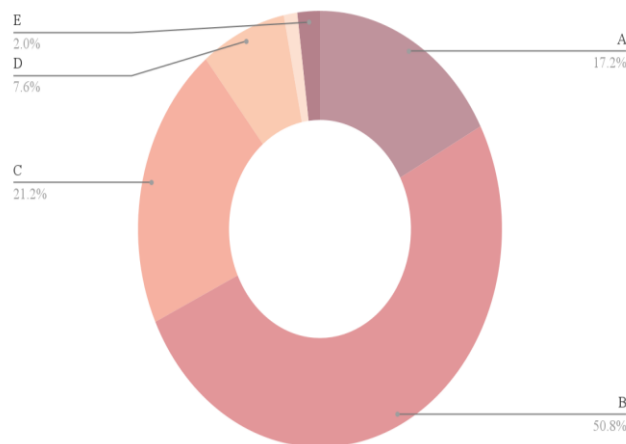
Figure 2.1.2.k Cup size of Bra

The most common size among women was found to be 32 constituting 35.2% of population which is nearly followed by size 34 constituting 32% of population. Similarly for bra cup sizes, size B was found to be

common with more than 50% of the population. This is followed by sizes C, A and D constituting 21.2%, 17.2% and 7.6% respectively. There were no individuals with bra size 28.

"Being a plus size girl, if I get the right cup size it won't have the correct band size or vice versa", says a student from Delhi.

"I'm still not confident about brands until I try the product. Sizes should be uniform across all the brands. It should be standardized", mentioned a student from Bangalore.

"I have broad shoulders hence I had to go for size 36 instead of 34 but then the cup size becomes larger for me in size 36", mentioned a homemaker from Chennai.

4) Lingerie Styles
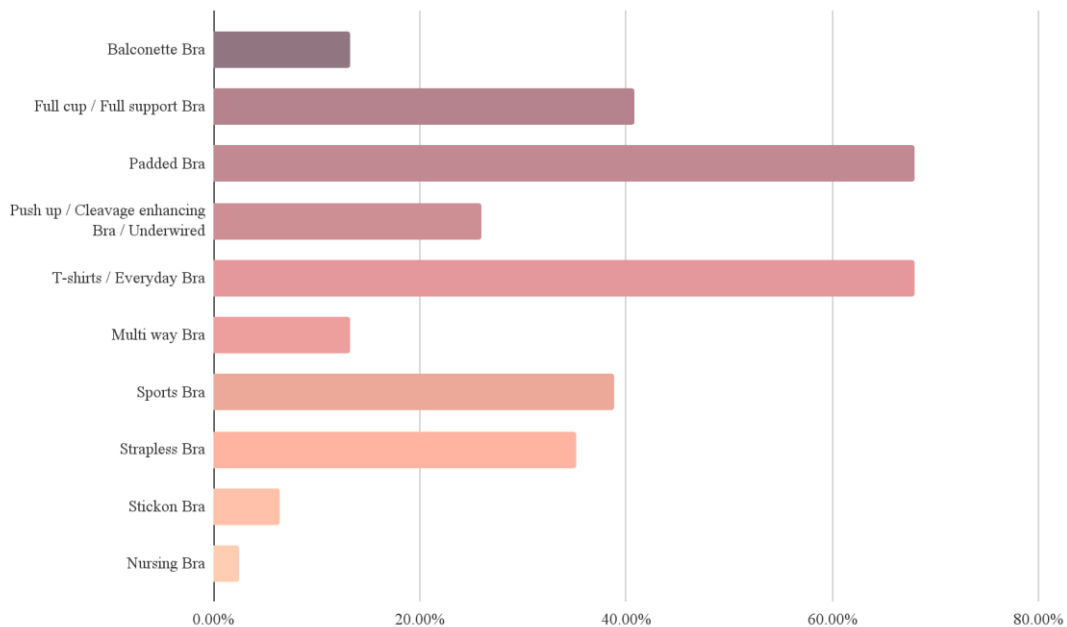
Figure 2.1.2.l Type of Bras used

The majority of the women preferred padded bra and t-shirt bra equally constituting about 68% of the total population. 40.8% of women use full cup bras, 38.8% use sports bras and 35.2% use strapless bras. The least commonly used or preferred based on purpose bras included the stick-on bras and nursing bras. Bralettes, non-padded lace bra, front open bra, cotton cut bra, and minimizer bras were some of the other styles used in addition, as mentioned by Indian women.

5) Flaunting Value
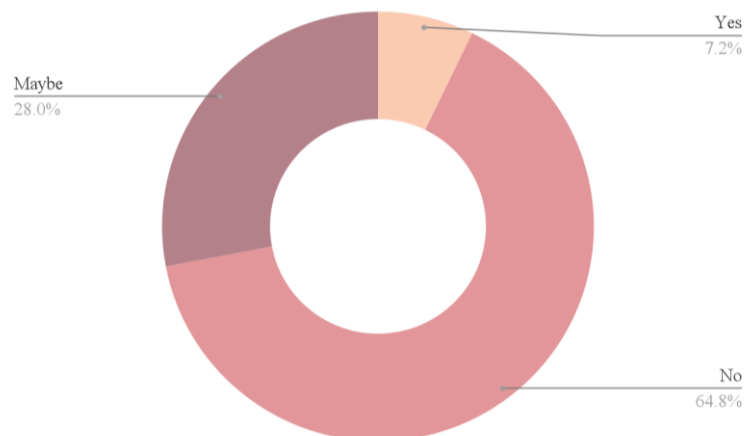
Figure2.1.2.m Lingerie flaunting value

With 64.8%, the majority of the women are not willing to flaunt themselves in lingerie in public places or social media platforms. 7.2% of the women are willing to flaunt themselves and 28% are not sure about the idea.

2.1.3. Lingerie Buying Behavior
1) General Buying Behavior
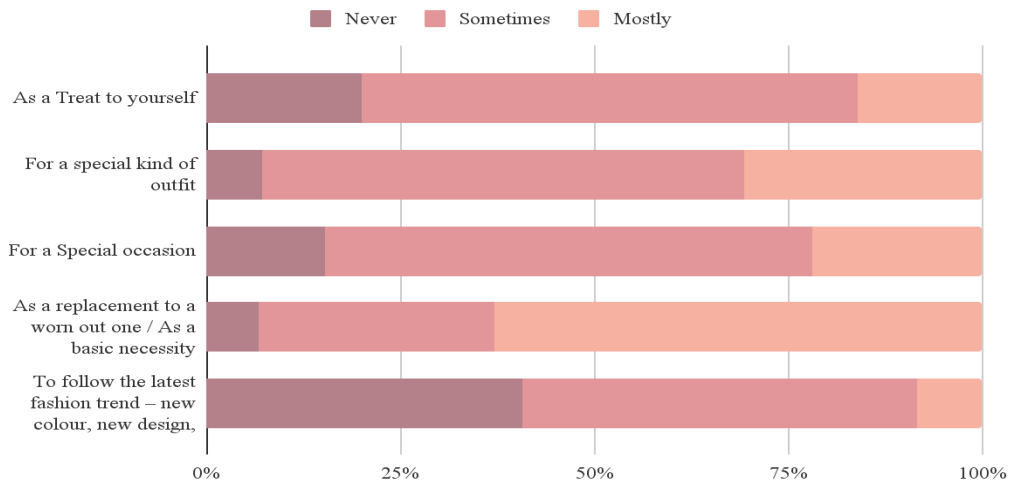
Figure 2.1.3.a Lingerie purchasing occasions

Women purchase lingerie as a treat for themselves "sometimes" with 64% voting for it. Similarly women purchase lingerie only "sometimes" for a special kind of outfit or special occasions with 62% and 62.8% respectively. Lingerie is purchased from rarely to sometimes in order to follow new market trends. In most cases lingerie is purchased by women as a replacement to a worn out one or as a basic necessity with over 62.8% voting for it.

"I mostly shop for new lingerie due to size changes", says a young working woman from Tamil Nadu.
"Sometimes I impulse shop at Victoria's Secret for no reason", says a student from Maharashtra.
"It depends according to the comfort and fabric choice", says a student from Uttar Pradesh.
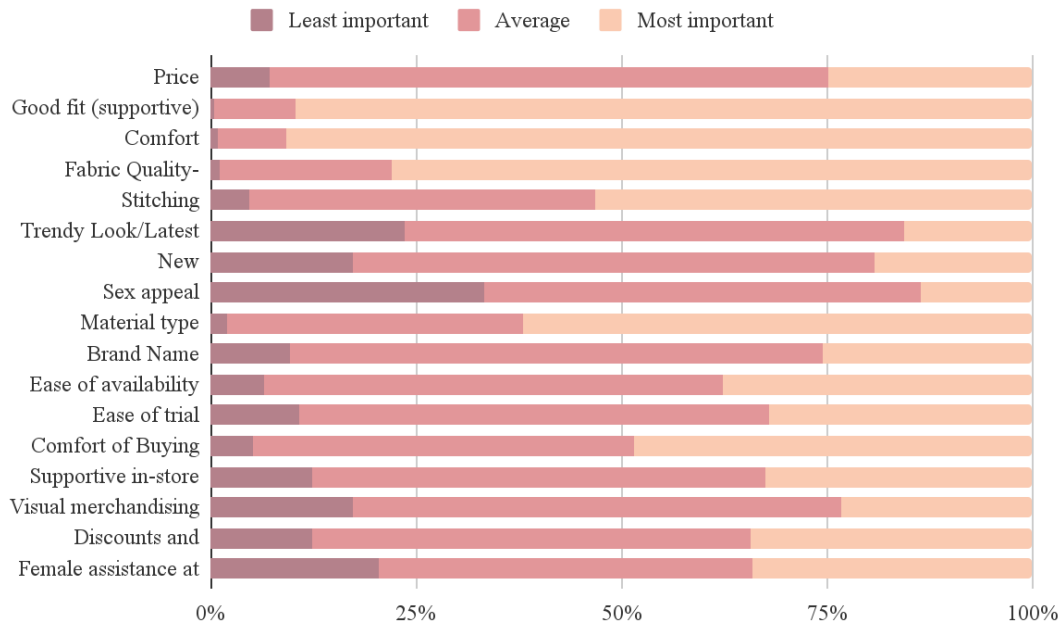
Figure 2.1.3.b. Factors of importance

Comfort is the top choice as the most important factor with over 90.8% choosing it which is followed by good fit with 89.6%. Out of all categories, sex appeal has been chosen as the least important ones among Indian women with a maximum of 33.2% votes but it has about 53.2% choices as average importance. Price, colors, trend, brand name, and visual merchandising are some of the other categories that have 60% and more votes as average importance. Fabric quality has a majority chosen as most important with 78%.
"I prefer if they're available in a set of 3 at a decent cost", mentions a young working woman from Maharashtra.
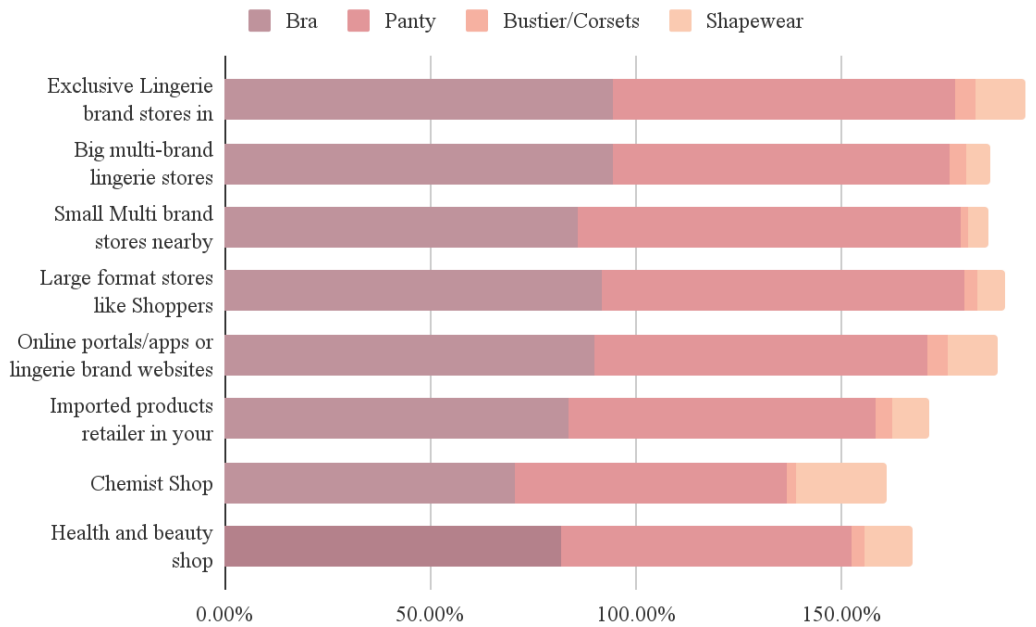
Figure 2.1.3.c Sources of lingerie purchasing

Out of all the options, the majority of the women visit exclusive lingerie brand stores in malls/markets to purchase lingerie with bras constituting 94.38% and panties 83.15% of it. This is followed by large-format stores with bras at 91.93% and panties at 88.2%, and online portals/apps with bras at 90%, and panties at 81.05%. With a majority of 94.67% bras were purchased from big multi-brand lingerie stores. Similarly, the majority of the panty purchases are from small multi-brand stores nearby with about 93.41%. Majority of the shapewear shoppers purchased from chemist shops constituting about 21.95%. In the case of corsets, about 5.06% majority of them are purchased from exclusive lingerie brand stores in malls/markets. The least number of purchases for bras and panties are from chemist shops.

"A lot of salespeople try to persuade you to buy the products that they want to sell instead of looking for what we consumers need", mentioned a student from Maharashtra.

"My mother-in-law has a bigger cup size; hence she purchases foreign products since she couldn't find the perfect fit from Indian products. It could be because she isn't aware of other Indian brands and online shopping", mentioned a post graduate student from Kerala.

"We can get the basic lingerie anywhere easily but special bras like strapless and seamless ones are hard to find in the required size. We might get them in cities and developed towns when compared with other places", mentioned a self working professional from Kerala.
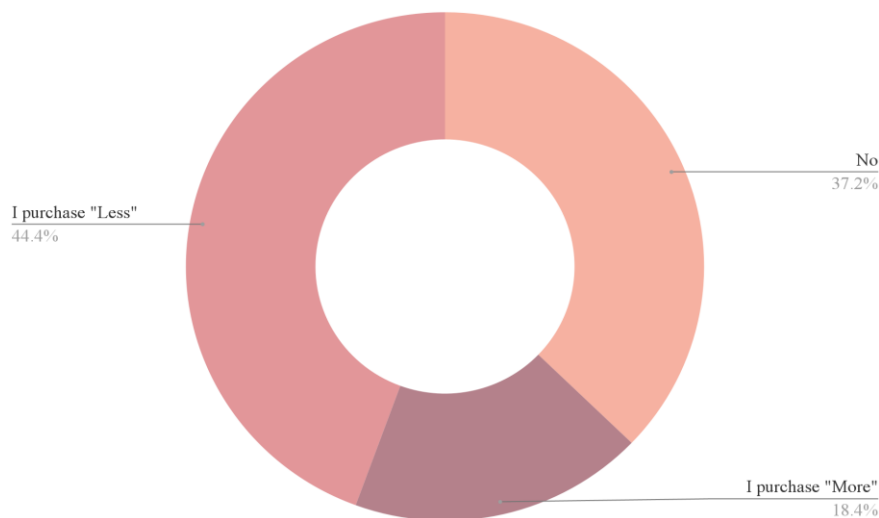
Figure 2.1.3.d Effect of Pandemic on Lingerie shopping

Majority of the women confirmed that they purchased less during the pandemic mainly because of lockdowns. While with 37.2% many women had no impact from pandemic on their lingerie shopping behavior and 18.4% have started purchasing more comparatively.

"I purchase less comparatively since I stopped buying lingerie for my official wears amidst the pandemic. I now purchase only daily wearslingerie", mentioned a businesswoman from Kerala.

"Pandemic didn't affect my lingerie purchasing behavior because I indulged into workouts since lockdowns and so I purchased inner-wear that suits my workout routine. So it's pretty much balanced as of now", mentioned a working woman from Bangalore.

"Since I'm not purchasing new clothes in lockdowns, I consequently ended up not buying inner-wears too, especially the ones that suit fancy outfits", mentioned a student from Karnataka.

1) Online Shopping Behavior

No
30.0%

Yes
70.0%
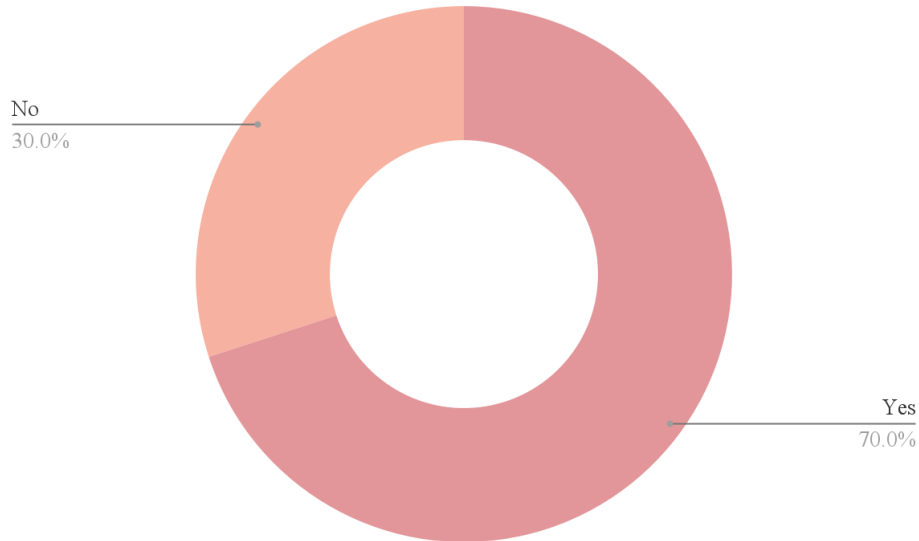
Figure 2.1.3.eWhether purchased lingerie online

Nearly 3/4th of the respondents have purchased lingerie products online. This denotes the inclusion of tech platforms as one of the shopping sources among lingerie consumers. In addition to it there has been an increase in online shopping post COVID-19 impact with lockdowns and in-store restrictions, as stated by consumers.
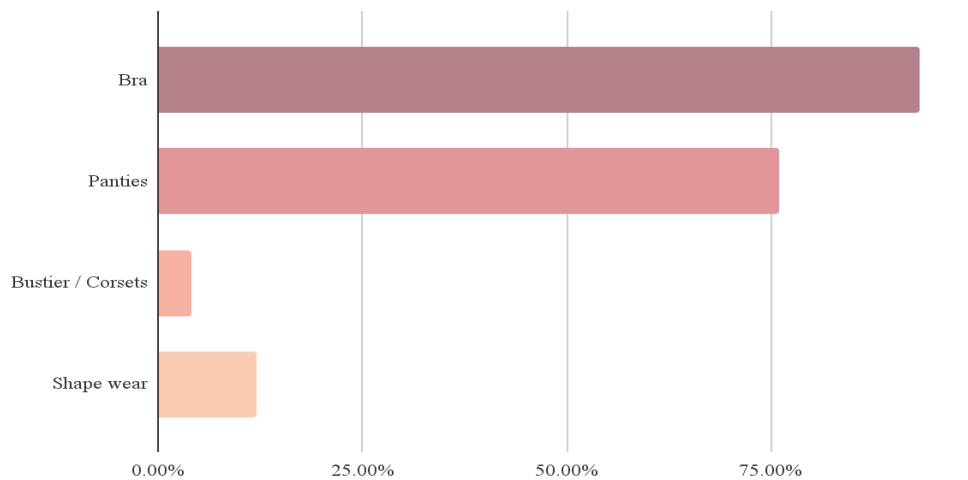
Figure 2.1.3.f Types of lingerie purchased online

Among all the lingerie products purchased online, bras constituted the majority with 93.14% followed by panties at 76%, shapewears at 12% and corset/bustier at 4%.
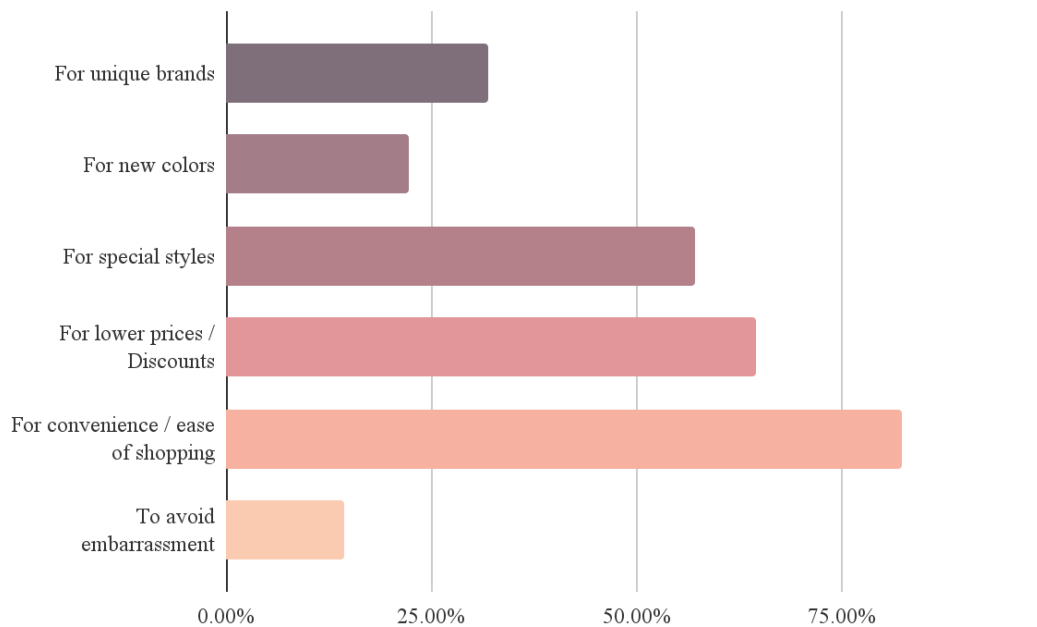
Figure 2.1.3.g Reasons for purchasing lingerie online

For convenience/ease of shopping was one of the main reasons for choosing online mode. This is followed by lower price/discount and special style availability online at 64.57% and 57.14% respectively. Few women mentioned that pandemic and lockdown were one of the main reasons to go online.

"There are large varieties available online", mentioned a young student from Kerala.

"In M&S (Marks & Spencer) since my size wasn't available in the store", mentioned a young professional from Kerala.
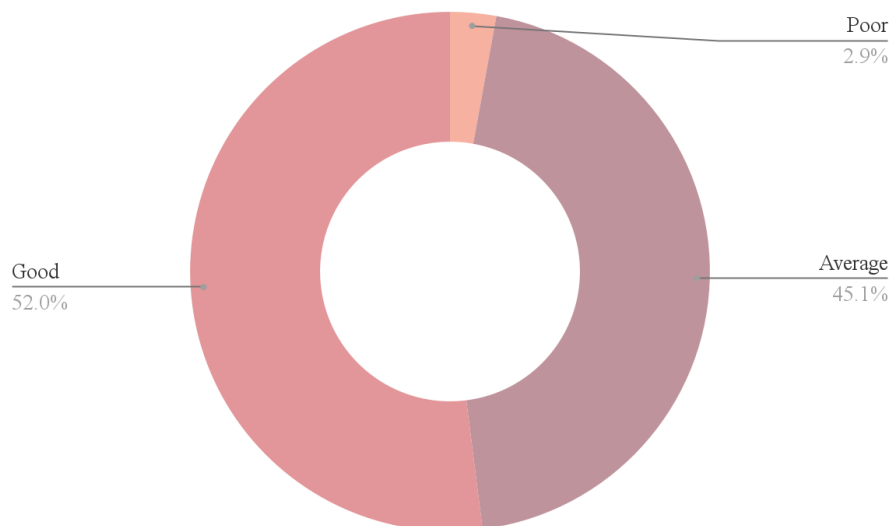
Figure 2.1.3.h Online lingerie shopping experience

More than 50% of the women had a good experience comparatively while online shopping. About 45.1% of women had satisfactory experience while 2.9% of the women had poor experience while online shopping. Some of the reasons stated for unsatisfactory experience were due to obtaining unfit size, poor quality or colour/pattern.

"For me it's difficult to shop online because the size chart that they provide usually isn't a fit for me when it arrives, since I'm a plus size girl", says a student from Delhi.

"Returning is an issue during online undergarment purchase because I can't touch and feel the product", says a working professional from Delhi.

"I never buy branded undergarments online, I purchase only mid-range brands online", mentioned a self-employed professional from Kolkata.

"I found a disparity between the quality of bra available online and offline for the same brand, hence if I prefer offline", mentioned a working woman from Uttar Pradesh.

2) Shopping Assistance
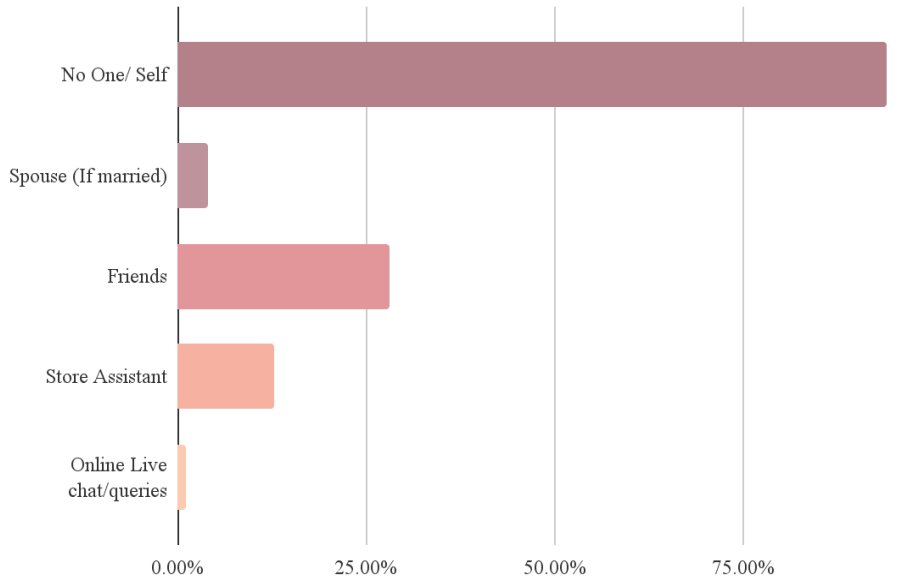
Figure 2.1.3.i Lingerie shopping companions

Most of the women prefer to shop by themselves with about 94.15% choosing for it. In addition, 28.07% of women preferred friends as shopping companions which is followed by store assistants, spouse and online FAQs with about 12.87%, 4.09% and 1.17% respectively. Cousins and sisters were some of the other mentions included by women.

"The store in my town used to have an open segment for lingerie products which was visible to passersby. The female staffs were reluctant to show the products because of being conscious about their surroundings and hence I hardly get to take a closer look at the product", mentioned a student from Tamil Nadu.

2.1.4.Consumer Preferences
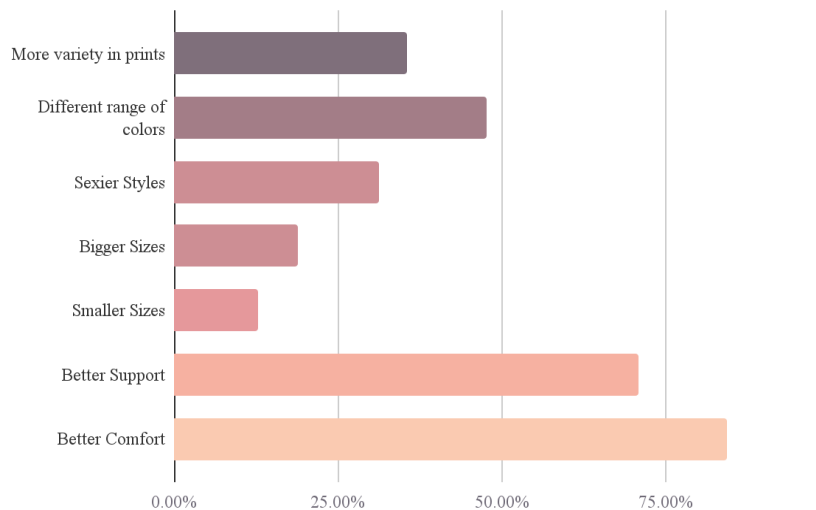
Figure 2.1.4.a Consumer's expectations from Brands

Most of the consumers expect better comfort and better support with about 84.4% and 70.8% choosing it for lingerie products. Skin rashes by straps and elastic, improper fit in either cup size or band size and uncomfortable fabrics were some of the reasons mentioned for it. Women also expected a better range of

colours, prints and sexier styles with about 47.6%, 35.6% and 31.2% respectively mentioning them. Regarding sizes, smaller size availability was the least mentioned with about 12.8% while for bigger sizes it is 18.8%.

A student from Uttar Pradesh mentioned the need to include minimalistic lingerie design and customizations be available according to one's personal needs. Similarly a student from Maharashtra mentioned the availability of "made to measure lingerie". The need for more nude shades suiting Indian skin tone and better side coverage bras were other suggestions emphasized by some of the women.

"Need better fitting in smaller sizes", says a young working woman from Delhi.

"Make larger size bras with better support and the same time not too boring compared to normal, smaller size bras - I have seen many women with larger busts face this issue. Also, nude color variations especially in the Indian market are very few. One nude color doesn't match all Indian skin tones", mentioned a married working professional from Kerala.

"Still can't find the right strapless bra for my size", mentions a young student from Tamil Nadu.

"Plus size bras in a better price, some brands who offer plus size are way too expensive…", says a young working woman from Maharashtra.

"Give a guideline on the type of bra suitable according to the shape of the breast", described a student from Kerala.

"The problem with me is, I am a plus size girl and I can't find a sports bra that is both comfortable and stylish in my size", says a student from Delhi.

"Somedays I want my bras firm and tight, and some days I want them loose and comfortable. I would like size adjustable bras for that purpose; can't buy each to suit different purposes", mentioned a student from Erode.
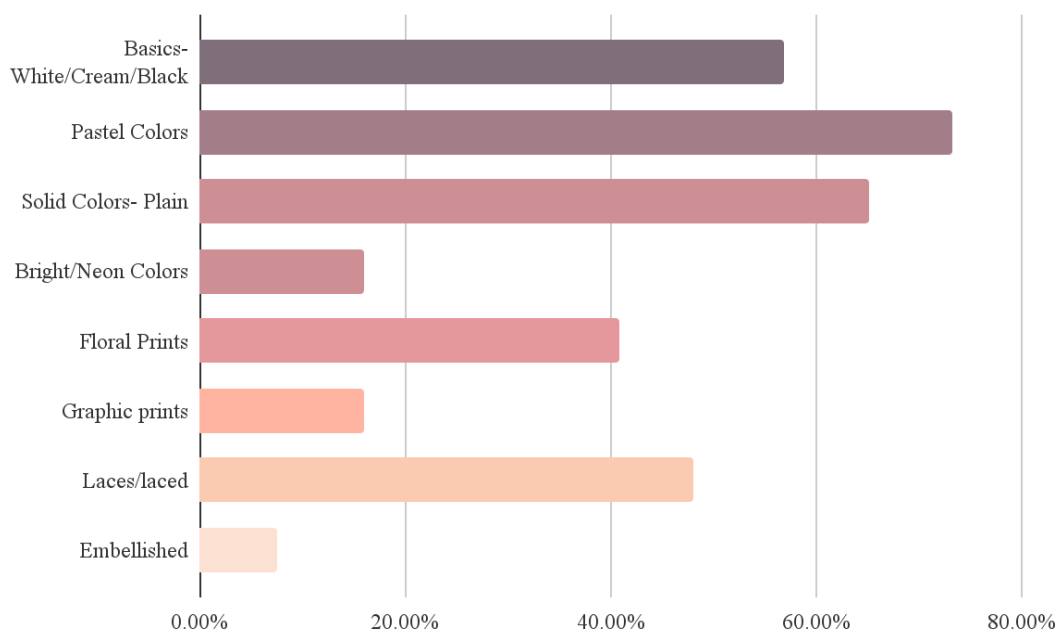
Figure 2.1.4.b. Consumer's preferred colours and patterns

Pastel shades are the most prefered shade among Indian women with about 73.2% votes which is followed by solid plain colours at 65.2%. 56.8% of the women prefered basic white/black/cream shades and 48.8% preferred laced lingerie. Embellished lingerie was the least preferred with about 7.6%. In general women prefer less decorative but aesthetic lingeries.

"The bows in the middle are annoying", mentions a student from Uttar Pradesh.

"It is always tempting looking at all these products but then comes size as a setback for a plus size girl like me. So I have now settled for basics, nothing fancy", says a student from Kerala.

2.1.5. Brand Awareness
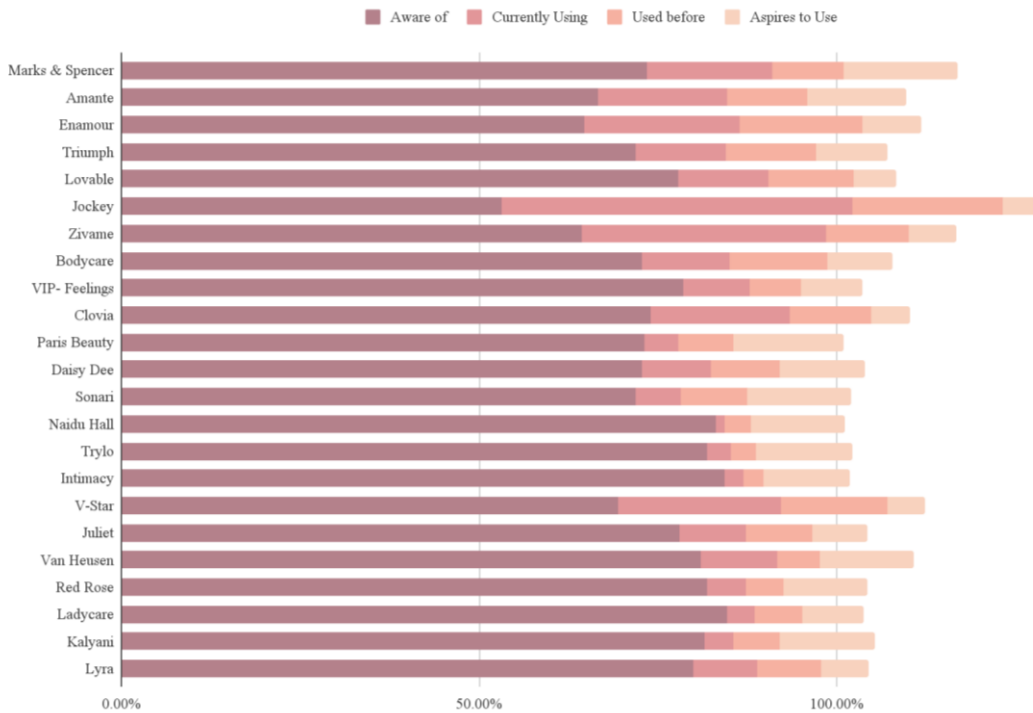
Figure 2.1.5.a The usage pattern for lingerie brands

With a total of 128.76% responses, Jockey is the most popular brand among Indian women which constitutes about 53.22% aware of it, 48.93% currently using it, 21.03% had used it before and 5.58% aspires to use it. This is followed by Marks & Spencer and Zivame with a total of 116.92% responses and 116.82% responses respectively. The least popular is Paris beauty with 100.96% responses. The brand that most of the women are aware of is Ladycare at 84.62%, currently using is Jockey at 48.93%, used before is Enamour at 17.06%, and aspires to use in future is Marks & Spencer at 15.87%. Blossom, Victoria's Secret, HRX, Calvin Klein, Zara, H&M, Brida, Skims, New Day, and Curvy Love were some of the other brands mentioned by women.

3.1. Statistical Analysis
3.1.1. Lingerie Affordability
1) Price and Age
Analyzing the data using ANOVA test to infer whether there co-exists a relationship between a woman's age and the price range of lingerie affordability.
H0 : There is no relationship between a woman's age and the price range of lingerie affordability.
HA : There exists a relationship between a woman's age and the price range of lingerie affordability.

Table 3.1.1.a Price and Age

Price	Age			
	18-21 years	22-25 years	26-30 years	31-35 years
Less than Rs. 250	6	27	6	3
Rs. 251-500	13	85	26	8
Rs. 501-750	20	26	5	6
More than Rs. 750	13	24	13	11

Groups	Count	Sum	Average	Variance
Column 1	4	52	13	32.66667
Column 2	4	162	40.5	881.6667
Column 3	4	50	12.5	93.66667
Column 4	4	28	7	11.33333

ANOVA

Source of Variation	SS	df	MS	F	P-value	F crit
Between Groups	2729	3	909.6667	3.569653	0.047146	3.490295
Within Groups	3058	12	254.8333			
Total	5787	15				

Significant value = 0.05, (ANOVA) P-value = 0.04

P-value < Significant value, hence Null hypothesis (H0) is rejected. There exists a relationship between a woman's age and the price range of lingerie affordability.

Hence, the concept of price consciousness and purchasing rate for lingerie products greatly varies and depends upon the age of women. There are possibilities for a woman being price conscious to having a lavish lifestyle based upon their age.

2) Price and Occupation

Analyzing the data using ANOVA test to infer whether there co-exists a relationship between a woman's occupation and the price range of lingerie affordability.

H0 : There is no relationship between a woman's occupation and the price range of lingerie affordability.

HA : There exists a relationship between a woman's occupation and the price range of lingerie affordability.

Table 3.1.1.b. Price and Occupation

Occupation	Price		
	Rs. 251-500	Rs. 501-750	More than Rs. 750
Student	56	36	37
Homemaker	9	2	2
Working inMNC/private/govt organization	58	13	15
Business / Entrepreneur	3	1	5
Self employed professional	6	5	2

Groups	Count	Sum	Average	Variance
Column 1	5	132	26.4	785.3
Column 2	5	57	11.4	211.3
Column 3	5	61	12.2	220.7

ANOVA

Source of Variation	SS	df	MS	F	P-value	F crit
Between Groups	712.1333	2	356.0667	0.877516	0.440877	3.885294
Within Groups	4869.2	12	405.7667			
Total	5581.333	14				

Significant value = 0.05, (ANOVA) P-value = 0.4

P-value > Significant value, hence Null hypothesis (H0) is accepted. There does not exist a relationship between a woman's occupation and the price range of lingerie affordability.

Hence, the concept of price consciousness and purchasing rate for lingerie products does not necessarily depend on the type of occupation of women. A student, business woman, working professional or a homemaker can all purchase from cheap to luxury lingerie products equally irrespective of their current occupation.

3) Price and Income

Analyzing the data using ANOVA test to infer whether there co-exists a relationship between a woman's income and the price range of lingerie affordability.

H0 : There is no relationship between a woman's income and the price range of lingerie affordability.

HA : There exists a relationship between a woman's income and the price range of lingerie affordability.

Table 3.1.1.c Price and Income

Income	Price		
	Rs. 251-500	Rs. 501-750	More than Rs. 750
Less than Rs. 50,000	29	4	5
Between Rs. 50,000 – Rs. 1 lakh	52	16	14
Between Rs 1-3 lakh	29	14	25
Between Rs 3-5 lakh	8	10	6
More than Rs 5 lakh	14	13	11

Groups	Count	Sum	Average	Variance
Column 1	5	132	26.4	290.3
Column 2	5	57	11.4	21.8
Column 3	5	61	12.2	64.7

ANOVA

Source of Variation	SS	df	MS	F	P-value	F crit
Between Groups	712.1333	2	356.0667	2.834926	0.098105	3.885294
Within Groups	1507.2	12	125.6			
Total	2219.333	14				

Significant value = 0.05, (ANOVA) P-value = 0.09

P-value > Significant value, hence Null hypothesis (H0) is accepted. There does not exist a relationship between a woman's income and the price range of lingerie affordability.

Hence, it is remarkable that the concept of price consciousness and purchasing rate for lingerie products does not necessarily depend on the income level of women. Women belonging to both lower and higher income groups have the potential to procure cheap or highly priced undergarments equally.

3.1.2 **Lingerie Type**

1) Bra type and Age

Analyzing the data using ANOVA test to infer whether there co-exists a relationship between a woman's age and the type of bra used.

H0 : There is no relationship between a woman's age and the type of bra used.

HA : There exists a relationship between a woman's age and the type of bra used.

Table 3.1.2.a Bra type and Age

Bra Type	Age			
	18-21 years	22-25 years	26-30 years	31-35 years
Balconette Bra(Half cup)	3	23	7	0
Full cup / Full support Bra	14	57	18	13

Padded Bra	32	90	34	14
Push up / cleavage enhancing Bra / Underwired	9	40	13	3
T-shirts / everyday Bra	37	96	23	14
Multi way Bra	7	14	6	6
Sports Bra	20	48	18	11
Strapless Bra	22	50	13	3
Stick On Bra	3	8	4	1
Nursing Bra	1	2	1	2

Groups	Count	Sum	Average	Variance
Column 1	10	148	14.8	159.0667
Column 2	10	428	42.8	1049.289
Column 3	10	137	13.7	99.56667
Column 4	10	67	6.7	32.45556

ANOVA

Source of Variation	SS	df	MS	F	P-value	F crit
Between Groups	7624.6	3	2541.533	7.584528	0.000469	2.866266
Within Groups	12063.4	36	335.0944			
Total	19688	39				

Significant value = 0.05, (ANOVA) P-value = 0

P-value < Significant value, hence Null hypothesis (H0) is rejected. There exists a relationship between a woman's age and the type of bra used.

Hence, the type of bra usage and the demands for it greatly depends upon the age group that a woman belongs to. Particular types of bras could be popular among certain age groups based on their utility, size, purpose, features, design or pattern.

3.1.3. **Flaunting Value**
1) Flaunt value and Age

Analyzing the data using ANOVA test to infer whether there co-exists a relationship between a woman's age and flaunt value.

H0 : There is no relationship between a woman's age and flaunt value.

HA : There exists a relationship between a woman's age and flaunt value.

Table 3.1.3.a Flaunt value and Age

Age	Flaunt		
	Yes	No	Maybe
18-21 years	4	28	16
22-25 years	9	78	32
26-30 years	3	34	13
31-35 years	2	22	9

Groups	Count	Sum	Average	Variance
Column 1	4	18	4.5	10.5
Column 2	4	162	40.5	675.0394
Column 3	4	70	17.5	103.5012

ANOVA

Source of Variation	SS	df	MS	F	P-value	F crit
Between Groups	2658.667	2	1329.33333	5.054239	0.033773	4.256495
Within Groups	2367.122	9	263.013534			
Total	5025.788	11				

Significant value = 0.05, (ANOVA) P-value = 0.03

P-value < Significant value, hence Null hypothesis (H0) is rejected. There exists a relationship between a woman's age and flaunt value.

Hence, the acceptance value by women to flaunt in their lingerie products could greatly be influenced based on their age group. A woman's age group determines the extent of influence and adaptation of the trend drifts by internet, social media, celebrities and peers in terms of flaunting value.

2) **Flaunt value and Area**

Analyzing the data using ANOVA test to infer whether there co-exists a relationship between a woman's area of residence and flaunt value.

H0 : There is no relationship between a woman's area of residence and flaunt value.

HA : There exists a relationship between a woman's area of residence and flaunt value.

Table 3.1.3.b Flaunt value and Area

Area	Flaunt		
	Yes	No	Maybe
City	17	111	64
Town	0	39	4
Rural	2	12	1

Groups	Count	Sum	Average	Variance
Column 1	3	18	6	83.25
Column 2	3	162	54	2622.057
Column 3	3	70	23.333	1252.648

ANOVA

Source of Variation	SS	df	MS	F	P-value	F crit
Between Groups	3544.889	2	1772.44444	1.343455	0.329502	5.143253
Within Groups	7915.909	6	1319.31818			
Total	11460.8	8				

Significant value = 0.05, (ANOVA) P-value = 0.33

P-value > Significant value, hence Null hypothesis (H0) is accepted. There does not exist a relationship between a woman's area of residence and flaunt value.

Hence, the acceptance value by women to flaunt in their lingerie products is not dependent on the area of their residence. Women from all living backgrounds and regions could accept or reject the idea of flaunting in one's lingerie.

3) Flaunt value and Occupation

Analyzing the data using ANOVA test to infer whether there co-exists a relationship between a woman's occupation and flaunt value.

H0 : There is no relationship between a woman's occupation and flaunt value.

HA : There exists a relationship between a woman's occupation and flaunt value.

Table 3.1.3.c Flaunt value and Occupation

Occupation	Flaunt		
	Yes	No	Maybe
Student	11	79	31
Homemaker	2	9	0
Working inMNC/pvt/govt organization	2	61	31
Business/ entrepreneur	3	3	6
Self employed professional	2	10	3

Groups	Count	Sum	Average	Variance
Column 1	5	18	3.6	15.3
Column 2	5	162	32.4	1227.319
Column 3	5	70	14	234.579

ANOVA

Source of Variation	SS	df	MS	F	P-value	F crit
Between Groups	2126.933	2	1063.467	2.159765	0.158067	3.885294
Within Groups	5908.79	12	492.3992			
Total	8035.724	14				

Significant value = 0.05, (ANOVA) P-value = 0.16
P-value > Significant value, hence Null hypothesis (H0) is accepted. There does not exist a relationship between a woman's occupation and flaunt value.
Hence, the acceptance value by women to flaunt in their lingerie products does not depend on their career choice or occupation. Women engaged in different types of occupations have synonymous choices in being influenced to adapt or reject lingerie flaunting style.
3.1.4. Discard - Purchase value
Analyzing the data using T-Test to infer whether there co-exists a relationship between the frequency of discarding and purchasing lingerie.
H0 : There is no relationship between the frequency of discarding and purchasing lingerie.
HA : There exists a relationship between the frequency of discarding and purchasing lingerie.

Table 3.1.4.d Bra discard-purchase value

BRA	Discarding	Purchasing
Every month or less	1	0
Every 1-3 months	21	63
Every 4-6 months	47	85
Every 6-12 months	83	85
More than 1 year	98	17

	Variable 1	Variable 2
Mean	50	50
Variance	1661	1552

Observations	5	5
Hypothesized Mean Difference	0	
df	8	
t Stat	0	
P(T<=t) one-tail	0.5	
t Critical one-tail	1.859548033	
P(T<=t) two-tail	1	
t Critical two-tail	2.306004133	

Significant value = 0.05, (T-Test) P-value = 2.3
P-value > Significant value, hence Null hypothesis (H0) is accepted. There does not exist a relationship between the frequency of discarding and purchasing a bra.

3.1.5. **Lingerie Items**
1) Number of items and age
Analyzing the data using ANOVA test to infer whether there co-exists a relationship between the number of lingerie items owned and age.
H0 : There is no relationship between the number of lingerie items owned and age.
HA : There exists a relationship between the number of lingerie items owned and age.

Table 3.1.5.a. Number of Bras and Age

Bra	Less than 3	3 to 5	6 to 10	More than 10
18-21 years	1	10	23	12
22-25 years	6	26	54	49
26-30 years	0	9	17	18
31-35 years	1	4	9	11

Groups	Count	Sum	Average	Variance
Column 1	4	8	2	7.333333
Column 2	4	49	12.25	90.91667
Column 3	4	103	25.75	387.5833
Column 4	4	90	22.5	321.6667

ANOVA

Source of Variation	SS	df	MS	F	P-value	F crit
Between Groups	1387.25	3	462.4167	2.290609	0.130302	3.490295
Within Groups	2422.5	12	201.875			
Total	3809.75	15				

Significant value = 0.05, (ANOVA) P-value = 0.13
P-value > Significant value, hence Null hypothesis (H0) is accepted. There does not exist a relationship between the number of bras owned and age.
2) Number of items and Occupation
Analyzing the data using ANOVA test to infer whether there co-exists a relationship between the number of lingerie items owned and occupation.
H0 : There is no relationship between the number of lingerie items owned and occupation.
HA : There exists a relationship between the number of lingerie items owned and occupation.

Brands need to co-opt and blend to the purchase behaviour of women for lingerie - post pandemic.

Table 3.1.5.b Number of Bras and Occupation

Bra	Less than 3	3 to 5	6 to 10	More than 10
Student	3	28	53	45
Homemaker	1	2	4	6
Working inMNC/pvt/govt organization	3	17	38	28
Business/ entrepreneur	0	1	2	6
Self employed professional	1	1	6	5

Groups	Count	Sum	Average	Variance
Column 1	5	8	1.6	1.8
Column 2	5	49	9.8	149.7
Column 3	5	103	20.6	546.8
Column 4	5	90	18	321.5

ANOVA

Source of Variation	SS	df	MS	F	P-value	F crit
Between Groups	1109.8	3	369.9333	1.451003	0.265255	3.238872
Within Groups	4079.2	16	254.95			
Total	5189	19				

Significant value = 0.05, (ANOVA) P-value = 0.26
P-value > Significant value, hence Null hypothesis (H0) is accepted. There does not exist a relationship between the number of bras owned and occupation.
3) Number of items and Income
Analyzing the data using ANOVA test to infer whether there co-exists a relationship between the number of lingerie items owned and income.
H0 : There is no relationship between the number of lingerie items owned and income.
HA : There exists a relationship between the number of lingerie items owned and income.

Table 3.1.5.c. Number of Bras and Income

Bra	Less than 3	3 to 5	6 to 10	More than 10
Less than Rs. 50,000	1	10	18	9
Between Rs. 50,000 – Rs. 1 lakh	4	18	38	22
Between Rs 1-3 lakh	2	9	24	33
Between Rs 3-5 lakh	0	2	12	10
More than Rs 5 lakh	1	10	11	16

Groups	Count	Sum	Average	Variance
Column 1	5	8	1.6	2.3
Column 2	5	49	9.8	32.2
Column 3	5	103	20.6	121.8
Column 4	5	90	18	97.5

ANOVA

Source of Variation	SS	df	MS	F	P-value	F crit
Between Groups	1109.8	3	369.9333	5.830313	0.006866	3.238872
Within Groups	1015.2	16	63.45			
Total	2125	19				

Significant value = 0.05, (ANOVA) P-value = 0.01
P-value < Significant value, hence Null hypothesis (H0) is rejected. There exists a relationship between the number of bras owned and income.

3.1.6. Pandemic
Analyzing the data using ANOVA test to infer whether there co-exists a relationship between a woman's occupation and the effect of pandemic on lingerie buying.
H0 : There is no relationship between a woman's occupation and the effect of pandemic on lingerie buying.
HA : There exists a relationship between a woman's occupation and the effect of pandemic on lingerie buying.

Table 3.1.6.a Pandemic

Occupation	Pandemic		
	No	More	Less
Student	55	23	51
Homemaker	4	1	8
Working inMNC/pvt/govt organization	30	17	39
Business/ entrepreneur	3	2	4
Self employed professional	1	3	9

Groups	Count	Sum	Average	Variance
Column 1	5	93	18.6	555.3
Column 2	5	46	9.2	102.2
Column 3	5	111	22.2	454.7

ANOVA

Source of Variation	SS	df	MS	F	P-value	F crit
Between Groups	450.5333	2	225.2667	0.607625	0.560577	3.885294
Within Groups	4448.8	12	370.7333			
Total	4899.333	14				

Significant value = 0.05, (ANOVA) P-value = 0.5
P-value > Significant value, hence Null hypothesis (H0) is accepted. There does not exist a relationship between a woman's occupation and the effect of pandemic on lingerie buying.
Hence, the work culture, career background or occupation of women amidst COVID-19 is independent of her lingerie buying behaviour during a pandemic. There exists possibilities of impulse buying, self-indulgence or other special occasions for their lingerie purchase during pandemic. The purchasing could be more, less or rigid irrespective of a woman's occupation.

3.1.7 Bra Size
1) Size of Bra and Bra type
Analyzing the data using ANOVA test to infer whether there co-exists a relationship between the breast size of women and the type of bra used.
H0 : There is no relationship between the breast size of women and the type of bra used.
HA : There exists a relationship between the breast size of women and the type of bra used.
The following roman numbers are the notations specified for each Bra type :-
Balconette Bra (Half cup)
Full cup / Full support Bra
Padded Bra
Push up / Cleavage enhancing Bra / Underwired
T-shirts / Everyday Bra
Multi way Bra
Sports Bra
Strapless Bra
Stick On Bra
Nursing Bra

Table 3.1.7.a Type of Bra and Size

Bra Size	I	II	III	IV	V	VI	VII	VIII	IX	X
30	2	7	25	8	26	8	12	12	2	1
32	14	25	65	26	66	10	33	42	11	0
34	12	38	53	18	48	8	31	23	3	3
36	4	25	21	11	23	6	19	11	0	1
38	0	4	3	0	4	0	1	0	0	1
40	0	0	2	0	2	0	0	0	0	0
42	0	1	0	0	0	0	0	0	0	0
44	1	2	1	2	1	1	1	0	0	0

Groups	Count	Sum	Average	Variance
Column 1	8	33	4.125	32.125
Column 2	8	102	12.75	209.071
Column 3	8	170	21.25	643.071
Column 4	8	65	8.125	94.4107
Column 5	8	170	21.25	610.5
Column 6	8	33	4.125	18.4107
Column 7	8	97	12.125	197.268
Column 8	8	88	11	227.143
Column 9	8	16	2	14.5714
Column 10	8	6	0.75	1.07143

ANOVA

Source of Variation	SS	df	MS	F	P-value	F crit
Between Groups	3901.5	9	433.5	2.11707	0.03924	2.0166

Within Groups	14333.5	70	204.764
Total	18235	79	

Significant value = 0.05, (ANOVA) P-value = 0.04

P-value < Significant value, hence Null hypothesis (H0) is rejected. There exists a relationship between the size of bra and the type of bra used.

Table 3.1.7.b Type of Bra and Cup size

Cup Size	I	II	III	IV	V	VI	VII	VIII	IX	X
A	0	0	2	1	3	0	0	1	0	0
B	0	5	5	2	9	0	2	5	0	2
C	1	7	2	0	7	0	2	2	0	0
D	0	0	1	1	2	0	0	0	0	0

Groups	Count	Sum	Average	Variance
Column 1	4	1	0.25	0.25
Column 2	4	12	3	12.6667
Column 3	4	10	2.5	3
Column 4	4	4	1	0.66667
Column 5	4	21	5.25	10.9167
Column 6	4	0	0	0
Column 7	4	4	1	1.33333
Column 8	4	8	2	4.66667
Column 9	4	0	0	0
Column 10	4	2	0.5	1

ANOVA						
Source of Variation	SS	df	MS	F	P-value	F crit
Between Groups	100.4	9	11.1556	3.23349	0.00738	2.2107
Within Groups	103.5	30	3.45			
Total	203.9	39				

Significant value = 0.05, (ANOVA) P-value = 0

P-value < Significant value, hence Null hypothesis (H0) is rejected. There exists a relationship between the cup size of bra and the type of bra used.

Hence, the type of bras used by women is mainly according to their size. Therefore certain types of bras will have demand only for a certain range of its sizes. The preferred bras according to a particular size could be based on their characteristics, coverage, support etc.

2) Size of Bra and Fashion style

Analyzing the data using ANOVA test to infer whether there co-exists a relationship between the bra size of women and the fashion style adopted.

H0 : There is no relationship between the bra size of women and the fashion style adopted.

HA : There exists a relationship between the bra size of women and the fashion style adopted.

The following roman numbers are the notations specified for each Fashion style :-

Bohemian (Boho)

Eclectic (Mixed / Diverse / Patterns)

Ladylike / Feminine

Glamour

Grunge (Rock)
Minimalistic
Fast Fashion
Fun Style
Avant Garde
Classic Style
Ethnic Style
Street Fashion
Tomboy
Preppy
Sporty

Table 3.1.7.d Fashion style and Bra size

Bra Size	I	II	III	IV	V	VI	VII	VIII	IX	X	XI	XII	XIII	XIV	XV
30	7	4	18	6	4	21	15	8	0	13	28	16	4	5	14
32	12	10	51	25	14	62	52	14	3	52	67	48	13	21	31
34	18	4	39	16	8	42	26	13	0	37	60	27	11	14	26
36	7	3	17	6	1	18	19	5	1	19	34	13	6	12	14
38	2	0	3	1	1	2	1	0	0	1	4	2	0	1	1
40	0	1	2	1	1	1	1	0	0	2	1	1	1	1	1
42	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0
44	0	1	1	1	0	1	1	1	0	1	2	1	0	1	1

Groups	Count	Sum	Average	Variance
Column 1	8	46	5.75	43.6429
Column 2	8	23	2.875	10.9821
Column 3	8	131	16.375	371.982
Column 4	8	56	7	80.5714
Column 5	8	29	3.625	24.8393
Column 6	8	147	18.375	525.411
Column 7	8	115	14.375	330.839
Column 8	8	41	5.125	34.9821
Column 9	8	4	0.5	1.14286
Column 10	8	125	15.625	379.411
Column 11	8	197	24.625	742.839
Column 12	8	108	13.5	286.571
Column 13	8	35	4.375	27.125
Column 14	8	55	6.875	61.5536

Column 15	8	88	11	152

ANOVA

Source of Variation	SS	df	MS	F	P-value	F crit
Between Groups	5300.75	14	378.625	1.84762	0.04093	1.78708
Within Groups	21517.3	105	204.926			
Total	26818	119				

Significant value = 0.05, (ANOVA) P-value = 0.04

P-value < Significant value, hence Null hypothesis (H0) is rejected. There exists a relationship between the size of bra and the fashion style adopted.

Hence, similar to bra type, the size of the bra influenced the fashion style/attire of women too. Women with bigger or smaller busts could adopt a comfortable fashion style based on it. This also reflects the demand for certain sizes of dresses/attires of a specific style.

Summing the findings
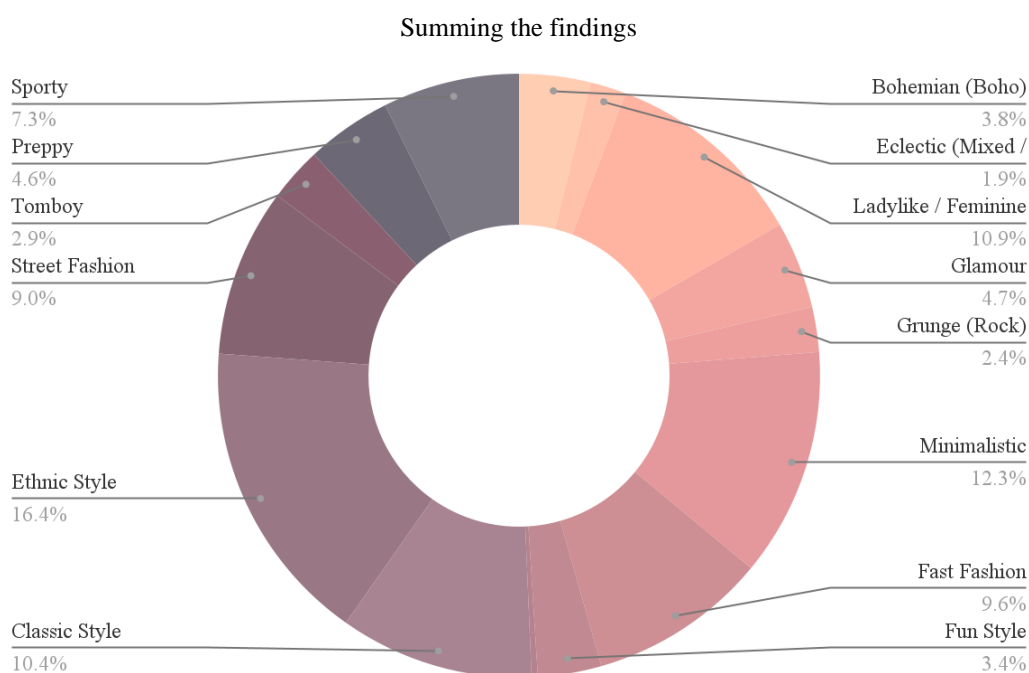
The general study of the style preference shows the highest option being ethnic style than for making a fashion as 65% were not willing to flaunt themselves in lingerie in public places or social media platforms. Then followed was the want to be minimalistic. Likewise, the same thought process was also found in Bra purchase. Bra was a necessity and not a luxury to provide the comfortability and wear ability. So woman todayare ready to accept the price that is quoted.

In addition during the pandemic as most of the women were working from home, the ones with smaller bust choose to go without, leading to serious health issues of having a sore neck complaints, a visible difference in appearance and posture.

Observation, though not scientifically proven, that Covid 19 weight gain syndrome is identified by some women, invariably in the breast size increase too.

The study of the data elicited clearly endorses that occupation of a woman is unaffected by pandemic on lingerie buying.Woman from all walks of life ,career , position , work culture or occupationhave been showing signs of impulse buying (to probably replace a torn one),self-indulgence (need for comfort and to pamper themselves as more options of bra products was available online) or other special occasions during pandemic.

Most shopping , when with family members happens lingerie purchase is set outside the purchase list to be considered later, invariably being the reasons for postponing the purchase effort and extending the period of purchase. This habitual behavior is also the root cause for infrequent purchase but when the need arises, the

recall of the ingrained behavioral habit of postponing the earlier purchase need probably propels woman to go for the best when they get the chance.

Incidentally, there has been an unprejudiced growth and accepting behavior among Indians over the years about lingerie and intimate wears. But such acceptance comes with age and experience of trying out the lingerie.

Today, it has become a universal truth that the Bra product though expensive is not a luxury wear and the exercise of purchasing a bra is a basic necessity to get that comfort. Such realization probably came into force during the covid -19 pandemic lockdown as women were working from home and online shopping of bra product was reported to constitute the majority, due the trust and credibility with the inclusion of tech platforms to assist buying the right specification that gives more comfort and became a force of habit.

Another prominent reason brought out for change to online shopping was the lack of support, the women received in stores. 76.8% of women have reported that they had not been assisted properly during their course of purchase at stores as different sales person measure the size differently. More so also are the size specification in brands which needs to be standardized. Both the size offered by brands need to be standardized , followed by efforts to taken for a proper lingerie sales workforce development training .

II.   Conclusion

It is remarkable that most women determined their correct size gradually on their own and discovered the wide range of lingerie products mainly through social media and peers. Indian women seemed conscious about their bust size and adopted specific styles and attires based on it. Owning to the lockdown and pandemic situation, many women of all ages have shifted to online lingerie purchase recognizing the need for comfort ,identifying the right type, specification and its availability . In comparison with panties, bras last longer and are purchased less frequently.

According to statistical results, the idea of price consciousness, the type of bra used, and lingerie flaunting value depends on a woman's age. Similarly, the number of lingerie products owned depends upon the household income level of women. In sync with women at the older age and experience, even the young ones in age range of 25 and above have understood the value of a good bra to provide them with comfort and are purchasing a good price bra irrespective of their income.

So the choice of today's women post pandemic is minimalistic but intense focus on comfort. Brands should note this realization and change in purchase behavior of women. Brandsneed to work towards strengthening the effort to tap this segment within all generation of women, exhibiting this newly discovered perspective of choice, in purchasing of the bra products

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