

## Gaining Insights into Customer Preferences and Buying Patterns: A Study on Sleepwear Design

Nega A<sup>1</sup>, Nirmala Varghese <sup>2,\*</sup>

<sup>1</sup> Student, Department of Apparel and Fashion Design, PSG College Of Technology, Peelamedu, Coimbatore, India

<sup>2</sup> Associate Professor, Department of Apparel and Fashion Design, PSG College Of Technology, Peelamedu, Coimbatore, India

### ABSTRACT

*The Indian fashion sector is seeing dramatic transformations in customer preferences, although sleepwear remains a relatively underexplored segment with lower purchase frequency than other garment categories. This study looks into consumer perception and purchasing behaviour in the context of sleepwear, with an emphasis on younger demographics. The study uses a mixed-methods research technique, which includes consumer surveys, trend predictions, and competition analysis, to identify major elements impacting purchasing decisions, such as fabric comfort, fit, aesthetic appeal, cost, and functionality. According to the findings, there is a growing need for sleepwear that blends comfort, style, and cost, reflecting today's youth's lifestyle goals and increasing expectations. The study emphasizes the importance of consumer insights in guiding the design direction of sleepwear collections and provides strategic advice for developing market-responsive, consumer-driven goods in the Indian fashion industry.*

**Keywords:** *Consumer Behaviour, Nightwear Design, Young Demographics, Fashion Trends, Comfort and Functionality, Sleepwear Preferences, Youth-centric designs, Buying patterns.*

### 1. INTRODUCTION

The Indian nightwear industry is expanding rapidly, driven by shifting consumer preferences and increased demand for attractive yet comfortable sleepwear. Consumers increasingly emphasize sleepwear that combines aesthetics and functionality, driving businesses to innovate with fashionable designs while stressing comfort, sustainability, and innovative materials [1, 2]. Sustainability is becoming a key factor in this industry as consumers become more environmentally conscious, leading firms to use eco-friendly practices such as ethical production, sustainable packaging, and the usage of organic materials like Tencel, cotton, and bamboo. Balancing innovation with consumer expectations poses both obstacles and possibilities for designers [3, 4]. This study, titled consumer perception and buying behaviour in Nightwear aims to investigate the relationship between consumer insights and the design process, with a focus on younger groups recognized for their changing and diverse tastes. It seeks to explore how preferences for fabric kinds, styles, colours, and patterns influence the creation of sleepwear collections [5, 6]. Comfort, functionality, durability, and affordability are all important considerations for younger consumers when making purchases. The study emphasizes the need of developing items that can withstand regular use while maintaining their quality over time [7]. This group frequently works under a budget, making cost-effectiveness an important concern. Furthermore, the study focuses on understanding trends through market analysis, competitor evaluations, and direct consumer interaction via surveys and focus groups. Print development is critical, combining current trends with traditional patterns to appeal visually and emotionally to younger purchasers [8, 9]. The study primarily investigates

the relationship between consumer behaviour and purchasing decisions in the nightwear category, with an emphasis on how consumer expectations influence preferences for utility, comfort, and aesthetic appeal. By analysing survey results, the study hopes to provide insights and actionable methods for better understanding young consumers' demands and guiding future advancements in the rapidly increasing Indian nightwear sector.

## 2. OBJECTIVES.

- To examine the Indian market's sleepwear consumer perception and purchasing patterns.
- To identify key factors like cost, style, and functionality affecting sleepwear purchases.
- To study the impact of branding, comfort, and aesthetics on consumer interest.
- To bridge the gap between current sleepwear products and consumer expectations.

## 3. METHODOLOGY

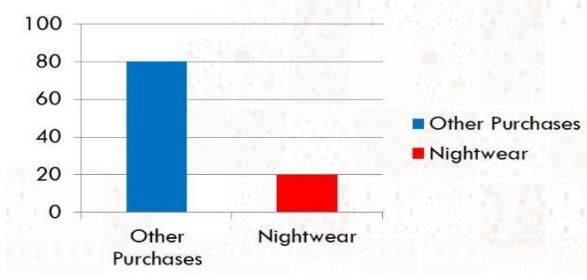
A quantitative study was carried out to investigate Indian consumers' purchasing and wearing patterns for sleepwear. Consumer views and preferences for sleepwear kinds, styles, colours, details, materials, purchase behaviour, and sleepwear usage were among the many elements that were investigated in this study.

**Table 1:** Age of the Respondents

AGE GROUP	FREQUENCY (n)	PERCENTAGE (%)
16-20 years	53	35.5%
20-25 years	41	27.5%
25-30 years	33	21.7%
30+years	23	15.3%
TOTAL	150	100%

The survey had a total of 1550 responses. Table 1 shows the age distribution of respondents. The plurality (35.5%) of respondents were between the ages of 16 and 20, followed by those aged 20 to 25 (27.5%), 25 to 30 (21.7%), and 30 years and over (15.3%), the smallest group.

To examine consumer purchasing patterns, a survey was carried out, with a focus on contrasting sleepwear purchases with other types of purchases.



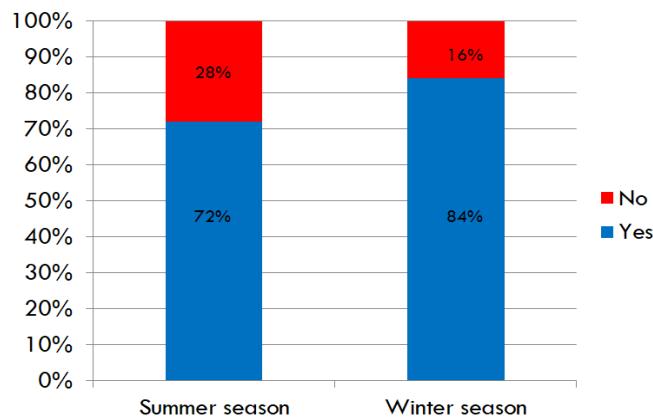
**Fig. 1** Consumer Purchases

The bar graph Figure 1 shows that other purchases make up 80% of the total, whereas sleepwear purchases only make up 20%. This suggests that people buy sleepwear less frequently because they value other clothes or necessities more. According to the findings, consumers may not be particularly interested in sleepwear, which presents a chance for firms to increase consumer interest through creative designs, effective marketing techniques and improved marketing position. To learn more about new trends in sleepwear, consumer preferences, and market dynamics, research was done on WGSN, a top trend forecasting platform. According to the data, there is an increasing demand for eco-friendly textiles and comfortable designs.

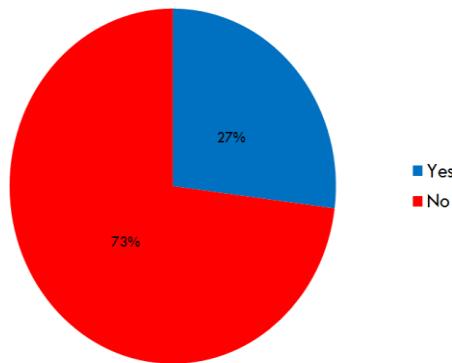
## 4. RESULTS and DISCUSSIONS

### 4.1 Seasonal Purchase

Seasonal differences in textile preferences and sleepwear usage may exist; the main goal was to ascertain if respondents wore sleepwear in both the summer and the winter. Of the 150 participants, 28% said they did not wear sleepwear during the summer, and 16% said the same during the winter, as seen in Figure 2. 28% of the 150 respondents said they abstain from using sleepwear during the summer, and 16% said the same during the winter. This question marked the end of the poll for individuals who don't wear sleepwear. The question was asked on whether respondents wore the same type of sleepwear in the summer and the winter. Figure 3 shows that just 27% of respondents (41 out of 150) claimed to wear the same type of nightwear year-round. This category typically includes things like pajamas and nightgowns.



**Fig. 2 Respondents wear sleepwear while sleeping in summer and winter time**



**Fig. 3 Respondents wear the same type of sleepwear in summer and winter**

## 4.2 Clothing Preferences

Table 2 illustrates the number of responses for each sleepwear preference. The most popular sleepwear items for the winter months include Two-piece pajama set (a set of a shirt and pants), long pants/leggings, two-piece nightwear that is not in a set (a shirt and pants) and long-sleeved T-shirts. The least popular wintertime sleepwear choices are negligees, sleeveless tops. The most popular sleepwear choices throughout the summer include short-sleeved T-shirts, shorts, short-sleeved nightgowns (nightdress/nightshirt), and two-piece nightwear that isn't part of a set. In the summer, 36 people wear negligees, a lightweight garment with lace trim, whereas only seven do so in the winter.

Fit, colour, and design preferences for sleepwear were the subject of additional investigation. Eighty-eight percent (132 out of 150 respondents) like loose-fitting sleepwear, which usually has basic cuts. More people choose plain (39%) or multicolored (45%) sleepwear, with 48% of them having prints and patterns. Fewer people wear tight-fitting sleepwear—just 11% (17 respondents) do so. 9% of sleepwear selections have lace embellishments, whereas 6% choose elegant sleepwear. Just 5 out of 150 people, or 3%, say they prefer erotic sleepwear.

**Table 2.** Clothing Preferences of respondents

TYPES OF SLEEPWEAR	FREQUENCY OF ANSWERS	
	SUMMER SEASON	WINTER SEASON
Two-piece pyjama set (a set of a shirt and pants)	56	97
Two-piece nightwear not in a set (Shirt & pants)	72	82
Nightgown (nightdress/nightshirt) with short sleeves	77	15
Nightgown (nightdress/nightshirt) with long sleeves	11	35
Short-sleeved T-shirts	108	38
Long-sleeved T-shirts	8	80
Sleeveless top	59	8
Shorts	89	15
Long pants/leggings	16	87
One-piece suit (adult onesie)	4	15
Negligee	36	7

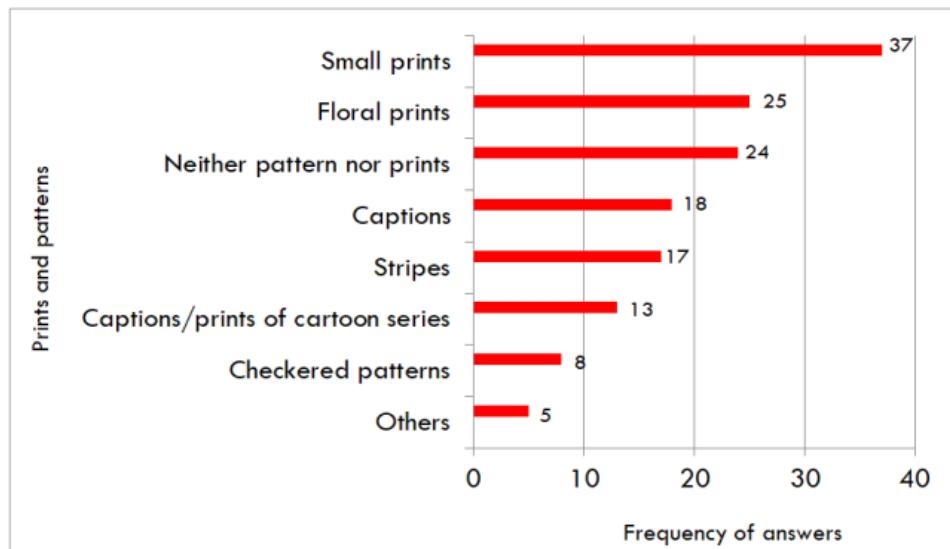
## 4.3 Design Preferences

In order to examine preferences for prints, patterns, garment details, and fastening features in sleepwear, a survey with 150 participants was undertaken. From Figure 4, it is observed that 25% (37 out of 150) said they liked little prints like teddy bears, hearts, and dots. 17% of respondents (25 out of 150) preferred prints with floral patterns and those with a natural theme. 16% (24 out of 150) said they didn't like any prints or patterns on their pajamas. Captions such as "Sweet Dreams" were preferred by 12% (18 out of 150), whilst 11% (17 out of 150) preferred stripes. 9% of respondents (13 out of 150) preferred prints

with cartoon series characters, whereas just 5% (8 out of 150) preferred prints with checkered patterns.

#### 4.4 Appealing and Bothersome aspects in Sleepwear

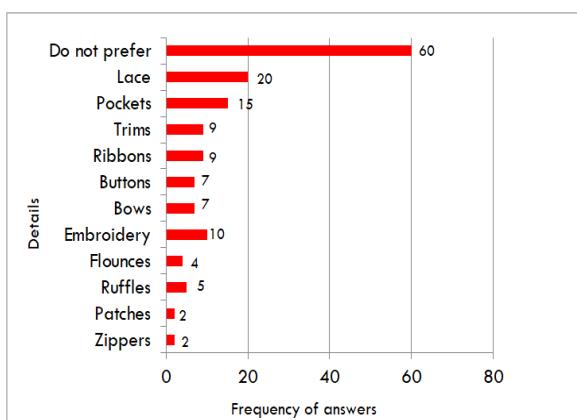
Figures 5a and 5b show which aspects respondents prefer and find irritating in sleepwear, allowing for numerous answers. Buttons, lace, pockets, needlework, flounces, ruffles, zippers, bows, strings, and ribbons were among the most popular elements. However, 60% (60 of 150) believed that accessories and ornamental components were unneeded. Among those who expressed preferences, 13% selected lace embellishments, 10% preferred pockets, and 6% picked satin trims and ribbon/ strings. Only two respondents preferred zippers, making them the least popular.



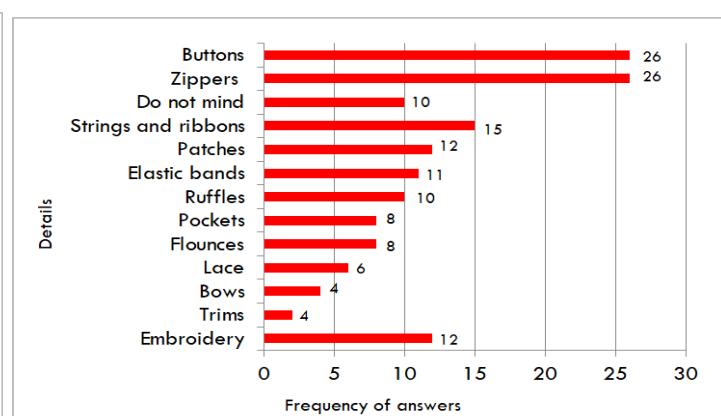
**Fig. 4** Designs, patterns and inscriptions preferred

In terms of dislikes, 36% found zippers bothersome, 18% were irritated by buttons, 10% disliked threads and ribbons, 8% were troubled by patches, and 7% found elastic bands uncomfortable. Furthermore, 7% expressed no specific dislikes.

(a)



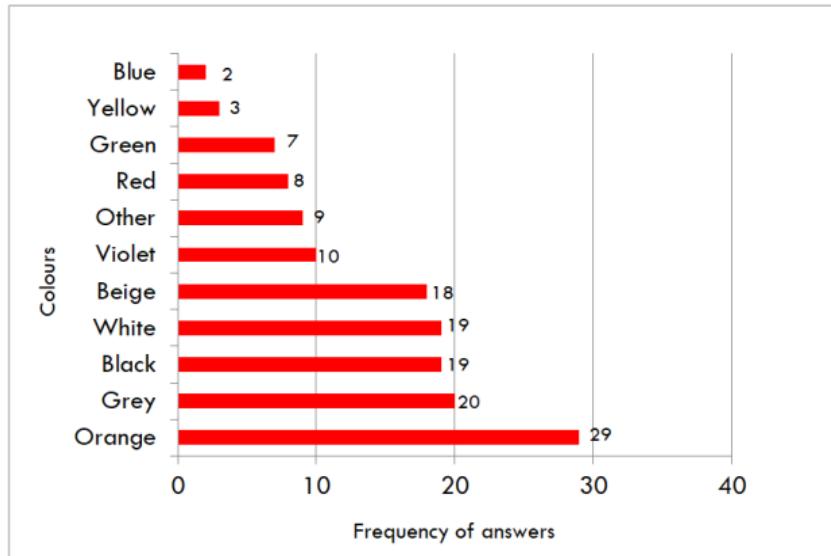
(b)



**Fig. 5** Sleepwear do respondents find appealing (a) or bothersome (b)

#### 4.5 Colours Preferred for Sleepwear

The frequency of replies pertaining to the colours most frequently seen in sleepwear is shown in Figure 6. With 19% of respondents (29 out of 150) selecting orange as their favourite hue, it is followed by beige (12%), grey (13%), black (13%), and white (13%). On the other hand, yellow (2%) and blue (1%) are the least preferred hues. Furthermore, 6% of those surveyed said they wore various hues, including turquoise, pastel, pink, and olive.



**Fig. 6** Colour most commonly preferred by the respondents

#### 4.6 Materials Preferred for Sleepwear

Table 3 lists the materials chosen for the sleepwear of the respondents, demonstrating a definite preference for cotton fabric in both the summer and the winter. 27 out of 150 respondents wear cotton sleepwear in the winter, 25 out of 150 respondents choose cotton in the summer. Furthermore, while silk (8 out of 150), bamboo (6 out of 150), transparent textiles (6 out of 150), lace (5 out of 150), viscose (5 out of 150), and satin (5 out of 150) are preferred in the summer, flannel (8 out of 150) and terrycloth (8 out of 150) are frequently used for winter sleepwear. Modal (2 out of 150), lace (2 out of 150), and satin (2 out of 150) are less commonly used materials for both seasons. Three out of 150 respondents did not recognize viscose as a sleepwear material, 4 out of 150 were not familiar with bamboo textiles, and seven out of 150 were not familiar with modal fibers.

Furthermore, three respondents were ignorant of flannel and terrycloth. Regarding the use of eco-friendly and organic textiles, 93 people, or 62% of the 150 respondents, acknowledged wearing sleepwear composed of sustainable materials. Of them, 47% (71 respondents) explicitly utilized sleepwear made of organic cotton, whereas 15% (23 respondents) preferred eco-friendly materials like lyocell or bamboo. Nevertheless, 19% (28 respondents) said they did not use eco-textiles, and 31% (47 respondents) were unclear about the materials used in their sleepwear.

Additional question about interest in eco-friendly materials was asked of the 76 respondents who were unsure or did not wear eco-friendly sleepwear. 75% of respondents (57 out of 76) said they would be open to using eco-textiles and organic materials, whilst 22% (17 respondents) said they had no opinion. Just five respondents strongly disagreed with the concept of eco-friendly sleepwear, and they largely did

not give a rationale. 116 respondents indicated that they would be willing to pay more for eco-friendly or organic sleepwear. 22% (25 respondents) of them were unwilling to pay more, but 44% (51 respondents) were prepared to. The remaining respondents were either undecided or lacked a strong view.

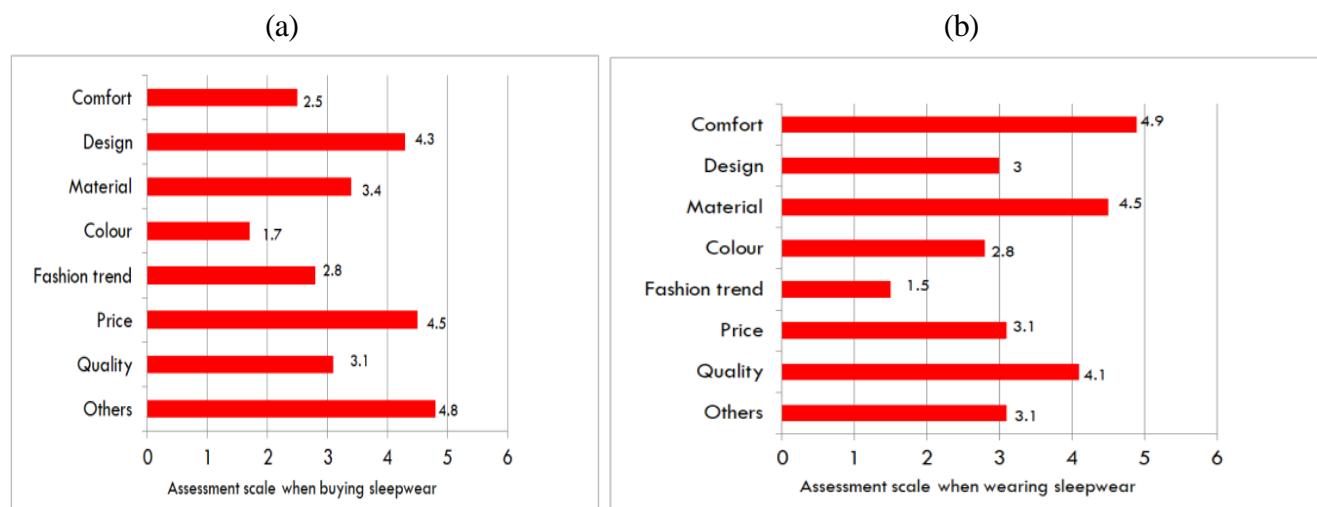
According to this data, consumers have a moderate readiness to spend more for eco-friendly sleepwear, a strong preference for cotton in both seasons, and an increasing awareness of sustainable textiles.

**Table 3.** Materials Preferred for Sleepwear

Sleepwear textiles	Frequency of answers		
	Winter season	Summer season	Do not know
Cotton	27	25	1
Silk	2	8	2
Bamboo	3	6	4
Viscose	3	5	3
Satin	1	5	3
Terrycloth	8	0	2
Flannel	8	1	3
Lace	2	5	2
Transparent textiles	1	6	2
Others (wool, plush, hemp )	0	0	1

#### 4.7 Respondents Priorities while Wearing and Buying Sleepwear

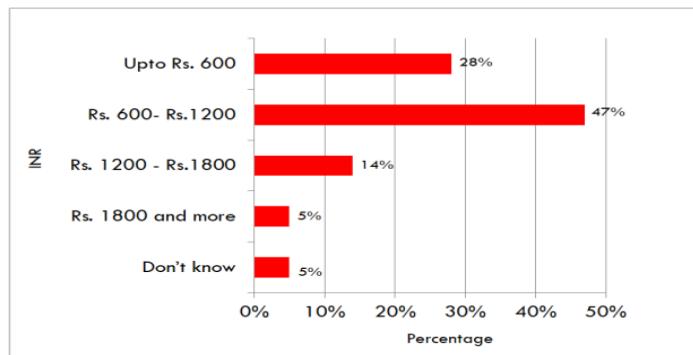
Using a scale of 1 to 5, where 5 is the highest level of importance, an assessment was carried out to find out what factors respondents thought were significant when wearing and buying nightwear. With 92% (138 out of 150) of respondents preferring comfort when using sleepwear and 85% (128 out of 150) considering it essential when buying sleepwear, the results showed that comfort is the most important aspect. With 41% of respondents highlighting its significance when wearing sleepwear and 48% when making a purchase, material and quality came in second and third, respectively, to comfort. Another important factor that affected 55% of respondents when purchasing sleepwear was price. As seen in Figures 7a and 7b, additional elements like design, look, and color were also taken into account. Furthermore, 62% of respondents gave material top priority when making a purchase, and 64% of respondents thought it was the most significant consideration when wearing sleepwear. Colour was important to 41% of respondents when choosing sleepwear, while design and look were important to 36%. However, it was shown that fashion trends had the least impact, as 56% of respondents said they were irrelevant when wearing sleepwear and 50% said the same when making a purchase. In addition, 93% of respondents (140 out of 150) said that brand names had no influence on their decisions to buy in response to the question.



**Fig 7** Respondents priorities when wearing (a) and buying (b) sleepwear

#### 4.8 Preferred Spending Range for Sleepwear among Respondents

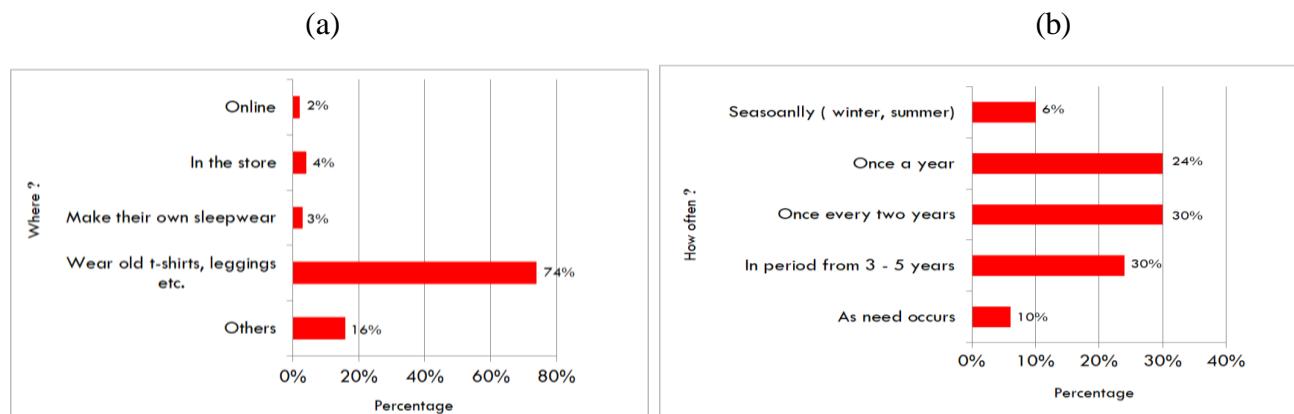
The average amount that respondents willing to spend on their sleepwear is shown in Figure 8. It was discovered that 28% (42 out of 150) of the respondents spend an average of upto Rs. 600 on their nightwear, 47% spend between Rs. 600 to Rs. 1200, 14% spend between Rs. 1200 to Rs.1800, and 5% spend Rs. 1800 and more.



**Fig 8** Amount that respondents willing to spend on sleepwear

#### 4.9 Sleepwear Purchase Source & Frequency

To study the respondents purchasing preference, question was asked to know where the respondents purchased their sleepwear. Figure 9 shows that 74% of respondents (110 out of 150) purchase their sleepwear in-store, 16% purchase it online, 4% wear promotional T- shirts, leggings, or other items of apparel, and 3% create their own sleepwear. 150 individuals responded when asked how frequently they purchase sleepwear. Figure 9b shows that 30% of respondents (45) purchase sleepwear once a year, 10% do so seasonally (summer, winter), 30% do so every two years, 24% do so between three and five years, and the remaining 6% do so as needed.



**Fig 9** Preferred sources for buying sleepwear (a) and purchase frequency (b)

#### 4.10 Sleepwear: Purchased or Gifted by Respondents

Additionally, a question was asked if the respondents purchased or received sleepwear as a gift. Of the 150 respondents who were asked if they ever purchase sleepwear as a gift, 49% said they do so occasionally, 4% said they do so frequently, and 45% said they never do so. These respondents included husbands, wives, parents, friends, relatives, and family members. 70% of the respondents (105 out of 150) indicated that they had previously received sleepwear as a gift, while 5% were unaware of this.

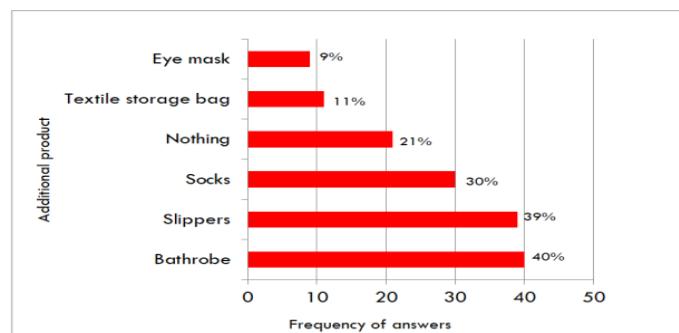
#### 4.11 Preference for Coordinated Add-Ons

The final query enquired if the respondent would prefer an additional item that complemented the sleepwear's design such as an eye mask, socks, slippers, bathrobe, or a textile storage bag. Since there were multiple possible responses, Figure 10 shows the frequency of responses. Of those surveyed, 40% (60 out of 150) stated that they would want a bathrobe, 39% desired slippers, 30% desired socks, 11% stated they would like a textile storage bag, 8% said they would like an eye mask, and 21% said they would not like anything.

### 5. CONCLUSION

#### 5.1 Seasonal Variations in Sleepwear Choices

Although the style of apparel changes by season, the study's findings show that most Indian customers wear sleepwear in both the summer and the winter. 56% of respondents said they always wear the same kind of pyjamas, big T-shirts, or T-shirts with jeans. Consumers typically choose two-piece sleepwear in the winter, such as pyjama sets (shirt and pants) or matching long-sleeved T-shirts with leggings or long pants. In contrast, they favour short-sleeved T-shirts, shorts, short-sleeved nightgowns.



**Fig 10** Respondents' interest in a matching coordinating item for their sleepwear

## 5.2 Preferences for Prints and Design Elements

Consumer preferences for printing and design components are also highlighted in the survey. 31% of respondents choose floral patterns or motifs inspired by nature, while a sizable portion (46%) prefer little prints like dots, hearts, or teddy bears. However, 68% of respondents despise ornamental elements and accessories they believe are superfluous, such as buttons, pockets, flounces, ruffles, and zippers, and 30% of respondents had no preference for patterns or designs at all.

## 5.3 Colour and Material Preferences in Sleepwear

50% of respondents said they like light colours, with pastel colours coming in at 39%, dark colours at 36%, natural tones at 27%, and beige tones at 12%. The study also reveals that 92% of participants place a high value on sleepwear material, highlighting the necessity of materials that are soft, natural, pleasant, breathable, flexible, and kind to the skin.

In conclusion, results show that two important elements affecting consumer perception and purchase behaviour are comfort and textile composition. Natural textiles are favoured because they are breathable and long-lasting, especially cotton. This implies that consumer preferences are significantly shaped by emotional design.

## REFERENCE

1. Gawade, Priya Sanjay. "A study on dynamics of factors influencing female buying behaviour for womens branded apparels in mumbai western suburbs." PhD diss., Tilak Maharashtra Vidyapeeth, 2023.
2. Shrivastava, Ayushi. *Exploring Dimensions and Drivers of Customers Footfalls in the Retail Stores During Discount and Non-Discount Period*. MS thesis. MICA (Mudra Institute of Communications, Ahmedabad) (India), 2018.
3. Wenderski, Malgosia. "The use of fashion as a mood enhancer and its effect on mental health in emerging adults in Canada during a global pandemic." PhD diss., Lethbridge, Alta.: University of Lethbridge, Faculty of Education, 2023.
4. Jorge, Carolina Isabel Belo Carmona Mendes. "What is the impact of influencer marketing through Instagram, by promoting fitness apparel, on female consumer behaviour?." PhD diss., 2023.
5. O'Sullivan, Grant Anthony, Clare Hanlon, Ramon Spaaij, and Hans Westerbeek. "Women's activewear trends and drivers: A systematic review." *Journal of fashion marketing and management: an international journal* 21, no. 1 (2017): 2-15.
6. Sapkota, Radhika, and Harpreet Kaur. "Assessing the growth of e-commerce: a survey-based analysis of online shopping trends among Asian people." (2024).
7. Kedia, Cherry. *Luxury Apparel: Perceptions and Purchase Decision Making of Female Millennials*. MS thesis. MICA (Mudra Institute of Communications, Ahmedabad) (India), 2018.
8. Banda, Tatenda. *Black Generation Y Consumers' Motivations when Purchasing Apparel Online: A Gender Perspective*. University of Johannesburg (South Africa), 2021.
9. Perry, Anna. "Consumers' purchase intention of 3D-printed apparel." *Journal of Global Fashion Marketing* 7.4 (2016): 225-237.