



A Study on Unfulfilled Desires Impacting Pre-Purchase Behaviour of Consumers Pertaining to Baluchari Saree of West-Bengal

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ABSTRACT: This research paper is about understanding the factors that constitute the desire related to the pre-purchase behaviour of consumers pertaining to Baluchari Saree of West Bengal. The paper also identifies the factors of stress or tension that gets generated in the mind of consumers due to the unfulfilled desires. In connection with this the pre-purchase behaviour “Model of the Motivation Process” of Schiffman, L.G., and Kanuk, L.L. (2008), has been referred and accordingly two types of desires namely ‘Volitive desire’ and ‘Appetitive desire’ are considered and their constituting factors are identified. Similarly, the constituting factors of stress are identified in the study. Principle component analysis followed by factor analysis is used in the study to identify the factors of desire and stress. The study also attempted to find out the impact of unfulfilled desires on stress during the pre-purchasing behaviour of customers pertaining to Baluchari Saree of West Bengal.

KEYWORDS: Pre-purchase Behaviour, Volitive Desire, Appetitive Desire, Stress/Tension, Factor Analysis, Baluchari Saree.

I. INTRODUCTION:

Saree are captivating garments with a long and rich history that span across multiple generations. Worn by women hailing from countries such as India, Sri Lanka, Bangladesh and even Nepal.

Saree remains a strong traditional emotion for women and also a thriving product in the market due to their cultural significance, association with special occasions, evolving fashion trend and regional preferences. In Bengal, the saree is not only a garment or style statement of women, but an item of deepest cultural and historical significance. With its reputation of having a rich textile heritage, saree-making traditions like Tant, Baluchari, and sarees with Kantha embroidery bless the region.

Baluchari sarees have extended beyond the local market and gained popularity on national and

international platforms. This rich cultural heritage of Bengal originated from the land of Murshidabad district to be specific at the island named Baluchar during the Mughal period, later the artistry has been revived by the artisans of Bishnupur (Dhamija, J., 2019). Baluchari sarees stand out with their mythological motifs. These sarees are symbolic of Bengali identity and artistry. The Baluchari saree has received the Geographical Indication (GI) tag mark in 2012 (Directorate of Textile, MSSET Dept., Govt. of WB, 2012.).

The current study is about to find out, how desire towards purchasing the saree effects on the pre-purchase behaviour of the consumer. As it is known that the consumer behaviour is one of the main pillars in the field of marketing, as it is very much important for the marketer to understand the consumer behaviour before they market a product. Several researchers as proposed a lot of marketing models based on consumer behaviour to understand how consumer behaviour impacts the marketing activities. The current research is based on the “Model of the Motivation Process” (Schiffman & Kanuk). This model explained how the purchase decision of a customer is being impacted due to unfulfilled Needs, Wants and Desires and the result of Tension/Stress while consumers are unable to match their Needs, Wants and Desires. This study is concentrated towards understanding the consumer desires and its impact on consumer stress factors in connection with the purchase of Baluchari Saree.

Desire is considered to be an interpersonal trait that can have variations with respect to gender issues. The tempting nature of one insists on him or develops an urge or hankering for a product and can be termed as desire. The focus of this study is to identify the Desires, both ‘Volitive Desires’ and ‘Appetitive Desires’ on pre-purchase buying behaviour specific to the product Baluchari saree and the impact of Desire on Tension/Stress of consumers due to their pre-purchase behaviour, pertaining to the product Baluchari Saree, a heritage product of Bengal.



II. LITERATURE REVIEW:

- [1]. **Davis, (1984)** explained that concept of desire is rooted in philosophical insights and a differentiation between volitive (to have a desire) and appetitive desires (to desire something).
- [2]. **Carver, Scheier and Weintraub (1989)** demonstrate that Client's stress, choice-induced and ambient stresses are among the crucial factors. It implies how some of these strategies are used by consumers to deal with their stress.
- [3]. According to **Kotler & Armstrong, (2005)** main focal point of studying consumer behavior is the behavioral traits associated with the buying intention of products or services for any individual or family.
- [4]. **Chisti and Bannweji (2011)** gave a vivid description of the quality, and popularity of the Bengal silk all around the world, mostly in Europe, the Middle East and the Far East during the 19th century. In Murshidabad, a wide range of silks were produced of which the mulberry excelled on the list.
- [5]. **Ramya and Kaliyamurthy, (2018)** stated that consumer behaviour is complex because people vary in their ways of thinking, their buying and their use of a product.
- [6]. According to **Simpson et al. (2019)**, Stress is a subjective experience and if shaped by events that are beyond the ability to cope with, it can be either long-term or short-term. Materialism of the individual has also been associated with the consumption-stress nexus and various outcomes of well-being.
- [7]. **Rodriguez and Torres' (2023)** stated that volitive desire is defined as a form of motivation that is willing and rational and is an instinct that a person possesses that occurs after reasoning in regards to the justifications of taking action.
- [8]. **Vajpayee (2024)** indicated that sarees have played an important role in the cultural context of India for several centuries. From an art perspective, sarees are a dynamic piece that continuously captures India's socio-economic realities.

III. THEORETICAL FRAME WORK:

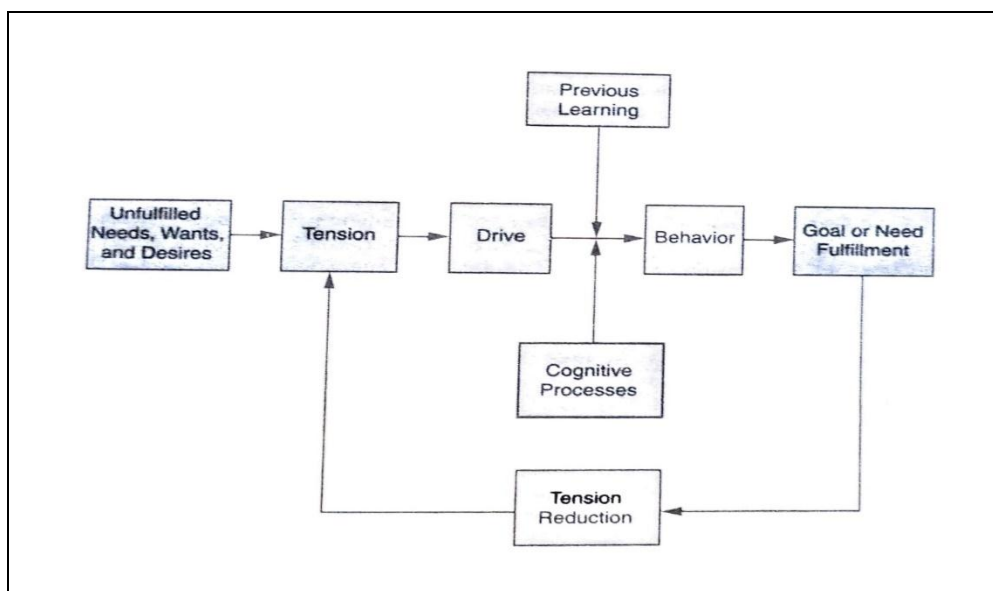


Fig.1: *Model of the Motivation Process*

(Source: Schiffman, L.G., and Kanuk, L.L. (2008). Consumer Behavior. New Delhi, Prentice Hall.)

IV. OBJECTIVES OF THE STUDY:

- [1]. To identify the 'Volitive Desire' and 'Appetitive Desire' of the customer during the pre-purchasing behaviour specific to the product Baluchari Saree.
- [2]. To identify the stress (Tension) factor of the customer during the pre-purchasing behaviour specific to the product Baluchari Saree.
- [3]. To find out the impact of unfulfilled desires on stress (Tension) in connection with the consumers' pre-purchase behaviour.



V. RESEARCH METHODOLOGY:

Research design: Descriptive-cum-Causal Study

Sampling: Data Source- largely primary and backed by the secondary.

Questionnaire and Surveys- the verbal-written mode is used for the study to collect data and the tool used was undisguised structured closed ended questionnaire designed for face-to-face mode of interviews.

Sampling Technique- random sampling which is probabilistic in method. The sample was chosen in the geographical area of Bishnupur in Bankura district of West Bengal, India, in the municipalities of Krishnagunj (Ward-12), Patra Para (Ward-09), Madhavgunj (Ward-10), Barakali Tala (Ward-17), Lalbandh (Ward-3) and Chhinmasta (Ward-3). The researcher approached every 3rd customer with the questionnaire.

Sample Size- 507

Reliability: The reliability was tested and the results are as under:

Table: 1 Reliability test:

Section	Cronbach's Alpha	N of Items
Desires	.766	21
Stress/Tension	.721	14

Source: Author

The researcher tested the validity of the questionnaire by using Pearson correlation coefficient.

Statistical techniques used:

Factor analysis- Factor analysis has been used to reduce the variables into categories and category labelling has been done.

Chi-square test and ANOVA- In inferential analysis; association test in terms of Chi-square has been done and impact relationship was computed by using one-way ANOVA.

VI. DATA ANALYSIS & FINDINGS:

The analysis that will follow for this particular study will be objective-wise.

[1]. **To identify the 'Volitive Desire' and 'Appetitive Desire' of the customer during the pre-purchasing behaviour specific to the product Baluchari Saree:** To identify the Volitive Desires, data were collected based on 12 identified variables. A factor analysis was conducted to identify the Volitive Desires and the result of the factor analysis revealed that there are Three factors that can explain the "Volitive Desires" of 'The Model of Motivation Process'.

Table:2			KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.					.828
Bartlett's Test of Sphericity	Approx. Chi-Square				1878.580
	Df				66
	Sig.				.000

Source: Author

The KMO value of the analysis is found to be 0.828 and the Bartlett's Test p value is found to be

is less than 0.05. Therefore, the taste as the sample adequacy and thus is conducive for factor analysis.

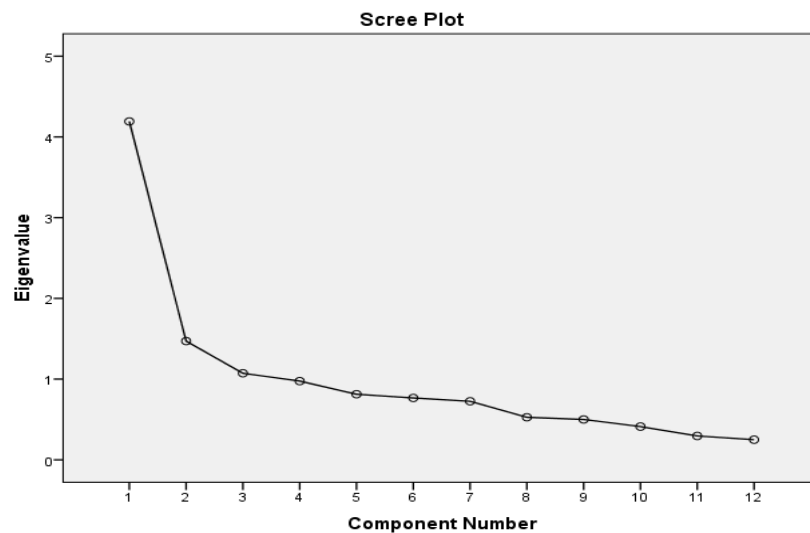
Table:3									
Total Variance Explained									
Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	4.192	34.934	34.934	4.192	34.934	34.934	3.073	25.605	25.605
2	1.471	12.260	47.194	1.471	12.260	47.194	1.925	16.045	41.650
3	1.072	8.936	56.130	1.072	8.936	56.130	1.738	14.481	56.130
4	.975	8.127	64.257						



5	.813	6.772	71.029						
6	.767	6.388	77.418						
7	.725	6.042	83.459						
8	.527	4.392	87.851						
9	.500	4.169	92.020						
10	.412	3.434	95.454						
11	.296	2.465	97.918						
12	.250	2.082	100.000						

Extraction Method: Principal Component Analysis.

Source: Author



The Total Variance Explained found to be 56.130% which is satisfactory for the factor analysis and the corresponding Scree Plot. The corresponding Correlation Coefficient Matrix has revealed the connection among 12 identified variables for factor loading through Rotated

Fig:2 eight factors having acceptable Eigenvalue more than 1.

Component Matrix has identified the member variables of each factor.

	Component		
	1	2	3
I would like to purchase Baluchari Saree directly from the weavers' house of Bishnupur.	.863		
The desire is also reflection of one's constrain pertaining to product knowledge in regard to the place.	.844		
As per my expectation Baluchari Saree is the best available silk I know about.	.750		
I am ready to travel any distance to purchase my desired Baluchari Saree.	.537		
If I don't get my desired Baluchari Saree, I shall look for some other variants of Saree.		-.819	
I shall not purchase any saree from the same store if I don't get Baluchari Saree.		.776	
I dream about purchasing Baluchari Saree.			.697
The desire is also reflection of one's constrain pertaining to price knowledge in regard to the quality of the product.			.575



Extraction Method: Principal Component Analysis.
 Rotation Method: Varimax with Kaiser Normalization.^a
 a. Rotation converged in 5 iterations.

Source: Author

In the next step, the identified Three factors are named as per the constituent member variables. The factors are named as- **1) Bounded Rationality, 2) Impulsive Constraints, 3) Aspiration.**

analysis was conducted to identify the Appetitive Desires and the result of the factor analysis revealed that there are Three factors that can explain the “Appetitive Desires” of ‘The Model of Motivation Process’.

To identify the Appetitive Desires, data were collected based on 9 identified variables. A factor

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.806
Bartlett's Test of Sphericity	Approx. Chi-Square	2089.380
	Df	36
	Sig.	.000

Source: Author

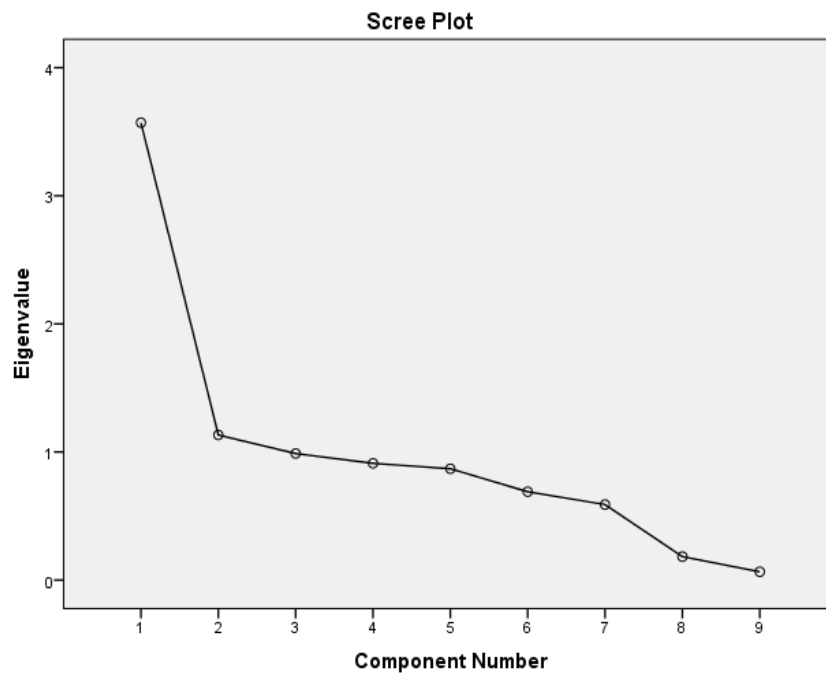
The KMO value of the analysis is found to be 0.806 and the Bartlett’s Test p value is found to be

is less than 0.05. Therefore, the taste as the sample adequacy and thus is conducive for factor analysis.

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	3.571	39.679	39.679	3.571	39.679	39.679	3.552	39.470	39.470
2	1.133	12.589	52.268	1.133	12.589	52.268	1.152	12.798	52.268
3	.988	10.978	63.246						
4	.911	10.128	73.374						
5	.869	9.657	83.031						
6	.690	7.665	90.696						
7	.589	6.545	97.241						
8	.183	2.036	99.277						
9	.065	.723	100.000						

Extraction Method: Principal Component Analysis.

Source: Author



Source: Author Fig:3

The Total Variance Explained in the analysis is found to be 52.268% which is satisfactory for the factor analysis and the corresponding Scree Plot

identified eight factors having acceptable Eigenvalue more than 1.

The corresponding Correlation Coefficient Matrix has revealed the connection among 9 identified variables for factor loading through Rotated

Component Matrix has identified the member variables of each factor.

	Component	
	1	2
The intensity of desire is also influenced by short sales promotion pertaining to events.	.932	
The intensity of desire is also influenced by short sales promotion pertaining to a place.	.917	
The intensity of desire is also influenced by short sales promotion pertaining to retail stores.	.900	
Desire is a planned motive of the customer.	.692	
e-awareness pertaining in availability of Baluchari Saree in regard to place affect desire.	.575	
One Desires to purchase Baluchari Saree on demand of friends.		.673
One desires to purchase Baluchari Saree on demand of relative.		-.645
Extraction Method: Principal Component Analysis. Rotation Method: Varimax with Kaiser Normalization. ^a		

Source: Author



The Total Variance Explained in the analysis is found to be 52.268% which is satisfactory for the factor analysis and the corresponding Scree Plot identified eight factors having acceptable Eigenvalue more than 1.

The corresponding Correlation Coefficient Matrix has revealed the connection among 9 identified variables for factor loading through Rotated Component Matrix has identified the member variables of each factor.

In the next step, the identified Two factors are named as per the constituent member variables. The

factors are named as- 1) **Transitive Factors,** 2) **Enduring Factors.**

[2]. **To identify the stress (Tension) factors of the customer during the pre-purchasing behaviour specific to the product Baluchari Saree:** To identify the Stress, data were collected based on 14 identified variables of Stress. A factor analysis was conducted to identify the Stress and the result of the factor analysis revealed that there are Four factors that can explain the “Stress” of ‘The Model of Motivation Process’.

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.807
Bartlett's Test of Sphericity	Approx. Chi-Square	3205.200
	Df	91
	Sig.	.000

Source: Author

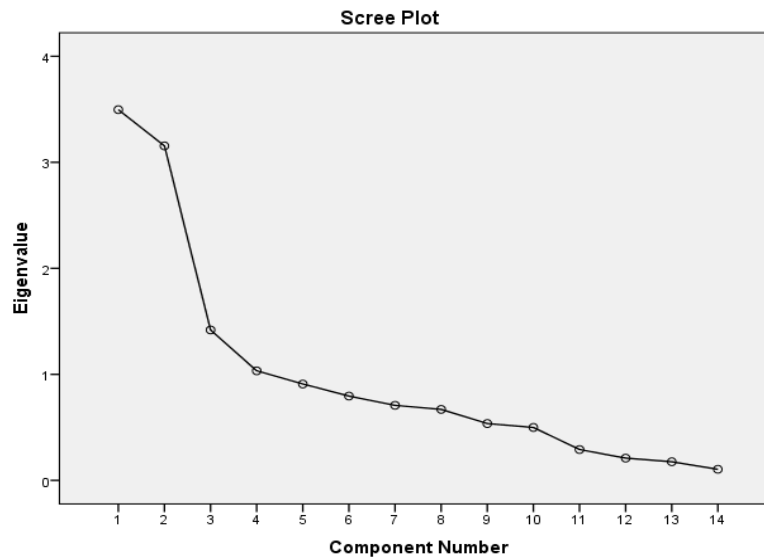
The KMO value of the analysis is found to be 0.807 and the Bartlett's Test p value is found to be

is less than 0.05. Therefore, the test as the sample adequacy and thus is conducive for factor analysis.

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	3.496	24.975	24.975	3.496	24.975	24.975	3.434	24.527	24.527
2	3.155	22.534	47.509	3.155	22.534	47.509	2.590	18.502	43.029
3	1.419	10.134	57.643	1.419	10.134	57.643	1.596	11.397	54.426
4	1.033	7.380	65.023	1.033	7.380	65.023	1.484	10.597	65.023
5	.909	6.492	71.515						
6	.795	5.680	77.195						
7	.708	5.055	82.251						
8	.669	4.781	87.032						
9	.536	3.829	90.861						
10	.499	3.564	94.425						
11	.291	2.078	96.503						
12	.210	1.497	98.001						
13	.176	1.254	99.255						
14	.104	.745	100.000						

Extraction Method: Principal Component Analysis.

Source: Author



Source: Author

Fig:4

The Total Variance Explained in the analysis is found to be 65.023% which is satisfactory for the factor analysis and the corresponding Scree Plot The corresponding Correlation Coefficient Matrix has revealed the connection among 14 identified variables for factor loading through Rotated

identified eight factors having acceptable Eigenvalue more than 1.

Component Matrix has identified the member variables of each factor.

	Component			
	1	2	3	4
Getting preferred colour of Baluchari Saree is a delight for the customer.	.950			
Getting preferred design of Baluchari Saree is a delight for the customer.	.942			
Getting preferred material of Baluchari Saree is a delight for the customer.	.898			
Price is a major concern before making purchase decision of Baluchari Saree.	.892			
People often don't prefer to purchase Baluchari Saree as the other sarees are easily available.		.871		
People often don't prefer to purchase Baluchari Saree because other sarees have more variants.		.855		
People often don't prefer to purchase Baluchari Saree because there is least option to bargain.		.755		
People often don't prefer to purchase Baluchari Saree because they are more comfortable with other variable of sarees.		.552		
People often don't prefer to purchase Baluchari Saree because they couldn't afford it financially every time.			.718	
People often don't prefer to purchase Baluchari Saree because they never visited Bishnupur before.			.688	
People often don't prefer to purchase Baluchari Saree due to their busy schedule.			.576	
People often don't prefer to purchase Baluchari Saree because they never had the idea that this is a GI Tagged product.				.662



People often don't prefer to purchase Baluchari Saree because they think of purchasing product by coming to Bishnupur.				.619
People often don't prefer to purchase Baluchari Saree as people believe, retailers are not providing original Baluchari Saree.				.558
Extraction Method: Principal Component Analysis. Rotation Method: Varimax with Kaiser Normalization. ^a				
a. Rotation converged in 5 iterations.				

Source: Author

In the next step, the identified Four factors are named as per the constituent member variables. The factors are named as- 1) **Non-fulfillment of Aspiration**, 2) **Repression**, 3) **Withdrawal**, 4) **Projection**.

[3]. **To find out the impact of unfulfilled desires on stress (Tension) in connection with the consumers' pre-purchase behaviour:** To find out the Stress (Tension) impacting consumers unable to match their Desires, the following sets of one-way ANOVA were conducted.

Therefore, we have to find out the impact of Desires on Stress/ Tension.

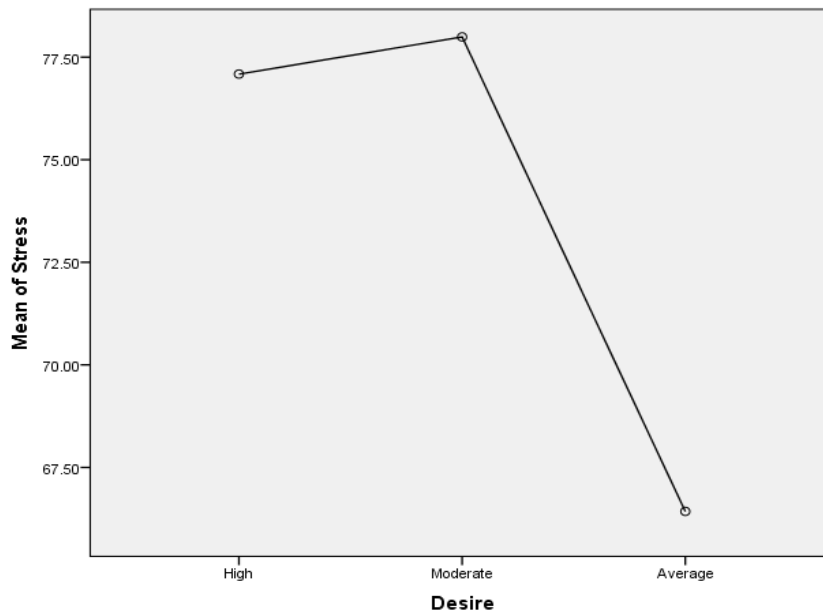
One-Way Anova Test

H₀: There is no significant impact (change) of Desire on Stress /Tension.

H₁: There is significant impact (change) of Desire on Stress /Tension.

ANOVA					
Stress					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	346.276	2	173.138	4.514	.011
Within Groups	19331.211	504	38.356		
Total	19677.487	506			

Source: Author



Source: Author

Interpretation: To find out the effect of Desire on Stress (Tension), the above one-way Anova test is conducted. Variables considered for the test is Desire

Fig:5 Means Plot

(Independent variable) and Stress Percentage Score (Dependent Variable).

The corresponding p value of the ANOVA test is found to be less than 0.05 suggests that H₀ of the test



can be rejected and H_1 of the test can be accepted. Therefore, it can be concluded that there is significant impact of Desire on Stress (Tension). The associated means plot of the test depicts the fact about the significant change in Stress (Tension) with the change in Desire.

VII. SUMMARY AND CONCLUSIONS:

The 1st objective of the study was 'to identify the Volitive Desire and Appetitive Desire in the product'. For the purpose 12 identified variables of Volitive Desire and 9 identified variables of Appetitive Desire are exposed to factor analysis through principle component analysis process. As a result, 3 factors of Volitive Desire are identified and named as - **1) Bounded Rationality, 2) Impulsive Constraints, 3)**

Aspiration and 2 factors of Appetitive Desire are identified and named as- **1) Transitive Factors, 2) Enduring Factors.**

The 2nd objective of the study was 'to find out the Stress (Tension) impacting consumers unable to match their Desires'. For the purpose 14 identified variables of Stress (Tension) are exposed to factor analysis through principle component analysis process. As a result, 4 factors are identified and named as - **1) Non-fulfillment of Aspiration, 2) Repression, 3) Withdrawal, 4) Projection.**

To fulfill the 3rd objective of the study one-way ANOVA was conducted between Desires & Stress (Tension), to find out the impact of Desires on Stress. The result showed significant impact of 'Desires' on 'Stress'; fulfilling the requirement of 2nd objective of this study.

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