

International Conference on

***Multidisciplinary Research in Global Challenges and
Perspectives of Sustainable Development***

on 21th December 2019 at St. Jerome's College, Anandhanadarkudy,
Nagercoil, Tamilnadu, India

Consumer Perception Towards The Purchase of Textiles in Tirunelveli City

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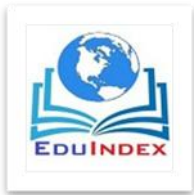
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Abstract

Consumer behaviour is the study of individuals, groups, or organizations and all the activities associated with the purchase, use and disposal of goods and services, including the consumer's emotional, mental and behavioural responses that precede or follow these activities. Characteristics such as demographics, personality lifestyles and behavioural variables such as usage rates, usage occasion, loyalty, brand advocacy, willingness to provide referrals, in an attempt to understand people's wants and consumption are all investigated in formal studies of consumer behaviour. The study of consumer behaviour also investigates the influences, on the consumer, from groups such as family, friends, sports, reference groups, and society in general. A sample of one hundred persons was taken for study from Tirunelveli District and the various dimensions of purchasing behaviour were evaluated with the help of an Interview Schedule. The data collected were analysed with the help of percentage analysis, reliability analysis and correlation analysis. The researcher used SPSS software for analysis and interpretation of data. The correlation analysis shows that among all the variables taken for study, people give importance to the Availability of quality textiles sound good as it has many significant variables like Reasonable price, Prompt service and Offers and Discounts. The relationship is moderate and positive in case of offers and discounts with extension of credit. Hence it is concluded that the sample group give more importance to the quality goods at reasonable, prompt services and offers and credit facilities.



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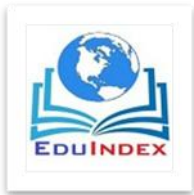
Key Words: Consumer, Correlation, Decision, Preference, Reliability, Textiles

INTRODUCTION

Consumer preference is used primarily to mean an option that has the greatest anticipated value among a number of options. The textile manufacturer's weavers, designers, wholesalers and retailers create and expose the custom apparels to the consumers based on the person's preference. The sellers and buyers are closely related with each other. The study has been undertaken about the sellers opinion about the consumer preference of clothing and the consumer perception about purchase of clothing. Quality encompasses both the tangible and intangible aspects of firm's products. In a technical sense quality can refer to physical traits such as features, performance, reliability, durability, aesthetics, serviceability and conformance to specification. Although quality can be evaluated from many perspectives, the customer is the key perceiver of quality because his purchase decision determines the success of the organization's product and often the fate of the organization itself. Consumer literacy is an essential for consumers trying to navigate world today. Consumers require literacy to make decision related to safety, choice, managing financial transactions and resources. Consumer literacy is an ingredient for economics success and consumer with enough knowledge and skills to make them capable of effective consumer decision making. The consumer purchasing decision on clothes is based on the knowledge of the consumers. Dissatisfaction of the customer causes one of the biggest problems for the companies. Owing to the fact that the customer dissatisfaction affects the relationship between the customer and the company in a negative way and the word of mouth can be used as a tool for the expression of dissatisfaction to the colleagues and the people close by the dissatisfied customer, it will be inevitable that the company is influenced by this situation negatively. Because of this, customer satisfaction for the textile industry involves great importance and relevance equivalent to other industries. Therefore, the companies in the textile industry must give relevant importance to customer satisfaction and consider it when they are creating their marketing strategies.

Demographic Profile

A sample of 100 respondents was taken for study from Tirunelveli City who have the habit of textiles from the shops of Tirunelveli city such as Chennai Silks, RMKV, Pothys and



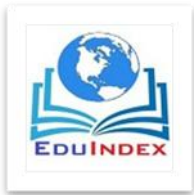
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Nalli. The responses were gathered from the sample respondents through Interview Schedule. The demographic profile of the respondents for the study include age, gender, income, education, occupation, marital status, monthly household income, family employment, number of siblings and which parent were working. Further the Amount spent per annum for textiles for the entire family and the decision taken by the family members in purchasing textiles were dealt with.

Table 1 Demographic Profile

Items	Frequency	Percent	Cumulative Percent
Gender			
Male	31	31.0	31.0
Female	69	69.0	100.0
Total	100	100.0	
Age wise Classification			
20-30	11	11.0	11.0
30-40	54	54.0	65.0
40-50	20	20.0	85.0
Above 50	15	15.0	100.0
Total	100	100.0	
Education wise classification			
School Level	23	23.0	23.0
Graduation	10	10.0	33.0
Post Graduation	56	56.0	89.0
Technical	3	3.0	92.0
Professional	8	8.0	100.0
Total	100	100.0	
Occupational Status			
Teacher	11	11.0	11.0
Private Employment	13	13.0	24.0



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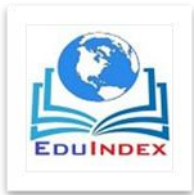
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Business	5	5.0	29.0
Home Maker	17	17.0	46.0
Others	54	54.0	100.0
Total	100	100.0	
Income Status			
Less than 10000	39	39.0	39.0
10000-20000	35	35.0	74.0
20000-30000	10	10.0	84.0
30000-40000	3	3.0	87.0
Above 40000	13	13.0	100.0
Total	100	100.0	
Marital status			
Married	38	38.0	38.0
Unmarried	62	62.0	100.0
Total	100	100.0	
Family Size			
Adult	91	91.0	91.0
Children	9	9.0	100.0
Total	100	100.0	
Number of family members employed			
1	67	67.0	67.0
2	25	25.0	92.0
3	8	8.0	100.0
Total	100	100.0	

Source: Primary Survey

From the sample group, 31 percent consist of males and 69 percent female, 11 percent within the age group of 20-30, 54 percent between 30 and 40, 20 percent between 40 and 50 and 15 percent above the Age group of 50 years. With regards to the educational level, 23 percent



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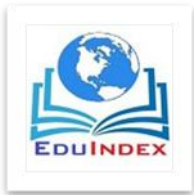
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have completed School Level education, 10 percent have completed Graduation, 56 percent have completed Post Graduation, 3 percent have completed Technical education and 8 percent have completed Professional education. The Occupational Status consisting of 11 percent Teachers, 13 percent in Private Employment, 5 percent Business people, 17 percent Home Makers and 54 percent involved in other occupation. As far as the income wise distribution, 39 percent have the earning capacity of Less than Rs.10000, 35 percent between Rs. 10000 and Rs. 20000, 10 percent between Rs. 20000 and Rs. 30000, 3 percent between Rs. 30000 and Rs. 40000 and 13 percent above Rs. 40000. Out of the sample respondents, 38 percent married and 62 percent unmarried, 91 percent adults and 9 percent children and in 67 percent of the families, there is only one person who is employed, 25 percent have two members employed and 8 percent have three members as employed.

Table 2 Purchase Pattern of Textiles

Items	Frequency	Percent	Cumulative Percent
Amount spent per annum for textiles for the entire family (in Rs.)			
Less than 5000	69	69.0	69.0
5000-10000	22	22.0	91.0
10000-15000	5	5.0	96.0
15000-20000	1	1.0	97.0
Above 20000	3	3.0	100.0
Total	100	100.0	
Purchase Decision			
Self	50	50.0	50.0
Spouse	6	6.0	56.0
Parents	41	41.0	97.0
Children	3	3.0	100.0
Total	100	100.0	

Source: Primary Survey



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Regarding the amount spent on the purchase of textiles, 69 percent spend the maximum of Rs. 5000, 22 percent between Rs. 5000 and Rs. 10000, 5 percent between Rs. 10000 and Rs. 15000, one percent between Rs. 15000 and Rs. 20000 and 3 percent above Rs. 20000. Regarding the purchase decision of textiles, 50 percent rely on self decision, 6 percent rely on Spouse, 41 50 percent rely on Parents and 3 percent rely on Children.

Preference of Textile Shops

The shops are trying hard for surviving and sustaining the same turnover every year, the main problem textiles face today for the financial crisis, lack of investment less margin and competition due to the crisis they are not able to invest more into their business as the customer are going for cheaper goods and the cheap products are available in plenty. so the margin are very stiff to competitors so the new generation textile stock more high quality goods to give goods at low price. People today are extremely aware of the various brands in the markets and conscious of the product that they are use or consume. They pick and choose carefully according to their needs, style, preference etc. They all are well aware and familiar to the today's brands and buying behaviour .this is because they all are well exposed to TV commercials banners, billboards, logos and products promotions. The following tables shows the opinion of the sample respondents towards the selection of Textile Shops

Table 3 Reliability Statistics for the preference of Textile Shops

Item-Total Statistics				
Variables	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Nearer to home	32.65	56.290	.311	.857
Nearer to work	32.77	55.310	.433	.846
Availability of quality goods	32.11	51.755	.666	.828
Reasonable price	32.20	52.081	.614	.832
Availability of variety of goods	32.05	54.755	.492	.842
Prompt service	32.42	53.923	.600	.835



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Extension of credit	32.60	52.929	.501	.842
Offers and Discounts	32.39	51.634	.679	.827
Ambience	32.42	51.377	.644	.830
Salesmen Approach	32.34	52.368	.602	.833
Publicity	32.25	54.109	.421	.849
Reliability Statistics				
Cronbach's Alpha	N of Items			
.851	11			

Source: Primary Survey

The reliability analysis for the preference of textile shops is tested through Cronbach's Alpha test. It is noted from the analysis that the value of Cronbach's Alpha is 0.851 which is the good measure of reliability and so it can be considered that all the 11 variables taken for study are reliable and further tests can be conducted.

Table 4 ANOVA for Reliability Statistics

Items		Sum of Squares	df	Mean Square	F	Sig
Within People	Between People	572.142	99	5.779	5.915	.000
	Between Items	50.936	10	5.094		
	Residual	852.518	990	.861		
	Total	903.455	1000	.903		
Total		1475.596	1099	1.343		
Grand Mean = 3.24						

Source: Derived

It is known from the ANOVA test that the mean square Between People is 5.779 and Between Items is 5.094. The F value is 5.92 and is statistically significant as the p value is less than 0.05. The grand Mean is 3.24 and so it is stated that all the variables taken for analysis are statistically significant and are amenable for further analysis.

Table 5 Correlation Analysis for the preference of Textile Shops



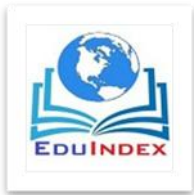
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Variables		Nearer to home	Nearer to work place	Availability of quality goods	Reasonable price	Availability of variety of goods	Prompt service	Extension of credit	Offers and Discounts	Ambience	Salesmen Approach	Publicity
Nearer to home	r	1.00										
	Sig	.										
Nearer to work place	r	.489**	1.00									
	Sig	.000	.									
Availability of quality goods	r	.264**	.332**	1.00								
	Sig	.008	.001	.								
Reasonable price	r	.287**	.424**	.515**	1.00							
	Sig	.004	.000	.000	.							
Availability of variety of goods	r	.072	.182	.480**	.377**	1.00						
	Sig	.479	.070	.000	.000	.						
Prompt service	r	.114	.232*	.517**	.387**	.484**	1.00					
	Sig	.258	.020	.000	.000	.000	.					
Extension of credit	r	.175	.320**	.268**	.214*	.130	.426**	1.00				
	Sig	.082	.001	.007	.032	.197	.000	.				
Offers and Discounts	r	.117	.280**	.505**	.412**	.314**	.522**	.540**	1.00			
	Sig	.247	.005	.000	.000	.001	.000	.000	.			
Ambience	r	.228*	.233*	.438**	.370**	.282**	.501**	.436**	.507**	1.00		
	Sig	.022	.020	.000	.000	.005	.000	.000	.000	.		
Salesmen Approach	r	.227*	.261**	.419**	.435**	.248*	.324**	.376**	.507**	.514**	1.00	
	Sig	.023	.009	.000	.000	.013	.001	.000	.000	.000	.	
Publicity	r	-.026	.007	.335**	.210*	.292**	.229*	.220*	.336**	.412**	.291**	1.0
	Sig	.797	.942	.001	.036	.003	.022	.028	.001	.000	.003	.

Source: Derived



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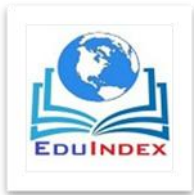
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The correlation analysis shows the degree of relationship between variables and their significance. The variable Nearer to home has positive and significant relationship with Nearer to work place (.489**), Availability of quality goods (.264**), Reasonable price (.287**), Ambience (.228**) and Salesmen Approach (.227**). The variable Nearer to work place has positive and significant relationship with Availability of quality goods (.332**), Reasonable price (.424**), Prompt service (.232**), Extension of credit (.320**), Offers and Discounts (.280**), Ambience (.233**) and Salesmen Approach (.261**). The variable Availability of quality goods has positive and significant relationship with Reasonable price (.515**), Availability of variety of goods (.480**), Prompt service (.517**), Extension of credit (.268**), Offers and Discounts (.505**), Ambience (.438**), Salesmen Approach (.419**) and Publicity (.335**). The variable Reasonable price has positive and significant relationship with Availability of variety of goods (.377**), Prompt service (.387**), Extension of credit (.214**), Offers and Discounts (.412**), Ambience (.370**), Salesmen Approach (.435**) and Publicity (.210*). The variable Availability of variety of goods has positive and significant relationship with Prompt service (.484**), Offers and Discounts (.314**), Ambience (.282**), Salesmen Approach (.248**) and Publicity (.292*). The variable Prompt service has positive and significant relationship with Extension of credit (.426**), Offers and Discounts (.522**), Ambience (.501**), Salesmen Approach (.324**) and Publicity (.229*). The variable Extension of credit has positive and significant relationship with Offers and Discounts (.540**), Ambience (.436**), Salesmen Approach (.376**) and Publicity (.220*). The variable Offers and Discounts has positive and significant relationship with Ambience (.507**), Salesmen Approach (.507**) and Publicity (.336*). The variable Ambience has positive and significant relationship with Salesmen Approach (.514**) and Publicity (.412*) and the variable Salesmen Approach has positive and significant relationship with Publicity (.291*). Hence it is inferred and interpreted that among all the variables taken for study, people give importance to the Availability of quality textiles sound good as it has many significant variables like Reasonable price, Prompt service and Offers and Discounts.

CONCLUSION

Indian textile industry is one of the leading textile industries in the world. The needs of the people are increasing day-by-day. People are more interested to dress neatly and make



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them purchase more and more from the retail outlets. Now the textile should give more preference in customer to their taste, needs and preferences, they provide more value to the customers; they are the king of the market and the world. To increase the sales and services they should introduce new promotional strategies and attract the customers to their showrooms. The study which has been conducted in Tirunelveli City regarding the preference of Textile shops shows that the sample group consists of majority female, middle aged, unmarried, well qualified, adults, occupying various positions, earning good income and having small family with minimum number of employed persons. They have the practice of spending good amount for the purchase of textiles that too mainly based on self decision. Eleven variables were taken for study and were found as reliable as per reliability analysis. The correlation analysis shows that among all the variables taken for study, people give importance to the Availability of quality textiles sound good as it has many significant variables like Reasonable price, Prompt service and Offers and Discounts. The relationship is moderate and positive in case of Offers and Discounts with Extension of credit. Hence it is concluded that the sample group give more importance to the quality goods at reasonable, prompt services and offers and credit facilities.

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