

Analysis of Consumer Behavior Towards Selection of Textiles & Apparels Showrooms With Special Reference To Puducherry

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Abstract- Consumer behavior research is the scientific study of the processes consumer use to select, secure, use and dispose of products and services that satisfy those needs only to the extent that they understand their consumer. The main objective of this paper is to study the gender difference in consumer buying behavior of Puducherry population when they prefer to go to textiles showroom to buy apparel products. To attain this objective a survey was developed and administered across Puducherry. The findings confirm the differences between male and female especially in terms of where and for what reserve they prefer to buy the product.

Keywords- Consumer Behavior, Textiles& Apparels showroom, Puducherry.

Puducherry textile industry in about 27% of the exchange earnings are on account of export of textiles and clothing alone. the textile industry accounts for 21% of that total employment generated in the Indian economic Pondicherry has nearly 8708 small scale industries apart from 45 large scale industry 80 medium scale industry.

Consumer behavior is the study of individuals, groups, or organization and all the activities associated with the purchase, use and disposal of goods and services including the consumer's emotional, mental and behavioral responses that precede or follow these activities consumer behavior is an inter disciplinary social science that blends elements from psychology, sociology, economics especially behavior.

I. INTRODUCTION

The words "textile" originally applied only to woven fabrics, now generally applied to fibers, yarns or fabrics or products made offers yarns or fabrics. The term and textile originates from the Latin verb texere to weave but as the textile institutes term and definition glossary explains it is now "a general term applied to any manufacture from fibers, filaments or yarns characterized by flexibility fineness and high ratio of length to thickness."

A textile is any material made of interlacing fibers including carpeting and geotextiles. A fabric is a material made through weaving, knitting, spreading, crocheting or bonding that may be used in production of furthers goods (garments etc.)

Indian textile industry they account for the largest sector has a share of 62% of theIndia'stotal production and provides employment to about 4.8 million people. The cotton sector it is the second most developed sector in the Indian textile industries. India is one of the largest production as well as exporters of cotton yarn the textile industry is also expected to reach uss 223billion by the year 2021.

II. LITERATURE REVIEW

- A study on branded apparels customers purchase behavior with reference in India. [(issue date 13.2.2018) and author name: KK.Maran, J.Badrinarayanan, and PraveenKumar.] The objective of the paper is to examine the impact of perceived quality and emotional value on the purchase behavior toward branded apparel in India. The study is used to determine the factors which influencing Indian consumer purchase behavior toward an Indian apparel brand.
- A study of customer perception towards the excutusive showroom and retail outlets. [(issue date august 2016) and author name: Gaurav vashishth, Nishi tripathi.] This study on customer perception on retailing services aims to identify the dimensions in which the service provided by the organized retail outlets of the customer. And also it reverts the dimensional measure and the perception of the customers.
- Impact of consumer perception towards purchase of clothing. [(Issue date February 2018) author name: V. Premalatha, Rangan venkataravi, K.Sangeetha.] The clothing manufactures, designers, wholesalers and retailers in tuticorin district produce and sell clothes at reasonable price utilizing recent technology

comparatively in metropolitan cities. The shopping centers are designed and promoted to serve diverse groups of consumers with widely differing needs.

- A study on consumer behavior and preference –friendly treatment. [(Issue date January 2018) author name: Jung-Min Lee, Jong – Jun Kim.]

Now a day people are turning to have a more intimate environment. Friendly lifestyles in the clothing industry they are focusing on making products that are more human friendly and not harmful to the environment.

- A study on consumer behavior towards pothys textile in tirunelveli district. [(issue date April 2016) author name: Hamil atham, M.Kothai natchiar.]

Now a day the consumer buying behavior is changing day by day the ultimate decision of whether or not to purchase a product or service and from whom to buy has always been vested in the hands of the final consumers.

III. NEEDS FOR STUDY

The study has been made to find out the customer behavior towards textile showroom with special reference to Puducherry district. The study also gives information about the theoretical aspects of consumer behavior.

IV. OBJECTIVES

- To analyze the most preferred textile showroom by consumers in puducherry.
- To examine the consumer behaviors in being selective about textile showroom in puducherry.

V. DATA ANALYSIS OR METHODOLOGY

The study is an empirical research based on the survey method. Both primary and secondary data are collected for the purpose of this study. Primary data had been collected through questionnaire secondary data was collected from books, journal, magazines and websites. By using convenient sampling method presently 100 respondents were selected in puducherry district.

GENDERWISE RESPONDENTS

GENDER	NUMBER OF PERSONS
Male	43
Female	57
Total	100

Above table indicates that out of the total no. of respondents 57% were female and 43% were male.

AGE GROUP OF RESPONDENTS:

AGE	MALE	FEMALE	NO. OF PERSONS
16 to 30	8	12	20
31 to 45	12	18	30
45 to 60	12	20	32
Above 60	11	7	18
Total	43	57	100

32% of respondents were in the age group of 46 to 60 and 18% of them were above 60%, whereas 20% of them were in the group 16 to 30. About 62% of them fall in the group between 31 to 60 years being the major population of sample respondents and 38% being female for same age group.

RESPONDENTS RESPONSE TOWARDS SELECTION OF SHOWROOMS:

SELECTIVE ON SHOWROOMS	RESPONDENTS	MALE	FEMALE
Yes	74	32	42
No	26	11	15
Total	100	43	57

Over all 74% of respondents state that they are selective about the textiles and apparels showrooms, out of which 32% were male and 42% were female respondents, 26% of the respondents were non-selective the textile showrooms.

RESPONDENTS PREFERENCE TOWARDS SELECTIVE SHOWROOMS:

SELECTIVE SHOWROOMS	MALE	FEMALE	TOTAL
Pothys	8	10	18
Kumaran	3	4	7
Sarathas	5	4	9
Ram silks	7	5	12
Muthu silk house	7	8	15
Hi fashion	3	3	6
Rajendras	2	6	8
Co-optex	4	8	12
Shabnam	3	6	9
Others	1	3	4
Total	43	57	100

18% of total respondents prefer pothys showrooms being the highest percentage on the overall samples taken. 15% of them prefers Muthu silk house, where only 6% of them prefers Hi-fashion, by the selected sample respondents. On the whole female respondents stay at maximum levels comparative to male respondents on being selective on textile showroom in Puducherry.

SHOWROOMS SELECTED REASONS:

FACTORS TO SELECT THE SHOWROOMS	MALE	FEMALE	TOTAL
Quality of product	10	27	37
Attractive price	9	9	18
Variety of product	7	10	17
Attractive advertisement	9	5	14
Offers	8	6	14
Total	43	57	100

37% of the total respondents preferred the selected showroom for the quality of products and 18% for the attractive price of products. Around 27% of them were female respondents preferring the quality of products for selecting the SSe showrooms. Attractive advertisement and offers being 14% on each forward the total respondents take the last place on selecting the textile showrooms.

VI. FINDINGS & SUGGESTIONS

- The textile showrooms are mostly selective and majority of the respondents are female.
- The study shows most of the respondents who selective on the showrooms are fall in 45 to 60 age group.
- The study indicates consumer prefer selective showrooms and most of the consumers choice of showrooms in pothys.
- Consumer behavior towards selected textile showroom is highly due to preference towards is quality of goods on the selected showrooms.
- Other reason for selective the given textile showrooms is attractive price.
- Overall the study has analyzed on the consumer behavior on the preference factors towards the selective textile&apperals showrooms in puducherry.

VII. LIMITATIONS OF THE STUDY

- In this study concentrate only on Puducherry district and selected showrooms in Puducherry.
- The sample respond considered only 100.

- The textile showrooms involved in survey to contact respondents were in major shopping areas. Small scale textile showrooms were not concentrated.

VIII. CONCLUSION

Consumer is complex entity, so consumer behaviors research studies are gaining importance today. The consumer behavior process is being studied for various angles, comprising of psychology, social psychology and economics.

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