

A Study on Consumer Attitude towards Buying in Sri Devi Textiles

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ABSTRACT: Textiles in India accounts for 14% of its industrial production around 27% of its export earnings. Textile Industry in India is providing one of the most basic needs of people and is the second largest employment after agriculture. Coimbatore, the hub of spinning and weaving mills is known as Manchester of South India. The growing knitwear exports hereby town Tirupur and home exports from Karur and handlooms from Erode has contributed to tremendous growth and demand for spinning market as well as exported to other countries. Coimbatore yarns are famous market as well as exported to other countries. Coimbatore yarns are famous for yarn quality and pricing. Many mills has upgraded their textile machinery and increased the capacity to the growing needs of the textile market. Textile Industry is the one of the major Industry in today's Scenario. Indian population is also growing to a greater extent and thereby simultaneously the Textile Industry is also growing to a greater extent. The textile Industry has been involved in manufacturing more variety of Garments. The people's personality is being judged by the way they dress up. Every person will be having their own idea for the way in which they use to dress. Among the various Garments that are available in the market, consumers may be finding difficult to choose the products according to their needs, intention, desire, etc., Hence it has become the duty of the manufacturing concern to know the consumers attitude towards their purchasing behavior and capacity. In this study an attempt is being made to study the consumer attitudes towards the Garments to know the various modes of payments and their preferences and expectations over the Garment Product in Sri Devi Textiles, Coimbatore.

I. INTRODUCTION

Textiles in India accounts for 14% of its industrial production around 27% of its export earnings. Textile Industry in India is providing one of the most basic needs of people and is the second largest employment after agriculture.

Coimbatore, the hub of spinning and weaving mills is known as Manchester of South India. The growing knitwear exports hereby town Tirupur and home exports from Karur and handlooms from Erode has contributed to tremendous growth and demand for spinning market as well as exported to other countries. Coimbatore yarns are famous market as well as exported to other countries. Coimbatore yarns are famous for yarn quality and pricing. Many mills has upgraded their textile machinery and increased the capacity to the growing needs of the textile market.

Textiles can be made from many materials. These materials come from four main sources: animals, plants, minerals and synthetic. In the past, all textiles were made from natural fibers, including plant, animal and mineral sources. In the 20th century, these were supplemented by artificial fibers made from petroleum.

Textiles are made in various strengths and degree's of durability, from the finest gossamer to the sturdiest canvas. The relative thickness of fibers in cloth is measures in deniers. Micro fibers refer in cloth to fibers made of strands thinner than one dinner.

Statement of the Problem

Textile Industry is the one of the major Industry in today's Scenario. Indian population is also growing to a greater extent and thereby simultaneously the Textile Industry is also growing to a greater extent.

The textile Industry has been involved in manufacturing more variety of Garments. The people's personality is being judged by the way they dress up. Every person will be having their own idea for the way in which they use to dress. Among the various Garments that are available in the market, consumers may be finding difficult to choose the products according to their needs, intention, desire, etc.,

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In this study an attempt is being made to study the consumer attitudes towards the Garments to know the various modes of payments and their preferences and expectations over the Garment Product.

Objectives of the Study

The following are the objectives of the study

- To study the awareness of the consumers about the Sri Devi Textiles
- To study the practices of consumers in buying Garments at Sri Devi Textiles
- To study the consumer opinion and preferences towards purchase of garments at Sri Devi Textiles
- To study the satisfactory level of consumers at Sri Devi Textiles
- To offer Suggestions regarding the improvement of services in Sri Devi Textiles

Methodology of the Study

On the basis of the said objectives of the study, the following methodology is used.

Area of the Study

The area of the study refers to Coimbatore city.

Sources of Data

The data required for the study is primitive in nature “Interview Schedule” has been followed to collect data.

Sampling Design

In the study a sample of 100 respondents are selected from the Coimbatore city using convenient random sampling method.

Statistical Tools Applied

The following are the statistical tools used in the study

- 1) Descriptive Analysis
- 2) Chi-Square Analysis

Limitations of the Study

The following are the limitations of the study

- The research is geographically restricted to Coimbatore city only.
- The sample size is restricted to 100 respondents.
- The result of the analysis is purely based on the information provided by the respondents.

Chapter Scheme

The project is been arranged into following five chapters

- Chapter I:** Introduction and Design of the Study
- Chapter II:** Review of Literature
- Chapter III:** Over view about Consumer Behaviour
- Chapter IV:** Findings, Recommendations and Conclusion

CHAPTER II

II. REVIEW OF LITERATURE

Review of Literature is the study of the prevalent materials related to topic of the research. This helps the researcher to get a clear idea about the particular field. Following are some of the literature that are reviewed and enlisted.

Linda (2006)¹carried out a study on Aloha Shirt an Ethnicity in Hawaii, this article presents the design evolution of these textiles use in the aloha shirt for decade from its origin in the 1930s to 2000. Based on a study of over 1000 shirts and textiles, the study shows that Hawaiian prints and the aloha shirts developed as a

result contributions from several ethnic groups in multiethnic.. Throughout the decades of the twentieth century, the Hawaiian prints features in the aloha shirt provided visual testimony to the importance of ethnicity in Hawaii.

Chen (2006)² carried out a study on Modeling and computer-aided design of 3D hollow woven reinforcement for composites. Three dimensional hollow woven structures, used as reinforcement for composites requiring special properties such as lightweight and energy absorption, are one fabric type that the conventional weaving technology is capable of manufacturing. However, the fact that the design of these structures is complex and this complication has limited the possibility of such structures being creating composites with novel properties. The paper explains the modeling of 3D hollow woven structures and describes the methodology for the design and manufacture of such structures. The paper also dealt with the visualization of the 3D hollow structures using non-uniform rational B-spline curves and surfaces, aiming to provide assistance to the design and manufacturing processes.

CHAPTER III III. OVERVIEW ABOUT CONSUMER BEHAVIOUR

Consumer behaviour is the study of individuals, groups, or organizations and the processes they use to select, secure, and dispose of products, services, experiences, or ideas to satisfy needs and the impacts that these processes have on the consumer and society. It blends elements from psychology, sociology, social anthropology and economics. It attempts to understand the decision-making processes of buyers, both individually and in groups. It studies characteristics of individual consumers such as demographics and behavioural variables in an attempt to understand people’s wants. It also tries to assess influences on the consumer from groups such as family, friends, reference groups, and society in general.

Customer behaviour study is based on consumer buying behaviour, with the customer playing the three distinct roles of user, payer and buyer. Research has shown that consumer behaviour is difficult to predict, even for experts in the field. Relationship marketing is an influential asset for customer behaviour analysis as it has a keen interest in the re-discovery of the true meaning of marketing through the re-affirmation of the importance of the customer or buyer. A greater importance is also placed on consumer retention, customer relationship management, personalisation, customisation and one-to-one marketing. Social functions can be categorized into social choice and welfare functions.

Each method for vote counting is assumed as social function but if Arrow’s possibility theorem is used for a social function, social welfare function is achieved. No social choice function meets these requirements in an ordinal scale simultaneously. The most important characteristic of a social function is identification of the interactive effect of alternatives and creating a logical relation with the ranks. Marketing provides services in order to satisfy customers. With that in mind the productive system is considered from its beginning at the production level, to the end of the cycle, the consumer.

Black box model

The black box model shows the interaction of stimuli, consumer characteristics, decision process and consumer responses. It can be distinguished between interpersonal stimuli (between people) or intrapersonal stimuli (within people). The black box model is related to the black box theory of behaviourism, where the focus is not set on the processes inside a consumer, but the relation between the stimuli and the response of the consumer. The marketing stimuli are planned and processed by the companies, whereas the environmental stimulus is given by social factors, based on the economical, political and cultural circumstances of a society. The buyers black box contains the buyer characteristics and the decision process, which determines the buyers response.

Environmental factors		Buyer’s black box		Buyer’s response
Marketing Stimuli	Environmental Stimuli	Buyer Characteristics	Decision Process	
Product	Economic	Attitudes	Problem recognition	Product choice
Price	Technological	Motivation	Information search	Brand choice
Place	Political	Perceptions	Alternative evaluation	Dealer choice
Promotion	Cultural	Personality	Purchase decision	Purchase timing
	Demographic	Lifestyle	Post-purchase behaviour	Purchase amount
	Natural	Knowledge		

The black box model considers the buyers response as a result of a conscious, rational decision process, in which it is assumed that the buyer has recognized the problem. However, in reality many decisions are not made in awareness of a determined problem by the consumer.

Information Search

Once the consumer has recognised a problem, they search for information on products and services that can solve that problem. Belch and Belch (2007) explain that consumers undertake both an internal (memory) and an external search. Sources of information include personal sources and experience, and commercial and public sources.

The relevant internal psychological process associated with information search is perception, which can be defined as “the process by which an individual receives, selects, organises, and interprets information to create a meaningful picture of the world”. Consumers’ tendency to search for information on goods and services makes it possible for researchers to forecast the purchasing plans of consumers using brief descriptions of the products of interest.

The selective perception process can be divided into:-

- **Selective exposure:** consumers select which promotional messages they will expose themselves to.
- **Selective attention:** consumers select which promotional messages they will pay attention to.
- **Selective comprehension:** Consumer interpret messages in line with their beliefs, attitudes, motives and experiences.
- **Selective retention:** consumers remember messages that are more meaningful or important to them.

The implications of this process help to develop an effective promotional strategy, and suggest which sources of information are more effective for the brand.

Evaluation of Alternatives

At this time the consumer compares the brands and products that are in their evoked set. The evoked set refers to the number of alternatives that are considered by consumers during the problem-solving process. Sometimes also known as consideration, this set tends to be small relative to the total number of options available. How can the marketing organisation increase the likelihood that their brand is part of the consumer's evoked set? Consumers evaluate alternatives in terms of the functional and psychological benefits that they offer. The marketing organisation needs to understand what benefits consumers are seeking and therefore which attributes are most important in terms of making a decision. It also needs to check other brands of the customer’s consideration set to prepare the right plan for its own brand.

Purchase Decisions

Once the alternatives have been evaluated, the consumer is ready to make a purchase decision. Sometimes purchase intention does not result in an actual purchase. The marketing organisation must facilitate the consumer to act on their purchase intention. The organisation can use a variety of techniques to achieve this. The provision of credit or payment terms may encourage purchase, or a sales promotion such as the opportunity to receive a premium or enter a competition may provide an incentive to buy now. The relevant internal psychological process that is associated with purchase decision is integration. Once the integration is achieved, the organisation can influence the purchase decisions much more easily.

Other Influences

Consumer behaviour is influenced by internal conditions such as demographics, psychographics (lifestyle), personality, motivation, knowledge, attitudes, beliefs, and feelings. Psychological factors include an individual’s motivation, perception, attitude and belief, while personal factors include income level, personality, age, occupation and lifestyle. Congruence between personality and the way a persuasive message is framed (i.e., aligning the message framing with the recipient’s personality profile) may play an important role in ensuring the success of that message. In a recent experiment, five advertisements (each designed to target one of the five major trait domains of human personality) were constructed for a single product. The results demonstrated that advertisements were evaluated more positively the more they cohered with participants’ dispositional motives. Tailoring persuasive messages to the personality traits of the targeted audience can be an effective way of enhancing the messages’ impact. Behaviour can also be affected by external influences, such as culture, sub-culture, locality, royalty, ethnicity, family, social class, past experience reference groups, lifestyle, market mix factors.

CHAPTER IV

IV. FINDINGS, SUGGESTIONS AND CONCLUSION

Findings with respect to Descriptive Analysis

- Majority of the respondents are in the age group of 25 years – 35 years, are female, having completed their school level education, who are employed and earning monthly income of ₹. 5,000 - ₹.10,000.
- Majority (53%) of the respondents are aware through advertisements.
- Majority (66%) of the respondents are aware through Television.
- Majority (42%) of the respondents are purchasing during festivals.
- Majority (38%) of the respondents have the habit of spending ₹.2,000 - ₹.4,000.
- Majority (87%) of the respondents are purchasing through cash.
- Majority (32%) of the respondents purchase in bulk quantity during their need.
- Majority (42%) of the respondents preferred ladies wear, men's wear and children's wear.
- Majority (49%) of the respondents prefer sarees in ladies wear.
- Majority (35%) of the respondents preferred fancy sarees, fancy synthetic sarees and zardhoshi worked sarees.
- Majority (36%) of the respondents are influenced by quality to purchase in sri devi textiles.
- Majority (61%) of the respondents get the information through friends and relatives about garment that has to be purchased.
- Majority (52%) of the respondents are highly satisfied about the quality of garments.
- Majority (57%) of the respondents feel that the price is moderate in sri devi textiles.
- Majority (49%) of the respondents feel that the general services offered are very good.
- Majority (60%) of the respondents feel that the treatment given by the sales persons to customers are very good.
- Majority (56%) of the respondents feel that the advertisements given by sri devi textiles are very much reliable.

Findings in respect of chi-square Analysis

- All the personal factors have insignificant influence in the source of awareness.
- The personal factors of the respondents have no significant influence over the watching, listening or reading the advertisements in different media of advertisements.
- Age, gender, marital status has insignificant influences in the mode of payment.
- Gender, family monthly income, marital status cases have significant influences in garments preferred to buy in Sri Devi textiles.
- Gender and marital status have insignificant influence on purchase at Sri Devi textiles.
- Marital status alone has significant influence as the ladies preferring Sri Devi textiles.

V. RECOMMENDATIONS

1. Varieties and designs

The study revealed that, the customers prefer to buy more varieties with different designs. Though they adequately kept. Hence it is recommended to the management of Sri Devi textile to keep more varieties in different designs to attract both old and new customers.

2. Enlargement of Salwar Section

Most of the customers who are visiting Sri Devi textiles are woman customers. Among the women customer's significant number of youth is buying at Sri Devi textiles. Hence there is a need for the improvement / enlargement of salwar section.

VI. CONCLUSION

Consumer behavior basically is to mould consumer behavior and their decisions by market man to avoid failure of their product, promote new products for sales promotion. Purchase is affected by the presence of other members of the society and their opinion about the purchase and use of products. A consumer is a social being. He lives in society, and is affected by the opinion of society members. There are some general observations that when a consumer is shopping with friends he tends to visit many more shops and makes many unplanned purchases. This is because he thinks that his wise companions are giving him sound advice which he is getting for free and the opinion of a handful is better than his own judgment. However the variety of products, quality and better services always attract more customers for any type of shops.

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