A STUDY ON CONSUMER'S BUYING BEHAVIOUR OF GARMENTS DURING FESTIVAL SEASONS IN COIMBATORE CITY

[1]Dr. K. Vanaja, [2]Ms. R. Kohila

[1]*Associate Professor, Department of Commerce with Professional Accounting,*
Dr.N.G.P. Arts and Science College, Coimbatore

[2]*181PA024, Department of Commerce with Professional Accounting,*
Dr.N.G.P. Arts and Science College, Coimbatore

ABSTRACT

Festivals are always associated with joy, sharing and celebration. It is an part of Indian cultural and religious diversity. The study analyses the consumer buying behavior related to garments during festive seasons. The data has been collected by survey through questionnaire with 150 respondents. The primary data (questionnaire) and secondary data(articles, books, websites) are used for the study. The textile retailers are suggested to focus more attention towards consumer and act accordingly. Through maintaining proper relationship with the consumer, retailers will get to know about the category and class of customers visiting their store and their requirements. Retailers are benefited during festive sales period. From this study it is concluded that this study is positive among the respondents.

KEYWORDS: *consumer satisfaction, preference, sales target.*

1. INTRODUCTION

Festivals are acronym of culture and social gathering of people. Every country has its own shopping seasons, usually round the year in the form of religious festivals or national holidays. The diversity of India is reflected in its people' buying behaviour during festive seasons. Indian festivals provide wider business opportunities to the retailers. During festive seasons people buy different kinds of products right from high and electronic and electrical gad gets. clothing is rated as the top most item which Indian families buy without fail during all religious festivals, be it Hindu, Muslim or Christmas festivals. People falling in different age category and socio-economic status prefer spending more money during festival seasons on clothing. People prefer to dress up- to date and as per the current trends, to maintain their social status among others. Festival seasons are the best period for marketers to attract and retain their valuable customers.

2. STATEMENT OF THE PROBLEM

The most important statement is to identify the need of customers, what kind of apparels they like to wear. As we know that market, segmentation has become an important tool used by retailers and marketers for identifying target customers. Segmentation is the process of participating markets into segments of potential customers who have similar characteristics and who are likely to exhibit similar purchasing behavior. Segmentation has become a major tool of companies for planning marketing strategies.

3. OBJECTIVES OF THE STUDY

➢ To study the consumers' buying behavior towards garments during festive seasons.
➢ To measures the consumers' attitude towards festive seasons shopping with regard to garments.
➢ To study the demographic segmentation and socio-economic status of festive season shoppers in Coimbatore city.

> ➢ To evaluate the satisfaction derived by the consumers during festive shopping of garments.

4. RESEARCH METHODOLOGY

Sampling Technique	Convenient Sampling Technique
Sample size	150 respondents
Source of data	Primary data and secondary data
Area of the study	Coimbatore

5. STATISTICAL TOOLS

The following were used to analyse the data collected from various respondents, they are

> ➢ Simple percentage analysis
> ➢ Rank analysis
> ➢ Likert scale analysis

6. REVIEW OF LITERATURE

Prof.Kumar B.Pawar(2019) the study tells about an garment market had undergone remarkable transformation from traditional to modern style, perception, buying behaviour, buying preference and buying decision making. The study provides "frame of mind" of people, what are the expectations and desires of consumers and up to how much level that expectation was met. This study will understand those emotional or rational appeals, which drive the purchase decision towards the readymade garments.

T.Sreerekha,S.Praveen kumar(2018) the study explores the relationship between elements which affect consumer buying behaviour for apparel products in Coimbatore city. The main purpose of this study was to increase the awareness of apparel buying behaviour of Indian consumers and in a real sense understanding factors which impact apparel buying behaviour in order to provide actionable information to apparel retailers seeking to standardize or adapt their strategy for the Indian consumers. The result of this study offers insights and evidence about the relationship between variables which impact consumer buying behaviour for apparel products.

Prof.Lakshminarayana.K, Dr.Sreenivas D L(2018) the study was undertaken with the objectives to study the socio economic characteristics of consumers who prefer branded apparels and to know the factors which influence the consumers for purchasing branded apparels. From this study it was found that consumers are brand conscious now a days. They prefer branded apparels and also depict the status of a person. Due to more durability, variety and quality and people prefer branded apparels.

7. TABLE
SIMPLE PERCENTAGE ANALYSIS
Table Showing Classification of the Respondents According To Their Festive Seasons Preferred By Shoppers

S.No	Festive Seasons	No.Of Respondents	Percentage
1	Deepavali	93	62.00%
2	Pongal	34	22.67%
3	Ramzan	8	5.33%
4	Christmas	12	8.00%
5	Onam	3	2.00%
	Total	**150**	**100.00%**

(source: primary data)

INTERPRETATION

From this above table, it is observed that about 62.00% of respondents were prefer to purchase during Deepavali , 22.67% of respondents were prefer to purchase during Pongal , 5.33% of respondents were prefer to purchase during Ramzan , 8.00% of respondents were prefer to purchase during Christmas and 2.00% of respondents were prefer to purchase during Onam.

INFERENCE: The majority (62.00%) of respondents were prefer to purchase during Deepavali.

RANK ANALYSIS
Table Showing Classification of the Respondents According To Their Sources Of Information That Influences Shoppers To Shop In The Specific Showrooms

S.No	Factors	Rank I	Rank II	Rank III	Rank IV	Rank V	Rank VI	Total Score	Rank
1	Customer Feedback	26(6)	22(5)	27(4)	9(3)	61(2)	5(1)	528	**V**
2	Radio	25(6)	76(5)	12(4)	10(3)	12(2)	15(1)	647	**II**
3	Postal Advertisement	25(6)	17(5)	63(4)	23(3)	18(2)	4(1)	596	**III**
4	Banner/Posters	17(6)	23(5)	21(4)	72(3)	12(2)	5(1)	546	**IV**
5	Television	88(6)	19(5)	6(4)	4(3)	10(2)	23(1)	702	**I**
6	Newspaper/ Magazines	21(6)	24(5)	11(4)	14(3)	15(2)	65(1)	427	**VI**

(source: primary data)

INTERPRETATION
From the above table, it is observed that out of 150 respondents, customer feedback are in the rank 5, radio are in the rank 2, postal advertisement are in the rank 3, banners/posters are in the rank 4, television are in the rank 1, newspaper/magazines are in the rank 6.

INFERENCE
It is concluded that television is in the rank 1 of the sources of information that influences shoppers to shop in the specific showrooms.

LIKERT SCALE ANALYSIS
Table Showing Classification of the Respondents According To Their Perception Towards The Quality Of The Goods In The Textile Showrooms During Seasonal Sales

S.NO	FACTORS		5	4	3	2	1	TOTAL	LIKERT SCALE
	LIKERT SCALE VALUE (X)		5	4	3	2	1		
1	Product Quality	F	74	63	10	2	1	150	**4.38**
		Fx	370	252	30	4	1	657	
2	Availability Of Dress Materials	F	53	75	17	4	1	150	**4.16**
		Fx	265	300	51	8	1	625	
3	Variety Of Collections Of Dress Materials	F	65	53	28	4	0	150	**4.19**
		Fx	325	212	84	8	0	629	
4	Price Level Are Economic/Suits The Budgets	F	51	59	26	14	0	150	**3.98**
		Fx	255	236	78	28	0	597	
5	Offers And Discounts	F	55	56	26	10	3	150	**4.00**
		Fx	275	224	78	20	3	600	

(Source: Primary Data)

INFERENCE

- The likert scale value is 4.38 which is greater than the mid-value (3) which shows that the customers are agreeing with product quality in the textile showrooms.
- The likert scale value is 4.16 which is greater than the mid-value (3) which shows that the customers are agreeing with availability of dress materials in the textile showrooms.
- The likert scale value is 4.19 which is greater than the mid-value (3) which shows that the customers are agreeing with variety of collections of dress materials in the textile showrooms.
- The likert scale value is 3.98 which is greater than the mid-value (3) which shows that the customers are agreeing with price level are economic/suits the budgets in the textile showrooms.
- The likert scale value is 4.00 which is greater than the mid-value (3) which shows that the customers are agreeing with the offers and discounts in the textile showrooms.

8. SUGGESTIONS

Retailers are supposed to understand the shopper's real requirements, feel and opinion about festive sales mainly details like; various fabrics to be kept in the store, style, design, trends, price range and also how far various promotions influences the shopper to buy during festive seasons. Therefore the textile retailers are suggested to focus more attention towards getting valuable consumer feed-back and act accordingly.

- Through maintaining proper customer feed-back, retailers will get to know about the category and class of customers visiting their store and their requirements. Fashion statement varies depending on the income and occupational group. Proper assessment of this will help retailers to stock as per the needs and in turn support them to maintain right stock levels and products at different price levels.
- Customer feed-back will also support retailers to develop effective sales promotional strategies during festive and non-festive seasons.

9. CONCLUSION

The study observed that irrespective of demographic and socio economic status, modern shoppers prefer to buy more trendy innovative clothing compared to the yester year shoppers. Thus, retailers are suggested to enhance the shopping experiences of their shoppers prefer to by stocking more valuable fabric, introduce innovative designs and fashionable items and special offers which make the customer feel like he is getting more value for the money he pays. The retailers are suggested to compromise on their profit margins and provide more benefits to retail shoppers, to give them to feel of satisfied shopping during festive seasons. All these require appropriate understanding of customer behaviour which will help retailers to fine-tune and equip themselves to address the problems and issues of customers and thereby satisfy them and making them ore loyal.

10. REFERENCE

1. Prof.Kumar B.Pawar(2019) " A Study of Consumer Preference and Buying Behaviour of Garments with Reference to Selected Areas of Pune City" International Journal of 360 Management Review, Volume.07, Issue 01, April 2019, ISSN: 2320-7132.
2. T.Sreerekha, S.Praveen kumar (2018) "Consumer Preference Towards Branded Apparel Purchase In Coimbatore City" (IJSDR)International Journal of Scientific Development and Research, march 2018 IJSDR ,volume 3,Issue 3, ISSN:2455-2631.
3. Prof.Lakshminarayana.K,Dr.Sreenivas DL (2018) "A Study of Consumer Buying Behaviour towards Branded Apparels in Selected cities of Karnataka" International Journal of Advanced in Management, Technology and Engineering Sciences, volume 8, issue 3,march 2018,ISSN NO : 2249-7455.
4. VTShailashri,Dr.P.S.Aithal,Dr.SurekhaShenoy(2018) "A Study on Online Consumer Buying Behaviour during Festive seasons in India" Advance in Information Technology, Management, Social Sciences and Education, December 2018, ISBN No : 978-81-938040-8-7.
5. M.S.Thangavel , Dr.P.Arumugaswamy(2017) " A Study on Consumer Preference and Satisfaction of Branded clothing of Men with Special Reference to Coimbatore city" volume 6, issue 1, jan 2017, ISSN-2250-1991, IF:5.215, IC Value:79.96
6. Dr.L.R.Paliwal and Aishvarya Bansal(2017)"A Study of Young Consumer Behaviour Towards Branded Apparel" International Journal of Scientific Progress and Research(IJSPR), Issue 97, volume 34, number 03,2017,ISSN:2349-4689.
7. Sonika Mishra, Dr.(Mrs.)Archana Agrawal(2017) "A Comparative Study on Buying Behaviour of Customers towards Branded Apparel over Non Branded Apparel with special reference to Raipur City" International Journal of Scientific Research and Management (IJSRM), Volume 5, Issue 06, Pages 5763-5769,june 2017.

WEBSITES

1. http://www.garments.in
2. http://en.m.wikipedia.org