A STUDY ON CONSUMER BUYING BEHAVIOUR OF RETAIL TEXTILE SHOPS
(WITH REFERENCE TO TIRUPPUR REGION)

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ABSTRACT
A large number of Textile shops running successfully throughout India. It has a wide variety of clothings and a unique style of dresses which attracts every individual. The textile shops have been developing in every area which is sufficient to all people. This study analysis the consumer buying behaviour retail textile shops with special reference to Tiruppur Region. It analyses the factors which influences the consumer to buy in retail textile shops. This study analyses the average time spent by the consumers in retail shops and many other factors. Nowadays, there are many sources of selling dresses through online trading, wholesale and retail selling, etc.. But retail trading has become enormous in almost every region. This study not only analysis the buying behaviour of consumer but also studies the experience of salesman in retail textile shops.

KEY WORDS: *Retail textile shop, Buying behaviour, consumer influence.*

INTRODUCTION

The Indian textiles industry is extremely varied, with the hand-spun and hand-woven textiles sectors at one end of the spectrum, while the capital-intensive sophisticated mills sector at the other end of the spectrum. The decentralised power looms/ hosiery and knitting sector form the largest component of the textiles sector. The Indian textile industry has the capacity to produce a wide variety of products suitable to different market segments, both within India and across the world.

STATEMENT OF PROBLEM

Textile industry in India is growing at a very faster rate. New upcoming technologies and products are to be absorbed by the industries. Attempts are required in analysing the functioning of powerloom industry.The study of consumer awareness of buying behaviour of textiles is studied in detail.Appropriate measures for the problems in interest of weavers, traders and consumers will be given.

SCOPE OF STUDY

The study focuses on the buying behaviour about textile products,factors influencing the buying decision of textiles and the relationship betweenconsumer preference and product attributes. But. the study is undertaken only onfactors influencing buyer behaviour on male, female and children readymade dressesand it excludes all other home textiles. The study covers the consumers of

Tiruppurcity only.It analyses the consumers in that particular surroundings.

OBJECTIVES OF THE STUDY
- ➢ To study buying behaviour and need for buying textile products.
- ➢ To identify different sources of information and the effect in motivating consumer preference.
- ➢ To offer suggestions and recommendations to dealers and manufactures to maximise services to textile consumers.

RESEARCH METHODOLOGY
Research methodology is the specific procedures or techniques used to identify, select, process, and analyze information about a topic. In a research paper, the methodology section allows the reader to critically evaluate a study's overall validity and reliability.

SAMPLING TECHNIQUES
For the purpose of analysis, the data has been collected from 120 repondents from Tiruppur Region.The samples have been selected on the basis of Convenient Random Sampling Techniques.

SAMPLE SIZE
The sample of 120 respondents was chosen for the study.

AREA OF STUDY
The study is conducted within the Tiruppur city.

SPECIAL TOOLS APPLIED
- ➢ Simple percentage analysis
- ➢ Likert scale analysis

LIMITATIONS OF STUDY
- ➢ The study was taken only from the female customers from various locations of Tiruppur City.
- ➢ As it was not possible to collect data from all regions, only particular places were taken for study.

- ➢ The sample size was retricted to 120.

LITERATURE REVIEW
Pearl fafa bansah michael dabi sheena anita edem dzorvakpor (2015),the study examined the effect of branding on consumer buying behaviour among Textile Ghana Fabric (formally known as Ghana Textile Prints) users in the Ho municipality. Three aspects of brand equity, notably brand awareness, brand loyalty and brand image were all addressed with other factors that affect the buying behaviour of consumers. Findings revealed that branding (brand equity) accompanied with other factors of price, status, self-concept and lifestyle are key components in influencing a customer's purchase decision in the fabric industry.

Leena Jenefa, Ramesh Kaliyamoorthy(2014), with high level of competition, higher customer turnover, improved technology leads to more customer expectations in today competitive world. As far as retail industry is concerned due to global developments and lifestyle changes, the retail sector business models and strategies changed now. Retaining the customer by providing an unique and holistic assessment of the benefits and challenges by experiential innovation is vital for success. The beyond level of customer satisfaction leads to customer delight. It is very difficult to fulfill the customer expectations.

Lee Jungmin Kim Jongjun(2010), nowadays 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. In the midst of the spread of consumption research is being done to develop manufacturing textiles that do not induce pollution. For instance, advantages of the natural textile fibers, cotton, silk, and ramie, have been newly recognized in terms of environment-friendliness, Together with these fibers, the natural high molecular materials, such as chitosan and hyaluronic acid, have found new roles in the application sectors of human-friendliness and environment-friendliness.

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DATA INTERPRETATION AND ANALYSIS

SIMPLE PERCENTAGE ANALYSIS

TABLE SHOWING THE AVERAGE TIME SPENT IN RETAIL TEXTILE SHOPS OF THE RESPONDENTS

TIME SPENT	NO. OF RESPONDENTS	PERCENTAGE
Less than 30 Minutes	31	24.8%
30 Mins – 1 hour	54	43.2%
1 Hour – 2 Hour	31	24.8%
More than 2 hours	9	7.2%
Total	125	100%

(Source: Primary Data)

INTERPRETATION

Table 4.1.8 reveals that 24.8% of the respondents spent less than 30 minutes, 43.2% of the respondents spent 30 minutes-1 hour, 24.8% of the respondents spent 1 hour-2 hour, 7.2% of the respondents spent More than 2 hours.

➢ **Majority (43.2%) of the respondents spent 30 mins – 1 hour.**

TABLE SHOWING ON WHICH OCCASIONS THE CUSTOMERS MAKE PURCHASE

OCCASIONS	NO. OF RESPONDENTS	PERCENTAGE
Birthday	43	34.4%
Weddings	26	20.8%
Casual wear	48	38.4%
Gifts	8	6.4%
	125	100%

(Source: Primary Data)

INTERPRETATION

Table 4.1.10 reveals that 34.4% of the respondents Purchase clothes for Birthday, 20.8% of the respondents purchase clothes for Weddings, 38.4% of the respondents purchase clothes for Casual Wears and 6.4% of the respondents purchase clothes for Gifts.

➢ **Majority (38.4%) of the respondents purchase dress for Casual wears.**

TABLE SHOWING THAT ON AVERAGE HOW OFTEN THE CUSTOMERS VISIT TEXTILE SHOPS

FACTORS	NO. OF RESPONDENTS	PERCENTAGE
Once in a week	24	19.2%
Once in a month	55	44%
Twice in a month	25	20%
Often	21	16.8%
	125	100%

(Source: Primary Data)

INTERPRETATION

Table 4.1.12 reveals that 19.2% of the respondents visit retail textile shops Once in a week, 44% of the respondents visit once in a month, 20% of the respondents visit twice in a month,16.8% of the respondents visit often.

➢ **Majority (44%) of the respondents visit textile shops once in a month.**

LIKERT SCALE ANALYSIS

TABLE SHOWING THE REASONABLE PRICE

FACTORS	NO. OF RESPONDENTS	LIKERT SCALE VALUE(x)	TOTAL SCORE (fx)
Very High	32	5	160
High	36	4	144
Neutral	51	3	153
Low	5	2	10
Very Low	1	1	1
Total	125		468

(Source : Primary Data)

Likert Scale $= \Sigma$ (fx) / Number of respondents
$= 468/125$
$= 3.74$

The Likert Scale Value is 3.74 higher than the Mid-value (3) so the respondents agree that reasonable price is high in buying retail textile shops.

FINDINGS, SUGGESTION AND CONCLUSION
FINDINGS OF THE STUDY
Findings of Simple Percentage analysis
- It is found that the Majority (60%) of the respondents belong to the age group 18-25 Years.
- It is found that Majority (68.8%) of the respondents are Female.
- It is found that Majority (52.8%) of the respondents were completed Under Graduate.
- It is found that Majority (76%) of the respondents are Unmarried.
- It is found that Majority (52.8%) of the respondents were Self Employed.
- It is found that Majority (51.2%) of the respondents belongs to the Nuclear family.
- It is found that Majority (36.8%) of the respondents income were Below Rs. 20000.
- It is found that Majority (43.2%) of the respondents spent 30 mins – 1 hour.
- It is found that Majority (41.6%) of the respondents who accompanies to purchase was Friends.
- It is found that Majority (38.4%) of the respondents purchase dress for Casual wears.
- It is found that Majority (41.6%) of the respondents prefer to visiting shops to buy clothes.

- It is found that Majority (44%) of the respondents visit textile shops once in a month.
- It is found that Majority (37.6%) of the respondents spent between Rs.1000-Rs.2000.
- It is found that Majority (39.2%) of the respondents textile shop experience was Selection of items.
- It is found that Majority (31.2%) of the respondents were influenced by Friends to buy in retail textile shops.

Findings of Likert Scale Analysis
- The Likert Scale Value is 4.30 higher than the Mid- value (3) so the respondents agrees that nearer to home is very high to buy in retail textile shops.
- The Likert Scale Value is 3.74 is higher than the Mid- value (3) so the respondents agree that the availability of stores is High to buy in retail textile shops.
- The Likert Scale Value is 3.74 higher than the Mid- value (3) so the respondents agree that reasonable price is high in buying retail textile shops.
- The Likert Scale Value is 3.58 higher than the Mid- value (3) so the respondents agrees that extension of credit is High in buying retail textile shops.
- The Likert Scale Value is 3.65 higher than the Mid- value (3) so the respondents agrees that salesman's approach is high in buying retail textile shops.
- The Likert Scale Value is 3.84 higher than the Mid- value (3) so the respondents agrees that

collecting information about recent selling brands and designs is High.

➢ The Likert Scale Value is 3.63 higher than the Mid- value (3) so the respondents agrees that collecting information about the price at different places is High.

➢ The Likert Scale Value is 3.80 higher than the Mid- value (3) so the respondents agrees that looking for the variety of dress is high.

➢ The Likert Scale Value is 3.53 higher than the Mid- value (3) so the respondents agrees that discussion with friends to buy quality products at high cost is High.

➢ The Likert Scale Value is 3.54 higher than the Mid- value (3) so the respondents agrees that comparing the quality proportionate to price is High.

➢ The Likert Scale Value is 4.06 higher than the Mid- value (3) so the respondents strongly agrees that Casual wear with best quality are their choices.

➢ The Likert Scale Value is 3.77 higher than the Mid- value (3) so the respondents agrees that the respondents prefer to buy the best choice .

➢ The Likert Scale Value is 3.70 higher than the Mid- value (3) so the respondents agrees that all the respondents purchase the dress with much thought and care.

➢ The Likert Scale Value is 3.66 higher than the Mid- value (3) so the respondents agrees that all the respondents use much time and effort to buy the best clothes.

SUGGESTIONS

❖ Customer satisfaction is an important thing in retail business. Likewise the textile industry provides lot of satisfaction to the customers with the quality products at low price.

❖ There are a lot of source of textile in Tiruppur . But retail textile shops have its own way of marketing in Tiruppur.

❖ Comparing to online shopping, Retail textile shopping is the best way of purchasing clothes because the quality and the price of the materials may vary, but we have assurance of clothes.

❖ Comparing to Big shops, Retail shops have a unique way of dressing and they approach the customers effectively.

CONCLUSION

• The major impact of the study is to analyse the buying behaviour of consumers in retail textile shops and it has given a lot of informations which has to be appreciated and to be corrected.

• The major impact of this study is that there are a lot of circumstances faced by a retail shop owner because the opinion of customers vary in every situations.

• Some customers buy the product within a few minutes whereas few cuustomers take a long time to purchase a single cloth.They have to arrange all the things before the next customer's arrival.

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