

Buying Pattern Of Consumers In Textiles At Perambalur

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ABSTRACT: Dressing is associate in nursing expression of concepts and thoughts. There could also be tons of fashion, brand, colors, styles, styles on the market within the textile panoptic on. Dressing is additionally one in every of the thanks to have smart an honest a decent temperament and good look. In trending days everybody pay heap of attention for his or her dressing. To satisfy up the customers wishes the textiles are operating its best by giving a lot of innovation in many varieties of dress. There are millions of selection in dress. Client should select the dress consistent with the suitability. Additionally the client should also apprehend what, when, wherever and the way the dress ought to be wear up. There are several sort of customers and also the textile company should try and savvy to beat with every kind of customers and fulfill their wants with full satisfaction.

Key words: Customers, Manufacturers, Industry, Gain, Style, Satisfaction, selection

1 INTRODUCTION

Customers are the king manufacturers of the business. Customers are taking part in a serious role when making a decision the industries growth and development, as a result of they're the supply through that industries earn. Industries financial gain relies on customers call of selecting the business. Industries contend with one another to develop their financial gain by giving a good style of offers and discounts consistent with the purchasers need. Textiles are giving a lot of facilities like totally different section for men, girls and youngsters for the convenience of the purchasers. Textile is that the place wherever folks have the immense wishes and attraction. Every and each client can have a distinct sort of thoughts. Consumer goods are that the one that plays a major role during this world. The style and preference of client take issue and also the textile industries are guaranteed to satisfy every customers needs and preference. Several of the folks provide the foremost importance to their look. Therein method, to urge an honest look consumer goods should be chosen because the absolute best one.

2 DEFINITION:

Consistent with Schiffman G.L. and Kanuk L.L. 2002 "Consumer behavior is that the behavior that buyers show in checking out, purchasing, using, evaluating merchandise or services and concepts that they expect can satisfy their wants." "Consumer behavior is that the study of human response to merchandise or services and also the selling of merchandise and services" (Kardes, F.R. 2002)

3 TYPES OF CONSUMERS:

FRIENDLY OR CO-OPERATIVE BUYER:

These client can co-operate, perceive and move friendly with the sales person. It will be straightforward for the sales person to guide them and fulfill their wants. They might simply perceive everything and that they move consistent with the case.

RESERVED BUYER:

These sorts of customers are reserved and that they won't even declare the question asked by the sales person and can feel back. They take time to mingle. Thus it will be onerous for the sales person to own language with the customers and to satisfy their wants.

4 BARGAIN BUYER:

These sort of customers are quite common and that they can discount for every for every each purchase they are doing. Albeit the customers discount for the profit of themselves at identical time sales person conjointly feel thus onerous to face these sorts of customers.

SLOW THINKING BUYER:

These sort of patrons suppose terribly slow to require a dress and can take such loads of your time to create call. They place a lot of effort to decide on a dress. They target every and each connected things and take a dress.

RUDE BUYER:

Rude patrons are the those who don't perceive what the sales person is coming back to inform or misunderstands them from time to time. They'll not pay enough time in buying and that they conjointly urge the sales person to complete their buying as shortly as doable.

CLEVER OR INTELLIGENT BUYER:

These sort of patrons are terribly straightforward to handle and trust worthy. They perceive everything simply. It will be a lot of convenient for the sales person to handle such reasonably folks. They suppose smartly and act well. They even have smart higher cognitive process capability in selecting a dress.

PRICE AND QUALITY AWARE BUYER:

There are some patrons World Health Organization select dress in low value and expect the dress in excellent quality. Some folks are noticeably inquisitive about quality and styles however in cheaper price.

UNDECIDED BUYER:

These sorts of patrons don't have a pre-planned plan of their purchase and that they decide solely when coming

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back to the search. Thus it'll take such loads of your time for them to pick the dress. If they need some plan on the before hand they could have the choice of your time intense.

TRENDS INTRODUCED WITHIN THE TEXTILE:

The textile business is varied, which implies that several countries select their own path and direction to follow within the vary of high style. There ar some trends that appear to be the new direction for many of the textile market.

TECHNOLOGY:

Technical textiles are an outsized and growing market at once. Countries are rehabilitating mills and buildings and hiring new employees to figure on new innovations like 3D written consumer goods and shoes or sensible materials with tiny chips that act as conductors and energy converters.

NON-WOVEN FABRICS:

New machinery has created it doable to pursue non-woven materials. Non-woven ar non-yarn materials that are ironed along instead of woven . The explanation can be a plus is that the labor is a smaller amount intensive and also the product can be created faster and for fewer cash. Non-woven materials are terribly hygienical, that is nice for the medical field, an outsized a part of the textile business.

DOMESTIC SALES:

Countries like China and also the US. are focusing not solely internationally, However domestically yet. Making merchandise domestically, and selling to native communities, is making a replacement and bigger marketplace for countries that are unremarkably internationally targeted.

I. ENVIRONMENTAL SUSTAINABILITY:

The environment has become a large issue in the textile industry due to the immense use of water, the air pollution, and waste concerns. Many countries have started to really focus on green textiles. Some of the new innovations are making clothing out of used coffee grounds, algae, or spoiled milk. These new textiles are unique and are gaining popularity in the market.

OBJECTIVES OF THE STUDY:

- ❖ To know about the types of consumers
- ❖ To know about the various trends introduced in the textile
- ❖ To know about the selecting style of the consumers

STATEMENT OF THE PROBLEM

Buying pattern of the consumers differ from one people to other people. Each and everyone necessity must be fulfilled and all their desires must be satisfied by the textile industry. Consumer behavior focuses on how an individual make decisions to spend their available resources (time, money, effort) on consumer related items. The textile industry must identify the taste and preference of the consumers and give more innovation in their designs.

METHODOLOGY:

Here the researcher has used both primary and secondary data. The secondary data has been collected from various sources like journals, magazines, websites, etc., and the primary data has been collected from the people in Perambalur district.

SAMPLE SIZE:

Here the researcher have been used random sampling method. The people are selected at random wise i.e. sample size 125.

Table :1
Classification on the basis of Gender

Category	No. of respondents	Percentage
Female	87	69.6
Male	38	30.4
Total	125	100

Source: Primary Data

INTERPRETATIONS

Above table shows that the gender details in Perambalur district. Here the 69.6% of the respondents are female and 30.4% of the respondents are male.

Table :2
Classification on the basis of Age

Age in years	No. of Respondents	Percentage
Less than 20	22	17.6
20 – 30	45	36.0
30 – 40	39	31.2
40 and above	19	15.2
Total	125	100%

Source: Primary Data

INTERPRETATIONS

Above table shows the age group of the consumers. 36% of the respondents are buy in the age between 20 to 30 years, second position that is 31.2% of the respondents are come under the age group of 30 to 40 years of age, 17.6% who belongs to the age group of less than 20 and the minimum of respondents are 15.2% who belong to the age group of 40 and above.

Table :3
Classification on the basis of Educational qualification

Category	No. of Respondents	Percentage
Graduate	48	38.4
PG	27	21.6
Professional	21	16.8
Others	29	23.2
Total	125	100%

Source: Primary Data

INTERPRETATIONS

Above table shows the educational qualification of the consumers. Here the respondents who have the maximum of educational qualification is 38.4% of graduate people and 21.6% of people are PG and 16.8% of people are professional and others are 23.2%.

Table :4
Classification on the basis of Occupation

Category	No. of Respondents	Percentage
Profession	8	6.4
Business	28	22.4

Home maker	42	33.6
Others	47	37.6
Total	125	100%

Source: Primary Data

INTERPRETATIONS

Above table shows that about the occupation of the consumers. The maximum of consumers belong to the category of others with 37.6. 33.6% of the consumers are home makers, 22.4% of consumers are doing business and 6.4% of the consumers are professionals.

Table :5

Classification on the basis of Income of the family

Category	No. of Respondents	Percentage
Below 10,000	37	29.6
Rs.10,000 – 20,000	51	40.8
Rs. 20,000 – 30,000	26	20.8
Rs. 30,000 and above	11	8.8
Total		100%

Source: Primary Data

INTERPRETATIONS

Above table shows that income of the family. 40.8% of the respondents family income is Rs.10,000 to Rs20,000, 29.6% of the respondents family income is below Rs.10,000, 20.8% Of the respondents income is Rs.20,000 – 30,000 and 8.8% of the respondents have the income of above Rs.30,000.

Table :6

Classification on the basis of No. of family members employed

Category	No. of Respondents	Percentage
1	75	60%
2	35	28%
3	15	12%
Total	125	100%

Source: Primary Data

INTERPRETATIONS

Above table shows that no. of members employed in the respondents family. Majority (60%) of the respondents have only one employed person in the family and the minority of 12% of the respondents have the 3 employed person in the family.

Table :7

Classification on the basis of Amount spent for textiles for the entire family

Category	No. of Respondents	Percentage
Less than 10,000	30	24%
Rs.10,000 – 15,000	35	28%
Rs.15,000 – 20,000	45	36%
Rs.20,000 and above	15	12%
Total	125	100%

Source: Primary Data

INTERPRETATIONS

Above table shows about the amount spent for textiles for the entire family. Majority of 36% of the people buy textiles

for Rs.15,000 – 20,000 and the minority of 12% of the people buy textiles for Rs. 20,000 and above.

Table :8

Classification on the basis of Selecting store performance

Category	No. of Respondents	Percentage
Near to home	25	20%
Quality of goods	30	24%
Reasonable price	27	21.6%
Variety of goods	25	20%
Offers and discounts	18	14.4%
Total	125	100%

Source: Primary Data

INTERPRETATIONS

Above table shows that about selecting store performance of the consumers. Here the maximum of 24% of the respondents buy dress according to the quality of goods. The minimum of 14.4% of the respondents buy dress according to the offers and discounts.

Table :9

Classification on the basis of Time taken for selecting a dress

Category	No. of Respondents	Percentage
Below 30 minutes	28	22.4%
Below 1 hour	30	24%
1 hour	45	36%
2 hours	22	17.6%
Total	125	100%

Source: Primary Data

INTERPRETATIONS

Above table shows about the time taken by the consumers for selecting a dress. Here maximum of 36% of the respondents take dress for 1 hour, 24% of the respondents purchase dress within 1 hour, 22.4% of the respondents take dress within 30 minutes and the minimum 17.6% of the respondents purchase dress for 2 hours.

Table :10

Opinion about bargaining

Category	No. of Respondents	Percentage
Agree	25	20%
Strongly Agree	38	30.4%
Neutral	30	24%
Disagree	32	25.6%
Total	125	100%

Source: Primary Data

INTERPRETATIONS

Above table shows the opinion about bargaining. Here 20% of the respondents agree that they bargain, the other 30.4% of the respondents strongly agree, 24% of the respondents feel neutral, 25.6% of the respondents feel disagree.

Table :11

Outfit preferred the most

Category	No. of Respondents	Percentage
Traditional	28	22.4%
Western	43	34.4%
Modern	38	30.4%
Ultra – modern	16	12.8%
Total	125	100%

Source: Primary Data

- ❖ 36% of the respondents prefer readymade dress at very high.
- ❖ 30.4% of the respondents feel convenient to wear cotton dress material.

INTERPRETATIONS

Above table shows the outfit mostly preferred by the respondents. Maximum of 34.4% of the respondents prefer western dress and minimum of 12.8% of the respondents prefer ultra – modern dress.

Table :12
Purchase of readymade dress

Category	No. of Respondents	Percentage
Very high	45	36%
High	43	34.4%
Low	32	25.6%
Very low	5	04%
Total	125	100%

Source: Primary Data

INTERPRETATION

Above table shows that the purchase of readymade dress by the respondents. Maximum of 36% of the respondents prefer the readymade dress and minimum of 4% of the respondents prefer readymade dress at very low.

Table:13
Convenient dress material to wear

Category	No. of Respondents	Percentage
Cotton	38	30.4%
Synthetic	20	16%
Silk cotton	30	24%
Rayon	37	29.6%
Total	125	100%

Source: Primary data

INTERPRETATION

Above table shows the convenient of the dress material to wear for the respondents. Majority of 30.4% of the people feel convenient to wear cotton dress and minority of 16% of the people preferred synthetic dress material.

FINDINGS:

- ❖ 69.60 % of the respondents were in female.
- ❖ 45% of the respondents were under the age group of 20 to 30 years.
- ❖ 38.4% of the respondents educational qualification were graduate.
- ❖ 37.6% of the respondents occupation come under the category of others.
- ❖ 29.6% of the respondents family income is below Rs.10,000
- ❖ 60% of the respondents have only one employed person for the family.
- ❖ 36% of the respondents family spend Rs.15,000-20,000 for textiles.
- ❖ 24% of the respondents select store performance according to quality of goods.
- ❖ 36% of the respondents take 1 hour to select the dress.
- ❖ 30.4% of the respondents strongly agree for the opinion of bargaining.
- ❖ 34.4% of the respondents prefer western dress as their outfit.

SUGGESTIONS:

Here, the consumer are of many types so only the textile sales person must act according to the consumers. And the maximum number of consumers prefer the western dress and many of them feel that cotton dress will be much convenient for them. And the textile industries must also run up with the trend to satisfy the wants of consumers. People wholly like the dress to wear which is more attractive.

CONCLUSION:

Even though the trends are scaling great heights in the midst of people. Textile industries also compete and bring all the varieties and designs to attract people. The services rendered by textile industry are also satisfied for the consumer and they also stay in comfort zone. And people also prefer to choose the dress only according to their income level of the family.

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