

## “A STUDY ON CONSUMER PREFERENCE TOWARDS TEXTILE RETAIL OUTLETS WITH SPECIAL REFERENCE TO SELECTED TEXTILE OUTLETS IN COIMBATORE CITY”

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### ABSTRACT

Indian textile industry is one of the leading textile industries in the world. The needs of the people are increasing day-by-day. People are more interested to dress neatly and make them purchase more and more from the retail outlets. A study was conducted on the consumer preference towards the textile retail outlets with special reference to selected textile outlets in Coimbatore city”. The various showrooms taken for the study are Shree Devi, Chennai Silks, Ganapathy Silks, Pothys and RMKV. These are the most famous showrooms in Tamil Nadu with its branches spread all over the state. The purposes of the study were to know the consumer preference towards selected textile retail outlets in Coimbatore city, to study the awareness level of consumers towards the textile retail outlets to know the factors that influences the consumers to prefer the textile retail outlets and to study the marketing strategies of selected textile retail outlets in Coimbatore city etc.

The data was collected from 100 respondents using questionnaire method. Simply percentage analysis has been used in the study. It was found from the study that the respondents are seen to give more preference to the collections while choosing the showroom. Hence the other retailers can also increase their new varieties of collections and the retailers must make an extra effort to create more awareness of their products to the general public and they can do it by making innovative and attractive advertisements that may influence more customers to purchase to visit their showroom.

**KEYWORDS:** Retail Outlets, Textile Industry, Marketing Strategies, Customers, Retailers