

“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

INTRODUCTION AND DESIGN OF STUDY

Indian textile industry is one of the leading textile industries in the world. Though was predominantly unorganized industry even a few years back, but the scenario started changing after the economic liberalization of Indian economy in 1991. The opening up of economy gave the much-needed thrust to the Indian textile industry, which has now successfully become one of the largest in the world. Indian textile industry is also the largest in the country in terms of employment generation. It not only generates jobs in its own industry, but also opens up scopes for the other ancillary sectors. Indian textile industry currently generates employment to more than 35 million people. Indian textile industry can be divided into several segments, some of which can be listed as cotton textiles, silk textiles, woolen textiles, readymade garments, Hand-crafted textiles, Jute and Coir.

“The aim of marketing is to make selling superfluous product - to know and understand the consumer so well that the product or service lists and sells itself”. Clothing is one of the most important basic needs for every human. Clothing is

used as a kind of decoration. There is large scope of improvement in the textile industry of India as there is a huge increase in personal disposable income among the Indians after the 1991 liberalization. There is also a large growth of the organized sector in the Indian textile industries. The foreign brands along with the collaboration of the Indian companies established business in India. Some of these are Puma, Armani, Benetton, Esprit, Levi Strauss, Hugo Boss, Liz Claiborne, Crocs etc.

The major Indian Industries include Bombay Dyeing, Fabindia, Grasim Industries, JCT Limited, Lakshmi Machine Works, Lakshmi Mills and Mysore Silk Factory. The growth outcome expected from the Indian fashion retail sector throws open an investment opportunity of over ₹ 30,000 crores annually across the textile retail value chain. This is expected to increase the size of the textile retail industry from its current size of ₹ 315,000 crore to ₹ 990,000 crores by year 2020. The textile retail sector will be one of the largest employment generators apart from being a large value creator in the Indian economy.

The topic of the study is “A study 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 Tamilnadu with its branches spread all over the state. 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

Objectives of the Study

- 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.
- To know the opinion of consumers towards price, quality, hospitality, etc of textile retail outlets.
- To study the marketing strategies of selected textile retail outlets in Coimbatore city.
- To study the satisfaction level of consumers towards their preference of textile retail outlets.
- To offer suggestion on the basis of the results of the study.

Methodology of the Study

Area of the study refers to Coimbatore city. The sample taken for the study is 100. The study has used primary and secondary data. Primary data was collected by questionnaire method. Secondary data was collected from respective books, journals, magazines and websites. Convenience sampling method has been used in the study for the purpose of making analysis. Simple percentage analysis has been adopted in the study.

Limitation

The sample units are 100 and confined to only Coimbatore city. Hence the results cannot be generalized.

REVIEW OF LITERATURE

Rupesh Kumar and Narayanan¹ made a study on buyers' behaviors in shifting retail showrooms. In the study, they attempted to identify the shifting of retail showrooms and identify the shifting patterns of the customer from one brand to another brand and the reason for shifting to other formats and also the study aimed to examine the reasons that influence the buyers' decision to stay with the same store. The study found that the majority of the customers shifting from one multi

brand outlet to another multi brand outlet due to new collections, good ambience, less waiting time and prompt service. Also the study found that wider designs, fashionable collections, low prices influence the buyers' decision in staying with the same store.

Karthikeyan Sundarraj² has made an investigation on consumer behavior and preferences towards apparel. In his study, he tried to understand the lifestyle and consumption pattern of Indian consumers and also to determine the awareness of social responsibility and green fashion among Indian consumers. The study also found that most of the consumers prefer western clothing and majority of the consumers do not have the awareness of green fashion.

Gopinath³ has made a study on men's perceptions on buying decisions for branded shirts. In his study he ascertained the brand of shirt most preferred by respondents and also to offer suitable suggestions to the single brand showroom franchisees and multi brand shop owners. His study found that only a very few prefer the branded shirts and only few of the respondents buy during off-season sale. Therefore retailer has to provide more offers & discounts during off-season sale.

Rajagopal⁴ has made a study on Consumer Culture and Purchase Intentions towards Fashion Apparel. In his study he has found that the shoppers' perceptions towards fashion apparel in reference to purchase motivations, socio-cultural value, and life-style that mediate the emotions and shopping behavior. Fashion loving consumers typically patronage multi-channel retail outlets, designer brands, and invest time and cost towards an advantageous product search. The study suggests that consumers with sustainable purchase intentions for fashion apparel are motivated to seek benefits of the store and brand specific promotions and prices enhancing their shopping basket. The majority of shoppers rely on store patronage, brand value and building loyalty over time to continue benefits of the store and brand promotions. The shopping motivation, attributes of retailers and customer beliefs influence patronage behavior among shoppers.

Namita Rajput, SubodhKesharwaniAkanksha Khanna⁵ have made a study on Consumers' Attitude towards Branded Apparels. The objective of their study is to analyze the significance of demographic profile of consumers affecting the purchase decision of branded garments. To observe consumer awareness about different apparel brands available in the Indian market in gender perspective. To find out whether there is a significant difference in total expenditure on branded apparels done by males vis- a - vis females. The results confirm that Indian people have become highly brand conscious presently. Hence, brand image is a not a significant factor in choosing the product or brand to buy. There are other aspects like, quality, comfort, expectations and demographic characteristics are also influence to the purchasing decision that dominate the purchase decision of males and females. Allen Solly tops the minds of the customers followed by Van Heusen and Raymond which refers to the maximum frequency of recalling the brands. These are the most familiar and favourite brands also among brand aware consumers, specifically in context of India.

Shital Vakhariya and Vilas Chopde⁶ have made a study on the consumer preference of private labels over national labels in apparel segment of the departmental stores. They tried to investigate consumer brand preference for national versus store brands in Apparel Segment and to study the influence of quality, price, variety, availability and current trend on brand preference for national versus store brands. The study found that the customers felt that quality and advertisement of national brands is better than the store brands while store brands are priced lower than the national brands. They have special preference for a particular store destination for variety of product available, quality, convenient location and discounts & offers. It is also found that the customers are buying apparels anytime without any specific reason.

ANALYSIS AND INTERPRETATIONS

The data collected from the respondents are systematically analyzed and presented in the form of tables under various headings in the following pages. They were also arranged in such a way that a detailed analysis can be made so as to present suitable interpretations for the sake. In the study simply percentage analysis has been used for analyzing the data for the purpose of making findings.

Table 1: The Personal Profile of the Respondents

| Category | Classification | Number of Respondents | Percentage |
|---------------------------|--------------------|-----------------------|------------|
| Gender | Male | 59 | 59% |
| | Female | 41 | 41% |
| Age group | Below 20 years | 52 | 52% |
| | 20 - 40 years | 28 | 28% |
| | 40 - 60 years | 8 | 8% |
| | 60 years and above | 12 | 12% |
| Marital Status | Married | 37 | 37% |
| | Unmarried | 63 | 63% |
| Educational Qualification | School level | 16 | 16% |
| | UG level | 46 | 46% |
| | PG level | 27 | 27% |
| | Professional level | 11 | 11% |
| Occupation | Agriculture | 1 | 1% |
| | Business | 31 | 31% |
| | Employment | 47 | 47% |
| | Professional | 21 | 21% |
| Income level | Below Rs.20,000 | 21 | 21% |
| | Rs.20,001 – 30,000 | 20 | 20% |
| | Rs.30,001 – 40,000 | 21 | 21% |
| | Above Rs.40,000 | 38 | 38% |

The above table shows that, out of the total respondents taken for study, Majority (59%) of the respondents are male, most (41%) of them are in the age group of below 20 years, majority (63%) of them are unmarried, most (46%) of them are undergraduates and most (47%) of them are employees and most (38%) of them have their income level of above Rs. 40,000.

Table 2: The Customers' Preferences, Existing Practices, Sources of Awareness and Influencing Factors towards Retail Textile Showrooms

| Category | Classification | Number of Respondents | Percentage |
|---|---------------------|-----------------------|------------|
| Preference towards retail outlets | Shri Devi | 37 | 36% |
| | Chennai Silks | 24 | 23% |
| | Ganapathy Silks | 12 | 12% |
| | Pothys | 18 | 17% |
| | RMKV | 13 | 12% |
| Whether the respondents prefer the same outlet all the time | Yes | 46 | 46% |
| | No | 54 | 54% |
| Sources of Awareness | Advertisements | 56 | 50% |
| | Family Members | 10 | 9% |
| | Friends & Relatives | 38 | 34% |
| | Neighbours | 8 | 7% |

Table 2: Contd.,

| | | | |
|--|-----------------------|----|-----|
| Media of advertisement through which the respondents are aware of retail showrooms | Radio & Television | 37 | 54% |
| | Newspaper & Magazines | 15 | 22% |
| | Notices & Pamphlets | 4 | 6% |
| | Posters & Banners | 10 | 15% |
| | Internet & E-mails | 2 | 3% |
| Factors | Price | 27 | 20% |
| | Quality | 39 | 29% |
| | Collections | 46 | 34% |
| | Hospitality | 7 | 5% |
| | Advertisement | 6 | 5% |
| | Brand Name | 9 | 7% |
| Whether the Celebrities influence the purchase of the customers | Yes | 44 | 44% |
| | No | 56 | 56% |
| Sales promotional activities that influence the purchase of the customers | Credit Points | 14 | 14% |
| | Discounts/Offers | 70 | 70% |
| | Celebrities | 4 | 4% |
| | Gifts/Compliments | 4 | 4% |
| | Refreshments | 8 | 8% |

The above table depicts that, out of the total respondents taken for study most (36%) of the respondents prefer Shri Devi to make their purchases, majority (54%) of the customers are of the opinion that they are not preferring the same outlet all the time, majority (50%) of them are aware of the textile retail outlets through the advertisements and out of them majority (54%) of them are aware through the media of Television and Radio, most (34%) of them are influenced by various collection of cloths available in the showrooms, majority (56%) of them do not get influenced to purchase in an outlet because of the Celebrities who act in the advertisements of retail showrooms and majority (70%) of the respondents are influenced by the various Discounts and offers provided by the various textile outlets.

Table 3: The Preference Level of the Various Respondents towards the Various Factors

| Outlets | Price | Quality | Hospitality | Collections | Publicity |
|-----------------|-------|---------|-------------|-------------|-----------|
| Shridevi | 32% | 17% | 26% | 14% | 11% |
| Chennai Silks | 22% | 20% | 13% | 16% | 29% |
| Ganapathy Silks | 19% | 18% | 20% | 31% | 12% |
| Pothys | 10% | 21% | 27% | 22% | 20% |
| RMKV | 11% | 25% | 13% | 20% | 31% |

The above table depicts that Out of the total respondents taken for the study majority of the respondents prefer Shri Devi for the Price prevailing in the showroom, Majority of them prefer Chennai Silks because of Publicity, Majority of them prefer Ganapathy Silks because of its collections, Majority of them prefer Pothys for its Hospitality and Majority of them prefer RMKV for their Publicity.

Table 4: The Opinion of the Customers towards Price, Quality and Feedback System of Textile Retail

Outlets

| Category | Classification | Number of Respondents | Percentage |
|-------------------------|----------------|-----------------------|------------|
| Opinion regarding price | Very High | 4 | 4% |
| | High | 31 | 31% |
| | Moderate | 63 | 63% |

| | | | |
|-----------------------------------|-----------|----|-----|
| | Low | 2 | 2% |
| | Very Low | 0 | 0% |
| Opinion regarding quality | Very Good | 22 | 22% |
| | Good | 64 | 64% |
| | Moderate | 12 | 12% |
| | Bad | 2 | 2% |
| | Very Bad | 0 | 0% |
| Whether the feedback is effective | Yes | 73 | 73% |
| | No | 27 | 27% |

The table shows that out of the total respondents taken for the study the majority (63%) of the respondents are of the opinion that the Price prevailing in the Textile Outlets is Moderate, majority (64%) of them are of the opinion that the quality of the cloths in the retail outlets is good and majority (73%) of them feel that the Feedback system followed in the textile showrooms is effective.

Table 5: The Problems Faced by the Customers in the Textile Retail Outlets, Complaints Made by them and Response to the Complaints

| Category | Classification | Number of Respondents | Percentage |
|---|-------------------|-----------------------|------------|
| Whether the customers have faced any problem in the textile outlet | Yes | 25 | 25% |
| | No | 75 | 75% |
| Kinds of problems | Quality Defect | 6 | 24% |
| | Billing System | 8 | 32% |
| | Less Collections | 5 | 20% |
| | Poor Service | 5 | 20% |
| | Delivery Problems | 1 | 4% |
| Whether the respondents have complained regarding their problem faced by them in the textile outlet | Yes | 18 | 18% |
| | No | 82 | 82% |
| Response of the outlets to the complaints made for the problems | Very Good | 1 | 6% |
| | Good | 10 | 56% |
| | Moderate | 7 | 38% |
| | Bad | 0 | 0% |
| | Very Bad | 0 | 0% |

The above table shows that out of the total respondents taken for the study majority (75%) of the respondents have not faced any problem in the textile outlet while they are purchasing and out of the remaining who faced some problems majority (32%) of them faced problems in the Billing System. Majority of the respondents have not complained to the higher authorities regarding their problems and majority (56%) of the respondents feel that the response of the higher authorities to their problems was good.

Table 6: The Customers' Satisfaction towards the Various Factors of Textile Retail Outlets

| Factors / Outlets | | High Satisfaction (%) | Satisfaction (%) | Moderate Satisfaction (%) | Dis satisfaction (%) | High Dissatisfaction (%) |
|-------------------|------------|-----------------------|------------------|---------------------------|----------------------|--------------------------|
| Price | Shree Devi | 39 | 38 | 19 | 2 | 2 |

| | | | | | | |
|---------------------|-----------------|----|----|----|----|----|
| | Chennai silks | 11 | 47 | 39 | 2 | 1 |
| | Ganapathy Silks | 9 | 41 | 39 | 10 | 1 |
| | Pothys | 9 | 38 | 41 | 12 | 0 |
| | RMKV | 20 | 39 | 26 | 8 | 7 |
| Quality | Shree Devi | 39 | 36 | 15 | 9 | 1 |
| | Chennai silks | 16 | 41 | 33 | 9 | 1 |
| | Ganapathy Silks | 13 | 39 | 37 | 10 | 1 |
| | Pothys | 20 | 44 | 29 | 5 | 2 |
| | RMKV | 25 | 40 | 23 | 9 | 3 |
| Hospitality | Shree Devi | 29 | 36 | 28 | 6 | 1 |
| | Chennai silks | 17 | 39 | 33 | 10 | 1 |
| | Ganapathy Silks | 11 | 38 | 37 | 12 | 2 |
| | Pothys | 13 | 45 | 28 | 12 | 2 |
| | RMKV | 18 | 40 | 27 | 10 | 5 |
| Compliments & Gifts | Shree Devi | 29 | 28 | 32 | 10 | 1 |
| | Chennai silks | 6 | 39 | 44 | 10 | 1 |
| | Ganapathy Silks | 11 | 34 | 46 | 8 | 1 |
| | Pothys | 13 | 43 | 30 | 13 | 1 |
| | RMKV | 17 | 29 | 43 | 9 | 2 |
| Collections | Shree Devi | 27 | 40 | 23 | 10 | 0 |
| | Chennai silks | 21 | 42 | 25 | 11 | 1 |
| | Ganapathy Silks | 21 | 38 | 29 | 11 | 1 |
| | Pothys | 22 | 39 | 28 | 11 | 0 |
| | RMKV | 23 | 41 | 22 | 9 | 5 |
| Accessibility | Shree Devi | 33 | 48 | 13 | 5 | 1 |
| | Chennai silks | 21 | 44 | 27 | 4 | 4 |
| | Ganapathy Silks | 17 | 39 | 37 | 6 | 1 |
| | Pothys | 18 | 42 | 29 | 8 | 3 |
| | RMKV | 20 | 37 | 25 | 8 | 10 |

The table shows that out of the total respondents taken for the study most of the customers are highly satisfied with the price, quality, Hospitality, compliments and gifts, collections and accessibility of Shree Devi.

FINDINGS OF THE STUDY

The study found that the Majority of the respondents are male, most of the respondents prefer Shri Devi to make their purchases, they are of the opinion that they are not preferring the same outlet all the time. Majority of them are aware of the textile retail outlets through the advertisement media of Television and Radio. Most of them are influenced by

various collection of cloths available in the showrooms and they do not get influenced by the celebrities who act in the advertisements of retail showrooms and Majority of them are influenced by the various Discounts and offers provided by the various textile outlets.

Majority of the respondents prefer Shri Devi for the Price prevailing in the showroom, Majority of them prefer Chennai Silks because of their Publicity, Majority of them prefer Ganapathy Silks because of their collections, Majority of them prefer Pothys for their Hospitality and Majority of them prefer RMKV for their Publicity.

Majority of the respondents have not faced any problem in the textile outlet while they are purchasing and some of them have faced the problems in the Billing System. Majority of the respondents have not complained to the higher authorities regarding their problems and some of the respondents who made complaints feel that the response of the higher authorities to the problems was good. Most of the customers are highly satisfied with the price, quality, Hospitality, compliments and gifts, collections and accessibility of Shree Devi.

SUGGESTIONS

The following are the suggestions on the basis of the findings of the study:

- The textile retails can bring more fashionable collections as the customers give more preference to collections.
- Most of the customers of textile retail showrooms are of the opinion that the sales people do not have sufficient knowledge in the clothes that they deal with. So they can improvise the knowledge of the sales people.
- The textile retailers can create more attractive advertisements to create more awareness of their show rooms.
- The textile retailers can bring in more promotional activities like offers, discounts and compliments to attract consumers.
- Since certain textile showrooms do not have credit points system/ membership cards which uses for retaining the customers they have to introduce the same for retaining their customers.
- Hospitality which can attract the customers can be improved.
- Feedback system must be made effective for knowing the grievances of the customers and must take effective steps to satisfy them.
- Accessibility of the outlet must be made easy so that more customers visit the showrooms.

CONCLUSIONS

From the concluded study on the preference of the customers towards various textile retail outlets in Coimbatore city it is found out that majority of the respondents who purchase in the showrooms are male. It is also found that the trend of only women going for shopping has changed and now even men do shopping more often than women. The respondents are seen to give more preference to the collections while choosing the showroom. Majority of the respondents prefer purchasing at Shree Devi and therefore the other retailers can also increase their new varieties of collections. From our study we also found that the consumers' major mean of awareness is through advertisements and so the others 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. The retailers have to get more trained staff that may help the customers and may influence them to purchase and they must also be well trained, and have to introduce more collections and variety of clothes in their outlets for increasing the sales.

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