



## BEHAVIOURAL PATTERN OF THE TEXTILE CONSUMERS IN RELATION TO MARKET PROXIMITY

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### Abstract

In purchase situations, most often, proximity of the market is considered as an influencing factor. The consumer in the urban households are sure about the reasons for which they prefer to purchase from nearby markets. Most of the purchasers in order to get better quality, more variety at reasonable price they prefer to purchase from distant market.

**Keywords:** Consumer, Households, Market.

### 1. Introduction

From times immemorial people have used clothing for necessity, comfort, fashion, luxury and even to display their personal wealth. Even today the purpose and use of clothing have not changed much. But while purchasing clothing items we consider many factors before purchase, during purchase and after purchase. In this present study preference of nearby market versus distance market and its reasons thereof was studied and accordingly conclusions were drawn. Purchase from hawkers also included in the study because hawkers approach us directly at our door step. It can be said that hawkers are more nearer to us than going to nearby market and purchasing.

### 2. Objectives of the Study

1. To study the preference of nearby and distance market by the consumers.
2. To study the reasons for purchase from the nearby and distance markets.
3. To study the effect of shop patronage on buying decision.

### 3. Research Methodology

#### 3.1 Sample Size

A finite subset of population is called a sample and the process of selection of samples is called sampling. This refers to the number of items to be selected from the population to constitute a sample. Primary data is collected through questionnaires distributed to 250 urban household respondents from Berhampur and Rourkela city of Odisha. The entire questionnaire received was screened for errors, incomplete and missing responses.

#### a. Sampling Method

Purposive sampling method is used for collecting information with the help of questionnaires.

### 4. Analysis and Interpretation

**Table1: Consumer Profile**

Item	Categories	No of Respondents	Percentage
Gender	Male	185	74.0
	Female	65	26.0
	Total	250	100.00
Annual Income	Low income(I <sub>3</sub> )	76	30.4
	Middle income(I <sub>2</sub> )	132	52.8
	High income(I <sub>1</sub> )	42	16.8
	Total	250	100.00

**Source:** Primary data

Most often, in purchase situations, proximity of the market, is considered as an influencing factor. This seems more appropriate in case of textile purchases. To examine the impact of distance in the purchase of textiles for the household, the respondents were asked to express their preference of nearness or distance of the market. The tabulated responses presented



in Table 2 reveals that a majority (54.4 per cent) of the total households surveyed prefer nearby shops and markets for purchasing their textile requirements as compared to distant ones. Table 2 shows the I<sub>3</sub> income group's greater preference to proximity of the market is more than the other group of respondents. More specifically, as high as 61 per cent of the I<sub>3</sub> income group preferred purchases from nearby markets. The I<sub>2</sub> income category of respondents also expressed identical view as nearly 56 per cent expressed to have made their textile purchases from nearby shops and markets. In sharp contrast, a majority of the I<sub>1</sub> income group, preferred.

**Table 2: Preference of Nearby Markets by the Consumers**

Category	Numbers	Percentage
I <sub>3</sub>	46	60.52
I <sub>2</sub>	74	56.06
I <sub>1</sub>	16	38.09
<b>Total</b>	<b>136</b>	<b>54.40</b>

$\chi^2$  d.f.2.0.05 = 2.504 NS.

Distance since only 38 per cent of them have made their purchases from the nearby shops and markets. Such a preference of distant market/shop usually emanate from the fact that purchasing from distant markets/shops require additional transport expenses which perhaps respondents belonging to higher income category can easily afford. Whereas for the middle and low income categories, the guiding factor of economy plays an overriding role in influencing their choice of market/shop. To draw the conclusion that preference of market nearness is not influenced by income while purchasing, it is observed that there is no significant difference between the choice of three income categories. In other words, it may be concluded that there is no dependence between income and preference of market nearness while purchasing clothes.

#### Reasons for Market Proximity

As pointed out earlier, majority of the low and middle income categories of the sample prefer nearness of the market as well as the shop for purchasing textiles. In order to probe deep into the inner psyche of the respondents, they have been asked to express in explicit terms the reason for their preference of market proximity. Respondents, who preferred nearby market, did point out the following primary reasons for such a preference as presented in Table 3.

1. Can visit the shop at any time during the day or night;
2. It saves time and cost of transport;
3. Easy to go with entire family for the selection of textile materials according to the preference of the entire family;
4. Other reasons include: (a) if exchange is required, it can be done without additional transportation cost, (b) at times, better quality, durable and choice able items are available, etc.

**Table 3 Reasons for Purchase of Textile Materials from the Nearby Markets**

Reasons	I <sub>3</sub>	I <sub>2</sub>	I <sub>1</sub>	Total
1. Convenient to visit at any time	15 (36.21)	24 (32.43)	07 (43.75)	46 (33.82)
2.Savings of time and transport cost	12 (26.09)	38 (51.35)	04 (25.00)	54 (39.70)
3.Easy to go with entire family	08 (17.39)	07 (9.46)	03 (18.75)	18 (13.24)
4.Other reasons	11 (23.91)	05 (6.76)	02 (12.50)	18 (13.24)
<b>Total</b>	<b>46</b>	<b>74</b>	<b>16</b>	<b>136</b>

Figures in parentheses indicate percentages.

The preferences tabulated in Table 3 shows that nearby 74 per cent of them mainly cited the aforesaid 1 and 2 reasons for their preference of the nearby market for making their textile purchases. Of the two, nearly 40 per cent of the total households purchasing from the nearby market expressed that they have done so in order to save time and cost of transport. This further corroborates the aforesaid contention of 'economy consideration' the decision of a majority of buyers to purchase their textile requirements from nearby markets.

When questioned as to why they prefer to purchase from the distance markets the respondents who really practiced the same, provided a number of reasons such as (a) to enjoy distance shopping, (b) to take advantage of different prices from different shops, (c) to purchase from the fashionable market, (d) to purchase from the standard mills in the show rooms, and so on. But



most of the purchasers who purchased their textile requirements from the distance market opined that they prefer the distant market in order to get better quality, variety and reasonable price in the big shops located at distant places constituting about 79 per cent as shown in Table 4.

**Table 4 Purchase from Distance Markets for Quality, Variety and Reasonable Price**

Category	Preferred Distance Market	For Quality, Variety and Reasonable Price	Percentage
I <sub>3</sub>	30	22	73.33
I <sub>2</sub>	58	46	79.31
I <sub>1</sub>	26	22	84.61
Total	114	90	78.91

The textile buying decision is also affected by the shop patronage. While deciding to purchase clothes from a particular shop, buyer normally take into consideration the facilities provided and price charged, ease to approach that shop, availability of credit facilities, etc. As such, when the consumers have good personal rapport with the shopkeepers, they always prefer to visit the same shop for purchasing. Table 5 presents the sample responses in the matter. It can be seen from the aforesaid table, a majority of the sample respondents (70 per cent) are habituated to purchase textile items from a known and familiar shop.

**Table 5: Purchases From Familiar or Unknown Shops**

Purchasing from	I <sub>3</sub>	I <sub>2</sub>	I <sub>1</sub>	Total
Familiar (Particular) Shop	52 (68.42)	87 (65.91)	35 (83.34)	174 (69.60)
Unknown (any) shop	24 (31.58)	45 (34.09)	07 (16.66)	76 (30.40)
Total	76	132	42	250

$\chi^2_{d.f.2,0.05}=4.695$  NS.

The rest 30 per cents of the sample respondents have purchased textile requirements from different and unfamiliar shops. Amongst the three income groups, the high income group are observed to be more habituated to purchase their textile requirements from a particular shop(83.34 per cent) followed by low income(68.42 per cent) and middle income (65.91 per cent) categories of respondents, respectively. As against this, comparative more respondents belonging to middle income category are in the habit of purchasing their textile requirements from unfamiliar shops than by low and high income categories respectively. The null hypothesis that preference to purchase the textile requirement from familiar shop or unknown shop is not influenced by income of families is put to test. It is observed that calculated chi-square value at 5 per cent degree of significance is less than corresponding tabulated value. Thus it can be concluded that a majority of sample respondents are habituated to purchase their textile items from known and familiar shop and this preference do not differ significantly with the changes in the income of families.

### Conclusion

From the above study it can be concluded that little more than half of the respondents preferred nearby shops and market to purchase their textile requirements indicating their liking for market nearness. Two reasons i.e. they can visit the shop at anytime during the day and night and save time and transport cost are found to be most logical. Most of the buyers who purchase from distant markets opined that such a preference is chiefly meant to get better quality, variety and reasonable price in the big shops located at distant places irrespective their income. Consumers generally prefer to purchase from known and familiar shops. This implies modern day's consumers do not want to take further risk by purchasing from unknown shops with regard to their quality, color fastness, durability and serviceability.

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