



CUSTOMER PREFERENCE TOWARDS HOME TEXTILE PRODUCTS KARUR DISTRICT TAMILNADU

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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 use the textile product like table cloth, tea towel, apron, and napkin etc. A study was conducted on the customer preference towards home textile products in Karur District Tamilnadu. The home textile products taken for the study are Asian Exports, R.K. Exports, PSM Textiles, and Atlas Exports. The purposes of the study were to know the customer preference towards home textile products in Karur District Tamilnadu. The data were collected from 200 respondents using questionnaire method. Simply percentage analysis has been used in the study. The study was found that the respondents are seen to give more preference to the collections while choosing the Exports.

Keywords: Textile Products, Textile Industry, Marketing Strategies, Customers.

Introduction

Substantial earnings are rendered to the Indian economy by the Textile industry. Out of 30 per cent of the total exports performed in India are performed by textile related industries. Nearly 20 per cent of the Indian National productions are contributed by the Textile Industries. The mills, power looms and the hand loom sectors yield the employment opportunities for about 15 million peoples. China proves to be the first in the textile production, next to that India is placed in the second position. It gets the world second place in the production of cotton after China and USA. India proves to be the immediate customer next to China which is the first. Textile Industries incorporates large diversified industrial units, which uses natural fibers like cotton, jute, linen and artificial fibers like viscose, nylon, rayon, terylene and polyester fibers. These industries produce fibers of different types namely terycotton, terywool, tetron tetrex etc. to suit the related industries of textiles. Indian textile industries can conveniently be classified as organized and unorganized mills sectors. Based on the efficiency and significance of its contributions to rise to the GDP and other tax related income to the Indian Nation, adequate steps to attract investments and encourage wide spread development are taken.

Purpose of the Study

The purposes of this study were to define the karur district, tamilnadu. home textile industry by means of an industry profile of the leading producers and specialty retailers of bedding, bath and kitchen products, explore the buyer characteristics and purchase decision factors that may be important to karur district, tamilnadu. The customers as it relate to their purchases of home textile products, and determine if products are currently available to satisfy the expressed preferences of the home textile customer. Using known variables for customer preferences for apparel and pairing them with variables unique to home textile products (e.g. table cloth, tea towel, apron, and napkin), this study explored the relative importance the customers place on traditional purchase variables when shopping for home fashions.

Research Objectives

1. To know the customer preference towards home textile industry by exploring the manufacturing and specialty retail leaders of bedding, bath and kitchen products at karur district, tamilnadu.
2. To ascertain the level of importance that traditional buyer decision factors such as price, color and style have within the customer market for home textile products.
3. To know the customer behavior on the basis of home textile products.
4. To find out various attributes that influences the customer while purchasing home textile products.
5. To know the various marketing mix that influence the customer behaviour towards home textile products.

Scope of the study

The domestic home textile industry includes a broad range of home textile products including kitchen, wallcoverings, bedding and bath. Due to the exploratory nature of this research, the focus was narrowed to bed and bath products to gain a more in-depth look at customer decision factors. customers of home textile products, the results of the study can be used as the foundation for developing more extensive quantitative studies in the area of customer preferences for home textiles.

Limitations of the study

The limitations of the study are associated with the exploratory research approach and the sample size of the survey. The case study approach uses the convergence of evidence, which allows a research phenomenon to be studied at an in-depth level



from multiple angles. By nature of the case study design, the results are not generalized able to all home textile products and all populations.

Review of literature

Coley and Burgess (2003) studied gender differences in buying. The study compared men and women to identify differences in affective (emotional) and cognitive (thinking) processes involved in impulse buying. The study also sought to identify gender differences relating to the product category of impulse purchases. Research subjects were 227 college students chosen because impulsive buying behavior is most prominent in younger adults with some education beyond high school. Based on existing literature, Coley and Burgess hypothesized that there would not be a significant gender difference between the impulsive buying behaviors of men and women regarding affective processes, cognitive processes, or product category. The data collection tool was a survey. Statistical analysis of variance tests were used to evaluate the survey results. All three hypotheses were rejected; there was a significant difference in the buying behaviors of men and women.

Kiong et. al. (2013) aimed to identify the predictor of customer preferences in choosing an international brand of fashion products among Malaysian young customers. Of the 200 respondents from Klang district, the study found that country-of-origin perception has the strongest predictor towards customer preferences followed by perceived product quality, promotion stimulation, and perceived brand image and fashion lifestyle. This study is important to the marketers to understand the customer preferences in choosing an international brand of fashion products in developing countries. The marketer also could understand the market segmentation and accordingly formulate competitive marketing strategies and utilize target market wisely.

Chen & Chen (2013) examined the perceptions of Chinese customers towards global apparel brands. It investigated the preferences of Chinese customers for foreign brands, their perceptions of intangible attributes of global apparel brands. The study used a survey questionnaire to gather information from Chinese customers through a mall intercept method of convenience sampling. The sample was the customers exiting retail shopping outlets with half the sampling taking place in one city and the other half taking place in the other city in China. The findings of the study indicated that there was a slight preference for foreign apparel brands among Chinese customers. The findings of the study indicate that there is a slight preference for foreign apparel brands over domestic apparel brands. The factors that appear to have the greatest influence over the perception of Chinese customers towards foreign apparel brands are the belief that foreign brands are more fashionable than domestic brands.

Research Design

The research design of the present study is based on the understanding that because of the paucity of research on this particular topic it is an exploratory and descriptive study utilising a combination of quantitative and qualitative techniques. The exploratory design of this study involves many factors which determine the customers' preference towards home textile products. The design of this descriptive study measures the existing variables which measures the buying behaviour of customers. Before distributing the final questionnaire to the respondents, the researcher first collected the opinion of customers regarding the factors which are responsible in choosing the brand through the informal questionnaire so that the customers can actively participate in this research project.

Qualitative and Quantitative Research

A decision to choose qualitative design was based on the nature of the research purpose and objectives fixed previously. Since this study attempts to investigate what are the motives and cognitive structures of giving preferences to Multinational brand or Indian brands in different product categories, qualitative research design was considered as more profound and broad insight into the analysis of the problem, compared to the quantitative research methods.

Sampling Size

In this study, total 35 questionnaires were distributed among customers and out of them 200 respondents were participated fairly from the age group of 21 to 40. Participants, which included males and females were varying from student to professionals, highlight the diversity of the survey of Indore region. The sampling technique used for the study was simple random sampling. Customers with different demographic characteristics differed in the amount and type of effort they put into selecting the brand and the way they make purchase decisions. There were individual differences in information search process have been found to be related to demographic characteristics. Research has introduced relation among search effort age, gender and income level, profession etc.



Data Collection

The data collection methods used in this research involves the search for both primary and secondary data. The secondary data for this particular study were collected through marketing journals, existing reports, and statistics on economic growth of textile industry in India and other existing reports that were based on the topic. Secondary data helped the researcher to create better comprehension of customers' preferences. Thus the study conducted and analyzed primary data with the significance of the secondary data.

Analysis and Interpretation

Frequency of Purchase by Customer

Age group	21 - 30				31 - 40			
Gender	Male		Female		Male		Female	
purchase by customer		%		%		%		%
Months	10	20	12	24	18	36	24	48
3 months once	13	26	24	48	20	40	12	24
6 months once	12	24	5	10	6	12	5	10
Need based	10	20	4	8	4	8	2	4
Special occasions	5	10	3	6	1	2	5	10
Others	-	-	2	4	1	2	2	4
Total	50	100	50	100	50	100	50	100

Interpretation

It is inferred that consumers in the age of 31 – 40 (36% Male and 48% Female) purchase monthly and second purchase behavior was once in three months with 40% male and 24% female choosing it. Likewise consumers in the age of 21 – 30 preferred to do shopping once in 3 month once i.e., 26% male and 48% female. It shows that majority of female in both the age group buy frequently.

Reasons for Not Buying Apparel Regularly

Age group	21 - 30				31 - 40			
Gender	Male		Female		Male		Female	
purchase by customer		%		%		%		%
Months	10	20	4	8	8	16	13	26
3 months once	20	40	18	36	15	30	11	22
6 months once	17	34	22	44	25	50	24	48
Need based	3	6	6	12	2	4	2	4
Special occasions	50	100	50	100	50	100	50	100

Interpretation

It could be seen that Consumer in both the age group do not buy apparels regularly (once in a month) as they feel that the expected range of apparels are not available. Second factor could be seen as the price of apparels, which is high.

Findings

1. In India people are living in traditional homes and mostly they are nuclear or joint family. Nuclear family consists of father, mother and sons/daughter and they can have any number of children. In a joint family is an extended family with many generations living under one roof. Most of the respondents in this survey have a nuclear family with 70 percent and 25 percent live in a joint family.
2. On an average, 63 percent of the consumers prefer domestic brand, which was followed by international brand (37 percent). Thus, it is well understood that female consumers prefer to buy domestic brand. Domestic brand understands and manufacture according to the desires of Indian women. It is achieved by combining the traditional style with modern western style, domestic brand gives a new outlook to the dress without taking the pride of Indian culture which makes them more competitive against western dress.



3. It is inferred that consumers in the age of 31 – 40 (36% Male and 48% Female) purchase monthly and second purchase behavior was once in three months with 40% male and 24% female choosing it. Likewise consumers in the age of 21 – 30 preferred to do shopping once in 3 month once i.e., 26% male and 48% female. It shows that majority of female in both the age group buy frequently.
4. It could be seen that Consumer in both the age group do not buy apparels regularly (once in a month) as they feel that the expected range of apparels are not available. Second factor could be seen as the price of apparels, which is high.
5. With regard to source of information, majority of the consumers get data from friends and neighbors and second most information source is mass media which has hit every corner of the house in Karur district.

Suggestions & Recommendations

1. In order to gain more customer confidence Indian manufacturers need to emphasize more on the quality of their products. Many companies produce products that are of impeccable quality, which they need to portray to the customers in the advertising campaigns. They need to target the younger generation more with their advertising campaigns by using up beat advertisements, as it is this group of customers that go for Multinational brands the most.
2. To compete against home textile products, Karur district manufacturers can gain a competitive edge by maintaining low prices and high comparable quality. This can be accomplished by keeping production cost low, using economies of scale and scope and controlling wastage. Thinking globally and competing in the international market can also achieve this.
3. Furthermore, they need to build on and sustain brand loyalty by forming strategies such as exchange and return policies as well as guarantees and warranties.
4. Though the quality of readymade garments is good, it has to be further improved still it requires the following. Improving the quality with the help of latest technology, improving quality, gifts and promotional media are to be used which should influence the customers more.

Conclusion

Based on the comprehensive literature review of the previous studies, this study offered more insights into deeper understanding of the customers' preference, and cognitive structures of the home textile products. Additionally to the studies made in the past, present study explored customer preference in the different levels of home textile products. Overall, the results confirmed the findings of previous studies in the field of preferences by highlighting the similar attribute preferences of the products and by revealing similar cognitive structures of the customers.

Finally, males and females are not having any significant differences in their textile product awareness, shopping frequency and shopping expenditure. Males are equally interested to go for shopping as females along with they spend excess money during shopping than their female counterparts. Frequency of males going for shopping with their companions has increased over times and has reached almost at par with that of females. Attitude and preference of males towards clothing varies from that of females. There are two factors are found during measuring attitude of customers towards textile products apparels, Intrinsic Pleasure and Prestige and Status. Intrinsic Pleasure included pleasure and significance, in the same way, Prestige and Status integrated status, impression and acceptance of home textile products.

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