

A Study On Factors Influencing Customer Purchase Pattern In Select Organized Retail Textile Showrooms Within Coimbatore City

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INTRODUCTION

Retail textile industry occupies a key role in the world economy and India has occupied a remarkable position in global textile retail rankings; the country has high market potential, low economic risk, and moderate political risk. India's net retail sales are quite significant among the developed nations. The Indian textile retail industry has emerged as one of the most dynamic and fast-paced industries due to the entry of several new players.

With the increase in competition in organized retail textile showrooms, the owners and the managers have to make various marketing plans to retain their customers with a good image by providing them with best customer service and satisfaction. Thus, the study was necessary to find out the factors influencing and determinants affecting the choice of customers towards organized retail textile showrooms.

STATEMENT OF THE PROBLEM

The need of the hour is to attract the footfalls, convert them into customers and try to retain them as long as possible. This became very important in modern retailing marketing concept and this research attempts to study the same. These issues have been considered as the base for the study to analyze the factors influencing and determinants affecting the choice of customers towards organized retail textile showrooms.

OBJECTIVES OF THE STUDY

To study the Factors Influencing Customer Purchase Pattern in Select Organized Retail Textile Showrooms

HYPOTHESIS - A suitable null hypothesis has been framed.

METHODOLOGY OF THE STUDY

Sources of Data

- Primary data has been collected through questionnaires filled by 474 respondents.
- Secondary data has been sourced from various journals and websites.

Sampling Technique

For the purpose of the study random sampling method has been adopted for the selection of the sample.

Area of Study

The area of the study is within Coimbatore city.

Tools Used

- Descriptive Statistics
- t-test
- ANOVA

ANALYSIS AND INTERPRETATION

DESCRIPTIVE ANALYSIS -Factors Influencing to Select Organized Retail Textile Showrooms

Table No : 1 - Factors Influencing to Select Organized Retail Textile Showrooms

Particulars	N	Minimum	Maximum	Mean	S.D
Price	474	1.00	5.00	2.53	.99
Discount Offers / Schemes	474	1.00	5.00	2.84	1.04
Aesthetics (look, colour, fit etc)	474	1.00	5.00	3.14	1.12
Design	474	1.00	5.00	3.37	1.09
Brand	474	1.00	5.00	3.30	1.14
Fashion Sense	474	1.00	5.00	3.24	1.05
Quality	474	1.00	5.00	3.32	1.16
Comfort	474	1.00	5.00	3.27	1.11
Style	474	1.00	5.00	3.28	1.11
Uniqueness	474	1.00	5.00	3.23	1.13
Durability & Easy Care	474	1.00	5.00	3.11	1.00
Advertisement & Promotion	474	1.00	5.00	2.97	.99
Total Influence Score	474	12.00	60.00	37.63	8.78

Source : Primary Data

It is seen from the table that, the ratings for all the items vary between a minimum of 1 to a maximum of 5. The highest mean rating is found (3.37) for “design” (ie) on average. The influence regarding the design falls between moderate and most important. The next mean rating is for Quality (3.32), followed by Brand (3.30), Style (3.28), Comfort (3.27), Fashion Sense (3.24), Uniqueness (3.23), Aesthetics (look, colour, fit etc) (3.14), Durability & Easy Care (3.11), Advertisement & Promotion (2.97), Discount Offers / Schemes (2.84). The lowest mean ratings is (2.53) found for price (i.e) the level of influence of price falls between less important and moderate level. The table shows that, for most of the items the level of influence falls between moderate and more important. Thus it is inferred that, the highest mean score (3.37) is given for design.

Anova and t-test

ANOVA and t-test has been employed to find whether, there is any significant difference in the mean score among the respondents in respect of personal factors such as gender, age, marital status, educational qualification, occupation, family structure, number of members in the family, monthly income and area of respondents.

Personal Factors Vs Influence Score

Ho : The mean influence scores do not differ significantly based on the personal factors, namely, gender, age, marital status, educational qualification, occupation, family structure, number of family members, monthly income and area of the respondents.

Table No : 2 - Personal Factors Vs Influence Score

S. No	Variables	Groups	Mean	SD	No. of the Respondents	t - value	f - value	Table Value	Sig .
1	Gender	Male	35.92	8.15	210	3.839	-	1.965	**
		Female	38.99	9.04	264				
2	Age	25 yrs or below	41.62	9.01	91	-	9.127	2.624	**
		26-35 yrs	36.08	8.79	196				
		36-45 yrs	37.01	8.15	151				
		46 yrs & above	38.61	7.81	36				
3	Marital Status	Single	39.88	9.40	83	2.584	-	2.586	**
		Married	37.15	8.58	391				
4	Educational Qualification	Below Secondary	37.55	5.10	29	-	4.579	3.824	**
		Graduate	38.53	8.51	230				
		Post Graduate	37.46	9.59	180				
		Professional	32.71	6.99	35				
5	Occupation	Business	33.73	7.89	40	-	12.039	3.359	**
		Professional	36.12	9.60	158				
		Employed	38.1	7.26	185				

S. No	Variables	Groups	Mean	SD	No. of the Respondents	t - value	f - value	Table Value	Sig .
			4						
		Housewife	37.40	8.24	50				
		Students	45.24	8.91	41				
6	Family Structure	Nuclear	37.58	8.67	368	0.215	-	1.965	Ns
		Joint Family	37.79	9.20	106				
7	No. of Family Members	2-3 members	36.62	8.81	162	-	3.778	3.015	*
		4-5 members	38.67	8.54	248				
		6 & above	36.14	9.27	64				
8	Monthly Income	Up to Rs.20000	42.07	9.76	42	-	4.126	3.359	**
		Rs.20001-40000	36.83	8.13	131				
		Rs.40001-60000	37.61	8.26	188				
		Rs.60001-80000	37.59	9.13	96				
		Above Rs.80000	33.24	11.44	17				
9	Area of the Respondents	Rural	35.74	7.60	19	-	.569	3.015	Ns
		Urban	37.68	8.76	445				
		Semi-urban	39.00	11.98	10				

Source : Computed Data

t-test

The hypothesis is tested for each independent variable separately. The t-test has been applied to find whether the mean influence score differ significantly with the gender, marital status and family structure.

Gender

The mean score for female respondents is 38.99 which is higher than the mean influence score of male respondents 35.92. It reveals that, female respondents are more influenced towards organized retail textile showroom.

The calculated t-test value is 3.839, which is more than the table value of 1.965 at 1% significant level of significance. Since the calculated value is greater than the table value it is inferred that the mean influence score differ significantly between male and female. Thus, the null hypothesis is rejected as it is proved that, gender has a significant influence towards organized retail textile showroom.

Marital Status

The mean score for married respondents is 39.88 which is higher than the mean influence score of unmarried respondents 37.15. The result shows that, married respondents are more influenced towards organized retail textile showroom because they purchase more during special occasion and for gifts.

The calculated t-test value is 2.584, which is less than the table value of 2.586 at 1% significant level of significance. Since the calculated value is less than the table value it is inferred that the mean influence score differ significantly with the marital status of the respondents. Thus, the null hypothesis is accepted as it is proved that, marital status has no significant influence towards organized retail textile showroom.

Family Structure

The mean score for joint family is 37.79 which is higher than the mean influence score of nuclear family 37.58. The result reveals that, joint families are more influenced towards organized retail textile showroom because they purchase for all the members in the family.

The calculated t-test value is 0.215, which is less than the table value of 1.965 at not significant level. Since the calculated value is less than the table value it is inferred that the mean influence score differ significantly with the family structure. Thus, the null hypothesis is accepted as it is proved that, family structure has no significant influence towards organized retail textile showroom.

Anova

The hypothesis is tested for each independent variable separately. The ANOVA has been applied to find whether the mean influence score differ significantly with the age, educational qualification, occupation, number of family members, monthly income and area of the respondents.

Age

The mean score has been found for the respondents of age 25 years or below is (41.62) which is higher than the mean influence score of the other respondents. Low mean score has been found for the respondents of age 26-35 years which is (36.08). It reveals that, mean score for respondents of age 25 years or below are more influenced towards organized retail textile showroom because less age group are more influenced with latest trend and fashion.

The calculated value is 9.127, which is more than the table value of 2.586 at 1% significant level of significance. Since the calculated value is greater than the table value it is inferred that the mean influence score differ significantly with the age of the respondents. Thus, the null hypothesis is rejected as it is proved that, age has a significant influence towards organized retail textile showroom.

Educational Qualification

The mean score for graduates is (38.53) which is higher than the mean influence score for below secondary (37.55) followed by post graduates (37.46) and professionals (32.71).

The result shows that, mean score for graduates are more influenced towards organized retail textile showroom because of their fashion sense and style.

The calculated value is 4.589, which is more than the table value of 3.824 at 1% significant level of significance. Since the calculated value is greater than the table value it is inferred that the mean influence score differ significantly with the educational qualification of the respondents. Thus, the null hypothesis is rejected as it is proved that, educational qualification has a significant influence towards organized retail textile showroom.

Occupation

The mean score for students is (45.24) which is higher than the mean influence score for employed (38.14) followed by house wife (37.40), professionals (36.12) and business people (33.73). The result shows that, mean score for students are more influenced towards organized retail textile showroom because of their style and varieties of garments.

The calculated value is 12.039, which is more than the table value of 3.359 at 1% significant level of significance. Since the calculated value is greater than the table value it is inferred that the mean influence score differ significantly with the occupation of the respondents. Thus, the null hypothesis is rejected as it is proved that, occupation has a significant influence towards organized retail textile showroom.

Number of Family Members

The mean score for 4-5 members in a family is (38.67) which is higher than the mean influence score for 2-3 members in a family (36.62) and for 6 members and above in the family (36.14). It shows that, mean score for 4-5 members in the family are more influenced towards organized retail textile showroom because they purchase for all the members in the family.

The calculated value is 3.778, which is more than the table value of 3.015 at 5% significant level of significance. Since the calculated value is greater than the table value it is inferred that the mean influence score differ significantly with the number of family members. Thus, the null hypothesis is rejected as it is proved that, number of family members has a significant influence towards organized retail textile showroom.

Monthly Income

The mean score for the income upto Rs.20,000 is (42.07) which is higher than the mean influence score for the income between Rs.40,000-Rs.60,000 (37.61) followed by income between Rs.60,000-Rs.80,000 (37.59), income between Rs.20,000-Rs.40,000 (36.83) and for above Rs.80,000 is (33.24). It shows that, mean score for the income upto Rs.20,000 are more influenced towards organized retail textile showroom.

The calculated value is 4.126, which is more than the table value of 3.359 at 1% significant level of significance. Since the calculated value is greater than the table value it is inferred that the mean influence score differ significantly with the monthly income of the respondents. Thus, the null hypothesis is rejected as it is proved that, monthly income has a significant influence towards organized retail textile showroom.

Area of the Respondents

The mean score for the respondents in semi-urban area is (39) which is higher than the mean influence score of the respondents in urban is (37.68) and rural is (35.74). The result reveals that, the respondents from the semi-urban area are more influenced towards organized retail textile showroom because they would like be updated in the changing fashion and trends.

The calculated value is .569, which is more than the table value of 3.015 at 5% level of significance. Since the calculated value is less than the table value it is inferred that the mean influence score do not differ significantly with the area of the respondents. Thus, the null hypothesis is accepted as it is proved that, area of the respondents has no significant influence towards organized retail textile showroom.

Influence Score Vs Customer Purchase Pattern

Ho : The mean influence score do not differ significantly based on the customer purchase pattern namely organized retail textile showroom visited, frequency of visit, average time spent during a visit, occasion of purchase, amount spent during a visit and variety of garments preferred.

Table No : 3 - Influence Score Vs Customer Purchase Pattern

S.No	Variables	Groups	Mean	SD	No. of the Respondents	f – value	Table Value	Sig.
1	Organized retail textile showroom visited	Pothys	36.69	9.15	67	4.937	2.841	**
		The Chennai Silks	35.62	8.81	87			
		Sri Ganapathy Silks	36.07	7.96	87			
		Sri Devi Textiles	41.65	7.29	75			
		PSR Silks	38.64	8.86	50			
		RMKV Wedding Silks	36.33	9.37	58			
		Mahaveer’s Silk House	39.58	8.88	50			
2	Frequency of Visit	Monthly	33.75	10.14	76	11.527	3.824	**
		Fortnightly	37.33	8.84	190			
		Occasionally	40.39	7.89	158			
		Once in a year	35.96	5.94	50			
3	Average time spent at organized retail textile showroom	Less than 1 hour	37.68	7.05	31	1.938	2.624	Ns
		1 to 2 hour	37.38	7.47	232			
		2 to 3 hours	37.19	9.41	167			
		More than 3 hours	40.64	12.71	44			
4	Occasions of purchase	Festival	38.30	10.31	105	0.399	2.624	Ns
		Special Occasion	37.61	8.65	267			
		Gift / Offers	36.76	8.54	51			

		During Discount Sale	37.24	6.01	51			
5	Amount spent during a visit	Below Rs.5000	38.00	8.65	103	.409	2.624	Ns
		Rs.5001 – 7500	37.71	9.28	154			
		Rs.7501 – 10000	37.62	8.16	187			
		Above Rs.10000	36.00	10.49	30			
6	Preferred Variety of Garments	Ladies Garments	37.92	10.20	36	11.091	3.824	**
		Gents Garments	33.14	6.60	56			
		Children Garments	30.29	9.18	17			
		All	38.63	8.56	365			

Source : Computed Data

Anova

The ANOVA has been applied to find whether the mean influence score differ significantly with the organized retail textile showroom visited, frequency of visit, average time spent during a visit, occasion of purchase, amount spent during a visit and variety of garments preferred.

Organized Retail Textile Showroom Visited

The mean score for Sri Devi Textiles is 41.65 which is higher than the mean influence score for Mahaveer’s Silk House (39.58) followed by PSR Silks (38.64), Pothys (36.69), RMKV Wedding Silks (36.33), Sri Ganapathy Silks (36.07) and The Chennai Silks (35.62). The result shows that, Sri Devi Textile respondents are more influenced towards organized retail textile showroom.

The calculated value is 4.937, which is more than the table value of 2.841 at 1% level of significance. Since the calculated value is greater than the table value it is inferred that the mean influence score differ significantly with the number of family members. Thus, the null hypothesis is rejected as it is proved that, customer purchase pattern income has a significant influence towards organized retail textile showroom visited.

Frequency of Visit

The mean score for visiting the organized retail textile showroom occasionally is 40.39 which is higher than the mean influence score for visiting fortnightly (37.33) followed by visiting once in year is (35.96) and for visiting the organized retail textile showroom monthly is (33.75). It reveals that, the respondents visiting the organized retail textile showroom occasionally are more influenced towards organized retail textile showroom.

The calculated value is 11.527, which is more than the table value of 3.824 at 1% level of significance. Since the calculated value is greater than the table value it is inferred

that the mean influence score differ significantly with the number of family members. Thus, the null hypothesis is rejected as it is proved that, customer purchase pattern income has a significant influence towards frequency of visit.

Average Time Spent at Organized Retail Textile Showroom

The mean score for the average time spent at an organized retail textile showroom for purchase is more than 3 hours (40.64) which is higher than the mean influence score for the average time spent less than one hour is (37.68) followed by 1 to 2 hours is (37.38) and for 2 to 3 hours is (37.19). It depicts that, average time spent at an organized retail textile showroom by the respondents for more than 3 hours are more influenced towards organized retail textile showroom.

The calculated value is 1.938, which is less than the table value of 2.624 at 5% level of significance. Since the calculated value is less than the table value it is inferred that the mean influence score do not differ significantly with the average time spent at organized retail textile showroom. Thus, the null hypothesis is accepted as it is proved that, customer purchase pattern income has no significant influence towards average time spent at organized retail textile showroom visited.

Occasion of Purchase

The mean score for the occasion of purchase at organized retail textile showroom for any festival is (38.30) which is higher than the mean influence score for the special occasion is (37.61), followed by during the discount sale is (37.24) and for gift and offers is (37.38). It clearly states that, during festival time purchase at organized retail textile showroom are more influenced towards organized retail textile showroom.

The calculated value is 0.399, which is less than the table value of 2.624 at 5% level of significance. Since the calculated value is less than the table value it is inferred that the mean influence score do not differ significantly with the occasion of purchase at organized retail textile showroom. Thus, the null hypothesis is accepted as it is proved that, customer purchase pattern income has no significant influence towards occasion of purchase.

Amount Spent During a Visit

The mean score for the amount spent below Rs.5,000 during a visit is (38.00) which is higher than the mean influence score for the amount spent between Rs.5,001 to Rs.7,500 during a visit is (37.71), followed by the amount spent between Rs.7,501 to Rs.10,000 is (37.62) and for the amount spent above Rs.10,000 during a visit is (36.00). It reveals that, the amount spent during a visit at organized retail textile showroom is more influenced towards organized retail textile showroom.

The calculated value is 0.409, which is less than the table value of 2.624 at 5% level of significance. Since the calculated value is less than the table value it is inferred that the mean influence score do not differ significantly with the amount spent during a visit at an organized retail textile showroom. Thus, the null hypothesis is accepted as it is proved that, customer purchase pattern income has no significant influence towards amount spent at organized retail textile showroom visited.

Preferred Variety of Garments

The mean score for the variety of garments preferred at organized retail textile showroom for all varieties garments is (38.63) which is higher than the mean influence score for the ladies garments is (37.92), followed by gents garments which is (33.14) and for children garments which is (30.29). The results shows that, variety of garments preferred at organized retail textile showroom are more influenced towards organized retail textile showroom.

The calculated value is 11.091, which is greater than the table value of 3.824 at 1% level of significance. Since the calculated value is greater than the table value it is inferred

that the mean influence score differ significantly with the variety of garments preferred at organized retail textile showroom. Thus, the null hypothesis is rejected as it is proved that, customer purchase pattern income has a significant influence towards preferred variety of garments.

FINDINGS

➤ **Factors Influenced to Select Organized Retail Textile Showrooms**

❖ **Descriptive Statistics**

➤ 12 variables have been identified for factors influencing to select the organized retail textile showroom, from these the highest mean rating has been found (3.37) for “design” and the lowest mean rating has been found (2.53) for “price” (ie) on average. It is inferred that, the customers are more keen on their interest in new designs while purchasing. Thus, the customers are giving more importance for new design and fashion, only the price conscious customers are getting more attracted to the promotional strategies.

➤ **Influence Score by Personal Factors**

❖ **t - test**

- t-test has been applied to find the significance among personal variables such as gender, marital status, family structure and the result shows that, there is a significant difference among the respondents classified based on gender. With respect to marital status and family structure the scores were not significant with the influence score. Thus, these two personal factors tend to influence the purchase decision by giving importance to various facilities provided in the organized retail textile showroom.

❖ **ANOVA**

➤ ANOVA has been applied to find whether the mean influence score differ significantly among the personal variable such as age, educational qualification, occupation, number of family members, monthly income, area of the respondents and the result shows that, the mean influence score differ significantly with the age, educational qualification, occupation, number of family members, monthly income of the respondents were found to be significant. The influence score among the rural, urban and semi-urban areas of the respondents were not significant.

➤ **Customer Purchase Pattern Vs Influence Score**

- The ANOVA result shows that, the f-values comparing the variable for customer purchase pattern like organized retail textile showroom visited, frequency of visit, and variety of garments preferred were found to be significant. The influences score among the average time spent during a visit, occasion of purchase and amount spent during a visit were not significant. The findings states that, variety of garments, comfort facilities in the showrooms are the major factors influencing the customers purchase pattern in organized retail textile showroom.

CONCLUSION

Customers also trusted the underlying factors that influence retail textile buying behavior as a social compliance and for discounts, cost consciousness and value for money, family shopping, shopping and convenience, customers trust, availability of choice and durability aspects of garment quality. The marketers of readymade garments need to go through the observations discussed above and hence, capitalize the vast opportunities provided by this sector. Organized retail textile showrooms should be able to manage the marketing strategies better to keep up their customers alive during their visit to the showroom.

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