Customers' Purchasing Behaviour among Readymade Shops

Dr. P. Mohanraj, N. Loganathan

Abstract— **Modern consumer may take the production of clothing for granted, making fabric by hand is a tedious and labour intensive process. The textile industry was the first to be mechanized during the industrial revolution attests to this fact before the invention of the power loom textile production took many hours and call used many hands. Different cultures have evolved various way of creating clothes out of cloth; one approach simply involves draping the rectangles of cloth wrapped to fit. For example, the dhoti for men and the sari for women in the Indian subcontinent the Scottish kilt or the Javanese sarong. The cloths may simply betide up, as is the case of the first two garment or pins or belts hold the garment place, as in the case of the first two. The precious cloth remains uncut, and people of various sizes or the same person at different sizes can wear the garment. The present study mainly aims that to know the purchasing behaviour of customers among readymade shops in Erode district.**

Index Terms— Behaviour, Culture, Garment, Remains, Textile

I. INTRODUCTION

Textile industry is one of the nation's oldest, most diverse and dynamic segment of entire manufacturing industries. The Indian textile industry is one of the single largest segments of Indian economy accounting for over one fifth of the total industrial production. India is known all over the world for its ancient and rich industry and its trade. Textile industry is the second largest employment provider in India after agriculture sector in both rural and urban areas. It is also self reliant industry, starting from the production of raw materials to the delivery of final product, with considerable value addition at each single of processing. The textile sector is the backbone of Indian economy by virtue of its size, contribution of export earning and employment. The Indian textile industry is in the process of responding to the changes in global economy and has exploited their strengths in order to build up an international present in stages. Today, India is the second largest producer of textiles in the world, next to china. However considering that the Indian textile industry is one of the largest and oldest and the availability of inexpensive skilled workers and technicians along with the availability of cotton in the country, it has been doing well in the recent past. In the world textile market countries like Japan, South Korea was becoming high colt economics.

Therefore it is expected that India could move in to the positions occupied by these countries due to its strengths. In order to contribute substantially for the growth of the Indian textile industry, it is necessary that exploits its strengths that is availability of raw cotton, both short and long staple. The recent liberalization of the Indian government has helped in giving a boost but it is not good enough to keep the Indian textile industry competitive in the world market. Because of its fundamental, there are a number of opportunities that are likely to be available to be Indian textile industry, which need to be exploited to its fullest extent.

II. Need For The Study

Today, the importance of clothing is recognized everywhere, from the richest to the poor, from inhabitants of large cities to inhabitants of remote areas in all age groups. Individuals vary as to the importance they place upon clothing because of their attitude towards clothing and the value that they assign to clothing. These differences are related to individual general values self-concept and locus of control that are repressed in other areas of living. The textile and clothing sector is regarded as the engine of growth for many developing countries since it accounts for around 45% of developed markets imports from the developing countries. In the process of development other industries such as electronics, telecommunications, steel, light engineering goods, leather goods, processed food, etc have also gained prominence. The textile and clothing sector still occupies an important place in the economy of south Asia. Consumers are now able to compare many features in the commodities like quality, price, and value for money, service, durability and brand image etc., to decide which product they want to

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buy for their need and satisfaction. Once customers are satisfied with a particular product/brand, they purchase the product repeatedly. When a customer repeatedly purchases a product, showing favorable attitude towards the brand, he will be a loyal customer to the brand.

III. Statement Of The Problem

The Indian clothing industry is facing a tough competition with the entry of many companies. The textile industry plays a crucial role in the national economy. It has been facing various difficulties during the past five years. The slump in the industry is directly reflected in the working of spinning mills also. Many mills find it difficult even to survive. All the readymade companies are constantly engaged in gaining the attention of customers by introducing a novelty in the existing clothes, and changing the design. Sometimes they introduce new model of dress materials with various price structure to suit the different class of income groups. A company introduces many products under its brand name. In the present situation profit-making is highly impossible. The market trends are subject to the inadequate production of cotton. This leads to increase in the price of cotton, which is the raw material for spinning mills and it, in turn raises the price of yarn which is the finished product. The present study make an attempt to identify the innumerable problems faced by the readymade shop owners in marketing their products / brands and intrude in deep to learn the mindset of today's customers of garment products / brands and to learn their preferences and choices to select a particular brand.

IV. Review Of Literature

Sarwade N.K. (2002) in his study entitled on "Emerging dimension of consumer behavior in rural area" observed that the following aspects the marketing and consumer such as place of buying, frequency of purchase, brand decision, buying motives, shopping behavior and brand choice of buyers with reference to selected products in rural area. The study reveals that most of the consumer from rural area developed brand familiarity with brand name. Shukla (2009) in his article entitled "Impact of contextual factors, brand loyalty and brand switching on purchase decisions" Suggested that contextual factors have the strongest influence on purchase decisions. Furthermore, contextual factors influence the brand loyalty and switching behavior.

Objectives Of The Study

- To know the purchasing behavior of customers among readymade shops in Erode district.
- To provide suitable suggestions to retain the customers for readymade shops.

V. Methodology

The research validity mainly depends on the systematic method of collecting the data, and analyzing the same in a sequential order. In the present study, an extensive use of both primary and secondary data was made. For collecting primary data, field survey technique was employed in the study. First-hand information was collected from 700 customers of Erode district. The respondents were selected on a stratified random basis from the district. In order to fulfill the objectives set, a sample study was undertaken by using a well-framed questionnaire that was duly filled by the respondents. Respondents with varying background were selected based on the important aspects of their occupation, education, age, area etc. The primary data were supplemented by a spate of secondary sources of data. The secondary data pertaining to the study was gathered from the various. Cluster analysis was used for further analysis.

VI. Analysis And Interpretation

Cluster analysis is a multivariate statistical technique which groups unknown number of persons / objects / occasions into groups such that the members of each group are having similar characteristics / attributes. The primary objective of Cluster Analysis is to define the structure of the data and identifying the most similar observations to place them into groups.

TABLE 1 AGGLOMERATION SCHEDULE

Stage	Cluster Combined		Coefficients	Stage Cluster First Appears		Next Stage
	Cluster 1	Cluster 2		Cluster 1	Cluster 2	
681	37	61	8355.498	672	648	689
682	5	13	8640.233	665	671	693
683	28	32	8925.223	667	656	686
684	29	86	9221.671	618	605	690
685	3	20	9528.635	643	644	691
686	16	28	9869.545	679	683	697
687	9	26	10236.418	675	660	688
688	9	21	10636.272	687	670	692
689	1	37	11092.049	680	681	694
690	2	29	11557.479	668	684	696
691	3	10	12080.375	685	678	692
692	3	9	12701.915	691	688	697
693	5	8	13327.446	682	677	694
694	1	5	13999.353	689	693	699
695	11	23	14678.287	674	676	696
696	2	11	15479.729	690	695	698
697	3	16	16528.702	692	686	698
698	2	3	17924.995	696.0	697	699
699	1	2	19898.501	694.0	698	0

Table 1 shows the agglomeration schedule of the cluster analysis. In the agglomeration schedule, the figures from top to bottom (stage 1 to 699) indicates the sequence in which the cases get combined with other until all 700 cases are combined together in one cluster at the last stage (stage 699). To identify the number of clusters, the co-efficient values (i.e difference between rows) in column 4 is considered. The figures of co-efficient values were seen from the last row upwards to have the lowest possible number of clusters for interpretation. The difference in the value of co-efficient from stage 19 and 18 is 1973.506 (19898.501– 17924.995) indicating the one cluster. The procedure is continued till the differences between the two stages get reduced in order to identify the number of clusters. In the next stage the difference between stage 18 and 17 is 1396.293 (17924.995-16528.702) which is low, again the difference between 17 and 16 is 1048.973 (16528.702-15479.729) indicating a decreasing trend but the difference between 16 and 15 is 801.442 (15479.729 -14678.287) indicating an increasing trend. Again there is an increasing trend in the difference between 15 and 14 is 678.934 (14678.287-13999.353). But the difference between stages 14 and 13 is 671.901 (13999.353-13327.446), stages 13 and 12 is 625.531 (13327.446 -12701.915) and in stages 12 and 11 the difference is 621.545 (12701.915-12080.37) showing a decreasing trend. The first difference of 1973.506 is ignored because it would indicate only one cluster in the data, the next largest difference 1396.293 indicating a three cluster solution. It was decided consequently to have five clusters from the agglomeration schedule.

TABLE 2 INITIAL CLUSTER CENTERS

Sl. No	STATEMENTS	Cluster				
		1	2	3	4	5
1	I know credit buying doesn't create money, it costs money	5	4	2	5	2
2	I have confident in my important purchase	1	2	2	5	5
3	I know the right to be well informed about important aspects of the products	5	4	2	1	2
4	I frequently struggle over to what to buy, when and where to buy	5	4	5	1	2
5	I know the right to be protected against questionable products and marketing practices	5	4	5	4	5
6	Entertainment is not substitute for information	1	3	5	5	5
7	I specialize in the product line before purchase	1	2	2	1	2
8	I get compliments from others on my purchase decisions	1	2	2	1	5
9	I know what I am really getting, what is costs and how to use it	1	5	2	4	1
10	I can separate fact from fantasy in advertising	5	2	2	1	5
11	I know the right questions to ask while shopping	1	4	5	1	5
12	I know where to get complete information of goods	5	1	5	4	1
13	I can see through sales tricks used to get consumers to buy	1	5	2	5	1
14	I know when the marketer are inducing consumer	5	1	2	2	1
15	My family occupies a very important position in mu purchase	1	2	5	2	1
16	I have no trouble understanding the negotiating tactics used by seller	1	4	2	1	1
17	I impress others with my purchase	1	4	2	1	1
18	I know when a seller is pressuring me to buy	1	3	5	1	1
19	I know the right to influence products and marketing practices in ways that will improve the quality of life	1	1	5	1	2
20	I never seem to buy the right thing for me	1	1	1	1	2
21	My friends and neighbours provide information and service to my purchase	5	5	2	1	2

TABLE 3 FINAL CLUSTER CENTERS

Sl.No	STATEMENTS	Cluster				
		1	2	3	4	5
1	I know credit buying doesn't create money, it costs money	3	4	2	5	2
2	I have confident in my important purchase	2	3	2	5	2
3	I know the right to be well informed about important aspects of the products	4	3	2	1	2
4	I frequently struggle over to what to buy, when and where to buy	4	5	5	1	3
5	I know the right to be protected against questionable products and marketing practices	4	5	5	4	4
6	Entertainment is not substitute for information	3	2	5	5	3
7	I specialize in the product line before purchase	3	3	2	1	3
8	I get compliments from others on my purchase decisions	2	3	2	1	3
9	I know what I am really getting, what is costs and how to use it	2	5	2	4	2
10	I can separate fact from fantasy in advertising	4	3	2	1	3
11	I know the right questions to ask while shopping	3	5	5	1	3
12	I know where to get complete information of goods	4	2	5	4	3
13	I can see through sales tricks used to get consumers to buy	2	3	2	5	2
14	I know when the marketer are inducing consumer	2	2	2	2	2
15	My family occupies a very	2	3	5	2	2

	important position in mu purchase					
16	I have no trouble understanding the negotiating tactics used by seller	2	4	2	1	2
17	I impress others with my purchase	3	5	2	1	2
18	I know when a seller is pressuring me to buy	3	4	5	1	2
19	I know the right to influence products and marketing practices in ways that will improve the quality of life	2	2	5	1	2
20	I never seem to buy the right thing for me	2	2	1	1	2
21	My friends and neighbours provide information and service to my purchase	4	4	2	1	2

The final cluster centers given in table 3 contain the mean values for each variable in each cluster. As the data is scaled scoring with the scores 5 to 1, (i.e. Extremely Characteristic–5, somewhat characteristic–4, uncertain–3, somewhat uncharacteristic–2, extremely uncharacteristic–1), the variables for which the mean values with scores more than 3 were being selected in each cluster which was equivalent to the neutral change in buyer behavior.

TABLE 4 ANOVA

Va. No	Cluster		Error		F	Sig.
	Mean Square	df	Mean Square	df		
1	32.246	4	1.079	695	29.890	.000
2	15.919	4	1.156	695	13.769	.000
3	113.838	4	1.099	695	103.594	.000
4	45.443	4	1.407	695	32.300	.000
5	4.862	4	1.227	695	3.962	.003
6	23.418	4	1.799	695	13.018	.000
7	6.380	4	1.535	695	4.158	.002
8	16.148	4	1.747	695	9.244	.000
9	33.902	4	1.233	695	27.485	.000
10	27.032	4	1.536	695	17.602	.000
11	41.567	4	1.659	695	25.057	.000
12	42.049	4	1.589	695	26.457	.000
13	19.487	4	.908	695	21.463	.000
14	.925	4	.554	695	1.668	.156
15	17.734	4	.440	695	40.313	.000
16	26.947	4	.638	695	42.240	.000
17	33.947	4	.972	695	34.943	.000
18	39.500	4	1.298	695	30.431	.000
19	23.676	4	.843	695	28.082	.000
20	4.869	4	.772	695	6.307	.000
21	158.102	4	.950	695	166.347	.000

The ANOVA table helped to identify, which of the 20 statements were significant and one statement were not across the 3 clusters. The last column in the table indicates that all the statements are significant at 0.01 levels (equivalent to 99% confidence level) as they have probability values less than 0.01.

Suggestions

It is suggested that a good promotional strategies should be incorporated by showing Unique Identity for repetitive purchase of readymade product.

The major reason for the brand switch over is the quality of the product. Hence, the respective readymade shop owners should concentrate a high quality of readymade products which enable them to compete in the global scenario.

An attractive advertisement should be displayed in television and displays in the main junctions will help the prospective buyers to select a particular brand.

Conclusion

In today's competitive world, marketing of products and services has become a challenge for the marketers. Corporate are constantly in search of finding a solution for marketing problems. Many researchers have found that it is prudent to retain the existing customers than to create new customers. In such circumstances the retention of existing customers has been the core function of marketers. The retention of customers is dependent upon the level of satisfaction for the customers and how loyal they are to a particular brand. In this research the concept of purchasing behaviour as a key to successful marketing at various stages. It also elaborates the expectations of the customers and steps to be taken by the marketers to retain the existing customers.

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