Purchase Decision towards Textile and Apparel Products

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Abstract— This study is conducted on the purchase decision towards textile and apparel products in Chennai city. It employed both primary and secondary data using various data collection methods. The main objective of this study is, therefore, to study the post-purchase consumer behavior in the study relating to textile and apparel products in study area and offer suitable suggestions and recommendations relating to study on the basis of findings. It was conclude that over all brand loyalty, majority of the respondents satisfied with way in which the brand is marketed is very impressive among entire three regions in brand loyalty of textile and apparel products in Chennai city.

Keywords: Apparel; Information search; Promotional offers; Textile; Word-of-mouth.

INTRODUCTION

The textile industry provides the back - rest for the foreign exchange earning potential of the Indian economy. 'Textiles and clothing constitute nearly 24 per cent of the export in the manufactured goods from India; in other words, out of the total export of US $35 billion, nearly US $ 12 billion is earned through export of textile and clothing'(Nair, R, 2003). The market for the Indian textile industry can be broadly classified into three, based or) the sectors of consumption. They are the household sector, the non- household sector (institutional, industrial and technical textiles), and the export sector. 'Among these sectors the household sector consumes approximately 60 per cent, the non house-hold sector consumers 21 per cent, and the export sector accounts for 19 per cent of the total cloth productions (Textiles Committee, 2002).

STATEMENT OF THE PROBLEM

The consumer is facing difficult to find the information about the products internally and externally. Internal search problem consists of few factors like lack of memory of previous experiences, products, brands, purchased products. External search problem is concern; the following aspects are identified such as: 1.Friends and family 2. Public sources including various product rating organization (i.e., report, other companies comparable data base) 3. Market-dominants (i.e., advertising, company websites and sales forces).

With this above attitudes the researcher is going to study the consumer behavior in textile and apparel products in Chennai city.

OBJECTIVES

The main object of the present study is retail marketing of textile and apparel products.

To study the Post-Purchase consumer behavior in the study area.

To offer suitable suggestions and recommendations relating to study on the basis of findings.

SCOPE OF THE STUDY

The present study is a new attempt to outline the behavioral aspects of consumers in the retailing scenario of textile and apparel products in Tamil Nadu. Hence, it will has the sample scope for generating new dimensions of information catering to the requirements of strategic decision making in the sphere of production as well as marketing of textile and apparel products. Among the cities in Tamil Nadu Chennai is top in volume of retail textile and apparel products business in Tamil Nadu. So, the researcher has chosen Chennai city for this proposed study.

METHODOLOGY

Being a pioneer work, the study is designed to be exploratory. Data are to be collected from consumers and secondary sources. More dependence was on primary source from the consumers in textile and apparel shops.

SAMPLING

The Chennai city has three Regions namely, North Chennai, Central Chennai and South Chennai. Each of the regions has wards. There are about 200 wards in Chennai city. In order to collect primary data from the customers, the researcher has adopted Multi-stage sampling. At the first stage, 20 wards were selected (10%) out of 200 wards based on simple random sampling. In the second stage, from each selected wards one Textile and Apparel shop was selected based on convenient sampling. Therefore, twenty shops were selected from 20 wards. At the final stage, 25 customers were selected each from selected shops. Thus, the sample of the study is 500.

TOOLS FOR COLLATION OF DATA

The interview schedules will be finalized by conducting a pilot study among 60 consumers of different regions.

PURCHASE DECISION TOWARDS TEXTILE AND APPAREL PRODUCTS

PERIOD OF STUDY

The data related mainly to a period of 10 year, commencing from 2002-03 to 2017-18, will be collected and made use for the study. Primary data will be collected from the respondents during the year 2017-2018.

TOOLS FOR ANALYSIS

The data will be analyzed by using various statistical techniques such as Chi-square, Correlation, Factor Analysis, ANOVA have been used with the help of SPSS. To arrive at possible solutions simple percentage analysis was also employed.

STATISTICAL ANALYSIS

Post Purchase Behaviour

It is also proposed to examine whether the average level of respondents' perception relating to retail marketing of textile and apparel products are significantly differs among the three regions selected for the study. For this purpose, the ANOVA of one way classification is carried out and the null hypothesis is tested. Hence, H0: (in general) There is no significant difference among the average level of opinion of respondents about the post purchase behaviour with influencing factors of consumer behavior in retail marketing of textile and apparel products in Chennai city.

Table– 1
POST PURCHASE BEHAVIOUR (ANOVA)

Variables	ANOVA	Sum of Squares	df	Mean Square	F	Sig.
Purchase at this shop make repeated purchase since the product is satisfactory	Between Groups	5.903	2	2.952	2.942	.054
	Within Groups	498.647	497	1.003		
	Total	504.550	499			
Reliability and right product information of the advertisment	Between Groups	5.110	2	2.555	1.644	.194
	Within Groups	772.128	497	1.554		
	Total	777.238	499			
Complaints handling by retailers	Between Groups	6.359	2	3.179	3.241	.040
	Within Groups	487.553	497	.981		
	Total	493.912	499			
Special care taken by the retailers	Between Groups	.511	2	.256	.151	.860
	Within Groups	840.567	497	1.691		
	Total	841.078	499			
Show room advertisement	Between Groups	5.164	2	2.582	2.580	.077
	Within Groups	497.308	497	1.001		
	Total	502.472	499			
Product attributes	Between Groups	1.678	2	.839	.568	.567
	Within Groups	734.522	497	1.478		
	Total	736.200	499			
Behaviour of the sales people	Between Groups	1.097	2	.548	.325	.722
	Within Groups	837.853	497	1.686		
	Total	838.950	499			
Quality of the products	Between Groups	4.883	2	2.442	1.317	.269
	Within Groups	921.667	497	1.854		
	Total	926.550	499			

Design	Between Groups	1.430	2	.715	.723	.486
	Within Groups	491.442	497	.989		
	Total	492.872	499			
Durability	Between Groups	1.079	2	.539	.290	.748
	Within Groups	924.033	497	1.859		
	Total	925.112	499			
Price	Between Groups	3.376	2	1.688	1.831	.161
	Within Groups	458.262	497	.922		
	Total	461.638	499			
Creating friends	Between Groups	6.005	2	3.002	1.962	.142
	Within Groups	760.353	497	1.530		
	Total	766.358	499			
Status of the owning product	Between Groups	3.215	2	1.608	.934	.394
	Within Groups	855.607	497	1.722		
	Total	858.822	499			

Post purchase Behaviour	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	1.016	2	.508	4.810	.009
Within Groups	52.470	497	.106		
Total	53.485	499			

In over all sense the analysis of variation is highly significant at 0.05 per cent confidence level for the post purchase behaviour factor of the study. The null hypothesis of the study relating to the post purchase behaviour is rejected. It is found that there is a significant variation among average levels of opinion of respondents about "complaints handling by retailers". In other hands all the remaining variables are not significant at 0.05 per cent level.

BRAND LOYALTY

It is also proposed to examine whether the average level of respondents' perception relating to retail marketing of textile and apparel products are significantly differs among the three regions selected for the study. For this purpose, the ANOVA of one way classification is carried out and the null hypothesis is tested. Hence, H0: (in general) There is no significant difference among the average level of opinion of respondents about the brand loyalty with influencing factors of consumer behavior in retail marketing of textile and apparel products in Chennai city.

Table– 2
BRAND LOYALTY (ANOVA)

Variables	ANOVA	Sum of Squares	df	Mean Square	F	Sig.
The brand chosen has good reputation	Between Groups	16.495	2	8.247	5.912	.003
	Within Groups	693.273	497	1.395		
	Total	709.768	499			
The way in which the brand is	Between Groups	1.011	2	.506	.350	.705

		Sum of Squares	df	Mean Square	F	Sig.
marketed is very impressive	Within Groups	717.187	497	1.443		
	Total	718.198	499			
I will stick to the same brand in future	Between Groups	.111	2	.056	.026	.974
	Within Groups	1049.527	497	2.112		
	Total	1049.638	499			
I can adjust with the shortcomings of the brand, if any	Between Groups	.460	2	.230	.235	.791
	Within Groups	486.548	497	.979		
	Total	487.008	499			
I do not tolerate the non-availability of the brand	Between Groups	1.696	2	.848	.599	.550
	Within Groups	703.462	497	1.415		
	Total	705.158	499			
I am enjoying because using this brand	Between Groups	5.374	2	2.687	2.008	.135
	Within Groups	664.888	497	1.338		
	Total	670.262	499			
I appreciate those who use the same brand	Between Groups	28.774	2	14.387	8.613	.000
	Within Groups	830.128	497	1.670		
	Total	858.902	499			
I share my views about the brand with others	Between Groups	.235	2	.117	.075	.928
	Within Groups	776.613	497	1.563		
	Total	776.848	499			
Will have discussions with friends to popularize the shop	Between Groups	.417	2	.208	.130	.878
	Within Groups	797.935	497	1.606		
	Total	798.352	499			
Want others to realize the name of the shop	Between Groups	2.259	2	1.129	.910	.403
	Within Groups	617.093	497	1.242		
	Total	619.352	499			
Won't switch over to other shops if my brand is not available	Between Groups	.092	2	.046	.033	.967
	Within Groups	686.908	497	1.382		
	Total	687.000	499			

Brand Loyalty	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	1.043	2	.521	3.197	.042
Within Groups	81.064	497	.163		
Total	82.107	499			

In over all sense the analysis of variation is highly significant at 0.05 per cent confidence level for the brand loyalty factor of the study. The null hypothesis of the study relating to the brand loyalty is rejected. It is found that there is a significant variation among average levels of opinion of respondents about "brand chosen has good reputation" and "I appreciate those who use the same brand". In other hands all the remaining variables are not significant at 0.05 per cent level.

CORRELATIONS

Table - 3

Correlations

		Need Recognition	Sources of information	Purchase Alternatives	Factors Influencing Purchase	At the time of purchase	Post Purchase Behaviour	Brand Loyalty
Post Purchase Behaviour	Pearson Correlation	.073	.042	.022	.010	.056	1	-.003
	Sig. (2-tailed)	.101	.348	.617	.818	.215		.951
	N	500	500	500	500	500	500	500
Brand Loyalty	Pearson Correlation	.103(*)	.091(*)	.129(*)	.111(*)	.100(*)	-.003	1
	Sig. (2-tailed)	.022	.041	.004	.013	.026	.951	
	N	500	500	500	500	500	500	500

**. Correlation is significant at the 0.01 level (2-tailed).

*. Correlation is significant at the 0.05 level (2-tailed).

The above Table shows the correlations of various factors of consumer behavior in retail marketing of textile and apparels products like "post purchase behaviour", "brand loyalty". The correlation between brand loyalty and need recognition was .103 which was positively correlated and significant at 0.05 per cent level, correlation between brand loyalty and sources of information was .091 which was positively correlated significant at 0.05 per cent level, The correlation between brand loyalty and purchase alternatives was .129 which was positively correlated and significant at 0.05 per cent level, correlation between brand loyalty and factors influencing purchases was .111 which was positively correlated significant at 0.05 per cent level, correlation between brand loyalty and at the time of purchases was .100 which was positively correlated significant at 0.05 per cent level.

SOURCES OF INFORMATION (FACTOR ANALYSIS) & RESULTS

Post Purchase Behaviour

The factor analysis is made for the contribution of variables belongs to the post purchase behaviour providers in the study area given in the following tables.

Table No.4
Descriptive Statistics of Factors influences Purchase Decisions

Variables	Mean	Std. Deviation	Analysis N
Purchase at this shop make repeated purchase since the product is satisfactory	3.03	1.006	500
Reliability and right product information of the advertisement	3.72	1.248	500
Complaints handling by retailers	4.28	.995	500
Special care taken by the retailers	3.94	1.298	500
Show room advertisement	2.92	1.003	500
Product attributes	4.14	1.215	500
Behaviour of the sales people	3.89	1.297	500

Quality of the products	2.17	1.363	500
Design	4.52	.994	500
Durability	3.92	1.362	500
Price	1.42	.962	500
Creating friends	4.28	1.239	500
Status of the owning product	1.93	1.312	500

Source: Computed primary data

The table above is output of the univariate option on the selected variables of the factor. The number of cases used in the analysis is 500 respondents. The factor analysis is being conducted on the correlations (as opposed to the covariances), it is not much of a concern that the variables have very different means and/or standard deviations (which is often the case when variables are measured on different scales).

Table No.5
Total Variance Explained about Post Purchase Behaviour

Component	Initial Eigen values			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	1.398	10.752	10.752	1.398	10.752	10.752
2	1.272	9.784	20.536	1.272	9.784	20.536
3	1.180	9.075	29.611	1.180	9.075	29.611
4	1.127	8.668	38.279	1.127	8.668	38.279
5	1.060	8.154	46.433	1.060	8.154	46.433
6	1.051	8.088	54.521	1.051	8.088	54.521
7	.998	7.678	62.199			
8	.940	7.230	69.428			
9	.924	7.105	76.533			
10	.856	6.582	83.115			
11	.779	5.989	89.104			
12	.728	5.597	94.701			
13	.689	5.299	100.000			

Source: Computed primary data

The initial number of factors is the same as the number of variables used in the factor analysis. However, all 13 variables have not been retained. In this analysis, only the first right variables have been retained. Eigen values are the variances of the variables. Because the principal component analysis on the correlation matrix, the variables are standardized, which means that each variable has a variance of 1, and the total variance is equal to the number of variables used in the analysis, in this case, 13. The first set of component has always account for the most variance (10.752 per cent have the highest Eigen value), and the next component has account for as much of the left over variance of 9.784 per cent and the third set of components had 9.075. Hence, each successive component has account for less and less variance. The variance column contains the per cent of total variance accounted by each variable. Thus, the high amount of variations has been obtained by the variables like from the above tables' variables' values.

Table No.6
Factor Matrix of the Post Purchase Behaviour

Variables	Component					
	1	2	3	4	5	6
Purchase at this shop make repeated purchase since the product is satisfactory	.055	.140	-.482	.276	.631	.213
Reliability and right product information of the advertisment	.538	.096	-.081	-.139	.052	-.182
Complaints handling by retailers	-.135	.013	-.443	.189	-.241	-.553
Special care taken by the retailers	.206	-.408	.391	.392	.435	-.020
Show room advertisement	.344	.311	-.079	-.078	.219	-.255
Product attributes	.243	.547	.075	.271	-.125	.014
Behaviour of the sales people	.049	-.006	.626	-.292	.159	-.294
Quality of the products	-.366	.198	.102	-.367	.208	.313
Design	.156	.622	.221	.028	-.251	.233
Durability	.073	-.136	-.345	-.605	.036	.241
Price	-.081	-.192	.054	.398	-.326	.469
Creating friends	.663	-.028	-.033	-.029	.022	.289
Status of the owning product	-.505	.445	.073	.125	.329	-.044

Source: Computed primary data

The above table infers that the factors post purchase behaviour provided by the consumer behaviour in retail marketing in textile and apparel products in the aspects of "quality", "celebrity", "seller's convincing style", "varieties" and "parent's style" have been highly contributed in the first set of components than other, the second thing is "learning from various sources", "free complements" and "envy". The third set of components contributed on "friend's compulsion", the fourth set of components contributed on "advertisement", "location of the shop" and "income", the fifth set of components contributed on "colour", the sixth set of components contributed on "size". Thus, the respondents satisfaction pertaining to the need recognition is highly contributed from the above six sets of components such as "quality", "celebrity", "seller's convincing style", "varieties" and "parent's style".

FINDINGS

1. Purchase at this shop make repeated purchase since the product is satisfactory 55.3 percent of the respondents neither satisfied nor dissatisfied and also 3.3 percent of the respondents highly satisfied with North Chennai among three regions in Chennai city.

2. 40.7 percent of the respondents highly satisfied in South Chennai and only 4.0 percent of the respondents highly dissatisfied with reliability and right product information of the advertisement in North Chennai among entire three regions in Chennai city.

3. Among the three regions majority (62.0 percent) of the respondents highly satisfied in North Chennai and only 1.3 percent highly dissatisfied with complaints handling by retailers in the aspects of the textile and apparel products in Central Chennai.

4. Special care taken by the retailers 52.7 percent of the respondents highly satisfied in North Chennai and only 6.7 percent of the respondents dissatisfied with South Chennai among three regions in Chennai city.

5. 66.0 percent of the respondents neither satisfied nor dissatisfied in North and Central Chennai and only 3.0 percent of the respondents dissatisfied with show room advertisement in Central Chennai among entire three regions in Chennai city.

6. Among the three regions majority (61.0 percent) of the respondents highly satisfied in Central Chennai and also 4.5 percent highly dissatisfied with product attributes in the aspects of the textile and apparel products in Central Chennai.

7. Behaviour of the sales people 48.5 percent of the respondents highly satisfied in Central Chennai and only 5.3 percent of the respondents dissatisfied with North Chennai among three regions in Chennai city.

8. 47.0 percent of the respondents highly dissatisfied in Central Chennai and only 5.0 percent of the respondents satisfied with quality of the products in Central Chennai among entire three regions in Chennai city.

9. Among the three regions majority (74.7 percent) of the respondents highly satisfied in South Chennai and also 2.0 percent neither satisfied nor dissatisfied with design of the textile and apparel products in Central Chennai.

10. Regarding durability of the respondents 54.5 percent highly satisfied and also only 6.0 percent of the respondents neither satisfied nor dissatisfied with Central Chennai among three regions in Chennai city.

11. 84.0 percent of the respondents highly dissatisfied in Central Chennai and only 1.5 percent of the respondents satisfied with price of the products in Central Chennai among entire three regions in Chennai city.

12. Among the three regions majority (74.0 percent) of the respondents highly satisfied in South Chennai and only 4.0 percent neither satisfied nor dissatisfied with creating friends of the textile and apparel products in Central and South Chennai.

13. Regarding Status of the owning product of the respondents 63.3 percent highly dissatisfied with North and South Chennai and also only 1.3 percent of the respondents highly dissatisfied with North Chennai among three regions in Chennai city.

14. In over all sense the analysis of variation is highly significant at 0.05 per cent confidence level for the post purchase behaviour factor of the study. The null hypothesis of the study relating to the post purchase behaviour is rejected. It is found that there is a significant variation among average levels of opinion of respondents about "complaints handling by retailers". In other hands all the remaining variables are not significant at 0.05 per cent level.

15. The null hypothesis of the study relating to the brand loyalty is rejected. It is found that there is a significant variation among average levels of opinion of respondents about "brand chosen has good reputation" and "I appreciate those who use the same brand". In other hands all the remaining variables are not significant at 0.05 per cent level.

16. The correlation between brand loyalty and need recognition was .103 which was positively correlated and significant at 0.05 per cent level, correlation between brand loyalty and sources of information was .091 which was positively correlated significant at 0.05 per cent level, The correlation between brand loyalty and purchase alternatives was .129 which was positively correlated and significant at 0.05 per cent level, correlation between brand loyalty and factors influencing purchases was .111 which was positively correlated significant at 0.05 per cent

level, correlation between brand loyalty and at the time of purchases was .100 which was positively correlated significant at 0.05 per cent level.

17. the respondents satisfaction pertaining to the post purchase behaviour is highly contributed from the above six sets of components such as "quality", "celebrity", "seller's convincing style", "varieties" and "parent's style".

18. Brand loyalty average 34.17 percent of the respondents highly satisfied and also 13.95 percent of the respondents neither agree nor disagree in North Chennai, 31.32 percent of the respondents highly satisfied and also 13.45 percent of the respondents neither agree nor disagree in Central Chennai and 31.09 of the respondents highly satisfied and also 12.85 percent of the respondents neither agree nor disagree in South Chennai.

19. In the range of 43.94 percent to 48.12 percent of the respondents were satisfied, 12.85 percent to 13.95 percent of the respondents were neutral and 34.12 percent to 37.14 percent of the respondents were dissatisfied with overall brand loyalty.

SUGGESTIONS

Regarding purchase at this shop make repeated purchase since the product is satisfactory and show room advertisement majority of the respondents neither satisfied nor dissatisfied and only few percentages highly satisfied. Usually majority of elder people purchase the products in the same retailer shops if satisfied and in the young age group they change their purchase from one shop to another. If a shop provides good quality, low price, more design and variety, trade discount and new fashion it leads to retain the elder and younger age groups and capture the new customers also.

Quality of the products, price and Status of the owning product majority of the respondents highly dissatisfied with the post purchase behaviour of textile and apparels products in Chennai city. In the competitive world the retailers should give the high quality of the products at reasonable rates it leads to high income consumers purchase the quality aspects and middle income consumers also purchase the products for reasonable rates and to satisfied the status of owning the product, consumers and retailers should aware about recent trend in the market in the way of stylish and new fashion otherwise consumers may switch over to other retailers.

Regarding reliability and right product information of the advertisement, complaints handling by retailers, special care taken by the retailers, product attributes, behaviour of the sales people, design and durability majority of the respondents were highly satisfied. In the post purchase behaviour aspect the retailer should retain the highly satisfied consumers and try to convince the dissatisfied consumers.

CONCLUSION

The post purchase behaviour regarding textile and apparel products are important factors that need to be determined in order to understand consumers better and to improve consumers' satisfaction of textile and apparel products. This present study explores consumers' post purchase behaviour towards retail marketing on textile and apparel products by addressing the perceptual process. It was conclude that over all brand loyalty, majority of the respondents satisfied with way in which the brand is marketed is very impressive among entire three regions in brand loyalty of textile and apparel products in Chennai city.

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