

A STUDY ON SELLER'S VIEW ABOUT CLOTHING SHOPPER'S PERCEPTION

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ABSTRACT

Tuticorin district, a port and Pearl City obtain economic prosperity through shipping, fishing, salting, baking, and agriculture and clothing production. The towns such as Kovilpatti, Ettayapuram, Eyril and headquarters of Tuticorin District, Tuticorin city earn the wealth through spinning, weaving, apparel production and retailing. The success of the textiles and apparel industries and retail forms depend on two elements that are tradition and innovation. Consumer requires product worth of money they use for the purchase. Consumer approach on clothing purchase based on AIO (Activities Interest and Opinion) is to buy as their needs. The consumers and sellers are directly linked for providing the clothes up to the expectation of the clothing shoppers. Hence, the present study would throw light on the clothing preference of shoppers in the view of sellers in Tuticorin District.

KEYWORDS: Kovilpatti, Ettayapuram, Eyril and Headquarters

Article History

Received: 07 Jan 2019 | Revised: 21 Jan 2019 | Accepted: 29 Jan 2019

INTRODUCTION

Anita Rani, et.al, (2015), quoted that the textile industry is one of the leading industries in the world¹. Over 38 million people depend on the textile and apparel industry for employment. India has a diverse and rich textile tradition. The past tradition of the textile and handlooms can be seen amongst the motifs, patterns, designs and old techniques of weaving still employed by the weavers. Jain (2015) viewed that, "We have to do things according to the trends. There is not a systematic approach to technology²³. We have to give what the customer wants" Technology increasingly affects all the garment industry in the turbulent environment. It is necessary to meet customer requirement with respect to quality, price and delivery term. These criteria can be fulfilled by introducing modern technologies, changing the form of organization and participation of motivated workers. Change in technology creates new markets, new products and a new way to face competitive advantage. According to Vasanthi Venugopal, etal, (2016), the buying behavior is a process involving a series of related and sequential stages or activities⁴. Consumer begins a search for information followed by the evolution of alternatives and purchase decision. Consumer behavior and sales promotional methods are positively related to the sales of

the product. The sales promotional methods attract the consumer to particular retail stores and motivate them to purchase certain or newly established products. Clothing trade is a larger use of advertising. The first impression a customer has of any store is not necessarily the merchandise contained within the store but the presentation of the clothing in the store.

Tuticorin District is now-a-days developing in clothing production. The consumers of Tuticorin District depend on the clothing produced in their own district due to

- Best quality
- Cheapest price
- kinds of designs
- Various form of dresses in one place
- Marketing of the same model of garments as in Mumbai market

Pudhiyamputhur is situated at ottapidaram taluk in Tuticorin district. The Pudhiyamputhur is called as Kuttu Japan, Thennagathin Tirupur, and Readymade City. Around 10000 families are benefited as they are directly or indirectly engaged in the manufacturing of garments. The employees may earn rs.2000 to rs.10000/month. Pudhiyamputhur is contributing 40% (approximately) of readymade dresses in Tamil Nadu. Above 250 companies are running now, in which produced dresses are distributed to sell including various areas in Tamil Nadu, Pondicherry, Kerala, Andhrapradesh etc. Pudhiyamputhur is having goodwill in the garments industry with the machines such as Tailoring machines, Elastic machines, Embroidering machines, Overlock machines, Sewing machines, Button machines, Kaja machines, Sequence machines, Cutting machines, Lace machines, Computerized machines, Card cutting machines, Cover making machines.

Now Pudhiyamputhur is one of the best areas to purchase readymade dresses in Tamil Nadu. The goodwill is accomplished by the people's 60 years hard work. It is the second largest place in the production of dresses in Tamil Nadu next to Thirupur. They purchased material from Sivakasi, Madurai, Madras (Chennai), Surat, Kolkata, Mumbai, Delhi, and Belwar. Communication was made with all readymade stores of Tamil Nadu. So their products quality was also being developed and got goodwill for readymade garments such as midi, chudidhar, shirts, frock, safari, coat sets, nighties, pants and shirts, jippa sets and etc. Hence, it is necessary for the sellers of Tuticorin District to know about the clothing needs of shoppers.

Objective of the Study

- To know about the clothing shoppers perception in terms of clothing.
- To know about the clothing shoppers perception in terms of sales promotional techniques.

Analysis and Interpretation

The number of respondents may not be enough to make sense of data. The proportion of data is obtained using percentage analysis and it provides us with a new comparative measure (**view of Ian Smith, 2003**)ⁱ Percentage analysis was applied to observe the consumer preference of clothing element, color, design pattern, texture, fabric, and men's clothing, women's clothing, specialty clothing, and promotional techniques.

Sampling Frame

This study presents the views expressed by the clothing merchants on the Buyers perception on their clothing and choice in clothing. The study has looked at the Buyers behavior from the supply side.

The consumer's perception towards the purchase of clothing is analyzed by data collection from 220 samples as manufacturers, wholesaler, designer, retailers, and salespersons. Questionnaire incorporate the matters such as the schemes allotted for the sellers and adoption of sales promotional strategies, shopper's perception in buying behavior of clothes, users concepts, opinion of consumers in relation with clothing elements, fabric composition, clothing properties, purchasing decision, labels, and consumer satisfaction.

Table 1

Specified Concern	Schemes		Adopting Sales Promotion	
	Yes	No	Yes	No
Wholesale shop	10	20	12	18
Industry	14	16	9	21
Boutique	20	10	20	10
Factory outlet	12	18	21	9
Total	56	64	62	58



Figure 1

It was found that 64 sellers of wholesales shop, industries, Boutique, and Factory outlet were adopting the schemes implemented by the government for technical and financial assistance. 62 sellers were adopting the promotional strategy for the promotion of their fashionable clothing items.

Table 2

Retailer's Adoption of Scheme and Sales Promotion				
Retail Store Variety	Scheme		Adoption of Sales Promotion	
	Yes	No	Yes	No
Catalogue showroom	20	11	21	10
Fashion Avenue	7	5	8	4
Specialty showroom	17	9	21	5
Hypermarket	4	3	7	0
Khadi showroom	5	2	2	5
Discount store	12	5	5	12
Total	65	35	64	36



Figure 2

It was observed that 65 retailers having a variety of stores such as catalogue showroom, Fashion Avenue, Speciality showroom, Hypermarket, Khadi showroom, and Discount store were adopting the schemes implemented by the government for technical and financial assistance. 64 retailers were adopting the promotional strategy for the promotion of their fashionable clothing items

Table 3

Seller's Opinion of Shopper's Perception about the Purchase of Clothes																				
Specified Concern	Clothing Life Cycle				User's Concept				CASPS		Element Opinion of Consumers		Composition Mastery of Consumers		Buyer's Cognition of Clothing Properties		Eligible Purchasing Decision of Consumer		Consumer Satisfaction	
	Beginning	Peak	Decline	Classic	Price	Quality	Personality	Durability	Yes	No	Yes	No	Yes	No	Yes	No	Yes	No	Yes	No
Wholesale shop	10	10	5	5	13	13	2	2	12	18	10	20	12	18	14	16	10	20	12	18
Industry	12	10	4	4	10	16	1	3	8	22	15	15	15	15	17	13	19	11	18	12
Boutique	10	15	3	2	10	15	2	3	18	12	20	10	10	20	12	18	12	18	14	16
Factory outlet	10	13	3	4	8	12	4	6	17	13	15	15	14	16	15	15	16	14	16	14
Total	42	48	15	15	41	56	9	14	55	65	60	60	51	69	58	62	57	63	60	60

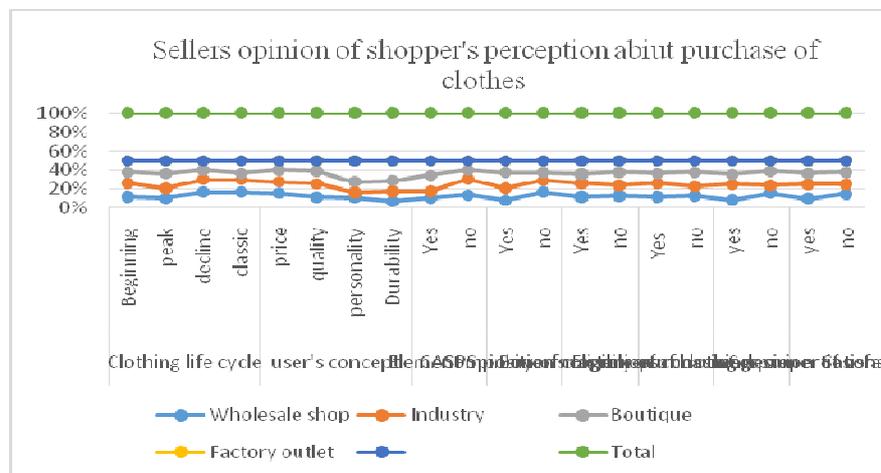


Figure 3

The seller's opinion of shopper's perception about clothing life cycle user's concept, consumers apprehension of sales promotion strategy, clothing elements opinion of consumers, fabric composition mastery of consumers, buyers cognition of clothing properties, purchasing decision and consumer decision was shown in the figure.

Table 4

Retailer's Opinion of Shopper's Perception about the Purchase of Clothes																		
Retailer Store Variety	Clothing Life Cycle				User's Concept				Clothing Element Opinion of Consumers		Fabric Composition Mastery of Consumers		Buyer's Cognition of Clothing Properties		Eligible Purchasing Decision of Consumer		Consumer Satisfaction	
	Beginning	Peak	Decline	Classic	Price	Quality	Personality	Durability	Yes	No	Yes	No	Yes	No	Yes	No	Yes	No
Catalogue Show Room	15	5	7	4	10	10	5	6	12	19	10	21	10	21	15	16	18	13
Fashion Avenue	5	4	2	1	5	4	2	1	10	2	5	7	3	8	7	5	7	5
Specialty Show Room	7	6	8	5	8	8	5	5	10	16	8	18	10	16	11	15	12	14
Hyper Market	3	2	1	1	2	3	1	1	5	2	5	2	2	6	3	4	4	3
Single Branded Show Room	1	1	2	3	2	3	1	1	4	3	4	3	2	5	3	4	4	3
Discount Store	3	4	8	2	10	4	2	1	7	10	5	12	4	13	10	7	15	2
Total	34	22	28	16	37	32	16	15	48	52	37	63	31	69	49	51	60	40

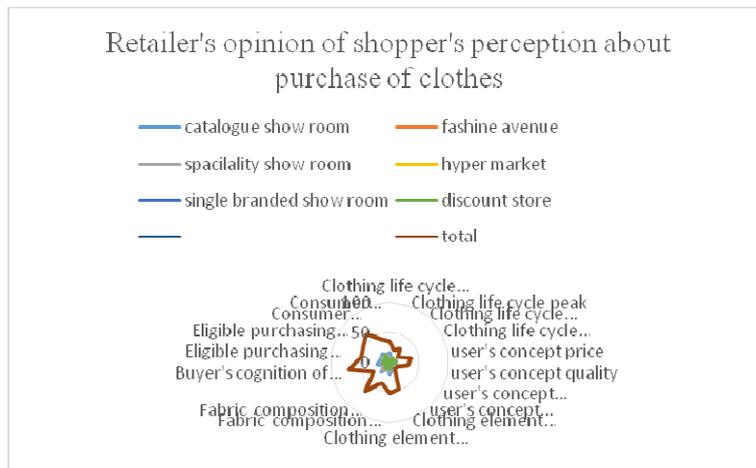


Figure 4

The retailer's opinion of shopper's perception about clothing life cycle user's concept, consumers apprehension of sales promotion strategy, clothing elements opinion of consumers, fabric composition mastery of consumers, buyers cognition of clothing properties, purchasing decision and consumer decision was shown in the figure.

Table 5

Seller's Opinion of Shopper's Perception in Promotion Strategy							
Consumer Apprehension		Brand		Label		Package	
Yes	No	Yes	No	Yes	No	Yes	No
14	16	16	14	13	17	13	17
12	18	13	17	12	17	10	10
14	16	8	22	10	20	16	16
20	10	19	11	11	19	9	11
60	60	56	64	46	73	48	54

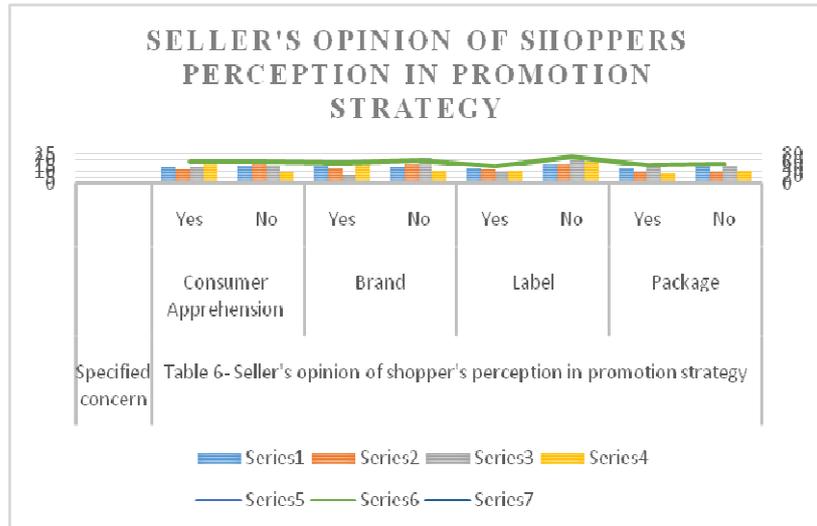


Figure 5

It was observed that the sellers have an equal opinion about the consumer apprehension of promotion strategy, 64 sellers have a positive opinion about the consumer’s interest in the brand, 73 sellers have a negative opinion about the consumer’s awareness about the label, and 54 sellers have a negative opinion about the consumer’s awareness about package contents.

Table 6

Retailer’s Opinion of Shopper's Perception in Promotion Strategy								
Specified Concern	Promotion Strategy		Brand		Grasp of Labels		Packaging	
	Yes	No	Yes	No	Yes	No	Yes	No
Retail store variety catalogue showroom	15	16	10	21	24	7	12	19
Fashion Avenue	6	6	5	7	6	6	10	2
Specialty	12	14	12	14	14	12	13	13
Hypermarket	3	4	4	3	6	1	6	1
Khadi showroom	2	5	2	5	4	3	3	4
Discount store	5	12	5	12	4	13	12	5
Total	43	57	38	62	58	42	56	44



Figure 6

It was observed that 57retailers have a negative opinion about the consumer apprehension of promotion strategy, 62 retailers have a negative opinion about the consumer's interest in the brand, 58 retailers have a positive opinion about the consumer's awareness about the label, and 56 retailers have a positive opinion about the consumer's awareness about package contents.

Findings of the Study

- Sellers adoption of schemes and promotional strategy
- Out of 120 sellers, 64 Sellers were adopting government schemes
- Out of 120 sellers, 62 Sellers were adopting the promotional strategy
- Out of 100 retailers,65 retailers were adopting government schemes
- Out of 100 retailers,64 of the retailers were adopting the promotional strategy
- Seller's opinion of shopper's perception about the purchase of clothes
- 2/3 sellers opined that consumers purchased clothes in beginning and peak stage
- 3/ 4 retailers opined that consumers bought clothes in beginning and decline stage
- 1/2 sellers opined that consumers considered quality and then price in purchasing clothes
- 3/4 retailers opined that consumers considered price and then quality
- 1/2 sellers opined that consumers considered clothing elements, clothing properties, purchasing decision and satisfaction
- 1/2 retailers opined that consumers had not been aware of clothing elements, clothing properties, purchasing decision and satisfaction
- 1/4 sellers opined that consumers aware of fabric composition and consumer apprehension of promotional strategy
- 1/3 retailers opined that consumers aware of fabric composition and consumer apprehension of promotional strategy.

SUGGESTIONS

- It is the risk of the manufacturers, wholesalers, and retailers to sell quality clothing. It is also suggested to motivate the fashion producers by focusing more on clothing that provides the needed fit for their customer.
- It is suggested to motivate the consumer for choosing the style that suits them instead of blindly following fashion. It is also suggested to select clothes that didn't represent people and objects in a realistic way but expressed the artistic ideas and feelings.
- It is suggested by the members of RMGMA and CTA to implement ready-made clothing market in pudhiyamputhur for once in a week for facilitating the retailers of Tamil Nadu regarding their purchase.

CONCLUSIONS

The study includes the manufacturers, retailers, wholesalers and industrial personnel's opinion of consumers Perception. The results of the seller's opinion conveyed the limited purchasing decision satisfaction, apprehension of purchasing behavior and promotional strategy. The study revealed the levels of understanding and knowledge of clothing among the consumers in Tuticorin district. It is found from the study that socio-economic aspects influence the effectiveness of the consumer in purchasing decision. The sales promotion technique of sellers in Tuticorin district was appreciated and accepted by the buyers. The suggestions recommended in the study can be followed by the consumers to solve the problem in selecting clothes imparting health to the body, judging the best quality, providing comfort characters and enhanced personality, buying worth of money, identity creation and right choice.

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