

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

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