

**A STUDY ON WOMEN CONSUMER SATISFACTION TOWARDS BARGUR TEXTILE MARKET
KRISHNAGIRI DISTRICT TAMIL NADU**

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Abstract: There are a number of factors, such as satisfaction, style, comfort, durability, and price that can affect a consumer's level of satisfaction with textiles. In order to improve consumer satisfaction towards the textile market, companies should focus on delivering high-quality products at fair prices, providing excellent customer service, and building strong brand reputations. Additionally, companies should strive to stay on top of consumer trends and preferences.

Purpose: The goal of the research is to find out what consumers want to buy based on their needs and knowledge of the textile market, as well as their selective behaviour, how they make buying decisions, and what they do after they buy something.

Research design: Primary data from 350 participants allowed us to successfully complete this study's intended purpose. The specified sample size was determined using a basic random sampling technique.

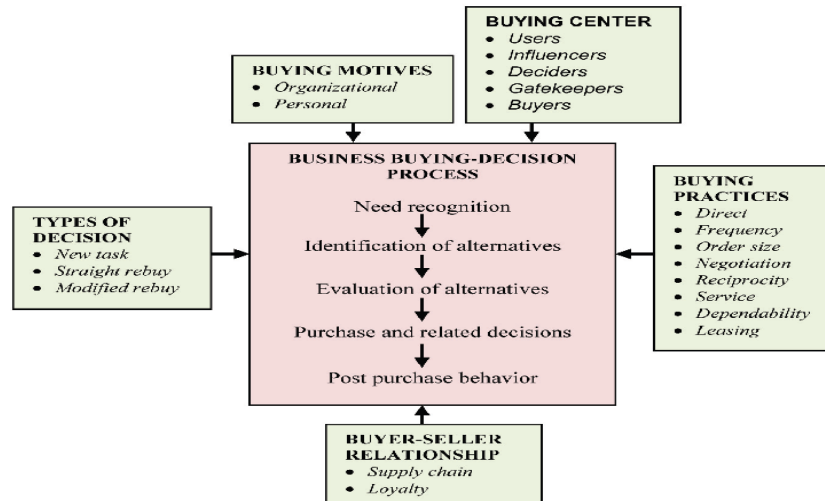
Implications: Textiles have become increasingly influential in shaping consumer behaviour in this period of rapid social change. Given the frequency with which textile styles and trends cycle in and out of favour, it is crucial that textile producers and merchants regularly do market research on customer preferences and habits. The research is being conducted to provide the textile industry, consumers, and policymakers with the most recent and relevant data.

Keywords: Women consumer satisfaction, buying practice, Customer service, Quality, Style textile and brand image.

Introduction:

The textile industry and international trade are significant contributors to our economy. The industry alone accounts for almost 27% of total export revenue. Approximately 14% of industrial output and 3% of GDP are attributed to the textile and garment industries. Around eight percent of all excise tax revenue comes from the textile industry. Over 35 million people have direct jobs in the textile sector. Raw material production, including cotton production and related trade and processing, employs almost 60 million people worldwide. This type of job is known as "indirect." These days, every company boasts about how competent they are. Once upon a time, people would discuss the kinds of expertise that might give their companies an edge. Today's generation has shifted their focus from competition to excellence. It is preferable to strengthen a center's capabilities before a crisis hits. What other option do we have if we want more people? In every business, the employees are the most significant asset. Companies will need to rely on their competent employees more than ever in the future. It has a tremendous impact on a company's success. Liping (2010). A company's value increases thanks to its leaders' abilities to implement plans, manage systems, inspire and guide personnel, and achieve shared objectives. Abilities include the collection of satisfaction factors that are needed to reach important goals in a certain activity or job role at a certain agency. Achievement factors are a mix of knowledge, skills, and traits (more traditionally called "KSAs") that are important in these jobs or work roles. Attributes are things like a person's traits, habits, reasons, values, or ways of asking questions that affect how they act. This is especially true in the fashion industry, where style is one of the most important things that affects how people buy things. To keep up with changing consumer tastes, textile companies must always come up with new styles and designs.

Comfort is also a very important part of how satisfied people are with textiles. People want to buy textiles that are easy to wear or use. This can be affected by things like how the fabric feels, how it fits, and how the product is designed as a whole. Durability is another thing that can affect how happy a customer is. People want textiles that will last for a long time and are made well. This can be affected by things like the quality of the materials used, how the product is put together, and how it is finished. Price is also a very important factor in how happy people are with textiles. People want to get the most for their money, so before they buy something, they often compare prices and products. To keep customers happy, textile companies must keep prices low while keeping quality high.

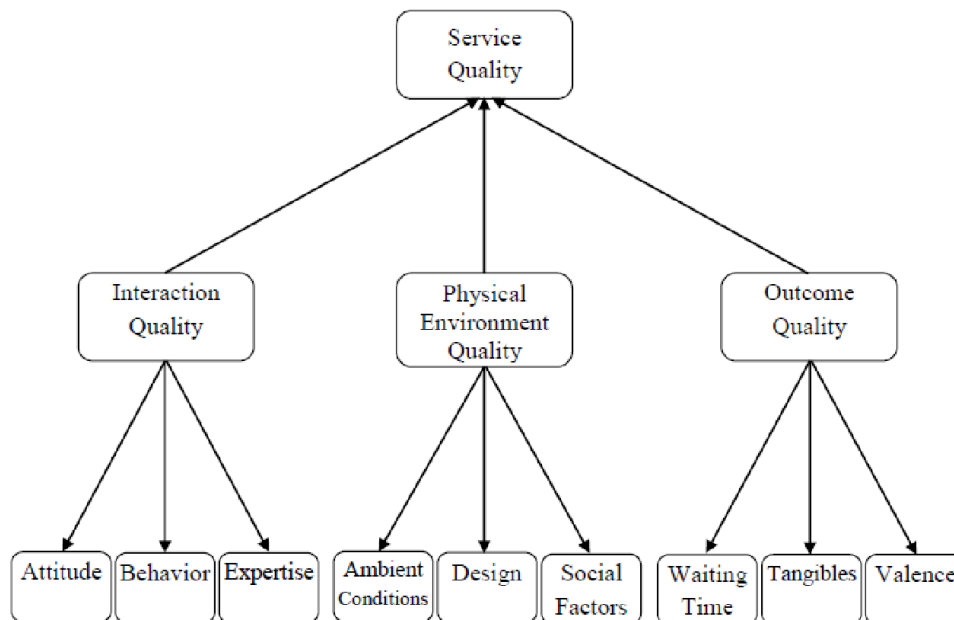


In the end, customer satisfaction with textiles can be affected by many things, such as quality, style, comfort, durability, and price. Companies in the textile business must continually strive to achieve these criteria in order to remain competitive and meet the expectations of their customers. This article examines the impact of customers' satisfaction levels in the textile sector on their purchasing behaviour. When it comes to making a sale, quality is crucial. Customers want to know that the textiles they purchase are of high quality and will last for years to come. People's satisfaction with textiles can also be influenced by how they look. Fabrics that reflect the buyer's individual sense of style and taste are particularly popular.



Consumer Behavior Overview

The field of research known as "consumer behaviour" examines how individuals, communities, and corporations make decisions about what to purchase and how to use the products they acquire to satisfy their needs and goals. Social anthropology, psychology, sociology, and economics are all represented in its framework. It tries to grasp the individual and social dynamics of consumer choice. Liping (2010). It seeks to understand customer preferences by investigating consumer characteristics including demographics and behavioural features. It also tries to gauge the extent to which the consumer is influenced by friends, family, and the society at large. Studying customer actions as users, payers, and purchasers is at the heart of consumer behaviour studies. Analysis of consumer behaviour may benefit greatly from relationship marketing because of its emphasis on the customer or buyer and its desire to rediscover marketing's original intent. Also, there is a greater emphasis placed on one-to-one marketing, personalization, customization, and customer relationship management. Takahashi (2009). Two types of social functions are social choice and welfare. The capacity to perceive the interacting influence of alternatives and build a logical relationship with the ranks is the most important social function attribute. The purpose of marketing is to provide a service to customers.



Consumer satisfaction towards textile products:

The demands of the textile industry's higher cadre workers (those in managerial, supervisory, and administrative positions) continue to grow. In order to effectively manage subordinates/employees and boost production, they will need to devote time and energy to leadership training and succession planning. As a result, it is crucial that businesses change to accommodate the new circumstances and the new roles and responsibilities that these workers have assumed. Takahashi (2009). There appears to be a need to look at the discrepancy between actual work competence and expected performance. Perception takes into account a wide range of factors, including as responsiveness, initiative, judgment, problem-solving, planning and organisation, leadership quality, productivity, and the application of technology. The survey takes all of these factors into account and identifies the region of the cloth that requires reinforcement.

1. Quality: Quality is one of the most critical factors that can affect consumer satisfaction towards textiles. Consumers want to be assured that the textile products they purchase are of high quality and will last for an extended period.

2. Style: Consumers want textile products that reflect their personal style and preferences. This is especially true in the fashion industry, where style is a primary factor in determining consumer behavior. Textile companies must continually innovate and offer new styles and designs to keep up with changing consumer preferences.

3. Durability: Consumers want textile products that are durable and will last for a long time.

4. Price: Price is also a critical factor in determining consumer satisfaction towards textiles. Consumers want to get the best value for their money, and they will often compare prices and products before making a purchase. Textile companies must offer competitive prices while maintaining quality to ensure consumer satisfaction.

5. Brand reputation: Consumers are often influenced by the reputation of a brand when purchasing textile products. A brand with a good reputation for quality, style, and innovation is likely to attract more customers and maintain their loyalty.

6. Social and environmental factors: Textile companies that incorporate sustainable and ethical practices into their operations are likely to attract consumers who prioritize these factors.

Review of Literature

Customer satisfaction is the whole of what the customer thinks about the supplier. The customer's level of satisfaction can also change based on what other choices they have and what other products they can use to compare the organization's products to. The complexity of their design, on the other hand, has made it harder to use these structures to make composites with unique properties. In India, clothing is the second most significant expense after food. Liping (2010). The tiny, fragmented, and unorganized sector is what gives India's textile industry its distinctive character. Domestic, household, and non-household sectors (which includes institutional, industrial, and technical textiles and exports) can be used as examples to categories the entire demand for textiles. According to studies of customer preferences for textiles, these three qualities—fit, care, and durability—are the most important to them when making a purchase. The secondary considerations are cost, fabric, and bleach resistance. Brand recognition and hand hygiene are intermediate-level considerations. Mehtha (2012). Botswana, South Africa, was the site of an investigation on the influences on consumers' clothing-purchasing decisions. Two hundred people who regularly purchase textiles provided the data. According to the results, fashion is significant in Botswana, although it does not significantly influence consumers' decisions while shopping for garments. Kunz (1998). When it comes to buying clothes, especially for daughters, parents have a significant impact. It was also determined that family influences purchasing decisions more than ads and fashion designers. Thangavel and Arumugaswamy (2017) explored that the main aim of the study is to figure out what makes people buy things. The authors found that 70% of the people who answered their survey wanted branded clothes because they liked and trusted the brands. And the person who answered also thought that better quality is the most important thing when buying clothes. The authors come to the conclusion that by figuring out what customers like about a brand, companies can figure out what customers want in a product, which could help improve the image of the product. Sreerekha and Praveen kumar (2018) looked at the size and growth of the Indian clothing market, with a focus on the men's and women's clothing markets. The market for clothes for boys and girls, and the demographic, psychological, and socio-economic factors that affect how people buy clothes. The authors suggested that retailers learn more about how consumers decide what clothes to buy. This would help them make plans for the future that will help their sales. The authors come to the conclusion that, overall, consumers decide to buy clothes based on their preferences.

Importance of the research

The study aimed to learn more about how textile approaches customers and what customers think about their purchasing behaviour for goods and services. Liping(2010). This in turn assists in learning about market rivalry, competitor strategies, and steps to enhance friendly relationships with customers.

There is a huge potential for development in the export of textile-related items in the years to come. Kunz (1998). The garments sector in India has a significant competitive edge over its counterparts in other nations. India's labour force is the second biggest in the world behind China's. Fabric, the product's primary raw material, is often sourced from inside the country. India is one of the nations that has a long history of exporting goods. Dheerasinghe (2003).

From a very modest level around a decade ago, it has now grown into a position where it now has a fairly significant base of exports of clothes. The marketing of consumer products, such as textiles, is increasingly becoming more ecologically conscious on a global scale. Kunz (1998). As a result of increased levels of competitiveness in this industry and rising levels of consumer concern over environmental, health, and safety aspects, the quality requirements for textiles and clothes that are offered for sale on the European market are through a period of fast change. Liping(2010). If garment exporters who use such materials want to keep and extend their position in this profitable sector, they should pay special attention to the developments that are now taking place. Therefore, exporters of textile goods need to be able to modify both their products and the processing methods they use in order to conform to the new environmental requirements that will apply to both their products and the processing techniques they use. Mehtha (2012). In order to prepare for these new difficulties, the Indian dye industry is increasing the amount of money it invests in equipment and technology. Kunz (1998). The Indian government is giving the essential assistance to both domestic manufacturers and exporters so that they can fulfil the demands of their respective markets.

Research Problem

The textile sector is one of the main economic drivers. The textile industry in India is growing as a direct result of the country's rising middle class and increasing population. The textile business has expanded the types of clothing it manufactures. A person's character may be inferred by the way they dress. Kunz (1998). Everyone will have their own idea of what it means to dress a certain way. People may have trouble choosing from the wide variety of Garments available on the market. Depending on what they need, want, need, etc. As a result, it is up to the manufacturer to learn how customers feel about their purchasing power and the company's products.

Research objectives

1. To investigate consumer awareness levels about textiles
2. To identify the consumer purchasing habits at textile stores

Research Methodology

Research is the activity of actively, meticulously, and systematically inquiring in order to uncover, analyze, and revise facts, events, behaviour, or ideas or to use them for practical applications. Li (2008). The study employed a descriptive research strategy. Primary data from 350 participants allowed us to successfully complete this study's intended purpose. The specified sample size was determined using a basic random sampling technique. The names, departments, and job descriptions of all textile industries employees were gathered from the HR department, and then 350 of those names were selected at random to participate in the survey. In some situations, we were able to meet with the selected samples personally; in others, we had to have the questionnaire delivered to the relevant department head or supervisor. Dheerasinghe (2003).

Analysis of data

There are a number of variables that might affect shoppers' happiness in the textile industry. The product quality, pricing, availability, customer service, and brand reputation. Some specific factors that may impact consumer satisfaction in the textile market include:

Table 1: Descriptive Statistics

| Reasons for stress | Mean | Std. Deviation | Mean Rank |
|-----------------------|------|----------------|-----------|
| Quality | 2.82 | 1.001 | 7.02 |
| Pricing | 3.01 | 1.102 | 6.23 |
| Durability | 3.29 | 1.202 | 5.23 |
| Availability | 3.25 | 1.055 | 5.89 |
| Customer service | 3.19 | 1.079 | 7.12 |
| Brand Reputation | 3.27 | 1.105 | 7.01 |
| Social factors | 3.01 | 1.241 | 6.01 |
| Environmental factors | 3.18 | 1.165 | 6.87 |
| Style | 3.11 | 1.132 | 6.15 |
| Comfort | 3.22 | 1.087 | 5.99 |

Consumers want to feel heard and valued by the companies they purchase from. If companies provide excellent customer service, including fast and responsive communication, easy returns, and helpful assistance, consumers are more likely to be satisfied. Customer service is ranked first (7.12).The consumers are likely to be satisfied if they purchase products that meet or exceed their expectations in terms of quality. This includes factors such as the durability, softness, and overall appearance of the textiles. (7.02), ranked second, Consumers want to purchase from companies that they trust and have a good reputation. If companies are known for producing high-quality, reliable products and providing excellent customer service, consumers are more likely to be satisfied, brand reputation (7.01) was ranked third. Kendall's W test is used to determine whether or not the rank is statistically significant.

Table 2: Kendall's Coefficient of Concordance

| | |
|-------------|--------|
| N | 350 |
| Kendall's W | 0.025 |
| Chi-Square | 92.564 |
| df | 9 |
| Asymp. Sig. | 0.000 |

Table 2 demonstrated that these considerations all received high rankings from the 350 respondents that made up the sample. The significance of the Chi-Square test at the 9 degree of freedom is determined to be 94.674. The probability is 0.000 (<0.01).

Findings

1. It is found that customer service is ranked first (7.12).The consumers are likely to be satisfied if they purchase products that meet or exceed their expectations in terms of quality.
2. It is inferred that the factors such as the durability, softness, and overall appearance of the textiles. (7.02), ranked second.
3. Consumers want to purchase from companies that they trust and have a good reputation. If companies are known for producing high-quality, reliable products and providing excellent customer service, consumers are more likely to be satisfied, brand reputation (7.01) was ranked third.
4. It is revealed from the study that high rankings from the 350 respondents that made up the sample. The significance of the Chi-Square test at the 9 degree of freedom is determined to be 94.674. The probability is 0.000 (<0.01).

Suggestions for the study

1. Textile companies should focus on maintaining high-quality standards in their products. This can be achieved by implementing strict quality control measures at each stage of the production process.
2. Companies should be transparent about the materials used in their products, the manufacturing process, and any potential environmental and social impacts associated with their products. This information can be shared through product labeling, website information, and other marketing materials.
3. Comfort is a key factor in consumer satisfaction when it comes to textiles. Textile companies should focus on creating products that are comfortable and functional for their intended use.
4. Increasingly, consumers are looking for sustainable and environmentally-friendly products. Textile companies can improve consumer satisfaction by using eco-friendly materials, reducing waste, and implementing sustainable manufacturing practices.
5. Providing good customer service is crucial for building a positive reputation and increasing customer satisfaction. Companies should be responsive to customer inquiries, provide clear information about their products, and offer solutions to any issues that arise.

Implications:

Textiles become increasingly influential in shaping consumer behaviour in this period of rapid social change. Given the frequency with which textile styles and trends cycle in and out of favour, it is crucial that textile producers and merchants regularly do market research on customer preferences and habits. The research is being conducted to provide the textile industry, consumers, and policymakers with the most recent and relevant data. Overall, by focusing on quality control, transparency, comfort, sustainability, customer service, and innovation, textile companies can improve consumer satisfaction and build long-lasting relationships with their customers.

Conclusion

Consumer buying behaviour of textile is mostly shaped by the market man to keep their products from failing and to get people to buy new products for sales promotion. Purchases are affected by how many other people are around and what they think about buying and using products. From the study, it was also found that ads are the main way consumers learn about new products. This means that other retailers need to work harder to get the word out about their products to the general public. Dheerasinghe (2003). They can do this by making creative, eye-catching ads that might get more people to buy their products or visit their stores. Retailers need to hire more trained employees who can help customers and persuade them to buy. These employees also need to be well trained, and stores need to have more collections and types of clothes to boost sales. Sasikumar(2011).In conclusion, consumer satisfaction towards textile products is influenced by several factors, including quality, style, comfort, durability, price, brand reputation, and social and environmental factors. Textile companies that prioritize these factors are likely to attract and retain satisfied customers.

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