

## A STUDY ON THE IMPACT OF CONSUMER BUYING BEHAVIOUR TOWARDS TEXTILES IN CUDDALORE

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### **ABSTRACT**

*AIM: The study's objective is to provide textile businesses with valuable insights that will enable them to develop targeted marketing strategies and product offerings that are customized to the diverse requirements of consumers in Cuddalore. Hypothesis: The impact of consumer purchasing behaviours toward textiles in Cuddalore is not explained by demographic variables. Design of sampling: Random sampling procedures were implemented to acquire the primary data. The Interview Schedule was employed to conduct a field survey. a study on the influence of consumer purchasing behaviours on textiles in Cuddalore The experiment contains a sample size of 150, and participants are selected using a straightforward single-random sampling procedure. Methodology of research: Recognition of Research methodology is the scientific examination of the scientific approach to a research issue, with the objective of resolving the research problem. A study on the influence of consumer purchasing behaviors on textiles in Cuddalore. "Required primary data" are those that are one-of-a-kind, appropriate for interview processes, and ensure high accuracy through conversations with interview subjects. The secondary data for this investigation is the information that I have already acquired for a specific purpose. They were obtained from a diverse array of sources, such as periodicals, websites, theses, and publications. Finding: The result of marketing, procuring, production, and value education Consumer Concerns (0.890, 0.596, 0.360, 0.377, 0.768) The ANOVA result calculated plainly demonstrates that the income category of PG Graduates is the most densely populated group of respondents, and customers report that they engage in online shopping at a high level. The educational category is significantly impacted by the frequency of interaction and satisfaction with online delivery, as indicated by the results. In conclusion: A study that examines the qualitative impact of consumer purchasing behaviors toward textiles in Cuddalore, a product that is purchased online, in relation to a variety of factors. Price, confidence, security, convenience, time, after-sales service, and discounted offers have been identified as the primary influencing factors. The price factor is present as a result of the qualitative impact of consumer buying behaviors toward textiles in Cuddalore, which frequently results in lower prices than physical purchases in the market. The quality impact of consumer purchasing behaviors toward textiles in Cuddalore can provide consumers with substantial advantages in terms of cost savings, time savings, and convenience. The quality of textiles in Cuddalore is influenced by consumer purchasing behaviors.*

**KEYWORDS:** Behaviour, Industry, Perception, Consumer, Buyer

## INTRODUCTION

Individuals are influenced by their culture, subculture, social standing, family, social circle, personality, and emotive elements. Thus, it is essential for marketers to comprehend what Cuddalore buyers purchase. Their priorities and the main determinants of their decisions might be revealed with a thorough grasp of this kind of purchasing pattern. Consumer value should be the cornerstone of all marketing initiatives and merits the focus of all marketing researchers since marketing is defined as a social and managerial process through which individuals and groups create and exchange value with others in order to obtain what they need and want. The term "consumer buying behavior" refers to the purchasing habits of the final consumer as well as a wide range of other traits and elements that shape the person's identity, decision-making process, shopping habits, purchasing behaviors, and the brands or stores he frequents. Every single one of these criteria influences a decision to buy. Therefore, the mental, emotional, and physical actions people take to choose, acquire, use, and discard goods and services in order to fulfill needs and desires may be considered consumer behavior. Consumer behavior encompasses more than simply the actual buying of goods; it also includes the problem awareness phase, post-purchase behavior, idea generation, or encounters to fulfill their wants and requirements. It comprises the study of people's wants, motives, and decision-making processes when selecting a product, as well as the trends in the acquisition of various goods and services. Basically, it's about how people and organizations choose, purchase, utilize, and discard products. Customers buy goods to express their individuality. It is true that people's personality are reflected in the kinds of homes, clothing, jewelry, appliances, furniture, and cars they purchase. Simply said, personality is defined as the manner in which individuals behave in public and the responses that are displayed in society. Additionally, personality is defined as an individual's true self. It also covers his thoughts, emotions, and actions, and it explains how his interactions with society and other people are the cause of this overt conduct.

## STATEMENT OF THE PROBLEM

Consequently, examine a reference to the buying product marketing system. Marketers of a variety of products identify potential personality characteristics that their target market may exhibit and focus their marketing efforts on enhancing the target group's personality, such as "feel the rev." Taking pride in one's uniqueness "Be Successful" and "Be Important" are advertisements that are designed to improve one's personality. When it comes to the marketing of textile products, there are numerous attributes that could enhance individuality and captivate the interest or appreciation of Cuddalore consumers. These qualities encompass the quality of the fabric, the color, and the design. Consequently, it will increase the popularity of Made in Cuddalore textiles and discourage the importation of these products. personality traits that have a substantial impact on consumer behavior, particularly in the textile market of Cuddalore. Social character, compliance, aggressiveness, ethnocentrism, and dogmatism comprise the personality factors that were investigated. These characteristics influence consumers' perceptions of products, their responses to marketing strategies, and their purchasing decisions. By comprehending these dimensions, marketers can more effectively customize their strategies, guaranteeing that promotional initiatives are consistent with the cultural sensitivities and psychological profiles of the target demographic.

## OBJECTIVE OF THE STUDY

To study the relationship between consumers' demographic characteristics (such as age, education level, and income) and their buying behavior towards textiles in Cuddalore.

## HYPOTHESIS

H<sub>01</sub>: There is no significance between demographic variables and the impact of consumer buying behaviors towards textiles in Cuddalore.

## SAMPLING DESIGN

The primary data was obtained through the use of random sampling procedures. A field survey was conducted with the aid of Interview Schedule. a study on impact of consumer buying behaviors towards textiles in cuddalore A simple single random sampling procedure is being used to participate in the experiment, with a sample size of 150.

## RESEARCH METHODOLOGY

Identification of Research methodology is the scientific study of how a research issue is treated from a scientific position, and its aim is to address the research problem. a study on impact of consumer buying behaviors towards textiles in cuddalore. "Required primary data" are those that are unique, suitable for interview processes, and produce high accuracy through conversations with interview subjects. The information that I have already obtained for a certain purpose serves as the secondary data for this investigation. They came from a variety of sources, including theses, periodicals, websites, and publications.

### Statistical Instruments

ANOVA, descriptive statistics, and simple percentage analysis were employed to examine the a study on impact of consumer buying behaviors towards textiles in Cuddalore.

**Table 1: Age of the Respondent**

| S. No. | Age            | No of IT Employees | Percentage |
|--------|----------------|--------------------|------------|
| 1.     | 20 to 29 years | 24                 | 21.75      |
| 2.     | 30 to 39 years | 35                 | 23.68      |
| 3.     | 40 to 49 years | 58                 | 27.71      |
| 4.     | Above 49 years | 33                 | 26.84      |
|        | Total          | 150                | 100.00     |

Calculation from Primary Source

It is clear from that in marketing buying , 24 employees of 21.75 percent were between the age group of 20-29 years, 35 employees of 23.68 percent were between 30 to 39yrs, 58 employees of 27.71 percent were between 40 to 49yrs and 33 employees of 26.84 percent were above 49 years of age. It is evident that the highest of 27.71 percent of the employees in software Industries come under the age category of 40 to 49 years.

### Employee Education

The level of education impacts on work to family conflict possibly to intensify the behaviour of estranging family and joining associations.

**Table 2: Educational Category Respondent**

| S. No. | Education   | No. of It Respondent | Percentage |
|--------|-------------|----------------------|------------|
| 1.     | UG Graduate | 51                   | 21.92      |
| 2.     | PG Graduate | 65                   | 44.03      |
| 3.     | M.Phil.     | 18                   | 27.71      |
| 4.     | Ph.D.,      | 16                   | 6.84       |
|        | Total       | 150                  | 100.00     |

Calculation from Primary Source

As indicated in 44.03 % of the employees of IT are UG Graduate, 21.92% of them are PG Graduate, 27.71% of them are M.Phil. and 6.84% of the employees are having Ph.D., This analysis concluded that highest level of marketing buying textiles production is PG Graduates in the study.

**Table 3: Problems Faced by Consumers**

| S. No | Problems Faced by Consumers                    | SA  | A   | N   | DA  | SDA | Total |
|-------|--|-----|-----|-----|-----|-----|-------|
| 1     | No parking facilities, always full.            | 65  | 50  | 18  | 12  | 5   | 150   |
|       |  | 43% | 33% | 12% | 8%  | 4%  | 100   |
| 2     | Non availability of Clothing materials         | 60  | 55  | 20  | 10  | 5   | 150   |
|       |  | 40% | 37% | 13% | 7%  | 3%  | 100   |
| 3     | Lift facility is not available                 | 70  | 50  | 15  | 10  | 5   | 150   |
|       |  | 47% | 33% | 10% | 7%  | 3%  | 100   |
| 4     | Low quality and high price                     | 55  | 20  | 10  | 50  | 15  | 150   |
|       |  | 37% | 13% | 7%  | 33% | 10% | 100   |
| 5     | No coordination staff working in textile shops | 60  | 55  | 20  | 10  | 5   | 150   |
|       |  | 40% | 37% | 13% | 7%  | 3%  | 100   |

Table shows that No parking facilities, always full as strongly agreed by 43 per cent, Non availability of Clothing materials as agreed by 37 per cent, followed by Lift facility is not available as strongly disagreed by 3 per cent, Low quality and high price as mentioned by respondents 33 per cent disagreed and 40 per cent strongly agreed by No coordination staff working in textile shops.

**Table 4: Anova Test Education and the Marketing Buying Production Problems Faced by Consumers**

| Variables                                      | Education   | N   | Mean | S.D. | F Value | Sig.  |
|--|-------------|-----|------|------|---------|-------|
| No parking facilities, always full.            | UG Graduate | 51  | 1.21 | 0.86 | .890    | 0.780 |
|  | PG Graduate | 65  | 2.36 | 0.75 |         |       |
|  | M.Phil.     | 18  | 1.71 | 0.02 |         |       |
|  | Ph.D.,      | 16  | 2.12 | 0.20 |         |       |
|  | Total       | 150 | 2.25 | 0.99 |         |       |
| Non availability of Clothing materials         | UG Graduate | 51  | 2.72 | 0.87 | .596    | 0.120 |
|  | PG Graduate | 65  | 1.39 | 0.93 |         |       |
|  | M.Phil.     | 18  | 2.29 | 0.00 |         |       |
|  | Ph.D.,      | 16  | 1.25 | 0.94 |         |       |
|  | Total       | 150 | 2.11 | 0.98 |         |       |
| Lift facility is not available                 | UG Graduate | 51  | 1.94 | 0.71 | .360    | 0.100 |
|  | PG Graduate | 65  | 1.76 | 0.90 |         |       |
|  | M.Phil.     | 18  | 1.74 | 0.15 |         |       |
|  | Ph.D.,      | 16  | 2.77 | 0.17 |         |       |
|  | Total       | 150 | 1.94 | 0.00 |         |       |
| Low quality and high price                     | UG Graduate | 51  | 1.26 | 0.98 | .377    | 0.230 |
|  | PG Graduate | 65  | 2.84 | 0.04 |         |       |
|  | M.Phil.     | 18  | 2.90 | 0.44 |         |       |
|  | Ph.D.,      | 16  | 2.67 | 0.08 |         |       |
|  | Total       | 150 | 2.89 | 0.15 |         |       |
| No coordination staff working in textile shops | UG Graduate | 51  | 2.29 | 0.76 | .768    | 0.254 |
|  | PG Graduate | 65  | 3.74 | 0.58 |         |       |
|  | M.Phil.     | 18  | 2.91 | 1.75 |         |       |
|  | Ph.D.,      | 16  | 1.78 | 1.33 |         |       |
|  | Total       | 150 | 1.84 | 0.12 |         |       |

Based on Primary Data \* Sig.@5%

The result of f value education and the marketing buying production Problems faced by Consumers (0.890, 0.596, 0.360, 0.377, 0.768) The calculated ANOVA result clearly tells that customer reports online shopping at a high level among the income category of PG Graduate highly group of respondents. The results show that due to ae factors educational category in highly affected by the Frequency of Interaction and satisfaction with Online Delivery.

## FINDINGS

- It is evident that the age category of 40 to 49 years is represented by the highest percentage of employees in software industries, which is 27.71 percent. The analysis concluded that the maximum level of marketing buying textiles production is possessed by PG graduates in the study.
- The table indicates that 43% of respondents strongly agreed that there are no parking facilities and that the parking lot is always full. Additionally, 37% of respondents strongly disagreed that clothing materials are not available, while 3% strongly disagreed that a lift facility is not available. Out of the respondents who mentioned the high price and low quality, 33% disagreed and 40% strongly agreed that there was no coordination staff working in textile establishments.
- The outcome of marketing purchasing production and f value education Consumer Issues (0.890, 0.596, 0.360, 0.377, 0.768) The calculated ANOVA result clearly indicates that the income category of PG Graduates is the most heavily populated group of respondents, and customers report that they engage in online shopping at a high level. According to the findings, the educational category is significantly influenced by the frequency of interaction and satisfaction with online delivery.

## SUGGESTION

Customer satisfaction is a critical factor in the retail industry. Similarly, the textile industry offers customers a high level of satisfaction by offering high-quality products at a reasonable price. In impact of consumer buying behaviors towards textiles in Cuddalore, there are numerous textile sources. However, retail textile stores in Cuddalore that impact consumer buying behaviors towards textiles in Cuddalore have their own marketing strategy. In contrast to online shopping, retail textile buying is the optimal method for purchasing clothing due to the fact that the quality and price of the materials may fluctuate, but we are guaranteed that the clothing is of high quality. In contrast to large retailers, retail establishments possess an unconventional approach to attire and effectively engage with their clientele. The study's primary contribution is the examination of consumer purchasing behaviour in retail textile stores. It has provided a wealth of information that must be acknowledged and rectified. This study has a significant impact on the number of circumstances that a retail store owner must navigate, as the opinions of customers can differ in each situation. Some customers purchase the product within minutes, while a small number of customers take an extended period to purchase a single item. They are required to organize all items prior to the arrival of the subsequent consumer. This study on textile marketing highly quality impact of consumer buying behaviors towards textiles in Cuddalore

## CONCLUSION

This paper reviews previous studies on customer behavior towards textile items, revealing multiple factors that influence buying behavior. These findings provide valuable insights for researchers, guiding them in constructing their analysis and laying a foundation for further study on customer behavior towards textile industry. In Cuddalore, the most significant variables for the quality impact of consumer purchasing behaviors toward textiles are convenience and trust. The next most important variables are prices and product quality. The following variables are the most critical in determining the quality impact of consumer purchasing behaviors toward textiles in Cuddalore. Additionally, the findings indicate that consumers are more likely to make future purchases if they have had a positive prior experience, are satisfied with the products and services, and the risk is minimized. This suggests that consumers are more loyal. A study on the reference to a variety of factors influencing the quality impact of consumer purchasing behaviours toward textiles in Cuddalore, which is a product that is purchased online. The primary influencing factors have been identified as price, confidence, security, convenience, time, after-sales service, and discounted deals. The price factor is present since the quality impact of consumer buying behaviours toward textiles in Cuddalore frequently results in lower prices than physical purchases in the market. The quality impact of consumer purchasing behaviours toward textiles in Cuddalore can offer substantial advantages to consumers in terms of cost savings, time savings, and convenience. The influence of consumer purchasing behaviours on the quality of textiles in Cuddalore

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