



WOMEN PERCEPTION TOWARDS PINKY TEXTILE SHOP IN POLLACHI

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Abstract:

A large number of textile shops running successfully throughout India. It has a wide variety of clothing and a unique style of dresses which attracts every individual. The textile shops have been developing in every area which is sufficient to all people. This study was carried out to know the women perception and satisfaction towards Pinky lifestyle. A total of 120 samples have been collected from respondents through convenient random sampling method. The collected samples were analyzed by using Friedman ranking Test and Chi-square. In the present study, it found that the cost of Pinky lifestyle clothes is high and people though like the quality of clothes and status symbol is the only reason for buying in Pinky lifestyle without hesitation.

Key Words: Women, Perception, Buying Behaviour

Introduction:

Indian textile industry is one of the leading textile industries in the world. Though was predominantly unorganized industry even a few years back, but the scenario started changing after the economic liberalization of Indian economy in 1991. The opening up of economy gave the much-needed thrust to the Indian textile industry, which has now successfully become one of the largest in the world. Indian textile industry is also the largest in the country in terms of employment generation. It not only generates jobs in its own industry, but also opens up scopes for the other ancillary sectors. Indian textile industry currently generates employment to more than 35 million people. Indian textile industry can be divided into several segments, some of which can be listed as cotton textiles, silk textiles, woolen textiles, readymade garments, Hand-crafted textiles, Jute and Coir.

A customer is generally defined as a person who buy a good, products, or service. More specifically, customer are people or businesses currently purchasing, have purchased, or may be interested in purchasing a product or service from another individual or company. Women customer preference is used primarily to choose an option that has the best anticipated worth amongst a lot of choices by the purchasers to satisfy her wants or desires. Preferences show options among extra valued choices available. The preference of the purchaser is the outcome of their behaviour that they reveal during search, purchase and dispose of products. Consumer satisfaction measures how well the expectations of a consumer concerning a product or a service provided by companies have been met. It is an abstract concept that involves factors such as product price, product quality, service price, service quality and location of product or service purchased.

Satisfaction of women customer after purchase depends on performance of product through expectations. Satisfaction or dissatisfaction of consumer is derived by comparing the actual performance of product with the performance that the consumer expects out of it. Customers make their expectations from the service quality, communications, delivery, references and past experiences.

Review of Literature:

Mirela Mihic (et.al) (2018) in their study on "Time spent shopping and consumer clothing purchasing behaviour". The objective of the study is to investigate the impact of various antecedents and behavioural consequence of consumers' perception of time spent on shopping for clothing products. The primary data for the study have been collected through telephone survey. The data collected from 300 respondents. Structural equation modelling (SEM) is used to analysis the data. They found that women and younger consumer spend more time shopping than men and older consumer.

Dishath Kumar. S (2020) in their study on "A Study on consumer buying behaviour of retail textile shops". The objective of the study is to analysis the average time spent by the consumer in retail shop. A sample of 120 respondents. The samples have been selected on the basis of convenient random sampling technique. Simple percentage analysis and likert scale analysis were used to analysis the data. They found that some customers buy the product within a few minutes whereas few customers take a long time to purchase a single cloth. They have to arrange all the things before the need customer's arrival.

Yash Rathwa and Brijesh Vankar (2021) in their study on "A Study of consumer buying behavior towards branded apparels in Vadodara city". The objective of the study is to investigate factors influencing customer buying behaviour towards branded apparels. The primary data for the study have been collected through issue of questionnaire. The sample of 100 respondents. Simple percentage analysis has been used in the study. They found that consumer prefer to purchase branded apparels because of its high quality of apparels.

Statement of the Problem:

People today are extremely aware of the various brands in the markets and conscious of the product that they are use. Customer picks and choose carefully according to their needs, style and preference and so on. They all are well aware and familiar to the today's brands. Indian textile industry is one of the leading textile industries in the world. The needs of the people are increasing day by day. People are more interested to dress neatly and make them purchase more and more from the retail outlet. This study is conducted to find out the women buying behaviour and satisfaction towards Pinky lifestyle.

- What are the factors preferred while purchasing in Pinky lifestyle?
- What is the perception level of customer with Pinky lifestyle?

Objectives of the Study:

- To analyze the factors preferred while purchasing in Pinky lifestyle.
- To determine the level of perception towards pinky lifestyle.

Methodology:

Primary data have been used for this data. The data were collected through convenient sampling method. The sample consists of 120 respondents. The data were collected by using well-structured questionnaire. The question relating to socio economic profile of respondents and their perception and satisfaction towards Pinky lifestyle. The collected data were analyzed by using Simple Percentage, and Chi-square test and Friedman test Ranking.

Analysis and Interpretation:

Table 1: Factors Influencing purchasing behaviour

Factors	1	2	3	4	5	6	7	8	9	10	Mean Score	Rank
Assured Quality	34	22	13	10	12	8	8	6	4	3	3.63	1
Status Symbol	3	3	13	4	5	9	17	20	24	22	7.16	8
Economical	3	7	6	8	4	12	7	18	27	28	7.30	9
Fashionable	27	19	12	9	10	17	12	5	4	5	4.17	2
Varieties Offered	18	18	16	10	13	10	5	7	14	9	4.79	5
Personalized Choice	10	18	13	21	12	13	12	13	3	5	4.77	4
Durability	8	4	13	18	18	5	20	9	10	15	5.83	7
Attractive Design & Style	10	14	16	21	16	20	7	7	6	3	4.65	3
Self-Esteem	1	4	2	7	12	12	16	23	17	26	7.37	10
Comfort	6	13	16	10	19	13	15	13	12	3	5.35	6

In order to find out the most preferred factors for purchasing in Pinky lifestyle Friedman test rank has been applied. Assured quality rank first as the most preferred factor for purchasing in Pinky lifestyle. Fashionable is the second preferred factor for purchasing in Pinky lifestyle. Attractive design and style rank third preferred factor for purchasing in Pinky lifestyle. The remaining factors which influence the purchasing in Pinky lifestyle is as follows personalized choice, Varieties offered, Comfort, Durability, Status symbol, Economical, and Self-esteem based on their ranks.

Table 2: Level of Perception towards Pinky Lifestyle

An index has been computed based on the standard deviation (10.31) and average (74.61). The respondents are grouped into three based on the index namely low level, medium level and high level. Respondents whose index value is below 64.3 is treated as respondents with low level of perception towards Pinky lifestyle, respondents whose index value range between 64.3 and 84.92 is treated as respondents with medium level of perception towards Pinky lifestyle and whose index value is above 84.92 is treated as respondents with high level of perception towards Pinky lifestyle.

S.No	Particulars	(N=120)	Percentage (%)	D.F	Chi-Square Value	Significant / Not Significant
1.	Age Upto 20 Years 21-40 Years 41-60 Years	28 71 21	23.3 59 17.5	4	9.958	Significant @ 5% Level
2.	Marital Status Married Unmarried	43 77	36 64.1	2	6.236	Significant @ 5% Level
3.	No of Family Members 2 3 4 Above4	4 30 58 28	3.3 25 48.3 23.3	6	13.770	Significant @ 5% Level
4.	Preferred Time of Purchase Morning Evening Night	28 71 21	23.3 59.1 17.5	4	9.806	Significant @ 5% Level
5.	Who Accompanied Whiles Hopping Spouse Family Friends Children	15 86 13 6	12.5 72 11 5	6	12.011	Significant @ 5% Level
6.	Type of Family Joint Nuclear	27 93	22.5 77.5	2	1.260	Not Significant

From the table 2 it shows the percentage of respondents with the low level of perception is high (25%) with those age up to 20years. The percentage of respondents with high level of perception is high (19.7%) with those age group between 21-40 years. On comparison of the percentage, it can be inferred that, 21-40years old respondents are having low level of perception towards Pinky lifestyle. However, as the Calculated χ^2 value (9.958) is greater than the table value at five percent level (9.487), there is an association between age of respondents and level of perception. Therefore, the null hypothesis has been rejected.

Conclusion:

Women preference is a function of the products perceived performance and customer expectations in various kinds of dress material. Recognizing that high preference leads to high loyalty, textile material today is aiming at all customer satisfaction.

For dress material, customer satisfaction is both a goal and marketing tool. This study is an attempt to focus attention of women perception and satisfaction towards Pinky lifestyle. Most of the people like and satisfied Pinky lifestyle clothes due to its quality and material texture. In the present study, it found that the cost of Pinky lifestyle clothes is high and people though like the quality of clothes and status symbol is the only reason for buying in Pinky lifestyle without hesitation. Finally, the research concludes that each marketing activity sales training, market research, advertising and customer service must be performed to high growth in Pinky lifestyle.

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