



A STUDY ON PERCEPTION OF WOMEN CONSUMERS TOWARDS BARGUR TEXTILES MARKET, KRISHNAGIRI DISTRICT, TAMILNADU

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Abstract: Perception of women consumers are changing today. The Bargur Textile market is one of the biggest market in Tamil Nadu. The women are very interested in buying the dress materials and they are the decider for their family decision making in this regard. This paper is an attempt to study the perception of the women consumers towards the Bargur Textile market, Krishnagiri. 500 respondents were selected from 10 blocks in Krishnagiri district (50 respondents from each block). The primary data is collected through a well designed questionnaire. The perception of the sample respondents shows their opinion about the market towards the facility, quality of service and materials, price, etc. The findings related to the factors influencing the buying decision of the women consumers help to understand the most important factors which are considered before making the buying decision.

Key Words: Women Consumer, Bargur, Textile Market.

1. Perception of women consumer :

The perception of consumers is key factor for their behaviour towards any product or service. The perception of women consumers towards the bargur textiles market krishnagiri district. Impact on the buying decision , satisfaction etc. Opinion of the women consumers towards the market induces them to come forwards to purchase in the bargur textiles market krishnagiri district. The women`s role in their family regarding purchase of dress materials for their family members is very high. In this perspective, the perception of the women consumers towards BTM is studied.

Perception

Consumer perception always a major role in influencing the consumer behaviour. It is based on the process which creates the consumers to collect information about a product and interprets the information to decide the purchase of a particular product. There are several ways to promote the product such as advertisements, promotions, customer reviews and social media feedback, etc. It impresses the consumer; hence his/her perception becomes a great influence on the buying decision of consumer.

Objective of this study:

The aim of the study is to analyse the perception of women consumers towards BTM, Krishnagiri District, Tamilnadu

Literature Review:

The purpose of this section is to review the theories and concepts that help to find the base of this study. Consumers` behaviour is the study of how individuals spend their available resources on consumption-related items. It includes the study of what they buy, why they buy, when they buy, where they buy, how often they buy and how often they use it (Schiffman and Kanuk 1996).

Dahiya Richa (2012) has analysed the impact of demographic factors of consumers on online shopping behaviour. The main objective of the study is to find the people perception towards online shopping. The data were collected in



Bangalore, Hyderabad, Mumbai, Chennai, Delhi, (from 580 respondents) through the structural questionnaire. The major finding is various demographic factors affected interest in online shopping factors are age, genders, marital status family size and income. The author suggested that online websites should pay more attention to the female segments as results prove that females shop more in online as compared to men. Companies should devise policies and strategies to attract a greater number of people in this segment in future. Online retailers should also look into the possibility of running call centres which could ensure that the customer gets a chance to formally interact with the other party before the actual purchase. This is one of the important studies about online shopping in the Indian context because it has included people from diverse backgrounds from different cities in India. It includes a random sample of individuals from major cities of India, which are representatives of the whole population of India.

Saravana Bhavan N and Kalaiselvi S (2013) have done a study on Internet shopping for consumers attitudes and behaviour towards online shopping in Coimbatore. The main objective of the study was to assess the attitude of the consumers towards online shopping. 600 respondents were the sample. Web-based technologies upgrade the creative conceptualization that wallet improves the response from technology survey consumers. So the firms have to convert to such new technologies. Coimbatore city population is highly tech survey and the Quality is dotted with the firms of many successful entrepreneurs. Hinterland has many industries estates, corporate hospitals and a good number of engineering colleges the finding prove that the online shopping is bound to grow in a big way.

Sriparna Guha (2013) has found that the working women segment has significantly influenced the modern marketing concept. The objective of this paper was to identify the changing perception and comparison of buying behaviour for working and non-working women in urban India. It suggests that women due to their multiple role influence of their own and brand conscious and also are highly influenced by others in shopping. This study has been conducted in Kolkata and the surrounding urban areas, altogether 196 samples have been selected randomly for the interview purpose. Women's role as the purchasing agent, however, seems to be changing, due primarily to the large increase in the number of working women in recent decades.

2. Methodology:

The study was conducted in Krishnagiri district. 500 sample respondents were selected from 10 blocks in Krishnagiri district (50 respondent from each block). For selecting the sample respondents, stratified convenience sampling method was adopted.

Perception of women consumers towards the Bargur textiles market Krishnagiri district

i) Value for money

The value of the material should be worth for the money spent by the customers. In this regard to understand the view of customers have been asked. The result of their response is given in the table below.

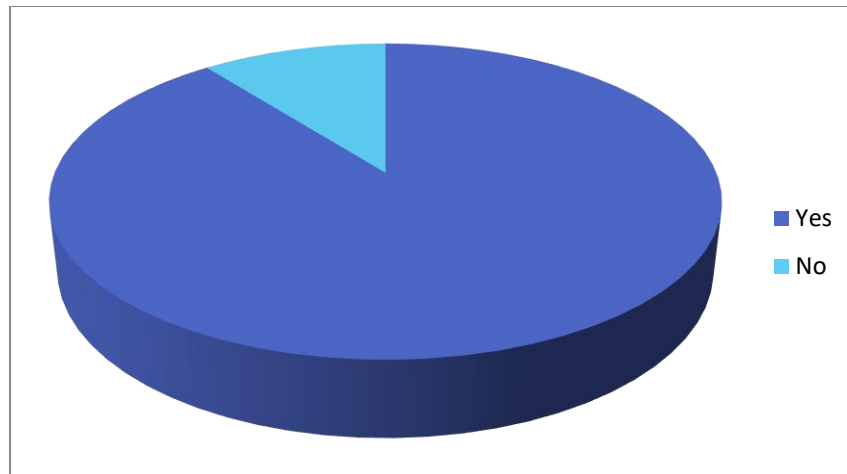
TABLE 1
VALUE FOR MONEY

Opinion	Number of respondents	Percent
Yes	447	89.4
No	53	10.6
Total	500	100.0

The table 1 indicates that majority (89.4%) of respondents (447) feel that the market is providing materials worth for the value of money they spent. Only 53 (10.6%) respondents are not happy about the worth of materials purchased. It is presented in the pie chart



VALUE FOR MONEY



ii) Important factor

The general opinion of the respondents towards the market is studied in two aspects. Priority is given to the price of the dress in the market or attractiveness due to its quality, varieties of designs and models available. As it is a wholesale market, the price will be cheaper for the retail buyers. Hence, the respondents were asked to mention whether they visit the market for the price related benefits or any other reasons. The following table shows the result of their response.

**TABLE 2
 IMPORTANT FACTOR**

Importance	Number of respondents	Percent
Price	171	34.2
Attractiveness	329	65.8
Total	500	100.0

The result reveals that 329 (65.8%) respondents prefer the Bargur Textiles Market for the benefit of quality, availability of varieties designs, models, sizes, etc. 171 (34.2%) respondents prefer the market for the price benefits.

iii) Consulting for final decision

The nature of women is to consult with family members, relatives and friends to take the final decision while buying the dresses. Keeping this in mind, the respondents were asked to mention about their way of decision making. It is given below.

**TABLE 3
 CONSULTING**

Consulting before the final decision	Number of respondents	Percent
Yes	453	90.6
No	47	9.4
Total	500	100.0

The above table shows that 453 (90.6%) respondents used to consult with known persons before taking the final decision about buying a dress. But the rest 47 (9.4%) respondents do not like to consult anybody and take the decision by themselves.



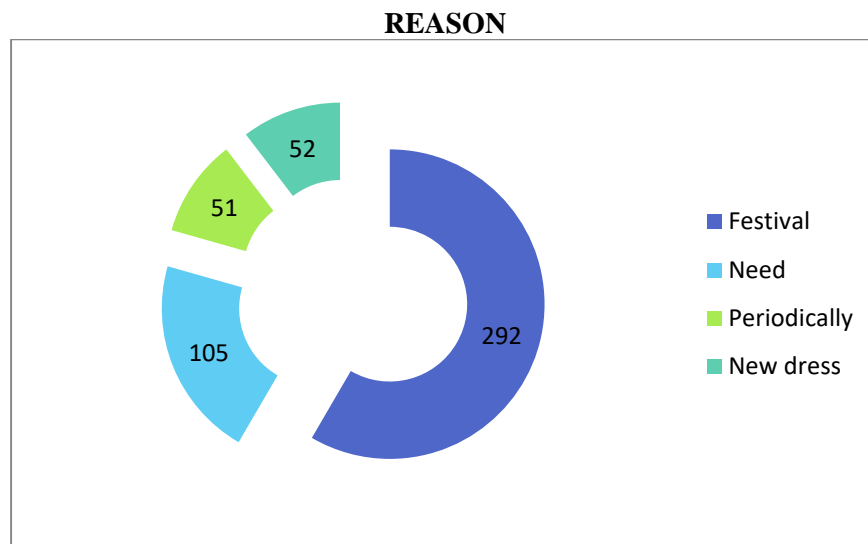
iv) Reason for buying

There will be some reason for buying dresses. It is also an important factor to influence the buying dress in the market. Women may buy dresses for festival celebration, for the need of regular usage, buy latest in the market, or no reason at all but it is a habit to buy periodically in the market. Their response to the above questions is shown.

**TABLE 4
REASON**

Reason	Number of respondents	Percent
Festival	292	58.4
Need	105	21.0
Periodically	51	10.2
New dress(Latest)	52	10.4
Total	500	100.0

The Table 4 reveals that 292 (58.4%) respondents used to buy dresses only in the festival seasons and 105 (21.0%) respondents buy when they require dresses for themselves and their family members 52 (10.4%) respondents buy when they know the new arrival of model or design in the market. Beyond this, regular buying is a habit for 51 (10.2%) respondents. This is presented in a chart below.



3. CONCLUSION :

This study tried to bring out the perception of considered women consumer towards Bargur Textiles Market in Krishnagiri district. It is found from this study that most of the women consumers prefer to buy a more dresses during festival time and attractiveness of the dress materials in the market is liked by the most consumers. The perception of the sample respondents shows their opinion about the market towards the facility, quality of service and materials, price, etc. The findings related to the factors influencing the buying decision of the women consumers help to understand the most important factors which are considered before making the buying decision.

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