

# A Study on Assessment of the Life-Style Features of Customers' Towards Various Leading Textile Showrooms in Coimbatore City

R. Judithpriya, M. Maheshwari, G. Lakshmi

**Abstract:** *The clothing retail industry in Coimbatore city of Tamilnadu is one such industry which is characterized by intensifying competition from both local and national companies leading to rise in more sophisticated and demanding customers. Consequently, retailers today aims to differentiate themselves by outperforming their competitors. Clothing has identities and images, and consumers seek those apparels that match their self-image or the image they would like to project to others. The clothing retail industry in Coimbatore city of Tamilnadu is one such industry which is characterized by intensifying competition from both local and national companies leading to rise in more sophisticated and demanding customers. This research paper analysis assess the life style features of the customers' towards various leading textile showrooms in Coimbatore City.*

**Keywords:** *Frequency distribution, Clothing, Empirical Analysis*

## I. INTRODUCTION

Clothing is a factor in everyday human lives and interactions with others. It can transmit a vast array of meanings such as identity, value, mood, and attitude. Clothing has frequently been recognized as a product category likely to induce high involvement. In general terms, involvement is a state of motivation, arousal, or interest. Personal relevance is a key concept in explaining, defining, and operationalizing involvement. Fashion consciousness among clothing buyers is related to individual's interest in the latest fashion trends. It defines those consumers who are sensitive to the images, and their physical attractiveness. Fashion consumption is often a manifestation of self-expression. Clothing has identities and images, and consumers seek those apparels that match their self-image or the image they would like to project to others. So, the idea of self-concept is related to the motivation of achieving the "ideal" self, whether in "private" or "social" context. Mrs.R.JudithPriya, Assistant Professor, Department of Commerce with Professional Accounting, PSGR Krishnammal College for Women, Coimbatore.

Today in this consumer-based society, clothing has become an indispensable part of us. Every day individuals spend some amount of time to decide about clothes they wear. In all the activities related to clothing, values act as directive and motivating force in behavior and decision making. Since values give a direction, one tends to be influenced by the values to which one gives importance and the influential values in ones' personality affects his choice, selection and purchase behavior. Young people are very careful in their appearance management, as during these years, they notice and are noticed by their counterparts and exhibit characteristic clothing behavior. Hence, clothing behavior becomes an area of research.

### A. Clothing in India

In India, a person's social status is perceived to be symbolized by his or her attire. India has a rich and varied textile heritage. Each region of India has its own unique native costume and traditional attire and accessories. In India, the mix of language, food and culture changes every 80-100 kilometres, making its fashion as diverse as the culture and tradition of the country. Fashion in India covers a whole range of clothing from ornate clothes designed for wedding ceremonies to sports wear and casual wear. Traditional clothing in India greatly varies across different parts of the country and is influenced immensely by local culture, geography and climate. Popular styles of dress include draped garments such as sari for women and dhoti or lungi for men; in addition, stitched clothes such as churidar for women and kurta-pyjama and European-style trousers and shirts for men, are also popular. Indian dress etiquette discourages exposure of skin and wearing transparent or tight clothes. Most Indian clothes are made from cotton which is ideal for the region's hot weather. Since India's weather is mostly hot and rainy, majority of Indians wear sandals.

### B. Statement of the Problem

In a highly competitive world, the various modes of marketing paves the way for the proper reach of goods and services to the ultimate consumer. Considering the textile marketing in India, the demand for the dress materials and clothing will always be there, as they are the basic needs of the human being. To satisfy the consumers, the various prominent retail showrooms in Coimbatore city are introducing various marketing strategies like various offers, attractive advertisements through various media, various discount sale, etc.

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So the researcher believes that it would be appropriate to study in detail about the assessment of the life-style features of customers' towards various leading textile showrooms in Coimbatore city.

### C. Objective of the study

The present study aims at analyzing the consumer's life style features towards the various leading textile showrooms in Coimbatore city. The following are the objective drawn to fulfill the aim of the study

- To assess the life-style features of customers' in Coimbatore city.

## II. RESEARCH METHODOLOGY

### A. Study Area

The current study is mainly concentrated on the leading textile showrooms of Coimbatore, the third largest city of Tamil Nadu( the popular southern state of Indian sub-continent), one of the most industrialized city in India, and fastest growing cities in India, known as the textile capital of South India or the Manchester of the South. Thus, Coimbatore is selected as the study area. Out of the various textile showrooms The Chennai Silks, Sri Ganapathy silks, Shree Devi Textiles, Pothys, KalyanSarees, RmKV Textile showroom have been selected for the study purpose.

### B. Sampling Design

The study had applied convenient cluster based sampling techniques. The data collection were divided into two stages, in the first stage a pilot study was carried with the help of well structured interview schedule with a small sample size of 30 respondents in each region. In the second stage of the study a sample of 50 respondents from each region was choose on convenience random bases, that totaled to 300 respondents covering the both seasons customers'.

### C. Statistical Tools Applied

The data collected through the well structured interview schedule were classified and tabulated for analysis in accordance with the outline laid down for the purpose of justifying the objectives framed at the time of developing research design. To analyse the data and to draw inferences the following statistical tools were used.

- Frequency Distribution
- Weighted Average

### D. Frequency distribution

The frequency distribution of the variables are calculated with help of simple percentage, by writing the formula  $FD = F/N \times 100$ . Where F denotes the number of respondents, and N denotes the total number of sample population.

### E. Limitations of the Study

Utmost care and efforts have been taken by the researcher to avoid shortcomings in the process of collection and analysis of data. In spite of the care taken, the study is prone to some limitations, which are mentioned below

The study is confined to view point of customers of leading textile showrooms of Coimbatore city only.

1. The results of the study may not be applicable to other places of the country.
2. The data used for this study were collected in the year 2011. Hence the conclusions are based on the conditions and situations prevailed during that year.

## III. AN EMPIRICAL ANALYSIS OF THE LIFE STYLE PATTERN OF THE CONSUMERS

The Primary data collection with the help of well structured questionnaire has been processed and analysed in accordance with the outline laid down for the purpose at the time of developing the research plan.

### A. Life-Style Pattern:

The following table indicates the gender of the respondents.

TABLE: 4.1  
GENDER OF THE RESPONDENTS

Gender	Showrooms						Total
	The Chennai Silks	RmKV Textile Showroom	Sri Ganapathy Silks	KalyanSarees	Pothys	Shree Devi Textiles	
Male	23(46.00)	24(48.00)	23(46.00)	18(36.00)	26(52.00)	21(42.00)	135(45.00)
Female	27(54.00)	26(52.00)	27(54.00)	32(64.00)	24(48.00)	29(58.00)	165(55.00)
Total	50(16.70)	50(16.70)	50(16.70)	50(16.70)	50(16.70)	50(16.70)	300(100)

Source: Primary Data

The above table makes it clear that among 50 respondents from The Chennai Silks, 46 percent of them are male and 54 percent of the respondents are female. Out of 50 respondents from RmKV Textile showroom, 48 percent of them are male and 52 percent of them are female. Among 50 respondents from Sri Ganapathy Silks, 46 percent of them are male and 54 percent of them are female. Out of 50 respondents from KalyanSarees, 36 percent of them are male and 64 percent of them are female. Among 50 respondents from Pothys, 52 percent of them are male and 48 percent of them are female. Out of 50 respondents from Shree Devi Textile 42 percent of them are male and the rest 58 percent of them are female.

Therefore, the majority of the respondents from The Chennai Silks, RmKV Textile Showroom, Sri Ganapathy Silks, KalyanSarees and Shree Devi Textile are female and majority of the respondents from Pothys are male.

**TABLE: 4.2**  
**EDUCATIONAL QUALIFICATION OF THE RESPONDENTS**

Educational Qualification	Showrooms						Total
	The Chennai Silks	RmKV Textile Showroom	Sri Ganapathy Silks	KalyanSar ees	Pothys	ShreeDevi Textiles	
School level	6(2.00)	5(1.70)	14(4.70)	11(3.70)	4(1.30)	12(4.00)	52(17.30)
UG	24(8.00)	27(9.00)	9(3.00)	26(8.70)	25(8.30)	22(7.30)	133(44.30)
PG	15(5.00)	12(4.00)	14(4.70)	8(2.70)	17(5.70)	11(3.70)	77(25.70)
Others	5(1.70)	6(2.00)	13(4.30)	5(1.70)	4(1.30)	5(1.70)	38(12.70)
Total	50(16.70)	50(16.70)	50(16.70)	50(16.70)	50(16.70)	50(16.70)	300(100)

Source: Primary Data

Concerning the educational qualification of 300 respondents of the various textile showrooms like The Chennai Silks, RmKV textile showroom, Sri Ganapathy silks, KalyanSarees, Pothys and Shree Devi Textiles majority Therefore, major proportion of the respondents who visit all the six leading textile showrooms is under graduates.

i.e.44.30 percent of the respondents are under graduates, 25.70 percent of them are post graduates, 17.30 percent of them are educated upto school level and the rest 12.70 percent of them have gained other forms of education.

The successive table describes the occupation of the respondents.

**TABLE: 4.3**  
**OCCUPATION OF THE RESPONDENTS**

Occupation	Showrooms						Total
	The Chennai Silks	RmKV Textile Showroom	Sri Ganapathy Silks	KalyanSar ees	Pothys	ShreeDevi Textiles	
Student	2(0.70)	6(2.00)	17(5.70)	5(1.70)	6(2.00)	7(2.30)	43(14.30)
Businessman	11(3.70)	5(1.70)	11(3.70)	6(2.00)	7(2.30)	7(2.30)	47(15.70)
Professional	12(4.00)	11(3.70)	7(2.30)	4(1.30)	7(2.30)	4(1.30)	45(15.00)
Official	10(3.30)	10(3.30)	9(3.00)	12(4.00)	12(4.00)	11(3.70)	64(21.30)
Home maker	8(2.70)	9(3.00)	6(2.00)	11(3.70)	8(2.70)	9(3.00)	51(17.00)
Labourer	3(1.00)	3(1.00)	0(0.00)	5(1.70)	6(2.00)	7(2.30)	24(8.00)
Retired person	2(0.70)	4(1.30)	0(0.00)	5(1.70)	4(1.30)	3(1.00)	18(6.00)
Others	2(0.70)	2(0.70)	0(0.00)	2(0.70)	0(0.00)	2(0.70)	8(2.70)
Total	50(16.70)	50(16.70)	50(16.70)	50(16.70)	50(16.70)	50(16.70)	300(100)

Source: Primary Data

Concerning the occupation of 300 respondents, who visit the various textile showrooms like The Chennai Silks, RmKV textile showroom, Sri Ganapathy silks, KalyanSarees, Pothys and Shree Devi Textiles, majority i.e.21.30 percent of the respondents are officials. Followed by them 17 percent of the total respondents are home makers, 15.70 percent of the respondents are businessmen, 15 percent of the total respondents are professionals, 14.30 percent of the

total respondents are students, 8 percent of them are Labourers, 6 percent of the total surveyed population are retired person and the remaining 2.70 percent of the surveyed people have other forms of occupation.

Hence, majority of the respondents who visits the six leading textile showrooms are officials.

The succeeding table shows the monthly income of the respondents.

**TABLE: 4.4**  
**MONTHLY INCOME OF THE RESPONDENTS**

Monthly Income	Showrooms						Total
	The Chennai Silks	RmKV Textile Showroom	Sri Ganapathy Silks	KalyanSar ees	Pothys	ShreeDevi Textiles	
Less than Rs. 10000	14(4.70)	14(4.70)	17(5.70)	16(5.30)	16(5.30)	26(8.70)	103(34.40)
Rs. 10001 – Rs. 20000	7(2.30)	12(4.00)	22(7.30)	17(5.70)	13(4.30)	11(3.70)	82(27.30)
Rs. 20001 – Rs. 30000	12(4.00)	6(2.00)	5(1.70)	7(2.30)	12(4.00)	5(1.70)	47(15.70)



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Rs. 30001 – Rs. 40000	10(4.70)	14(4.70)	3(1.00)	8(2.70)	7(2.30)	5(1.70)	47(15.70)
Above Rs. 40000	7(2.30)	4(1.30)	3(1.00)	2(0.70)	2(0.70)	3(1.00)	21(7.00)
Total	50(16.70)	50(16.70)	50(16.70)	50(16.70)	50(16.70)	50(16.70)	300(100)

Source: Primary Data

The above table infers the monthly income of the various respondents who visit the leading textile showrooms of the Coimbatore city.

With regard to the monthly income of the 300 total respondents who visits the various textile showrooms like The Chennai Silks, RmKV textile showroom, Sri Ganapathy silks, KalyanSarees, Pothys and Shree Devi Textiles, majority i.e. 34.40 percent of the total respondents earn less than Rs.10,000, 27.30 percent of the total respondents earn

from Rs.10,001 to Rs.20,000, 15.70 percent of the total respondents earn from Rs.20,001 to Rs.30,000, 15.60 percent of the total respondents earn from Rs.30,001 to Rs.40,000, and the rest 7 percent of the respondents earn above Rs.40,000.

Hence it is inferred that majority of the persons who visits the six leading textile showrooms earn less than Rs.10,000.

The following table represents the place of residence of the respondents.

**TABLE: 4.5  
SEGMENT OF THE POPULATION WHO PREFER BUYING PRODUCTS**

Buying products	Showrooms						Total
	The Chennai Silks	RmKV Textile Showroom	Sri Ganapathy Silks	KalyanSarees	Pothys	ShreeDevi Textiles	
Kids	18(6.00)	21(7.00)	27(9.00)	20(6.70)	18(6.00)	19(6.30)	123(41.00)
Ladies	21(7.00)	15(5.00)	15(5.00)	12(4.00)	19(6.30)	18(6.00)	100(33.30)
Gents	7(2.30)	11(3.70)	4(1.30)	13(4.30)	8(2.70)	11(3.70)	54(18.00)
Elders	4(1.30)	3(1.00)	4(1.30)	5(1.70)	5(1.70)	2(0.70)	23(7.70)
Total	50(16.70)	50(16.70)	50(16.70)	50(16.70)	50(16.70)	50(16.70)	300(100)

Source: Primary Data

From the above table, it makes it clear that in The Chennai Silks, majority i.e. 42 percent of the respondents prefer buying clothing and dress materials for women. Followed by them, 36 percent of the respondents prefer buying clothing and other dress materials for children, 14 percent of the respondents prefer buying clothing and other dress materials for men and the remaining 8 percent of the respondents prefer buying clothing and other materials for elders.

The result of the analysis also reveals the segment of the population, for whom the respondents who visit the RmKV textile showroom prefer buying clothing and dress materials. In RmKV textile showroom, out of 50 respondents, 42 percent of them preferred to buy dress materials and clothing for kids. 30 percent of the respondents prefer to buy the dress materials for women. 22 percent of the respondents preferred to buy for men and the remaining 6 percent of them prefer to buy dress materials and clothing for elders.

From the above table it has also been inferred that, among 50 respondents who visits the Sri Ganapathy silks, 54 percent of them prefer to buy clothes and dress materials for kids, 30 percent of them prefer to buy for women, 8 percent of them prefer to buy clothes and dress materials for men and the rest 8 percent of them prefer buying dress materials for elders.

As per the opinion of the respondents who visits KalyanSarees, 40 percent of them prefer to buy clothes and ready made garments for kids. 26 percent of the remaining respondents prefer to buy dress materials for men, 24 percent of them prefer to buy the ready made garments and dress materials for women and the remaining 10 percent of the respondents prefer to buy clothes for elders.

The above analysis also depicts the respondents view on Pothys. Out of 50 respondents surveyed, 38 percent of the respondents prefer to buy clothes for women, 36 percent of them prefer to buy clothes for kids, 16 percent of them have replied that they prefer to buy clothes and other dress materials for men and the remaining 10 percent of them prefer to purchase clothes for elders.

The result of the above table also portrays the respondent's preference in buying clothes and other dress materials in Shree Devi Textiles. Out of 50 respondents, 38 percent of them prefer to buy clothes for kids, followed by them 36 percent of the prefer buying clothes for women. 22 percent of the respondent's preference towards buying clothes is for men and the rest 4 percent of the respondents prefers buying clothes for elders.

On the whole, the analysis of the above table reveals that, out of the total 300 respondents who visit the leading textile showrooms of Coimbatore city, majority i.e 41.00 percent of the surveyed total population prefers buying clothes and ready made garments for children. Followed by them, 33.30 percent of the respondents prefer to buy dress materials and ready made garments for women, 18.00 percent of the total surveyed population's preference towards buying clothes and ready made garments for men and the rest 7.70 percent of the total respondents prefers purchasing clothes and dress materials for elders.



*B. Findings of the study:*

*I. Life-Style Pattern:*

- Majority of the respondents from The Chennai Silks, RmKV Textile Showroom, Sri Ganapathy Silks, KalyanSarees and Shree Devi Textile are female and majority of the respondents from Pothys are male.
  - Major proportion of the respondents who visit all the six leading textile showrooms namely, The Chennai Silks, RmKV Textile Showroom, Sri Ganapathy Silks, KalyanSarees, Pothys and Shree Devi Textile altogether are under graduates.
  - Majority of the respondents who visit the leading textile showrooms in Coimbatore city are officials.
1. Majority of the respondents who visit The Chennai Silks, RmKV Textile Showroom are professionals.
  2. Majority of the respondents who visit Sri Ganapathy silks are students.
  3. Majority of the respondents who visit KalyanSarees, Pothys and Shree Devi Textile are officials.
- Majority of the respondents who visit the leading textile showrooms in Coimbatore city earn less than Rs.10,000.
1. Majority of the respondents who visit The Chennai Silks, RmKV Textile Showroom, Pothys and Shree Devi Textile earn less than Rs.10,000.
  2. Majority of the respondents who visit Sri Ganapathy Silks and KalyanSarees earn between Rs. 10,001 to 20,000.
  3. Majority of the respondents who visit RmKV Textile Showroom also earn between Rs.30,001 to Rs.40,000.
- Majority of the respondents who visit the leading textile showrooms in Coimbatore city prefer purchasing clothes and readymade garments for children.
1. Majority of the respondents who visit RmKV Textile Showroom, Sri Ganapathy Silks, KalyanSarees and Shree Devi prefers buying clothes and other dress materials for kids.
  2. Majority of the respondents who visit The Chennai Silks and Pothys prefer buying clothes and dress materials for women.

#### IV. FINDINGS

In this paper , we conclude majority of the respondents visit the leading textile room in Coimbatore and earnings of textile show room. Advertisement technique inspires the large number of respondents whose visit the textile showroom.

#### V. CONCLUSION

A textile showroom should be more customer friendly, only then it will attract a large number of consumers. On the contrary we concentrate on some other main factors apart from customer care like advertisement techniques, low price level, quality, attractive and inspirable outlook, parking facility, cleanliness and prompt delivery of goods which largely inspires the consumers of the textile showrooms in Coimbatore city.

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