

A Study On Consumer Behaviour Towards Arignar Anna Silk Co Operative Society Ltd In Kanchipuram

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ABSTRACT

In today's market environment the consumer buying behaviour is essential for marketers to understand the key elements such as what is purchased, from where it is purchased, the quantity of purchase, how much money is spent and other related variables affecting buying behaviour. The purpose of this article is to assess the consumer buying behaviour for silk products and the ultimate decision about whether (or) not to purchase a product (or) service and from whom to buy has always been vested in the hands of the final consumers. This study makes considerable effort to recognize the variables which affect decision of silk product purchase among youth. Theoretical foundation of the study is based on secondary sources such as research papers, articles, magazines and articles on consumer buying behaviour. Confirmatory factor analysis (CFA) is performed to extract factors which affect consumer buying behaviour and subsequently purchase decision. The findings show that consumer buying behaviour in silk products such as purchase frequency, average spending, preferred store type and preferred brand mostly depends on various demographic variables. Hence, the study validates the significance of segmentation, targeting and positioning (STP) for marketers of silk products. The present article reveals that all types of domestic and worldwide brands are available in Indian market and are purchased by consumers as long as those are perceived to deliver value to consumers. The study recommends that marketers must segment the market and target those segments. The findings and recommendations of the study might be useful for academicians, policymakers, entrepreneurs and managers of silk products industry to understand industry trends and formulate appropriate strategies.

Keywords:

Consumer, Buying Behaviour, Silk products, Segment

INTRODUCTION

Right from the time there has been exchange of goods and services between the buyer and the seller. The ultimate success of all the economic activities has primarily depends on the producer manufacturing and selling goods and services desired by the target consumers. There is always as to attempt on the part of the marketer to understand and study consumer behavior. This can be referred to as an attempt to understand and predict human actions in the buying role. Silk has set the standard in luxury fabrics for several millennia. The origins of silk date back to Ancient China. Legend has it that a Chinese princess was sipping tea in her garden when a cocoon fell into her cup, and the hot tea loosened the long strand of silk. Ancient literature, however, attributes the popularization of silk to the Chinese Empress Si-Ling, to around 2600B.C. Called the Goddess of the Silk worm, Si-Ling apparently raised silkworms and designed a loom for making silk fabrics. The study of the consumer behavior is comparatively a new research field. Consumer behavioural studies held all those bodies of knowledge concerned with human behaviour Economics, Psychology, Sociology cultural anthropology and Socio-Psychology.

In the present study an attempt has been made to understand various dimensions of consumer behaviour understanding the buyer behaviour will provide in right to the marketing manager on how to go about planning and implementing their various marketing programmes. India has a rich and varied Heritage. It will be interesting to understand the nature and characteristics of Indian consumer, whose buying decisions will be based on the influence of values, beliefs, customs and practices and behaviour of the particular society of which they are a part.

India and Silk, Silk is the queen of textiles dominates the textile industry with its luster, sensuousness and glamour. The history of silk, goes back to 4,500 years. India is the second largest producer of silk, contributing to about 18 per cent of the world production. Five main varieties of silks are available in India namely Mulberry silk, Tasar silk, Eri silk, Muga silk and Oak Tasar silk. These are obtained from different species of silkworms which in turn feed on a number of food plants

ARIGNAR ANNA TEXTILE**A. TEXTILE – INTRODUCTION**

A Textile is a flexible material comprised of a network of natural (or) artificial fibers often referred to as thread (or) yarn. Yarn is produced by spinning raw wood fibers, Cotton (or) other material on a spinning wheel to produce long stands known as yarn. Textile is framed by weaving, knitting, crocheting, knotting (or) processing fibers together.

B. TERMINOLOGY

The words fabric and cloth are commonly used textile assembly trades (such as tailoring and dress making) as Synonyms for textile. However there are subtle differences in these terms. Textile refers to any material made of interlacing fibers. Textile has an assortment of uses, the most common of which are for clothing and containers such as bags and baskets. The basic needs of human being are food, clothing & shelter. In these basic needs we are going to see about clothing.

C. FASHION AND TEXTILE DESIGN

Fashion designers commonly rely on textile design to set their fashion collection apart from others.

VARIOUS SECTIONS IN ARIGNAR ANNA

1. Arignar Anna – Silk
2. Textiles – Shirting & Suiting
3. Fabrics – Sarees, Voil Sarees

TYPES OF SAREES SOLD IN ARIGNAR ANNA

1. Subamangala Silks
2. Vastrakala Pattu.
3. Kancheepuram Silks.
4. Party wears Sarees.
5. Printed Silks.
6. Handloom Silks.
7. Silk Cotton.

8. Embroidery Sarees.
9. Kutty Sarees.

CONSUMER BEHAVIOUR

A. MEANING OF CONSUMER BEHAVIOUR

Consumer behaviour is the study of when, why, where, what and how people do (or) do not buy silk products. It blends elements from Psychology, Sociology, Social Psychology, anthropology and economics. It attempts to understand the buyer decision making process, both individually and in groups. It studies characteristics of individual consumer such as demographics and behavioural variables in an attempt to understand people's wants. It also tries to assess influences on the consumer from groups such as family, friends, reference groups, and society in general.

B. DEFINITION OF CONSUMER BEHAVIOUR

Belch & Belch defines consumer behaviour as “The process and activities people engage in when searching for selecting, purchasing, using evaluating, and disposing of silk products and services so as to satisfy their needs and desires”.

C. STATEMENT OF THE PROBLEM

A study on consumer preference towards Arignar Anna in Kanchipuram District was selected as problem area. The survey was conducted among the consumers of Kanchipuram City.

D. OBJECTIVES OF THE STUDY

1. To assess the consumer attitude towards price level of Arignar Anna .
2. To know the reason for purchasing in Arignar Anna silk products.

3. To study about the opinion of consumers about quality of textile sold in Arignar Anna .
4. To know the consumers opinion about the customer service in Arignar Anna .

E. SCOPE OF THE STUDY

Present study was conducted among different groups of consumers according to the age group, Occupational, status and income.

F. METHODOLOGY

The primary and secondary data are collected for the purpose of the study. Primary data are those which are collected for the first time and they are original in character. Secondary data are those data which are already collected by same agency for some other purpose.

G. SAMPLE SIZE

For this study we have collected 70 sample respondents from the people who came as customers to Arignar Anna Textile at Kanchipuram Town, by supplying questionnaires and by personal interview method.

H. HYPOTHESIS

Ho: There is no relationship between Age and Customer service level.

RESULTS AND DISCUSSION

Table showing age group respondents

Table 1:

S.No	Age	No respondent s	Percentage
1.	Below 20years	9	13
2.	20-30 years	20	29
3.	30-40 years	13	19
4.	40-50 years	12	17
5.	Above 50years	16	23
	Total	70	100

From the above table we come to know that many respondents are belonging in the age group of 20 – 30 years this will be explained the following multiple bar diagram.

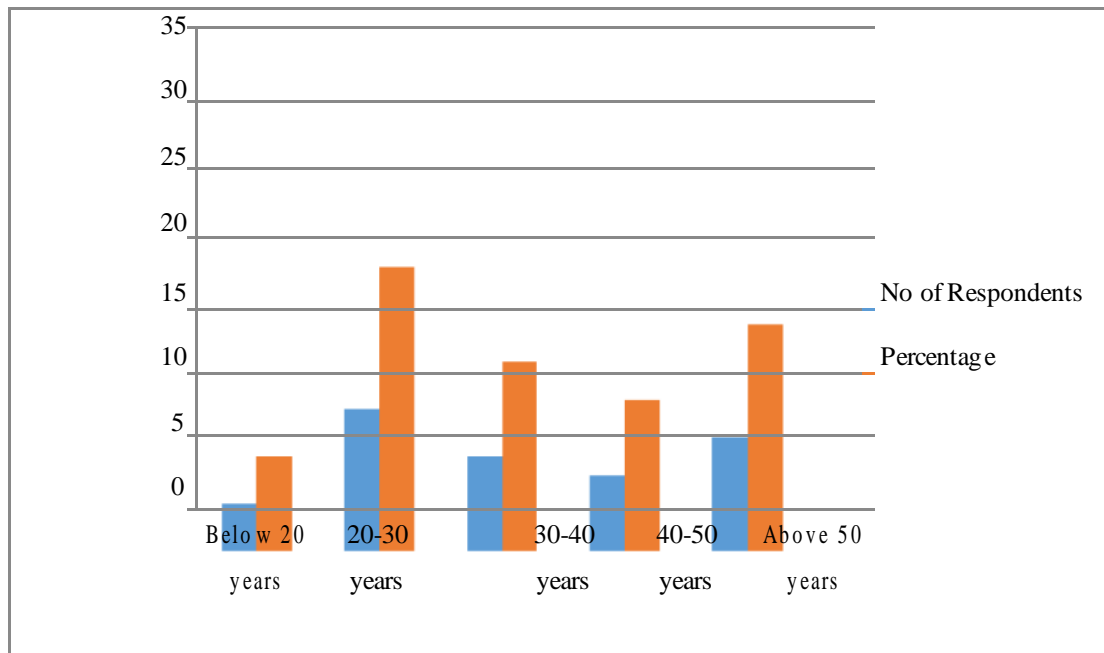


Table showing income wise respondents

Table 2:

S.No	Income per Month Rs.	No of Respondents	Percentage
1.	Below 5000	12	17
2.	5000 – 10000	20	29
3.	10000 20000	18	25
4.	Above 20000	20	29
	Total	70	100

From the above table it is clear that 20 (29%) respondents are belonging to the income ranging from Rs.5000 – 10000 & above Rs 20000 were the major participants in the purchase of silk products.

Table showing the Different level of Age group respondents and Customer service in Arignar Anna textile

Table 3:

Age	Customer service					Total
	Excellent	Good	Satisfactory	Poor	Very Poor	
Below 20	2	1	5	1	0	9
20-30	4	4	4	8	0	20
30-40	5	2	2	2	1	12
40-50	2	1	2	4	0	9
Above 50	2	2	2	2	12	20
Total	15	10	15	17	13	70

Ho: There is no relationship between Age and Customer service.

Let us take the null hypothesis that the Age and Customer service level are independent. The table showing the Expected Frequency

Table 4:

Below 20	1.68	1.12	1.54	1.82	0.84	9
20-30	2.64	1.76	2.42	2.86	1.32	20
30-40	3.12	2.08	2.86	3.38	1.56	12
40-50	2.64	1.76	2.42	2.86	1.32	9
Above 50	1.92	1.28	1.76	2.08	0.96	20
Total	15	10	15	17	13	70

0	E	(O-E) ²	(O-E) ² /E
2	1.68	0.102	0.06
3	2.64	0.129	0.04
4	3.12	0.774	0.24
2	2.64	0.409	0.15
1	1.92	0.846	0.44
1	1.12	0.014	0.11
2	1.76	0.057	0.23
3	2.08	0.846	0.91
1	1.76	0.577	0.75
1	1.28	0.078	0.27
3	1.54.	2.131	1.38
2	2.42	0.176	0.41
2	2.86	0.739	0.85
3	2.42	0.336	0.57
1	1.76	0.577	0.32
1	1.82	0.672	0.81
4	2.86	1.299	1.13
3	3.38	0.144	0.37
4	2.86	1.299	1.13
1	2.08	1.166	1.07
0	0.84	0.705	0.83
0	1.32	1.742	1.31
1	1.56	0.313	0.55
1	1.32	0.102	0.07
4	0.96	9.241	9.62
		Total	23.62

Degrees of freedom = (r-1)(c-1)
 = (5-1)(5-1)
 = 4x4
 = 16

Table value of 16 = 26.29

The table value for 16 d.f at 5% level of significance is 26.29. The calculated value is less than the table value. The null hypothesis is accepted. Hence the age and customer service are independent.

FINDINGS AND SUGGESTIONS

FINDINGS

1. It is found that most of the respondents are regular customer of Arignar Anna.
2. It is assessed that youngsters are more interested in buying textile item from Arignar Anna.
3. It is found that income level of respondents were between 10000 – 20000 per month.
4. It is assessed that some customers are not regular customer of Arignar Anna because of high price.
5. It is found that quality, varieties and designs and customer services are very excellent in Arignar Anna.

SUGGESTIONS

1. It is advised that if the prices of the textile are reduced. The sales volume can be further increase.
2. Delay in billing section should be avoided.
3. The quality should be further improved.
4. The salesmen in Arignar Anna should show varieties of material without hesitation.
5. The Arignar Anna can arrange some refreshment to satisfy the customers' needs.

CONCLUSION

Consumer is a complex entity, so consumer behaviours research studies are gaining importance today. The consumer behaviour process is being studied for various angles, comprising of Psychology, Social Psychology, cultural anthropology and economics.

However, this is going to be continuous process and can only conclude by saying that with most of the firms involved in such intensive probing into the complex consumer behaviour, Probably

in the days to come, marketing managers may be able to understand the consumer behaviour better than he is today. The history of the Arignar Anna says it has its own Royal customers. Majority of people in Kanchipuram go for their purchase in Arignar Anna Society. The well placed customer service has its own group of people for their purchase in Arignar Anna. The Royal customers are well attached to the Sentimental feel over there.

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