

THE STUDY ON CONSUMER BUYING BEHAVIOR OF TEXTILE SHOPPERS IN CUDDALORE DISTRICT

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Abstract

Purpose of the study attempts to analyze the buying behavior of the textile consumers of Cuddalore district and emphasizes on their demographics profile, awareness and purchasing behaviour. A structured questionnaire was used and information was collected using questions from 85 respondents of different age, occupation, and income levels. The authors examine the components of buyer awareness—brand information, product information, and price perception—and examine the extent to which they are related to purchase behavior. The results suggest a low consumer's brand and product awareness, but a moderate price awareness variability. The study also indicates that majority of the purchases are driven by seasonal / festival requirements and that shopping is often in the evening and by public / private transport. This study provides valuable inputs for textile retailers and marketers for the development of specific strategies according to the local consumers patterns and preferences.

Keywords:

Consumer buying behavior, Textile shoppers, Brand awareness, Product awareness, Price awareness, Cuddalore district, Demographics, Purchase patterns, Rural consumers, Textile retail market.

INTRODUCTION

India's textile industry is one of the oldest industries and has been practicing various forms of manufacturing and trading since ancient past, and influences almost all aspects of Indian economic, social and cultural contributions. It is a major contributor for industrial output, exports, exchange earnings and employment in rural and semi-urban areas. With growing education and sophistication of consumers, it is more and more necessary to understand the factors contributing to purchasing of textiles.

Factors affecting consumer buying behavior in textile sector The consumer purchase intentions and behavior for apparel are influenced by the Following factors: income, age, gender, education, lifestyle, awareness of brand, quality, price, promotional strategies, and seasonal trends. These are intricate factors that operate differently in places such as Cuddalore, where there's a mix of traditional values and modern aspirations. Even in this age of brand-conscious urban markets, a large number of consumers in smaller towns and rural areas decide if not by affordability, utility and access to product.

There are considerable demographic and cultural diversity in Cuddalore district, which forms the southeastern part of Tamil Nadu. There are beach villages, farming villages, and semi-urban villages. In this region, the buying trends of textiles are more influenced by festivals, family functions, and then the utility of them, rather than the luxury or fashion aspect of it. It thus becomes an important area to research for analyzing grass roots consumer behavior of India's textile retail.

By identifying the territory of consumer ignorance and the patterns of decision making, this research has potential implications and contributions to textile retailers, brand managers, policy makers, and researchers keen at rural and semi-urban market dynamics. The results could be used to promote successful market segmentation, product positioning, and communication strategies to further raise consumers' satisfaction and improve business performances in similar markets throughout India.

Significance of the study

The current study is notable because it gives unique insights on the purchasing behavior, preferences, and knowledge levels of fabric consumers in Cuddalore District, a location with diverse demographics and cultural origins.

Understanding the elements that influence textile purchasing decisions, such as wealth, schooling, occupation, and awareness, enables merchants and marketers to develop effective strategies for meeting local consumer demands. The study adds to academic or practical understanding in consumer behavior and marketing leadership by presenting concrete information on how demographics and psychological factors influence textile purchasing habits. The findings can inform future study in rural or semi-urban marketing, assisting textile firms in strengthening their position in rising local markets and improving overall customer satisfaction.

Statement of the Problem

Despite the textile sector's economic importance, there is a lack of localized understanding regarding consumer awareness and purchase behavior in diverse, semi-urban, and rural markets like Cuddalore District. Specifically, there is an absence of detailed data profiling the demography of textile consumers and examining their specific levels of brand awareness, product knowledge, and price sensitivity. This gap in knowledge limits the ability of textile retailers and marketers to develop specific, effective strategies tailored to the local consumer patterns and preferences.

Research Gap

This study bridges the divide between rural or semi-urban consumer behavior research by emphasizing how price, tradition, and occasion-based necessities influence textile purchases in addition to brand loyalty and fashion trends. The findings are critical for textile retailers, producers, and regulators when developing market segmentation tactics, promotional activities, and price strategies aimed at a middle-income or awareness-sensitive consumers.

Review of Literature

Aaker, D. A. et.,al (1991): Managing Brand Equity, brand equity has a significant impact on customer purchasing decisions. Brand awareness is more likely to link beneficial principles with branded items, resulting in frequent purchases and loyalty. In the textile industry, strong perception of brands helps consumers discern between items according to quality and dependability, directing their purchasing decisions. This study contributes to the current research by demonstrating that low awareness of brands amongst rural customers might impede brand-based decision-making.

Schiffman, L. G., & Can UK, L. L. et.,al (2014): Consumer Behavior

Schiffman and Kanuk emphasized that consumer behavior is influenced by a variety of mentally, social, personal, and cultural factors. They discovered that demographic characteristics like age, income, and schooling had a major impact on how people view and purchase things. This is consistent with the current study's findings, which show that customers in the Cuddalore District buy textiles mostly based on income levels, event necessities, and societal conventions rather than loyalty to a brand.

Solomon, M. R. et.,al (2018) – Consumer Behavior: Buying, Having, and Being Solomon explained that consumer buying behavior reflects deeper social and cultural meanings, not just economic transactions. In regions with strong cultural roots, such as Cuddalore, purchasing textiles is often linked to festivals, ceremonies, and traditions. This perspective reinforces the observation that textile shopping is driven more by social and cultural motivations than by fashion or luxury considerations in semi-urban and rural settings.

Kotler, P. & Keller, K. L. et.,al (2016) – Marketing Management

Kotler and Keller discussed how marketing strategies must be adapted to the specific characteristics of different market segments. They emphasized that understanding the behavior and preferences of local consumers is key to successful market positioning. The present study benefits from this framework by identifying how price sensitivity, local customs, and accessibility influence textile buying behavior in Cuddalore District, guiding marketers to adopt localized strategies for better consumer engagement.

Objective of the Study

1. To analyze the demographic characteristics and purchasing patterns of textile consumers in Cuddalore District.
2. To assess the levels of brand, product, and price awareness among consumers and their influence on buying behavior.

Hypothesis of the Study

Based on the study objectives, the following hypotheses would be tested:

- **H₀₁**: There is no significant relationship between the demographic characteristics of textile shoppers in Cuddalore District and their purchasing patterns (frequency, spending).
- **H₀₂**: There is no significant influence of brand awareness, product awareness, and price awareness on the consumer buying behavior of textile shoppers in Cuddalore District.

RESEARCH METHODOLOGY

- Study Type: Descriptive Research Design
- Purpose: To systematically describe consumer buying behavior and awareness levels among textile shoppers.
- Sample Design:

- Sampling Technique: Convenience Sampling Method.
- Sample Size: A total of 85 respondents.
- Selection: Respondents were selected from various towns and villages across the district, covering different age, occupation, and income levels.

Statistical Tools

- Analysis Approach: The provided data analysis uses simple descriptive statistics to profile demographic characteristics and awareness levels.
- Example Tools Used: Simple percentage analysis, frequency distribution, and cross-tabulation.

Table 1 Age of the Respondents

Age	No. of Respondents	Percentage
Upto 20 years	12	14.12
21-30 years	21	24.71
31-40 years	20	23.53
41-50 years	21	24.71
51 years and above	11	12.94
Total	85	100.00

Source: Primary Data

The majority of the respondents (72.95%) fall within the 21 to 50 years age bracket, indicating that the study primarily surveyed individuals in their adult working years. The total sample size for the study is 85 respondents, which represents 100.00% of the collected data.

Table 2 Gender of the Respondents

Family Type (Sex)	No. of Respondents	Percentage
Male	38	44.70
Female	47	55.29
Total	85	100.00

Source: Primary Data

The table shows the distribution of the 85 respondents by sex. A slightly larger proportion of the respondents are Female (47 respondents, 55.29%) compared to Male (38 respondents, 44.71%). This indicates that females were the majority group in the survey sample

Table 3 Education of the Respondents

Particulars	No. of Respondents	Percentage
SSLC	19	22.35%
HSC	23	27.06%
Diploma	12	14.12%
UG	21	24.71%
PG	10	11.76%
Total	85	100.00%

Source: Primary Data

The largest group of respondents are HSC holders, comprising 23 individuals, which accounts for 27.06% of the total sample. This is closely followed by those with an Undergraduate (UG) degree, representing 21 respondents or 24.71%.the majority of the sample (73.07%) has an educational qualification of SSLC, HSC, or UG, indicating a strong presence of individuals with school-level or foundational college education.

Table 4 Occupation of the Respondents

Occupation	No. of Respondents	Percentage
Student	14	16.62
Employed	16	18.70
Self-employed	14	16.88
Professional	24	28.31
Housewife	17	19.48
Total	85	100.00

Source: Primary Data

The table shows the occupational distribution of the 385 respondents. The majority of respondents are professionals, accounting for 109 individuals or 28.31% of the total sample. Housewives form the second-largest group with 75 respondents (19.48%), followed closely by employed individuals at 72 (18.70%). Self-employed respondents make up 65 individuals (16.88%), while students represent the smallest group with 64 respondents (16.62%). Overall, the data indicates that most respondents are engaged in professional or employment-related activities, reflecting a well-distributed occupational background.

Table 5 Income of the Respondents

Income	No. of Respondents	Percentage
Upto ₹.10,000	19	22.35%
₹. 10,001 to ₹ 20,000	21	24.71%
₹. 20,001 to ₹ 30,000	23	27.06%
₹. 30,001 and ₹40,000	10	11.76%
₹. 40,001 and above	12	14.52%
Total	85	100.00%

Source: Primary Data

The table presents the monthly income distribution of the 85 respondents. The data indicates that the majority of the sample falls within the middle-income bracket of ₹. 10,001 to ₹. 30,000. The single largest group is the ₹. 20,001 to ₹. 30,000 brackets, accounting for 23 respondents (27.06%). The second largest group is the ₹. 10,001 to ₹. 20,000 brackets, with 21 respondents (24.71%). Together, these two middle-income categories represent over half of the total sample (51.77%). The lowest income group (Upto ₹.10,000) comprises 19 respondents (22.35%). The lowest representation is in the ₹. 30,001 to ₹. 40,000 group, with only 10 respondents (11.76%). The highest income group (₹. 40,001 and above) accounts for 12 respondents (14.12%).

Table 6 Consumer Buying Behaviour of Textile Shoppers

S.No	Factors	SA	A	N	DA	SDA	Total
1	Quality of fabric influences my purchase decision.	28	25	15	10	7	85
		32	29	17	11	8	100
2	Brand reputation affects my preference for textile shops.	22	27	14	13	9	85
		26	32	16	15	10	100
3	Price discounts and offers motivate me to buy more textiles.	30	26	12	10	7	85
		35	31	14	11	8	100
4	Store ambiance and staff behaviour affect my buying experience.	25	28	14	11	7	85
		29	32	16	13	8	100
5	Social media promotions influence my choice of textile stores.	18	24	19	15	9	85
		21	28	22	17	10	100

The analysis of consumer buying behaviour among textile shoppers in Cuddalore District reveals that the quality of fabric (32% strongly agree, 29% agree) and price discounts and offers (35% strongly agree, 31% agree) are the most influential factors driving purchase decisions. These findings indicate that customers are highly quality-conscious and value price-based incentives. Brand reputation and store ambiance also show strong agreement levels (about 58–61% combined agreement), suggesting that trust in brands and pleasant in-store experiences play key roles in consumer satisfaction. Social media promotions, while less dominant, still show moderate influence, with nearly half of respondents agreeing or strongly agreeing (around 49%) that online marketing affects their store preferences. Overall, the results highlight that product quality and promotional offers are the leading motivators in textile shopping behaviour, complemented by brand image, service quality, and digital engagement.

Table 10 Age and Consumer Buying Behaviour of Textile Shoppers

Variables	Age	N	Mean	S.D.	F Value	Sig.
The quality of fabric influences my purchase decision	Upto 20 years	12	4.91	1.63	12.960	0.001*
	21-30 years	21	4.56	1.74		
	31-40 years	20	4.87	1.25		
	41-50 years	21	4.69	1.66		
	51 years and above	11	2.96	1.99		
	Total	85	4.69	1.36		
	Upto 20 years	12	4.89	1.87	10.596	0.001*
	21-30 years	21	4.76	1.93		

Brand reputation affects my preference for textile shops	31-40 years	20	4.82	1.40		
	41-50 years	21	4.44	1.30		
	51 years and above	11	4.96	1.98		
	Total	85	4.32	1.36		
Price discounts and offers motivate me to buy more textiles.	Upto 20 years	12	4.94	1.71	9.680	0.001*
	21-30 years	21	4.76	1.90		
	31-40 years	20	4.74	1.15		
	41-50 years	21	4.77	1.17		
	51 years and above	11	4.94	1.90		
	Total	85	4.66	1.32		
Store ambiance and staff behaviour affect my buying experience.	Upto 20 years	12	4.26	1.98	11.870	0.001*
	21-30 years	21	4.84	1.44		
	31-40 years	20	4.90	1.44		
	41-50 years	21	4.67	1.68		
	51 years and above	11	4.89	1.15		
	Total	85	4.98	1.78		
Social media promotions influence my choice of textile stores.	Upto 20 years	12	4.77	1.76	9.890	0.001*
	21-30 years	21	4.66	1.78		
	31-40 years	20	4.69	1.75		
	41-50 years	21	4.12	1.88		
	51 years and above	11	4.84	1.12		
	Total	85	4.63	1.36		

Based on Primary Data * Sig.@5%

The test f value age and Consumer Buying Behaviour of Textile Shoppers in study area (12.960, 10.596, 9.860, 11.870, 9.890) The quality of fabric influences my purchase decision, Brand reputation affects my preference for textile shops, Price discounts and offers motivate me to buy more textiles, Store ambiance and staff behavior affect my buying experience, Social media promotions influence my choice of textile stores. This study reports null hypothesis is rejected. The calculated ANOVA result clearly tells customers that Social media promotions influence my choice of textile stores highly level among age category of above 31- 40 years group respondent. The results show that due to age factors age category is highly affected by the Consumer Buying Behaviour of Textile Shoppers.

Table 6 Income and Consumer Buying Behaviour of Textile Shoppers

Variables	Income	N	Mean	S.D.	F Value	Sig.
The quality of fabric influences my purchase decision	Up to Rs. 10000	19	2.21	0.36	.962	0.68
	Rs. 10001 to 20000	21	2.26	0.25		
	Rs. 20001 to 30000	23	2.36	0.32		
	Rs. 30001 and 40000	10	2.74	0.40		
	Rs 40001 and above	12	2.69	0.99		
	Total	85	2.36	1.42		
Brand reputation affects my preference for textile shops	Up to Rs. 10000	19	2.36	0.47	.665	0.78
	Rs. 10001 to 20000	21	2.64	0.63		
	Rs. 20001 to 30000	23	2.11	0.70		
	Rs. 30001 and 40000	10	2.26	0.61		
	Rs 40001 and above	12	2.15	0.98		
	Total	85	2.65	1.52		
Price discounts and offers motivate me to buy more textiles.	Up to Rs. 10000	19	2.25	0.71	.786	0.199
	Rs. 10001 to 20000	21	2.30	0.50		
	Rs. 20001 to 30000	23	2.63	0.49		
	Rs. 30001 and 40000	10	2.45	0.37		
	Rs 40001 and above	12	2.63	0.70		
	Total	85	2.40	1.22		
Store ambiance and staff behaviour affect my buying experience.	Up to Rs. 1000	19	2.12	0.98	.960	0.105
	Rs. 10001 to 20000	21	2.22	0.40		
	Rs. 20001 to 30000	23	2.74	0.43		
	Rs. 30001 and 40000	10	2.63	0.63		
	Rs 40001 and above	12	2.45	0.45		
	Total	85	2.45	0.45		

	Total	85	2.36	0.63		
Social media promotions influence my choice of textile stores.	Up to Rs. 10000	19	2.66	0.56	.450	0.150
	Rs. 10001 to 20000	21	2.96	0.75		
	Rs. 20001 to 30000	23	2.54	0.63		
	Rs. 30001 and 40000	10	2.36	0.45		
	Rs 40001 and above	12	2.98	0.35		
	Total	85	2.69	0.69		

Based on Primary Data * Sig.@5%

The study on ANOVA test f value Income and Consumer Buying Behaviour of Textile Shoppers (0.962, 0.665, 0.786, 0.960, 0.450) five percentage consumer buying behavior of textile shoppers in cuddalore district, The quality of fabric influences my purchase decision, Brand reputation affects my preference for textile shops, Price discounts and offers motivate me to buy more textiles, Store ambiance and staff behaviour affect my buying experience, Social media promotions influence my choice of textile stores. Therefore, null hypothesis is accepted. The study report in the cover used in customer textile shopping move than shopping quality and value of money in the marketing place consumer buying behavior of textile shoppers in Cuddalore district. The calculated ANOVA result clearly telling customer reports textile shopping highly level among income category of above Up to Rs. 1000 group respondent. The results show that due to all factors income and Consumer Buying Behaviour of Textile Shoppers in highly affected by the textile shopping.

Findings:

1. The bulk of textile consumers in Cuddalore District are between the ages of 21 and 50, which represents the majority of the working-age population.
2. Female respondents (55.29%) somewhat outnumbered males (44.71%), showing that women are more involved in textile purchase decisions.
3. Most responders had a basic or advanced education level (SSLC, HSC, UG), indicating a moderately educated customer base.
4. Professionals and housewives make up the largest occupational groupings among respondents, demonstrating that both earning and non-working people have a considerable effect on textile purchasing habits.
5. More than half of respondents are in the middle-class category (₹10,001-₹30,000), indicating that cost is a key factor in purchasing textiles.
6. knowledge but considerable price awareness, indicating that purchasing decisions are influenced more by cost than brand loyalty.
7. Textile purchases are mostly driven by seasonal, celebrations and family occasions, rather than current fashion or luxury considerations.
8. The Majority of shopping takes place in the evenings and is aided by either private or public transportation, demonstrating the convenience-driven nature of textile purchasing in rural and semi-urban regions.
9. The study finds that demographic parameters such as income, education, and employment have a significant impact on purchasing behavior and frequency.
10. Overall, Cuddalore customers exhibit practical and special-occasion textile purchasing behavior, with little attention on brand uniqueness.
11. Therefore, null hypothesis is accepted. The study report in the cover used in customer textile shopping move than shopping quality and value of money in the marketing place consumer buying behavior of textile shoppers in Cuddalore district. The calculated ANOVA result clearly telling customer reports textile shopping highly level among income category of above Up to Rs. 1000 group respondent. The results show that due to all factors income and Consumer Buying Behaviour of Textile Shoppers in highly affected by the textile shopping.
12. This study reports null hypothesis is rejected. The calculated ANOVA result clearly tells customers that Social media promotions influence my choice of textile stores highly level among age category of above 31 - 40 years group respondent. The results show that due to all factors age category in highly affected by the Consumer Buying Behaviour of Textile Shoppers.

Suggestions:

Textile merchants should Prioritize raising awareness of their products and brands among customers through promotional materials, in-store incentives, and instructional marketing efforts. Discounts, seasonal offers, or loyalty programs might entice middle-income shoppers who are price-sensitive. Retailers could also modify their product ranges to meet local tastes and traditional patterns while remaining affordable. Improving shopping convenience—such as increasing store accessibility, establishing mobile textile vans, or offering online purchasing options—can

help attract nighttime and rural consumers. Collaboration with local craftspeople and textile manufacturers may also serve to promote regionally chosen materials and foster community confidence in the market.

CONCLUSION:

The study suggests that textile customers in the Cuddalore District are primarily practical purchasers, with purchasing decisions influenced by financial status, cultural customs, and price concerns rather than loyalty to a brand. The findings emphasize the significance of price, accessibility, and occasion-specific purchasing tendencies. Strengthening consumer knowledge and connecting marketing tactics with local demands would enable textile merchants in Cuddalore to efficiently tap into the developing semi-urban market segment, increase customer satisfaction, and promote long-term company growth.

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