## Chapter VI

**FINDINGS, SUGGESTIONS AND CONCLUSION**

<table>
<thead>
<tr>
<th>Content</th>
</tr>
</thead>
<tbody>
<tr>
<td>6.1 Findings</td>
</tr>
<tr>
<td>6.5 Suggestions</td>
</tr>
<tr>
<td>6.6 Conclusion</td>
</tr>
<tr>
<td>6.7 Scope for Further Research</td>
</tr>
</tbody>
</table>
Chapter VI

FINDINGS, SUGGESTIONS AND CONCLUSION

6.1 FINDINGS

This chapter deals with the findings, suggestions and conclusion on the basis of previous chapters of the study. The results are described as per the tools and analyses made in the analysis chapter of the study. The results of variables done nutshell of the analysis chapter are classified under five major heads, viz. Item wise percentage Analysis, Chi-square test, Analysis of Variances (AVOVA), Correlation and Factor Analysis principal component analysis extraction method.

6.2 PROFILE OF THE RESPONDENTS

6.2.1 Gender Wise Distribution of the Respondents

The female respondents are higher than the male respondents. Hence, male respondents show less interest to purchase the textile and apparel products than female respondents of three regions in Chennai city.

6.2.2 Age Wise Distribution of the Respondents

Majority of the respondents are in the age group of 26-35. It is clear that young age respondents have more interest in purchase of textile and apparel products.

6.2.3 Educational Status of the Respondents

The respondents in the Degree level are very large in all the three regions in Chennai city. Therefore it is very clear that the majority of the respondents in the degree level because in city majority the respondents of are educated.
6.2.4 Occupation Wise Distribution of the Respondents

The students and housewives groups are large in number in the North Chennai, business group is large in number in the Central Chennai and South Chennai. Therefore, it is clear that in North Chennai students and housewives groups have majority of the respondents and in Central Chennai and South Chennai business groups have majority of the respondents.

6.2.5 Monthly Household Income Wise Distribution of the Respondents

The monthly income of up to Rs.15000 is found to be the largest among the respondents in all the three regions of Chennai city. Therefore, it is clear that large number of respondents in the entire three regions of Chennai city belong to medium income groups.

6.2.6 Household Size Wise Distribution of the Respondents

The respondents who have up to 2 dependants are the largest in number among the respondents in all the three regions in Chennai city of Tamil Nadu. Therefore, it is clear that the respondents are more aware of maintaining small size of household in all the three entire regions in Chennai city.

6.2.7 Family Structure Wise Distribution of the Respondents

The majority of the respondents are separated from the father and mother of the family because respondents are living in nuclear in all the three regions in Chennai city.

6.2.8 Marital Status Wise Distribution of the Respondents

The unmarried group is large in number in the North Chennai, married group is large in number in the Central Chennai and unmarried group is large in
number in the South Chennai. Therefore it is very clearly understood that majority of the respondents are unmarried in majority of the regions in Chennai city.

6.2.9 Religion Wise Distribution of the Respondents

The respondents mostly under Hindus are taken as largest in number among the respondents in all the three regions in Chennai city of Tamil Nadu. Thus, the results might be influence them.

6.3 INFORMATION RELATING TO STUDY

6.3.1 Initiation of Need for Textile and Apparel Products

As regards need initiation, it is recommended that the retail marketing management has to focus on mainly women and children among the rest of the target groups. They should choose right media to access these targets groups. The television advertisement may be directed towards the women and children segments. The choice of the right time slot is supposed to go a long way towards need initiation. Similarly, advertisement through F.M. radios may also serve as a dependable source of need initiation. Women specific magazines may be used as a vehicle to generate a sense of need among women folk. As for children segment is concerned, cartoon channels and offer of toys as complimentary offers may help in initiating the need among them. Besides, advertisement in television media may help in need initiation initiative.

6.3.2 Level of Need Recognition

It is noticed that the level of need recognition is found to be higher across Chennai, to the extent of 55.55 per cent while the medium level of need recognition is around 12 per cent. However, the level of need is at low ebb with
26.89 per cent. As regards lower level need recognition the factors environmental change and emerging beauty consciousness are passive forces in recognizing the needs for textile and apparel products.

**6.3.3 Provider of Information**

An observation of percentage analysis made on information provider for textile and apparel products shows that the friends and relatives (9.8 per cent) and wife (8.4 per cent) are major sources of information to potential consumers across Chennai.

**6.3.4 Visits to More Shops for Window Shopping**

The visit to shops for window shopping, the respondents representing 63.6 per cent agree that they do not window shop for collecting information regarding textile and apparel purchasing. However 36.4 per cent of respondents agree with the window shop for gathering information about various textile and apparel products.

**6.3.5 Sources of Information of Purchase Textile and Apparel Products**

An analysis of sources of information as far as purchases is concerned shows that sources like family members, traders and radio advertisement are dominant sources of purchase information for the buyers. However, sources like friends and relatives, past experience, colleagues, sales force and direct contact by the shops are contributing less to awareness creation with regard to purchase of textile and apparel products. The percentage analysis shows that the consumers have high awareness to the extent of 43.41 per cent. The high awareness creating factors have been indicated in the beginning of the paragraph.
6.3.6 Purchase Alternatives

An examination of factors influencing purchase alternatives manifest the fact that quality of the products, price, attractive packaging, brand recognition, free compliments and incentives and so on and so forth are playing a major role in choosing alternatives in purchasing activity. In terms of percentage analysis, high influential factors account for 50.91 per cent in selecting the purchase alternatives. However, it is found that the factors amount of quantity, availability, price label/card, good exposure to the brand, credit schemes and pleasing manner of shop staff are not playing statistically significant role in influencing purchase alternatives. All these factors are influencing the purchase alternatives only to the extent of 32.80 per cent.

6.3.7 Purchase of the Textile and Apparel Products

Regarding the purchase of textile and apparel products in retail marketing of textile the respondents indicate that in North Chennai shopping habit is by husband and wife (42.0 per cent). Central Chennai father purchases up to 37.0 per cent and in South Chennai, up to 44.0 per cent. 40.6 per cent of husband and wife, purchase jointly.

6.3.8 Brand of textile and apparel products

The majority of the respondents quantified as 377; they are (75.4 %) expressed that they have a clear idea about the brand of textile and apparel products to be purchased in the pre-purchase stage. However, a minority of 24.6 per cent represent the category of buyers who are brand illiterate.
6.3.9 Brand Preference

As regards brand preference, local brand is quite popular among 42.2% of consumers and national brand is popular among 27.00 per cent of the respondents. The international and regional brands are preferred by 12.4 per cent and 18.4 per cent respectively.

6.3.10 Preference for Varieties

The consumers of textile and apparel products have wider preference of the varieties to buy their requirements on the basis of respondents numbering 396 (79.2 per cent).

6.3.11 Offer of Varieties

The respondents fomring 75.8 per cent in tems of 379 in absolute term view that there are no varieties to choose from in the case of textile and apparel products while those representing 24.2 per cent perceived that there have enough options with regard to purchase of textile and apparel products.

6.3.12 Pre-purchase Examination

The pre-purchase examination is allowed by the shopkeeper in the views of 68.4 per cent of the respondents while this facility is not provided by the shopkeeper in the opinion of 31.6 per cent of the respondents.

6.3.13 Factors Influencing Purchase

influencing purchase decisions, colour, size, quality, learning from various sources, free compliments, seller’s convincing style, varieties, parent’s style and income are the factors isolated through factors analysis, ANOVA and percentage analysis. These factors influence purchase decisions to the level of 42.39 per cent
while the factors like advertisement, celebrity, peer group pressure, envy, location of shop and location not a criteria for purchase are not taking active part in triggering purchase decisions. The contribution of the factors to purchase decision is only 12.03 per cent.

6.3.14 At the Time of Purchase

An analysis of point of purchase behaviour manifests that convenience of shopping, loyalty of shop, reputation of the shops, product and service quality, availability of range of brands, sufficient stock, windows display, habituated to buy and brand loyalty are the factors driving the potential consumers to make purchase decision at the pre-purchase stage. The contribution of the factors is at 48.36 per cent whereas the factors like nearness to the store, compulsive urge to buy and interior ambience are not influencing enough in terms of 38.86 per cent.

6.3.15 Post-Purchase Behaviour

An investigation of factors influencing the post-purchase behaviours of the consumers throws light on the factors playing major role in post-purchase phase. Accordingly they include seeking feedback on the shopping experience, getting feedback on shopping experience, replacement facility and updating the consumer on new arrival. Their percentage contribution in the post-purchase phase is 55.75. However, certain factors singled out from the factors analysis which contributed lowly to post-purchase behaviour are greeting the consumers on new arrival and thanking the consumers for the visit to the shop. In terms of percentage, the collective contribution of these variables is only 35.84 per cent.
6.3.16 Brand Loyalty

As for brand loyalty it is observed that the factors such as “the way in which the brand is marketed is very impressive”, “I will stick to the same brand in future”, “I can adjust with the shortcomings of the brand”, “I do not tolerate the non-availability of the brand, “I am enjoying because using this brand, “will have discussions with friends to popularize the shop” and “won’t switch over to other shops if my brand is not available” are those significant factors in triggering the brand loyalty in the case of textile and apparel products. The percentage analysis confirms the fact that 50.45 per cent respondents vouch that these factors are strong loyalty inducing factors. The factors like “the brand chosen has good reputation”, “I appreciate those who use the same brand”, “I share my views about the brand with others” and “want others to realize the name of the shop” do not generate brand loyalty with regard to textile and apparel products. As many as 36.13 per cent of respondents report that these factors are not causing brand loyalty.

6.4 STATISTICAL FINDINGS

6.4.1 Chi-Square Test

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<td>Religion</td>
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From the above discussions the researcher infers that all the personal profile of the respondents and the perceptions of the respondents relating to retail marketing of textile and apparel products having significant association. Thus, all the hypotheses of the chi-square test have been rejected.

6.4.2 Analysis of Variance (ANOVA)

The researcher found the results from the ANOVA, there is a significant variance among all the factors identified towards retail marketing of textile and apparel products in Chennai city. Thus, all the hypotheses have been rejected.

6.4.3 Pierson Correlation

The null hypothesis is rejected on the factors of retail marketing practices. Thus, there are correlations between all the factors of retail marketing practices identified for the study.

6.4.4 Factor Analysis

6.4.1 Need Recognition

The seller of textile and apparel products in Chennai city needs to concentrate on well occupational status and basic needs of the humans. It will lead to increase the sales on the basis of consumers’ opinion regarding textile and apparel products.

6.4.2 Sources of Information

The seller of textile and apparel products in Chennai city needs to concentrate on the traders’ word of mouth and radio and television advertisement. It will lead to increase the sales on the basis of consumers’ opinion regarding textile and apparel products.
6.4.3 Purchase Alternatives

The seller of textile and apparel products in Chennai city needs to concentrate on free complimentary and replacement facility. It will lead to increase the sales on the basis of consumers’ opinion regarding textile and apparel products.

6.4.4 Factors influences Purchase Decisions

The seller of textile and apparel products in Chennai city needs to concentrate on seller’s convincing style and celebrity. It will lead to increase the sales on the basis of consumers’ opinion regarding textile and apparel products.

6.4.5 At the Time of Purchase

The seller of textile and apparel products in Chennai city needs to concentrate on window display and retain sufficient stock. It will lead to increase the sales on the basis of consumers’ opinion regarding textile and apparel products.

6.4.6 Post Purchase Behaviour

The seller of textile and apparel products in Chennai city needs to concentrate on greeting the consumers on important occasion and thanking the consumer for the visit to the shop. It will lead to increase the sales on the basis of consumers’ opinion regarding textile and apparel products.

6.4.7 Brand Loyalty

The seller of textile and apparel products in Chennai city needs to concentrate on stocking the branded item adequately and popularize the shop among the friends. It will lead to increase the sales on the basis of consumers’ opinion regarding textile and apparel products.
6.4.8 Sum up of factor analysis

All the factors have influenced the respondents’ opinion. But the purchase alternatives and post purchase behaviour have not influenced high. It shows that the consumers of textile and apparel in Chennai city have not given importance to other purchase alternatives when they purchase and they are not worried about their purchased of textile and apparel products. Therefore, the seller of textile and apparel products in Chennai city needs to concentrate on factors influencing purchase and brand loyalty. It will lead to increase the sales on the basis of consumers’ opinion regarding textile and apparel products.

6.5 SUGGESTIONS

1. As far as the level of need recognition is concerned, the retail marketing management has to intensify advertisement campaign in and around their area of operations. The sales promotional measures such as the distribution of handbills, erection of cut outs, use of neon sign, attractive display of apparels and textiles items inside their shops, shopping comfort, offer of patronage cards given on purchase, etc. have the potential to trigger need for textile and apparel products.

2. Opening more retail outlets and thereby increasing visibility of the products may propel the prospective consumers to recognize the need for apparel and textile products.

3. Sponsoring the events conducted in educational institutions, endorsement of products by celebrities, window display in start hotels and cinema theaters, conducting fashion shows etc. are some of the sales promotion endeavors undertaken to appeal to educated and elite target groups.
4. With regard to the source of information to the target audience, it is suggested that retail marketing management can intensify advertisement campaign through radio, television, newspaper and magazine media. The present study has highlighted that contribution of colleagues, sales force, direct contact by the shops and retailers in the matter of driving information to the target audience is comparatively lower than the rest of the sources. Hence, it is suggested that the retail stores can disseminate information relating to textile and apparel products through SMS, e-mail, sales letters and telephonic contact with potential consumers. Besides the retail organization can get data base of potential consumers from telephone companies, transport company, electricity companies, etc.

5. As for underutilization of sales force, it is suggested that they should be trained to get a lead to potential consumers. The training agenda for salesman should contain instructions as to effective communication of product information to potential consumers.

6. A deep analysis of purchase alternative dimensions has exposed the fact that factors like price, cash discount, quality and brand recognition are top most factors in the selection of purchase alternatives. Hence, it is suggested to retail marketing management that they have to spend a budgeted amount in building store image which, in turn, would create product image for different categories of textile and apparel products. They have to sell the image that their prices for various products of different brands are fair and justifiable in terms of quality. They should publicise that they can satisfy the needs of the potential buyers by offering products
at various price ranges and at various quality ranges. The textile and apparel retailers have to adequately educate and enlighten the counter sales force on various products categories stocked with their stores so as to enable them to satisfy the informational needs of the shopping traffic and to convince them of variation in quality. The retail marketing management has to offer the products at discount during the festivals and on important occasions.

7. The manufacturers of textile and apparel products have to offer products of different colours, sizes, quality and varieties to impel the potential consumers to contemplate purchasing them. In other words wider options available to potential buyers have the power to engender buying action in them. The offer of products at different sizes is expected to cater to needs of buyers of different age groups. Similarly the variations in the quality standards have the potential to satisfy the needs of buyers of different economic status.

8. The factor ‘income’ has been found to be one of the powerful factors influencing buying auction in the apparel segments. The manufacturers have to offer textile and apparel wears to motivate different segments of buyers. Buyers in the low income segment prefer lower prices and complementary offers while buyers in (high income) normally would like to go in for quality and verities.
9. The study has established that the factors like celebrity endorsement and advertisement are less influencing the buyers. In this context it is suggested that the retail marketing management has to use celebrity to appeal to lower and middle income groups. Besides they have to intensify advertisement campaign to capitalize on never dying demand for textile and apparel products.

10. As regards the factors triggering buying auction at the point of purchase, the factors like window display, range of products, service quality, product quality and product availability to the required extent are found to be major pull factors. Therefore it is suggested that the shop management has to focus more attention on window display. Frequent change of wears in the display and offer of incentives by manufacturers for providing better product visibility should be executed with all seriousness.

11. The retail management has to maintain the inventory of fast moving wears very carefully so that there is no stock out situation ever arising for fast moving items. Since range of products provided by the shop owners has immense potential to influence buying action, it has to focus on such sources of supply offering varieties in terms of design, colour, texture and price. The retail outlets have to intensify the practice of supplying patronage vouchers to strengthen shop loyalty and to provide consumer loyalty card which entitles the regular consumers for discounts on their purchases.
12. It is observed that internal ambience in retail outlets ceases to be a purchase motivator with regards to textile and apparels. In this context it is suggested that the marketing management has to make a good deal of investment on providing a congenial buying environment inside the shop. In other words provision of air conditioned environment, seating arrangement to relax after a prolonged standing, chill as well as hot water, supply of refreshments and snacks may have a positive impact on the psyche of shopping traffic.

13. As regards post-purchase services rendered by retail outlets, the replacement services, updating consumers in the new arrival and getting feedback on shopping experience are found to be the services provided by the textile and apparel outlets. These services can be continued with higher intensity. However, the retail outlet under study fares very poorly on post-purchase services like greeting the consumer on important occasion and thanking the consumer for the visit made to the shop. Therefore, it is suggested that the retail outlets have to observe these practices which do not cost anything dearly to them. But they do have the potential to create a vast difference in the buying behaviour of the consumers.

14. In respect of brand loyalty, it is suggested to retail marketing management that it will do good for them to stock branded apparel and textiles in higher volume as they have power to drive up the volumes of the shop concerned and they are likely to reduce the marketing strains of the retailer especially in the matter of convincing the targeted audience of the utility of the product. They have to concentrate on stocking the branded item adequately
so that there may not develop any stock out situation with reference to the branded wares. Besides the shopping pleasure of brand conscious consumers may bring in addition footfalls to the retail textile establishment by way of consumer referrals. Another positive feature of dealing in branded apparel is consumers’ tolerance of flaws in the branded wears. In this context it is suggested that the retail outlets in apparel and textile space can focus more on branded wears.
6.6 CONCLUSION

The present study on “Retail Marketing of Textile and Apparel Products in Chennai City in Tamil Nadu with Reference to Consumer Behaviour” has highlighted certain positive aspects like advertisement campaign, sales promotional activities, educational status, suggestion of family members, friends and relatives, price, cash discount, quality and brand recognition, different colours, sizes, quality and varieties, retail outlets, the replacement services, updating consumers on the new arrival and getting feedback on shopping experience and so on. These factors have contributed favourably to consumer behaviour in retail marketing of textile and apparel products in study the area. However, the present study has established very clearly that certain other factors like economic status, environmental change, emerging beauty consciousness, past experience, contribution of colleagues and sales force, direct contact by the shops and retailers in the matter of driving information, cotton mixtures, high exposure to the brand, credit schemes, celebrity endorsement and advertisement, quality of the products and price have played a limited role in influencing consumer behaviour in the study area. However, there is enormous potential for textile and apparel wears in Chennai. If the retail management leverages the positive factors and transforms the negative ones highlighted in the present study into positive factors by favourably influencing the consumer behaviour in the study, every player in textile and apparel space would undoubtedly stand to gain substantially in the years to come.
6.7 SCOPE FOR FURTHER RESEARCH

The study can be done on the following aspects:

1. A study on consumer perception of textile and apparel products in Tamilnadu.

2. A study on brand preference among the textile and apparel products in other districts of the Tamilnadu.

3. A study on impact of advertisement on textile and apparel products in Tamilnadu.

4. A study on sales forces perception of textile and apparel products in Tamilnadu.