

## **AN EMPIRICAL STUDY OF THE PREFERENCES AND BUYING BEHAVIOUR OF SILK SAREES AMONG WOMEN CONSUMERS IN COIMBATORE CITY**

**Ms.PAVITHRA.S<sup>1</sup>, II M.Com, VLB Janakiammal College of Arts and Science**

**Dr.AMUTHA.K<sup>2</sup> Associate Professor, Department of Commerce,**

**VLB Janakiammal College of Arts and Science, Coimbatore, Tamil Nadu, India**

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### **Abstract**

The study of women consumer behaviour has become essential. Consumers are the kings of markets. Without consumers no business organization can run. Consumer behaviour study is based on consumer buying behaviour, with the three distinct roles of user, payer and buyer. People now become dramatically and have unlimited wants on product and service, some more, their attitudes and behaviour often changed and elastic on price rise or low. In order to develop a framework for the study consumer behaviour paradigms of thought that has influenced the discipline.

**Key words:** Preference & Buying behavior, Silk sarees.

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### **Introduction**

Consumer behaviour is the study of when, why, where and how people do (or) do not buy products. It elements from Psychology, Sociology, Social Psychology and economics. It attempts to understand the buyer decision making process, individually and in groups. India is the second largest producer of silk, contributing to about 18 per cent of the of the world production. Five main varieties of silks are available in India namely Samudrika, Parampara, Vastrakala, Vasunthara, Banaras, Kanchipuram, Mysore. Their mastery lies in the creation of floral designs, beautiful textures, fine geometry, durability of such work and not the least, the vibrant colors they choose for making sarees. Many states in the country have their own variety of makes in silk as well as weaving centres with their traditional designs, weaving and quality.

In the south, heavy silk sarees from Tanjore, Kumbakonam and Kancheepuram in Tamil Nadu are known for their broad decorative borders and contrasting colors. Traditional stories in India thus abound with description of rare auspicious markings found on the bodies of memorable people. Legends about the Rama and Krishna Avatars, Gautama the Buddha, and Mahavira the Tithankara conform to this tradition. The Parampara pattu is an amalgam of blending traditional motifs and modern weaving styles. This exclusive range of wedding sarees celebrates handcrafted practices in stunning designs and adding a touch of modernity to them. Vastrakala Pattu was established in a year of established 1970. Named after Mother Earth, these stunning silk sarees capture the essence of our planet. According to Hindu mythology, Kanchi silk weavers are the descendants of Sage Markanda, the masters weaver of Gods who is supposed to have woven tissue from lotus fiber.

### **Objectives**

- To study the socio-economic characters of the sample respondents and their purchasing pattern of silk sarees.
- To derived the buying behaviour of women silk sarees in general and in particular Coimbatore City.

- To identify the Preferences towards silk sarees in different brands and in different place of purchase.
- To determine the reasons for selecting a particular shop and brand and problems faced by them while purchasing silk sarees and enjoying services offered by the silk saree shops.

### Review of literature

*Aatikawtra (2013)* the author has determined that Geographical Indication (GI) given to kancheepuram sarees has created the awareness and preferences of the brand among the consumers to identify and differentiate it from other type of sarees. The author has mentioned that Kancheepuram sarees are also used in creating suitable dance costumes.

*Kalaiyarasi (2014)* An empirical study of the preferences and buying behaviour of silk sarees among women consumers in Coimbatore city has stated that, silk sarees are very desirable and gracious among silk sarees which are preferred by women, because of their shining borders, contrast colours, uniqueness, and finishing.

*Sunsar Singh (2016)* has attempted an empirical study on silk sarees. He considered that organization, functions, uniqueness and problems are the four important factors of the silk industry. According to him though certain units go out of business and some units are mismanaged, the silk saree industry as a whole was vigorous, self reliant and quite profitable.

### Research methodology

#### Primary Data

The primary data is collected through questionnaire method. The convenient sampling method has been selected for the study purpose.

#### Secondary Data

Secondary data was also collected from leading journals such as The Indian Journal of Marketing, Journal of Indian Management, Survey of Indian Industries, Industrial Heralds, Industry 2.0, Industrial Researcher and Economic Survey Report.

#### Sample Size:

The sample of 150 respondents has been randomly selected from different parts of Coimbatore city.

### Tools

To analysis data the statistical tools are used which are given below:

1. Simple Percentage Analysis Method.
2. Chi- Square test.
3. Henry Garret Method

- **Simple percentage:**

Percent means out of one hundred. It is often shown with the symbol "%". It is used even if there are not a hundred items. The number is then scaled so it can be compared to one hundred.

$$\text{Simple Percentage} = \frac{\text{No of respondents}}{\text{Total no of respondents}} \times 100$$

- **Chi Square:**

A chi square ( $X^2$ ) statistic is a test that measures how expectations compare to actual observed data (or model results). The data used in calculating a chi square statistic must be random, raw, mutually exclusive, drawn from independent variables, and drawn from a large enough sample.

$$x^2 = \sum \frac{(O_i - E_i)^2}{E_i}$$

- **Henry Garret ranking**

This technique was used to evaluate the problems faced by the researchers. The orders of merit given by the respondents were converted in to rank by suiting the formula. To find out the most significant factor which influences the respondent, Garrett's ranking technique was used. As per this method, respondents have been asked to assign the rank for all factors and the outcomes of such ranking have been converted into score value with the help of the following formula:

$$\text{Percent position} = \frac{100(R_{ij} - 0.5)}{N_j}$$

#### Limitations of the Study

- The study was conducted only in the Coimbatore city so the information may not be compare with other area.
- The analysis was made based on the information provided by the respondents so the result may not be compare with other factors.
- The result arrived is applicable only to the study period.
- Respondents opinion are dynamics, they keeps changing time to time.

**Table.1 Demographic Factors of the Respondents**

Demographic Factors	Factors	No. of Respondent	Percentage (%)
Age	Below 30	42	28
	31-40	32	21
	41-50	52	35
	Above 50 years	24	16
Educational Status	School Level	38	25
	UG Degree	54	36
	PG Degree	20	14
	Professional	20	13
	Illiterate	18	12
Present Status	House wife	38	25
	Student	26	17
	Business	30	20
	Employee	34	23
	Professional	22	15
Monthly Income	BelowRs.10,000	68	46
	Rs. 10,001-20,000	24	16
	Rs.20,001-30,000	26	17
	Above Rs.30,001	32	21
Marital Status	Married	94	63
	Unmarried	56	37
Family Members	Upto 3 members	38	26
	4-5 members	72	48
	Above 5 members	40	26
	Joint Family	56	38
Type of family	Nuclear Family	94	62
	Below 30	42	28

Source: primary data

The above table denotes demographic profile of the respondents. 35% of the respondents are 41-50 years of age group, 30% of the respondents are under graduates, 25% of the respondents are house wife, 46% of the respondents monthly income is below Rs.10, 000, 63% of the respondents are married, 48% of the respondents have 4-5 members in their family and 62% of respondents are nuclear family.

**Table 2: Reason for Preferring Silk Sarees**

Demographic Factors	Factors	No. of Respondent	Percentage (%)
Total Female Members in a Family	Only one	28	19
	Two members	50	33
	3 members	50	33
	Above 3 members	22	15
Different Brand of Pattu	Samudrika	18	12
	Parampara	26	17
	Vastrakala	24	16
	Vasunthara	20	13
	Banaras	26	17
	Kanchipuram	14	10
	Mysore	22	15
Consumer preference towards Silk Saree	Festival	38	26
	Marriage	48	32
	Birthday	28	18
	Parties & Prayer / Discount & Offers	36	24
Reason for Preferring Silk Sarees	As a status symbol	38	25
	For cultural significance	68	46
	For mental satisfaction	44	29
Amount spend for Purchase	Below Rs. 4,000	36	24
	Rs. 4,001-8,000	44	30
	Rs8,001-12,000	40	26
	Rs. Above Rs.12000	30	20
Color Preference	Dark	42	28
	Light	44	29
	Double shaded	34	23
	Multicolor	30	20
Number of Sarees Purchase at a Time	One saree	64	43
	Two saree	58	38
	Three saree	22	15
	Above 3 sarees	6	4

**Source:** primary data

The above table inferred that the reason for preferring silk sarees among women consumers in Coimbatore city. 34% of the respondents have 3 female members in their family, 18% of the respondents are preferred Banaras sarees, 32% of respondents prefer silk sarees for marriage function, 46% of respondents are preferred silk sarees only for cultural significance, 30% of respondents are spend Rs.4001-8,000, 29% of respondents

are preferring light color silk sarees and 43% of respondents are purchase only one saree at a time.

### Chi- Square Test:

**Table 1: Education Qualification Compared with Type of Silk Sarees**

S.No	Education Qualification	Material type of silk sarees					Total
		Pure silk	Fancy silk	Silk cotton	Cora cotton	Polyesters mixed silk	
1	School Level	10(-0.01)	12(-0.56)	4(-0.04)	8(-1.37)	6(-6.89)	40
2	UG Degree	10(0)	20(-1.24)	4(-0.03)	2(-2.31)	6(-1.63)	42
3	PG Degree	2(-3.29)	12(-1.82)	4(-0.11)	4(-0.02)	6(-0.88)	28
4	Professional	8(-3.18)	4(-1.08)	3(-1.49)	4(-1.06)	0(-2.6)	18
5	Illiterate	6(-0.12)	8(-4.87)	2(-0.03)	2(-0.27)	4(-0.2)	22
TOTAL		36	56	16	20	22	150

Source: primary data

### Null hypothesis 1

There is no significant relationship between education qualification and material type of silk saree want to wear.

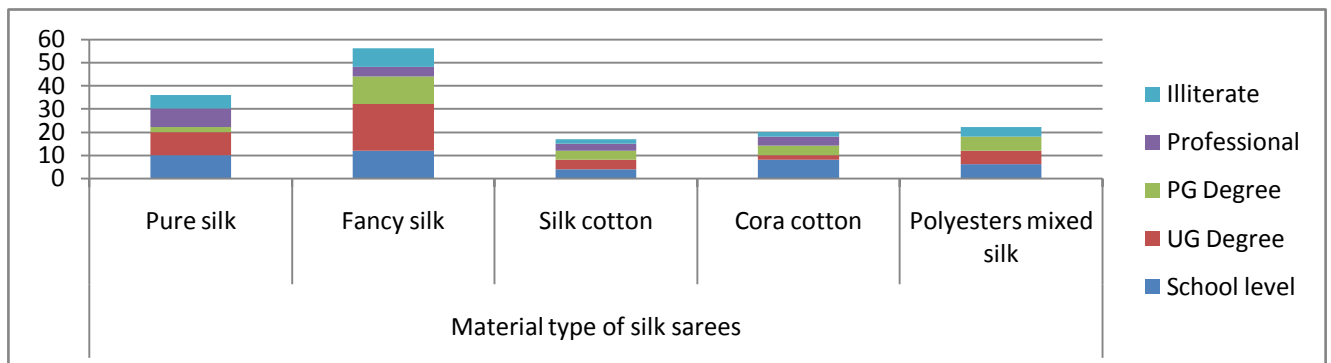
Chi-square value = 35.1

Table value = 49.8

Significant level = 5%

**Result:** Thus, the  $X^2$  value is less than table value, hence the hypothesis is accepted. Therefore, there is no significant relationship between education qualification and Type of silk saree want to wear.

**Chart 1 : Education Qualification Compared with Type of Silk Sarees**



**Table 2: Age Compared with Having Number of Silk Sarees**

S.No	Age	Material type of silk sarees				Total
		1-3 Sarees	4-6 Sarees	7-9 Sarees	Above 9 Sarees	
1	Below 30	20(-0.05)	10(-0.5)	10(-0.09)	2(0)	42
2	31-40 years	20(-1.66)	6(-0.5)	2(-3.38)	4(-0.9)	32
3	41-50 years	18(-1.08)	20(-4)	10(-0.09)	4(0)	52
4	Above 50 years	10(-0.05)	2(-3)	10(-5)	2(-5.26)	24
TOTAL		68	38	32	12	150

### Null hypothesis 2

There is no significant relationship between age and number of silk sarees.

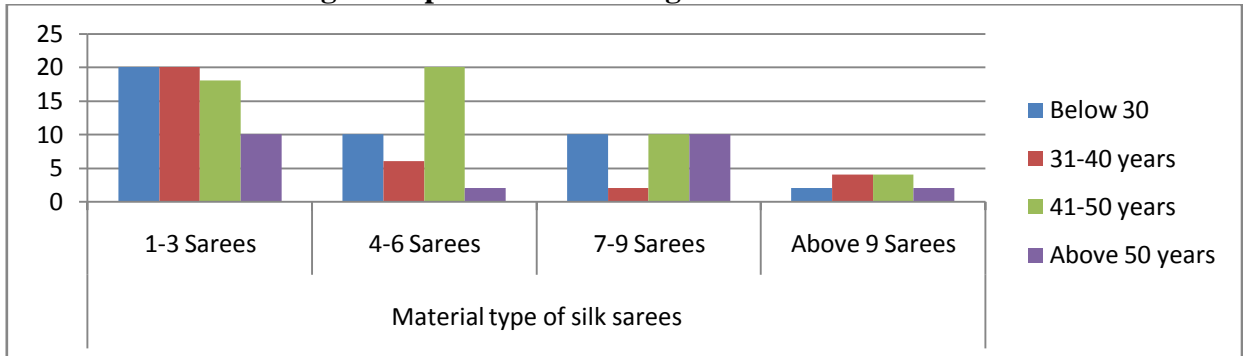
Chi-square value = 25.56

Table value = 37.7

Significant level = 5%

**Result:** Thus, the  $X^2$  value is less than table value, hence the hypothesis is accepted. Therefore, there is no significant relationship between age compared with having number of silk sarees.

**Chart2: Age Compared with Having Number of Silk Sarees**



**Reasons for Selecting the Particular Shop**

FACTOR	I	II	III	IV	V	VI	Total	Total Score	Mean Score	Rank
Proximity/ Easy access	20	40	18	36	20	16	<b>150</b>	7740	<b>51.6</b>	<b>1</b>
	1540	2520	972	1620	720	368				
Advice by friends/ Relatives	20	14	42	24	14	12	<b>150</b>	6550	<b>43.6</b>	<b>2</b>
	1540	882	2268	1080	504	276				
Image and reputation of the shops	18	26	12	36	16	18	<b>150</b>	6282	<b>41.88</b>	<b>3</b>
	1386	1638	648	1620	576	414				
Knowledge of the sales people	36	10	14	12	22	28	<b>150</b>	6134	<b>40.8</b>	<b>4</b>
	2772	630	756	540	792	644				
Reasonable and lower price compared to other shops	14	22	20	14	32	22	<b>150</b>	5832	<b>38.9</b>	<b>5</b>
	1078	1386	1080	630	1152	506				
\\Hospitality and care	20	10	20	26	20	28	<b>150</b>	5784	<b>38.56</b>	<b>6</b>
	1540	630	1080	1170	720	644				

### Suggestion

- We are not getting Kanchipuram Silk Sarees at Coimbatore, if we get those type of sarees at Coimbatore. It is easy to consume the Silk Sarees.
- If we get sarees below 12,000.it will be better to consume.
- Sarees must be in Light color. Because people like to prefer only light colours.

### Conclusion

There was a time when silk sarees employed huge popularity as the most suitable saree for any auspicious occasion. As time passed by, the saree started facing tremendous competition from synthetic sarees. Computerization had to be introduced to save the industry from collapse. Today the quality, style and design of silk sarees have got a boost with computer-aided design. The process of design has undergone change. Though the

techniques and materials are changing with consumer's tastes and preferences and buying behaviour. The number of export orders for these sarees from abroad has increased and only time will say how much niche market these sarees will garner. Such studies of consumer behavior help marketers to recognize and forecast the purchase behavior of the consumers. Women are quality conscious, tradition and heritage lovers and hence inspite of various dress materials in the form of Silk Sarees.

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