



## A STUDY ON CUSTOMER PREFERENCE TOWARDS POTHY'S TEXTILE IN MADURAI CITY

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### ABSTRACT:

Customer preference for Pothys, a renowned Indian textile retailer, is influenced by multiple factors. Firstly, Pothys is celebrated for its extensive collection of high-quality traditional and contemporary clothing, encompassing sarees, salwar suits, and fabrics. The brand's commitment to authenticity and craftsmanship resonates with customers, as many products showcase intricate designs and superior materials. Furthermore, Pothys' longstanding brand reputation, cultivated over decades of customer service, plays a pivotal role in both attracting and retaining customers. The brand is synonymous with trustworthiness and reliability, crucial elements shaping customer preference. Secondly, Pothys' dedication to customer service and the overall shopping experience significantly contributes to its popularity. The brand is distinguished by its attentive and knowledgeable staff, providing assistance to customers in finding the perfect attire. Additionally, Pothys' physical stores are known for their spacious and well-maintained environments, enhancing the overall shopping experience with comfort and enjoyment. The synergy of quality products, a robust brand reputation, and exceptional customer service positions Pothys as the preferred choice for customers seeking traditional Indian attire.

### KEYWORDS:

**CUSTOMER, DRESSES, INDUSTRY, MATERIAL, DISTRIBUTOR.**

### 1.1 INTRODUCTION

The textile industry is responsible for the transformation of raw materials into finished products, encompassing textile development, production, manufacturing, and distribution. Two primary categories of fabric exist in this industry: natural, derived from plants and animals, and those created through human-made processes. Since the inception of trade, the success of economic activities has hinged on producers manufacturing and selling goods and services that align with the preferences of target consumers. Marketing plays a crucial role in understanding consumer preferences, defined as the selection of one thing over another. In today's market, consumers have numerous alternatives of a specific product type at their disposal, necessitating a preference for one particular product. A marketing manager must be aware of the reasons behind consumer preferences. Buying, a pivotal function, involves determining needs, identifying sources of supply, making business connections, negotiating prices, and transferring ownership from the seller to the purchaser. The success of selling depends on buying, with raw material costs typically constituting about half of the sales amount of manufactured products. The Theory of Consumer Preference is based on subjective tastes measured by utility, allowing consumers to rank bundles of goods according to the utility levels they provide. Preferences

remain independent of income and price. The textile and clothing sector contributes significantly to India's economy, accounting for about 27% of foreign exchange earnings, 14% of industrial production, and 3% of the gross domestic product. Additionally, the textile industry contributes around 8% to the total excise revenue collection and employs approximately 21% of the total workforce. Textile products are integral to our daily lives, serving as the foundation for the clothing industry, home furnishings, and various other sectors. Fibers, the building blocks of textiles, can be natural (such as cotton, wool, silk, jute) or manmade (including nylon, polyester, acrylic, spandex, rayon), obtained through natural or chemical methods.

### 1.2 STATEMENT OF THE PROBLEM

The study's problem statement for customer preferences towards Pothys textile in Madurai City is formulated as follows: The principal objective of this research is to examine and analyze the factors that impact customer preferences for Pothys textile in Madurai City. The investigation aims to pinpoint the particular challenges and opportunities within the market, delve into the primary determinants influencing customer choices, and offer insights into elevating customer satisfaction and fostering loyalty in the context of Pothys' presence in Madurai City.

### 1.3 REVIEW OF LITERATURE

Jarvenpaa, Tractinsky and Vitale (2000) explore how customers professed store size and status inspire their trust in risk perception, attitudes and willingness to purchase from the specific store. They realize that there is a positive correlation between customer belief in internet stores and the stores supposed reputation and scope. Higher customer belief correspondingly decreases perceived risks related to internet shopping and produces more promising attitudes near to shopping at a specific store, which in turn raises readiness to buying from store.

Anwarul Azim, Md. Russel Anwar (2014) the study reflects that many demographic factors and others purchase pattern factors have a significant influence on the customer's choice of retail outlet and buying of apparel product. Showroom specific factors also have influence on the buying behavior of retail outlet. Cat's Eye, Artistic, Aaron, Wastes, Ecstasy, Kay-Kraft, Yellow are the leading brands and are the most preferred brands and possesses many better positive attributes. According to the ranking by customers, the quality factor prevails in the first position, colour and design, comfort and style and price are securing successive ranks respectively.

### 1.4 OBJECTIVE OF THE STUDY

- ❖ To study on customer preferences for Pothys textile.
- ❖ To study the opinion about the price of dress material.
- ❖ Identifying the key determinants influencing customers' decisions to patronize Pothys over other textile brands in Madurai
- ❖ Exploring the role of factors such as brand reputation, product quality, pricing, variety, and customer service in shaping customer preferences.
- ❖ To offer the finding and suggestions of the study

### 1.5 METHODOLOGY OF THE PROJECT:

#### 1.5.1 RESEARCH DESIGN:

The research project's structure, commonly referred to as the research design, involves organizing conditions for the collection and analysis of data. This arrangement is crafted to align with the research's purpose efficiently, striking a balance between relevance and procedural economy.

#### 1.5.2 SAMPLING SIZE:

For this study, we obtained responses from 60 participants who utilized the Customer preference toward pothys textile in Madurai city. We employed questionnaires and conducted personal interviews as part of the convenience sampling method with individuals who visited as customers.

#### 1.5.4 SAMPLING METHOD

Convenience sampling is used for the study under this

method the units are selected according to convenience of the researcher such as nearness easy availability of data.

### 1.5.5 TOOLS FOR DATA COLLECTION

Constructing a questionnaire is a skilful task, requiring an artistic approach. Questionnaires serve as essential tools for assessing the status of current practices and obtaining opinions and attitudes through surveys. Researchers utilize questionnaires to gather information, and respondents complete the scheduled forms as part of the data collection process.

### 1.5.6 TOOLS FOR ANALYSIS

The tools used for analysis in percentage analysis.

### 1.5.7 STUDY OF THE AREA

The research selected in Madurai city

### 1.5.8 METHODS OF DATA COLLECTION

The study engaged two methods for data collection: primary data and secondary data. Primary data, acquired firsthand through observation and measurement during the research process, was gathered using the questionnaire method. The researcher personally interviewed respondents, elucidating the study's objectives before administering the questionnaire. To ensure accurate responses, the questionnaire was translated into Tamil, originally being in English. Additionally, secondary data, previously collected by various agencies for different purposes, was utilized. These data were sourced from books, journals, newspapers, periodical reports, and the internet. By amalgamating both primary and secondary data, the researcher was able to compile comprehensive information for the study.

### 1.6 DATA ANALYSIS

**TABLE: 1.6.1**

**CLASS WISE AGE OF RESPONDENTS**

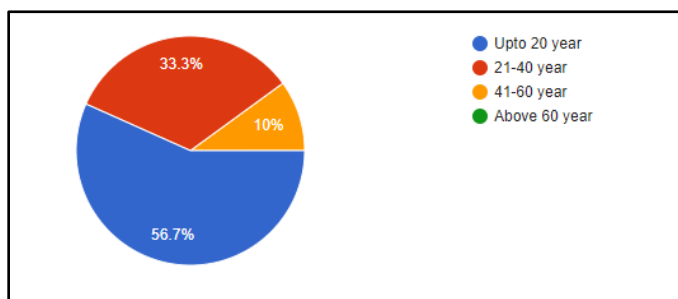
| S. No | Particulars   | No. of respondents | Percentage |
|-------|---------------|--------------------|------------|
| 1     | Up to 20 year | 34                 | 56.7%      |
| 2     | 21-40 year    | 20                 | 33.3%      |
| 3     | 41-60 year    | 6                  | 10%        |
| Total |               | 60                 | 100%       |

Source: primary data

### INTERPRETATION

The table indicates that the majority of respondents (56.7%) fall within the age group up to 20 years, followed by 33.3% in the 21-40 years category, and 10% in the 41-60 years category. There are no respondents listed in the "Above 60 years" category. The total number of respondents is 60, and the percentages add up to 100%.

**DIAGRAM 1.6.1**  
**AGE OF RESPONDENTS**



**TABLE 1.6.2**

**CLASS WISE RESPONDENTS OF SELECTING TYPE OF WEAR**

| S.NO | PARTICULARS      | NO. OF RESPONDENTS | PERCENTAGE |
|------|------------------|--------------------|------------|
| 1    | Men's wear       | 22                 | 36.7%      |
| 2    | Women's items    | 30                 | 50%        |
| 3    | Children's items | 8                  | 13.3%      |
| 4    | total            | 60                 | 100%       |

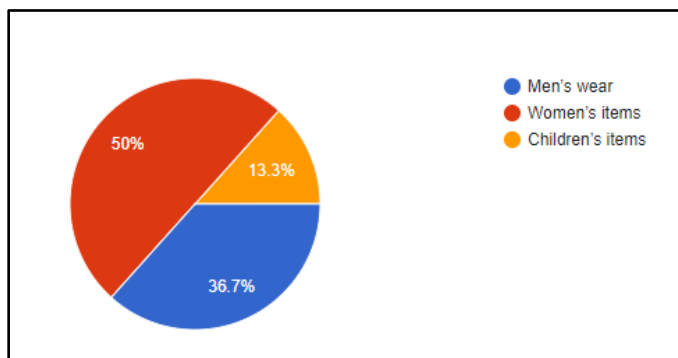
Source: primary data

**INTERPRETATION:**

From the above table it is observed that (50%) of the customers are buying the women's items and (36.7%) of the customers are buying the men's wear and (13.3%) of the customers are buying the children's items

**DIAGRAM 1.6.2**

**RESPONDENTS OF SELECTING CHOICE OF WEAR**



**TABLE: 1.6.3**

**CLASS WISE FACTORS INFLUENCE OF DECISION MAKING**

| S.NO | PARTICULARS        | NO. OF RESPONDENTS | PERCENTAGE |
|------|--------------------|--------------------|------------|
| 1    | Quality of product | 29                 | 48.3%      |
| 2    | Price              | 10                 | 16.7%      |
| 3    | Brand              | 14                 | 23.3%      |

|   |        |    |       |
|---|--------|----|-------|
| 4 | Others | 7  | 11.7% |
| 5 | Total  | 60 | 100%  |

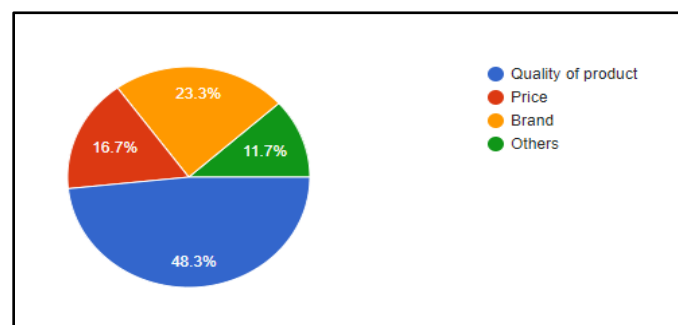
Source: primary data

**INTERPRETATION:**

- ❖ 48.3% of respondents prioritize the Quality of the product.
- ❖ 16.7% of respondents consider Price as a significant factor.
- ❖ 23.3% of respondents are influenced by the Brand.
- ❖ 11.7% of respondents have other factors influencing their choices.
- ❖ The total number of respondents is 60, and the percentages add up to 100%.

**DIAGRAM 1.6.3**

**FACTORS INFLUENCE OF DECISION MAKING**



**1.7 FINDINGS AND SUGGESTIONS:**

- The table indicates that the majority of respondents (56.7%) fall within the age group up to 20 year.
- From the above table it is observed that (50%) of the customers are buying the women's items.
- 48.3% of respondents prioritize the Quality of the product.

**SUGGESTIONS:**

- Implementing customer loyalty programs could enhance repeat purchases and strengthen customer loyalty.
- Improving online presence and e-commerce capabilities to cater to customers' changing shopping preferences.
- Introducing more affordable options without compromising quality to attract price-sensitive customers.

**CONCLUSION:**

The study demonstrates that Pothys Textile holds a prominent position in customer preferences in Madurai City, primarily attributed to its diverse selection of high-quality traditional and contemporary clothing options. The brand's commitment to authenticity and craftsmanship, coupled with its attentive customer service and comfortable shopping environment, emerge as pivotal factors influencing customer preference. Nevertheless, the

research also underscores the significance of competitive pricing and the necessity to adapt to shifting customer preferences, particularly in the digital era. To fortify its standing and align with evolving customer needs in Madurai, Pothys can enhance its position through initiatives such as customer loyalty programs, an improved online presence, and the introduction of more affordable options.

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