A Study On Consumer Attitude Towards Traditional Apparels In Chennai City

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Abstract

Conferring to numerous research, the widely held of customers choose traditional apparel for quality and ethnic conscious. Traditional apparel production and commerce have evolved as a significant in recent years. The purpose of this study was to learn about customer attitudes about Consumption of traditional apparel, to overview of traditional apparel through related literatures, and consumer potential towards traditional apparel. The findings of the study reveals that consumers are more aware of traditional apparel. They show higher frequency of purchase of traditional apparel, consumers are often purchase traditional apparel. Majority of the respondents shows highest Willingness to buy traditional apparel. The study used Convenience sampling technique in this research. The research consist of 100 sample size.

Keywords: traditional apparel, Frequency of purchase, Consumer attitude, Quality, Ethnic conscious, Willingness to buy

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Introduction

In economics, marketing, and advertising, a consumer is defined as the person who pays to consume products and services produced by a seller (i.e., a corporation or organisation). In reality, consumer behaviour is a subset of human behaviour. Several fields known together as the behavioural sciences have long examined human behaviour, and their contributions are useful in understanding consumer behaviour. The study of consumer behaviour is designed to be interdisciplinary. Consumer preferences for clothing are divided into two categories: those linked to apparel attributes and those that are not. Textile characteristics include variety, durability, pricing, size and finally ethnicity. Textile is a product that is often purchased, allowing customers to acquire consistent preferences. In today's drift more and more people are switching on to traditional apparel than modern ones. Increase in the income of consumers, increase in literacy level among consumers, globalization, increase in purchasing power and consumer consciousness towards traditional are the important factors which create demand for traditional apparels in India. Traditional apparels captivated the market of both menswear and women's wear and slowly catching up in children wear segment. Media and promotions have been the sole reasons for the traditional awareness and consciousness among the Generation Y. This is the new trend that more and more young people are buying clothes which are traditional. When they are out shopping in a chic shopping mall they are sure to visit one of the traditional stores to buy a traditional apparels from the shop. The purpose of this article is to investigate the aspects that influence consumer attitude in the traditional apparels purchasing.

Literature review

Sandra Maria and Michael Breazeale (2016)

The study looked at how social switching and behaviour in the direction of clothing purchases affected the influence of the nine most well-known features of web-based shopping

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introduction on online buy expectations. They contend that the development of purchasers' introduction to online buying is moreover influenced by their in-house purchase propensity, comfort awareness, and motivation to acquire. Online shoppers' motivation and usability give off the idea that they might easily compare to leisure shopping. Introduction of online shopping tends to affect apparent behaviour control and attitude about purchases.

Reham Abdelbaset Sanad (2016) claims that one of the most significant markets in the world is the textile sector. One of the strategies utilised in modern textile product marketing is an understanding of the numerous aspects that affect consumer behaviour. This method may be used to develop a textile firm strategy that appeals to target customers and advertises to them. To uncover and identify the main aspects that impact consumer behaviour, particularly those that influence purchase decisions, researchers need to offer a full discussion for consumer behaviour study.

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Sheek Meeran, Ranjitham (2016) The goals of this study are to identify the brands of clothing that respondents prefer most, as well as to look at how customers perceive retail clothing showrooms and the factors that influenced their decision to purchase at a certain retail clothing showroom in Tirunelveli Hub. According to the poll, respondents continue to favour branded clothing from Raymond, Peter England, and John Player as their top three choices.

Jafar Ikbal Laskar and Haidar Abbas (2014) The study emphasises the significance of research in the field of garment business to access this growing potential, despite the apparel consumer's growing demand and their active participation in the spread of innovation. In order to serve this market segment more profitably, clothes retailers and suppliers must also play a critical role in determining customer purchasing patterns.

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Rajput, N., Kesharwani, S. and Khanna, A (2012) the Indian clothing sector now offers an overwhelming amount of high-quality materials and diversity to satisfy consumer demand. Customers are also taking advantage of the occasion. The results show that Indian men and women are currently very brand conscious. As a result, choosing a product or brand no longer heavily relies on brand image. Other factors, such as quality, comfort, expectations, and demographic traits, also have an impact on the purchasing decision that both men and women make when making purchases.

Objectives of the research

Based on the research the research object to study

- The focus of this research was to learn about consumer views around traditional apparel purchase behavior.
- To make an impression of traditional apparel purchasing through related literature
- To know the relationship among various demographic of the consumer towards traditional apparel purchasing

Methodology

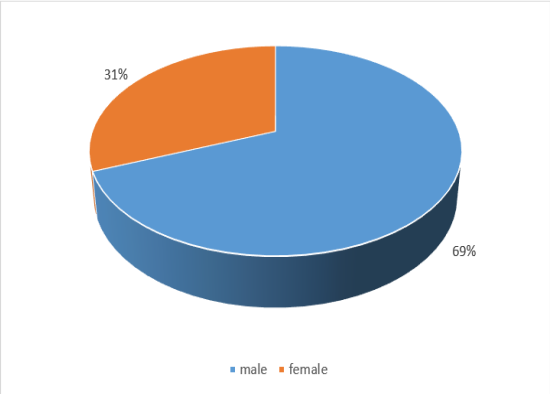
This study employs the convenience sampling approach. The sample size of 100 would be used, original data were collected in Chennai's southern area. The collected data were taken for analysis, percentage analysis were made for the respondents, and various questions were used to know the consumer attitude towards traditional apparels. MS Excel is used to analyse the data.

Results

Percentage analysis of the respondents

Gender

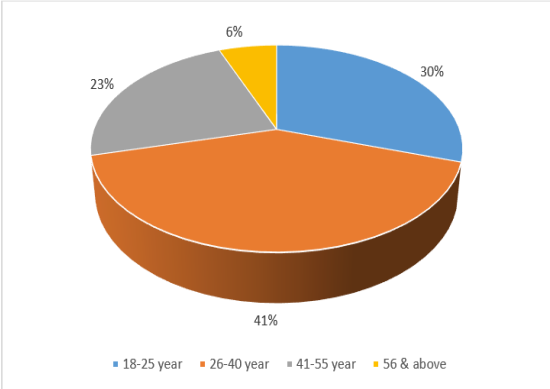
Table 1 Percentage analysis for Gender



Gender	Male	69	69%
	Female	31	31%

The above table shows that majority of the respondent ware male of 69%

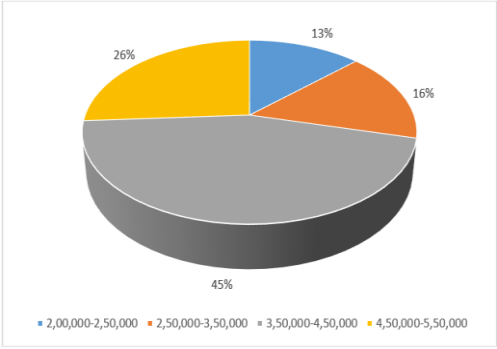
Table 2 Percentage analysis for Age



Age	18-25 year	30	30%
	26-40 year	41	41%
	41-55 year	23	23%
	56 & above	06	06%

From the above table it shows that majority of the respondent ware in the age group of 26-40 years.

Table 3 Percentage analysis for family income

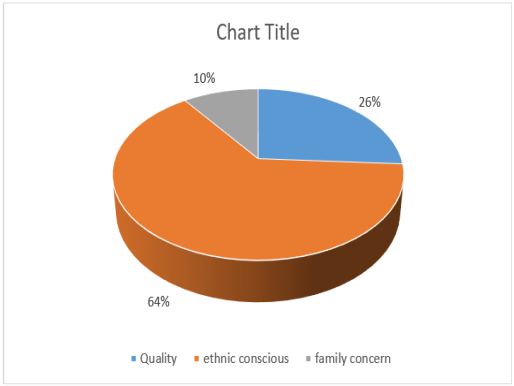


Family Income	2,00,000-2,50,000	13	13%
	2,50,000-3,50,000	16	16%
	3,50,000-4,50,000	45	45%
	4,50,000-5,50,000	26	26%

For income of the family, the above table it shows that majority of the respondent ware 3,50,000-4,50,000 of 45%.

Consumer Attitude towards Traditional Apparels

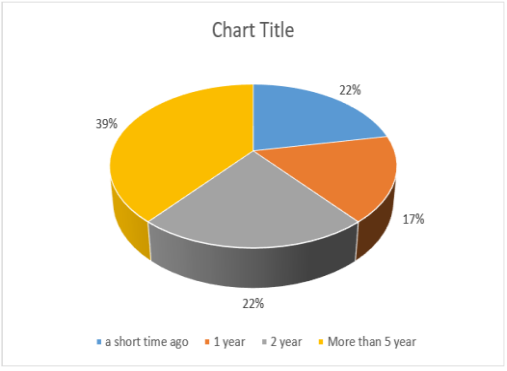
The Pluses of Buying traditional apparels



Quality	26	26%
ethnic conscious	64	64%
family concern	10	10%

The above table shows that the 64 percent of respondents having an attitude of ethnic conscious, 26 percent of respondents for its quality and other 10 percent of respondents will prefer because family concern.

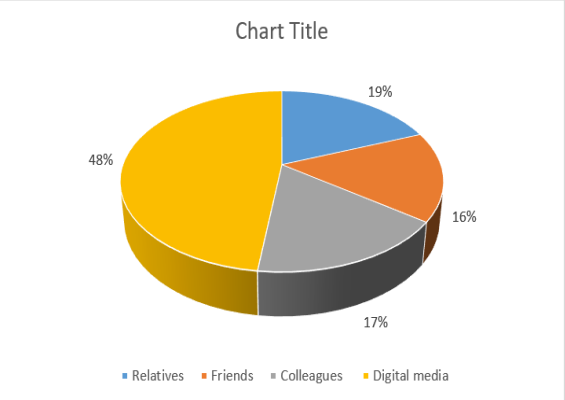
How Long Have You Been Engaged in Buying traditional apparels



a short time ago	22	22%
1 year	17	17%
2 year	22	22%
More than 5 year	39	39%

The above table shows the 22 percent of the respondents are purchasing traditional apparel product in recent days only, 17 percent of the respondents are purchasing one year, 22 percent of respondent are purchasing two years, and remaining 39 percent of respondent are purchasing traditional apparel more than five years.

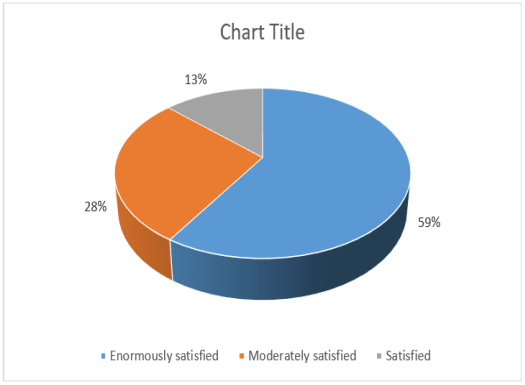
Awareness towards traditional apparels from



Relatives	19	19%
Friends	16	16%
Colleagues	17	17%
Digital media	48	48%

The above table shows that the awareness of purchasing traditional apparel to respondent is more from Digital media 48% and second is Relatives 19%, 16% from Friends, 17% from Colleagues.

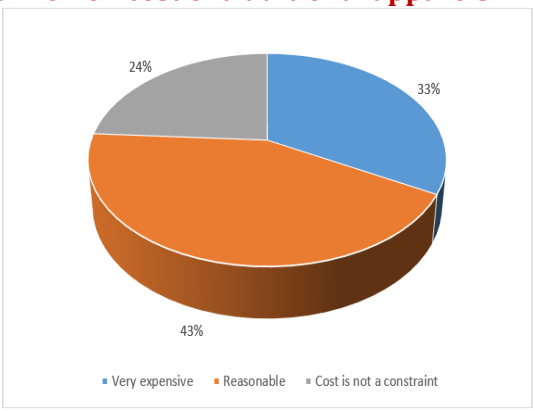
Satisfaction towards traditional apparels



Enormously satisfied	59	59%
Moderately satisfied	28	28%
Slightly Satisfied	13	13%

The above Table shows that majority of the respondent 59% enormously satisfied with traditional apparel. 28% of consumer moderately satisfied with traditional apparel. 13% respondents are Slightly satisfied with traditional apparel.

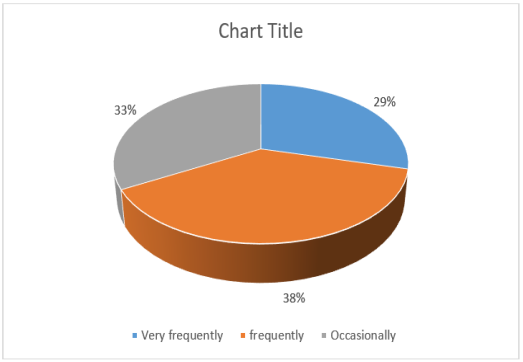
Opinion on cost of traditional apparels



Very expensive	33	33%
Reasonable	43	43%
Cost is not a constraint	24	24%

The above Table shows that 33% respondents says very expensive, 43% respondents says Reasonable and 24% says Cost is not a constraint.

Frequency of purchase of traditional apparels

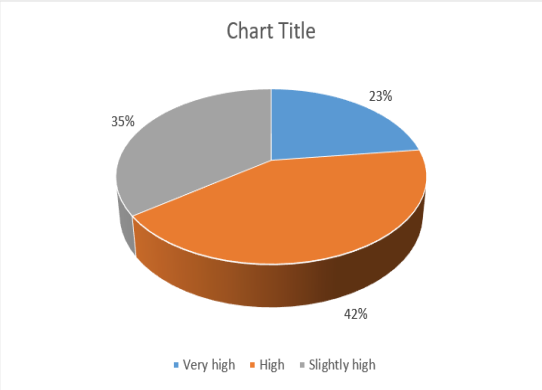


Very frequently	29	29%
frequently	38	38%
Occasionally	33	33%

The above Table shows the Frequency of purchase of traditional apparel 29% of the respondents says Very frequently, 38% says

frequently and 33% respondents says occasionally.

Willingness to buy traditional apparels



Very high	23	23%
High	42	42%
Slightly high	35	35%

The above Table shows the Willingness to buy traditional apparel 42% of respondents says high, 23% of respondents says Very high and 35% are slightly high.

Discussion

The findings of the study reveals that majority of the respondents of the study are male the study reveal that male are more concentrate on traditional apparel purchasing. Majority of the respondent are in the age group of 26-40 years the study reveals that younger age people concentrate more in traditional apparel purchasing. Majority of the respondent purchase traditional apparel for quality. The consumers revels that the purchasing traditional apparel more than 5 years. Majority of the respondent got awareness from digital media. Majority of the respondent enormously satisfied with traditional apparel. Majority of the respondents feel Reasonable for traditional apparel however we have to consider 33% of respondents feel traditional apparel are very expensive. Frequency of purchase of traditional apparel, consumers are frequently purchase traditional apparel products. Majority of the respondents shows highest Willingness to buy traditional apparel.

Conclusion

The study reveals that consumers are highly conscious of traditional apparel in recent days because of quality and ethnic conscious through digital media especially after advent of smart phones consumers are engaging with social media. Consumer behaviour is important when purchasing any product, not only traditional apparel. The traditional apparel sellers are all on the rise. Consumer are having the frequency and willingness towards traditional apparel.

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