Research Paper   **Commerce**

A Study on Customer Preference towards the Chennai Silks with Special Reference to Erode Town

* Dr. M. Jayanthi ** A. Vaideke

* Associate Professor in Commerce, PSG College of Arts and Science, Coimbatore-641 014.

** Assistant Professor in Commerce, Dr.N.G.P Arts and Science College, Coimbatore-641 035.

ABSTRACT

A research is conducted where there is a need for an enquiry to be conducted which would give a solution to the problems faced by any organization. This study was efficiently and effectively carried out to accomplish the various objectives framed for solving problems. The researcher has conducted the study to find customer preference towards The Chennai Silks. The research was conducted in Erode Town.

Keywords :

INTRODUCTION

Buyer behaviour is a comparatively new field of study. It is the attempt to understand and predict human actions in the buying role. It has assumed growing importance under market-oriented or consumer-oriented marketing planning and management. Buyers' market for many products and the growth of consumerism and consumer legislation since 1960 have created special interest in buyer behaviour and the formulation of marketing mixes to respond favorably buyer behaviour in the market place.

Buyer behaviour is defined as "all psychological, social and physical behaviour of potential customers as they become aware of, evaluate, purchase, consume and tell others about products and service".Buyer behaviour involves both individual (psychological) processes and group (social) processes. Buyer behaviour is reflected from awareness right through post-purchase evaluation indicating satisfaction or non-satisfaction, from purchase.

ABOUT THE CHENNAI SILKS

The legacy of The Chennai Silks began in the early 60's in Tirupur, the textile city of south India. The pursit for excellence had its beginning as Khadi stores in various parts of Tamilnadu. With a sincere motto of servicing all section of society with quality, the stores became immensely popular among the customers.

The Chennai Silks", the first unit of the group, is a chain of textile showrooms spread across South India in Chennai, Coimbatore, Trichy, Erode and Tirupur. These textile and garment retailing operations are structured to showcase all kinds of clothing and suit for all age groups from cotton to silks, literally a one stop shop for all clothing needs of both genders. The showrooms stock the most advanced and trendy designs in silk sarees, Fancy sarees, Shirting, Suiting, Ready-mades, Dress materials, Kids wear, Handloom ,Furnishings and much more.

OBJECTIVES OF THE STUDY

1. To study the customer preference towards The Chennai Silks.
2. To study the customer ideas, opinion and preference on the promotional tools used
3. To study the satisfaction towards the customer service at The Chennai Silks
4. To offer suggestion on the basis of results of the study

METHODOLOGY OF THE STUDY
(i) Area of study
This study is confined to Erode town only.

(ii) Sampling design
The sampling technique selected for the study as simple random sampling. The respondents have been randomly selected from total population.

Sample size
The sampling size is 100. The questionnaire were systematically prepared and distributed to the respondents. The respondents varied from a wide cross section of various economic and demographic characteristics.

(iii) Source of data
The data for this study has been collected from primary and secondary sources.

(iv) Statistical Tools
The following were the statistical tools applied for the analysis of data collected. 1.Chi-Square analysis   2.Average rank analysis

Chi-Square Analysis
In this section, chi-square test is employed to identify whether there is a any significant association between the personal profile of the respondents and study factors. The quality χ^2 describes the magnitude of the discrepancy between theory and observation. It is defined as:

$$\chi^2 = \sum \frac{(O - E)^2}{E}$$

Where O refers to observed frequency and E refers to the expected frequencies. The calculated value of χ^2 compared with the table value for given degrees of freedom at a certain specified level of significant.

TABLE NO: 1
Table showings monthly income (vs.) Amount spent on purchase

Amount Spent	Monthly income				Total
	Upto Rs.7000	Rs.7000 to s.15000	Rs.15000 to Rs.25000	Above Rs.25000	
Below Rs.2000	5	3	2	2	12
Rs.2000 to Rs.4000	6	9	13	8	36
Rs.4000 to Rs.6000	5	6	9	9	29
Above Rs.6000	5	6	9	3	23
Total	21	24	33	22	100

Ho: There is no significant association between Monthly income and amount spent on purchase
Result: Calculated value:6.60
Table value: 16.919
Degrees of freedom 9 at 5% level of significance

Inference: Since the calculated value of χ^2 is less than the table value, the null hypothesis is accepted. Hence it can be concluded that there is no significant association between monthly income and amount spent on purchase.

TABLE NO: 2
Table showings Age (vs.) Satisfaction towards customer service at The Chennai silks

Level of satisfaction	Age				Total
	Below 25 years	25 to 35 years	35 to 45 years	Above 45 years	
Satisfied	20	18	12	10	60
Neutral	13	8	8	3	32
Dissatisfied	2	2	2	2	8
Total	35	28	22	15	100

Ho: There is no significant association between Age and Satisfaction towards customer service at The Chennai silks
Result: Calculated value: 2.37
Table value: 12.592

Degrees of freedom 6 at 5% level of significance

Inference: Since the calculated value of χ^2 is less than the table value, the null hypothesis is accepted. Hence it can be concluded that there is no significant association between age and satisfaction towards customer services at The Chennai silks.

Average Ranking Analysis
In this section, average ranking analysis is used to analyse the ranks given by the respondents for various factors, the weights are given to various ranks and total scoring are calculated. The average ranking scores are calculated based on total scores and then the ranks are allotted according to the average ranking scores.

TABLE NO: 3
Preference towards various Promotional campaigns

Factors	Rank I	Rank II	Rank III	Rank IV	Total	Mean	Rank
	4	3	2	1			
Discounts	30	24	26	20	100		
Score	120	72	52	20	264	2.64	1
Exchange offer	19	30	25	26	100		
Score	76	90	50	26	242	2.42	4
Attractive price	20	32	23	25	100		
Score	80	96	46	25	247	2.47	2
Gifts	24	22	30	24	100		
Score	96	66	60	24	246	2.46	3

Inference
The above table reveals that the respondents have assigned first rank to Discount, second rank to attractive price, third rank to gifts, fourth rank to exchange offers. Majority of the respondents have given discount offer as their top priority out of various promotional campaign made by The Chennai Silks.

TABLE NO: 4
Factors that influence purchase from The Chennai Silks

Factors	Rank I	Rank II	Rank III	Rank IV	Rank V	Rank VI	Total	Mean	Rank
	6	5	4	3	2	1			
Price	18	15	16	20	19	12	100		
Score	108	75	64	60	38	12	357	3.57	3
Variety	25	20	18	15	12	10	100		
Score	150	100	72	45	24	10	401	4.01	2
All under one roof	26	23	20	10	12	09	100		
Score	156	115	80	30	24	09	414	4.14	1
Infrastructure	15	16	25	14	10	20	100		
Score	90	80	100	42	20	20	352	3.52	4
Advertisement	18	16	15	16	20	15	100		
Score	108	80	60	48	40	15	351	3.51	5
Convenient	16	11	20	22	16	15	100		
Score	96	55	80	66	32	15	344	3.44	6

Inference
The above table reveals that the respondents have assigned first rank to all in one shop, second rank to variety, third rank to price, fourth rank to infrastructure, fifth rank to advertisement, and sixth rank to convenience. Majority of the respondents have considered all under one roof, which influence their purchase from The Chennai silks.

FINDINGS OF CHI-SQUARE TEST AND AVERAGE RANK ANALYSIS
- There is no significant association between Monthly income and amount spent on purchase.
- There is no significant association between Age and Satisfaction towards customer service at The Chennai silks.
- The study shows that majority of the respondents ranked first to discount offers among promotional campaign.
- The study reveals that majority of the respondents have considered all under one roof, which influence their purchase from The Chennai silks.

SUGGESTIONS
- The Chennai Silks should create concentrate brand awareness among the customer in order to make them aware of all the dress.
- The Chennai Silks should provide competitive price for its brand items to attract the consumers.
- The Chennai Silks should provide offers to attract the customers.
- Now a day's mostly prefer jeans and modern dress, so to increase the variety of collection and reduce the price.
- The Chennai Silks should concentrate on other factors of dress purchase like package, price, collection, colours and availability etc.,

CONCLUSION

From the above analysis and findings, it is concluded that, generally all types of respondents have the same level of awareness about The Chennai Silks. It should provide competitive price for its brand items to attract the customer's .Therefore it is concluded that the sales of any product can be increased through discount, attractive price, gifts, exchange offers, advertisement and etc.,. The socio-economic characteristics has not influence the frequency of seeing advertisement. But it influences the purchasing decision.

REFERENCES

C.R.Kothari, Research Methodology, Wishwa Prakashan, New Delhi. | Gupta S.P., "Statistical methods" Sultan Chand & Sons, Educational Publishers, New Delhi . | kother B.Philip, Marketing Management, New Delhi, Prentice Hall of India Pvt, limited, 2003, 11th Edition. |