ANALYZING AND INFLUENCING CONSUMER CHOICES IN TEXTILE PRODUCTS

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Abstract : The title of this research paper **"Analysing and influencing Consumer Choices in Textile Products"** works on the objective to identify the satisfaction level, factors influencing and the availability of their products in the market. The study is of descriptive in nature and collected samples from 246 consumers. The data collected were analysed using Bar chart, cross tab, mean and chi-square with the help of SPSS package. The final results were most likely to increase more promotional and marketing activities.

Keywords: Consumer Choices, Promotional activities, Marketing activities

I. INTRODUCTION

The textile industry stands at the intersection of innovation, style, and functionality, catering to the diverse and evolving preferences of consumers. In the dynamic landscape of fashion and fabric, understanding consumer preferences is paramount for businesses to thrive. This study delves into the intricate tapestry of consumer choices within the Pentagon Textile Industry, aiming to unravel the threads that weave together the fabric of consumer decision-making. As consumers navigate an expansive array of textile products, from apparel to home furnishings, their choices are influenced by a myriad of factors. These factors may include personal taste, lifestyle, cultural influences, and the ever-evolving trends that shape the textile market. Through this exploration, we seek to gain insights into the intricate web of considerations that guide consumers when selecting textile products. Textile designing has been an ancient art and, perhaps, the most ancient craft of India. Variety of good designed products which are more appealing and marketable may have been influenced by the initial designing process. A design is a key element for preparing a new marketing foundation by raising the value of a product and its competitiveness. To reach this kind of goal, creativity is certainly an essential ability that a designer must attain, and it definitely should be an area that has to be developed in order to come out with best results in any field of design (Warr, 2005).Textile designing is the most demanding and emerging field as it is full of scope and creativity, but many individuals become quite lost when confronted with the task of finding inspiration. Inspiration can come from any stimulus that starts the creative process. Sources of inspiration are literally everywhere, but more importantly; it is the designer's artistic sensibility and interpretive style that brings creative design into being virtually live. Any object or things we see in our daily routine are possible design sources. These may include nature, temples, famous monuments, furniture, various kinds of toys, folk arts and crafts such as wall paintings,floor paintings, sculptures, carvings etc .The textile industry stands as a vibrant and dynamic sector that continually evolves to meet the diverse and ever-changing demands of consumers. As the Textile Industry endeavors to navigate this intricate landscape, understanding and adapting to consumer preferences become paramount for sustainable growth and market relevance. In this era of unprecedented choice and heightened consciousness, consumers are not merely buyers; they are discerning individuals with unique tastes, preferences, and values that significantly influence their purchasing decisions. Consumer preferences in textile

products have emerged as a pivotal focal point, reflecting the intersection of style, functionality, and personal identity. The fabrics we choose to drape ourselves in not only serve utilitarian purposes but also convey a narrative about our lifestyle, aspirations, and societal values. Consequently, unraveling the intricacies of what drives consumer choices within the Pentagon Textile Industry is essential for businesses seeking to thrive in an increasingly competitive market. This exploration delves into the multifaceted realm of consumer preferences in textile products, aiming to decode the factors that shape their decisions when navigating the rich tapestry of available options. From the tactile satisfaction of fabric against the skin to the visual allure of patterns and designs, this study endeavors to capture the nuances that transform mere products into personal statements. . By examining these preferences under the lens of ever-evolving fashion trends, technological advancements, and socio-cultural shifts, we seek to equip the Pentagon Textile Industry with insights that go beyond meeting consumer expectations to anticipating and exceeding them. Through comprehensive surveys and in-depth analysis, we aim to construct a mosaic that not only reflects the current state of consumer preferences but also illuminates the path forward for the Pentagon Textile Industry. This exploration is not merely an examination of market trends; it is a journey into the hearts and minds of consumers, unraveling the stories behind their textile choices and laying the foundation for strategic innovation and market positioning.

3.1 Population and Sample

I have collected responses from 246 Consumers. Hence, Convenience Sampling was done using Structured Questionnaire. Data was collected by direct survey method using questionnaires and was analysed using the tools present in the SPSS software. Various tools/methods are used to analyse employees' responses to various factors. The tools used for research are Regression, Correlation, Weighted average, Chi-Square Test.

3.2 Data and Sources of Data

The research design used in this study is Descriptive in nature. Both primary and secondary data are used for the research. The information required for this research was collected from the respondents, using a Structured Questionnaire. The Questionnaire contains 5 point scale questions and demographic questions. Secondary data for this research were obtained from the journals, literature and the various website. The primary data was collected by direct survey method using a questionnaire in person from both men and women. Structured Questionnaire were used as the data collection instrument.

3.3 Theoretical framework

Here Independent variables are Product Preferences, Sustainability on Consumer Choices. Role of Design and Style in Consumer Decision-Making. Consumer Shopping Habits in the Textile Industry and Dependent variable is overall satisfaction of the variety of textile products available in the market.

3.4 Statistical tools

This Analysis Is Made In Terms Of Age, Gender, Education Level And Marital Status Of The Consumers Opinion Towards Analysing And Influencing Consumer Choices In Textile Products.

3.4.1 Identify And Analyze Consumer Product Preferences
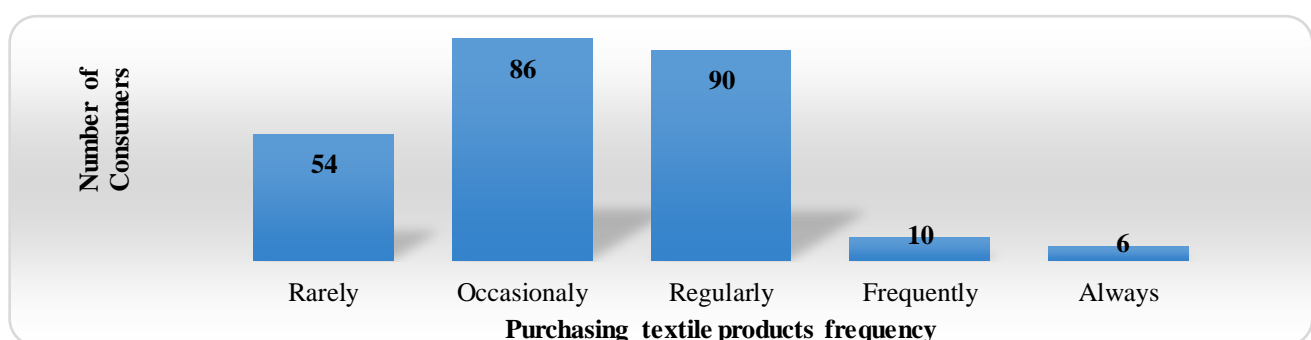
Inference:

From the chart, it is inferred that majority of the respondent are purchasing textile products Occasionally (95), and least number of respondents purchasing textile products always(6).

3.4.2 Evaluate The Sustainability On Consumer Choices

S.No	Demographic Factors	Asymptotic Significance	Null Hypothesis	Interpretation
1.	Age	0.000	Rejected	There is a significant relationship between Age and Sustainability
2.	Educational Level	0.000	Rejected	There is a significant relationship between Educational Level and Sustainability
3.	Marital Status	0.000	Rejected	There is a significant relationship between Marital Status and Sustainability

Inference:

While observing the results of the chi square test shown in the table, the Asymptotic Significance is lesser than 0.05 ($p<0.05$), the null hypothesis is rejected that there is a significant relationship between the two variables. Hence it is found that, Demographic factors like Age, Educational Level and Marital Status has significant relationship with Sustainability.

3.4.3 Examine The Role Of Design And Style In Consumer Decision-Making

Model	Unstandardized Coefficients		Standardized Coefficients		
	B	Std. Error	Beta	t	Sig.
(Constant)	7.351	0.965		7.622	0.000
Product Preferences	-0.085	0.261	-0.023	-0.326	0.745
Sustainability	-0.587	0.078	-0.561	-7.577	0.000
Design and Style	0.125	0.061	0.155	2.045	0.042
Shopping Habits	0.383	0.083	0.317	4.643	0.000
a. Dependent Variable: overall satisfaction with the variety of textile products					

Inference:

While observing the results of the chi square test shown in the table, the Asymptotic Significance is lesser than 0.05 ($p<0.05$), the null hypothesis is rejected that there is a significant relationship between the two variables. Hence it is found that, Demographic factors like Age, Educational Level and Marital Status has significant relationship with Sustainability.

3.4.4 Understand Consumer Shopping Habits In The Textile Industry

S.NO	Factors	Weighted Average	Rank
1.	The shopping experience (in-store or online) influences the decision to buy textile products	4.2549	I
2.	The availability of detailed product information online influences the purchase decisions	4.1450	II

3.	Research and read reviews before purchasing textile products	4.0666	III
4.	Purchasing textile products online	3.8588	IV

Inference:

This table shows that consumers mostly prefer that the shopping experience (in-store or online) influences the decision to buy textile products and given least preference to purchasing textile products online.

IV. RESULTS AND DISCUSSION

4.1 Results of Descriptive Statistics of Study Variables

Demographics Factors:

- Majority of the Consumers are in the age category of 18-30
- Majority of the Consumers are male
- Majority of the consumers are married
- Majority of the consumers are Graduate

Objective- 1:

To Identify and Analyze Consumer Product Preferences

- Majority of the respondent are purchasing textile products Occasionaly, and least number of respondents purchasing textile products always.
- Majority of the respondent are purchasing textile products frequently is Clothing and least number of respondents purchasing textile products frequently is Bedding.

Objective- 2:

To Evaluate the Sustainability on Consumer Choices

- By the chi-square test, there is a significant relationship between demographic factors such as Age, Educational level and Marital status and Sustainability.

Objective- 3:

To Examine the Role of Design and Style in Consumer Decision-Making

- In the result of regression analysis, Design and style has a highest significant relationship with the overall satisfaction of the variety of textile products.

Objective- 4:

To Understand Consumer Shopping Habits in the Textile Industry

- By the weighted average analysis ,The shopping experience (in-store or online) influences the decision to buy textile products has a highest average when compared to other items.

4.2 Conclusion

Textile and Clothing is an industry currently facing tremendous challenges and disruptive changes, triggered by new and capital intensive technologies, volatile consumer preferences and, most important, a real need for updated managerial skills. Trends as globalization, search for lowest costs, increasing competition, reshoring the production, technologizing products, technologizing production and commercialization processes etc to determine changes in every enterprise – small, medium or large. There is a need for more sustainable production and consumption practices if we are to move toward a more sustainable future and design and style plays an important role while making a consumer decision on textile products.

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