



A STUDY ON SAREE PREFERENCE FACTOR IN RAMACHANDRAN RETAIL PRIVATE LIMITED IN ATTAKULANGARA

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ABSTRACT

The textile industry continues to be the second-largest employment generating sector in India. It offers direct employment to over 35 million people in the country. India is the world's second largest exporter of textiles and clothing, and in the fiscal year 2022, the exports stood at US\$ 44.4 billion. The aim of this paper is to analyze the factors influencing the buying behaviour of saree.

INTRODUCTION

Retail is the sale of goods or service from a business to a consumer for their own use. A retail transaction handles small quantities of goods whereas wholesale deals with the purchasing of goods on a large scale. Retail transactions are not to be confused with online transactions goods must be sold from a single point directly to a consumer for their end users.

It is the distribution process of retailer obtaining goods or services and sell it for consumer. This process is explained through the supply chain. Retail is the sale of goods and services to consumers in contract to wholesaling, which is sale to business or institutional customers. A retailer purchases goods in large quantities from manufacturers, directly or through a wholesaler and sells in smaller quantities to consumers for a profit.

INDUSTRY PROFILE

The textile industry in India traditionally, after agriculture, is the only industry that has generated huge employment for both skilled and unskilled labour. The textile industry continues to be the second-largest employment generating sector in India. It offers direct employment to over 35 million people in the country. India is the world's second largest exporter of textiles and clothing, and in the fiscal year 2022, the exports stood at US\$ 44.4 billion. According to the Ministry of Textiles, the share of textiles in total exports during April–July 2010 was 11.04%. During 2009–2010, the Indian textile industry was pegged at US\$55 billion, 64% of which services

domestic demand. In 2010, there were 2,500 textile weaving factories and 4,135 textile finishing factories in all of India.

COMPANY PROFILE

Company Name	RAMACHANDRA RETAIL PRIVATE LIMITED
Company Category	Company Limited by Shares
Class of Company	Private
Year of Establishment	1980
Age of Company	40 + Years
Industry	Retail Business
Previous Name	Ramachandra Textiles
Founder	Mr. Ramachandran
Date of Incorporation	12 th June 2020
Branches	Pazhavangadi, Attakulangara, Enchakkal, Ulloor, Attingal, Vellayambalam
Managing Directors	Mr. Ramachandran Mr. Sathguna Chandran
Product Category	Fashion, Lifestyle, Home, Supermarket, Bakery
Own Brands Men Women	Linen Valley, IASE, Sprax, Spiti, Sunder sree Marlyn, Niranjana, Vivarna
Registered Office	TC 80/169 House no.54, Padma Nager, East Fort Trivandrum, Thiruvananthapuram 695023
Official Website	www.ramachandrantextiles.com
Online Shopping website	www.ramachandran.in

REVIEW OF LITERATURE

John Victor (2021), Customer satisfaction is based on the factors influencing the fixation of the selling price. Primarily the adequate price of the product will influence in making decision to buy the product will influence in making decision to buy the product and secondarily the quality, reputation and service will influence and satisfy the customers.

Ha jro.A. (2015) Cultural influences and the mediating role of socio – cultural integration processes on the performance of cross – border mergers and acquisitions. The international journal of human resource management.

Kotler and Armstrong (2012) many entities producers, wholesalers and retailers perform retailing. But the largest part of retailing is performed by retailers, businesses whose sales come mainly from retailing.

As markets become more competitive, customer's demands for quality product and service increase. As a result, delivering a unique in – store experience is a key goal for retailers today – Tang & Lim (2008).

In Gentile et al, (2007) the conceptualization of the components of the customers based on two article is established. The author established six experiential components sensory, emotional, cognitive, pragmatic, lifestyle, relational that explain the multidimensional structure.

OBJECTIVES OF THE STUDY

- To identify the customers preference towards saree.
- To study the level of respondents towards saree.
- To analyze the factors influencing the buying behaviour of saree.

RESEARCH METHODOLOGY

Research design: Descriptive research design is used in this study.

Types of sampling: Non probability sampling is used in this study.

Sampling techniques: Convenience sampling has been used in this study.

Period of study: July 4, 2022 – August 3, 2022 was the period of this study.

Method of data collection:

- ❖ Primary data is used for collecting data from the respondents.
- ❖ Secondary data is collected from various books, journals, etc...

Data sample size:

No of respondents are 150 for this study.

Data collection method:

- ❖ Questionnaire method
- ❖ Interview method is used in this study.

Tools used for data collection:

For analyzing the data required to use of statistical measures.

The statistical tools used in this study are

- ❖ Weighted average method
- ❖ Percentage analysis method

SCOPE OF THE STUDY

This study is limited towards the customers in Ramachandran retail private limited and identifies their preference in saree. This study shows the preference of saree and convincing them for sales. The survey was conducted in the Ramachandran retail private limited and 150 respondents were collected.

LIMITATION OF THE STUDY

The organization didn't give proper time to do internship.

They didn't give proper information for our internship.

They concentrate on their work not our internship work.

They treated us as their workers not as internship students.

ANALYSIS AND INTERPRETATION

Table 1

FREQUENCY OF SHOPPING

S. No.	Frequency of Shopping	No. of Respondents	Percentage
1.	Daily	10	06.67
2.	Weekly Once	27	18.00
3.	Monthly Once	76	50.67
4.	Rare	37	24.67
Total		150	

INTERPRETATION:

The Table 1 shows that

- ❖ 50.67% of the respondents are shopping once in a month
- ❖ 24.67% of the respondents are shopping rarely.
- ❖ 18% of the respondents are shopping once in a week.
- ❖ 06.67% of the respondents are shopping daily.

Table 2

PURPOSE OF WEARING SAREE

S. No.	Purpose of Wearing Saree	No. of Respondents	Percent
1.	Casual	114	76.00
2.	Formal	25	16.67
3.	Party	11	07.33
Total		150	

INTERPRETATION:

The Table 2 shows that

- ❖ 76% of the respondents like casual wear
- ❖ 16.67% of the respondents like formal wear
- ❖ 7.33% of the respondents like party wear

Table 3**AMOUNT SPENT FOR PURCHASING SAREE**

S. No.	Amount Spent	No. of Respondents	Percentage
1.	Below ₹1,000	22	14.67
2.	₹1,000 – ₹5,000	109	72.67
3.	Above ₹5,000	19	12.67
Total		150	

INTERPRETATION:

The Table 3 shows that

- ❖ 72.67% of the respondents are spent ₹1,000 - ₹5,000.
- ❖ 14.67% of the respondents are spent below ₹1,000.
- ❖ 12.67% of the respondents are spent above ₹5,000.

Table 4**PERSON INFLUENCING THE PURCHASE DECISION**

S. No.	Influencing Person	No. of Respondents	Percentage
1.	Self	57	38
2.	Family members	90	60
3.	Others (Friends)	03	02
Total		150	

INTERPRETATION:

The Table 4 shows that

- ❖ 60% of the respondents are family members
- ❖ 38% of the respondents are self
- ❖ 02% of the respondents are friends

Table 5**NUMBER OF SAREES PURCHASED AT A TIME**

S. No.	No. of Sarees Purchased	No. of Respondents	Percentage
1.	01 saree	37	24.67
2.	02 sarees	66	44.00
3.	03 sarees	31	20.67
4.	More than 03	16	10.67
Total		150	

INTERPRETATION:

The Table 5 shows that

- ❖ 44% of the respondents are purchasing 02 sarees
- ❖ 24.67% of the respondents are purchasing 01 saree
- ❖ 20.67% of the respondents are purchasing 03 sarees
- ❖ 10.67% of the respondents are purchasing more than 03 sarees.

Table 6**FACTORS TO BE CONSIDERED WHILE SELECTING SAREES**

S. No.	Factors Considered	No. of Respondents	Percentage
1.	Price	27	18.00
2.	Type	18	12.00
3.	Quality	53	35.33
4.	Income	13	08.67
5.	Colour	39	26.00
Total		150	

INTERPRETATION:

The Table 6 shows that

- ❖ 35.33% of the respondents are choosing for the quality
- ❖ 26.00 % of the respondents are selecting by the colour
- ❖ 18.00 % of the respondents are selecting by the price
- ❖ 12.00 % of the respondents are selecting by the type
- ❖ 08.67 % of the respondents are selecting by the income

Table 7**FABRIC CONSTITUENT PREFERRED**

S. No.	Fabric constituent	No. of Respondents	Percentage
1.	Cotton	85	56.67
2.	Linen	05	03.33
3.	Rayon	15	10.00
4.	Silk	44	29.33
5.	Others (Chiffon)	01	00.67
Total		150	

INTERPRETATION:

The Table 7 shows that

- ❖ 56.67% of the respondents prefer cotton sarees
- ❖ 29.33% of the respondents prefer silk sarees
- ❖ 10.00% of the respondents prefer rayon sarees
- ❖ 03.33% of the respondents prefer linen sarees
- ❖ 00.67% of the respondents prefer chiffon sarees.

Table 8**DESIGN PREFERRED**

S. No.	Design Preferred	No. of Respondents	Percentage
1.	Plain	89	59.33
2.	Printed	36	24.00
3.	Embroidered	23	15.33
4.	Others (Aari work, grand looking)	02	01.33
Total		150	

INTERPRETATION:

The Table 8 shows that

- ❖ 59.33% of the respondents prefer plain sarees
- ❖ 24.00% of the respondents prefer printed sarees
- ❖ 15.33% of the respondents prefer embroidered sarees
- ❖ 01.33% of the respondents prefer aari worked & grand looking sarees.

Table 9**GARMENTS PREFERRED**

S. No.	Garments preferred	No. of Respondents	Percentage
1.	Material	20	13.33
2.	Semi stitched	90	60.00
3.	Readymade	28	18.67
4.	Handlooms	12	08.00
Total		150	

INTERPRETATION:

The Table 9 shows that

- ❖ 60.00 % of the respondents prefer semi stitched sarees
- ❖ 18.67% of the respondents prefer readymade sarees
- ❖ 13.33% of the respondents prefer materials
- ❖ 08.00 % of the respondents prefer handlooms sarees.

TABLE 10**FACTORS INFLUENCING IN PREFERENCE OF SAREE**

S. No.	Factors	Rank I		Rank II		Rank III		Rank IV		Rank V		Total	WAS (%)	Rank
		NR	WA	NR	WA	NR	WA	NR	WA	NR	WA			
1	Price	17	85	20	80	35	105	29	58	49	49	377	17.5	IV
2	Colour & design	71	355	41	64	24	72	14	28	00	00	519	24.1	II
3	Quality	39	195	59	236	34	102	09	18	09	09	560	26.0	I
4	Discount & offers	16	80	26	104	43	129	51	102	14	14	429	19.9	III
5	Availability	7	35	4	16	14	42	47	94	78	78	265	12.3	V
Total		150		150		150		150		150		2150		

NR = No. of Respondents; WA – Weighted Average; WAS = Weighted average score

INTERPRETATION:

The Table 4.16 shows that,

- ❖ Quality top the list with a mean score of 26 secured first rank,
- ❖ Color and Design with a mean score of 24.1 secured second rank,
- ❖ Discount and Offer with a mean score of 19.9 secured third rank
- ❖ Price with a mean score of 17.5 secured fourth rank
- ❖ Availability with mean score of 12.3 secured fifth rank.

Table 11

TYPES OF SAREES LIKED

S. No.	Types of Sarees Liked	No. of Respondents	Percentage
1.	Cotton sarees	57	38.00
2.	Fancy sarees	46	30.67
3.	Wedding sarees	08	05.33
4.	Silk sarees	37	24.67
5.	Others (Chiffon)	02	01.33
Total		150	

INTERPRETATION:

The Table 11 shows that

- ❖ 38.00% of the respondents like cotton sarees
- ❖ 30.67% of the respondents like fancy sarees
- ❖ 24.67% of the respondents like silk sarees
- ❖ 05.33% of the respondents like wedding sarees
- ❖ 01.33% of the respondents like chiffon sarees.

FINDINGS

- From the Table 1, 50.67% of the respondents are shopping once in a month
- From the Table 2, 76% of the respondents like casual wear.
- From the Table 3, 72.67% of the respondents spent ₹ 1000- ₹5000
- From the Table 4, 60% of the respondents are purchasing with family members.
- From the Table 5, 44% of the respondents are purchasing 2 sarees at a time.
- From the Table 6, 35.33% of the respondents are choosing for the quality of the saree.
- From the Table 7, 56.67% of the respondents prefer cotton saree.
- From the Table 8, 59.33% of the respondents prefer plain designed saree.
- From the Table 9, 60% of the respondents prefer semi stitched saree.
- From the Table 10, 26% of the respondents prefer quality as their main factor while choosing a saree. It takes the first rank in the preference factors of the saree.
- From the Table 11, 38% of the respondents like cotton saree.

SUGGESTIONS

We all know that "**Customers are the king**" they only decide the success & failure of a business.

- ❖ Recruit some employees to the saree section it will be useful for the other employees to work
- ❖ Availability of the demanded product

- ❖ Have low priced saree also
- ❖ Have more no. of varieties of saree to attract customers
- ❖ Have more sarees which are trending now a day
- ❖ Don't say 'NO' to customers, if so, then customer will shift to some other shops
- ❖ By decorating the counters and display, we will attract the customers.

CONCLUSION

Ramachandran is a leading textiles showrooms established the deliver high quality products and services to their customers in the capital city of Kerala, since 1980. **ARE THE KING** they only decide the success and failure of a company. Food, Clothing, Shelter are our basic needs. Our clothing will speak about who we are. Professional look wear will decide our behavior and character.

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