

# An Empirical Study On Consumer Perception Towards Branded Silk Sarees In Kanchipuram District

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## **ABSTRACT**

*The Indian markets are needed to understand the emerging markets and consumers has become an enormous challenge for the corporate world especially in creating and managing a potential brand. India is witnessing change in life styles of vast section of the population. By developing a dominant brand, corporate can establish 'equity brand ' and the equity helps the firms in a variety of ways to manage competition and to maintain market share. Due to the globalization process, Indians are becoming interested in readymade dresses, particularly Multinational brands. Buying behavior of Women on branded Silk Sarees is changing one. Number of individuals visits the showroom with a brand in mind because the standard, quality and luxury of that brand are suitable for them. It becomes important for the marketers to know these relationships for successful design and execution of branding strategies.*

*The present study investigates Women's perception towards branded Silk Sarees and to determine the brand of blouse most preferred by respondents in Kanchipuram District. The study also examines consumer's perception towards retail garments showrooms in Kanchipuram District. The study may be a descriptive study. Primary data was collected with the assistance of structured questionnaire administered to 215 female respondents in Kanchipuram District and therefore the sort of sampling was convenient sampling. Using statistical package for social science for the subsequent test was administered 1. Factor Analysis, 2. Multiple Regression, and 3. Descriptive statistics. Pilot study was conducted and therefore the necessary additions and deletions were made within the questionnaire to see the reliability and validity of the information collected Cronbach's alpha test was administered and therefore the value of Cronbach's alpha is 0.712. Based on the test result a number of the relevant finding were derived which will be use full to seek out the factors that basically influences Women's towards particular brand of Silk Sarees. The manufactures can begin with suitable strategies to beat the issues.*

**KEYWORDS:** Brand, Brand equity, buying behavior.

## 1. INTRODUCTION

Brand management holds the key within the modern markets, particularly in Indian markets because Indians are very traditional. India's traditional dress for ladies is Dhoti but gradually, people transmitted into tailor made dresses. Due to the globalization process, Indians are becoming interested in readymade dresses, particularly Multinational brands. The growth of readymade Women's wear business in India was very slow till the before 1980's. The main reason for this was that Indian Women were used to buying cloth and getting their outfits tailored mainly through local tailoring shops from the unorganized segment. Consequently, there have been no national level brands during this category for an extended period. By the mid 1980's however customer mindset appeared to have started changing gradually, alongside increasing urbanization, and changes within the social and economic status and life styles. As in many other industries within the nation, the move towards 'branding' soon took momentum within the Women's wear market. During this study, an effort was made to review the buyer perception towards branded Silk Sarees and retail garment showrooms of India.

Both listed and unlisted players to furnish the branded apparel market. There are a little number of listed players such as Chennai Silks, Sarathas Textiles, Raymond Show Room, Bombay Dyeing, Nokada Show Room, Kanchipuram silk show room and Thaila Silks. Popular unlisted players include Maruti, Indigo, Basic and Sting Silk Sarees.

## 2. REASONS FOR BRANDING

- It is an instrument for advertisement within the market.
- It facilitates easy advertisement and public District
- It creates special consumer preference over the product.

### *Brand Value*

Film Crimmins, Executive Vice-president of DDB Needham told that the key to make sure brand Loyalty was to extend the worth of the brand within the mind of the purchaser, a task he said, was easier said than done. Crimmins argued that quite sustained advertising to create value, factors like product improvements, package design, communicating the competitive positions and promotion that deliver not only purchase incentives but also added value.

### *Buying Behavior*

Difference in customer's habits, their cognitive structures and their motives cause them to behave differently when buying. Although a person doesn't act an equivalent way altogether situations, people tend to act consistently, we may identify six groups of consumers by their buying behavior.

- A habit – determined group of brand name of loyal consumers who tend to be satisfied with the Product or brand last purchased.

- A price – cognitive group of consumers who decide principally upon the idea of price or Economycomparison.
- A cognitive group of consumers who are sensitive to rationalclaims
- An impulse group of consumers who buy on the idea of physical appeal and are relatively insensitive to brandname.
- A group of emotional reactors who react to product symbols and are heavily swayed byimages.
- A group of new consumers who haven't yet stabilized the psychological dimensions of theirbehavior.

### **3. REVIEW OF LITERATURE**

Lalitha et al., (2008) made a study entitled "Brand Preference of Women's wear". Scope of the study focuses on the brand preference regarding Silk Sarees and dhoti s of selected consumers living in twin cities of Hyderabad and Secunderabad. It is confined to the purchasers visiting the select showrooms in Hyderabad and Secunderabad. The objectives of this study were to know the reason why customers prefer branded Silk Sarees and dhoti s to unbranded ones, to find out the influence of advertisement for branded clothing for the purchase behavior of the respondent and to know the factors influencing customers while choosing branded Silk Sarees or dhoti s. It is concluded that educational qualifications, employment status, age group, convenience of outlets, and advertisement are influencing factors for purchasing the branded Silk Sarees and dhoti s by the respondents. 94percent of the respondents are highly educated and purchased branded ready wears. Age group of 20-50 years is income earning people and spending on the branded wears. The study reveals that the advertisements play a limited role to select on the brand among ready- made dresses available within the market. 54percent of the purchasers are buying branded ready wear due to of quality and statussymbol.

Ritu Narang (2006) in a study entitled "A Study on Branded Women's wear", was taken up in the District of Lucknow with an intention to explore the purchase behavior of the buyers of branded Women's wear. The objectives of this research are to study the purchase behavior of the buyers of branded Women's garments, to study the impact of advertising on the purchase decision of buyers, to review the impact of promotional activities on purchase behavior of buyers (Kazmi, 2001;Mathur, 2002). The research type was exploratory as it was conducted to develop a concept about the purchasing behavior of buyers of branded Women's garments and the impact of advertising on their purchase decision. This study concluded that the majority of the day's buyers visit the showrooms of branded garments with the aim of shopping (Jaishri and Jethwaney, 1999). The purchasing of branded garments is not impulsive. However, compared to women, male buyers visit the showroom for passing the time; The number of individuals visiting the showroom with a brand in mind is same because the number of individuals visiting the showroom with no brand in mind; Advertising has maximum impact in creating brand awareness (Kamalaveni,2008).

Pathak and Tripathi (2009) made a study entitled “Customer Shopping Behavior among Modern Retail Formats: A Study of Delhi & NCR”. The Study is an exploratory research conducted in Delhi & NCR. It specifically focuses on customer shopping behavior in Indian scenario among the fashionable retail formats (Sumathi, 2003). Objectives of the study are to seek out the factors that affect the buyer's decisions among the fashionable retail formats and to evaluate the comparative strength of these factors in buying decision of the buyers.

On the source of primary also as secondary research the authors note that retailers often overlook the schemes and offerings expected by the purchasers and tried to impose their own offerings upon customers which ultimately cause the dissatisfaction (Fornell, et al., 2006; 2009). It is also observed that within the changing retailing environment, understanding the psyche of a customer is critical for fulfillment in retailing. Aggregate level picture could even be misleading, because it averages the peaks and troughs. Hence, Individual understanding is desirable (Mishra, 2009). It's further stated that the Indian customers became more sensitive to quality, customer service and standing status. She/he is ready to pay, sometimes, astronomical sums, provided their needs are satisfied. They are basically trying to seek out an experience which is more of cognitive than physical (Biplab, (1998).

Today's young consumers are inclined more towards leading an easy and hassle free life. They need are available in possession of cash and desire to spend it on trusted goods and services, which are well worth the money that they might pay. 'Brands' cost them dearly and yet, they like an equivalent as they're aware of the fact that branded products give them their money's worth. This generation of consumers may, therefore, be labeled as 'the brand conscious generation' (Sherlaker, 1995). Raymonds, Amul and Bata are trusted brands. The matter is that one they started they were pioneers in their line, whereas today, there are multiple brands that are ready to deliver an equivalent quality at a lower cost perhaps. Unless they reinvent themselves and remain relevant, they can't sustain.

The Article entitled “The Recipe for the success of Garment Industry” highlights that Segmentation – Targeting – Positioning (STP) is an crucial strategic tool in business, where in customers are grouped together supported some common traits (segmenting), business analysis is completed for these segments to spot viable segment(s) (targeting) and therefore the firm positions its marketing offer to appeal to the targeted segment(s) in order that the identified segment resonates to the offering (positioning). For the reason that of the universalization of common production technologies and quality standards, differences in various products and services are becoming blurred. At the particular time, customers are quite demanding and would want their specific needs must be addressed. Thus, firms will need to configure what customers want, instead of being product centric. This trend makes the customer segments smaller and smaller and poses a challenge to form each cluster a viable segment.

Simintiras, Anotonis (1997) plan to distinguish evaluation outcomes of likely future satisfaction from feelings or emotions before to the act of purchase, and assess the impact of prepurchase satisfaction on the acquisition behavior of first time buyers. In their study after conceptualizing prepurchase satisfaction because the emotional outcome of anticipated satisfaction, it was hypothesized that; Prepurchase satisfaction and anticipated satisfaction

are related but distinct constructs; And prepurchase satisfaction levels are higher for potential first time buyers who buy than those that don't buy. The results provided support for both propositions, and suggest that anticipated satisfaction and pre-purchase satisfaction are distinguishable constructs, and prepurchase satisfaction is a predictor of the purchase behavior of first time buyers. Shainesh (2004) presents that buying behavior in a business market is characterized by long cycle times, group decision making, particular from different functional areas and levels and sometimes divergent objectives, and changing roles of the particular dhoti s during the buying cycle.

Jayashree (1998) says "In the matter of textiles, the consumer prefers a wide variety of fabrics to choose them, and their preferences changes according to the season and geographical areas. Consumer taste is a controlling factor in determining the character of goods that appears in the market. A rational approach to clothing needs and expenditure makes the consumer more effective participate in entire market economy". Gender has been identified in much literature on consumer shopping behavior as a significant factor in understanding consumer behavior and as a fundamental market segmentation index for companies to meet their customers' needs and wants; Marketers should strive to understand the gender differences in decision-making styles. Research addressing the issue of gender differences in decision-making styles could help marketers to find better ways of communicating with both sexes and to guide marketing mix decisions (Mitchell and Walsh, 2004). Marketing scholars argue that gender based segmentation, especially if it is based on biological sex per se, meets several of the requirements for successful implementation: the segments were easy to identify, easy to access, and large enough for consumer products and services to be marketed profitably<sup>3&4</sup>. Numerous studies in the past have provided considerable evidence that gender relates to consumers' perceptions, attitudes, preferences and purchase decisions (Bakewell and Mitchell 2006; Sproles and Kendall, 1986; Canabal,2001).

#### **4. RESEARCH QUESTIONS**

- ✓ To ascertain the brand of shirt most preferred by respondents.
- ✓ To study the factors that are influencing Women's towards branded Silk Sarees.
- ✓ To examine consumer's perception towards retail garments showrooms and factor they considered to choose a particular retail garments showroom for their shopping in Kanchipuram District.

#### *Hypotheses*

Hypothesis 1: There is a relationship among the factors that influence customer perception toward branded Silk Sarees.

Hypothesis 2: Convenient store hours and offers & discounts can predict the overall satisfaction of consumers towards retail garments showroom.

## 5. RESEARCH METHODOLOGY

The study is a descriptive study. Primary data was collected with the help of structured questionnaire administered to 215 male respondents in Kanchipuram District and the type of sampling was convenient sampling. Pilot study was conducted and the necessary additions and deletions were made in the questionnaire.

## 6. SCALING DESIGN

Likert scale is being adapted to measure a quantity “consumer perception towards branded Silk Sarees and retail garments showroom”. Five point scales have been used for the study.

### *Statistical Tools Used*

- ❖ Multipleregressions
- ❖ Factor analysis
- ❖ Descriptivestatistics
- ❖ Reliabilityanalysis

### *Reliability Statistics*

Table - 1

Cronbach's Alpha	N of Items
.712	39

An examination had been made from the reliability of the data to check whether random error causing inconsistency and in turn lower reliability is at a manageable level or not, by running reliability test. From table 1 it is clear that the values of coefficient Alpha (Cronbach's Alpha) have been obtained, the minimum value of coefficient Alpha obtained was .772. This shows data has satisfactory internal consistencyreliability.

*Descriptive Statistics*

Table - 2

<b>Brand</b>	<b>Mean</b>	<b>Rank</b>
Nalli Silk	2.58	1
Kanchipuram Silk Brand	3.61	2
Triveni	4.51	3
Sundari Silk	4.90	4
Taneira	5.60	6
Maruti	5.09	5
Indigo nation	6.67	7
Sri Padmavathi Silk	7.89	9
Raymond	8.36	10
Basics	6.67	7
Others	10.79	11

An examination had been made to rank the most preferred branded Silk Sarees by employing descriptive statistics. From the above table – 2 it is clear that Nalli (Rank 1), Kanchipuram Silk Brand (Rank 2), and Triveni (Rank 3) are the most preferred top three brands of Women’s Silk Sarees in Kanchipuram District. Remaining brands (Sundari silk, Taneira Silk, Maruti Silk Sarees, Indigo Silk Sarees, Sri Padmavathi Silk, and Raymond) are preferred next to the top three brands.

*Factor Analysis*

Hypothesis 1: there is a relationship between the factors that influence customer perception toward branded Silk Sarees.

Table 3: Kmo And Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.607
Bartlett's Test of Sphericity	Approx. Chi-Square	793.622
Df		190
Sig.		.000

KMO measure of sampling adequacy is an index to examine the appropriateness of factor analysis. High values 0.5 and 1.0 indicate factor analysis is appropriate. Values below 0.5 imply that factor analysis may not be appropriate. From the above table it is seen that Kaiser-Meyer-olkin measure of sampling adequacy index is 0.607 and hence the factor analysis is appropriate for the given data set. Bartlett's test of Sphericity is used to uncorrelated. It is based on chi- square transformation of the determinant of correlation matrix. A large value hypothesis. In turn this would indicate that factor analysis is appropriate. Bartlett's test of Sphericity Chi-square statistics is 793.622, that shows the 20 statements are correlated and hence as inferred in KMO, factor analysis is appropriate for the given data set.

Table – 4: Total Variance Explained

Component	Initial Eigen values			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	3.301	16.507	16.507	3.301	16.507	16.507	2.348	11.741	11.741
2	2.297	11.483	27.989	2.297	11.483	27.989	2.017	10.086	21.827
3	1.685	8.427	36.417	1.685	8.427	36.417	1.988	9.942	31.769
4	1.578	7.888	44.304	1.578	7.888	44.304	1.988	9.749	41.518
5	1.573	7.888	51.572	1.573	7.888	51.572	1.950	8.055	49.573
							1.611		

6	1.205	6.027	57.599	1.205	6.027	57.599	1.605	8.026	57.599
7	.992	4.960	62.558						
8	.951	4.753	67.312						
9	.865	4.323	71.635						
10	.827	4.135	75.770						
11	.735	3.677	79.447						
12	.686	3.431	82.878						
13	.643	3.217	86.095						
14	.551	2.756	88.852						
15	.491	2.457	91.308						
16	.466	2.330	93.639						
17	.355	1.774	95.413						
18	.345	1.723	97.137						
19	.297	1.483	98.620						
20	.276	1.380	100.000						

Extraction Method: Principal Component Analysis.

Eigen value represents the total variance explained by each factor. Percentage of the total variance attributed to each factor. One of the popular method used exploratory factor analysis in principle component analysis, where the total variance in the data is considered to determine the minimum number of factors that will account for maximum variance of data depicted.

Table – 5: Rotated Component Matrix (A)

	Component					
	1	2	3	4	5	6
Price range	.005	-.127	-.039	.120	.757	.001
Status symbol	.498	-.206	-.076	.137	-.013	.200
Quality	.656	.045	.082	.438	-.115	-.127
Durability	<b>.747</b>	.110	.189	-.128	-.055	-.152
Reliability	.731	.138	-.054	.126	.037	.093
Availability	.149	.666	.102	.190	.229	-.167
Attractiveness	.098	-.081	.153	<b>.788</b>	.055	-.008
Uniqueness	.176	-.154	.634	.369	.154	-.109
Different style	.026	.096	.311	.427	.258	-.064
Life style	.190	-.129	.516	.345	-.468	.030
Wider choice of color and design	.131	.342	<b>.647</b>	-.001	-.045	-.027
Smart look and comfort	.168	.337	-.103	.668	-.189	.107
Fashion	-.236	.021	-.112	.324	.100	.562
Reference group	.011	<b>.742</b>	.015	-.035	-.102	.154
Official purpose	-.117	.600	.447	.096	-.012	-.020
Offers/Discounts	-.104	.254	.307	-.087	.550	.119
Advertisement	-.190	.183	.617	-.059	.153	.317
Celebrity endorser	.175	-.180	.112	-.058	.065	<b>.773</b>
Washing machine washable	.103	.390	.056	-.149	-.061	.631
Brand image	.525	-.043	.064	-.009	.513	.101

Extraction Method: Principal Component Analysis. Rotation Method: Varimax with Kaiser Normalization. A Rotation converged in 12 iterations.

Interpretation of factors is facilitated by indentifying the statements that have large loading in the same factor. The factor can be interpreted in terms of the statement that loads high on it.

The factors of a consumer perception towards branded Silk Sarees comprise of 20 individual statements. Out of 20 factors, 6 individual factors contribute more towards consumer perceptions towards retail hypermarket. The factors are:

1. Durability
2. Reference groups
3. Wider choice of color and design
4. Attractive
5. Pricerange
6. Celebrityendorser

*Multiple Regression*

*Hypothesis 2:* Convenient store hours and offers & discounts can predict the overall satisfaction of consumers towards retail garment showroom.

Table – 6: Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.899(a)	<b>.808</b>	.789	.181

a Predictors: (Constant), Convenience store hours, Store ambience, Price range, Value added services, Parking facilities, Facility for use of credit card, Product display and demo,

Several brands to choose, Hospitality, Better customer service, Design and material, Close to where you live, Store comfortable to shop in, Security, Wider choice of color, Offers and

The above model summary table shows R-square for this model is 0.808. This means that 80.8% of the variation in overall satisfaction of consumers (dependent variable) can be explained from the 19 independent variables. The table also shows the adjusted R-square for the model as 0.789.

Anytime another independent variable is added to a multiple regression model, the R-square will increase (even if only slightly). Consequently, it becomes difficult to determine which models do the best job of explaining variation in the same dependent variable. The adjusted R-square does just what its name implies. This adjustment allows the easy comparison of the explanatory power of models with different numbers of predictor’s variable. Its also helps us to decide how many variables to include in our regression model.

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Table – 7: Coefficients (A)

Model		Unstandardized Coefficients		Standardized Coefficients		t	Sig.
		B	Std. Error	Beta			
1	(Constant)	5.342	.482			11.086	.000
	Location of shops	-.231	.041	-.676		-5.684	.000
	Salesmanship	-.332	.056	-.603		-5.910	.000
	and courtesy	.176	.041	.473		4.237	.000
	Wider choice of color	-.472	.055	-.739		-8.625	.000
	Price range	-.019	.043	-.042		-.438	.662
	Offers and discount	.310	.050	<b>.569</b>		6.170	.000
	Facility for use of credit card	-.180	.027	-.545		-6.550	.000
	Parking facilities	-.139	.055	-.320		-2.501	.013
	Store comfortable to shop in	.026	.048	.043		.543	.588
	Security	.074	.041	.170		1.833	.068
	Close to where you live	-.025	.039	-.055		-.652	.515
	Several brands to choose	-.199	.058	-.380		-3.426	.001
	Product display and demo	-.101	.046	-.184		-2.210	.028
	Store ambience	.145	.052	.214		2.805	.006
	Fast billing	.075	.037	.228		2.024	.044
	Value added services	-.002	.040	-.005		-.044	.965
	Hospitality	-.196	.042	-.420		-4.707	.000
	Better customer service	-.039	.030	-.083		-1.330	.185

Convenience					
re hours	sto	.348	.042	<b>.735</b>	8.196
					.000

**A Dependent Variable: satisfaction with showroom**

To determine if one or more of the independent variables are significant predictors of overall satisfaction of consumer, we examine the information provided in the coefficient table. From the above 19 independent statements only 8 statements are not statistically significant. The standardized coefficient beta column reveals the Location of Shops has a beta coefficient -.676, which is significant (.000). Salesman ship & Courtesy has a beta coefficient -.603, which is significant (.000). Wider choice in Color has a beta coefficient .569, which is significant (0.000). Design & Material has a beta coefficient -.739, which is significant (0.000). Price range has a beta significant -.042, which is not significant (.662). Offers and discounts have a beta coefficient -.473, which is significant (0.000). Facility for use of credit card has a betacoefficient -.545, which is significant (0.000). Parking facilities has a beta coefficient -.320, which is not significant (0.013). Store comfortable to shop in has a beta coefficient .043, which is not significant (0.588). Security has a beta coefficient .170, which is not significant (0.068). Close to where you live has a beta coefficient -.055, which is significant (0.515). Several brands to choose have a beta coefficient -.380, which is significant (0.001). Product display and demo has a beta coefficient --.184, which is not significant (0.028). Store ambience has a beta coefficient .214, which is not significant (0.006). Fast billing has a beta coefficient .228, which is not significant (0.044).hospitality has a beta coefficient -.420, which is significant (0.000) Value added services has a beta coefficient -.005, which is not significant (0.965). Better customer service has a beta coefficient -.083, which is not significant (0.185). A convenience store hour has a beta coefficient .735, which is significant (0.000). from the above table we can able to know that offers & discounts and convenient store hours are having major impact in the minds of the consumer and brings them lot of satisfaction when compared with other factors in preferring particular retail garment showroom.

**7. CONCLUSION**

The study reveals that Nalli, Kanchipuram Silk Brand, and Triveni remains the highest three brands preferred by the respondents. It’s clear that the majority of the patrons of Women’s branded Silk Sarees were highly influenced by the factors like durability, reference groups, wider choice of color and style, attractiveness, price range and celebrity endorser. Most of the purchasers except reduced price and wider choice of color and style. The manufacturers of branded Silk Sarees must specialise in all these factors to formulate branding strategies effectively and to sustain their growth. Convenient shop hours and therefore the offer & discounts are the two factors that contribute more to prefer a specific retail garment showroom. The retailers need to give more attention to those factors so as to draw in and retain their customers.

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