

CONSUMER BEHAVIORISMS OF POPULAR SILK SAREES RETAILING IN TAMIL NADU

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Abstract

Consumer is the principal a prior of business. Consumer behaviour is all psychological, social and physical behaviour of potential customers. The consumer's choice reveals consumer's preference. The normal patterns of behaviour regarding consumer spending and saving appeared to be relatively consistent in the past. Consumers are modifying their behaviour in view of their expectations about an uncertain future. Perception is the process by which individuals select, organize, and interpret stimuli into a meaningful and coherent picture of the world. It has strategy implications for marketers because consumers make decisions based upon what they perceive, rather than on the basis of objectives reality. In order to succeed in silk retailing, the retailers should be able to offer good quality, variety in the latest trends and value for money, keeping a good image of the outlet all the time.



Introduction

Consumer is a person or an individual, institution who buys goods or hires any services for consideration, paid or promised and includes user of goods, using them with the approval of the buyer but does not include a person who obtains goods for resale or for any other commercial purpose. Consumer is the principal a prior of business. The efficiency with which a free market system of enterprise operates, in the last analysis depends up on extend of consumer understanding possessed by the business community. "A business community that is ignorant of consumer

preferences cannot possibly fulfil its obligations in a meaningful and responsive manner. The consumer is the individual who helps up the buying public or the mass market, and the people who buy for personal or family consumption and institutions. The other type of consumers is the average consumer who is not concerned with consumers' protection or receiving a good bargain for their money.

Consumer Behaviour

“Consumer behaviour is never simple yet understanding it is the essential task of marketing management “Consumer behaviour is all psychological, social and physical behaviour of potential customers as they become aware of, evaluate, purchase, consumer and tell other people about products and services”.

Consumer Preference

The term consumer preference refers the preference on the part of a consumer for one brand of a product in relation to various other brands of the same product available in the market. The consumer's choice reveals consumer's preference. The normal patterns of behaviour regarding consumer spending and saving appeared to be relatively consistent in the past. Consumers are modifying their behaviour in view of their expectations about an uncertain future. Marketers are aware of this shift in expectations of the macro-level. Buyer behaviour is comparatively a new field of study. It is the attempt to understanding predicts human actions in the buying role. It has assumed growing importance under market oriented or consumer oriented marketing; planning and management. Many products are purchased under conditions of low consumer involvement and the absence of significant brand differences. Consumers undertake variety seeking buying behaviour in situation characterized by low consumer involvement but significant perceived brand differences. In such cases consumer often do a lot of brand switching.

Consumer Perception

Perception is the process by which individuals select, organize, and interpret stimuli into a meaningful and coherent picture of the world. It has strategy implications for marketers because consumers make decisions based upon what they perceive, rather than on the basis of objectives reality. Products also have images (i.e. symbolic meanings) for the consumer. The way product is perceived (i.e. positioned) is probably more important to its ultimate success than are its actual product characteristics. Products that are perceived favourable obviously have a better chance of being purchased. The brands that a consumer considers in making a purchase choice in a particular product category are known as the evoked set. Consumers often perceive risk in making product

selections because of uncertainty as to the consequences of their product decisions. The most frequent types of risk that consumers perceive are functional risk, physical risk, financial risk, social risk, psychological risk, and time risk. Studies show that the perception of risk by the consumer varies with the individual, the product, the shopping situation and the culture. The concept of perceived risk has important implications for marketers, who can facilitate the introduction and acceptance of new products by providing consumers with an optimal number of acceptable risk reduction strategies. Having discussed the importance of the handloom industry and the place of silk industry in Tamilnadu in general and in Thanjavur District in particular, this chapter attempts to unravel the theoretical backdrop of marketing. This chapter proposes to explain the theoretical framework of marketing, evolution of marketing, conceptual framework of marketing, importance of marketing and finally deals with consumer behaviour.

Consumer Given Different Rank of Famous Silk Sarees Retailing in Tamil Nadu

Buying Reasons	Thirubuvanam	Kanchipuram	Arani	Dharmavaram	Others	Total
Effective advt.	22	32	12	14	20	100
Better weaving	24	38	16	12	10	100
Less maintenance	26	34	12	12	16	100
Period of warranty	26	30	10	8	26	100
Less Price	20	38	12	14	16	100
Higher use of designs and colours	22	42	10	12	14	100
Brand Image	18	44	12	10	16	100
Total	158	258	84	82	118	700
Percentage	23%	37%	12%	11%	17%	100%

Source: From Primary Data (Interview schedule)

The above table shows the consumer’s interest in buying the silk Sarees due to popularity and reasons for why they have chosen the silk Sarees are ranked in different dimensions. The reasons for the buying interest of silk Sarees are classified into effective advertisement, better weaving, less maintenance period of warranty, lesser price, higher use of designs and colours and the brand image. Out of the reasons, the maximum people ranked (37%) with higher marks by all the reasons the Kancheepuram silk Sarees as top. The Thirubuvanam silk Sarees are secondly ranked (23%) and the others have a variation in ranks due to their interest in buying of silk Sarees.

Suggestions

- Increase in turnover should be achieved by reducing the margin of profit in this competitive era to survive in the long run.
- Keep updates about the price fluctuations and new fashions in the suppliers market.
- Always be in a receptive mood to know the preference and taste of customers.

- Add more products to the product line other than silks to attract customers
- Build good relationship with the customers, enquire their requirements and Complaints.

Conclusion

The silk retailers are facing stiff competition and find it very tough to keep up with changing tastes and preferences of the buyers. Competition from unorganized sector and too many players to compete with, make the struggle of the retailers difficult. In recent years, the profitability of the Indian silk-reeling industry has been reduced by the import of cheaper raw silk and the high prices of cocoons. In addition, the productivity of the sector is low because there have been no systematic attempts to upgrade its technology, conserve energy or recover by-products. Even so, after China, India is the world's second largest producer of silk -the queen of textiles - producing about 14,000 metric tons a year. In order to succeed in silk retailing, the retailers should be able to offer good quality, variety in the latest trends and value for money, keeping a good image of the outlet all the time.

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