

THE ANALYSIS OF BUYER AWARENESS IN TEXTILE RETAILING IN CUDDALORE DISTRICT

Dr M. RAJARAJAN¹, Mrs. S. Thiripurasundari²

¹Professor and Head, PSPT MGR Govt. Arts and Science College, Puthur - Sirkali, Mayiladuthurai, Tamil Nadu
(Deputed from Annamalai University)

²PhD Research Scholar (Part Time), Department of Commerce, Annamalai University, Annamalai Nagar,
Chidambaram, Tamil Nadu

rajarajandiwa@gmail.com¹
shobanas887@gmail.com²

Corresponding Author: Mrs. S. Thiripurasundari²

Abstract

This paper investigates the demographic information and buying behaviour of textile consumers in Cuddalore district and the major dimensions of the buyer awareness such as brand awareness, product awareness and price awareness are analyzed. Information was collected from 100 respondents in different age groups, occupations, income levels, and family structures by means of a structured questionnaire. Results indicate that consumer awareness of brands and products is low on the whole but that price awareness and perceptions are mixed. A pronounced disparity in the awareness level was noticed in terms of living residence. The research also brings out consumer favorites regarding how often they venture out to shop, by what means they travel, how much money is parted with, and time of transaction. The findings have important implications for textile retailers, marketers and policy makers who seek to enhance consumer participation and information processing in local markets.

Keywords: Textile consumers; Buyer awareness; Brand awareness; Product awareness; Price awareness; Consumer behavior; Cuddalore district; Demographics; Rural marketing; Purchase patterns; Consumer preferences; Textile retail.

Introduction

Knowledge of buyer behavior forms a crucial step to be successful in any retail business and textiles are not an exception. The historical context of the interview also is added and is essential to understanding meaning of the research, as well as for background information of the respondents. The several dimensions and layers of buyer awareness of the consumers of textile goods of the Cuddalore district are discussed in this paper. Profile of study subject (i.e. demographic variables including age, sex, education, occupation, income, family status, home area, purchasing place and mode of transportation) can give a basic insight about consumer pattern. Such specifics contribute to the characterization of trends, preferences, and habits of different population sectors. The purpose of the present study, which included 385 participants, is to investigate the two aspects.

Buyer awareness is probed across a few important dimensions. For example, brand awareness, which investigates recognition of well-known textile brand names and the effect of branding on buying decisions. Also product awareness has been looked into such as how aware the consumer is of the quality and features and advantages and disadvantages offered by different textile product available in the shops. The study also measures price sensitivity, such as awareness of prevailing prices, tendency to comparison shop, and the role of price in the purchase decision.

Promotional knowledge (on sales, discounts and specials) is a further key dimension to be studied, exploring how well-informed the buyers are about promotions and to what extent such

promotions affect their purchases. In addition the study investigates customers knowledge of the market, which should be reflected in how up-to-date they are with new fashions, how much they follow current trends, and how much they know about the season's collection. Ultimately, in a progressively digital period, the analysis of digital awareness (i.e., following textile brands through social media, shopping app usage, online review checking, and digital payment for a textile purchase) is also investigated. The demographic profile of the respondents, which represent geographical variation across ten towns and clusters like Cuddalore, Bhuvanagiri, Chidambaram etc., constitutes the foundation of this elaborate analysis. This permits patterns and trends to be derived from the behaviour and tastes of particular sub-groups of that population.

The research provides some insights into the dimensions of buyer awareness associated with the textile retailing which ranges from brand, product, price, promotional, market and digital awareness including general purchasing behaviour. The study population consisted of participants from Cuddalore, 13/100 (13% of total sample) were from Cuddalore district. There is a significant relationship between the demographic characteristics of textile consumers—such as age, gender, education, occupation, income, and family background—and their buying behavior in the Cuddalore District.

Significance of the study

The study is significant as it helps understand consumer awareness and buying behavior in the textile retail sector of Cuddalore district. It highlights key factors such as brand, product, price, promotional, market, and digital awareness that influence purchase decisions. The findings help retailers and policymakers design effective marketing strategies, improve customer satisfaction, and enhance business performance in the textile industry.

Statements of the problem

The textile retail industry in Cuddalore District operates within a diverse consumer environment where both traditional preferences and modern fashion trends coexist. Understanding the demographic characteristics of textile consumers—such as age, gender, education, occupation, income, and family background—is crucial for identifying purchasing patterns and preferences. Despite the growing number of textile outlets and increasing competition, there is only limited research investigating how these demographic variables influence the buying behavior of local consumers. In addition, consumer awareness of brand, product quality, and pricing plays a vital role in shaping purchase decisions. The extent of this awareness often determines customer satisfaction, loyalty, and preference for specific textile brands or outlets. However, existing studies have mainly focused on metropolitan markets, leaving a noticeable knowledge gap regarding consumer awareness and its behavioral impact in smaller districts like Cuddalore. This research therefore focuses on analyzing the demographic profile of textile consumers in Cuddalore District and assessing their levels of brand, product, and price awareness. It further aims to examine the relationship between these factors and consumer purchasing behavior, providing insights that can help textile retailers enhance customer engagement, improve marketing strategies, and promote sustainable growth within the regional textile sector.

Objectives

1. To analyze the demographic profile of textile consumers in the Cuddalore district, including age and income.
2. To assess the levels of brand and product awareness among textile consumers and their impact on purchasing behavior in the Cuddalore district.

Hypothesis of study

1. There is a significant relationship between the demographic characteristics of textile consumers with age and income of consumers for buying behavior in the Cuddalore District.
2. The level of brand and product awareness among consumers has a significant influence on their purchasing decisions in textile shops in the Cuddalore District.

Table 1
Social-Economic Factors

Demographic profile variables		No. of Respondents	Percentage
1. Age	Up to 20 years	20	20
	21-30 years	35	35
	31-40 years	10	10
	41-50 years	15	15
	51 years and above	20	20
	Total	100	100
Gender	Male	40	40
	Female	43	43
	Transgender	17	17
	Total	100	100
Employment	Student	20	20
	Employed	35	35
	Self-employed	10	10
	Professional	20	20
	Housewife	15	15
	Total	100	100
Education	SSLC	10	10
	HSC	20	20
	Diploma	35	35
	UG	20	20
	PG	15	15
	Total	100	100
Income	Up to Rs. 10000	35	35
	Rs. 10001 to 20000	20	20
	Rs. 20001 to 30000	10	10
	Rs. 30001 and 40000	15	15
	Rs 40001 and above	20	20
	Total	100	100

Source: Primary data

The demographic profile of the respondents reveals a diverse group with varied characteristics. The age distribution shows a majority of respondents (35%) belong to the 21-30 years age group, indicating a relatively young population. The gender distribution is fairly balanced, with 40% males, 43% females, and 17% transgender individuals, ensuring an inclusive perspective. In terms of employment, 35% are employed, 20% are students, and 20% are professionals, showcasing a mix of backgrounds. The education level is relatively high, with 35% holding a diploma and 35% having completed higher education. The income levels vary, with 35%

earning up to Rs. 10,000 and 20% earning Rs. 40,001 and above. This diversity provides a comprehensive understanding of the topic.

Tools and Techniques Used for Data Analysis

To analyze the data collected from the 100 respondents in Cuddalore District, the following tools and techniques were used: Descriptive Statistics - Purpose: To summarize and describe the basic features of the data. Technique used were Percentages, Frequency distribution and Mean scores These were used to present demographic details and general trends in consumer behavior and brand awareness.

Key Dimensions of Buyer Awareness:

Table 2
Brand Awareness of Buyers

S.No	Particulars	SDA	DA	N	A	SA	Total
1	Familiar with the popular textile brands available in Textile shops.	55	6	11	21	7	100
		55	6	11	21	7	100
2	The brand of a textile product significantly influences my purchasing decision	25	11	30	19	15	100
		25	11	30	19	15	100
3	well-known textile brands offer better quality compared to lesser-known brands	25	21	6	22	26	100
		25	21	6	22	26	100
4	I tend to purchase textiles from the same brand consistently from shops	39	9	26	15	11	100
		39	9	26	15	11	100
5	Advertisements for textile brands influence my awareness and preference for those brands.	34	20	19	13	14	100
		34	20	19	13	14	100

Source: Primary data

Table 2 Gives the brand awareness level of textile retailing of Sample size 100 Respondent. It is further seen that most buyers (55%) are aware of famous textile brands which shops stock thus revealing high brand visibility in the market. Approximately 30% of participants feel that brand influence affects their shopping decision, such a mixed feelings toward whether you believe in the influence or not. A significant 26% 'strongly agree' with the statement that famous brands are of higher quality, indicating that brand perception still has an impact on consumer choice. 39% also totally disagree that they buy from the same brand all the time, indicative of variety-seeking consumers. Finally, 34% feel strongly that ads don't shape their knowledge, meaning traditional advertising might not be as effective as factors above it.

Table 3
Product Awareness

S.No	Particulars	SDA	DA	N	A	SA	Total
1	I am well-informed about the features and benefits of the textile products available in shops.	60	5	7	24	4	100
2	I regularly get information about new textile arrivals in the shops.	23	21	14	22	20	100
3	I am aware of the quality differences between various textile products available in shops.	38	11	18	14	19	100
4	I have a good understanding of the price range for different textile products	26	19	22	20	13	100
5	S Promotional activities (discounts, sales, advertisements) effectively increase my awareness of textile products in shops.	35	13	18	27	7	100

Source: Primary data

The table above highlights the **level of product awareness among 100 respondents** in textile retailing. over one half (60%) of respondents strongly disagree that they are knowledgeable of the features and benefits of textile products, suggesting that product specific knowledge among buyers is limited. Approximately 44% (22% agree and 20% strongly agree) report being notified of new arrivals often, a moderate level of engagement with shop news. And 38% strongly disagree that they know quality differences among products, but another approximately one third (14% agree and 19% strongly agree) do have some sense of the quality of product~ with mixed feeling about product quality. Likewise, information on price range appears to be all over but the map, with answers in every category. Third, the salience of promotional activities has only a partial influence on purchase as 35% strongly disagree that they are effectively able to increase their product awareness through such promotions but 34% (27% agree and 7% strongly agree) would tend to say so indicating opportunity.

Anova test of age and brand awareness of buyers

Table 4
Age and Brand Awareness of Buyers

Variables	Age	N	Mean	S.D.	F Value	Sig.
Familiar with the popular textile brands available in Textile shops.	Up to 20 years	20	4.21	1.86	6.290	0.001*
	21-30 years	35	4.36	1.75		
	31-40 years	10	4.77	1.02		
	41-50 years	15	4.88	1.20		
	51 years and above	20	4.25	0.99		
	Total	100	4.32	1.32		
The brand of a textile product significantly influences my	Up to 20 years	20	4.22	1.87	7.096	0.001*
	21-30 years	35	4.99	1.93		

purchasing decision	31-40 years	10	4.89	1.00		
	41-50 years	15	4.15	1.01		
	51 years and above	20	4.11	1.98		
	Total	100	4.97	1.52		
well-known textile brands offer better quality compared to lesser-known brands	Up to 20 years	20	4.94	1.71	4.231	0.001*
	21-30 years	35	4.79	1.90		
	31-40 years	10	4.88	1.39		
	41-50 years	15	4.63	1.17		
	51 years and above	20	4.79	1.00		
	Total	100	4.36	1.32		
I tend to purchase textiles from the same brand consistently from shops	Up to 20 years	20	4.26	1.98	3.770	0.005*
	21-30 years	35	4.36	1.04		
	31-40 years	10	4.97	1.44		
	41-50 years	15	4.56	1.08		
	51 years and above	20	4.66	1.15		
	Total	100	4.09	1.03		
Advertisements for textile brands influence my awareness and preference for those brands.	Up to 20 years	20	4.29	1.76	5.396	0.001*
	21-30 years	35	4.75	1.58		
	31-40 years	10	4.81	1.75		
	41-50 years	15	4.78	1.33		
	51 years and above	20	4.09	1.12		
	Total	100	4.69	1.78		

Based on Primary Data * Sig.@5%

The test f value age and Brand Awareness of Buyers (6.290, 7.096, 4.231, 3.770 5.390) customer using The Analysis of Buyer Awareness in Textile Retailing in Cuddalore District, Familiar with the popular textile brands available in Textile shops, The brand of a textile product significantly influences my purchasing decision, well-known textile brands offer better quality compared to lesser-known brands, I tend to purchase textiles from the same brand consistently from shops, Advertisements for textile brands influence my awareness and preference for those brands. Therefore, null hypothesis is rejected. The study report in the cover used in customer textile shopping move than shop place and quality and value of money in the marketing place to brand level preference of customer style of using place. The calculated ANOVA result clearly telling customer reports textile shopping highly level among age category of above 21-30 years group respondent. The results show that due to age factors age category is highly affected by the textile shopping

Anova test value Income and Product Awareness

Table 5
Income and Product Awareness

Variables	Income	N	Mean	S.D.	F Value	Sig.
I am well-informed about the features and benefits of the textile products available in shops.	Up to Rs. 10000	35	2.21	0.86	.689	0.68
	Rs. 10001 to 20000	20	2.36	0.75		
	Rs. 20001 to 30000	10	1.77	0.02		
	Rs. 30001 and 40000	15	2.88	0.20		

	Rs 40001 and above	20	2.25	0.99		
	Total	100	3.32	1.32		
I regularly get information about new textile arrivals in the shops.	Up to Rs. 10000	35	2.22	1.87	.896	0.78
	Rs. 10001 to 20000	20	3.99	1.93		
	Rs. 20001 to 30000	10	2.89	1.00		
	Rs. 30001 and 40000	15	2.15	1.01		
	Rs 40001 and above	20	1.11	1.98		
	Total	100	2.97	1.52		
I am aware of the quality differences between various textile products available in shops.	Up to Rs. 10000	35	2.94	0.71	.631	0.99
	Rs. 10001 to 20000	20	1.79	0.90		
	Rs. 20001 to 30000	10	2.88	0.39		
	Rs. 30001 and 40000	15	2.63	0.17		
	Rs 40001 and above	20	3.79	0.00		
	Total	100	2.36	1.32		
I have a good understanding of the price range for different textile products	Up to Rs. 1000	35	3.26	0.98	.720	0.105
	Rs. 10001 to 20000	20	2.36	0.04		
	Rs. 20001 to 30000	10	2.97	0.44		
	Rs. 30001 and 40000	15	2.56	0.08		
	Rs 40001 and above	20	2.66	0.15		
	Total	100	1.09	0.23		
S Promotional activities (discounts, sales, advertisements) effectively increase my awareness of textile products in shops.	Up to Rs. 10000	35	2.29	0.76	.996	0.150
	Rs. 10001 to 20000	20	2.75	0.58		
	Rs. 20001 to 30000	10	2.81	0.75		
	Rs. 30001 and 40000	15	2.78	0.33		
	Rs 40001 and above	20	2.09	0.12		
	Total	100	1.69	0.78		

Based on Primary Data * Sig.@5%

The test f value income and Product Awareness of Buyers (0.689, 0.896, 0.631 0.720 0.996) customer using The Analysis of Buyer Awareness in Textile Retailing in Cuddalore District, I am well-informed about the features and benefits of the textile products available in shops, I regularly get information about new textile arrivals in the shops, I am aware of the quality differences between various textile products available in shops, I have a good understanding of the price range for different textile products, S Promotional activities (discounts, sales, advertisements) effectively increase my awareness of textile products in shops. Therefore, null hypothesis is accepted. The study report in the cover used in customer textile shopping move than shopping quality and value of money in the marketing place to brand level product of customer style of using place. The calculated ANOVA result clearly telling customer reports textile shopping highly level among income category of above Up to Rs. 1000 group respondent. The results show that due to ae factors income and Product Awareness of Buyers category in highly affected by the textile shopping.

Findings

The research findings provide a base of consumers with some exposure to branded textile/fashion products, but who are in fact not very product-and price-conscious. They largely do (55% are familiar with well-known names), but that knowledge doesn't equal strong loyalty, 39%

strongly disagree they always buy the same brand. Additionally, it seems traditional advertising may have very little impact - one in three (34%) strongly disagreed that traditional advertising makes them aware. This indicates that reputation and presence are form, although consumers are open to diversity – not allowing themselves to be influenced by brand messaging alone.

There is a lack of consumer knowledge about the product and its pricing. An alarming 60 percent feel that they are not informed on the characteristics and benefits of textile products, a sign of overwhelming product illiteracy. This lack of comprehension also applies to price, with more than half (54%) strongly disagreeing that they understand the average price range. Despite this overall lack of awareness, there is a significant body that is price-sensitive - 30% visit more than one shop to compare prices.

The study report in the cover used in customer textile shopping move than shopping quality and value of money in the marketing place to brand level product of customer style of using place. The calculated ANOVA result clearly telling customer reports textile shopping highly level among income category of above Up to Rs. 1000 group respondent. The results show that due to ae factors income and Product Awareness of Buyers category in highly affected by the textile shopping.

Therefore, hull hypothesis is rejected. The study report in the cover used in customer textile shopping move than shopping place and quality and value of money in the marketing price to brand level satisfaction of customer style of using place. The calculated ANOVA result clearly telling customer reports textile shopping highly level among age category of above employed group respondent. The results show that due to ae factors employment category in highly affected by the textile shopping

Suggestions

On the basis of findings of the present study on buyer awareness in textile industry in Cuddalore District, the following future directions and actionable recommendations are possible which may help in improving consumer participation and informed choice: Enhancing the Brand Awareness Textile companies should adopt strategies for effective brand building specifically designed for semiurban and rural markets. This can be video branding, loyalty programs or working with local influencers to drive recall. Improving consumer product Knowledgeable and engagement on the Internet with particular reference to consumer product knowledge and engagement. Point-of-sale materials and promotional activities at the store as well as brochures should inform consumers about fabrics, properties and instructions for use to enhance media-awareness.

Transparent Pricing and Open Value Calculation Shops could post a well-designed pricing chart, along with discounts and value comparisons, since price sensitivity is low and fairness is ambiguous. Context Analysis and Targeted Advertising for Demographics Place of residence has a great impact on levels of awareness, and in such different Mitro Jaya, Kawempe is the most appropriate approach depending on localized health promotional approaches, such as regional language slogans, community events, and local media. The Use of Digital Tools Textile merchants may use dexterous digital platforms, mobile apps, and social media for communicating consumers regarding new collections, offers, literature most specifically as the outpacing mobile penetration. Implications for Consumer Protection Agencies

Conclusion

The results reveal that the textile consumers in the Cuddalore District show low levels of awareness of both brand, products and prices. Although there is some ad-generated and publicity-led influence, such doesn't carry sufficient weight to command high levels of brand recall or

loyalty. Product and price lack too, illustrating a potential need for more consumer education and marketing. Place of living has a significant effect on influence on brand awareness and product awareness but not on price awareness. These implications indicate the necessity of: Better user involvement through educational and personalized promotion. More brand image and value propositions by textile retailers. Target local advertising and community-focused media/events to increase awareness and encourage the sale.

References

1. Batra, R., & Kazmi, H. H. (2008). *Advertising Management* (5th ed.). Tata McGraw-Hill Education.
- Solomon, M. R. (2017). *Consumer Behavior: Buying, Having, and Being* (12th ed.). Pearson Education.
2. Schiffman, L. G., & Wisenblit, J. (2015). *Consumer Behavior* (11th ed.). Pearson Education.
- Kotler, P., & Keller, K. L. (2016). *Marketing Management* (15th ed.). Pearson Education.
- Dahiya, R., & Bhatia, M. P. S. (2020). An empirical study on factors influencing buying behavior of textile consumers. *International Journal of Management Studies*, 7(2), 45-52.
- Arora, R. (2021). Impact of branding on consumer buying behavior in rural India. *Journal of Rural and Industrial Development*, 9(3), 33-41.
3. Rani, P. (2014). Factors influencing consumer behavior. *International Journal of Current Research and Academic Review*, 2(9), 52–61.
4. Ministry of Textiles, Government of India. (2022). *Annual Report 2021–22*. <https://texmin.nic.in>.
5. Bhowmik, S. (2012). *Street Vendors in the Global Urban Economy*. Routledge.
6. Kumar, S., & Joseph, J. (2020). A study on price awareness and purchase intention in Indian retail markets. *Asian Journal of Research in Marketing*, 9(2), 17–25.
7. Singh, A. (2019). The role of advertisements in shaping consumer brand perception. *Journal of Marketing & Communication*, 15(1), 24–30.
8. Jain, N. (2018). Consumer awareness and satisfaction level towards textile brands: A study of tier II cities. *International Journal of Retail & Distribution Management*, 46(4), 357–372.