

A STUDY ON THE IMPACT OF CONSUMER BUYING BEHAVIOUR TOWARDS TEXTILES IN CUDDALORE

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ABSTRACT

AIM: The study's objective is to provide textile businesses with valuable insights that will enable them to develop targeted marketing strategies and product offerings that are customized to the diverse requirements of consumers in Cuddalore. Hypothesis: The impact of consumer purchasing behaviours toward textiles in Cuddalore is not explained by demographic variables. Design of sampling: Random sampling procedures were implemented to acquire the primary data. The Interview Schedule was employed to conduct a field survey. a study on the influence of consumer purchasing behaviours on textiles in Cuddalore The experiment contains a sample size of 150, and participants are selected using a straightforward single-random sampling procedure. Methodology of research: Recognition of Research methodology is the scientific examination of the scientific approach to a research issue, with the objective of resolving the research problem. A study on the influence of consumer purchasing behaviors on textiles in Cuddalore. "Required primary data" are those that are one-of-a-kind, appropriate for interview processes, and ensure high accuracy through conversations with interview subjects. The secondary data for this investigation is the information that I have already acquired for a specific purpose. They were obtained from a diverse array of sources, such as periodicals, websites, theses, and publications. Finding: The result of marketing, procuring, production, and value education Consumer Concerns (0.890, 0.596, 0.360, 0.377, 0.768) The ANOVA result calculated plainly demonstrates that the income category of PG Graduates is the most densely populated group of respondents, and customers report that they engage in online shopping at a high level. The educational category is significantly impacted by the frequency of interaction and satisfaction with online delivery, as indicated by the results. In conclusion: A study that examines the qualitative impact of consumer purchasing behaviors toward textiles in Cuddalore, a product that is purchased online, in relation to a variety of factors. Price, confidence, security, convenience, time, after-sales service, and discounted offers have been identified as the primary influencing factors. The price factor is present as a result of the qualitative impact of consumer buying behaviors toward textiles in Cuddalore, which frequently results in lower prices than physical purchases in the market. The quality impact of consumer purchasing behaviors toward textiles in Cuddalore can provide consumers with substantial advantages in terms of cost savings, time savings, and convenience. The quality of textiles in Cuddalore is influenced by consumer purchasing behaviors.

KEYWORDS: *Behaviour, Industry, Perception, Consumer, Buyer*