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“IMPACT OF MARKET STRATEGIES IN CONSUMER PURCHASE INTENTION OF TEXTILES”

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ABSTRACT:

In the 21st century textile market is has become a battle textiles brands. The survival of the fittest principle is demanding the global and the local brand managers to formulate their marketing strategies in such a way that can get them a competitive edge over their rival textile brands. The battle of the brands at the local level is also getting tougher. In the competition to the global textile brands the local textiles brands are trying to their level best to develop their own competencies and build their unique selling propositions. Every day new brands are making their ways to the market and making the battlefield more challenging and complicated. Texvalley is one of the emerging textile mall in the south India. The current study was incorporated to empirically investigate the relationship between Texvalley marketing strategies factors and consumers purchase intention. Regression analysis was used to analyse the relationship between the dependent and independent variables. The results of the study revealed a positive relationship between the product, place and promotional strategies of Texvalley and consumer purchase intention. Whereas a weak relationship between the pricing strategies of the brand and consumer purchase intention was recorded. This study will be useful for the textiles in Tamil Nadu. Identification of the factors will help the Texvalley to increase their customer and business.



KEYWORDS: Marketing mix, Texvalley, promotion, price strategies and product.

INTRODUCTION :

The cotton textile industry occupies a prominent position in India’s industrial structure. It is amongst the oldest and largest manufacturing industries, employing a six of the labour force and contributing a seventh to value added of the organized industry. It has the single largest weight in the index of industrial

production. Next only to food and shelter, clothing is the most important item of family expenditure. Furthermore, the textiles are amongst the country’s major exports and it is one of the most important markets in the world. Understanding factors influencing consumer purchase intention is one of the techniques used in contem

porary marketing of textile products. This technique could be employed to create a textile company strategy attracting and advertising for target consumer. The structure of the industry shows that 1,095 mills were in existence in 1992, of which, 900 were exclusively spinning mills and the remaining were composite mills. Textiles in India accounts for 15 percent of its

industrial production around 28 percent of its export earnings. Textile Industry in India is providing one of the most basic needs of people and is the second largest employment after agriculture. Coimbatore city, the hub of spinning and weaving mills is known as Manchester of South India. The growing knitwear exports hereby town Tirupur and home exports from Karur and handlooms from Erode has contributed to tremendous growth and demand for spinning market as well as exported to other countries. Coimbatore yarns are famous market as well as exported to other countries. Coimbatore yarns are famous for yarn quality and pricing. Many mills has upgraded their textile machinery and increased the capacity to the growing needs of the textile market. Textiles can be made from many materials. In the past, all textiles were made from natural fibres, including plant, animal and mineral sources. In the 20th century, these were supplemented by artificial fibbers made from petroleum.

This study will focus on target customers' evaluative criteria for various textile items. This would be useful for researchers in the textile area in order to focus their forthcoming studies and investigations on the factors might affect purchase decision and not studied yet. Practically, this will be an informative research for textile and fashion designers, manufacturers and advertisers in order to put into consideration features could affect their product characteristics.

STATEMENT OF PROBLEM

The textile industry plays a vital role in the development of the national economy. The importance of functioning of the textile industry from the viewpoint of the economy of the nation can better be gauged from its rich contribution to the direct and indirect employment, source of income and earner of valuable foreign exchange. Among the cotton textile mills in Tamil Nadu, Coimbatore district is a premier landing centre of textile industry of Tamil Nadu. The study conducted at Texvalley in erode. It is evident that Texvalley and its environs occupy a place of pride in the textile mall in south India. Amidst this background, the present study captioned "Impact of market strategies on consumer purchase intention of textiles", it brings to limelight to what extent the major problems confronted by the study participants in exporting sphere, have stifled the progress of the textile vocation.

REVIEW OF LITERATURE

Gurumoorthy and Rengachari (2002) noted that the problems of textile industry in Tamil Nadu. This study found that shortage and irregular supply of yarn, price fluctuations of yarn, poor sales and consequent accumulation of stock, poor working capital, demand for textiles only in festival seasons due to discounts policy of government, etc. Were the major problems faced by the textile sector. They suggested that textile sector should follow a marketing concept rather than a sales concept. For that constant feedback of market intelligence and setting up of strong production base were essential.

Nayak and Krishna Kumar (2003) explained the consumer preference of textile Showrooms from a panel of house hold. Their study examines the performance of textile shop in the contest of its objectives enshrined in the bye-laws having a basic mandate to help developing the textiles shops in Kerala.

Kanitkar Ajith (2006) studied the problem of credit flows to the textile sector was very much related the working capital management of the textile business. Several aspects such as marketing, design, technology, skill up gradation, etc. Decides the performance of the sector. There were no significant policies in the past to provide credit to weavers and stakeholders outside the co-operative sector. The study showed a consistent decline in institutional credit.

Qiong Yao and Liang Wang (2012) showed that the price have influence to the purchase intention in different situations. The other research also has the same opinion, they state that the price has contribution to the formation of purchase intention. The price has significant effect on the purchase intention.

Okoumba and Pooe (2013) explained that the product quality has positive impact on purchase intention. Then product quality is shown to mediate the relationship between user ratings and purchase intention, they have more store to exhibit their product, but they have different strategy. They

tend to limit their shop to maintain their image as exclusive product. However the products should be made available at various outlets for the consumers to purchase. Therefore the customer purchase intentions supposed to be better than others. Their customer is more convenient to purchase their product because they have more choice respect to the place.

Noble and Gruca (1999) stated that the marketing mix is the cause of the other costs such as the cost of advertising, product development, promotion, distribution and packaging. Among the marketing mix, promotion strategy is executed to motivate and remind the target market for a product or service. Although promotion activities could be very costly, it is necessary communication between the seller and the buyer. To promote the consumers and motivate the purchase intention in this study, promotion is considered as an important influential factor.

OBJECTIVES OF THE STUDY

- ✓ To study the market strategies on consumer purchase intention of textiles
- ✓ To know the impact of marketing strategies on purchase intention of Texvalley customer.
- ✓ To understand the marketing strategies in textiles.

RESEARCH METHODOLOGY

This research is a quantitative research, the background of this research is the number of people who buy pirated textiles in Texvalley. There are several factors may influence this, but in this case, the marketing mix (4 Ps) which consist of Product, Place, Price and Promotion become the possibility in triggering the textile sector.

Research methodology is designed and developed to figure out marketing strategies that influence the consumers’ willingness to purchase the dress materials at Texvalley textiles mall. The research is using survey as the tools to collect data in order to test hypothesis (Pradhono, 2010) also research survey is used to find information about consumer perception, perspective and from demographic side.

Survey with questionnaire was distributed and developed to respondent that represent the population sample. The population was selected to provide accurate and relevant information regarding to the willingness to purchase textiles materials at Texvalley mall. The target of respondent in this study is textiles martial purchase customer, commonly everyone right now is a textile materials users. The measurement for this questionnaire is using Likert scale as below:

| Likert Scale | Degree Score |
|-------------------|--------------|
| Strongly disagree | 1 |
| Disagree | 2 |
| Agree | 3 |
| Strongly Agree | 4 |

The hypothesis in this research refers to the analysis of marketing strategies toward purchase intention. Therefore, the hypotheses are as follow:

- Hypothesis 1: Product strategy will influence purchase intention in Texvalley customers.
- Hypothesis 2: Price strategy will influence purchase intention in Texvalley customers.
- Hypothesis 3: Place strategy will influence purchase intention in Texvalley customers.
- Hypothesis 4: Promotion strategy will influence purchase intention in Texvalley customers.

INDIAN TEXTILES INDUSTRIES

India’s textiles sector is one of the mainstays of the national economy. It is also one of the largest contributing sectors of India’s exports contributing 12 per cent to the country’s total exports basket. The textiles industry is labour intensive and is one of the largest employers. The Indian textiles industry, currently estimated at around US \$109 billion, is expected to reach US \$ 142 billion by 2021.

The industry is the second largest employer after agriculture, providing direct employment to over 45 million and 60 million people indirectly. The Indian Textile Industry contributes approximately 5 per cent to GDP and 14 per cent to overall Index of Industrial Production. The Indian government has come up with a number of export promotion policies for the textiles sector. It has also allowed 100 per cent FDI in the Indian textiles sector under the automatic route. Cotton prices have stabilised and the steep decline in the prices of crude oil has made synthetic fibres more affordable. The efforts of our exporters to diversify into new markets in the context of the demand recession in our traditional markets in recent years have started showing positive results. The recent measures taken by government to reduce interest rates and liberalise labour laws and the industry friendly bills that are expected to be passed in the parliament would help to augment investment in the manufacturing sector including in the textiles industry. State level also, industry-friendly textile policies have been announced by the States with substantial textile production, creating a competitive investment climate. The textiles sector is the second largest provider of employment after agriculture. Thus, growth and all round development of this industry has a direct bearing on the improvement of the India's economy. In India, the textile industry is the single largest industry with 50 lakhs peoples are employed directly/indirectly with respect to 1800 textile mills located in different parts of India.

TEXVALLEY

Presenting Texvalley, India's largest wholesale textile market in Erode, the heart of South India's textile industry. It is the gateway to the future your business deserves. It is your springboard to the next level of success - one that showcases you to the buyers from not only across India, but the world.

Texvalley is here to revolutionize the textile business, at Erode. It is the perfect platform to take your business to a bigger level of success. Texvalley is designed to be the one-stop destination for the entire range of wholesale textile goods. It will bring together over 1100 traders under one roof.

The Mall was proposed by the Union Ministry of Textiles (India) under the Comprehensive Power-loom Cluster Development Scheme. It was developed by a Special Purpose Vehicle named Erode Textile Mall Limited. The main mall or daily market structure is designed to accommodate about 1599 shops in 11.5 lakh square feet.

RESEARCH DESIGN

Kerlinger (1986) stated that the plan and structure of investigation conceived so as to obtain answers to research questions. The design of a research specifies the methods and procedures for acquiring the information needed. It represents the overall operational framework of the project that stipulates what information is to be collected from which source and by what procedure.

The sample units are chosen primarily on the basis of the convenience to the researcher. A sample of overall purchase intention has been taken as a dependant variable and marketing strategies factors are used by Texvalley is considered as the independent variables. The main purpose of this study was to identify the impact of marketing strategies on purchase intention of Texvalley customer.

ANALYSIS

In this study after collecting data, we are conducted the research in two stages. First stage, the questionnaires were distributed to 30 respondents, then tested the validity and reliability, once the questionnaires were fixed based on the results validity and reliability, the distribution of the second stage got better results. The distribution of the second stage of the respondents was conducted in person utilizing an online survey that facilitates getting the quick results. The number of questionnaires was 100 respondents after the researcher eliminated 18 respondents because their answers did not meet the qualification.

The researcher chose the sample as the respondent who have purchased textiles in Texvalley mall. From 100 respondents, the researcher presented data of respondents based on gender, age,

education, occupation, monthly income and experienced purchased the textile materials in Texvalley. The summary of the survey:

Based on the analysis of product, price, place and promotion influence to textiles purchase intention, it can be concluded as below;

The analysis of product, it was found that the product does not have significant influence on textile purchase intention. This influence results obtained by regression analysis which showing a significant level of 0.903 and which is above the maximum error tolerance limit of 0.05. Hence, H1 is not supported.

It can happen because several reasons as follows:

Customer do not consider product too much, the most important thing for them is price (Gap between Texvalley and non-Texvalley product is high). From the analysis of price, it was found that the price has significant influence on Texvalley product purchase intention. This influence results obtained by regression analysis which showing a significant level of 0.000 and which is below the maximum error tolerance limit of 0.05. Thus, H1 is supported. The final result shows that price have significant relationship toward Texvalley product purchase intention.

Place, it was found that the place has significant influence on textiles purchase intention. This influence results obtained by regression analysis which showing a significant level of 0.012 and which is below the maximum error tolerance limit of 0.05. Thus, H1 is supported. Promotion, it was found that the promotion does not have significant influence on consumer motive. This influence results obtained by regression analysis which showing a significant level of 0.593 and which is above the maximum error tolerance limit of 0.05. Thus, H1 is not accepted. This can happen because the reasons as follows:

The character of Tamil nadu population tends to be price sensitive. Thus, they are more concerned about price than the promotion, although sometimes the campaign has its own role. The promotion is less effective in delivering the message so the users does not feel intrigued by the message. Promotion for purchase in Texvalley product is less intense than promotion for the product itself.

Table 1. The summary of the hypothesis.

| Hypothesis | Hypothesis Statements | Sig. | Significant/ Not Significant |
|------------|--|-------|------------------------------|
| H1 | Product strategy will influence purchase intention in Texvalley customers. | 0.903 | Not Significant |
| H2 | Price strategy will influence purchase intention in Texvalley customers. | 0.000 | Significant |
| H3 | Place strategy will influence purchase intention in Texvalley customers. | 0.013 | Significant |
| H4 | Promotion strategy will influence purchase intention in Texvalley customers. | 0.593 | Not Significant |

MARKETING INITIATIVES

E-marketing is the most immediate, flexible and cost effective marketing tool available in business today. Businesses have to embrace the Web as a platform, as a way to do business in this day and age. More than 1000 contemporary designs with technical details and regional language interface have been hosted for free download on the website of National Centre for Textiles Design. Coordinated effort has been planned and executed for the first time with Flipkart for handloom weavers which will bridge the missing linkages of market intelligence, market access and logistics and help the Indian weavers in getting remunerative prices for their products, the Textiles Ministry said. The weavers will sell their products under their brand name and evolve as an entrepreneur selling his products directly to buyers across the country without stepping out of their workplace. In India, a major portion of garments are being made in the state of Tamilnadu. It has a strong production base and account for about one - third of textiles production in the country and accounts 39.5 percent of India’s total production. Even though the global market finds a recession, the textile industry products exports in

total merchandise exports was considerably increased. New markets were created to promote exports, with respect to markets like European Union and United States of America. For promoting exports, mega textile shows are carried out in textile markets.

CONCLUSION

There are few things that can be guideline to analyse the impact of marketing strategies toward textiles products purchase intention in Texvalley customers. Thus, the researcher tried to give some recommendations that can be used by the advertisement of textiles show rooms (Saravana stores, Pothes, Chennai silks, etc.). Should create a plan for addressing the key parameter issues and promote the export of Texvalley textile products from India with good strategies. Innovations ideas in logistics and supply chain of products, quality control and branding (Texvalley) of products will be a key tool for providing sustainable growth in export textile industry products. Finally, this paper reflects that wholehearted joint efforts from manufacturers, buyers, suppliers, government, and other stockholders are highly expected to accomplish the development of potential and sustainable Texvalley Textiles shopping mall growth in south India.

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