CHAPTER IV

CUSTOMER ATTITUDE, PERCEPTION AND PURCHASE PATTERN TOWARDS ORGANIZED RETAIL TEXTILE SHOWROOMS

4.1 Introduction

Textile retailing is a vast and fast growing industry. Occupational changes and infiltration of media have caused a significant change in the way the consumer spending their money. Consumers today see an electrifying bang of choices, new category and new shopping options and have increasing disposable income to fulfill their target. The consumers differ from each other by age, income, education, character etc., Thus, the first objective of the study deals with customer attitude, perception and purchase pattern of organized retail textile showrooms.

4.2 Analysis and Interpretation

The analysis and interpretation of the study on "A Study on Customer Attitude, Perception and Service Quality of Organized Retail Textile Showrooms" based on the sample size of 474 respondents selected for the study. The collected data have been classified and tabulated and further the following statistical measures have also been employed in fulfilling the objectives of the study. The statistical tools used for the study is as follows:

- Simple Percentage Analysis
- Descriptive Statistics
- Chi-square Test
- Mean Rank
- Kendall's (w) Co-efficient of Concordance
- t-test
- ANOVA (F-test)
- Multiple Regression
- Gap Analysis
- Path Analysis

Necessary hypothesis have been framed and tested wherever necessary.

Simple Percentage Analysis

Simple Percentage analysis has been carried out for all the questions given in the questionnaire. This analysis describes the classification of the respondents falling under each category. The percentage analysis is used mainly for standardization and comparison.

$$\text{Percentage Analysis} = \frac{\text{Number of Respondents}}{\text{Total Respondents}} \times 100$$

Descriptive Statistics

Descriptive Statistics are brief descriptive co-efficient that summarize a given data set, which can be either representative of the entire population or provide simple summaries about the sample and the measures. It describes the main feature of a collection of data quantitatively.

Chi-Square Test

Chi-square symbolically written as X^2 in statistical measures is used in the context of sampling analysis for comparing a variance to a theoretical variance. It determines if categorized data shows dependency on the two classifications are independent. It can also be used to make comparison between theoretical population and actual data when categorized are used.

Mean Rank

A method of handling data which has the same observed frequency occurring at two or more consecutive ranks; it consists of assigning the average of ranks as the rank for the common frequency.

Kendall's (w) Co-efficient of Concordance

Kendall's co-efficient of concordance has been used to find whether the ranks assigned by the respondents have any similarities. The Kendall's (w) vary between 0 and 1. Higher the value of (w), higher the similarity among the respondents in assigning the ranks.

't' – test

A t-test is a type of inferential statistic which is used to determine if there is a significant difference between the means of two groups which may be related in certain features. It is mostly used when the data sets, like the set of data recorded as outcome from flipping a coin a 100 times, would follow a normal distribution and may have unknown variances. T test is used as a hypothesis testing tool, which allows testing of an assumption applicable to a population.

ANOVA (One way)

It is a technique of analyzing the variance explained by the dependent variable based on selected independent variables. The independent variables are termed as group variables or factors. ANOVA is used to find out whether the group means of the dependent variable differ significantly or not based on the classification of the independent variables. Following is the formula to find out F-ratio

$$F = \frac{\text{Larger estimate of variance}}{\text{Smaller estimate of variance}}$$

Multiple Regression Analysis

It is a statistical process for estimating the relationships among variables. It includes many techniques for modeling and analyzing several variables, when the focus is on the relationship between a dependent variable and one or more independent variables.

Gap Analysis

Gap Analysis can be understood as a strategic tool used for analyzing the gap between the target and anticipated results, by assessing the extent of the task and the ways, in which gap might be bridged. It involves making a comparison of the present performance level of the entity or business unit with that of standard established previously.

Path Analysis

Path analysis is a straight forward extension of multiple regressions. Its aim is to provide estimates of the magnitude and significance of hypothesized causal connections between sets of variables.

4.3 Personal Profile of the Respondents

Simple Percentage Analysis

Simple percentage analysis is calculated for the personal information taken in the questionnaire. The following table exhibits the data collected from the respondents,

Gender

Traditionally, male and female have different roles. Role specialization of male and female is still an important part of our today's culture. There are different social expectations on men and women. Gender differentiation with clothing and items of adornment can be seen in many aspects. When certain elements on garment are designed exclusively as male or female symbols, it is called gender coding of garments. Thus, gender relates to consumers' perceptions, attitudes, preferences and purchase decisions.

Table No : 4.3.1 Gender of the Respondents

Gender	No. of Respondents	Percent
Male	210	44.3
Female	264	55.7
Total	474	100.0

Source : Primary Data

It is observed from the above table that, 55.7 per cent of the respondents are female and 44.3 per cent of the respondents are male. The result shows that, most of the respondents are female as they may be more attracted in purchasing or visiting various textile showrooms.

Age

Age is one of the important considerations when people choose clothes and textile products for different people. The fashion sense and style differs according to the age group. People who belong to the same age group tend to have similar needs and considerations and people who do not belong to the same age group tend to have different needs and considerations.

The different age group of the respondents considered for the study is shown in the following table.

Table : 4.3.2 Age of the Respondents

Age	No. of Respondents	Percent
25 yrs or below	91	19.2
26-35 yrs	196	41.4
36-45 yrs	151	31.9
46 yrs & above	36	7.6
Total	474	100.0

Source : Primary Data

From the above table it is inferred that, 41.4 per cent of the respondents belong to the age groups of 26-35 years, 31.9 per cent of the respondents fall under the age group of 36-45 years, 19.2 per cent of the respondents are in the age groups of 25years and below and 7.6 per cent of the respondents belong to the age groups of 46 years and above. The results depicts that, middle aged people visit or purchase more in the textile showrooms.

Marital Status

Marital status play a significant role in buying behavior related to purchase decision. Fashion sense and style may differ according to the culture during various occasions.

Table : 4.3.3 Marital Status of the Respondents

Marital Status	No. of Respondents	Percent
Single	83	17.5
Married	391	82.5
Total	474	100.0

Source : Primary Data

It is clear from the above table that, 82.5 per cent of the respondents are married and 17.5 per cent of the respondents are single. Majority (82.5 per cent) of the respondents are married this may be due to increase in members in the family or purchasing may be more during special occasions (like birthday, wedding and festivals).

Educational Qualification

With improvement of the education system, young people are more educated now than at any time in the past. More educated consumers are more global minded, receptive to imports, discerning and demanding. These consumers are able to collect information on trendy and quality products.

Table No : 4.3.4 Educational Qualification of the Respondents

Educational Qualification	No. of Respondents	Percent
Below Secondary	29	6.1
Under Graduate	230	48.5
Post Graduate	180	38.0
Professional	35	7.4
Total	474	100.0

Source : Primary Data

From the above table it is inferred that, 48.5 per cent of the respondents are graduates, 38 per cent of the respondents have completed post graduation, 7.4 per cent of the respondents fall under professional category and 6.1 per cent of the respondents have below secondary level education. More respondents fall under the category of under graduation.

Occupation

Both men and women are dressed in their proper attire such as formal and casual wear according to their work place. Many retailers have expanded their "career dress" departments and have developed personal shopping services that cater to men and women who have less time to shop because of professional commitments.

Table No : 4.3.5 Occupation of the Respondents

Occupation	No. of Respondents	Per cent
Business	40	8.4
Professional	158	33.3
Employed	185	39.0
Housewife	50	10.5
Students	41	8.6
Total	474	100.0

Source : Primary Data

It is observed from the table that, 39 per cent of the respondents are employed, 33.3 per cent of the respondents fall under professional category, 10.5 per cent of the respondents are housewives, 8.6 per cent of the respondents are students, and 8.4 per cent of the respondents fall under business category. It is found from the result that, employed category purchase more according to their necessity.

Family Structure

Family is a significant element that affects the purchase behavior. It is important for a marketer to know the family structure, family compositions and buying patterns. A small family comprising of married couple and their children. Joint family refers to a large family comprising of married couples, their parents, children and relatives.

Table No : 4.3.6 Family Structure of the Respondents

Family Structure	No. of Respondents	Per cent
Nuclear	368	77.6
Joint Family	106	22.4
Total	474	100.0

Source : Primary Data

From the above table it is seen that, 77.6 per cent of the respondents are in nuclear family and 22.4 per cent of the members are from joint family.

Members in the Family

Family members' bonding is stronger than any other group and all members of the family form a single decision in case of purchase of textile garments/apparels. Each member influences and gets influenced by a family member depending upon his/her role, life cycle stage and relationship dynamics in the family.

Table No : 4.3.7 Members in the Family of the Respondents

Family Structure	No. of Respondents	Per cent
2-3 members	162	34.2
4-5 members	248	52.3
6 & above	64	13.5
Total	474	100.0

Source : Primary Data

The table results that, 52.3 per cent of the respondents have 4 – 5 members in the family, 34.2 per cent of the respondents have 2-3 members in the family and 13.5 per cent respondents replied that their number of family members are 6 and above.

Earning Members in the Family

Each earning member influences and gets influenced by a family member depending upon the relationship in the family. Thus, the one with the power to select the textile showroom whether individually or jointly may be the highest earning member in the family.

Table No : 4.3.8 Earning Members in the Family of the Respondents

Earning Members in the Family	No. of Respondents	Per cent
Self	91	19.2
Spouse	85	17.9
Self and Spouse	207	43.7
Self, Spouse and other family member	91	19.2
Total	474	100.0

Source : Primary Data

The table results that, 43.7 per cent of the respondents reported that self and spouse are the main earning members in their family, 19.2 per cent of the respondents said that, Self, Spouse and other family member are the earning member in their family and 17.9 per cent replied that, spouse is the earning member in the family. The decision making power may depend upon the earning members in the family.

Monthly Income

Income is one of the most important determinants of the quality of life of the people. Customer taste and preferences are changing, leading to radical transformation in life style and spending patterns, which in turn is giving rise to new business opportunities. The following table exhibits the family monthly income of the respondents.

Table No : 4.3.9 Monthly Income of the Respondents

Monthly Income	No. of Respondents	Per cent
Up to Rs.20000	42	8.9
Rs.20001-40000	131	27.6
Rs.40001-60000	188	39.7
Rs.60001-80000	96	20.3
Above Rs.80000	17	3.6
Total	474	100.0

Source : Primary Data

It is observed from the above table that, 39.7 per cent of the respondents have been earning a monthly income between Rs.40,001-Rs.60,000, 27.6 per cent of the respondents monthly income is between Rs.20,001-Rs.40,000, 20.3 per cent of the respondents have been earning between Rs.60,001-Rs.80,000, 8.9 per cent of the respondents monthly income is below Rs.20,000 and 3.6 per cent of the respondents have been earning above Rs.80,000 per month. The generic growth of purchase of textile garments likely to be driven by changing life styles and strong surge in increase income level.

Area of the Respondents

In order to assess whether the customers are from near places or from different locations such as villages and towns, the respondents are classified based on their residential area as i) Rural ii) Urban and iii) Semi-urban.

Table No : 4.3.10 Area of the Respondents

Area of the Respondents	No. of Respondents	Per cent
Rural	19	4.0
Urban	445	93.9
Semi-urban	10	2.1
Total	474	100.0

Source : Primary Data

The above table depicts that, 93.9 per cent of the respondents are from urban area, 4 per cent of the respondents are from rural areas and 2.1 per cent of the respondents come from the semi-urban areas. Thus, the customers are mostly from the urban areas due to convenient access of organized retail textile showrooms.

4.4 Customer Attitude

Consumer attitude is the study of a composite of a person's beliefs, feelings, behavioral intentions and the processes they use to select, secure, and dispose of products, services, experiences, or ideas to satisfy needs and the impacts that these processes have on the consumer and society. It attempts to understand the decision-making processes of customers, both individually and in groups. It studies characteristics of individual consumers and their behavioural variables in an attempt to understand people's wants. It also tries to assess influences on the consumer from groups such as family, friends, reference groups, and society in general.

Information about the Brands and Discount Offers

A brand is an overall experience of a customer that distinguishes an organization or product from its rivals in the eyes of the customer. Branding is a set of marketing and

communication methods that help to distinguish a company or products from competitors, aiming to create a lasting impression in the minds of customers. Offers are price reductions, discounts etc., given to the buyer for performing some promotional activity. These include an allowance for creating and maintaining an in-store display.

Table No : 4.4.1 Information about the Brands and Discount Offers

Information about the brands and Discount Offers	No. of Respondents	Per cent
Print Media	91	19.2
Display / Announcements	142	30.0
Television / Internet	94	19.8
Friends / Relatives	147	31.0
Total	474	100.0

Source : Primary Data

It is clear that, 31 per cent of the respondents said that, they came to know about the brands and discount offers in the retail textile showroom through their friends and relatives, 30 per cent of the respondents replied that they got the information from the display/announcements, 19.8 per cent of the respondents got the message from television/internet and 19.2 per cent of the respondents got the information through the print media.

Attitude at the Time of Purchase

Customer attitudes are a composite of a person's beliefs, feelings, and behavioral intentions toward the special offers, brands, showrooms etc., Based on the past experience and competitors understanding, customer attitudes can help to monitor and change the customer intentions about the special offers, brands, showrooms etc.,

Table No : 4.4.2 Attitude at the Time of Purchase

Attitude at the time of purchase	No. of Respondents	Per cent
Go for shopping with a pre-determined brand in mind	108	22.8
Buy with special offers	188	39.7
Buy in addition to the pre-determined brand.	139	29.3
Buy totally different from the pre-determined brand	39	8.2
Total	474	100.0

Source : Primary Data

It is observed from the above table that, 39.7 per cent of the respondents purchase garments in the textile showrooms when there is special offers, 29.3 per cent of the respondents purchase in addition to the pre-determined brand, 22.8 per cent of the respondents go for shopping with a pre-determined brand in mind and 8.2 per cent of the respondents purchase totally different from the pre-determined brand. The result reveals that, the respondents are attracted towards discount and offers given by the textile showrooms.

4.5 Customer Purchase Pattern

Organized Retail Textile Showroom Visited

Good variety in organized retail textile showroom acts as a major motivator for customers to visit a store again and again. Promotional activities by the retail stores attract customers to a large extent. The physical environment has a major influence on the customers buying behavior. Retailers should help customers to explore the textile showroom. For this shopping should be made more adventurous by continuously upgrading the product portfolio, by changing the layout and by providing the touch and feel experience.

Table No : 4.5.1 Organized Retail Textile Showroom Visited

Organized retail textile showroom visited	No. of Respondents	Per cent
Pothys	67	14.1
The Chennai Silks	87	18.4
Sri Ganapathy Silks	87	18.4
Sri Devi Textiles	75	15.8
PSR Silks	50	10.5
RMKV Wedding Silks	58	12.2
Mahaveer's Silk House	50	10.5
Total	474	100.0

Source : Primary Data

The above table shows that, 18.4 per cent of the respondents visited The Chennai Silks and Sri Ganapathy Silks for purchasing their textile garment, 15.8 per cent of the respondents visited Sri Devi Textiles for purchasing their textile garment, 14.1 per cent of the respondents visited Pothys for purchasing their textile garment, 12.2 per cent of the respondents visited RMKV Wedding Silks for purchasing their textile garment/apparel, 10.5 of the respondents visited PSR Silks and Mahaveer's Silk House for purchasing their textile garment/apparel.

It is clear from the table that, 18.4 percent of the respondents have visited The Chennai Silks and Sri Ganapathy Silks for purchasing their textile garment/apparel because they have branches both in Oppanakara Street and Cross- cut Road.

Awareness about the Organized Retail Textile Showroom

Customers seek information through friends, family and other people. The popularity of such devices, TV, Radio, outdoor, print adds, etc., with great ease is in part. If the consumers do not have any information about the organized retail textile showroom then they go for a reputable showroom. So, the organized retail textile showroom should take some necessary steps to make the customers aware about their organized retail textile showroom.

Table No : 4.5.2 Awareness about the Organized Retail Textile Showroom

Awareness about the organized retail textile showroom	No. of Respondents	Per cent
Word of mouth	153	32.3
Hoardings	45	9.5
Advertisement in Print Media	174	36.7
Advertisement in Television / Internet	102	21.5
Total	474	100.0

Source : Primary Data

From the above table it is inferred that, 36.7 per cent of the respondents are aware of the organized retail textile showroom by seeing the advertisement in print media, 32.3 per cent were informed through word of mouth, 21.5 per cent of the respondents came to know by watching the advertisement in television/internet and 9.5 per cent got the information by seeing the hoardings.

Frequency of Visit

Garments are affected by wear and tear and people discard and replace old clothes. Garments have a relatively long useful life however choice of garments are affected by seasonal cycles and fashion trends, hence there is a need to replace out of fashion garments with current in style garments. The Organized retail textile showroom should keep them updated to create a fresh look of garments so the customer's frequency of visit may increase in the textile showroom.

Table No : 4.5.3 Frequency of Visiting the Organized Retail Textile Showroom

Frequency of Visit to the organized retail textile showroom	No. of Respondents	Per cent
Monthly	76	16.0
Fortnightly	190	40.1
Occasionally	158	33.3
Once in a year	50	10.5
Total	474	100.0

Source : Primary Data

From the table it is inferred that, 40.1 per cent of the respondents visit organized retail textile showroom fortnightly, 33.3 per cent of the respondents visit occasionally, 16 per cent of the respondents visit monthly once and 10.5 per cent of the respondents visit the organized retail textile showroom once in a year. Therefore, 40.1 per cent of the respondents visit the organized retail textile showroom fortnightly due to frequent change in their style design and trend.

Best Companion for Shopping

Best companion for purchase of garments as preferred by all are fashion lovers and trend setters. They are the only source of happiness while purchasing a garment. Companion for shopping may be preferred according to the individual psychological factors. Some customers may prefer experienced companion even in purchasing garments.

Table No : 4.5.4 Best Companion for Shopping

Best Companion for shopping	No. of Respondents	Per cent
Alone	35	7.4
With Spouse	63	13.3
With Spouse and Children	291	61.4
With Friends / Relatives	85	17.9
Total	474	100.0

Source : Primary Data

It is observed from the above table that, 61.4 per cent of the respondents go for shopping with their spouse and children, 17.9 per cent of the respondents go for shopping with their friends and relatives, 13.3 per cent of the respondents go for shopping with their spouse and 7.4 per cent of the respondents go alone for shopping, The above table results that, 61.4 per cent of the respondents go for shopping with their spouse and children due to happiness.

Time Spent for Purchasing

Mostly females and younger consumers tend to spend more time in shopping than men and older consumers. They are more involved in fashion and more fashion innovative, willing to take more risk, more excitable and emotional, which all leads to more time spent in the organized retail textile showroom.

Table No : 4.5.5 Time Spent for Purchasing

Time spent in a visit for purchasing	No. of Respondents	Per cent
Less than 1 hour	31	6.5
1 to 2 hour	232	48.9
2 to 3 hours	167	35.2
More than 3 hours	44	9.3
Total	474	100.0

Source : Primary Data

It is inferred from the above table that, 48.9 per cent of the respondents replied that, the time spent for purchasing is 1 to 2 hours in a textile showroom, 35.2 per cent of the respondents said that, the time spent for purchasing is 2 to 3 hours, 9.3 per cent of the respondents replied that, the time spent for purchasing is more than 3 hours and 6.5 per cent of the respondents answered that, the time spent for purchasing is less than one hour in a textile showroom due to their busy schedule.

Occasions of Purchase

The garments were worn during different occasions such as: religious functions, office wear, evening wear, casual wear and weddings/special occasions. The choice of fashionable styles of garments was influenced by depending on the occasion.

Table No : 4.5.6 Occasions of Purchase

Time spend in a visit	No. of Respondents	Per cent
Festival	105	22.2
Special Occasion	267	56.3
Gift / Offers	51	10.8
During Discount Sale	51	10.8
Total	474	100.0

Source : Primary Data

It depicts from the table that, 56.3 per cent of the respondents purchase during special occasion (birthday, wedding day etc.,) in a organized textile showroom, 22.2 per cent of the respondents purchase during festival (Diwali, Christmas etc.,) and 10.8 per cent of the respondents said that, they purchase during discount sale and for gift/offer. Thus, the large group respondents go for purchase in organized textile showroom during special occasions to make the occasion a memorable.

Decision Making for Purchase

Customers make decisions about what garment to buy they are influenced to a significant degree as much by the information they have been given by fashion, branding and marketing activities as they are by individual, psychological and social factors.

Table No : 4.5.7 Decision Making for Purchase

Decision making for Purchase	No. of Respondents	Per cent
Self	54	11.4
Spouse	35	7.4
Spouse and Children	276	58.2
Family Members	109	23.0
Total	474	100.0

Source : Primary Data

It is observed from the above table that, 58.2 per cent of the respondents replied that their spouse and the children are the decision makers for purchasing the garment in the organized retail textile showroom, 23 per cent of the respondents decision depends upon the family members, 11.4 per cent of the respondents are self decision makers and 7.4 per cent of the respondents spouse are their decision makers for purchasing the garment in the organized retail textile showroom. Thus, it results that the highest decision making is due to their taste and fashion sense of the spouse and children.

Amount Spend for Purchasing

Customers are not very price sensitive when they buy garments for a special occasion like birthday, wedding day etc.,. They mostly look for latest fashion and trend. Obliviously, the income of the customers also affects the purchasing power of the customers but when it is required and preferred the amount spend for purchasing does not make big difference to the customer.

Table No : 4.5.8 Amount Spend for Purchasing

Amount spend in a visit for purchasing	No. of Respondents	Per cent
Below Rs.5000	103	21.7
Rs.5001 - 7500	154	32.5
Rs.7501 - 10000	187	39.5
Above Rs.10000	30	6.3
Total	474	100.0

Source : Primary Data

It is inferred from the above table that, 39.5 per cent of the respondents replied that, the amount spend for purchasing fall between Rs.7,501 to 10,000 in a textile showroom, 32.5 per cent of the respondents said that, the amount spend for purchasing fall between Rs.5,001 to 7,500 in a textile showroom, 21.7 per cent of the respondents replied that, the amount spend for purchasing is below Rs.5,000 in a textile showroom and 6.3 per cent of the respondents answered that, the amount spend for purchasing is above Rs.10,000 in a textile showroom. The above table result of purchase is due their income level.

Preferred Variety of Garment

Customers prefer all the variety of garments in a single organized retail textile showroom due to convenience. They only prefer exclusive garment of latest designs and good quality. When they find it in one roof then their preference of organized retail textile showroom will not change.

Table No : 4.5.9 Preferred Variety of Garment

Preferred variety of Garment	No. of Respondents	Per cent
Ladies Garments	36	7.6
Gents Garments	56	11.8
Children Garments	17	3.6
All	365	77.0
Total	474	100.0

Source : Primary Data

The above table states that, 77 per cent of the respondents said that, they prefer all varieties such as ladies, gents and children garments, 11.8 per cent of the respondents prefer only gents garment and 7.6 per cent of the respondents prefer only ladies garment and 3.6 per cent of the respondents prefer only children garment. It is resulted that, while the respondents go for purchase they prefer to buy all the varieties of garments, is due to discounts, less cost, variety of designs etc.,

Reasons for Remembering a Particular Textile Showroom

It is important to know how the customer is remembering their organized retail textile showroom. Consumers' perception is typically affected by advertising, reviews, public relations, social media, personal experiences and other channels more than that the customers should remember the organized retail textile showroom by the name, quality and customer service provided in that particular organized retail textile showroom which they visit.

Table No : 4.5.10 Reason for Remembering a Particular Showroom

Reason for Remembering a Particular Organized Retail Textile Showroom	No. of Respondents	Per cent
Name	71	15.0
Quality	295	62.2
Customer Service	62	13.1
Arrangements of garments	46	9.7
Total	474	100.0

Source : Primary Data

62.2 per cent of the respondents remember a particular organized retail showroom because of its quality, 15 per cent of the respondents remember due to its name, 13.1 per cent of the respondents remember by the customer service and 9.7 per cent of the respondents remember a organized retail showroom by the arrangement of garments. It is depicted that, the respondents are always very keen in the quality of the garment/apparel they purchase.

Personal Factors Vs Organized Retail Textile Showroom Visited

Chi-Square Test

Chi-square is symbolically written as x^2 in a statistical measures used in the context of sampling analysis for comparing a variance to a theoretical variance. It determines if categorized data shows dependency on the two classifications are independent. It can also be used to make comparison between theoretical population and actual data when categorized are used. The organized retail textile showroom is associated with the selected personal variables and the distribution is given below.

Gender Vs Organized Retail Textile Showroom Visited

Ho : There is no significant relationship between organized retail textile showroom visited and the respondents classified based on Gender.

Table No : 4.5.11 Gender Vs Organized Retail Textile Showroom Visited

		Organized retail textile showroom visited												
		Pothys		The Chennai Silks		Sri Ganapathy Silks		Sri Devi Textiles		PSR Silks		RMKV Wedding Silks		Mahaveer's Silk House	
		No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%
Gender	Male	35	16.7	42	20.0	46	21.9	26	12.4	17	8.1	27	12.9	17	8.1
	Female	32	12.1	45	17.0	41	15.5	49	18.6	33	12.5	31	11.7	33	12.5
Total		67	14.1	87	18.4	87	18.4	75	15.8	50	10.5	58	12.2	50	10.5

Among male 21.9% visit Sri Ganapathy Silks and 20% visit The Chennai Silks. Among Female 18.6% visit Sri Devi Textiles and only 17% visit The Chennai Silks, among male only 8.1% visit Mahaveer's Silk House.

.

Chi-Square Test - 4.5.11 (A)

	Calculated Value	df	Sig.	Table Value
Chi-Square	12.099	6	Ns	12.592

It is clear from the above table that, the calculated value of chi-square is 12.099, which is lesser than the table value of 12.592 at not significant level. Since the calculated value is less than the table value it is inferred that, there is no significant relationship between the gender and organized retail textile showroom visited. Thus, the null hypothesis is accepted as it is proved that, gender has no significant influence towards the organized retail textile showroom visited. It is clear from the above table that, the male respondents are likely to depend upon latest trend and fashion

Age Vs Organized Retail Textile Showroom Visited

Ho : There is no significant relationship between organized retail textile showroom visited and the respondents classified based on age.

Table No : 4.5.12 Age Vs Organized Retail Textile Showroom Visited

		Organized retail textile showroom visited												
		Pothys		The Chennai Silks		Sri Ganapathy Silks		Sri Devi Textiles		PSR Silks		RMKV Wedding Silks		Mahaveer's Silk House	
		No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%
Age	25 yrs or below	20	22.0	12	13.2	9	9.9	13	14.3	12	13.2	6	6.6	19	20.9
	26-35 yrs	22	11.2	42	21.4	41	20.9	30	15.3	20	10.2	23	11.7	18	9.2
	36-45 yrs	19	12.6	30	19.9	28	18.5	26	17.2	15	9.9	22	14.6	11	7.3
	46 yrs & above	6	16.7	3	8.3	9	25.0	6	16.7	3	8.3	7	19.4	2	5.6
Total		67	14.1	87	18.4	87	18.4	75	15.8	50	10.5	58	12.2	50	10.5

Among the respondents age group of 25 years and below 22% visit Pothys, the age group between 26-35 years 21.4% visit The Chennai Silks, the age group between 36-45 years 19.9% visit The Chennai Silks, and the age above 45 years 25 % visit The Ganapathy Silk.

Chi-Square Test - 4.5.12 (A)

	Calculated Value	df	Sig.	Table Value
Chi-Square	32.922	18	*	28.869

It is clear from the above table that, the calculated value of chi-square is 32.922, which is greater than the table value of 28.869 at 1 percent level of significance. Since the calculated value is greater than the table value it is inferred that, there is a significant relationship between the age and organized retail textile showroom visited. Thus, the hypothesis is rejected as it is proved that, age has a significant influence towards the organized retail textile showroom visited. The above table shows that, youngsters are very keen on the style, fashion and trend in choosing their organized retail textile showroom.

Marital Status Vs Organized Retail Textile Showroom Visited

Ho : There is no significant relationship between organized retail textile showroom visited and the respondents classified based on marital status.

Table No : 4.5.13   Marital Status Vs Organized Retail Textile Showroom Visited

		Organized retail textile showroom visited												
		Pothys		The Chennai Silks		Sri Ganapathy Silks		Sri Devi Textiles		PSR Silks		RMKV Wedding Silks		Mahaveer's Silk House	
		No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%
Marital Status	Single	19	22.9	12	14.5	6	7.2	11	13.3	12	14.5	7	8.4	16	19.3
	Married	48	12.3	75	19.2	81	20.7	64	16.4	38	9.7	51	13.0	34	8.7
Total		67	14.1	87	18.4	87	18.4	75	15.8	50	10.5	58	12.2	50	10.5

Among unmarried 22.9% visit Pothys and married 18.4% visit Sri Ganapathy Silks.

<div align="center">Chi-Square Test - 4.5.13 (A)</div>

	Calculated Value	df	Sig.	Table Value
Chi-Square	23.410	6	**	16.812

It is clear from the above table that, the calculated value of chi-square is 23.410, which is greater than the table value of 16.812 at 5 percent level of significance. Since the calculated value is greater than the table value it is inferred that, there is a significant relationship between marital and organized retail textile showroom visited. Thus, the null hypothesis is rejected as it is proved that, marital status has a significant influence towards the organized retail textile showroom where they visited. The above table shows that, the unmarried respondents are more fascinated and trend setters in choosing their organized retail textile showroom.

Educational Qualification Vs Showroom Visited

Ho : There is no significant relationship between organized retail textile showroom visited and the respondents classified based on educational qualification.

Table No : 4.5.14 Educational Qualification Vs Organized Retail Textile Showroom Visited

		Organized retail textile showroom visited												
		Pothys		The Chennai Silks		Sri Ganapathy Silks		Sri Devi Textiles		PSR Silks		RMKV Wedding Silks		Mahaveer's Silk House	
		No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%
Educational Qualification	Below Secondary	4	13.8	9	31.0	2	6.9	4	13.8	3	10.3	5	17.2	2	6.9
	Graduate	30	13.0	41	17.8	35	15.2	43	18.7	23	10.0	34	14.8	24	10.4
	Post Graduate	23	12.8	29	16.1	44	24.4	25	13.9	21	11.7	17	9.4	21	11.7
	Professional	10	28.6	8	22.9	6	17.1	3	8.6	3	8.6	2	5.7	3	8.6
Total		67	14.1	87	18.4	87	18.4	75	15.8	50	10.5	58	12.2	50	10.5

Among the respondents, 28.6% visit Pothys and 5.7% visit RMKV Wedding Silks are professionals. 24.4% visit Sri Ganapathy Silks and only 9.4% visit RMKV Wedding Silks are

Post Graduates. 18.7% visit Sri Devi Textiles and 10 % visit PSR Silks are Graduates and 31% visit The Chennai Silks and 6.9 visit Mahaveer's Silk House are below secondary.

Chi-Square Test - 4.5.14 (A)

	Calculated Value	df	Sig.	Table Value
Chi-Square	24.181	18	Ns	28.869

It is clear from the above table, that the calculated value of chi-square is 24.181, which is less than the table value of 28.869 at not significant level. Since the calculated value is less than the table value it is inferred that, there is no significant relationship between educational qualification and organized retail textile showroom visited. Thus, the null hypothesis is accepted as it is proved that, educational qualification has no significant influence towards the organized retail textile showroom visited.

Occupation Vs Organized Retail Textile Showroom Visited

Ho : There is no significant relationship between organized retail textile showroom visited and the respondents classified based on occupation.

Table No : 4.5.15 Occupation Vs Organized Retail Textile Showroom Visited

		Organized retail textile showroom visited												
		Pothys		The Chennai Silks		Sri Ganapathy Silks		Sri Devi Textiles		PSR Silks		RMKV Wedding Silks		Mahaveer's Silk House	
		No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%
Occupation	Business	6	15.0	11	27.5	8	20.0	5	12.5	5	12.5	3	7.5	2	5.0
	Professional	16	10.1	29	18.4	25	15.8	18	11.4	20	12.7	27	17.1	23	14.6
	Employed	27	14.6	36	19.5	45	24.3	37	20.0	15	8.1	15	8.1	10	5.4
	Housewife	6	12.0	11	22.0	6	12.0	10	20.0	4	8.0	10	20.0	3	6.0
	Students	12	29.3			3	7.3	5	12.2	6	14.6	3	7.3	12	29.3
Total		67	14.1	87	18.4	87	18.4	75	15.8	50	10.5	58	12.2	50	10.5

Among the respondents, 29.3% visit Pothys and 7.3% visit RMKV Wedding Silks and Sri Ganapathy Silks are students. 27.5% visit the Chennai Silks and only 5% visit Mahaveer's Silk House are Businessmen. 24.3% visit Sri Ganapathy Silks and 5.4 % visit Mahaveer's Silk

House are employed and 18.4% visit The Chennai Silks and 10.1 visit Pothys are Professionals. 20% visit   RMKV Wedding Silks and Sri Devi Textiles are Housewife.

Chi-Square Test - 4.5.15 (A)

	Calculated Value	df	Sig.	Table Value
Chi-Square	66.928	24	**	42.980

It is clear from the above table that, the calculated value of chi-square is 66.928, which is greater than the table value of 42.980 at 1 percent level of significance. Since the calculated value is greater than the table value it is inferred that, there is a significant relationship between occupation of the respondents and organized retail textile showroom visited. Thus, the null hypothesis is rejected as it is proved that, occupation has a significant influence towards the organized retail textile showroom visited. It is clear from the above result that, the occupation has connection with the fashion and dressing sense and thus every category respondents may require more fashionable garments.

Family Structure Vs Organized Retail Textile Showroom Visited

Ho : There is no significant relationship between organized retail textile showroom visited and the respondents classified based on family structure.

Table No : 4.5.16 Family Structure Vs Organized Retail Textile Showroom Visited

		Organized retail textile showroom visited													
		Pothys		The Chennai Silks		Sri Ganapathy Silks		Sri Devi Textiles		PSR Silks		RMKV Wedding Silks		Mahaveer's Silk House	
		No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%
Family Structure	Nuclear	45	12.2	68	18.5	71	19.3	64	17.4	43	11.7	43	11.7	34	9.2
	Joint Family	22	20.8	19	17.9	16	15.1	11	10.4	7	6.6	15	14.2	16	15.1
Total		67	14.1	87	18.4	87	18.4	75	15.8	50	10.5	58	12.2	50	10.5

20.8% of the respondents visiting Pothys are under Joint Family and 19.3% of the respondents visiting Sri Ganapathy Silks are under nuclear family.

Chi-Square Test - 4.5.16 (A)

	Calculated Value	df	Sig.	Table Value
Chi-Square	12.694	6	*	12.592

It is clear from the above table that, the calculated value of chi-square is 12.694, which is greater than the table value of 12.592 at 5 percent level of significance. Since the calculated value is greater than the table value it is inferred that, there is a significant relationship between family structure of the respondents and organized retail textile showroom visited. Thus, the null hypothesis is rejected as it is proved that, family structure has a significant influence towards the organized retail textile showroom visited. The above result it reveals that, the family structure also plays a vital role visiting the organized retail textile showroom.

Monthly Income Vs Organized Retail Textile Showroom Visited

Ho : There is no significant relationship between organized retail textile showroom visited and the respondents classified based on monthly income.

Table No : 4.5.17 Monthly Income Vs Organized Retail Textile Showroom Visited

		Organized retail textile showroom visited												
		Pothys		The Chennai Silks		Sri Ganapathy Silks		Sri Devi Textiles		PSR Silks		RMKV Wedding Silks		Mahaveer's Silk House	
		No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%
Monthly Income	Up to Rs.20000	9	21.4	8	19.0	3	7.1	6	14.3	5	11.9	1	2.4	10	23.8
	Rs.20001 -40000	24	18.3	32	24.4	31	23.7	14	10.7	10	7.6	10	7.6	10	7.6
	Rs.40001 -60000	22	11.7	29	15.4	31	16.5	34	18.1	20	10.6	36	19.1	16	8.5
	Rs.60001 -80000	11	11.5	12	12.5	14	14.6	20	20.8	14	14.6	11	11.5	14	14.6
	Above Rs.80000	1	5.9	6	35.3	8	47.1	1	5.9	1	5.9				
Total		67	14.1	87	18.4	87	18.4	75	15.8	50	10.5	58	12.2	50	10.5

24.4% visiting The Chennai Silks respondents monthly income fall between Rs.20001 – Rs.40000. 23.8 % visiting Mahaveer's Silk House respondents monthly income fall upto Rs.20001. 19.1% visiting RMKV Wedding Silks respondents monthly income fall between

Rs.40001 – Rs.60000. 20.8% visiting Sri Devi Textiles respondents monthly income fall between Rs.60001 – Rs.80000 and 35.3% visiting The Chennai Silks respondents monthly income fall above Rs.80000.

Chi-Square Test - 4.5.17 (A)

	Calculated Value	df	Sig.	Table Value
Chi-Square	62.435	24	**	42.980

It is clear from the above table that, the calculated value of chi-square is 62.435, which is greater than the table value of 42.980 at 1 percent level of significance. Since the calculated value is greater than the table value it is inferred that, there is a significant relationship between monthly income of the respondents and organized retail textile showroom visited. Thus, the null hypothesis is rejected as it is proved that, monthly income has a significant influence towards the organized retail textile showroom visited. The above result shows that, the monthly income is also one of the factors to decide which organized retail textile showroom is to be visited.

Area Of The Responents Vs Organized Retail Textile Showroom Visited

Ho : There is no significant relationship between organized retail textile showroom visited and the respondents classified based on their area.

Table No : 4.5.18 Area of the Respondents Vs Organized Retail Textile Showroom Visited

		Organized retail textile showroom visited											
		Pothys		The Chennai Silks		Sri Ganapathy Silks		Sri Devi Textiles		PSR Silks		RMKV Wedding Silks		Mahaveer's Silk House	
		No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%
Area of the Respondents	Rural	7	36.8	4	21.1	2	10.5			1	5.3	3	15.8	2	10.5
	Urban	58	13.0	83	18.7	83	18.7	73	16.4	48	10.8	54	12.1	46	10.3
	Semi-urban	2	20.0			2	20.0	2	20.0	1	10.0	1	10.0	2	20.0
Total		67	14.1	87	18.4	87	18.4	75	15.8	50	10.5	58	12.2	50	10.5

36.8% visiting Pothys stay in rural area, 18.7% visiting The Chennai Silks and Sri Ganapathy Silks stay in urban area, 20% visiting Pothys, Sri Ganapathy Silks, Sri Devi Textiles and Mahaveers Silk House stay in semi urban area.

Chi-Square Test - 4.5.18 (A)

	Calculated Value	df	Sig.	Table Value
Chi-Square	15.007	12	Ns	21.026

It is clear from the above table that, the calculated value of chi-square is 15.007, which is less than the table value of 21.026 at not significant level. Since the calculated value is less than the table value it is inferred that, there is no significant relationship between area of the respondents and organized retail textile showroom visited. Thus, the null hypothesis is accepted as it is proved that, area of the respondents has no significant influence towards the organized retail textile showroom visited.

4.6. Personal Factors Vs Frequency of Textile Showroom Visited

Chi-square test has been applied to find whether there is any significant relationship between gender, age, marital status, educational qualification, occupation, family structure, monthly income, area of the respondents and frequency of visit to organized retail textile showroom.

Gender Vs Frequency of Textile Showroom Visited

Ho : There is no significant relationship between frequency of organized retail textile showroom visited and the respondents classified based on gender.

Table No : 4.6.1 Gender and Frequency of Organized Retail Textile Showroom Visited

		Frequency of the respondents visit to organized retail textile showroom							
		Monthly		Fortnightly		Occasionally		Once in a year	
		No.	%	No.	%	No.	%	No.	%
Gender	Male	33	15.7	80	38.1	62	29.5	35	16.7
	Female	43	16.3	110	41.7	96	36.4	15	5.7
Total		76	16.0	190	40.1	158	33.3	50	10.5

Among male respondents 38.1% and female respondents 41.7% visit the organized retail textile showroom fortnightly.

Chi-Square Test - 4.6.1 (A)

	Calculated Value	df	Sig.	Table Value
Chi-Square	15.417	3	**	11.345

It is clear from the above table that, the calculated value of chi-square is 15.417, which is greater than the table value of 11.345 at 1% level of significance. Since the calculated value is greater than the table value it is inferred that, there is significant relationship between gender of the respondents and frequency of organized retail textile showroom visited. Thus, the null hypothesis is rejected as it is proved that, gender has a significant influence towards the frequency of visiting retail textile showroom. Both male and female respondents visit the organized retail textile showroom fortnightly to keep them updated in the fashion sense.

Age Vs Frequency of Textile Showroom Visited

Ho : There is no significant relationship between frequency of organized retail textile showroom visited and the respondents classified based on age.

Table No : 4.6.2 Age and Frequency of Textile Showroom Visited

		Frequency of the respondents visit to organized retail textile showroom							
		Monthly		Fortnightly		Occasionally		Once in a year	
		No.	%	No.	%	No.	%	No.	%
Age	25 yrs or below	17	18.7	14	15.4	45	49.5	15	16.5
	26-35 yrs	35	17.9	74	37.8	59	30.1	28	14.3
	36-45 yrs	21	13.9	85	56.3	38	25.2	7	4.6
	46 yrs & above	3	8.3	17	47.2	16	44.4		
Total		76	16.0	190	40.1	158	33.3	50	10.5

Among the respondents age group of 25 years and below 49.5 visits the organized retail textile showroom occasionally, the age group between 26-35 years 37.8% visit the organized

retail textile showroom occasionally, the age group between 36-45 years 56.3% the organized retail textile showroom fortnightly, and the age above 45 years 47.2 % visit the organized retail textile showroom fortnightly.

Chi-Square Test – 4.6.2 (A)

	Calculated Value	df	Sig.	Table Value
Chi-Square	53.526	9	**	21.666

It is clear from the above table that, the calculated value of chi-square is 53.526, which is greater than the table value of 21.666 at 1% level of significance. Since the calculated value is greater than the table value it is inferred that, there is significant relationship between age of the respondents and frequency of organized retail textile showroom visited. Thus, the null hypothesis is rejected as it is proved that, age has a significant influence towards the frequency of visiting the retail textile showroom. The respondents who are in the age group of 25 years visit the organized retail textile showroom frequently to keep them latest fashion and trend updated.

Marital Status Vs Frequency of Textile Showroom Visited

Ho : There is no significant relationship between frequency of organized retail textile showroom visited and the respondents classified based on marital status.

Table No : 4.6.3 Marital Status Vs Frequency of Textile Showroom Visited

		Frequency of the respondents visit to organized retail textile showroom							
		Monthly		Fortnightly		Occasionally		Once in a year	
		No.	%	No.	%	No.	%	No.	%
Marital Status	Single	18	21.7	10	12.0	40	48.2	15	18.1
	Married	58	14.8	180	46.0	118	30.2	35	9.0
Total		76	16.0	190	40.1	158	33.3	50	10.5

Among unmarried 48.2% visit the organized retail textile showroom occasionally and 46% married visit the organized retail textile showroom fortnightly.

Chi-Square Test – 4.6.3 (A)

	Calculated Value	df	Sig.	Table Value
Chi-Square	33.801	3	**	11.345

It is clear from the above table that, the calculated value of chi-square is 33.801, which is greater than the table value of 11.345 at 1% level of significance. Since the calculated value is greater than the table value it is inferred that, there is significant relationship between marital status of the respondents and frequency of organized retail textile showroom visited. Thus, the null hypothesis is rejected as it is proved that, marital status has a significant influence towards the frequency retail textile showroom visited. The unmarried respondents are more fashioned and trend setters in choosing their organized retail textile showroom.

Educational Qualification Vs Frequency of Showroom Visited

Ho : There is no significant relationship between frequency of organized retail textile showroom visited and the respondents classified based on educational qualification.

Table No : 4.6.4 Educational Qualification Vs Frequency of Textile Showroom Visited

		Frequency of the respondents visit to organized retail textile showroom							
		Monthly		Fortnightly		Occasionally		Once in a year	
		No.	%	No.	%	No.	%	No.	%
Educational Qualification	Below Secondary			9	31.0	15	51.7	5	17.2
	Graduate	30	13.0	102	44.3	75	32.6	23	10.0
	Post Graduate	35	19.4	69	38.3	58	32.2	18	10.0
	Professional	11	31.4	10	28.6	10	28.6	4	11.4
Total		76	16.0	190	40.1	158	33.3	50	10.5

Among the below secondary level of education 51.7% of the respondents visit organized retail textile showroom occasionally, among graduates 44.3% visit fortnightly, among post

graduates 38.3% visit organized retail textile showroom fortnightly and among professionals 31.4% visit organized retail textile showroom monthly.

Chi-Square Test – 4.6.4 (A)

	Calculated Value	df	Sig.	Table Value
Chi-Square	20.000	9	*	21.666

It is clear from the above table that, the calculated value of chi-square is 20.000, which is less than the table value of 21.666 at 5% level of significance. Since the calculated value is less than the table value it is inferred that, there is no significant relationship between educational qualification of the respondents and frequency of organized retail textile showroom visited. Thus, the null hypothesis is accepted as it is proved that, educational qualification has no significant influence towards the frequency retail textile showroom visited. The professionals visit organized retail textile showroom monthly to know the latest trend and latest updates in the garment.

Occupation Vs Frequency of Textile Showroom Visited

Ho : There is no significant relationship between frequency of organized retail textile showroom visited and the respondents classified based on occupation.

Table No : 4.6.5 Occupation Vs Frequency of Organized Retail Textile Showroom Visited

		Frequency of the respondents visit to organized retail textile showroom							
		Monthly		Fortnightly		Occasionally		Once in a year	
		No.	%	No.	%	No.	%	No.	%
Occupation	Business	11	27.5	12	30.0	14	35.0	3	7.5
	Professional	25	15.8	73	46.2	41	25.9	19	12.0
	Employed	27	14.6	79	42.7	59	31.9	20	10.8
	Housewife	5	10.0	20	40.0	22	44.0	3	6.0
	Students	8	19.5	6	14.6	22	53.7	5	12.2
Total		76	16.0	190	40.1	158	33.3	50	10.5

Among the businessmen 35% of the respondents visit organized retail textile showroom occasionally, 46.2% are professionals and employed 42.7% visit fortnightly, among housewife 44% and students 53.7% visit the organized retail textile showroom occasionally.

Chi-Square Test – 4.6.5 (A)

	Calculated Value	df	Sig.	Table Value
Chi-Square	25.698	12	*	21.026

It is clear from the above table that, the calculated value of chi-square is 25.698, which is greater than the table value of 21.026 at 5% level of significance. Since the calculated value is greater than the table value it is inferred that, there is significant relationship between occupation of the respondents and frequency of organized retail textile showroom visited. Thus, the null hypothesis is rejected as it is proved that, occupation has a significant influence towards the frequency retail textile showroom visited. The professionals and employed visit organized retail textile showroom fortnightly may be to purchase the new arrivals in the garment just to be trend setters of new arrivals.

Family Structure Vs Frequency of Textile Showroom Visited

Ho : There is no significant relationship between frequency of organized retail textile showroom visited and the respondents classified based on family structure.

Table No : 4.6.6 Family Structure Vs Frequency of Textile Showroom Visited

		Frequency of the respondents visit to organized retail textile showroom							
		Monthly		Fortnightly		Occasionally		Once in a year	
		No.	%	No.	%	No.	%	No.	%
Family Structure	Nuclear	51	13.9	163	44.3	117	31.8	37	10.1
	Joint Family	25	23.6	27	25.5	41	38.7	13	12.3
Total		76	16.0	190	40.1	158	33.3	50	10.5

44.3% of the nuclear respondents visit the organized retail textile showroom fortnightly and 38.7% of the joint family respondents visit the organized retail textile showroom occasionally.

Chi-Square Test – 4.6.6 (A)

	Calculated Value	df	Sig.	Table Value
Chi-Square	13.680	3	**	11.345

It is clear from the table that, the calculated value of chi-square is 13.680, which is greater than the table value of 11.345 at 1% level of significance. Since the calculated value is greater than the table value it is inferred that, there is significant relationship between family structure of the respondents and frequency of organized retail textile showroom visited. Thus, the null hypothesis is rejected as it is proved that, family structure has a significant influence towards the frequency retail textile showroom visited. The nuclear families go for more shopping just to keep them engaged and to know the latest design and style.

Monthly Income Vs Frequency of Textile Showroom Visited

Ho : There is no significant relationship between frequency of organized retail textile showroom visited and the respondents classified based on monthly income.

Table No : 4.6.7 Monthly Income Vs Frequency of Textile Showroom Visited

| | | Frequency of the respondents visit to organized retail textile showroom | | | | | | | |
| | | Monthly | | Fortnightly | | Occasionally | | Once in a year | |
		No.	%	No.	%	No.	%	No.	%
Monthly Income	Up to Rs.20000	13	31.0	5	11.9	17	40.5	7	16.7
	Rs.20001-40000	15	11.5	49	37.4	42	32.1	25	19.1
	Rs.40001-60000	33	17.6	74	39.4	70	37.2	11	5.9
	Rs.60001-80000	10	10.4	54	56.3	25	26.0	7	7.3
	Above Rs.80000	5	29.4	8	47.1	4	23.5		
Total		76	16.0	190	40.1	158	33.3	50	10.5

40.5% of the respondents monthly income is upto Rs.20,000 visit the organized retail textile showroom occasionally, 37.4% of the respondents monthly income fall between Rs.20,000 and Rs.40,000 visit the organized retail textile showroom fortnightly, 56.3% of the respondents monthly income fall between Rs.40000 and Rs.60,000 visit the organized retail textile showroom fortnightly and 47.1% of the respondents monthly income fall above Rs.80,000 visit the organized retail textile showroom fortnightly.

Chi-Square Test – 4.6.7 (A)

	Calculated Value	df	Sig.	Table Value
Chi-Square	47.464	12	**	26.217

It is clear from the above table that, the calculated value of chi-square is 47.464, which is greater than the table value of 26.217 at 1% level of significance. Since the calculated value is greater than the table value it is inferred that, there is significant relationship between monthly income of the respondents and frequency of organized retail textile showroom visited. Thus, the null hypothesis is rejected as it is proved that, monthly income has a significant influence towards the frequency retail textile showroom visited. The respondents who have more earnings visit the organized retail textile showroom frequently because they are more interested in purchasing the new fashion garments.

Area of The Respondents Vs Frequency of Textile Showroom Visited

Ho : There is no significant relationship between frequency of organized retail textile showroom visited and the respondents classified based on area.

Table No : 4.6.8 Area and Frequency of Organized Retail Textile Showroom Visited

		Frequency of the respondents visit to organized retail textile showroom							
		Monthly		Fortnightly		Occasionally		Once in a year	
		No.	%	No.	%	No.	%	No.	%
Area of the Respondents	Rural	7	36.8	2	10.5	9	47.4	1	5.3
	Urban	69	15.5	184	41.3	143	32.1	49	11.0
	Semi-urban			4	40.0	6	60.0		
Total		76	16.0	190	40.1	158	33.3	50	10.5

47.4% of the respondents from rural area visit the organized retail textile showroom occasionally, 41.3% of the respondents from urban area visit the organized retail textile showroom fortnightly and 60% of the respondents from semi-urban area visit the organized retail textile showroom occasionally.

Chi-Square Test – 4.6.8 (A)

	Calculated Value	df	Sig.	Table Value
Chi-Square	16.227	6	*	12.592

It is clear from the above table that, the calculated value of chi-square is 16.227, which is greater than the table value of 12.592 at 5% level of significance. Since the calculated value is greater than the table value it is inferred that, there is significant relationship between area of the respondents and frequency of organized retail textile showroom visited. Thus, the null hypothesis is rejected as it is proved that, area of the respondents has a significant influence towards the frequency retail textile showroom visited. Urban area respondents visit the organized retail textile showroom frequently because they are easy accessible with facilities like transport etc.,.

4.7. Personal Factors Vs Average Time Spent at Textile Showroom Visited

Chi-square test has been applied to find whether there is any significant relationship between gender, age, marital status, educational qualification, occupation, family structure, monthly income, area of the respondents and frequency of organized retail textile showroom visited.

Gender Vs Average Time Spent at Textile Showroom Visited

Ho : There is no significant relationship between average time spent by the respondents at organized retail textile showroom and the respondents classified based on gender.

Table No : 4.7.1 Gender and Average Time Spent at Textile Showroom Visited

		Average time spent by the respondents at organized retail textile showroom							
		Less than 1 hour		1 to 2 hour		2 to 3 hours		More than 3 hours	
		No.	%	No.	%	No.	%	No.	%
Gender	Male	13	6.2	111	52.9	72	34.3	14	6.7
	Female	18	6.8	121	45.8	95	36.0	30	11.4
Total		31	6.5	232	48.9	167	35.2	44	9.3

52.9% of the male respondents and 45.8 % of the female respondents average time spent in the organized retail textile showroom is 1 to 2 hours in a visit.

Chi-Square Test – 4.7.1 (A)

	Calculated Value	df	Sig.	Table Value
Chi-Square	4.125	3	Ns	7.815

It is clear from the table that, the calculated value of chi-square is 4.125, which is less than the table value of 7.815 at 5% level of significance. Since the calculated value is less than the table value it is inferred that, there is no significant relationship between gender of the respondents and average time spent by the respondents at organized retail textile showroom. Thus, the null hypothesis is accepted as it is proved that, gender has no significant influence towards the average time spent in an organized retail textile showroom visited. The average time spent in an organized retail textile showroom is 1 to 2 hours for both male and female, this may be due to their regular visit to the organized retail textile showroom.

Age Vs Average Time Spent at Textile Showroom Visited

Ho : There is no significant relationship between average time spent by the respondents at organized retail textile showroom and the respondents classified based on age.

Table No : 4.7.2 Age Vs Average Time Spent at Textile Showroom Visited

		Average time spent by the respondents at organized retail textile showroom							
		Less than 1 hour		1 to 2 hour		2 to 3 hours		More than 3 hours	
		No.	%	No.	%	No.	%	No.	%
Age	25 yrs or below	7	7.7	41	45.1	24	26.4	19	20.9
	26-35 yrs	11	5.6	97	49.5	70	35.7	18	9.2
	36-45 yrs	8	5.3	71	47.0	66	43.7	6	4.0
	46 yrs & above	5	13.9	23	63.9	7	19.4	1	2.8
Total		31	6.5	232	48.9	167	35.2	44	9.3

45.1% of the respondents age group of 25 years and below, the average time spent in an organized retail textile showroom is 1 to 2 hours, 49.5% of the respondents age group between 26-35 years, the average time spent in an organized retail textile showroom is 1 to 2 hours, 47%

of the respondents age group between 36-45 years, the average time spent in an organized retail textile showroom is 1 to 2 hours. 63.9% of the respondents age group 46 years and above, the average time spent in an organized retail textile showroom is 1 to 2 hours.

Chi-Square Test – 4.7.2 (A)

	Calculated Value	df	Sig.	Table Value
Chi-Square	32.899	9	**	21.666

It is clear from the above table that, the calculated value of chi-square is 32.899, which is greater than the table value of 21.666 at 1 % level of significance. Since the calculated value is greater than the table value it is inferred that, there is significant relationship between age of the respondents and average time spent by the respondents at organized retail textile showroom. Thus, the null hypothesis is rejected as it is proved that, age has a significant influence towards the average time spent in an organized retail textile showroom visited. Irrespective of age of the respondents the average time spent in an organized retail textile showroom is 1 to 2 hours this may be due to their busy schedule in the busy world.

Marital Status Vs Average Time Spent at Textile Showroom

Ho : There is no significant relationship between average time spent by the respondents at organized retail textile showroom and the respondents classified based on marital status.

Table No : 4.7.3 Marital Status Vs Average Time Spent at Textile Showroom Visited

		Average time spent by the respondents at organized retail textile showroom							
		Less than 1 hour		1 to 2 hour		2 to 3 hours		More than 3 hours	
		No.	%	No.	%	No.	%	No.	%
Marital Status	Single	9	10.8	37	44.6	19	22.9	18	21.7
	Married	22	5.6	195	49.9	148	37.9	26	6.6
Total		31	6.5	232	48.9	167	35.2	44	9.3

Unmarried 44.6% and married 49.9% of the respondents average time spent at organized retail textile showroom is 1 to 2 hours in a visit.

Chi-Square Test – 4.7.3 (A)

	Calculated Value	df	Sig.	Table Value
Chi-Square	24.268	3	**	11.345

It is clear from the table that, the calculated value of chi-square is 24.268, which is greater than the table value of 11.345 at 1% level of significance. Since the calculated value is greater than the table value it is inferred that, there is significant relationship between marital status of the respondents and average time spent by the respondents at organized retail textile showroom. Thus, the null hypothesis is rejected as it is proved that, marital status has a significant influence towards the average time spent in an organized retail textile showroom visited. Both the married and unmarried spend 1 to 2 hours in an organized retail textile showroom in a visit, this may be due they are not ready to spent more than 2 hours for selecting garment.

Educational Qualification Vs Average Time Spent

Ho : There is no significant relationship between average time spent by the respondents at organized retail textile showroom and the respondents classified based on educational qualification.

Table No : 4.7.4 Educational Qualification Vs Average Time Spent at Showroom Visited

		Average time spent by the respondents at organized retail textile showroom							
		Less than 1 hour		1 to 2 hour		2 to 3 hours		More than 3 hours	
		No.	%	No.	%	No.	%	No.	%
Educational Qualification	Below Secondary	2	6.9	23	79.3	4	13.8		
	Graduate	22	9.6	128	55.7	62	27.0	18	7.8
	Post Graduate	4	2.2	63	35.0	90	50.0	23	12.8
	Professional	3	8.6	18	51.4	11	31.4	3	8.6
Total		31	6.5	232	48.9	167	35.2	44	9.3

Among the below secondary level of education 79.3% of the respondents average time spent at organized retail textile showroom is 1 to 2 hours in a visit, among graduates 55.7% of

the respondents average time spent at organized retail textile showroom is 1 to 2 hours in a visit, among post graduates 50% of the respondents average time spent at organized retail textile showroom is 2 to 3 hours and 51.4% of the respondents average time spent at organized retail textile showroom is 1 to 2 hours in a visit.

Chi-Square Test – 4.7.4 (A)

	Calculated Value	df	Sig.	Table Value
Chi-Square	48.494	9	**	21.666

It is clear from the above table that, the calculated value of chi-square is 48.494, which is greater than the table value of 21.666 at 1% level of significance. Since the calculated value is greater than the table value it is inferred that, there is significant relationship between educational qualification of the respondents and average time spent by the respondents at organized retail textile showroom. Thus, the null hypothesis is rejected as it is proved that, educational qualification has a significant influence towards the average time spent in an organized retail textile showroom visited. The average time spent in an organized retail textile showroom is 1 to 2 hours this may be due to their busy schedule or may be due to frequent visit to organized retail textile showroom.

Occupation Vs Average Time Spent at Textile Showroom Visited

Ho : There is no significant relationship between average time spent by the respondents at organized retail textile showroom and the respondents classified based on occupation.

Table No : 4.7.5 Occupation Vs Average Time Spent at Textile Showroom Visited

		Average time spent by the respondents at organized retail textile showroom							
		Less than 1 hour		1 to 2 hour		2 to 3 hours		More than 3 hours	
		No.	%	No.	%	No.	%	No.	%
Occupation	Business	1	2.5	19	47.5	19	47.5	1	2.5

	Professional	6	3.8	46	29.1	92	58.2	14	8.9
	Employed	17	9.2	109	58.9	43	23.2	16	8.6
	Housewife	2	4.0	39	78.0	6	12.0	3	6.0
	Students	5	12.2	19	46.3	7	17.1	10	24.4
Total		31	6.5	232	48.9	167	35.2	44	9.3

Among the businessmen 47.5% of the respondents average time spent at organized retail textile showroom is 1 to 2 hours in a visit, among professionals 58.2% of the respondents average time spent at organized retail textile showroom is 2 to 3 hours in a visit, among employed 58.9% of the respondents average time spent at organized retail textile showroom is 1 to 2 hours, among housewife 78% of the respondents average time spent at organized retail textile showroom is 1 to 2 hours and among students 46.3% of the respondents average time spent at organized retail textile showroom is 1 to 2 hours in a visit.

Chi-Square Test – 4.7.5 (A)

	Calculated Value	df	Sig.	Table Value
Chi-Square	89.673	12	**	26.217

It is clear from the above table that, the calculated value of chi-square is 89.673, which is less than the table value of 26.217 at 1% level of significance. Since the calculated value is greater than the table value it is inferred that, there is significant relationship between occupation of the respondents and average time spent by the respondents at organized retail textile showroom. Thus, the null hypothesis is rejected as it is proved that, occupation has a significant influence towards the average time spent in an organized retail textile showroom visited. The average time spent in an organized retail textile showroom is 1 to 2 hours this may be due to their busy schedule or may be due to frequent visit to organized retail textile showroom.

Family Structure Vs Average Time Spent

Ho : There is no significant relationship between average time spent by the respondents at organized retail textile showroom and the respondents classified based on family structure.

Table No : 4.7.6 Family Structure Vs Average Time Spent at Textile Showroom Visited

		Average time spent by the respondents at organized retail textile showroom							
		Less than 1 hour		1 to 2 hour		2 to 3 hours		More than 3 hours	
		No.	%	No.	%	No.	%	No.	%
Family Structure	Nuclear	22	6.0	188	51.1	132	35.9	26	7.1
	Joint Family	9	8.5	44	41.5	35	33.0	18	17.0
Total		31	6.5	232	48.9	167	35.2	44	9.3

Nuclear family 51.1% and joint family 41.5% of the respondents average time spent at organized retail textile showroom is 1 to 2 hours in a visit.

Chi-Square Test – 4.7.6 (A)

	Calculated Value	df	Sig.	Table Value
Chi-Square	11.243	3	**	11.345

It is clear from the above table that, the calculated value of chi-square is 11.243, which is less than the table value of 11.345 at 1% level of significance. Since the calculated value is less than the table value it is inferred that, there is no significant relationship between family structure of the respondents and average time spent by the respondents at organized retail textile showroom. Thus, the null hypothesis is accepted as it is proved that, family structure has no significant influence towards the average time spent in an organized retail textile showroom visited.

Monthly Income Vs Average Time Spent

Ho : There is no significant relationship between average time spent by the respondents at organized retail textile showroom and the respondents classified based on monthly income.

Table No : 4.7.7 Monthly Income Vs Average Time Spent at Textile Showroom Visited

	Average time spent by the respondents at organized retail textile showroom

		Less than 1 hour		1 to 2 hour		2 to 3 hours		More than 3 hours	
		No.	%	No.	%	No.	%	No.	%
Monthly Income	Up to Rs.20000	7	16.7	20	47.6	6	14.3	9	21.4
	Rs.20001-40000	15	11.5	78	59.5	26	19.8	12	9.2
	Rs.40001-60000	5	2.7	90	47.9	81	43.1	12	6.4
	Rs.60001-80000	4	4.2	34	35.4	51	53.1	7	7.3
	Above Rs.80000			10	58.8	3	17.6	4	23.5
Total		31	6.5	232	48.9	167	35.2	44	9.3

47.6% of the respondents monthly income is upto Rs.20000 the average time spent at organized retail textile showroom is 1 to 2 hours in a visit , 59.5% of the respondents monthly income fall between Rs.20000 and Rs.40000 average time spent at organized retail textile showroom is 1 to 2 hours in a visit, 47.9% of the respondents monthly income fall between Rs.40000 and Rs.60000 average time spent at organized retail textile showroom is 1 to 2 hours in a visit and 58.8% of the respondents monthly income fall above Rs.80000 average time spent at organized retail textile showroom is 1 to 2 hours in a visit.

Chi-Square Test – 4.7.7 (A)

	Calculated Value	df	Sig.	Table Value
Chi-Square	64.720	12	**	26.217

It is clear from the above table that, the calculated value of chi-square is 64.720, which is greater than the table value of 26.217 at 1% level of significance. Since the calculated value is greater than the table value it is inferred that, there is significant relationship between monthly income of the respondents and average time spent by the respondents at organized retail textile showroom. Thus, the null hypothesis is rejected as it is proved that, monthly income has a significant influence towards the average time spent in an organized retail textile showroom visited. The respondents falling under any group of monthly income the average time spent at

organized retail textile showroom is 1 to 2 hours, this may be due to their frequent visit to the organized retail textile showroom.

Area of the Respondents Vs Average Time Spent at Textile Showroom Visited

Ho : There is no significant relationship between average time spent by the respondents at organized retail textile showroom and the respondents classified based on area.

Table No : 4.7.8 Area of the Respondents Vs Average Time Spent at Showroom Visited

		Average time spent by the respondents at organized retail textile showroom							
		Less than 1 hour		1 to 2 hour		2 to 3 hours		More than 3 hours	
		No.	%	No.	%	No.	%	No.	%
Area of the Respondents	Rural	1	5.3	7	36.8	7	36.8	4	21.1
	Urban	30	6.7	219	49.2	159	35.7	37	8.3
	Semi-urban			6	60.0	1	10.0	3	30.0
Total		31	6.5	232	48.9	167	35.2	44	9.3

36.8% of the respondents from rural area the average time spent at the organized retail textile showroom is 1 to 2 hours and 2 to 3 hours, 49.2% of the respondents from urban area the average time spent at the organized retail textile showroom is 1 to 2 hours and 60% of the respondents from semi-urban area visit the average time spent at the organized retail textile showroom is 1 to 2 hours.

Chi-Square Test – 4.7.8 (A)

	Calculated Value	df	Sig.	Table Value
Chi-Square	11.315	6	Ns	12.592

It is clear from the table that, the calculated value of chi-square is 11.315, which is less than the table value of 12.592 at 5% level of significance. Since the calculated value is less than the table value it is inferred that, there is no significant relationship between area of the respondents and average time spent by the respondents at organized retail textile showroom. Thus, the null hypothesis is accepted as it is proved that, area of the respondents has no significant influence towards the average time spent in an organized retail textile showroom

visited. The area of the respondents is connected with the average time spent at the organized retail textile showroom this is due to the distance they travel.

4.8 Conclusion

In this chapter, the customer demographic details, customer attitude, perception and customer purchase pattern towards organized retail textile showroom is analyzed in detailed. Most of the customers came to know about the schemes and brand offered in the organized retail textile showroom from their friends and relatives and they make their purchase during special offers. Majority of the customers remember a particular organized retail textile showroom for its quality and also for service provided at the organized retail textile showroom. Chi-square test is applied to find out the relationship between demographic factors and organized retail textile showroom visited, frequency of visit and average time spent. It is found that, there is a significant relationship between age, marital status, occupation, monthly income with organized retail textile showroom visited, frequency of visit to textile showroom and average time spent at organized retail textile showroom.