CHAPTER V

FACTORS INFLUENCING AND DETERMINANTS AFFECTING THE CHOICE OF CUSTOMERS TOWARDS ORGANIZED RETAIL TEXTILE SHOWROOMS

5.1 Introduction

Factors influencing and determinants affecting the consumers regarding the choice of selecting the garment in the organized retail textile showroom are based personal factors, influencing factors such as quality price, promotional strategies, brand, uniqueness, durability, comfort, advertisement etc.,. determinant/opinion factors such as, variety of garments, arrangement of garments, trial room facilities, salesmanship and courtesy, location etc., All these dimensions are created based on the customer influence and behavior. Thus, the second objective of the study deals with factors influence and determinants affecting the choice of customers in organized retail textile showrooms.

5.2 Factors Influencing to Select Organized Retail Textile Showrooms

Respondents were asked to express their opinion about the factors which influenced them to go to a particular showroom. The factors were constructed on a five point rating scale, which measures the level of influence. The options given in the scale with their corresponding rating are least important (1), less important (2), moderate (3), more important (4) and most important (5). The mean ratings were found out for each item are given in the below table.

Table No : 5.2.1 Factors Influencing to Select Organized Retail Textile Showrooms

Particulars	N	Minimum	Maximum	Mean	S.D
Price	474	1.00	5.00	2.53	.99
Discount Offers / Schemes	474	1.00	5.00	2.84	1.04
Aesthetics (look, colour, fit etc)	474	1.00	5.00	3.14	1.12
Design	474	1.00	5.00	3.37	1.09
Brand	474	1.00	5.00	3.30	1.14
Fashion Sense	474	1.00	5.00	3.24	1.05
Quality	474	1.00	5.00	3.32	1.16
Comfort	474	1.00	5.00	3.27	1.11

Style	474	1.00	5.00	3.28	1.11
Uniqueness	474	1.00	5.00	3.23	1.13
Durability & Easy Care	474	1.00	5.00	3.11	1.00
Advertisement & Promotion	474	1.00	5.00	2.97	.99
Total Influence Score	**474**	**12.00**	**60.00**	**37.63**	**8.78**

Source : Primary Data

It is seen from the table that, the ratings for all the items vary between a minimum of 1 to a maximum of 5. The highest mean rating is found (3.37) for "design" (ie) on average. The influence regarding the design falls between moderate and most important. The next mean rating is for Quality (3.32), followed by Brand (3.30), Style (3.28), Comfort (3.27), Fashion Sense (3.24), Uniqueness (3.23), Aesthetics (look, colour, fit etc) (3.14), Durability & Easy Care (3.11), Advertisement & Promotion (2.97), Discount Offers / Schemes (2.84).   The lowest mean ratings is (2.53) found for price (i.e) the level of influence of price falls between less important and moderate level. The table shows that, for most of the items the level of influence falls between moderate and more important. Thus it is inferred that, the highest mean score (3.37) is given for design because now a days the customers are very keen in new fashion and style.

Anova and 't'-test

ANOVA and t-test has been employed to find whether, if there is any significant difference in the mean score among the respondents in respect of personal factors such as gender, age, marital status, educational qualification, occupation, family structure, number of members in the family, monthly income and area of respondents.

5.2.2 Personal Factors Vs Influence Score

The analysis of factors which attracted/influenced the respondents to go to a particular organized retail textile showroom was done/carried out by adding the ratings given by the respondents for all the 12 items given in the scale.

The score shows the level of influence higher the score more will be the level of influence. These influence scores were further analyzed by comparing among the groups of selected personal and purchase related variables.

Analysis of the influence scores by the personal variables. The influence scores were compared among the groups of selected personal variables. The mean scores were found out for each group, which are given in the following table.

In order to find whether the mean influence score differ significantly among the groups of selected personal variables given above, the following hypothesis was framed and tested.

Ho : The mean influence score do not differ significantly based on the personal factors, namely, gender, age, marital status, educational qualification, occupation, family structure, number of family members, monthly income and area of the respondents.

Table No : 5.2.2   Personal Factors Vs Influence Score

S. No	Variables	Groups	Mean	SD	No. of the Respondents	t - value	f - value	Table Value	Sig.
1	Gender	Male	35.92	8.15	210	3.839	-	1.965	**
		Female	38.99	9.04	264				
2	Age	25 yrs or below	41.62	9.01	91	-	9.127	2.624	**
		26-35 yrs	36.08	8.79	196				
		36-45 yrs	37.01	8.15	151				
		46 yrs & above	38.61	7.81	36				
3	Marital Status	Single	39.88	9.40	83	2.584	-	2.586	**
		Married	37.15	8.58	391				
4	Educational Qualification	Below Secondary	37.55	5.10	29	-	4.579	3.824	**
		Graduate	38.53	8.51	230				
		Post Graduate	37.46	9.59	180				
		Professional	32.71	6.99	35				
5	Occupation	Business	33.73	7.89	40	-	12.039	3.359	**
		Professional	36.12	9.60	158				
		Employed	38.14	7.26	185				
		Housewife	37.40	8.24	50				
		Students	45.24	8.91	41				
6	Family Structure	Nuclear	37.58	8.67	368	0.215	-	1.965	Ns
		Joint Family	37.79	9.20	106				
7	No. of Family Members	2-3 members	36.62	8.81	162	-	3.778	3.015	*
		4-5 members	38.67	8.54	248				
		6 & above	36.14	9.27	64				

8	Monthly Income	Up to Rs.20000	42.07	9.76	42	-	4.126	3.359	**
		Rs.20001-40000	36.83	8.13	131				
		Rs.40001-60000	37.61	8.26	188				
		Rs.60001-80000	37.59	9.13	96				
		Above Rs.80000	33.24	11.44	17				
9	Area of the Respondents	Rural	35.74	7.60	19	-	.569	3.015	Ns
		Urban	37.68	8.76	445				
		Semi-urban	39.00	11.98	10				

Source : Computed Data

"t"-test

The hypothesis is tested for each independent variable separately. The t-test has been applied to find whether the mean influence score differ significantly with the gender, marital status and family structure.

Gender

The mean score for female respondents is 38.99 which is higher than the mean influence score of male respondents 35.92. It reveals that, female respondents are more influenced towards organized retail textile showroom.

The calculated t-test value is 3.839, which is more than the table value of 1.965 at 1% significant level of significance. Since the calculated value is greater than the table value it is inferred that the mean influence score differ significantly between male and female. Thus, the null hypothesis is rejected as it is proved that, gender has a significant influence towards organized retail textile showroom.

Marital Status

The mean score for married respondents is 39.88 which is higher than the mean influence score of unmarried respondents 37.15. The result shows that, married respondents are more influenced towards organized retail textile showroom because they purchase more during special occasion and for gifts.

The calculated t-test value is 2.584, which is less than the table value of 2.586 at 1% significant level of significance. Since the calculated value is less than the table value it is inferred that the mean influence score differ significantly with the marital status of the

respondents. Thus, the null hypothesis is accepted as it is proved that, marital status has no significant influence towards organized retail textile showroom.

Family Structure

The mean score for joint family is 37.79 which is higher than the mean influence score of nuclear family 37.58. The result reveals that, joint families are more influenced towards organized retail textile showroom because they purchase for all the members in the family.

The calculated t-test value is 0.215, which is less than the table value of 1.965 at not significant level. Since the calculated value is less than the table value it is inferred that the mean influence score differ significantly with the family structure. Thus, the null hypothesis is accepted as it is proved that, family structure has no significant influence towards organized retail textile showroom.

Anova

The hypothesis is tested for each independent variable separately. The ANOVA has been applied to find whether the mean influence score differ significantly with the age, educational qualification, occupation, number of family members, monthly income and area of the respondents.

Age

The mean score has been found for the respondents of age 25 years or below is (41.62) which is higher than the mean influence score of the other respondents. Low mean score has been found for the respondents of age 26-35 years which is (36.08). It reveals that, mean score for respondents of age 25 years or below are more influenced towards organized retail textile showroom because less age group are more influenced with latest trend and fashion.

The calculated value is 9.127, which is more than the table value of 2.586 at 1% significant level of significance. Since the calculated value is greater than the table value it is inferred that the mean influence score differ significantly with the age of the respondents. Thus, the null hypothesis is rejected as it is proved that, age has a significant influence towards organized retail textile showroom.

Educational Qualification

The mean score for graduates is (38.53) which is higher than the mean influence score for below secondary (37.55) followed by post graduates (37.46) and professionals (32.71). The result shows that, mean score for graduates are more influenced towards organized retail textile showroom because of their fashion sense and style.

The calculated value is 4.589, which is more than the table value of 3.824 at 1% significant level of significance. Since the calculated value is greater than the table value it is inferred that the mean influence score differ significantly with the educational qualification of the respondents. Thus, the null hypothesis is rejected as it is proved that, educational qualification has a significant influence towards organized retail textile showroom.

Occupation

The mean score for students is (45.24) which is higher than the mean influence score for employed (38.14) followed by house wife (37.40), professionals (36.12) and business people (33.73). The result shows that, mean score for students are more influenced towards organized retail textile showroom because of their style and varieties of garments.

The calculated value is 12.039, which is more than the table value of 3.359 at 1% significant level of significance. Since the calculated value is greater than the table value it is inferred that the mean influence score differ significantly with the occupation of the respondents. Thus, the null hypothesis is rejected as it is proved that, occupation has a significant influence towards organized retail textile showroom.

Number of Family Members

The mean score for 4-5 members in a family is (38.67) which is higher than the mean influence score for 2-3 members in a family (36.62) and for 6 members and above in the family (36.14). It shows that, mean score for 4-5 members in the family are more influenced towards organized retail textile showroom because they purchase for all the members in the family.

The calculated value is 3.778, which is more than the table value of 3.015 at 5% significant level of significance. Since the calculated value is greater than the table value it is inferred that the mean influence score differ significantly with the number of family members. Thus, the null hypothesis is rejected as it is proved that, number of family members has a significant influence towards organized retail textile showroom.

Monthly Income

The mean score for the income upto Rs.20,000 is (42.07) which is higher than the mean influence score for the income between Rs.40,000-Rs.60,000 (37.61) followed by income between Rs.60,000–Rs.80,000 (37.59) , income between Rs.20,000–Rs.40,000 (36.83) and for above Rs.80,000 is (33.24). It shows that, mean score for the income upto Rs.20,000 are more influenced towards organized retail textile showroom.

The calculated value is 4.126, which is more than the table value of 3.359 at 1% significant level of significance. Since the calculated value is greater than the table value it is inferred that the mean influence score differ significantly with the monthly income of the respondents. Thus, the null hypothesis is rejected as it is proved that, monthly income has a significant influence towards organized retail textile showroom.

Area of the Respondents

The mean score for the respondents in semi-urban area is (39) which is higher than the mean influence score of the respondents in ubran is (37.68) and rural is (35.74). The result reveals that, the respondents from the semi-urban area are more influenced towards organized retail textile showroom because they would like be updated in the changing fashion and trends.

The calculated value is .569, which is more than the table value of 3.015 at 5% level of significance. Since the calculated value is less than the table value it is inferred that the mean influence score do not differ significantly with the area of the respondents. Thus, the null hypothesis is accepted as it is proved that, area of the respondents has no significant influence towards organized retail textile showroom.

5.2.3 Influence Score Vs Customer Purchase Pattern

The analysis of factors which attracted/influenced the respondents to go to a particular organized retail textile showroom is done/carried out by adding the ratings given by the respondents. The score shows the level of influence higher the score; more will be the level of influence. These influence scores is further analyzed by comparing among the groups of selected customer purchase pattern variable and influence.

Analysis of the influence scores by the customer purchase pattern variables. The influence scores are compared among the groups of selected customer purchase pattern variables. The mean scores are found out for each group, which are given in the following table.

In order to find whether the mean influence score differ significantly among the groups of selected personal variables given above, the following hypothesis is framed and tested.

Ho : The mean influence score do not differ significantly based on the customer purchase pattern namely organized retail textile showroom visited, frequency of visit, average time spend during a visit, occasion of purchase, amount spent during a visit and variety of garments preferred.

Table No : 5.2.3   Influence Score Vs Customer Purchase Pattern

S. No	Variables	Groups	Mean	SD	No. of the Respon dents	f - value	Table Value	Sig.
1	Organized retail textile showroom visited	Pothys	36.69	9.15	67	4.937	2.841	**
		The Chennai Silks	35.62	8.81	87			
		Sri Ganapathy Silks	36.07	7.96	87			
		Sri Devi Textiles	41.65	7.29	75			
		PSR Silks	38.64	8.86	50			
		RMKV Wedding Silks	36.33	9.37	58			
		Mahaveer's Silk House	39.58	8.88	50			
2	Frequency of Visit	Monthly	33.75	10.14	76	11.527	3.824	**
		Fortnightly	37.33	8.84	190			
		Occasionally	40.39	7.89	158			
		Once in a year	35.96	5.94	50			
3	Average time spend at organized retail textile showroom	Less than 1 hour	37.68	7.05	31	1.938	2.624	Ns
		1 to 2 hour	37.38	7.47	232			
		2 to 3 hours	37.19	9.41	167			
		More than 3 hours	40.64	12.71	44			
4	Occasions of purchase	Festival	38.30	10.31	105	0.399	2.624	Ns
		Special Occasion	37.61	8.65	267			
		Gift / Offers	36.76	8.54	51			
		During Discount Sale	37.24	6.01	51			

5	Amount spent during a visit	Below Rs.5000	38.00	8.65	103	.409	2.624	Ns
		Rs.5001 - 7500	37.71	9.28	154			
		Rs.7501 - 10000	37.62	8.16	187			
		Above Rs.10000	36.00	10.49	30			
6	Preferred Variety of Garments	Ladies Garments	37.92	10.20	36	11.091	3.824	**
		Gents Garments	33.14	6.60	56			
		Children Garments	30.29	9.18	17			
		All	38.63	8.56	365			

Source : Computed Data

Anova

The ANOVA has been applied to find whether the mean influence score differ significantly with the organized retail textile showroom visited, frequency of visit, average time spend during a visit, occasion of purchase, amount spent during a visit and variety of garments preferred.

Organized Retail Textile Showroom Visited

The mean score for Sri Devi Textiles is 41.65 which is higher than the mean influence score for Mahaveer's Silk House (39.58) followed by PSR Silks (38.64), Pothys (36.69), RMKV Wedding Silks (36.33), Sri Ganapathy Silks (36.07) and The Chennai Silks (35.62). The result shows that, Sri Devi Textile respondents are more influenced towards organized retail textile showroom.

The calculated value is 4.937, which is more than the table value of 2.841 at 1% significant level of significance. Since the calculated value is greater than the table value it is inferred that the mean influence score differ significantly with the number of family members. Thus, the null hypothesis is rejected as it is proved that, customer purchase pattern income has a significant influence towards organized retail textile showroom visited.

Frequency of Visit

The mean score for visiting the organized retail textile showroom occasionally is 40.39 which is higher than the mean influence score for visiting fortnightly (37.33) followed by visiting once in year is (35.96) and for visiting the organized retail textile showroom monthly is

(33.75).   It reveals that, the respondents visiting the organized retail textile showroom occasionally are more influenced towards organized retail textile showroom.

The calculated value is 11.527, which is more than the table value of 3.824 at 1% level of significance. Since the calculated value is greater than the table value it is inferred that the mean influence score differ significantly with the number of family members.   Thus, the null hypothesis is rejected as it is proved that, customer purchase pattern income has a significant influence towards frequency of visit.

Average Time Spent at Organized Retail Textile Showroom

The mean score for the average time spent at organized retail textile showroom for purchase is more than 3 hours (40.64) which is higher than the mean influence score for the average time spent less than one hour is (37.68) followed by 1 to 2 hours is (37.38) and for 2 to 3 hours is (37.19). It depicts that, average time spent at organized retail textile showroom by the respondents for more than 3 hours are more influenced towards organized retail textile showroom.

The calculated value is 1.938, which is less than the table value of 2.624 at 5% level of significance. Since the calculated value is less than the table value it is inferred that the mean influence score do not differ significantly with the average time spent at organized retail textile showroom. Thus, the null hypothesis is accepted as it is proved that, customer purchase pattern income has no significant influence towards average time spent at organized retail textile showroom visited.

Occasion of Purchase

The mean score for the occasion of purchase at organized retail textile showroom for festival is (38.30) which is higher than the mean influence score for the special occasion is (37.61), followed by during the discount sale is (37.24) and for gift and offers is (37.38). It clearly states that, during festival time purchase at organized retail textile showroom are more influenced towards organized retail textile showroom.

The calculated value is 0.399, which is less than the table value of 2.624 at 5% level of significance. Since the calculated value is less than the table value it is inferred that the mean

influence score do not differ significantly with the occasion of purchase at organized retail textile showroom. Thus, the null hypothesis is accepted as it is proved that, customer purchase pattern income has no significant influence towards occasion of purchase.

Amount Spend During a Visit

The mean score for the amount spent below Rs.5,000 during a visit is (38.00) which is higher than the mean influence score for the amount spend between Rs.5,001 to Rs.7,500 during a visit is (37.71), followed by the amount spend between Rs.7,501 to Rs.10,000 is (37.62) and for the amount spend above Rs.10,000 during a visit is (36.00). It reveals that, the amount spend during a visit at organized retail textile showroom are more influenced towards organized retail textile showroom.

The calculated value is 0.409, which is less than the table value of 2.624 at 5% level of significance. Since the calculated value is less than the table value it is inferred that the mean influence score do not differ significantly with the amount spend during a visit at organized retail textile showroom. Thus, the null hypothesis is accepted as it is proved that, customer purchase pattern income has no significant influence towards amount spend at organized retail textile showroom visited

Preferred Variety of Garments

The mean score for the variety of garments preferred at organized retail textile showroom for all the varieties garments is (38.63) which is higher than the mean influence score for the ladies garments is (37.92), followed by gents garments is (33.14) and for children garments is (30.29).   The results shows that, variety of garments preferred at organized retail textile showroom are more influenced towards organized retail textile showroom.

The calculated value is 11.091, which is greater than the table value of 3.824 at 1% level of significance. Since the calculated value is greater than the table value it is inferred that the mean influence score differ significantly with the variety of garments preferred at organized retail textile showroom. Thus, the null hypothesis is rejected as it is proved that, customer purchase pattern income has a significant influence towards preferred variety of garments.

5.2.4 Influence of Various Varieties of Garments Vs Customer Purchase Pattern

Mean Rank

The respondents have been asked to rank the varieties of textile garment/apparel on the basis of influence. The item which influenced them most has given in the rank of 1and the items which influenced them least is given the rank of 8. Mean Ranks was found out and given below.

Table No : 5.2.4 Varieties of Garments Vs Customer Purchase Pattern

Particulars	Mean Rank
Silk Sarees	4.83
Cotton Sarees	4.43
Fancy Sarees	4.66
Synthetic Sarees	4.77
Salwars	4.57
Pants and Shirts	4.18
Jeans / T-shirts	4.51
Children Garments	4.07

Source : Computed Data

Rank orders were assigned based on the mean ranks to each item. The lowest mean rank is given the rank of 1 and highest mean rank was given as 8.

It is seen form the table that, children garments has the lowest mean score 4.07 with the highest rank 1. The least important item with the highest mean value 4.83 is silk sarees in the lowest rank order of 8.

Kendall's Coefficient of Concordance – 5.2.4 (A)

Kendall's W	.012

Kendall's coefficient of concordance (w) is applied to find the similarity among the respondents in the order of ranking the eight items. Kendall's coefficient of concordance (w)

varies between 0 and 1. Highest the value of (w), more is the similarity among the respondents in the order of assigning the ranks. Kendall's coefficient of concordance (w) is calculated for the eight items is 0.012 which shows that there is very less similarity among the respondents in the preference order. Thus it shows that, children garment is given the highest priority.

5.3 Opinion of Customers Regarding the Choice of Selecting the Organized Retail Textile Showroom

Table No : 5.3.1 Opinion of Customers Regarding Organized Retail Textile Showroom

Particulars	N	Minimum	Maximum	Mean	S.D
Variety of Garments	474	1.00	5.00	4.03	.75
Arrangement of Garments	474	1.00	5.00	3.76	.77
Outlook and Comfort	474	1.00	5.00	3.68	.83
Price Range	474	1.00	5.00	3.37	.96
Special offers / Discounts	474	1.00	5.00	3.45	.94
Billing & Payment	474	1.00	5.00	3.41	.89
Trail Room Facility	474	1.00	5.00	3.54	.96
Salesmanship and Courtesy	474	1.00	5.00	3.44	.89
Location of the Retail Garment Showroom	474	1.00	5.00	3.45	.97
Cater to the needs of all income groups	474	1.00	5.00	3.30	.90
Total Opinion Score for Showroom Choice	**474**	**10.00**	**50.00**	**35.44**	**4.46**

Source : Primary Data

It is inferred from the above table that, the ratings for all the items vary between a minimum of 1 to a maximum of 5. The high mean score (4.03) is found for "variety of garments" (ie) on average the opinion of customers regarding the variety of garment falls between more important and most important, followed by arrangement of garments (3.76), outlook and comfort (3.68), trial room facility (3.54), location of the retail garment showroom (3.45), salesmanship and

courtesy (3.44), billing counter (3.41), price range (3.37). The least score has been found for cater to the needs of all income group (3.30), the level of customer opinion falls between moderate and more important. Thus it shows that, the high mean score (4.03) is found for variety of garments because the customer opinion is frequently changing according to new variety of garments.

Anova and 't'-test

ANOVA and t-test has been employed to find whether, if there is any significant difference in the mean score among the respondents in respect of personal factors such as gender, age, marital status, educational qualification, occupation, family structure, number of members in the family, monthly income and area of respondents.

5.3.2 Personal Factors Vs Opinion Score

The analysis of determinants which attracted/affected the respondents to go/deny to a particular organized retail textile showroom was done/carried out by adding the ratings given by the respondents for all the 10 items given in the scale.

The score shows the level of influence is higher the score more will be the level of influence. These opinion scores is further analyzed by comparing among the groups of selected personal and opinion related variables.

Analysis of the opinion scores by the personal variables. The opinion scores were compared among the groups of selected personal variables. The mean scores were found out for each group, which are given in the following table.

In order to find whether the mean opinion score differ significantly among the groups of selected personal variables given, the following hypothesis was framed and tested.

Ho : The mean opinion score do not differ significantly based on the personal factors (ie) gender, age, marital status, educational qualification, occupation, family structure, number of family members, monthly income and area of the respondents.

Table No : 5.3.2   Personal Factors Vs Opinion Score

S. No	Variables	Groups	Mean	SD	No. of the Respondents	t - value	f - value	Table Value	Sig.
1	Gender	Male	35.02	4.14	210	1.828	-	1.965	Ns
		Female	35.78	4.69	264				

			Mean	SD	N				
2	Age	25 yrs or below	35.01	5.61	91	-	1.430	2.624	Ns
		26-35 yrs	35.22	4.26	196				
		36-45 yrs	36.05	4.06	151				
		46 yrs & above	35.17	3.78	36				
3	Marital Status	Single	35.48	4.55	83	0.087	-	1.965	Ns
		Married	35.43	4.45	391				
4	Educational Qualification	Below Secondary	32.62	3.50	29	-	7.867	3.824	**
		Graduate	35.19	4.45	230				
		Post Graduate	36.42	4.43	180				
		Professional	34.46	4.12	35				
5	Occupation	Business	34.15	5.20	40	-	12.277	3.359	**
		Professional	37.09	4.21	158				
		Employed	34.55	3.91	185				
		Housewife	33.54	4.49	50				
		Students	36.71	4.74	41				
6	Family Structure	Nuclear	35.73	4.33	368	2.608	-	2.586	**
		Joint Family	34.45	4.80	106				
7	No. of Family Members	2-3 members	35.46	4.44	162	-	.384	3.015	Ns
		4-5 members	35.55	4.37	248				
		6 & above	35.00	4.92	64				
8	Monthly Income	Up to Rs.20000	36.29	4.50	42	-	2.104	2.391	Ns
		Rs.20001-40000	34.76	4.09	131				
		Rs.40001-60000	35.28	4.84	188				
		Rs.60001-80000	36.30	4.12	96				
		Above Rs.80000	35.53	4.00	17				
9	Area of the Respondents	Rural	36.74	4.46	19	-	1.044	3.015	Ns
		Urban	35.37	4.45	445				
		Semi-urban	36.30	5.01	10				

Source : Computed Data

"t"-test

The hypothesis is tested for each independent variable separately. The t-test has been applied to find whether the mean opinion score differ significantly with the gender, marital status and family structure.

Gender

The mean score for female respondents is 35.78 which is higher than the mean opinion score of male respondents 35.02. The result reveals that, female respondent opinion is more towards organized retail textile showroom.

The calculated t-test value is 1.828, which is less than the table value of 1.965 at 5% level of significance. Since the calculated value is less than the table value it is inferred that the mean opinion score do not differ significantly between male and female. Thus, the null hypothesis is accepted as it is proved that, opinion score has no significant influence towards gender.

Marital Status

The mean score for unmarried respondents is 35.48 which is higher than the mean opinion score of married respondents 35.43. It depicts that, the unmarried respondents opinion is more influenced towards organized retail textile showroom because they purchase more during special occasion and for gifts.

The calculated t-test value is 0.087, which is less than the table value of 1.965 at not significant level. Since the calculated value is less than the table value it is inferred that the mean opinion score do not differ significantly with the marital status of the respondents. Thus, the null hypothesis is accepted as it is proved that, opinion score has no significant influence towards marital status.

Family Structure

The mean score for nuclear family is 35.73 which is higher than the mean opinion score of joint family 34.45. It is clear from the result that, the nuclear families opinion is more influenced towards organized retail textile showroom because they purchase more varieties with latest designs.

The calculated t-test value is 2.608, which is more than the table value of 2.586 at 1% level of significance. Since the calculated value is more than the table value it is inferred that the

mean opinion score differ significantly with the family structure. Thus, the null hypothesis is rejected as it is proved that, opinion score has a significant influence towards family structure.

Anova

The ANOVA has been applied to find whether the mean opinion score differ significantly with the age, educational qualification, occupation, number of family members, monthly income and area of the respondents.

Age

The mean score for respondents of age between 36-45 years is (36.05) which is higher than the mean opinion score for respondents of between 26-35 years (35.22) followed by the age of respondents above 46 years is (35.17) and the respondents age 25 years and below is (35.01). It reveals that, the age between 36-45 years respondents opinion is more influenced towards organized retail textile showroom.

The calculated value is 1.430, which is less than the table value of 2.624 at 5% level of significance. Since the calculated value is less than the table value it is inferred that the mean opinion score do not differ significantly with the age of the respondents. Thus, the null hypothesis is accepted as it is proved that, opinion score has no significant influence towards age.

Educational Qualification

The mean score for post graduates is (363.42) which is higher than the mean opinion score of graduates (35.19) followed by professionals (34.46) and below secondary (32.62). The result clearly states that, post graduates opinion is more influenced towards organized retail textile showroom because of their fashion sense and style.

The calculated value is 7.867, which is more than the table value of 3.824 at 1% significant level of significance. Since the calculated value is greater than the table value it is inferred that the mean opinion score differ significantly with the educational qualification of the respondents. Thus, the null hypothesis is rejected as it is proved that, opinion score has a significant influence towards educational qualification.

Occupation

The mean score for professionals is (37.09) which is higher than the mean opinion score for students (36.71) followed by employed (34.55), business people (34.15) and house wife (33.54). The result shows that, professionals opinion are more influenced towards organized retail textile showroom because of their style and varieties of garments.

The calculated value is 12.277, which is more than the table value of 3.359 at 1% significant level of significance. Since the calculated value is greater than the table value it is inferred that the mean opinion score differ significantly with the occupation of the respondents. Thus, the null hypothesis is rejected as it is proved that, opinion score has a significant influence towards occupation.

Number of Family Members

The mean score for 4-5 members in a family is (35.55) which is higher than the mean opinion score for 2-3 members in a family (35.46) and for 6 members and above in the family (35). It reveals that, 4-5 members in the family opinion are more influenced towards organized retail textile showroom because they purchase for all the members in the family.

The calculated value is .384, which is less than the table value of 3.015 at 5% level of significance. Since the calculated value is less than the table value it is inferred that the mean opinion score do not differ significantly with the number of family members. Thus, the null hypothesis is accepted as it is proved that, opinion score has no significant influence towards number of family members.

Monthly Income

The mean score for the income between Rs.60,001-80,000 is (36.30) which is higher than the mean opinion score for the income upto Rs.20,000 (36.29) followed by income above Rs.80,000 (35.53), income between Rs.40,001–Rs.60,000 (35.28) and income between Rs.20,001-40,000 is (34.76). The result shows that, the income group between Rs.60,001-80,000 opinion are more influenced towards organized retail textile showroom.

The calculated value is 2.104, which is less than the table value of 2.391 at 5% level of significance. Since the calculated value is less than the table value it is inferred that the mean opinion score do not differ significantly with the monthly income of the respondents. Thus, the

null hypothesis is accepted as it is proved that, opinion score has no significant influence towards monthly income.

Area of the Respondents

The mean score for the respondents in rural area is (36.74) which is higher than the mean opinion score of the respondents in semi-urban is (36.30) and urban is (35.37). The result clearly states that, the respondents from the rural area respondents opinion are more influenced towards organized retail textile showroom because they would like be updated in the changing trends and fashion.

The calculated value is 1.044, which is less than the table value of 3.015 at 5% level of significance. Since the calculated value is less than the table value it is inferred that the mean opinion score do not differ significantly with the area of the respondents. Thus, the null hypothesis is accepted as it is proved that, opinion score has no significant influence towards area of the respondents.

5.3.3 Opinion Score Vs Customer Purchase Pattern

The analysis of factors which attracted/affected the respondents to go/deny to a particular organized retail textile showroom is done/carried out by adding the ratings given by the respondents. The score shows the level of opinion is higher the score, more will be the level of opinion. These opinion scores is further analyzed by comparing among the groups of selected customer purchase pattern variable and opinion.

Analysis of the opinion scores by the customer purchase pattern variables. The opinion scores are compared among the groups of selected customer purchase pattern variables. The mean scores were found out for each group, which are given in the following table.

In order to find whether the mean opinion score differ significantly among the customer purchase pattern, the following hypothesis is framed and tested.

Ho : The mean opinion score do not differ significantly based on the customer purchase pattern such as organized retail textile showroom visited, frequency of visit, average time spend during a visit, occasion of purchase, amount spent during a visit and variety of garments preferred.

Table No : 5.3.3   Opinion Score by Customer Purchase Pattern

S. No	Variables	Groups	Mean	SD	No. of the Respondents	f - value	Table Value	Sig.
1	Organized retail textile showroom visited	Pothys	35.67	4.68	67	.873	2.118	Ns
		The Chennai Silks	35.47	4.56	87			
		Sri Ganapathy Silks	34.67	4.33	87			
		Sri Devi Textiles	35.13	3.87	75			
		PSR Silks	36.12	4.49	50			
		RMKV Wedding Silks	35.62	4.69	58			
		Mahaveer's Silk House	36.02	4.79	50			
2	Frequency of Visit	Monthly	36.71	4.86	76	12.588	3.824	**
		Fortnightly	36.27	4.13	190			
		Occasionally	34.69	4.55	158			
		Once in a year	32.76	3.13	50			
3	Average time spend at organized retail textile showroom	Less than 1 hour	34.52	3.36	31	17.585	3.824	**
		1 to 2 hour	34.16	4.22	232			
		2 to 3 hours	36.75	4.57	167			
		More than 3 hours	37.86	3.59	44			
4	Occasions of purchase	Festival	36.60	5.05	105	9.121	3.824	**
		Special Occasion	35.66	4.09	267			
		Gift / Offers	34.39	5.03	51			
		During Discount Sale	32.98	3.31	51			
5	Amount spent during a visit	Below Rs.5000	35.17	4.17	103	3.106	2.624	*
		Rs.5001 – 7500	36.14	4.63	154			
		Rs.7501 – 10000	34.84	4.51	187			
		Above Rs.10000	36.50	3.67	30			
6	Preferred Variety of Garments	Ladies Garments	35.78	5.34	36	2.548	2.627	Ns
		Gents Garments	33.91	3.91	56			
		Children Garments	35.88	3.57	17			
		All	35.62	4.46	365			

Source : Computed Data

Anova

The ANOVA has been applied to find whether the mean opinion score differ significantly with the organized retail textile showroom visited, frequency of visit, average time spend during a visit, occasion of purchase, amount spent during a visit and variety of garments preferred.

Organized Retail Textile Showroom Visited

The mean score for PSR Silks is 36.12 which is higher than the mean opinion score for Mahaveer's Silk House (36.02) followed by Pothys (35.67), Sri Ganapathy Silks (35.67), RMKV Wedding Silks (35.62), The Chennai Silks (35.47) and Sri Devi Textiles (35.13). It reveals that, PSR Silks respondent opinion is more influenced towards customer purchase pattern.

The calculated value is .873, which is less than the table value of 2.118 at 5% level of significance. Since the calculated value is less than the table value it is inferred that the mean opinion score do not differ significantly with the number of family members. Thus, the null hypothesis is accepted as it is proved that, opinion score has no significant influence towards organized retail textile showroom visited.

Frequency of Visit

The mean score for visiting the organized retail textile showroom monthly is (36.71) which is higher than the mean opinion score for visiting fortnightly (36.27) followed by occasionally is (34.69) and for visiting the organized retail textile showroom once in a year is (32.76). The result states that, respondents visiting the organized retail textile showroom monthly, the opinion of customers are more influenced towards organized retail textile showroom.

The calculated value is 12.588, which is more than the table value of 3.824 at 1% significant level of significance. Since the calculated value is greater than the table value it is inferred that the mean opinion score differ significantly with the number of family members. Thus, the null hypothesis is rejected as it is proved that, opinion score has a significant influence towards frequency of visit.

Average Time Spend at Organized Retail Textile Showroom

The mean score for the average time spend at organized retail textile showroom for purchase is more than 3 hours (37.86) which is higher than the mean opinion score for the average time spend to 2 to 3 hours (36.75) followed by less than 1 hours is (34.52) and for 1 to 2 hours is (34.16). It depicts that, the average time spend at organized retail textile showroom is more than 3 hours are more influenced towards organized retail textile showroom.

The calculated value is 17.585, which is more than the table value of 3.824 at 1% level of significance. Since the calculated value is more than the table value it is inferred that the mean opinion score differ significantly with the average time spend at organized retail textile showroom. Thus, the null hypothesis is rejected as it is proved that, opinion score has a significant influence towards average time spend at organized retail textile showroom visited.

Occasion of Purchase

The mean score for the purchase made at organized retail textile showroom during festival is (36.60) which is higher than the mean opinion score for the special occasion is (35.66), followed by during the gift/office sale is (34.39) and during discount sale is (32.98). The result states that, festival time purchase at organized retail textile showroom are more influenced towards organized retail textile showroom.

The calculated value is 9.121, which is more than the table value of 3.824 at 1% level of significance. Since the calculated value is more than the table value it is inferred that the mean opinion score differ significantly with the occasion of purchase at organized retail textile showroom. Thus, the null hypothesis is rejected as it is proved that, opinion score has a significant influence towards occasion of purchase.

Amount Spent During a Visit

The mean score for the amount spent above Rs.10,000 during a visit is (36.50) which is higher than the mean opinion score for the amount spent below Rs.5,000 during a visit is (35.17), followed by the amount spent between Rs.5,001 to Rs.7,500 is (34.84) and for the amount spent between Rs.7,501 to Rs.10,000 during a visit is (34.84). It reveals that, the amount spent during a visit at organized retail textile showroom is more influenced towards organized retail textile showroom.

The calculated value is 3.106, which is more than the table value of 2.624 at 5% level of significance. Since the calculated value is more than the table value it is inferred that the mean opinion score differ significantly with the amount spent during a visit at organized retail textile showroom. Thus, the null hypothesis is rejected as it is proved that, opinion score has a significant influence towards amount spent during a visit.

Preferred Variety of Garments

The mean score for the variety of garments preferred at organized retail textile showroom for all the children garments is (35.88) which is higher than the mean opinion score for the ladies garments is (35.78), followed by all the varieties of garments is (35.62) and for gents garments is (33.91). The result shows that, the children garments preferred at organized retail textile showroom are more influenced towards organized retail textile showroom.

The calculated value is 2.548, which is less than the table value of 2.627 at 5% level of significance. Since the calculated value is less than the table value it is inferred that the mean opinion score do not differ significantly with the variety of garments preferred at organized retail textile showroom. Thus, the null hypothesis is accepted as it is proved that, opinion score has no significant influence towards preferred variety of garments.

5.4 Organized Retail Textile Showrooms Vs Customer Showrooms Choice Score

Regression Analysis (Stepwise Method)

Regression Analysis towards Customers Showroom Choice towards Organized Retail Textile Showroom

The customer choice towards organized retail textile showroom is influenced by various predictor variables (independent variables) is explained by Multiple Regression analysis. Regression analysis has been applied to find the effect of personal and other determinants related to the customer choice who are involved in buying at organized retail textile showroom. The customer choice score have been considered as the dependent variable to measure the determinants which attract/affect the overall choice of the respondents. The following independent variables were identified to be included in the model.

Variables considered:

Gender

Age

Marital Status

Educational Qualification

Family Structure

No. of Members in the family

Monthly Income

Area of the Respondents

Influence Score

Frequency of visit to the organized retail textile showroom

Average time spend at the organized retail textile showroom

Amount spent in a visit to organized retail textile showroom

Multiple Regression is mainly building an equation wherein the predictor variables' coefficients are found out. The general Multiple Regression equation is of the form,

$$Y = a_0 + a_1 X_1 + a_2 X_2 + \dots + a_n X_n$$

where Y, the dependent variable

a_0, constant

$a_1, a_2, \dots a_n$ are the regression coefficients for the independent variables $X_1, X_2, \dots X_n$ respectively.

The analysis starts with estimating coefficients and the constant. Among the several methods of analysis of Multiple Regression, one method used here is stepwise regression method. Initially, the equation starts with no predictor variables, then at first step the variable with maximum correlation with the dependent variable is selected first and included in the model. Also once the variable is included in the equation, then it is again considered for removal from the equation to avoid multicollinearity (correlation between independent

variables) problems.   Once the variable entered and remains in the equation, the next variable with highest positive/negative partial correlation is selected and considered for entry and if satisfied then added to the equation. Now the variables so far entered in to the equation are checked for removal. This process continues until all the variables satisfying entry and removal criteria are included in the equation. Finally either all the independent variables selected for the analysis would have been included in the model or the variables selected based on the selection criteria are alone included in the model.

Table No. 5.4.1 Dependent Variable Vs Customer Showroom Choice Score

	Regression Coefficients (B)	Std. Error	Beta	t	Sig.
(Constant)	36.058	1.011			
Average time spend at the organized retail textile showroom	2.007	.251	.338	7.992	**
Frequency of visit to the organized retail textile showroom	-1.220	.183	-.292	-6.664	**
Amount spent in a visit to organized retail textile showroom	-.624	.221	-.123	-2.825	**
Family Structure	-1.245	.451	-.116	-2.762	**

5.4.1(A)

R	R Square	F	Sig.
.429	.184	26.393	**

Table given above shows the results of regression analysis, giving details of Multiple R, R^2, F-ratio value and significance. The R value indicates that a moderate correlation (0.429) exists between the dependent variable (Customer Store Choice) and the set of independent

variables. Next given is R square which when expressed in percentage, explains that 18.4% of the variation in the customer store choice score is due to the 4 predictor variables in the equation. Next given is F value (26.393). This value is F-statistic, calculated for R, used to find whether R value is significant or not. The associated significance level tells us that R is significant at 1% level.

The regression table shows that, among the twelve independent variables considered for the regression analysis, only four variables were included. It should be noted that all the three customer store choice score has been included in the regression analysis.

The regression table shows that, among the several independent variables, average time spend at organized retail textile showroom have positive effect on customer showroom choice score. That is increase in these variables will increase the customer store choice scores proportionately. Similarly, Family structure, another dummy variable (dichotomous variable coded as 0-Nuclear 1-Joint) shows that on average respondents in nuclear family are more satisfied with the customer showroom choice than respondents from joint family. Probably, the showroom choice of the respondents in joint family is indirectly influenced by the opinion of the other members of the family. Average time spend, frequency of visit and amount spent in a visit to organized retail textile showroom affecting/attracting the showroom choice of the respondents but negatively. The respondents are less attracted/affected with these variables.

The t-test statistic calculated for the regression coefficients show that all the variables included in the model significantly influence the customer store choice score of respondents either at 5% level or at 1% level.

Standardised regression coefficients (Beta) are calculated for the variables included in the model. These coefficients are free from units of measurement with which the independent variables were measured and hence comparable. The relative contribution of each variable in determining the store choice of the respondents can be understood from these coefficient values. From the Beta coefficients it is seen that, in absolute terms, the customer store choice score, that is, the determinants/factors that attract/affect the choice of the customer of the respondents towards organized retail stores, is more influential on the customer store choice score compared to other variables.

5.5 Conclusion

In this chapter, factors influencing and affecting the choice of customers towards organized retail textile showroom is analyzed in detailed. Descriptive analysis, Anova and t-test are used for analyzing the data. The result of the descriptive analysis states that, with regard to factors influencing the highest mean score is found for 'design' and the opinion regarding the determinants affecting the choice of customers, the highest opinion score has been found for 'variety of garments'. The regression table shows that, among the several independent variables, average time spend at organized retail textile showroom have positive effect on customer showroom choice score.

The ANOVA values comparing the influences score among the groups of organized retail textile showroom visited, frequency of visit, average time spend during a visit, occasion of purchase, amount spent during a visit and variety of garments preferred were found to be significant. The ANOVA comparing the influence score among the determinants affecting the choice of customers was also not significant. Hence, the hypothesis was rejected frequency of visit, preferred except for average time spend during a visit, occasion of purchase, amount spent during a visit in an organized retail textile showroom by the respondents except organized textile showroom visited and variety of garments preferred.