
**AN ANALYZING THE IMPACT OF BUYING BEHAVIOR OF
CONSUMERS IN TEXTILE RETAIL SECTOR (WITH REFERENCE
TO CHENNAI DISTRICT)**

***Dr. M. Senthil**

Assistant Professor, Department of Commerce (CS), Vels Institute of Science Technology
and Advanced Studies (VISTAS), Chennai.

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***Corresponding Author: Dr. M. Senthil**

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Assistant Professor, Department of Commerce (CS), Vels Institute of Science
Technology and Advanced Studies (VISTAS), Chennai.

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ABSTRACT

The textile industry in India is highly regarded worldwide for its manufacturing precision and quality. As a major hub for textile production and export, it contributes significantly to the country's economy, accounting for 27% of government revenue through foreign exchange. Additionally, the industry plays a crucial role in India's overall industrial production, contributing 14% to the total output. Customer behavior in the textile retail sector is influenced by factors such as shopping intentions, impulsiveness, brand impact, and shopping preferences when purchasing textiles. This research aims to analyze how brand influence affects retail customers' decisions in choosing a particular retail store. The study also focuses on understanding the behavioral patterns of retail customers in the textile sector and how these patterns impact their purchasing decisions. The goal of the research is to examine the buying behavior of consumers within the textile retail sector in Chennai district.

KEYWORDS: Export, Manufacturing, Textiles, Behaviour and Industry.

1. INTRODUCTION

The textile industry in India has been severely impacted by a recessionary trend, slower economic growth, and high inflation over the last decade. In addition, the industry faces stiff competition from countries like China due to a surge in imports, causing many companies in the industry to struggle and fail to break even. Moreover, the rapidly changing tastes and preferences of customers in clothing have become a major challenge for businesses, making it

difficult to accurately predict and cater to these shifts. In light of these challenges, the researcher deemed it crucial to conduct a study on the preferences and buying behavior of customers, particularly in the retail sector of textiles. India's diverse customs and cultures have resulted in a variety of dressing styles, ranging from salwar-kameez and saris to lungis and dhotis. The growth of the branded garments market, the end of the Multi-Fiber Agreement, the entry of foreign retail apparel industries into the nation and Indian fashion industries are recognize of worldwide and have all contributed to a significant transformation in apparel retailing. This shift has made apparel retailing both an exciting and competitive field in marketing.

India has emerged as one of the top global destinations for textile and apparel sourcing, with no country, apart from China, matching its size, reach, and competitiveness in this industry. The entry of international and domestic retailer in textile companies, the need for a comprehensive study on apparel retailing has become more pressing. The growth and global acknowledgment of fashion industry in India further underscore the importance of understanding the evolving trends in this dynamic sector.

2. Importance of the study

A significant portion of India's youthful consumers prefers famous clothes, among manipulate the visual media making city consumer trends increase even to villages. The growing purchasing habits of youthful Indians, coupled with positive revenue demographics and an rising number of youthful consumers entering the labor force with higher disposable revenues, have opened up original opportunities for retail development, even in villages. As a result, 85% of the retail growth, which was previously concentrated in metropolitan areas, is now expanding into small town and rural areas. The study holds great significance, particularly in the context of textiles, which are essential to everyday life. As Chennai is a major consumer hub, understanding the preferences and changing behavior of consumers toward textile retail stores is crucial. Additionally, modern products have a strong influence on consumer purchasing decisions regarding textiles. Given that textiles are both a basic necessity and an integral part of modern life, studying consumer preferences and buying patterns in the textile sector is of paramount importance.

3. Statement of the problem

Understanding customer buying preferences and behavior is crucial, especially in the textile retail sector, as it enables retailers to better cater to their customers' needs. However,

comprehending this behavior can be challenging because consumer preferences are often unpredictable and difficult to understand. Retailers in the textile industry must therefore devise innovative strategies to track and respond to customer behavior in order to satisfy their clothing needs and create a mutually beneficial situation for both consumers and businesses. Given these challenges, the researcher aims to study customer buying behavior and decision-making processes in the textile retail sector. The findings of this research will help the industry gain insights into the nuances of customer preferences and tastes in clothing. Additionally, this will enable retailers to provide high-quality clothing at affordable prices, ensuring customer satisfaction. The study will also examine how factors such as shopping intention, impulsive buying, brand impact, and shopping preferences influence customer behavior in the textile retail sector.

4. Objectives of the study

- To analyze the impact of demographic profile of retail customers of textiles on their shopping intention and shopping impulsiveness.
- To analyze the impact of brand on retail customers of textiles on their shopping decisions towards a particular retail store
- To study behavior pattern of retail customers of textiles on their purchasing decisions towards retail stores.

5. Research Methodology

The researcher conducted this study in a structured manner and utilized both descriptive and empirical analysis to achieve the aim of studies. A pilot study was undertaken toward estimate the feasibility of the questionnaire for researching consumer buying behavior in Chennai's textile retail sector. For this, the researcher interacted with and interviewed 200 consumers. The selected stores for the study included Sri Kumaran Silks, Pothys, Chennai Silks, Saravana Stores, and RMKV Silks.

6. Review of literature

Bhat et al (2013) The present study aims to explore various aspects of the summer capital of Jammu and Kashmir in Sunday market. The primary objectives were to examine the product quality and pricing of sold in the market. Additionally, the study focused on assessing vendor job satisfaction and their reasons for participating in the Sunday market. Data were gathered from 200 respondents using interview schedules. The findings revealed that the market offers

both second-hand and high-quality products at prices lower than the standard market rates. Furthermore, the study indicated that both sellers and buyers expressed satisfaction with the market experience.

Shetty et al (2013) This study investigates the perceptions of exporters in Bangalore regarding the opportunity and challenges in the international textile and clothing buy and sell following the post-MFA era. Data were gathered from 100 export-oriented textile and clothing units in Bangalore using a structured questionnaire. The results indicate that Bangalore's textile and clothing industry, which hosts several major Indian export houses, has benefited significantly from the elimination of the quota system under the WTO in 2005. This policy shift has expanded global opportunities for Karnataka's exporters, supported by the state's strong raw material base, modern infrastructure, and an abundant supply of skilled labor.

Rana et al (2012) Impulsive buying refers to an unplanned, spontaneous, and immediate purchase made by an individual. This study aimed to examine the influence of learning, returns, and gender on impulsive buying tendencies along with Indian consumers. The sample consisted of 450 respondent from official retail outlets and shopping malls in Patiala. Descriptive analysis was employed to determine the frequency distribution of the studied variables. An ANOVA test, conducted at a 5% significance level, revealed that education and income significantly impact impulsive buying tendencies, whereas gender has a comparatively lesser influence. The study's findings can help retailers optimize their merchandise selection and enhance the shopping experience to encourage impulsive purchases.

M. Senthil (2019) The study aimed to analyze customer preferences and satisfaction levels with PayTM services in Dharmapuri District. The research objectives included identifying user preferences and measuring satisfaction levels. A sample size of 150 respondents was selected, and descriptive data analysis was conducted to compute frequencies for the studied variables. The findings revealed that while respondents were generally satisfied with PayTM services, there were areas where satisfaction levels were lower. These included shopping features, ticket booking, transaction speed, grievance handling, service charges, mini statement accessibility, and the daily transaction limit of ₹20,000. The researcher recommends that PayTM address these specific areas to enhance user satisfaction and further

improve its services. Taking corrective measures based on these insights could benefit both the users and the service provider.

7. Data Analysis and Interpretation

Table – 1 Demographic Profile analysis.

Demographic Profile		Frequency	%	Cumulative Percent
Age Limit	18-25 Years	4	2	2
	26-35 Years	50	25	27
	36-45 Years	46	23	50
	46-55 Years	41	20.5	70.5
	55-65 Years	43	21.5	92
	65 and Above Years	16	8	100.0
Gender	Male	86	43	43
	Female	114	57	100.0
Qualification	Up to +2	18	9	9
	Under Graduates	78	39	48
	Post Graduates	48	24	72
	Professional Degrees	56	28	100.0
Family Income	Less than Rs. 10000	6	3	3
	Rs. 10001 - Rs. 20000	14	7	10
	Rs. 20001 - Rs. 30000	56	28	38
	Rs. 30001 - Rs. 40000	66	33	71
	Above Rs. 40000	58	29	100.0
Occupation	Student	26	13	13
	Private Employees	62	31	44
	Government Employees	40	20	64
	Business Personals	52	26	90
	Professional	20	10	100.0

(Source: Primary Data)

Inference:

From table 1 stated demographic profile analysis that majority of the respondents are belongings to 26 to 45 years old were as minority respondents are belongings to 18 to 25 years old. In the study females are highly predominant at 57 percentages. Maximum 78 out of 200 respondents are finished at degree t under graduate level. Majority of the respondents are earned Rs. 30,000 to Rs. 40,000 as a monthly income were as only few respondents earned below Rs. 10,000. 31 percentage of the respondents are working in the private employee and 10 percentage of the respondents being at professional.

Table – 2 Behavioural Pattern of the respondents.

Behavioural Pattern		Frequency	%	Cumulative Percent
Type of Apparels preferred	Ready-mades	146	73	73
	Customized	54	27	100.0
Mode of shopping	Physical	132	66	66
	Online	68	44	100.0
Time spend for shopping	Less than 1 hour	20	10	10
	Between 1 to 2 Hours	80	40	50
	Between 2 to 4 Hours	70	35	85
	More than 4 hours	30	15	100.0
Budget Per Month	Less than Rs.500	28	14	14
	Rs. 501 - Rs. 1000	26	13	27
	Rs. 1001 - Rs. 3000	66	33	60
	Rs. 3001 - Rs. 5000	32	16	76
	Rs. 5001 - Rs.10000	34	17	93
	Above Rs. 10000	14	7	100.0
Frequency of purchase Per Month	Less than 1 time	56	28	28
	1 - 3 times	70	35	63
	3 - 5 times	46	23	86
	More than 5 times	28	14	100.0
Mode of Payment preferred	Cash	62	31	31
	Debit Card	52	26	57
	Credit Card	30	15	72
	Mobile Transfer	56	28	100

(Source: Primary Data)

Inference:

Table 2 indicates that the behavioural Pattern of textile purchase of the respondents. 73 percentage of the respondents are preferred ready-mades apparels. 27 % of the respondents are Apparels preferred in Customized. The behavioural pattern in apparels highest preference is ready-made. The behavioural pattern, out of 200 respondents 132 respondents are shopping is physical mode and remaining 68 respondents buy the apparels is online mode. The respondents are time spending for shopping, majority of 80 respondents spent for time 1 to 2 hours and the least 20 respondents time spent less than one hour. Out of 200 respondents' 66 respondents are budget per month for apparel purchase Rs. 1,001 – Rs. 3,000 and minimum of 14 respondents budget per month more than Rs. 10,000. 70 respondents out of 200 respondents, 1 to 3 times purchase regularly every month apparels and 28 respondents more than 5 times per month frequently purchase. The mode of payment preferred in apparels

purchase using out of 200 respondents 62 respondents paid in cash and smallest 30 respondents pay to through credit card.

Structural Equation Modeling

It was agreed that the model would be established utilizing the sources of awareness for fashion and styles of apparel to buy and wear on the Apparels buying pattern, Bying Appeals, and decision making styles of the respondents, and AMOS V. 21 software. To investigate the sources of awareness for the fashion and style of apparel factor, ten different sources are included, and the direct and indirect relationships between these ten sources, as well as their relationship with apparel buying patterns, buying appeal, and decision-making styles, are finally examined by constructing a single model. One exogenous variable, awareness, is constructed using ten endogenous variables, including fashion magazines, fashion clothing sections in newspapers, television, online fashion store websites, peers, movies, and celebrities, what I already own and like, store displays, social networking sites, and retail catalogs.

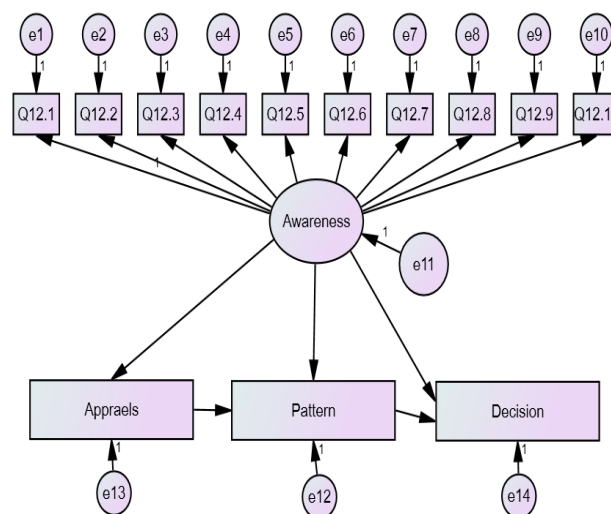


Figure 1 – Influence of Sources of Awareness on Apparel Purchase Pattern, Buying Appeal and Decision Making Styles – Measurement Model.

The measurement model was constructed, and statistical analysis was performed through Confirmatory Factor Analysis (CFA) to evaluate the relationships among the variables. The results of the analysis, along with the outcomes of the endogenous variables, were clearly illustrated in the figure. The findings indicate that the sources of awareness—such as fashion magazines, television, social networking sites, and other factors—significantly influence key consumer behaviors like apparel buying patterns, buying appeal, and decision-making styles

of the respondents. Additionally, the model examined the relationship between apparel buying patterns and buying appeal, as well as how these factors ultimately impact decision-making styles. After conducting the CFA, modification indices were reviewed to identify areas of improvement in the model. All the necessary adjustments, suggested by the modification indices, were implemented to refine the model and ultimately resulted in the structured equation model (SEM), which accurately reflects the relationships between the variables. The outcome of this process was a well-structured model that accounts for the dynamics between fashion awareness, buying patterns, appeals, and decision-making styles. To ensure the Structural Equation Model (SEM) was the best fit for analyzing the influence of sources of awareness on apparel purchase patterns, buying appeal, and decision-making styles, all the necessary modifications were made based on the results from the Confirmatory Factor Analysis (CFA). These adjustments were essential to refine the model and enhance its accuracy. The final model, after incorporating these modifications, was presented with its structured outcomes. This refined model effectively captured both the direct and indirect relationships among the study variables, demonstrating how sources of awareness influence apparel purchase patterns, which in turn affect buying appeal and decision-making styles. The outcome indicates that the modified structural equation model now provides a comprehensive and reliable understanding of the relationships between the variables, ensuring the model is a good fit for the data and the research objectives.

8. CONCLUSION

The apparel market is witnessing rapid expansion, making it crucial for retailers to understand buyer behavior in order to effectively meet consumer demands. Retailers need to focus on the attributes that influence purchasing decisions, which are key to crafting tailored strategies. Successful apparel stores have managed to establish strong brand identities by aligning their marketing strategies with store attributes, while also addressing the evolving purchasing behavior of their target customers. Through this understanding, apparel marketers can strategically adapt and seize the vast opportunities within the industry.

In India, the rising disposable income and the changing consumption patterns have resulted in increased spending on apparel. As people face busier lifestyles and limited time, they are gravitating towards stores that provide a convenient and enjoyable shopping experience. This shift has led to significant transformations in lifestyle and spending habits, opening new business avenues for retailers. To succeed in this dynamic market, apparel retailers must anticipate consumer needs, understand their preferences, and create a store atmosphere that

fosters positive shopping experiences. Retailers that design stores to evoke positive emotions such as enhancing willingness to buy or encouraging longer shopping durations are more likely to capture consumer attention and loyalty. As a result, the store environment has become a key tool for differentiation and a major influence on purchasing behavior in today's competitive apparel market.

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