



Buying Behaviour of Textile Products through Social Media in Ernakulam District

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ABSTRACT

With a special emphasis on modern concerns of consumerism, marketing, and social media, Consumer Behaviour Today covers a wide range of themes relevant to the consumer behaviour field. The psychology and sociology of human behaviour as it pertains to consumer decision-making and behaviour are the subject of this work, which focuses on a subset of behaviours. This study is focussed on to buying behaviour of adult textile products in 120 adult respondents. Multistage sampling is used for this study. Respondents highly prefer Facebook as a social media for buying adult textiles products. High percentage respondents shows very high level of satisfaction to buy online adult textile products through social media. Comforts fit is the major factor for affecting the buying of online adult textile products through social media. High percentage respondents shows afraid of buying the fake product as the reason for block to purchase of online adult textile products through social media.

Introduction

India is one of the BRIC countries that has grown itself as an economy of emerging markets on a global scale. Every shelter, water source, and adjacent safe home require clothing as one of their most basic necessities [1]. The clothes produced by the industry mimics the lifestyles of individuals with similar social and financial standing. The IT industry is India's largest industry, with the apparel and textile sector coming in second [2]. It is also the second-largest international trade professional and the company with the fastest growth. Internet technology and corporate convenience are increasingly gaining ground in today's communications landscape[3]. Online business shopping platforms that facilitate clients are one of the Internet's most significant applications[4]. Every client desires ease, quickness, advantages in price and quality, the ability to compare products, etc. while buying online. A new kind of purchasing, known as online or electronic shopping, has emerged as a result of all these issues and technology advancements[5].

The internet has altered how we purchase nowadays. One of the most common pastimes on the internet right now is shopping. Online buying is quite appealing since it allows customers to do their purchasing whenever and from wherever[6]. It was necessary for vendors to be more aware of their preferred methods of online purchasing in order to turn sales into online marketing[7]. Over the past two decades, there has been a significant change in the way that consumers buy. Online shopping appears to be very simple to customers or buyers, despite the persistence of consumers' purchasing habits from physical stores[8]. Online shopping enables customers to make direct purchases of goods or services over the internet[9].

Many firms depend heavily on marketing, which is typically the most important component of any company strategy[10]. With close to 5 million daily visitors, the most well-known websites like Twitter, YouTube, Facebook, Instagram, and Whatsapp must be considered as a very important core for marketing[11]. Due to the massive amount of consistent daily traffic, endorsing a business through these websites serves as a particularly eye-catching business strategy[12]. Due to the vast number of individuals who routinely frequent these websites, technical advancements have made social networking sites incredibly profitable and social media marketing a major component of a business[13]. Social networks, discussion forums, media sharing networks, content curation and bookmarking networks, publishing and blocking networks, customer review networks, social purchasing networks, internet-related networks, anonymous social networks, and sharing economy networks are just a few of the ten different types of social media that are used for various purposes[14].

An excellent foundation for the growth of the fashion and apparel industries is online purchasing. This is crucial in the expanding fashion and apparel industry environment [15]. It's also crucial that the fashion and apparel sector solely uses online purchasing in the future. The supply chain for apparel is incorporating a variety of online purchasing technologies[16]. The Indian economy depends heavily on the textile sector, which also makes a considerable contribution to export revenue. Nearly 30% of the nation's overall exports are made up of clothing[17]. It contributes a significant

amount to national production—more than 20%. Despite the fact that more people are able to conduct business online every day, garment companies are gradually using their own e-commerce platforms[18]. This study is focussed to buying behaviour of adults textile products through social media in Ernakulam District.

Methodology of the study

Research design outlines how information is to be gathered for an assessment or evaluation that includes identifying the method of acquisition of the data, the instruments to be used, how these will be administered, and how the information will be organized and analyzed. The following gives an account of the various logical steps adopted by the researcher to finalize the research design Methodologically the study falls into an exploratory cum descriptive framework. The study is descriptive in that it seeks to analyze buying behaviour of consumers through social media in adults textile products in Ernakulam District. So, the geographical location for the study is Ernakulam District in Kerala State.

The collection of data consists of both primary data and secondary data. The Primary data shall be collected by floating a structured questionnaire. Before finalizing the structured questionnaire, the questionnaire would be subjected to pilot testing. The secondary data would be collected from books and Journals relevant to the study conducted.

The sample size was determined using the standard deviation from the pilot study of the sample of 60 respondents and allowed the standard error at the 5% level. The Sample size of the study is 120. A multi-stage random sampling technique was employed in the study.

Results and Interpretation

Table 1 shows type of social media preferred in buying adult textiles products in 120 adult respondents. Facebook shows highest level of preference (25%) in buying adult textiles products. 17% of respondents prefer YouTube for purchase textile products. 23% of respondents prefer WhatsApp and 21% of respondents prefer Instagram for purchase textile products. Only 15% of respondents prefer Telegram for purchase textile products.

Table 1: Type of social media preferred in buying adult textiles products

Type of Social Media	Facebook	YouTube	WhatsApp	Instagram	Telegram
Gender					
Male	12	7	18	13	10
Female	18	13	9	12	8
Total	30	20	27	25	18

Table 2 shows level of satisfaction of customers to buy online adult textile products through social media. 33% of respondents shows very high level of satisfaction to buy online adult textile products through social media. 25% of respondents shows high level of satisfaction and 16% of respondents shows average level of satisfaction to buy online adult textile products through social media. But 18% of respondents shows low level of satisfaction to buy online adult textile products through social media. Only 9% of respondents shows very low level of satisfaction to buy online adult textile products through social media.

Table 2: Level of satisfaction of customers to buy online adult textile products through social media.

Level of satisfaction	Very high	High	Average	Low	Very low
Gender					
Male	21	17	10	9	3
Female	18	13	9	12	8
Total	39	30	19	21	11

Table 3 shows factors affecting the buying of online adult textile products through social media. Comforts fit is the major factor (33%) for affecting the buying of online adult textile products through social media. 17% of respondents pointed to quality and 21% of respondents pointed to Celebrity Endorsement are the factors affecting the buying of online adult textile products through social media. But 17% of respondents pointed to Facilitating offers as the factor for affecting the buying of online adult textile products through social media. Only 13% of respondents pointed to Save time as the factor for affecting the buying of online adult textile products through social media.

Table 3: Factors affecting the buying of online adult textile products through social media.

Factors affecting buying	comforts fit	Quality	Celebrity Endorsement	Facilitating offers	Save time
Gender					
Male	22	9	18	5	6
Female	17	11	7	15	10
Total	39	20	25	20	16

Table 4 shows elements block to purchase of online adult textile products through social media. 18% of respondents shows Personal information to be disclosed as the reason for block to purchase of online adult textile products through social media. 28% of respondents shows Afraid of buying the fake product and 27% respondents shows After sale service are the reason for block to purchase of online adult textile products through social media. But 28% of respondents shows Slow delivery as the reason for block to purchase of online adult textile products through social media.

Table 4: Elements block to purchase of online adult textile products through social media.

Elements block to purchase	Personal information to be disclosed	Afraid of buying the fake product	After sale service	Slow delivery
Gender				
Male	12	7	23	18
Female	9	27	9	15
Total	21	34	32	33

Conclusion

This study was aimed to analyse most preferences in buying behaviour of adult textile product consumers through social media marketing in Ernakulam District. Respondents highly prefer Facebook as a social media for buying adult textiles products (25%). High percentage respondents shows very high level of satisfaction (33%) to buy online adult textile products through social media. Comforts fit is the major factor for (33%) affecting the buying of online adult textile products through social media. High percentage respondents (28%) shows afraid of buying the fake product as the reason for block to purchase of online adult textile products through social media.

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