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Factors Influencing the Buying behaviour of the Textile Industry

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ABSTRACT:

The paper explores the factors affecting the textile industry buying behavior in the textile industry in India and with the help of factor analysis 100 people were surveyed in the given scenario with the study of influencing factors the main objective of the paper is to prove that that's especially if only certain things happened. affects the businesses buying behavior.

Introduction:

Consumer Decision Making Clothing Purchases Many factors influence industries as clothing also plays an important role in socio-economic countries and psychological effects on individuals given the context Most of the clothing industry consumes most of the wardrobes in the world and makes its meaning is the level of the social identity in the activities or professional life but as traders and manufacturers in particular need to understand the factors that motivate the customers to buy the Textile business there are many factors that play their role but in that silence, few play a significant role so in order to better understand the context of the given behavior of the consumer, as manufacturers and retailers we need to constantly acknowledge it that the evolving needs of the customer and the desires of the target audience are also important.

Consumers individual preference towards brands all come into the picture but the decision factors we want to focus on are important because the consumer decision after buying clothing industry is far from easy there are many factors that come into play and to find that exactly clothing factory them many of them He looks for needs that manufacturers must fully meet so gaining valuable insight into products can be useful.

In the given study we will analyze various factors and sample population through this study to identify the major deciding factors for consumers to decide, we can identify and understand the underlying factors that play an important role in purchasing textiles business decision various types of online changes and related new concepts under generation towards the Textile industry will be overlooked because it plays an important role And the online revolution in purchasing decisions in the apparel industry and the new perception of the generation towards the apparel industry could not be ignored as it plays an important role and that will give the right influence and campaign design which in turn will be a trap It will benefit the company in the future, resulting in long-term profitability.

Review of the literature:

Consumer preference study of luxury apparel covers consumer preference based on products mainly covering colour, fit and products and how it affects consumer buying decisions and looking at context and decision making of buying also depends on the customer demographic for example printer clothes in Goa especially the role of the carry out while it is much different for customers in Bangalore because most of them work in IT companies so they need professional look so they prefer plain shirts the it covers all the aspects of the customer preference.

The impact of brand image on consumer purchasing decisions and consumer decisions regarding the apparel purchasing industry and the prestige resulting from wearing certain brands that define consumer values in the current context. It also discusses brand loyalty of consumers and how brand image influences purchase behavior in terms of brand loyalty.

In this study, it includes socio-economic factors such as income educational services which will reflect factors such as affordability and brand choice of consumers by them and sometimes also the style of the dress

They also show the impact of social media on the buying behavior of the apparel industry and how social media apps such as Instagram and Facebook influence consumer engagement in the apparel industry

Given peer influence and approval, it plays an important role in clothing choices because it is a basic human trait t to fit into peer influence groups and identify with friends   The impact of e commerce also plays an important role in buying behavior patterns and psychological aspects by choosing very

descriptive clothing attributes and clothing architecture that defines and achieves only to provide purpose and value beyond that also important for customers and conversion flow so with seasonal changes it influences buying behaviour.

PROBLEM STATEMENT & OBJECTIVES OF THE STUDY :

Problem statement of the presented research regarding how it describes the buying behavior of the textile industry and explains the buying behavior of consumers as the factors that play an important role in consumer buying behavior and how we can explain it

Purpose

1. To identify the factors affecting buying behaviour

2. To find out how many of the variables are variables that play an important role in textile industry purchase behaviour

3. To identify the products that can be obtained from the factor analysis method

Methodology:

In the example of factor analysis, we can do factor extraction between the given variables where the influence of the variables on each other is described so that they can be explained and factors can be identified

Factors affecting the purchasing behavior of the textile industry were available to study

These are the factors and on the basis of the response of the sample data and through the method of analysis we will identify the factors that influence the purchase behavior of the textile industry.

RESULTS :

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		0.810
Bartlett's Test of Sphericity	Approx. Chi-Square	979.621
	df	210
	Sig.	<.001

By KMO test we can see that the given value is more than 0.810 which states that the given data sample is sufficient and one can proceed to factor analysis by observing the test of KMO& Bartlett we can say that the significance value is less than 0.01 which states if the the given data can be used for factor analysis

Communalities		
	Initial	Extraction
FABRIC QUALITY	1.000	0.729
STITCHING &CRAFTSMANSHIP	1.000	0.764
DURABLITY	1.000	0.691
COLOUR FADENESS	1.000	0.743
MODERN DESIGN	1.000	0.541
AVAILABLE OF SIZE	1.000	0.697
FIT&CUT	1.000	0.812
BREATHABILITY	1.000	0.489
EASE OF MOVEMENT	1.000	0.712
AFFORDABILITY	1.000	0.751
HIGH QUALITY BRAND	1.000	0.826
EXCLUSIVE BRAND	1.000	0.640
CUSTOMER REVIEWS	1.000	0.627
INFLUENCER	1.000	0.822
ADVERTISEMENT	1.000	0.878
RECOMMENDATION	1.000	0.756
STORE ASSISTANCE	1.000	0.548
USER FRIENDLY	1.000	0.690
CLARITY OF PRODUCT	1.000	0.763

AVAILABILITY OF SIZE	1.000	0.786
EASE OF PAYMENT	1.000	0.822
Extraction Method: Principal Component Analysis.		

The neighborhood table shows the number of cases extracted and the number of cases extracted from variables that can be explained by factor analysis in the table above

For a given total variance we can explain only three factors more than one variable so that we can see factor 1 can explain 11 variables and factor 2 can explain 2 variables and factor 3 can explain as many variables as 1.484 of data model given in. So this allows us to conclude that We have 3 factors that majorly influence the buying behavior of consumers. in the textile industryThe rotated component the matrix we can see that the eigan value represent the the factor can be explained by taking named as colour fadeness and the factor 2 can be named as advertisement and factor 3 can be named as ease of payment

By the roatated component matrix we can conclude that the factors which affect the buying behaviour of the Textile industry are

- **Colour fade**

- **Advertisment**

- **Ease of payment**

Above mentioned terms are the factors which is inflicting the buying behaviour of the Textile industry given the fact that the from the given data

Conclusion

In conclusion, clothing industry buying behavior is a complex interaction of personal preferences Socioeconomic factors of brand name Cultural influences and digital exposure Consumer choices are influenced by design, colour, fit and clothing a preferred Brand image and perceived quality f Significantly influences purchase decisions , while socioeconomic factors determine purchasing potential and brand choice Cultural norms and peer influence determine the preferred distance between identity and conformity eat Digital age brings social media Activity shapes awareness and decision-making Psychological factors such as self-expression and trends stimulate choice Perceived effects on quality assessment and fashion development helps to selection Understanding these factors is important for businesses to adapt marketing strategies to ever-changing fashion preferences and marketing habits to meet consumer needs and behaviors

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QUESTIONARIE

FACTORS INFLUENCING THE BUYING BEHAVIOUR OF Textile industry

Demographic Information:

Age:

INDEPENDENT

Do you like to wear Textile industry

- ○ Strongly disagree
- ○ Disagree
- ○ Neutral
- ○ Agree
- ○ Strongly agree

Do you buy Textile industry\

- Yes
- No

Dependent variables

VARIABLES	1	2	3	4	5
Do you buy Textile industry by seeing FABRIC QUALITY					
Do you buy Textile industry by seeing STITCHING &CRAFTSMANSHIP					
Do you buy Textile industry by seeing DURABLITY					
Do you buy Textile industry by seeing COLOUR FADENESS					
Do you buy Textile industry by seeing MODERN DESIGN					
Do you buy Textile industry by seeing AVAILABLE OF SIZE					
Do you buy Textile industry by seeing FIT&CUT					
Do you buy Textile industry by seeing BREATHABILITY					
Do you buy Textile industry by seeing EASE OF MOVEMENT					
Do you buy Textile industry by seeing COLLAR COMFORT					
Do you buy Textile industry by seeing AFFORDABILITY					
Do you buy Textile industry by seeing HIGH QUALITY BRAND					
Do you buy Textile industry by seeing EXCLUSIVE BRAND					
Do you buy Textile industry by seeing CUSTOMER REVIEWS					
Do you buy Textile industry by seeing INFLUENCER					
Do you buy Textile industry by seeing ADVERTISEMENT					
Do you buy Textile industry by seeing RECOMMENDATION					
Do you buy Textile industry by seeing STORE ASSISTANCE					
Do you buy Textile industry by seeing USER FRIENDLY					
Do you buy Textile industry by seeing CLARITY OF PRODUCT					

Do you buy Textile industry by seeing AVAILABILITY OF SIZE					
Do you buy Textile industry by seeing EASE OF PAYMENT					