International Journal of Humanities Social Science and Management (IJHSSM)
Volume 5, Issue 3, May-June, 2025, pp: 914-918 ISSN: 3048-6874
www.ijhssm.org

A Study on Customer Buying Behaviour Analysis in Arthanari Loom Centre Textile Pvt Ltd, Salem

V. SANTHOSH KUMAR
MBA, Gnanamani College of Technology, Namakkal, Tamil Nadu

Mrs.P.DIVYA
MBA., Assistant Professor
Gnanamani College of Technology, Namakkal, Tamil Nadu

ABSTRACT
Employee engagement is a critical factor that influences organizational success, productivity, and employee retention. This study aims to assess the level of employee engagement at Arthanari Loom Centre Textile Pvt. Ltd, Salem, and identify the key factors that contribute to or hinder engagement among its workforce. The research focuses on various dimensions of engagement such as job satisfaction, organizational commitment, communication effectiveness, and recognition. A structured questionnaire was used to collect primary data from employees across different departments. The study findings highlight areas of strength, such as teamwork and supervisor support, while also identifying gaps in career development opportunities and employee involvement in decision-making. Recommendations are provided to enhance engagement strategies and create a more motivated and productive work environment. This research provides valuable insights for HR practitioners and management to implement effective employee engagement practices in the textile sector.

I. INTRODUCTION OF THE STUDY

Consumer buying behaviour is a critical aspect of marketing and business strategy. It refers to the decision-making processes and actions individuals take when purchasing products or services. Understanding these behaviours enables businesses to develop strategies that effectively attract and retain customers.

The rapid evolution of digital marketing, online shopping, and artificial intelligence-driven analytics has significantly transformed the way businesses analyse and interpret customer preferences. Consequently, businesses are shifting towards data-driven approaches to gain insights into consumer behaviour and optimize their marketing efforts.

Consumer buying behaviour is influenced by a multitude of factors, including psychological, personal, social, and economic influences. Each of these factors plays a pivotal role in shaping consumer attitudes and decisions. By analysing buying patterns and behavioural trends, businesses can tailor their products, services, and marketing strategies to meet consumer demands effectively.

1.1 STATEMENT OF THE PROBLEM

In the highly competitive textile market, understanding customer buying behaviour is essential for sustaining growth and customer satisfaction. Arthanari Loom Centre Textile Pvt. Ltd, Salem, is currently facing challenges in identifying the key factors that influence customer purchasing decisions. With constantly changing fashion trends, customer preferences, and market expectations, the company struggles to align its products and marketing strategies accordingly. Factors such as product quality, pricing, brand loyalty, and personal preferences play a significant role in customer choices, but a lack of detailed insights limits the company's ability to respond effectively. This gap in understanding may lead to poor customer engagement, reduced sales, and loss of market share. Additionally, the absence of a clear pattern in customer behaviour affects product planning and inventory management. To remain competitive and cater to evolving customer needs, it is essential for the company to conduct a systematic analysis of buying behaviour. Therefore, this study aims to explore and evaluate the factors driving customer choices to support better decision-making and strategic planning

1.2 OBJECTIVES OF THE STUDY

- To examine the key determinants of consumer buying behaviour.
- To analyse how psychological, personal, social, and economic factors impact consumer decision-making.
- To explore the role of digital marketing and technology in shaping modern consumer behaviour.

International Journal of Humanities Social Science and Management (IJHSSM)
Volume 5, Issue 3, May-June, 2025, pp: 914-918 ISSN: 3048-6874
www.ijhssm.org

- To provide recommendations for businesses to optimize their marketing efforts based on consumer behaviour analysis.

1.3 SCOPE OF THE STUDY

The present study focuses on analysing the customer buying behaviour at Arthanari Loom Centre Textile Pvt. Ltd, Salem. It aims to understand the key factors that influence customer purchasing decisions such as product quality, price, design, brand image, and promotional activities. The study also examines the demographic characteristics of the customers, including age, gender, and income level, to identify buying patterns and preferences. Additionally, it evaluates the role of customer satisfaction in promoting repeat purchases and brand loyalty. The scope is limited to the customers of Arthanari Loom Centre and does not include competitors or broader market analysis. By exploring internal and external influences on buying behaviour such as peer influence, seasonal trends, and marketing efforts the study seeks to provide valuable insights that can help the company improve its marketing strategies, product offerings, and customer engagement efforts

1.4 LIMITATIONS OF THE STUDY

- The study is limited to customers of Arthanari Loom Centre Textile Pvt. Ltd, Salem, and may not reflect buying behaviour in the broader textile market.
- The responses are based on the personal opinions of customers, which may be subjective and vary from person to person.
- Time constraints restricted the sample size, which may affect the generalizability of the results.
- The study depends on the willingness of respondents to share accurate and honest information.
- External factors such as market trends or economic conditions may influence buying behaviour but were not studied in detail.
- The research is cross-sectional and reflects customer behaviour at a particular point in time, not over an extended period.

II. REVIEW OF LITERATURE

R. Siva Subramanian1, and D. Prabha, (2021) executing customer analysis in a systemic way is one of the possible solutions for each enterprise to understand the behaviour of consumer patterns in an efficient and in-depth manner. Further investigation of customer patterns helps the firm to develop efficient decisions and in turn, helps to optimize the enterprise's business and maximizes consumer satisfaction correspondingly. To con duct an effective assessment about the customers, Naive Bayes (also called Simple Bayes), a machine learning model is utilized. However, the efficacious of the simple Bayes model is utterly relying on the consumer data used, and the existence of uncertain and redundant attributes in the consumer data enables the simple Bayes model to attain the worst prediction in consumer data because of its presumption regarding the attributes applied

Davidaviciene, (2021) Globalization processes rapidly advance information and communications technologies that influence social, economic, and cultural changes and transform consumers' needs and buying behavior in online shopping. Business sector organizations operating in a dynamic environment have to adjust to the environment's uncertainty, consider the changing needs of consumers and find effective and efficient ways to create a unique value for them. However, researchers and business practitioners have different interpretations and assessments of the factors influencing end-user purchasing behavior in the internet space. Therefore, the main problem area is how to assess which approach more comprehensively reflects and conveys the online market reality related to consumer buying behavior. This study examines these issues by combining various researchers' and business practitioners' positions to assess factors influencing consumers' decision-making in online shopping. This study aims to evaluate the critical factors related to e-shop characteristics and the product features that significantly impact consumer buying behavior in online shopping

III. RESEARCH METHODOLOGY

Research methodology is a term the basically means the science of how research is done scientifically. It is a way to systematically and logically solve a problem, help us understand the process bit just the product of research, and analyze methods in addition to the information obtained by them.

Definition of research methodology

Business research methods can be defined as "a systematic ad scientific procedure of data collection, compilation, analysis, interpretation, and implication pertaining to any business problem". Types of research methods can be classified into several categories according to the nature and purpose of the study and other attributes. In

International Journal of Humanities Social Science and Management (IJHSSM)
Volume 5, Issue 3, May-June, 2025, pp: 914-918 ISSN: 3048-6874
www.ijhssm.org

methodology chapter of your dissertation, you are expected to specify and discuss the type of your research according to the following classifications

Sampling Techniques

Simple random sampling method was used to collect the pertinent data from the respondents.

Sample Size

Sample size refers to the number of items to be selected from the universe to constitute sample. 127 respondents are taken as sample for this study.

Data used

The data was collected through questionnaires from 127 customers. Websites, books, journals and magazines were also referred to for this purpose.

Tools used for data collection

Questionnaires are the main tool used for collecting data. Hence efforts have been taken to construct the questionnaire in a systematic way with adequate and relevant questions to ensure the research objectives.

Data Collection

Data refers to information or facts. Often researchers understand by data as only by numerical figure. It also includes descriptive facts, numerical information, quantitative and qualitative information.

Collection of data is an important stage in research. In fact, the quality of the data collected determines the quantity of the research.

Primary Data collection

Primary data is the information collected for the first time; there are several methods in which the data is compiled. In this project it was obtained by questionnaires. Questionnaire was prepared and distributed to the customers.

Secondary Data collection

Secondary data are those which have already been collected by someone else and which have already been passed through the statistical process. Secondary data needed for conducting research work were collected from company websites, library and search engines.

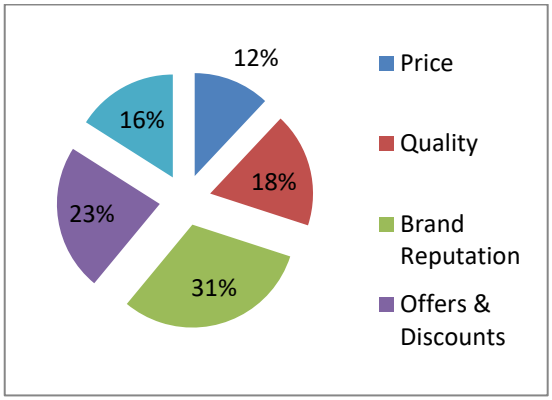
Tools for analysis and interpretation

- Simple percentage analysis
- Garrett ranking method
- Weighted average method

IV. DATA ANALYSIS AND INTERPRETATION

4.1 SIMPLE PERCENTAGE ANALYSIS FACTORS INFLUENCE YOUR PURCHASE DECISION THE MOST

Particulars	Respondents	Percentage
Price	15	12
Quality	23	18
Brand Reputation	40	31
Offers & Discounts	29	23
Design & Trends	20	16
Total	**127**	**100.0**



4.2 GARRETT RANKING TESTS

Please rate the importance of different factors in clothing purchase

Percentage positions and their corresponding garretts table

Rank	Percentage position	Garrett's Table value
1	**100(1-0.5)/5=10**	**75**
2	100(2-0.5)/5=30	60
3	100(3-0.5)/5=50	50
4	100(4-0.5)/5=70	40
5	100(5-0.5)/5=90	25

The above table percentage positions for the ranks 1,2,3,4 and 5 and their corresponding Garrett's table values. For rank 1 the calculated percentage positions value is 10 and the table values is 75, this value is given in the Garrett ranking table for the percentage 10.06 which is near 10. As for all the

International Journal of Humanities Social Science and Management (IJHSSM)
Volume 5, Issue 3, May-June, 2025, pp: 914-918 ISSN: 3048-6874
www.ijhssm.org

calculated positions, the table values are referred to from Garrett ranking table.

PLEASE RATE THE IMPORTANCE OF DIFFERENT FACTORS IN CLOTHING PURCHASE

The table below shows the number of respondents ranking the factors as 1,2,3,4 and 5 for the preference of the factors responsible for challenges in export, which show the total score and mean score.

Factors	I (75)	II (60)	III (50)	IV (40)	V (25)	Total	Total score	Mean score	Rank
Price	61	37	11	10	8	127	7945	62.55	1
	4575	2220	550	400	200				
Quality	55	36	14	12	10	127	7715	60.74	3
	4125	2160	700	480	250				
Brand Reputation	67	22	16	13	9	127	7890	62.12	2
	5025	1320	800	520	225				
Variety of Designs	57	26	18	16	10	127	7625	60.03	5
	4275	1560	900	640	250				
Discounts & offers	56	30	17	13	11	127	7645	60.19	4
	4200	1800	850	520	275				

Source: primary data

The mean score is calculated by dividing the total score by total number of respondents.

INTERPRETATION

It is known from the above table that according to Garrett's ranking the factors which induces the respondents to show the factors responsible for which challenges in export prefer more are in this order namely **Price (Rank 1), Quality (Rank 3), Brand Reputation (Rank 2), Variety of Designs (Rank 5), Discounts & offers (Rank 4).**

INFERENCE

From the analysis it's clear that respondents give much importance to Price and Quality when compared with other Factors.

4.3 WEIGHTED AVERAGE METHOD

Please rate the importance of different factors in clothing purchase

Level of satisfaction towards the material

Factors	1	2	3	4	5	Total	Weighted Average	Rank
Brand Reputation	59*5 295	29*4 116	18*3 54	14*2 28	7*1 7	500/127	3.93	1
Variety of Designs	48*5 240	34*4 136	17*3 51	15*2 30	13*1 13	470/127	3.70	5
Discounts & offers	56*5 280	28*4 112	18*3 54	15*2 30	10*1 10	486/127	3.86	3
Price	59*5 295	25*4 100	18*3 54	14*2 28	11*1 11	488/127	3.84	4
Quality	59*5 295	27*4 108	20*3 60	13*2 26	8*1 8	497/127	3.91	2

Source: Primary data

INTERPRETATION

From the above analysis, it is informed, it is inferred that highest weightage is given to the factor by the respondents is **Brand Reputation (3.93)** and the second weightage is given to the factor by the respondents is **Quality (3.91)** and the third highest weightage is given to the factor by the respondents is **Discounts & offers (3.86)** and the Fourth highest weightage is given to the factor by the respondents is **Price (3.84)** and the fifth (last) highest weightage is given to the factor by the respondents is **Variety of Designs (3.70)**

V. FINDINGS

- The majority 64 % (81) of respondents are Female.
- The majority 38 % (48) of respondents are 31-40 years.
- The majority 35% (45) of respondents were Rs.30, 001 – Rs. 50,000.
- The majority 43% (34) of respondents were Student.
- The majority, 35% (44) of respondents, were Postgraduate.
- The majority, 32% (41), of respondents were once a month.
- The majority, 31% (40), of respondents were Brand reputation.
- The majority, 36% (45), of respondents were Advertisements.
- The majority, 37% (47), of respondents were Ethnic Wear.
- The majority, 40% (51) of respondents Cash.

VI. SUGGESTIONS

- Analyzing Customer Buying Behavior in Arthanari Loom Centre, Salem. This title emphasizes the core focus on customer behavior analysis. It is clear, professional, and to the point.
- A Study on Consumer Purchase Patterns in the Textile Sector of Salem. Broader in scope, this title places the study within the larger textile market while keeping the focus on consumer behavior.

- Understanding Customer Preferences: A Case Study of Arthanari Loom Centre highlights the company and method (case study), ideal for academic or research- oriented projects.
- Customer Buying Trends in Arthanari Loom Centre Textile Pvt. Ltd., Salem. The word "trends" suggests evolving consumer behavior, appealing to marketing or business audiences.
- Evaluating Factors Influencing Customer Decisions at Arthanari Loom Centre. Focuses on identifying the specific influences on customer buying decisions, giving the title an analytical edge.

VII. CONCLUSION

The study on customer buying behaviour at Arthanari Loom Centre Textile Pvt. Ltd., Salem provides valuable insights into the key factors that influence consumer purchasing decisions in the textile sector. It reveals that elements such as product quality, pricing, brand image, variety, and promotional offers significantly impact customer choices. The research also highlights the growing importance of customer service and personalized experiences in building customer loyalty. By analyzing buying patterns, it is evident that understanding customer preferences and market trends is essential for the company's sustained growth. The findings suggest that implementing customer-centric strategies can enhance satisfaction, improve sales performance, and strengthen the brand's position in the market. Overall, this study serves as a useful tool for the management to realign their marketing efforts and develop better business strategies to meet evolving consumer needs.

BIBLIOGRAPHY

[1]. **D. Kalaivani P. Sumathi,** "Factor based prediction model for customer behavior analysis" (2018).
[2]. **Muqaddas Gull and Arshi Pervaiz,** "Customer Behavior Analysis Towards Online Shopping using Data Mining" (2018)
[3]. **Dina Bite, Ginta kronberga and Zenija kruzmetra**, "Creative learning and creative teaching environment in latvia" (2016)
[4]. **R. Siva Subramanian1, and D. Prabha**, "Ensemble Variable Selection for Naive Bayes to Improve Customer Behaviour Analysis" (2021)
[5]. **Arthit Apichottanakul, Masayuki Goto,** "Customer behaviour analysis based on buying data sparsity for multi-category products in pork industry: A hybrid approach" (2021)