



Women Consumers' Preference of Traditional Silk Sarees of Tamil Nadu

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ABSTRACT

Consumers' Preference is defined as the subjective taste of individual consumers, measured by their satisfaction with those items after they've purchased them. The present study aims to identify the preference of traditional silk sarees based on the factors viz., type of silk, colour, motifs (pattern), border and shade combination. The study had been conducted with the help of a well-designed questionnaire. Questionnaire was divided into two parts. Part I dealt with the general information about the respondents. Part II reflected consumer's preferences on traditional silk sarees of Tamil Nadu. Questionnaires were distributed to 100 women respondents in Chennai city. Percentage analysis, Factor Analysis and Multiple Regression Analysis were used to obtain the factors that influence women respondents' preferences towards traditional silk sarees. The study findings revealed that there was strong preference towards design aspects of silk sarees and huge preference was given for light weight silk sarees and Kanchipuram Silk sarees.

Keywords: Consumer Preference, Silk Sarees, Designs, Women Consumers.

Introduction

Consumers' Preferences are expectations, likes, dislikes, motivations and inclinations that drive customer purchasing decisions. The various factors affecting consumer preference were price, quantity, income, choice of market, demographic variables like age, gender, etc. Consumer Preference is defined as the subjective tastes of individual consumers, measured by their satisfaction with those items after they have purchased them. The increase in the level of interest to buy traditional silk sarees has been considered as a mark of our tradition. Draping a saree brings respect to every woman than any other outfits. Sarees are considered as a mark of respect for women in our country. There are many varieties of sarees available in the market. When comfort is considered, cotton sarees are the primary choice of every woman and for luxurious texture and vibrant appeal, the preference goes only for silk sarees among women.

With more than thousands of years of history, Silk is considered as "the queen of fibers" because of its distinguishing features like natural hypoallergenic, recyclable, biodegradable, suitable for both summer and winter seasons, strong and durable, luxurious, shiny and soft. The silk sarees of Tamil Nadu the places of Coimbatore, Kanchipuram and Madurai are perfectly suitable for marriages, functions and parties. The history proclaims that



sophisticated ladies of the society used Rasipuram silk as their classic wear, which had a special feature of temple border. The pure silk sarees of our state are the mark of our tradition and culture.

Objectives of the Study

1. To study about the demographic factors and buying preference of traditional silk saree consumers.
2. To identify the factors influencing the choice of colour as regards to customer preference for traditional silk sarees.

Review of Literature

(Sreerekha. T and Kumar S.P, 2018) in their study explored the relationship between the factors influencing the attitude of the respondents towards purchase of apparels in Coimbatore. The consumers preferred to buy the apparels for different occasions based on quality, price, convenient location, word of mouth advertising and maintaining high quality standards.

(Kalaiyarasi S, 2014) in her study identified that women were the lovers of dress materials and were also quality conscious, tradition and heritage lovers who gave importance to traditional silks in general and also preferred Kanchipuram and Arni silks in particular.

(Manokari S.L., Gayathri N. and Kanimozhi A ,2017) analysed customer specific preferences towards handloom pure silk sarees and found that the preference to buy quality silk sarees was highly influenced by various components like colour, texture, border size, style, motifs/patterns, designs and prints. The customers of Padiyur preferred to buy silk sarees for its fabric and design.

(Sivakavitha. S and Selvasundaram. K, 2020) investigated about Women's' perception towards branded silk sarees and most preferred brand of blouse among women respondents in Kanchipuram. It was found that Nalli Silk sarees was the most preferred brand which was given Rank 1 followed by Kanchipuram Silk Brand and Triveni Silks. Durability, reference groups, wider choice of color and design, attractive, price range and celebrity endorser were the six important factors contributed more towards consumer's perception towards retail garments showrooms in Kanchipuram.

(Pavithra. S and Amutha. K, 2019) in their study investigated about the preferences and buying behaviour of Silk Sarees among women consumers in Coimbatore city. It was inferred that women consumers preferred to wear silk sarees for its cultural significance and mostly during the occasion of marriages. The educational qualification was not influencing the preference of silk saree wanted to wore by the women consumers. The age of the women respondents had no impact with the owning of number of silk sarees.

(Nirbhan Singh and Sarvanan. R, 2013) made a comprehensive study on female buying behaviour for apparel segment in Coimbatore categorized women into 3 age groups viz, 16-25 years, 26-35 years and 36 -45 years. It was found that most of Women in all age categories preferred sarees and salwar for formal wears. The preference towards cotton sarees were high based on its comfortability and designer sarees, traditional embroidery and silk sarees were preferred during special occasions.



(Sheetal Jose and Lakshmi Shankar Iyer, 2013), identified the tangible and intangible benefits associated with the brand during the purchase of silk sarees by women customers in Bangalore. The tangible benefits like design, price, texture and family tradition were significantly associated with the purchase of silk sarees. The intangible benefits of brand name, status and trust were strong influencers for the purchase of silk sarees.

Methodology

The study is based on primary data collection and the data had been collected from the users of traditional silk sarees by a well-designed questionnaire. Questionnaires were distributed to 100 women respondents in Chennai. The secondary data were collected from the articles, journals and websites.

Demographic Profile of Women Consumers' and buying preference towards Traditional Silk sarees

Percentage analysis provides the distribution of respondents which facilitates the comparison of various dominant demographic variables of women respondents of traditional silk sarees of Tamil Nadu.

**Table No.1
Demographic Profile and Buying preference of Women Consumers**

Variable	Dominant Group	Percentage
Age	Below 25 years	39
Marital Status	Married	57
Level of Education	Undergraduate	30
Monthly Income	Rs.20,000 -40,000	45
Occupational status	Private employee	41
Reason for selecting silk sarees of Tamil Nadu	All the factors [like fabric, design, ethnicity, cost]	59
Type of Border size	Small Border	51
Type of border style	Double sided border	52
Weight of the saree	Light weight	91
Colour shade combination	Bright with light colours	80
Technical design	Both woven and printed design	55
Type of printing	Both Block and Screen printing	62
Type of Pallu design	Decorative Pallu design	42
Willingness to pay for a silk saree	Rs.5,000-10,000	57
Whether maintenance is easy?	No	63
Type of washing	Dry cleaning	54
Comfortable to wear a silk saree	Yes	82
Durability of Silk saree	Good	53
Regional preference	Kanchipuram	75

Source: Questionnaire



Women Consumers' Preference of Traditional Silk Sarees based on Colours

The Cronbach's Alpha value of total variables is 0.843 which is more consistent and hence the set of 17 variables chosen for the study was reliable. KMO measure of sampling adequacy was 0.734 and Bartlett's test showed a significance of .000. Therefore, factor analysis was applied to 17 variables measuring the preference of women consumers based on colours of traditional silk sarees of Tamil Nadu. The anti-image matrices of variables measuring preference as regards the traditional silk sarees of Tamil Nadu was calculated and it was observed that all measures of sampling adequacy (MSA) being more than 0.5, all the 17 variables were subjected to factor analysis.

Table No.2 Factors as regards Colour Preference of Respondents Total Variance Explained									
Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	5.532	30.735	30.735	5.532	30.735	30.735	3.423	19.014	19.014
2	2.478	13.769	44.503	2.478	13.769	44.503	2.504	13.912	32.927
3	1.780	9.890	54.393	1.780	9.890	54.393	2.240	12.447	45.374
4	1.093	6.070	60.464	1.093	6.070	60.464	1.892	10.509	55.883
5	1.007	5.595	66.059	1.007	5.595	66.059	1.832	10.176	66.059
Extraction Method: Principal Component Analysis.									

Table 2 shows that 17 variables were reduced to 5 predominant factors. These factors individually had variance of 19.014%, 13.912%, 12.447%, 10.509% and 10.176%. The total variance was explained as 66.059%.

TABLE No.3 Naming of Factors as regards Colours Rotated Component Matrix						
Colour	Naming of Colours	Component				
		1	2	3	4	5
Yellow	VIVID COLOURS	.814				
Green		.794				
Blue		.766				
Purple		.723				
Orange		.534				
White	NEUTRAL COLOURS		.857			
Black			.823			
Grey			.806			
Multicolour				.822		



Magenta	COMBINED COLOURS	.793		
Golden		.579		
Cream	RELAXING COLOURS		.812	
Peach			.720	
Pink			.572	
Red	WEDDING COLOURS			.854
Maroon				.622
Brown				.523
Extraction Method: Principal Component Analysis.				
Rotation Method: Varimax with Kaiser Normalization.				
Rotation converged in 6 iterations.				

Principal Component Method of Factor Analysis and the Varimax Rotation Method has been used to classify 17 colours under 5 groups. The most dominant colour preference of the traditional silk sarees is '**Vivid Colours**' viz, yellow, green, blue, purple and orange and it explains 19.014% of the variance. The second colour group is classified as '**Neutral Colours**' which includes white, black and grey colours and it explains 13.912% of the variance. The third group of colours are named as '**Combined Colours**' viz., multicolour, magenta and golden which are always mixed with other colours of traditional silk and it explains the variance of 12.447%. The fourth colour group is named as '**Relaxing Colours**' of cream, peach and pink with 10.509% of the variance explained and finally the fifth group of colour is named as '**Wedding Colours**' of red, maroon and brown as these colours are highly preferred for wedding occasions in Tamil Nadu. It explains 10.176% of the variance.

Women Consumers' Preference of Traditional Silk Sarees based on design aspects

Multiple Regression analysis has been used to test the preference of women consumers of traditional silk sarees based on the design.

Hypothesis

H₀: There is no relationship between a linear combination of the design variables and consumers' preference as regards traditional silk sarees of Tamil Nadu.

Table No.4					
Analysis of Women Consumers' Preference of Traditional Silk Sarees					
Model	R	R²	Adjusted R²	Std. Error of the Estimate	Durbin-Watson
1	.962^a	.925	.920	7.08967	2.338
a. Predictors: (Constant), Line, Type of Saree, Border, Shade combination, Colour, Motif (Pattern)					
b. Dependent Variable: Preference					



Table No.5 Multiple Regression						
	Model	Sum of Squares	df	Mean Square	F	Sig.
1	Regression	57898.063	6	9649.677	191.982	.000 ^b
	Residual	4674.497	93	50.263		
	Total	62572.560	99			
a. Dependent Variable: Preference						
b. Predictors: (Constant), Line, Type of Saree, Border, Shade combination, Colour, Motif (Pattern)						

Multiple correlation coefficient R value was 0.962 measures the degree of relationship between the preference of the consumers and the linear combination of variables. Coefficient of determination R^2 value was 0.925 i.e., 92.5% of the variation in preference of consumers was explained by the variation in the independent variables (predictors) which adjusts the number of independent variables in the model, i.e., the desired property of a goodness-of-fit statistic. Durbin-Watson statistic value shows 2.338 indicating no auto correction needed. F-value was 191.982 and 'p' value was significant at 1% level. Hence, there is significant relationship between the preference of the consumers and the line, type, border, shade combination, Motif (pattern) and Colour.

Suggestions

- Silk saree manufacturers can adopt a strategy for easy maintenance of traditional silk sarees.
- Traditional silk sarees can be made available at cheap and best rates.

Scope for further research

- Preference of women consumers can be studied in respect of wrinkle free, daily wear, non-heavy silk dress materials inclusive of sarees, half-sarees, salwars, pattupavadai, silk gowns, etc.,
- Preference of women consumers as regards traditional silk sarees from other states of India can also be explored.

Conclusion

It has been evident from the study that women are quality conscious, having affinity towards the tradition and culture and also giving importance to regional products irrespective of their education and level of income. Silk saree brings pride and respect to every woman who wears it which is evident as women of every other country too prefer to wear sarees.



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