

A COMPREHENSIVE STUDY ON FEMALE BUYING BEHAVIOUR FOR APPAREL SEGMENT IN COIMBATORE

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ABSTRACT

The Textile Industry occupies a vital place in the Indian economy and contributes substantially to its exports earnings. Textiles exports represent nearly 30 per cent of the country's total exports. India has one of the prominent places in the world's textile market by supplying the different type of raw material.

Apparel is billion-dollar industry employing millions of the people around the world. Over the last one decade, apparel industry has gone through the drastic change in the world market due to end of Multi Fibre Agreement in 2005. Indian garment industry is very diverse in size, manufacturing facility, type of apparel produced, quantity and quality of output, cost, and requirement for fabric etc. It comprises suppliers of ready-made garments for both, domestic or exports markets.

This study is focusing on females buying behavior during the purchase of their apparel. Now, it is important for marketing people to know about their preferences according to age group and occupation. Other factors like culture, tradition and occasions are also playing the major role in female buying behaviour.

KEYWORDS: Apparel Industry, Buying Behaviour, World Market etc