



## Consumer awareness and preference towards power loom products sold through online sellers in Tamil Nadu

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### Abstract

**Purpose:** The investigate how Tamil Nadu retailers affect customers' decisions to buy power loom goods. The goal of the study is to determine how much consumer preference and purchasing behaviour are influenced by elements including product recommendations, interpersonal interactions, trust and shopkeeper communication.

**Designs/methodology/approach:** Both primary and secondary data are used in the investigation. A systematic questionnaire is used to gather primary data from 50–100 respondents who buy textiles from nearby stores. The convenience sampling technique is applied. Journals, publications, and reports from the textile sector are the sources of secondary data. Charts and basic percentage analysis are used in data analysis to analyse customer answers.

**Findings:** According to the survey, shopkeepers have a big impact on what customers decide to buy. The majority of customers rely on the advice and recommendations provided by retailers, particularly when it comes to fabric quality, cost, and longevity. Recurring purchases are significantly impacted by personal interactions and trust built with store owners. Additionally, customers' preference for power loom products is found to be further enhanced by the seller's communication abilities and appealing product display.

**Keywords:** Power loom products, consumer behaviour, shopkeeper influence, textile marketing, buying decision, customer preference

### Introduction

India's economy depends heavily on the textile sector, particularly in a state like Tamil Nadu that is well-known for its robust textile production. The power loom industry is the most important of the several segments because of its large-scale manufacturing capability, cost effectiveness, and capacity to satisfy the increasing demand for reasonably priced fabrics. Customers in both rural and urban locations frequently use power loom goods like sarees, clothing fabrics, and home textiles. This study examines how Tamil Nadu shopkeepers affect customers' decisions to buy power loom goods. It seeks to determine the primary mechanisms by which retailers influence consumer purchasing decisions and to comprehend the degree of reliance that customers have on them. The study's conclusions will aid in comprehending retail dynamics and enhancing power loom industry marketing tactics.

### Power Loom Products

Textiles produced using electrically powered looms, which increase manufacturing speed and efficiency above conventional handlooms, are referred to as power loom products. Power loom products are more reasonably priced and available to a broad spectrum of customers thanks to the textile industry's widespread usage of these machines to create vast amounts of cloth at cheaper costs. The textile industry in Tamil Nadu benefits greatly from the power loom sector, which has important clusters in places like Erode, Salem, Coimbatore, and Tirupur. These areas are renowned for manufacturing a wide range of textiles for both domestic and international markets.

### Scope of the study

The present study focuses on analysing the role of shopkeepers in influencing consumer purchase decisions

towards power loom products in Tamil Nadu. It covers consumer behaviour in selecting textile products, particularly in traditional retail environments such as local textile shops. The study is limited to selected areas within Tamil Nadu and considers consumers who purchase power loom products like sarees, dress materials, and household textiles. It examines factors such as shopkeeper recommendations, product knowledge, communication skills, pricing guidance, and customer–seller relationships that influence buying decisions. The research also explores consumer preferences based on attributes such as quality, price, design, and durability of power loom products. It aims to understand how much consumers depend on shopkeepers while making purchase decisions and how this affects their satisfaction and repeat buying behaviour. This study is primarily based on primary data collected from respondents through questionnaires, along with secondary data from relevant sources. The findings are applicable mainly to similar retail settings and may not represent the entire population.

### Review of Literature

Vignesh *et al.*, (2024) <sup>[1]</sup> studied the role of e-commerce in the development of the textile sector in Tamil Nadu. The study found that e-commerce platforms provide wider market reach for power loom sellers. Small-scale producers can access customers beyond local markets through online channels. The research highlighted that digital platforms reduce dependency on middlemen. Increased competition in online markets helps in better pricing strategies. However, lack of digital literacy among weavers limits their participation. Technical challenges and lack of infrastructure also act as barriers. The study recommended training programs to improve digital skills. It also suggested

government support for online marketing initiatives. The research concluded that e-commerce can significantly boost the power loom sector.

Selvaraj *et al.*, (2024) <sup>[2]</sup> examined marketing practices in the power loom industry. The study revealed that traditional marketing methods are still widely used by producers. Most sellers depend on wholesalers and intermediaries for distribution. Limited use of digital marketing tools restricts growth opportunities. The study found that branding and packaging are not given much importance. Consumers often lack awareness about different power loom products. The research suggested adopting online marketing and promotional strategies. It also emphasized the need for product differentiation. Improved advertising can help attract more customers. The study concluded that modern marketing practices are essential for increasing competitiveness.

Rajesh *et al.*, (2024) <sup>[3]</sup> analysed consumer behaviour towards online textile shopping. The study found that convenience and easy accessibility attract consumers to online platforms. Availability of multiple options allows better comparison of products. Discounts and offers further encourage online purchases. However, lack of physical inspection creates uncertainty among buyers. Many consumers hesitate due to trust issues and fear of fraud. Return and refund policies influence purchase decisions significantly. Customer reviews and ratings help in building confidence. The study suggested improving product descriptions and images for better clarity. It concluded that trust and service quality are key factors for online success.

Lakshmi *et al.*, (2025) <sup>[4]</sup> examined consumer awareness towards power loom products sold through online platforms. The study found that awareness of online textile shopping is increasing, especially among younger consumers in urban and semi-urban areas. Convenience and time-saving were major reasons for preferring online purchases. A wide variety of products and attractive discounts also influenced buying decisions. Consumers showed interest in comparing prices across different platforms before purchasing. However, concerns regarding product quality and mismatch between images and actual products were identified. Delivery delays and return issues also affected satisfaction levels. Trust in sellers and customer reviews played a key role in decision-making. The study concluded that improving reliability and transparency can enhance online sales of power loom products.

Prakash *et al.*, (2025) <sup>[5]</sup> analysed the impact of social media marketing on consumer preference for textile products. The study revealed that platforms like Instagram, Facebook, and WhatsApp have become powerful marketing tools. Visual content such as images and videos significantly attract consumer attention. Influencer promotions and customer testimonials were found to influence purchase decisions. The study highlighted that younger consumers are more likely to trust social media sellers. Regular interaction and quick responses from sellers improve customer engagement. However, lack of standardization and authenticity issues were noted as challenges. The research suggested that proper branding and consistent communication can improve trust. Overall, social media plays a crucial role in promoting power loom products online.

## Statement of the Problem

The way people buy textile products, particularly power loom items has changed because to the explosive expansion of online shopping. Customers now have access to a large selection of goods at affordable costs thanks to the growing usage of social media, e-commerce platforms and online vendors. Despite these benefits a number of issues influence consumer awareness and inclination to buy power loom products online. Many customers are not properly informed about the longevity, legitimacy and quality of power loom goods supplied online. Online shopping in contrast to traditional shopping does not permit in-person product examination which causes purchasers to be hesitant and uncertain. Consumer trust is further damaged by problems like poor quality delayed delivery mismatches between product images and real objects, and challenges with return or refund procedures.

As a result, research on Tamil Nadu consumers' awareness of and preferences for power loom goods offered by online vendors is required. In order to improve online marketing tactics and raise customer happiness, the study attempts to pinpoint the main problems that consumers experience and the variables that affect their purchase decisions.

## Objectives

1. To a Study on Consumer Awareness and Preference towards Power loom Products Sold through Online Sellers in Tamil Nadu

**Ho1:** There is no significant relationship between consumer awareness and preference towards power loom products sold through online sellers in Tamil Nadu.

## Methodology

A systematic interview schedule was used to gather primary data from 200 respondents for the study. Customers who buy or are aware of power loom goods offered by Tamil Nadu internet vendors are among the responses. The study uses a descriptive research design, which aids in comprehending consumer attitudes and behaviour. Convenience sampling was used for this study, and participants were chosen based on their availability and desire to take part.

## Study Area and Population:

The study A Study on Consumer Awareness and Preference towards Power loom Products Sold through Online Sellers a major textile-producing state. The population includes consumers who purchase or are aware of power loom products sold through online platforms.

## Data Collection Tools

**Primary Data:** This study were collected directly from 200 respondents through a structured interview schedule. It includes first-hand information about consumer awareness, preference and buying behaviour towards power loom products sold through online sellers.

**Secondary Data:** This study were collected from published sources such as books, research articles, journals, government reports, handloom census data, and industry publications. The data helped in understanding the historical, social, and economic context of Power loom

Products in Tamil Nadu and supported the analysis of primary data collected from weavers.

**Data Analysis**

The present analysis has been carried out based on study objective-oriented variables such as age, income, awareness of online platforms and so on

**Table 1:** Age Distribution of consumer

Age Group	consumer	Percentage
18-30	80	40
31-45	70	35
Above-45	50	25
Total	200	100

(Source: Primary data)

Table 1 shows that 40% of respondents are between the ages of 18 and 30, 35% are between the ages of 31 and 45 and just 25% are older than 45. This suggests that in comparison to older age groups, younger consumers are more actively interested in buying power loom products online.

**Table 2:** Awareness of Online power loom Products

Awareness Level	Respondents	Percentage
Aware	150	75
Not Aware	50	25
Total	200	100

(Source: Primary Data)

The table 2 indicates that just 25% of respondents are unaware of online power loom products whereas the bulk of

**Table 5:** Factors Influencing Consumer Preference towards Online Power loom Products

S.No	Factors	Not Effective	Slightly Effective	Moderately Effective	Effective	Very Effective	Total
1	Price	10	20	40	80	50	200
		5	10	20	40	25	100
2	Product Quality <sup>8</sup>	8	18	42	85	47	200
		4	9	21	42.5	23.5	100
3	Variety of Designs	12	25	50	70	43	200
		6	12.5	25	35	21.5	100
4	Online Reviews	15	30	45	65	45	200
		7.5	15	22.5	32.5	22.5	100
5	Delivery Service	18	8	48	60	46	200
		9	14	24	30	23	100
6	Return Policy	20	26	50	58	46	200
		10	13	25	29	23	100
7	Social Media Influence	22	30	45	55	48	200
		11	15	22.5	27.5	24	100

(Source: Primary Data)

Table 5 showing the Price and product quality are the most important variables, according to the majority of respondents (40% and 42.5%, respectively). These criteria have a major influence on purchasing decisions, as evidenced by the fact that a sizable portion also views them as extremely effective. Many respondents also consider other elements like return policy (29%), shipping service (30%), variety of styles (35%), and online reviews (32.5%) to be effective. Another significant factor influencing consumer selection is social media influence (27.5%). In general, the majority of respondents consider these elements to be either extremely effective or effective. This suggests

respondents (75%) are. This suggests that consumers are very aware of power loom items that are sold online.

**Table 3:** Frequency of Online Purchase

Frequency	Respondents	Percentage
Frequently	60	30
Occasionally	100	50
Rarely	40	20
Total	200	100

(Source: Primary Data)

Table 3 reveals that 50% of respondents buy power loom products online on occasion, followed by 30% who buy regularly and 20% who buy infrequently. This suggests that most customers would rather make infrequent rather than frequent purchases online.

**Table 4:** Problems Faced in Online Purchase

Problems	Respondents	Percentage
Quality Issues	80	40
Delivery Delay	50	25
Return Problems	40	20
No Issues	30	15
Total	200	100

(Source: Primary Data)

Table 4 The data illustrates that quality concerns account for 40% of respondents' problems, followed by delivery delays (25%) and return issues (20%). Only 15% of respondents said they had no problems at all. This suggests that the primary obstacles to online power loom product purchases are quality and delivery-related issues.

that consumers' preferences for online power loom items are influenced by a variety of factors.

**Finding**

- The bulk of responders (40%) are between the ages of 18 and 30, suggesting that younger consumers are more likely to make purchases online.
- A high degree of knowledge is demonstrated by the fact that a sizable portion of respondents (75%) are aware of online power loom products
- The majority of respondents (50%) show moderate online purchasing behaviour by occasionally purchasing power loom products.

- When making purchases online, respondents' biggest concerns are delivery delays (25%) and quality difficulties (40%).
- The two most significant elements affecting consumer preference are price (40%) and product quality (42.5%).
- Purchase decisions are also influenced by other elements like the range of designs, internet reviews, delivery services, return policies, and social media.

### **Suggestions**

- Online sellers should improve product quality to reduce customer dissatisfaction.
- Proper and accurate product descriptions and images should be provided to avoid mismatch issues.
- Delivery services should be made faster and more reliable.
- Easy and flexible return and refund policies should be implemented to build customer trust.
- Sellers should use social media and digital marketing effectively to increase awareness.
- Offering reasonable prices and attractive discounts can attract more customers.

### **Conclusion**

According to the study's findings, customers in Tamil Nadu are well aware of power loom goods that are sold online. The majority of purchasers favor sporadic purchases, and younger consumers are increasingly interested in making purchases online. While other aspects like reviews, delivery service, and return policy also play a part in decision-making, price and product quality are key determinants of consumer preference. Customer happiness is impacted by problems like delivery delays and inconsistent quality. Thus, increasing customer preference and fostering the expansion of online power loom product sales can be achieved by enhancing product quality, guaranteeing dependable delivery, and fostering confidence through superior services.

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