

THE COMBINED IMPACT OF STORE ATMOSPHERE AND AI DRIVEN PERSONALIZATION ON CUSTOMER PURCHASE DECISION IN TEXTILE RETAILING

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Abstract: Customer behaviour is really important for the growth of businesses especially in the competitive textile and garment industry. This study looks at the things that influence customer purchasing decisions and satisfaction levels at Sri Lakshmi Textiles & Readymades. To understand customer behaviour we need to look at what customers like about products, prices and the store environment. When customers are happy they come back. Buy from us again which helps our business grow. We asked 93 customers about their opinions. We used special tools to analyze their answers. The results show that customers really like it when we have a lot of products to choose from and they also like it when our staff is helpful. However the atmosphere in our store is something we need to work on. The study says that we need to make our store look nicer and come up with marketing plans to keep growing in the local market.

Keywords: Customer Behaviour, Retail Management, Product Satisfaction, Textiles, Consumer Perception.

1. INTRODUCTION

The idea of customer behaviour means things to different people. For people who run businesses customer behaviour is about understanding how customers decide to spend their time and money on products. This helps us make our products, prices and store layouts better so that customers like us more and buy from us. From the customers point of view especially when it comes to textiles buying things is a process that changes all the time because of lifestyles more money to spend and knowing more about fashion trends. Customers nowadays are smart. Know what they want and they often look for products that fit who they are, their social status and what they need.

For managers understanding customer behaviour is not about looking at numbers. It's a tool to help us make marketing plans take care of customers better and give them a personalized experience when they shop. By knowing what customers like think and how they make decisions we can make plans that talk directly to them and create a store environment that makes them happy and want to visit the store frequently.

At Sri Lakshmi Textiles & Readymades customer behaviour is about how we meet customer expectations when they shop with us. This includes things like product quality, prices, how our store looks, customer service and the variety of products we offer. The textile retail business in India has grown a lot recently because more people are moving to cities there are changes in what people want at times of the year and customers preferences are changing. This growth has made the competition stronger. We really need to understand and satisfy our customers needs.

This study is based on the idea that buying things is not just a simple transaction. It's a process where customers try to fulfill their social needs. In today's world making customers happy is crucial for a business to succeed. With the rise of shopping more access to information and social media influencing fashion choices customer behaviour has changed a lot. S

2. REVIEW OF LITERATURE

Gupta (2019): Gupta did a study in 2019 about what makes customers happy when they shop at textile stores. He asked 200 people for their opinions. The study found out that how much things cost and how good the products are have an impact on whether customers are happy or not. It is the service they get that makes them want to come back and shop again. Gupta said that stores should sell different kinds of products make sure their prices are fair and give really good service. This is what will make customers loyal, to the store and help the store do well.

Kumar & Ramesh (2020): Kumar and Ramesh did a study in 2020 where they looked at how people buy things. They had 150 people in the study. What they found out was that people like to buy things when there are products to choose from the store looks nice and they get good deals. People like it when things look good and they feel comfortable. The study showed that if stores make themselves look nice have the products people want and give them deals people will be happy and come back to buy things again. Kumar and Ramesh found that these things are important, for consumer purchasing habits.

Singh & Verma (2020): Singh and Verma (2020) examined customer satisfaction with a sample of 180 participants. Results showed that service quality, staff conduct, and responsiveness greatly influence customer experience and repeat buying. Customers valued friendly and prompt service.

The study recommended employee training and consistent service standards to improve satisfaction, loyalty, and long-term retail success.

Sharma (2021): Sharma (2021) explored consumer perception towards textile products with 120 respondents. The study found that customers prefer high-quality products at reasonable prices and are influenced by brand image. Consistent quality builds trust and satisfaction. It concluded that maintaining quality standards and strong branding improves frequent purchase.

Reddy & Prasad (2021): Reddy and Prasad looked at how customers behave when buying things. They asked 160 people about it. They found out that where the store is located what products are available and how much things cost are very important, to customers when they decide what to buy. Customers want it to be easy to get to the store. They want to have many choices. The study said that stores should make it easier for customers to get to them make sure they have the products customers want and charge prices.

Mehta & Patel (2022): Mehta and Patel did a study in 2022 on what makes customers happy. They asked 200 people about their shopping experiences. The study found out that when there are products to choose from and the service is good people are more likely to buy. Mehta and Patel's research showed product variety and service quality are very important, for buying decisions. Customers preferred stores offering more choices and better service. The study recommended expanding product range and improving service quality to enhance satisfaction and overall shopping experience.

Karthik & Devi (2022): Karthik and Devi did a study in 2022 on how people buy things. They found out that discounts, seasonal offers and promotions really matter when people decide what to buy. People like deals that give them value for their money. Karthik and Devi's study showed that if you have promotions you can sell more and get more customers. This is especially important in the textile market where there is a lot of competition. The study by Karthik and Devi said that promotions help to attract customers in the textile market. They did their study with 140 respondents.

Joseph & Francis (2023): Joseph and Francis (2023) analysed customer satisfaction with 175 respondents. The study found that customer service, store environment, and staff responsiveness significantly affect satisfaction. Customers preferred comfortable environments and helpful staff.

Arun & Kannan (2023): Arun and Kannan in their 2023 study looked at what makes customers loyal. They asked 150 people about their experiences. The results showed that when customers are happy, they are more likely to come and be loyal. Good products, fair prices and good service are important for this.

Srivastava (2024): Srivastava (2024) analyzed consumer behaviour with 200 respondents. The study says that pricing, product quality, and brand image significantly influence decisions. Customers were highly price-sensitive and value-driven. It suggested adopting value-based pricing and maintaining consistent quality to attract customers and improve retention in retail markets.

Nair & Kumar (2024): Nair and Kumar (2024) studied customer satisfaction with 180 respondents. The findings denote that personalized service and product variety are key factors influencing satisfaction. Customers preferred customized assistance. The study concluded that customer-centric strategies and improved product range strengthen relationships and enhance satisfaction in the retail sector.

Rajesh & Priya (2025): Rajesh and Priya (2025) this study analyzed buying behaviour with 150 respondents. The study find that product quality, staff assistance, pricing, and store ambience significantly influence decisions. Customers preferred quality products and comfortable environments. It suggested improving store layout, product display, and service quality to increase sales and enhance customer satisfaction.

3. RESEARCH METHODOLOGY

Research methodology is the systematic process for the collection and analysis of data. This study is descriptive meaning it describes how customers feel about factors that affect their buying habits.

3.1 Selection of the Study Area

Target population is the first step in sampling . The target population denotes the group of individuals that the researcher aims to generalize. The study area is limited to customers visiting Sri Lakshmi Textiles & Readymades in the Marakkanam region of Tamil Nadu.

3.2 Sample Size and Technique

The study sample size was 93 respondents. The sampling method adopted for data collection was the non-probability convenience sampling method, selected due to availability and time constraints.

3.3 Sources of Data

- **Primary Data:** We got data from customers directly through a questionnaire
- **Secondary Data:** We also used information from journals, retail industry reports and company records.

3.4 Tools Used for Analysis

Statistical tools used include Simple Percentage Analysis, Mean Score Analysis, Correlation Analysis.

4. DATA ANALYSIS & INTERPRETATION

4.1 Demographic Profile of the Respondents

Percentage analysis was used to identify the personal information of the 93 respondents.

Demographic Profile	Options	Frequency	Percent
Gender	Male	43	46.24%
	Female	45	48.39%
	Prefer not to say	5	5.38%
Age	Below 20	8	8.6%
	21-30 years	34	36.56%
	31-40 years	30	32.26%
	41-50 years	14	15.05%
	Above 50 years	7	7.53%
Marital Status	Married	58	62.37%
	Single	35	37.63%
Monthly Income	Below ₹10000	6	6.45%
	₹10000-₹ 25000	28	30.11%
	₹ 25001-₹ 50000	36	38.71%
	Above ₹ 50000	23	24.73%

INFERENCE:

The majority of respondents are female (48.39%), belong to the 21-30 age group (36.56%), are married (62.37%), and fall within the ₹25,001 - ₹50,000 income bracket.

4.2 Perception of Customers towards Satisfaction Factors (Mean Analysis)

Descriptive statistics were used to analyze the central tendency of satisfaction metrics on a scale of 1-5.

MEAN ANALYSIS OF CUSTOMER SATISFACTION

Variables	Mean	Std. Deviation	Rank
Product Variety	3.74	1.41	1
Quality Satisfaction	3.52	1.32	2
Staff Behaviour	3.42	1.32	3
Price Satisfaction	3.27	1.36	4
Store Ambience	3.25	1.3	5

INFERENCE:

Out of the variables measured, "Product Variety" (3.74) is the highest-rated factor, identifying it as a primary competitive strength, while "Store Ambience" (3.25) received the lowest score, indicating a need for management attention.

4.3 CORRELATION ANALYSIS

STORE AMBIENCE VS CONSUMER BEHAVIOUR

Variables	Ambience & Cleanliness	Purchase Decision Factors
Ambience & Cleanliness	1.000	0.950**
Purchase Decision Factors	0.950**	1.000
Sig (2-tailed)	-	0.001
N	93	93

**Correlation is significant at the level 0.01 level(2-tailed)

INFERENCE:

The analysis reveals a strong positive correlation between store ambience & cleanliness and customer purchase decision factors ($r = 0.950$, $p < 0.01$). This indicates that a well-maintained and aesthetically pleasing store environment significantly enhances customer buying behaviour.

5. RESULTS AND CONCLUSION

5.1 Findings

- Demographic Dominance:** The 21-30 age group (36.56%) is the most active segment.
- Product Preferences:** Majority of the respondents are Casual wear (34.41%) and majority of them prefer Festive wear (33.33%)
- Satisfaction Strengths:** Product variety and staff assistance are the very strongest performance indicators to attract the customers.
- Service Gaps:** price-to-value perception are areas requiring improvement.
- Brand Consciousness:** 37.6% of customers consider brand reputation "Very Important".

5.2 Suggestions

- Targeted Youth Marketing:** Introduce Gen-Z focused fashion lines and utilize social media promotion.
- Pricing Strategy:** Implement "Value for Money" bundles to improve price satisfaction scores.
- Frequency-Based Loyalty:** Focus on visit frequency rather than transaction size to reward the diverse income base.

5.3 Conclusion

In the modern world, consumers are the vital assets of a retail company. A guaranteed high standard of service and diverse product options not only draws in new talent but also keeps current loyal customers. For a stronger market presence, Sri Lakshmi Textiles & Readymades should make additional efforts to enhance store appearance and tailored customer service.

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