



# **TO STUDY THE CONSUMERS BEHAVIOUR ON SEWING MACHINE TOWARDS SINGER COMPANY IN COIMBATORE CITY**

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## **ABSTRACT**

This study explores consumer behaviour towards Singer sewing machines in Coimbatore city, a region known for its strong textile and tailoring culture. The primary objective is to understand the factors influencing consumer preferences, purchasing decisions, and brand loyalty towards Singer products. Data was collected through structured questionnaires from a diverse group of consumers, including homemakers, tailors, and small-scale entrepreneurs. The findings highlight key factors such as brand reputation, product quality, pricing, after-sales service, and technological features as significant drivers of consumer choice. The study also reveals the impact of demographic variables such as age, income, and occupation on purchasing behaviour. Based on the analysis, recommendations are provided for Singer to enhance its market presence and customer satisfaction in Coimbatore. This research offers valuable insights for marketers and business strategists aiming to strengthen consumer engagement and brand positioning in the sewing machine industry.



## 1.INTRODUCTION

A consumer behaviour is a dynamic field that focuses on understanding how individuals, groups, or organizations make decisions to select, purchase, and use goods and services. In the context of sewing machines, consumer preferences are influenced by various factors such as quality, brand reputation, technological advancements, and affordability. Singer Company, a pioneer in the sewing machine industry, has been synonymous with reliability and innovation for decades. This study aims to analyse consumer behaviour toward Singer sewing machines in Coimbatore, a city known for its thriving textile and garment industry. Coimbatore, often referred to as the "Manchester of South India," has a rich history in textiles and is home to numerous small-scale garment units. The demand for sewing machines in this region is significant, driven by the city's industrial and household tailoring needs. Singer, with its legacy of providing high-quality products, has a strong presence in this market. However, understanding consumer preferences and behaviour is essential for Singer to maintain and expand its market share amidst growing competition.

The study of consumer behaviour involves analysing factors like brand loyalty, price sensitivity, product features, and after-sales service. For Singer, these aspects play a crucial role in determining its position in the Coimbatore market. The city's consumers include both professional tailors and households, whose requirements vary in terms of machine features, durability, and ease of use. Identifying the expectations of these diverse consumer groups will provide insights for Singer to enhance its product offerings and marketing strategies. Technological advancements have significantly influenced the sewing machine industry. Consumers today seek machines with features such as automated stitching, digital controls, and energy efficiency. Singer's ability to innovate and meet these evolving demands is critical to retaining its competitive edge. This study explores how technology impacts consumer choices in Coimbatore and the extent to which Singer's products align with these preferences.



## **2. LITERATURE OF MAIN CONTENTS**

### **2.1 OBJECTIVES OF STUDY**

- Understanding Customer Needs Analysing the specific needs and preferences of Singer's target consumers when it comes to sewing machines.
- Identifying Usage Patterns Examining how customers use and interact with Singer's sewing machine products over time.
- Enhancing Customer Satisfaction.

### **2.2 SCOPE OF STUDY**

The scope of the study on consumer behaviour towards Singer sewing machines in Coimbatore city encompasses understanding the purchasing patterns, preferences, and factors influencing consumer decisions. It aims to analyse the impact of brand reputation, product quality, pricing, and after-sales service on customer satisfaction and loyalty. The study also explores demographic variables such as age, gender, and occupation to identify target segments and their specific needs.

### **2.3 STATEMENT OF PROBLEM**

The problem in consumer behaviour concerning Singer sewing machines revolves around evolving consumer needs, preferences, and market dynamics. While Singer has a strong brand legacy, many consumers now seek products that offer advanced technology, user-friendly features, and affordability. The rising popularity of portable, computerized sewing machines and the increasing trend of DIY fashion have created a demand for machines that can meet diverse sewing needs.

### **2.4 RESEARCH AND METHODOLOGY**



Research Methodology is a way to find out consumers satisfaction towards public distributive system. It is conducted if there's any problems faced by consumers based on this system.

## 2.5 COLLECTION OF DATA

The data was collected through questionnaire.

- The sample size was 100.
- The area of study was Coimbatore.
- Data's used in this study was both primary and secondary data's.

## 3. ANALYSIS AND DISCUSSION

**TABLE 3.1**

**TABLE SHOWING THE AWARE OF SINGER SEWING MACHINE BY  
THE RESPONDENTS**

S.NO	AWARE OF SINGER SEWING MACHINE	NUMBER OF RESPONDENT	PERCENTAGE
1	YES	95	95%
2	NO	5	5%
	<b>TOTAL</b>	100	100%

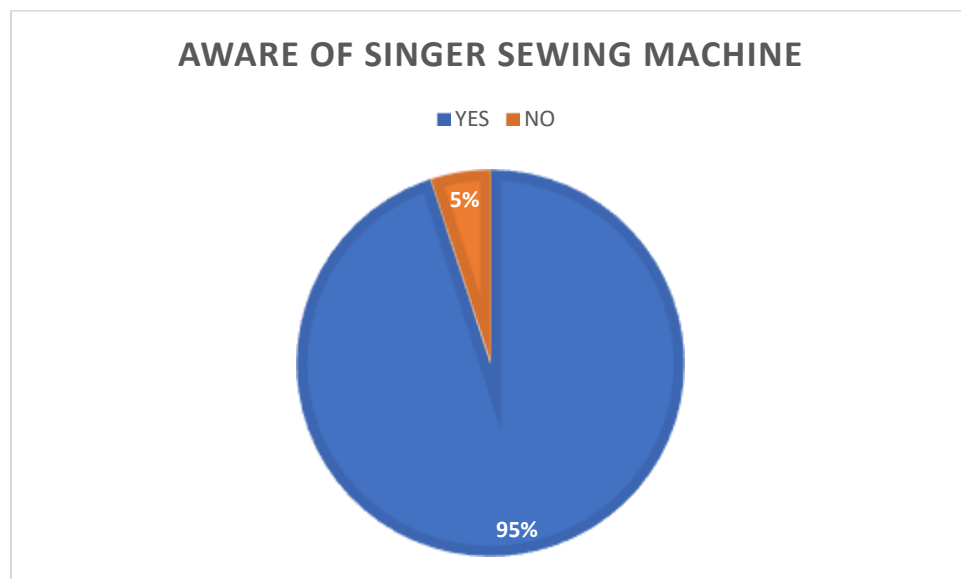
**SOURCE:** Primary Data

**INTERPRETATION:**

The above exhibit indicates that 95% of the respondents are YES, 5% of the respondents are NO.

**INFERENCE:**

Majority 95% of the respondents are aware singer sewing machine.

**CHART 3.1****CHART SHOWING THE AWARE OF SINGER SEWING MACHINE BY  
THE RESPONDENTS**

**TABLE 3.2**

**TABLE SHOWING THE TYPE OF SEWING MACHINE BRAND USED BY  
THE RESPONDENTS**

S.NO	TYPE OF BRAND USED MORE	NUMBER OF RESPONDENT	PERCENTAGE
1	SINGER	81	81%
2	USHA	12	12%
3	JUKKI	5	5%
4	OTHER	2	2%
	<b>TOTAL</b>	100	100%

**SOURCE:** Primary Data

**INTERPRETATION:**

The above exhibit indicates that 81% of the respondents are SINGER, 12% of the respondents are USHA, and 5% of the respondents are JUKKI, 2% of the respondents are OTHER.

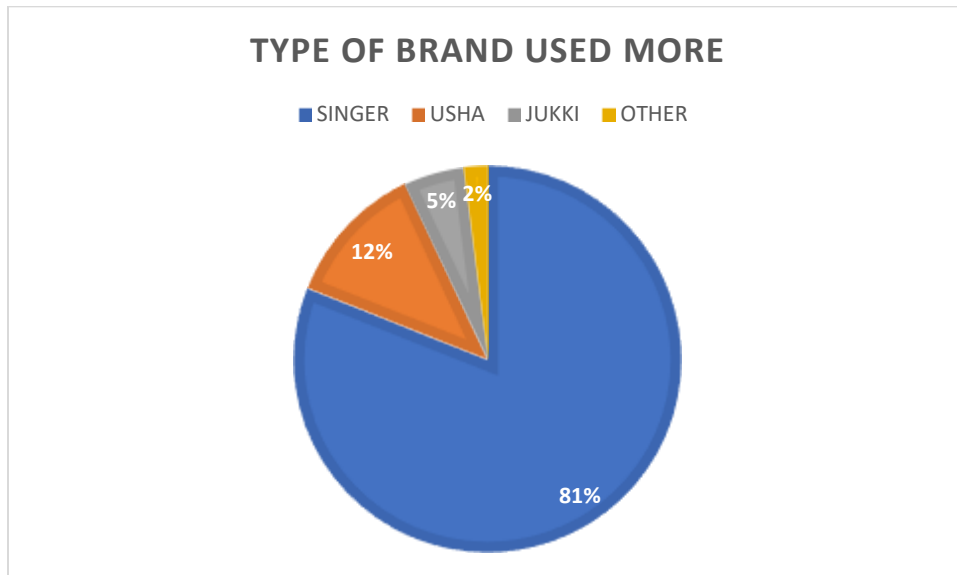
**INFERENCE:**

Majority 81% of the respondents are prefer singer machine.



### CHART 3.2

#### CHART SHOWING THE TYPE OF SEWING MACHINE BRAND USED BY THE RESPONDENTS



**TABLE 3.3****TABLE SHOWING THE BUDGET PREFERENCE FOR PURCHASING  
SINGER MACHINE BY THE RESPONDENT**

S.NO	BUDGET	NUMBER OF RESPONDENT	PERCENTAGE
1	10000-20000	39	39%
2	20000-30000	40	40%
3	30000-40000	14	14%
4	ABOVE 50000	7	7%
	<b>TOTAL</b>	100	100%

**SOURCE:** Primary Data**INTERPRETATION:**

The above exhibit indicates that 39% of the respondents are 10000-20000, 40% of the respondents are 20000-30000, 14% of the respondents are 30000-40000, 7% of the respondents are above 50000.

**INFERENCE:**

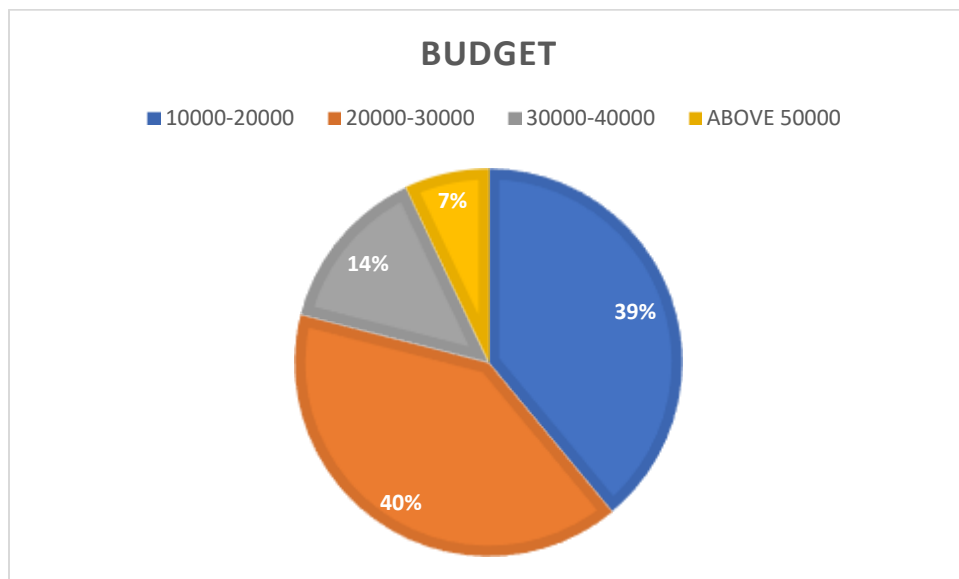
Majority 40% of the respondents were spend amount to purchase singer sewing machine between 20000-30000.





### CHART 3.3

#### CHART SHOWING THE BUDGET PREFERENCE FOR PURCHASING SINGER MACHINE BY THE RESPONDENT





#### **4.CONCLUSION**

In conclusion, The study on consumer behaviour toward Singer sewing machines in Coimbatore city provides valuable insights into customer preferences, purchasing decisions, and brand perception. The findings indicate that factors such as brand reputation, product quality, pricing, after-sales service, and technological advancements play a crucial role in influencing consumer choices. Singer, being a well-established brand, enjoys strong consumer trust. However, competition from other brands and changing market dynamics require continuous innovation and customer engagement. Consumers in Coimbatore prefer sewing machines that offer durability, ease of use, and advanced features at a reasonable price. Additionally, promotional activities, customer service, and availability of spare parts significantly impact their buying decisions. To enhance market share and customer satisfaction, Singer should focus on improving customer support, introducing innovative features, and adopting competitive pricing strategies. Understanding evolving consumer needs and aligning marketing efforts accordingly will help strengthen Singer's position in the Coimbatore market. It reveals key factors that influence purchasing decisions and brand loyalty. The research indicates that customers prioritize product quality, durability, affordability, brand reputation, and after-sales service when choosing a sewing machine. Singer, being a globally recognized brand, holds a strong market presence in Coimbatore. However, competition from emerging brands and changing consumer preferences require the company to adapt to modern trends. Many consumers prefer sewing machines with automatic features, ease of operation, and energy efficiency, reflecting a shift toward convenience and technology-driven choices. The study also highlights that word-of-mouth, social media influence, and promotional offers significantly impact consumer decisions. While Singer enjoys strong brand recognition, continued success depends on enhancing digital marketing strategies, offering competitive pricing, and ensuring efficient after-sales support. Additionally, consumer feedback suggests that availability of spare parts, warranty policies, and customer support responsiveness



are crucial in retaining customers. Addressing these areas will help Singer strengthen its customer base and sustain its leadership in the sewing machine industry in Coimbatore.

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