



# A STUDY ON CONSUMERS SATISFACTION TOWARDS SELECT BRANDED TEXTILE RETAIL OUTLETS IN TIRUPUR CITY

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**Abstract:** The South is also well known for its textile industry in addition to being renowned for its natural attractiveness. Tirupur is a significant textile hub and India's knitwear headquarters. Through its textile industry, the city provides job opportunities to more than six lakh people. With numerous players entering in to the market, it has emerged as one of the dynamic and quick-paced sectors. India's retail industry is edging closer to the next big surge. As evidenced by the sizeable retail stores, India has become the centre of modern retail. The study's main objective is to comprehend consumer satisfaction proximate retail outlets in Tirupur city. Every promotional campaign must include a crucial element aimed at raising customer realism. 200 sample were collected, statistical tools such as percentage analysis, weighted score ranking analysis, chi square test were used to analysis the data. The outcome of this analysis revealed that the consumers were cheerful with the service they received. The retail establishment must focus on future development to increase the range of goods that foster a positive attitude and result in consumer satisfaction.

**Index Terms - Textile industry, retail outlet, consumer attitude and consumer satisfaction.**

## 1. INTRODUCTION

The textile industry occupies a crucial place in the Indian economy and contributes substantially to its exports earnings; exports represent nearly thirty percent of the country total exports. India has one of the prominent places in the world's textile market by supplying different type of raw material. The opening up to economy gave the much-needed thrust to the Indian textile industry, which has now successfully become one of the largest in the world and employment generation. It not only generates jobs in its own industry, but also opens up scopes for the other ancillary sectors. Textile industry can be divided into several segments, such as cotton textile, silk textiles, Woollen textiles, readymade garments, hand-crafted textiles, Jute and coir.

Textile and Apparel exports achieved their highest ever level in the financial year 2021-2022, with an export turnover of USD 44.4 billion, growing by 40 percent over the previous year, in a fitting tribute to its strong presence across the entire value chain, from fibre to yarn to fabric to finished goods. In the year 2023 has dawned with bright hopes for the Indian textile industry. With more than 65 million employees in the direct and associated sectors, the Indian textile industry contributes 2.3% to the country's GDP, 13% to industrial production, and 12% to total export earnings. The industry seems to be headed towards a positive steady growth phase, after a period of turbulence and uncertainty. With a world that is hopefully coming to the end of the pandemic, things are looking up for the textile industry. This buoyant mood stems from the series of measures taken by the Union Government to revive the fortunes of the textile industry. These measures ranging from giving a push to technical textiles to the PLI scheme, launch of mega textile parks to signing of FTA's and MoU's with many countries, etc., the initiatives are aimed at catapulting the fortunes of the Indian textile industry, to new heights.

Technical textiles have created a buzz among the Indian textile fraternity. The government has identified this segment as a growth enabler and providing the necessary push to the segment. The National Technical Textiles Mission (NTTM) has been approved with a four-year implementation period from FY 2020-21 to 2023-24. The aim is to increase the domestic market size from USD 40 billion to USD 50 billion by 2024 and position India as a global leader in technical textiles. Under NTTM, 74 research proposals valuing Rs.232 crores have been approved in the category of specialty fibre and technical textile. Other steps taken include development of 31 new HSN codes. The Synthetic & Rayon Textiles Export Promotion Council, has been assigned the role of export promotional council for technical textiles.

Another step taken by the Ministry of Textiles towards positioning India as a global leader in technical textiles manufacturing is the invitation of Research proposals for Funding for Design, Development and Manufacturing of Machinery, Tools, Equipment, and Testing Instruments under NTTM.

At present most of the machinery, equipment, plants and accessories meant for the manufacturing of technical textiles is being largely imported. In order to make the country self-reliant in the field and truly 'Atmanirbhar', NTTM under Component-I (Research, Innovation and Development) envisages indigenous manufacturing of machinery, equipment, tools and testing instruments for technical textiles. For the textile industry which was grappling with downturn caused by the Covid pandemic and subsequent fall in demand, the Production Linked Incentive (PLI) scheme announced by the government with an outlay of Rs. 10,683 crores have come as a shot in the arm.

The second industrial revolution and the modern changes are the challenges of understanding consumer attitude. A familiar store type about men and shopping is that men enter one retail outlet, buy what they need and then quickly leave. Shopping has for long been associated with the domestic sphere and has according to gender role attitudes mean regarded as a feminine activity. Women perceive clothes as a signify for self-identify, where s a men focus more on functional benefits. When women make buying decisions they include many kind of senses and see a bigger picture women value unique products and brands that they can use to define their individually. It seeks new styles and fashion trends to larger extent.

Customer satisfaction increase the existing customer loyalty, repurchase process, awareness of the people about the firm, decrease the price flexibility, the cost of gaining new customers and prevent the customer being affected from competitive enterprise. As a result, the positive word of mouth occurs in contrast negative word of mouth is destroyed. Satisfaction is a phenomena expressing that the performance and benefits of the products exceed the expectations of the customers. New modern retailing concepts of western trends has entered into the retail market in India; in the form of active shopping centers, multi-storied malls and the huge complexes that offer shopping, entertainment and of international exposure and only a few Indian companies explored the retail platform on a larger scale.

## 2. REVIEW OF LITERATURE

The researcher has taken an existing review related to the textile industry in the present study. The reviews of the literature are given below:

Jaishri and Jethwaney, 1999 the purchasing of branded garments is not impulsive. However, compared to women, male buyers visit the showroom for passing the time; The number of people visiting the showroom with a brand in mind is same as the number of people visiting the showroom with no brand in mind; Advertising has maximum impact in creating brand awareness.

Ikilem Gocek 2007 In this study the affecting independent variables of customer satisfaction were chosen brand image, perceived service quality and perceived product quality. By these independent variables, it is investigated that if any differences exist in perception of customer satisfaction according to the Turkish textile consumers in the view of gender. In data analysis of this research the SPSS program is used.

Malitha et al., 2008 made a study entitled "Brand Preference of Men's wear". Scope of the study focuses on the brand preference regarding shirts and pants of select consumers. The objectives of this study were to know the reason why customers prefer branded shirts and pants to unbranded ones, to find out the influence of advertisement for branded clothing for the purchase behaviour of the respondent and to know the factors influencing customers while choosing branded shirts or pants. It is concluded that educational qualifications, employment status, age group, convenience of shops, and advertisement are influencing factors for purchasing the branded shirts and pants by the respondents. 94percent of the respondents are highly educated and purchased branded ready wears. Age group of 20-50 years is income earning people and spending on the branded wears. The study reveals that the advertisements play a limited role to choose the brand among readymade dresses available in the market. 54percent of the customers are buying branded ready wear because of quality and status symbol.

Pathak and Tripathi ,2009 made a study entitled Customer Shopping behaviour among Modern Retail Formats: A Study of Delhi &NCR". The Study is an exploratory research conducted in Delhi &NCR. It specifically focuses on customer shopping behaviour in Indian scenario among the modern retail formats. Objectives of the study are to find out the factors that affect the buyer's decisions among the modern retail formats and to evaluate the comparative strength of these factors in buying decision of the buyers. On the basis of primary as well as secondary research the authors note that retailers often overlook the schemes and offerings expected by the customers and tried to impose their own offerings upon customers which ultimately cause the dissatisfaction.

Namita Rajput, Subodh Kesharwani Akanksha Khanna 2012 has made a study on Consumers' Attitude towards Branded Apparels. The objective of their study is to analyze the significance of demographic profile of consumers affecting the purchase decision of branded garments. To observe consumer awareness about different apparel brands available in the Indian market in gender perspective. To find out whether there is a significant difference in total expenditure on branded apparels done by males' vis- a - vis females. The results confirm that Indian people have become highly brand conscious presently. Hence, brand image is a not a significant factor in choosing the product or brand to buy. There are other aspects like, quality, comfort, expectations and demographic characteristics are also influence to the purchasing decision that dominate the purchase decision of males and females. Allen Solly tops the minds of the customers followed by Van Heusen and Raymond which refers to the maximum frequency of recalling the brands. These are the most familiar and favourite brands also among brand aware consumers, specifically in context of India.

Jiana Daikh 2015 The purpose of this research is to study the relationship between customer satisfaction and consumer loyalty and apply its relationship into all the market industries including products and services, particularly in financial institutions. The discussion of the study indicated that there is a significant positive relationship between customer loyalty and customer satisfaction, however, it is important to fully understand that the loyalty which is the main goal of each industry is very hard to achieve and is not very easy to be reached by industries due to the customer satisfaction which is very hard to reach by itself, and the service quality as well.

Maheswari et al 2014 studied the consumer preference of the textile retail outlets in Coimbatore city in India. They showed that costumers give more preference to the variety of collections in the showroom rather than being affected by celebrities presenting advertisement on TV and radio. They advised retailers to increase public awareness of their collections. This would be by making innovative and attractive advertisements that may influence customers visiting their showroom. Moreover, hospitality and promotional activities like offers, discounts and compliments to attract consumers would be an effective marketing tool.

## 3. NEED FOR THE STUDY

The textile and apparel industry is increasing day by day to change of fashion in day to day life. This industry in India owns its existence to the emergence of a highly profitable market for exports. In the recent years, however, the domestic demand has also been growing rapidly. The changes in the life style since the onset of the liberalization era, had given the base industry for the overseas market and Indian garments industry have taken big strides. The entry of the Indian and global fashion designers

has stimulated the market further. With the rising tailoring costs and relatively low prices of standardized products, the Indian consumer increasingly desires ready-mades. Readymades of specific brands have become not only a status symbol, but have brought a more contemporary style in offices as much as in social circles. Hence, it is needed to study has been undertaken consumers satisfaction towards select branded textile retail outlets with reference to Tirupur city.

#### 4. STATEMENT OF THE PROBLEM

Textile Industry is one of the captain Industries in Today's Scenario. Indian population is also growing to a greater extent and thereby simultaneously the Textile industry is also growing to a larger area. The needs of the people are increasing day-to-day. People are more interested to dressed up neatly and purchase more and more from the retail outlets. The present retail market environment in India has become increased competition and policy decision to allow direct investors. This requires the retailers to formulate strategies to be competitive to attract and retain the customers. Hence, it has become the duty of the retail outlets to know the consumers satisfaction towards their purchasing behavior and capacity.

The present study has made an attempt to analyze the consumers' satisfaction towards select branded textile retail outlets in Tirupur city. This study provides answer for the following questions:

1. What are the factors influencing the consumers satisfaction towards select branded textile retail outlets?
2. What is the level of satisfaction of the respondents towards select branded textile retail outlets?
3. What are the problems faced by the respondents towards select branded textile retail outlets?

#### 5. SCOPE OF THE STUDY

The study has been undertaken to examine the consumers satisfaction towards select branded textile retail outlets in Tirupur city. The scope of the study is restricted to textile retail outlets with the objectives of studying the profile of the respondents, factors influencing the consumers and identify the satisfaction level of the respondents and problems faced by the respondents towards select branded textile retail outlets in Tirupur city

#### 6. OBJECTIVES OF THE STUDY

The research study tends to follow and achieve specific objectives. The objectives of the study are:

- ❖ To describe the demographic factors of the sample respondent in the Tirupur city.
- ❖ To examine the factors that influencing the consumers to prefer the select branded textile retail outlets in Tirupur city.
- ❖ To assess the satisfaction level of the consumers towards price, quality, hospitality, etc., of select branded textile retail outlets in Tirupur city.
- ❖ To identify the problems faced by the respondents in the select branded textile retail outlets.

#### 7. RESEARCH METHODOLOGY

The success of the analysis mostly depends on the methodology in which it is carried out. The appropriate method will improve the validity of the findings. It is necessary for the research and is a systematic way of solving the research problem.

**Area of the study:** The survey was done in select branded textile retail outlets in Tirupur city.

**Sample size:** The total sample size taken for the study is 200.

**Data Sources:** The study used both primary data and secondary data.

**Primary data:** The primary data was acquired by a field survey with Questionnaire as survey method in the study area.

**Secondary data:** The secondary data was gathered from journals, websites and articles.

**Tools used for Collection of Data:** Frequency analysis, Chi square, weighted score ranking analysis.

#### 8. LIMITATIONS OF THE STUDY

- ❖ The accuracy of the figures and data depends on the respondents' view.
- ❖ The sample for the study comprises of 200 respondents. This sample is only a small proportion of the entire population.
- ❖ It is not possible to conduct the survey at a large level due to lack of time and cost.

#### 9. ANALYSIS AND INTERPRETATION

**Table 1: Demographic Profile of the Respondents**

Demographic variables	Particulars	Frequency	Percent
Gender	Male	116	58
	Female	84	42
Marital status	Married	120	60
	Unmarried	80	40
Age	Up to 20 years	46	23
	21-30 years	58	29
	31-40 years	54	27
	Above 40 years	42	21
Educational Qualification	Illiterate	34	17
	School level	44	22
	Graduate	60	30
	Post graduate	42	21
Occupation	Business	44	22

	Employed	68	34
	Professional	36	18
	Others	52	26
	Business	44	22
Monthly income	Upto Rs.20,000	54	27
	Rs.20,001-Rs.40,000	78	39
	Above Rs.40,000	68	34
Type of Family	Joint family	72	36
	Nuclear family	128	64
Members of the family	Upto 3 members	58	29
	4-5 members	94	47
	Above 5 members	48	24

Table 1 describes the demographic profile of the consumers' attitude and satisfaction which is taken for the study. Out of 100 respondents who were taken for the study: it has been identified that most (58%) of the respondents are male, (60%) of the respondents were married, (29%) whose age group is under 21 to 30 years, most (30%) of the respondents are graduates, maximum number (34%) of respondents are employed, the monthly income of (39%) respondents are up to Rs. 20,001 – Rs. 40,000, (64%) of the respondents are nuclear family (47%) of the respondents are 4 -5 members

**Table 2: Profile of the respondents based on their buying attributes**

Buying attributes	Particulars	Frequency	Percent
Aware of textile retail outlet	Advertisement	66	33
	Family members	28	14
	Friends & Relatives	70	35
	Neighbours	36	18
Preference	Pantaloons	26	13
	Max	28	14
	Reliance trends	80	40
	Westsides	16	8
	Easybuy	40	20
	Others (specify)	10	5
Duration	Below 1 year	74	37
	1 to 3 years	84	42
	Above 3 years	42	21
Occasion of purchase	Festival season	54	27
	Family function	50	25
	Casual	12	06
	Discount sale	64	32
	Others (specify)	20	10

The above table that among the total respondents, 35% of the respondents are award the Textile Retail Outlet through friends & relations, 40% of the respondents prefer reliance trends and the 42% of the respondents are purchasing from the preferred Textile Retail Outlets for a period of 1 to 3 years. Out of the 200 sample respondents, 32% of the respondents are purchased during the period of Discount sale.

Table 3: Influencing Factors for choose select branded Textile retail outlets

Weighted score point(w)		8	7	6	5	4	3	2	1	Total score ( $\sum wx$ )	Weighted average score( $Xw$ )	Rank
Rank		I	II	III	IV	V	VI	VII	VIII			
Factor												
Reasonable Price	x	25	14	19	30	24	39	29	20	853	23.69	VI
	wx	200	98	114	150	96	117	58	20			
Quality of product	x	26	39	24	21	33	17	24	16	977	27.14	II
	wx	208	273	144	105	132	51	48	16			
New trend in Collections	x	48	25	17	25	30	18	18	19	1015	28.19	I
	wx	384	175	102	125	120	54	36	19			
Generosity	x	19	42	30	35	15	18	15	26	971	26.97	III
	wx	152	294	180	175	60	54	30	26			
Staff attitude	x	8	16	34	20	24	25	46	27	770	21.39	VII
	wx	64	112	204	100	96	75	92	27			
Advertisement	x	26	24	16	25	29	22	25	33	862	23.94	V
	wx	208	168	96	125	116	66	50	33			
Accessibility	x	22	24	35	26	28	28	18	19	935	25.97	IV
	wx	176	162	210	130	112	84	36	19			
Parking Amenities	x	26	16	25	18	17	33	25	40	767	21.31	VIII
	wx	208	112	100	90	68	99	50	40			
Total		200	200	200	200	200	200	200	200			

Source: Survey Data

Table 3 reveals that out of the various factors the collection is given the first rank with weighted average score of 28.19 and the second rank is given to the quality of product with score of 27.14. It is followed by the generosity with the average score of 26.97 and secure third rank. The other factors such as accessibility of product with the weighted average score value of 25.97, advertisement of retail outlet with the weighted score of 23.94, price of the product with the weighted score value of 23.69, staff attitude with the weighted average score value of 21.39 and parking amenities with the weighted average score value of 21.31.

Hence, the new trend in collection as a factor secured first rank with the score value of 28.19 as compared with other factors.

#### Level of satisfaction of the Respondents

The majority of the respondents (50%) have medium level of opinion for using social media. The table shows that association between various independent variables and level of opinion while using social media are analyzed using chi-square test at 5% level of significance.

Table 4: Chi-Square Test

Factor	Calculated value	Degrees of freedom	P-Value	Result
Age	1.34	6	12.59	Accepted
Marital Status	1.18	2	5.99	Accepted
Occupation	5.46	2	5.99	Accepted
Monthly Income	6.76	4	9.48	Accepted
Type of Family	3.72	2	5.99	Accepted
Number of family Members	5.14	4	9.48	Accepted

Table 4 the calculated value of chi-square is less than the table value, the null hypothesis is accepted. Hence, it is inferred that the respondents' level of satisfaction is not influenced by age, marital status, occupation, family monthly income, type of family and number of family members.

## Problems Faced by the Respondents towards Select Branded Textile Retail Outlets

Table 5: Rank the problems faced while select branded textile retail outlet

Weighted score point(w)		5	4	3	2	1	Total score ( $\sum wx$ )	Weighted average score( $Xw$ )	Rank
Rank		I	II	III	IV	V			
Factor									
Limited collections	x	4	30	12	16	10	72	14.53	III
	wx	20	120	36	32	10	218		
Over crowd in counter	x	18	10	14	14	16	72	14.4	IV
	wx	90	40	42	28	16	216		
Quality impairment	x	20	12	24	10	6	72	16.4	II
	wx	100	48	72	20	6	246		
High price	x	22	12	16	16	6	72	17.33	I
	wx	110	48	48	48	6	260		
Lack of parking facilities	x	8	8	6	18	32	72	10.53	V
	wx	40	32	18	36	32	158		

Table 5 reveals that out of the various problems, the high price is given the first rank with weighted average score 17.33 and the second rank is given to quality impairment with the weighted average score is 16.4 and limited collections with the weighted score value of 14.53. It is followed by billing system with the weighted average score is 14.4 and secure fourth rank. The other problems such as, lack of parking facilities with the weighted average score value of 10.53. Hence, the high price as a problem secured first rank with of 17.33 as compared with other problems.

## 10. SUGGESTIONS

- ✓ It is found that, the majority of the respondents prefer reliance trends to make their purchase. Hence, it is suggested that the management of trends should focus more on the quality of the product to retain their customers and other retailers can also increase their quality to attract new customers.
- ✓ The study reveals that, most of the respondents are aware textile retail outlets through friends and relatives. Therefore, it is suggested that that textile retailers can create more attractive advertisements to create more awareness of their showrooms.
- ✓ It is found from the analysis that the majority of the respondents have medium level of satisfaction towards textile retail outlets. In order to increase customer happiness, it is advised that textile retailers hire more qualified employees who can assist consumers in making purchases and offer parking spaces.
- ✓ It is inferred from the study that, the most of the respondents are satisfied by the collections, quality and generosity. Therefore, it is suggested that the textile retailers should bring more quality and keep more varieties in different designs at responsible price to attract both old and new customers.
- ✓ It is inferred from the study that, most of the respondents believed that high price of textile branded products. Hence steps could be taken by the retailer to reduce the price so that many would get benefited.
- ✓ The owners of small scale industrial units must be well informed about the fact that the customers can be well induced and persuaded using sales promotional measures like BOGO, Coupon, loyalty points, Seasonal offer and compliments etc....

## 11. CONCLUSION

The development and maintenance of a favorable store images is critical for retailers to maintain or improve their market positions. Increased competitive forces within the Indian retail segment are challenging retailers to evaluate their store image, make necessary changes and alter marketing strategies to retain current customers and attract new ones. Therefore, retail outlet managers should stimulate hedonic shopping motivation in order to satisfaction shoppers to remain longer and buy more. This requires positioning strategies and targeting a relatively small market with an extra focus on hedonic motivations such as excitement, entertainment, fantasy and fun.

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