

A Study on Customer Preference and Satisfaction towards Selected Textile Showroom in Thuraiyur Town

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ARTICLE DETAILS

Article History

Published Online: 01 February 2018

Keywords

Consumer Behaviour, Preferences, Satisfaction, Service Quality and Textile Industry

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ABSTRACT

People today are extremely aware of the various brands in the markets and conscious of the product that they are use or consume. They pick and choose carefully according to their needs, style, and preference and so on. They all are well aware and familiar to the today's brands and buying behavior. Clothing has been one of the primary needs of mankind. Today majority of the people have got used to purchase their clothing through a wide variety of retail textile showrooms. This research was conducted by using the primary data source and the survey method. The researcher has collected the data from Thuraiyur Town. The researcher has collected the data through questionnaire from Thuraiyur Town people. Finally, the data was collected from 100 respondents respectively.

In this paper the authors try to focus the Customer Preference and Satisfaction towards Selected Textile Showroom in Thuraiyur Town.

INTRODUCTION

According to Alexander McQueen "it is a new era in fashion – there are no rules. It is all about the individual and personal style, wearing high end, low-end, class labels and up-and-coming designers all together".

Textile is any object woven from natural or synthetic fibres. This also includes fabrics made by the interlacing of yarns or threads by knitting, braiding, netting or felting. The primary natural fibres are from animal sources (wool, silk and hair), vegetable sources (cotton, flax and hemp) and less commonly, a mineral source (asbestos).

The textile industry is a group of related industries which uses a variety of natural (cotton, wool and so on) and or synthetic fabrics to produce fabric. It is a significant contributor to many national economics, encompassing both small and large-scale operations worldwide. Subdivision of the textile industry into its various components can be approached from several angles. The classical method of categorizing the industry involves grouping the manufacturing plants according to the fibre being processed that is cotton, wool or synthetic.

The customer satisfaction for textile sector carries great importance like the customer satisfaction for other sector carry especially; it is Satisfactions defined as the customer's fulfillment. It is a judgment that a product or service feature, or the product or service itself, provided (or is providing) a pleasurable level of consumption-related fulfillment, including levels of under- or over-fulfillment. Need fulfillment is a comparative processes giving rise to the satisfaction responses. Any gaps lead to disconfirmation; i.e., Positive disconfirmations increases or maintain satisfaction and negative disconfirmation create dissatisfaction.

Service quality is defined as a comparison between customer expectation and perception of service. Service quality in general consists of five distinct dimensions: tangibles (Physical facilities, equipment, and appearance of personnel), reliability (ability to perform the promised service dependably and accurately), responsiveness (willingness to help customer and provide prompt service), assurance (knowledge and courtesy of employees and their ability to inspire trust and confidence), and empathy (caring, individualized attention the firm provide its customer).

Indian textile industry is one of the leading textile industries in the world. Though was predominantly unorganized industry even a few years back, but the scenario started changing after the economic liberalization of Indian economy in 1991. The opening up of economy gave the much-needed thrust to the Indian textile industry, which has now successfully become one of the largest in the world. Indian textile industry is also the largest in the country in terms of employment generation. It not only generates jobs in its own industry, but also opens up scopes for the other ancillary sectors. Indian textile industry currently generates employment to more than 35 million people. Indian textile industry can be divided into several segments, some of which can be listed as cotton textiles, silk textiles, woollen textiles, readymade garments, Hand-crafted textiles, Jute and Coir.

STATEMENT OF THE PROBLEM

People today are extremely aware of the various brands in the markets and conscious of the product that they are use or consume. They pick and choose carefully according to their needs, style, and preference and so on. They all are well aware and familiar to the today's brands and buying behaviour .this is because they all are well exposed to TV commercials banners, billboards, logos and products promotions. Indian textile industry is one of the leading textile industries in the world.

The needs of the people are increasing day-by-day. People are more interested to dress neatly and make them purchase more and more from the retail outlets.

Clothing has been one of the primary needs of mankind. It has been the second in the triumvirate of man's fundamental necessities. Today majority of the people have got used to purchase their clothing through a wide variety of retail textile showrooms as the retail outlets exist in every nook and corner of the country. They make shopping convenient to the customers. With the increase in competition in retail showrooms, the manager has to make various marketing plans to attain his objectives. Thus it has been necessary for all the showroom owners to adopt marketing strategy to succeed in their business.

Today the majority of the people have got used to purchase their clothing's through a wide variety of retail textile showrooms. In the entry stage of textile showrooms, they enter with a new price appeal, limiting product offerings, & limited services. The monopoly power over the others has a price advantage, which can offer products at low prices to get a competitive edge over its competitors.

Now days, retail textile showrooms have been increasing rapidly in Thuraiyur city. It has been necessary for all the showroom owners to adopt marketing strategy to succeed in their business. With the increase in competition in retail textile showrooms, the manager has to make various marketing plans to attain his objectives. It has been important to create a good image and by earning more profits, a company has to device a good strategy that can be affect all aspects of business.

In this contest the candidate wishes to study the customer preferences of textile showroom in Thuraiyur town.

- What are the experiences of customers in Textile industry?
- What are the factors influencing to purchase in preferred textile showroom?
- What are the preferred textile showrooms in Thuraiyur Town?
- What is the satisfaction level of customer with showrooms?

SCOPE OF THE STUDY

The scope of this study is to investigate overall customer preferences with textile showroom in Thuraiyur town. Since Thuraiyur is one of the most popular town in Tiruchirappalli district. Here, lots of textile showrooms are available in Thuraiyur. This study will help us to understand customers, preference and their needs expected from the textile showroom owners. This study will not only help me as a student's but not also assist to known the satisfaction level of the organization. They study can help to understand easily, effectively to customer needs and wants also their needed after sale service.

The researcher will help to guide the entrepreneur, how to satisfy the loyalty customer, they can easily understand, which session to give more importance and preference. The researcher will analysis the problem and to find the suggestion and rectification of the textiles. The study should be helps to where analysis of the customer satisfaction and etc.

The findings and suggestions made by the candidate will give a best blue print to the textile showroom owners in Thuraiyur. The outcome of this study will help to the textile shop owners to know the factors are influencing to purchases their shop regularly. In addition, the shop owners may know the satisfaction levels and dissatisfaction levels from their customers.

OBJECTIVES OF THE STUDY

The overall objective of the study is to find out the customer and satisfaction towards selected Preferences Textile Showroom in Thuraiyur Town. The following are the more specific objectives.

1. to study the profile of the textile showroom customers in Thuraiyur;
2. to know the factors that influences the consumers to prefer the textile showroom;
3. to find out the customers most preferred traditional textile showroom for purchasing cloths;
4. to study the satisfaction level of consumers towards their preference of textile showroom; and
5. to offer suggestion on the basis of the results of the study.

METHODOLOGY

Data Collection

Generally, the research data was collected in two types like primary data and secondary data. In this project the secondary data was collected from various journals, books, magazines and websites in various aspects. Then, the primary data was collected through the questionnaire methods. The questionnaire was collected from the customers of textile showrooms in Thuraiyur town.

The researcher has been collected the primary data from the respondents of Thuraiyur town though the questionnaire method. Data collected form 100 respondents for the study. Hence, Simple Random Sampling was applied for the study and 100 have responded positively.

Questionnaire Design

The questionnaire consists of two parts; the first part is to cover demography factors like passengers name, age, occupation, education qualification, marital status and so on. Second part is focused on general factors which contains prefer bus and reason for selecting this showrooms.

REVIEW OF LITERATURE

According to Oliver (1997), satisfaction is defined as the customer's fulfillment. It is a judgment that a product or service feature, or the product or service itself, provided (or is providing) a pleasurable level of consumption-related fulfillment, including levels of under- or over-fulfillment. Need fulfillment is a comparative processes giving rise to the satisfaction responses. Any gaps lead to disconfirmation; i.e., Positive disconfirmations increases or maintain satisfaction and negative disconfirmation create dissatisfaction.

Parasuraman et al. (1988), defined as a comparison between customer expectation and perception of service. Service quality in general consists of five distinct dimensions:

tangibles (Physical facilities, equipment, and appearance of personnel), reliability (ability to perform the promised service dependably and accurately), responsiveness (willingness to help customer and provide prompt service), assurance (knowledge and courtesy of employees and their ability to inspire trust and confidence), and empathy (caring, individualized attention the firm provide its customer).

Henry A. Thomas (1971), Fashion industries offer a major challenge to long range planning. This paper describes the evolution of marketing technology in one of the world's leading producers of textiles. The author describes some of the problems peculiar to marketing planning for textiles; the impact of the Fashion Calendar, the need to guarantee wash ability; the role of colour and design. He also examines a number of basic approaches which have proved successful, e.g. end use marketing, use-development, and the customer advisory service.

F.Nelson Ford (1995), The textile industry is slowly developing expert system applications to increase production, improve quality, and reduce costs. Such systems are surfacing in a variety of areas throughout the textile manufacturing process. This paper describes an expert system developed to support an important decision scenario in the textile industry. The scenario concerns a sequence of production planning decisions necessary to produce a specific category of end product. This sequence is described as follows: given the

decision to produce a particular type of end product, the appropriate fiber type is chosen; next, the appropriate yarn count group is chosen; next, the appropriate spinning system is chosen; and finally, the appropriate preparation method is chosen. Each decision in the sequence depends on the combination of decisions made in the preceding stages.

Gordana Colovic (2011), Production of clothing is inevitably transforming into a flexible, agile manufacturing, which aims to track the dynamic changes of fashion. Modern production business system should be capable of designing rapidly, should have the ability for flexible changes because of production of new models of apparel products, the ability for quick adjustment of production capacities, the ability for technology of integration and the production with increased variants of apparel products in required quantities. This can be achieved by modern organization of production, such as Just-in-Time, Toyota Production Systems, Total Quality Management and Lean Production.

S. Jebbitt (2013), this chapter describes current approaches in the design and development of both woven and printed interior textiles. It discusses both commercial and creative briefs for new products and ways of balancing performance and manufacturing requirements with innovative design. The chapter includes case studies illustrating the design process in practice.

DATA ANALYSIS AND INTERPRETATION

Table - 1 Socio-Economic Profile of the Respondents

Sr. No	Category	Variables	No. of Respondents	Per cent
1	Gender	Male	38	38
		Female	62	62
	Total	100	100	
2	Marital Status	Married	53	53
		Unmarried	47	47
	Total	100	100	
3	Age	Below 20 years	19	19
		21-30 years	31	31
		31-40 years	24	24
		41-50 years	16	16
		Above 50 years	10	10
Total	100	100		
4	Occupation	Business	21	21
		Student	26	26
		Employees	39	39
		Others	14	14
	Total	100	100	
5	Educational Qualification	Illiterate	9	9
		Higher secondary	13	13
		Graduate	34	34
		Post Graduate	26	26
	Total	100	100	
6	Family Income	Below Rs.10,000	8	8
		Rs.10,001-15,000	30	30
		Rs.15,001-20,000	34	34
		Above Rs.20,001	28	28
	Total	100	100	

Source: Primary data

The above table shows that majority of the respondents are (62) female respondents. It is maximum of the respondents are married (53) person. It is maximum number of (31) age group of 21-30 years. It is majority of the (39) respondents are

employees. It is maximum of the respondents are (34) graduate qualification. It is majority of the respondents income (34) of Rs.15,001-20,000.

Table – 2 Most Preferred Textiles Showroom

Textile Showrooms	Respondents	Per Cent
Renuga Silks	31	31
Sanjeevi Silks	12	12
Meghna Silks	18	18
Raja Silks	11	11
Sri Kumaran Textiles	15	15
Siva Silks	13	13
Total	100	100

Source: Primary data

The above table shows that, 31 percent of the respondents are mostly preferred for Renuga silks, 18 per cent of the respondents are prefer Meghna silks, 15 percent of the respondents are prefer Sri Kumaran textiles, 13 percent of the respondents are prefer Siva silks, 12 percent of the respondents are prefer Sanjeevi silks and 11 percent of the respondents are prefer Raja silks. It is maximum 31 percent of the respondents are mostly prefer for Renuga silks.

Table – 3 Ways to Know About Textiles Showroom

Way To Know	Respondents	Percent
TV Advertisement	43	43
Newspaper	21	21
Friends & Relatives	24	24
Others	12	12
Total	100	100

Source: Primary data

The above table shows that, 43 percent of the respondents are known about through TV Advertisement, 24 percent of the respondents are known through Friends & Relatives, 21 percent of the respondents are known about through Newspaper and 12 percent of the respondents are known about through other ways. It is maximum 43 percent of the respondents are known about Textile through TV Advertisement.

Table - 4 Year Wise Respondents Are Purchase

Duration	Respondents	Percentage
Below 6 months	28	28
6 months – 1 year	25	25
1-5 years	26	26
Above 5 years	21	21
Total	100	100

Source: Primary data

The above table shows that, 28 percent of the respondents are using year of Below 6 months, 26 percent of the respondents are used for between 1-5 years, 25 percent of the respondents are used for between 6 months to 1 year and remaining 21 percent of the respondents are using for above 5 years. It is maximum 28 percent of the respondents are using year of Below 6 months.

Table – 5 Kinds of Dress Material Refer To Purchase

Kinds Of Dress Material	Respondents	Percent
Ladies wear	39	39
Men’s wear	28	28
Children wear	33	33
Total	100	100

Table – 9 Satisfaction Level of Your Textiles Showroom

Satisfaction level/reason	Highly satisfied		Satisfied		Dissatisfied		Highly dissatisfied	
	No. of. res	%	No. of. res	%	No. of. res	%	No. of. res	%
Design	38	38	43	43	10	10	9	9
Quality	35	35	39	39	15	15	11	11
Availability	31	31	37	37	19	19	13	13
Offer and discount	28	28	34	34	21	21	17	17

Source: Primary data

The above table shows the, 39 percent of the respondents are prefer for ladies dress, 28 percent of the respondents says prefer Men’s wear and 33 percent of the respondents are Children wear. It is maximum 39 percent of the respondents are prefer for ladies dress.

Table - 6 Time of Buying This Textile Material

Time Of Buy	Respondents	Percent
Frequently	26	26
Occasionally	19	19
Festival days	34	34
Others	21	21
Total	100	100

Source: Primary data

The above table shows that, 34 percent of the respondents are festival time buying the dress material, 26 percent of the respondents are always buying, 21 of the respondents are other time purchased and 19 of the respondents are summer season buy. It is maximum 34 percent of the respondents are festival time buying the dress material.

Table – 7 Reason For Prefer This Textile Showroom

Reason For Prefer	Respondents	Percent
Variety of designs	36	36
Offer & discount	17	17
Quality of product	37	37
Gift voucher	10	10
Total	100	100

Source: Primary data

The above table shows that, 37 percent of the respondents are reason for prefer this corporation is quality of product, 36 percent of the respondents are reason for prefer is Variety of designs, 17 percent of the respondents are reason for prefer is Offer & discount and remaining 10 percent of the respondents are preferring reason is gift voucher. It is maximum 37 percent of the respondents are reason for prefer this Textiles material is quality of product.

Table – 8 Satisfaction Level of Your Showroom

Satisfaction Level	Respondents	Percent
Strongly Satisfied	40	40
Satisfied	33	33
Dissatisfied	16	16
Strongly dissatisfied	11	11
Total	100	100

Source: Primary data

The above table shows that, 40 per cent of the respondents are Strongly satisfied the textiles showroom, 33 percent of the respondents are satisfied, 16 percent of the respondents are dissatisfied and remaining 11 percent of the respondents are Strongly dissatisfied. It is maximum 40 percent of the respondents are satisfied the textiles showroom.

Prestigious	28	28	38	38	20	20	14	14
Compare cost	25	25	33	33	24	24	18	18

Source: Primary data

The above table shows that satisfaction level of following categories:

- ✓ **Design:** It is found out that majority of the respondents are satisfied with design.
- ✓ **Quality:** It is found out that majority of the respondents are satisfied with quality. Availability: It is found out that majority of the respondents are satisfied with availability of product.
- ✓ **Offer and discount:** It is found out that majority of the respondents are satisfied with offer and discount.
- ✓ **Prestigious:** It is found out that majority of the respondents are satisfied with prestigious.
- ✓ **Compare cost:** It is found out that majority of the respondents are satisfied with compare cost.

FINDINGS, SUGGESTION AND CONCLUSION

Findings

- ✓ It is maximum 31 percent of the respondents are mostly prefer for Renuga silks.
- ✓ It is maximum 43 percent of the respondents are known about Textile through TV Advertisement.
- ✓ It is maximum 28 percent of the respondents are using year of Below 6 months.
- ✓ It is maximum 39 percent of the respondents are prefer for ladies dress.
- ✓ It is maximum 34 percent of the respondents are festival time buying the dress material.
- ✓ It is maximum 37 percent of the respondents are reason for prefer this Textiles material is quality of product.
- ✓ It is maximum 40 percent of the respondents are satisfied the textiles showroom.
- ✓ **Design:** It is found out that majority of the respondents are satisfied with design. **Quality:** It is found out that majority of the respondents are satisfied with quality. **Availability:** It is found out that majority of the respondents are satisfied with availability of product. **Offer and discount:** It is found out that majority of the respondents are satisfied with offer and discount. **Prestigious:** It is found out that majority of the respondents are satisfied with prestigious. **Compare cost:** It is

found out that majority of the respondents are satisfied with compare cost.

SUGGESTION

- ✓ The textiles showroom should sale all types of cloth and materials.
- ✓ Various types of advertisements are available for show the owner's should use these sales promotion tools to increase sales further.
- ✓ To retain the existing customer preference and to gain new consumers, the Shop has to improve the service according to customer expectation.
- ✓ The customer suggest through out of external customers with significance for in this textiles showroom.
- ✓ The showroom should give more discount and offer for the festival season and others.
- ✓ The studies find out the area wise classification to select the factors influencing for model cultural dress material.
- ✓ The textile owner should give sift coupon for existing customer and new customer.

CONCLUSION

This study concludes that the customer usages of textiles material by the customer are very high. To increase the sales, the concern has to concentrate on price verities, design and color etc.

Women preference is a function of the products perceived performance and customer expectations in various kinds of dress material. Recognizing that high preference leads to high loyalty, textile material today are aiming at all customer satisfaction. For dress material, customer satisfaction is both a goal and marketing tool.

Finally the research concludes that the each marketing activity-sales training, market research, advertising and customer service must be performed to high growth in textiles showroom in Thuraiyur.

In this study most of customer are preferred "Renuga Silks" for purchasing cloths. In addition, most of customers are satisfied while purchasing cloths in "Renuga Silks".

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