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Customers perception towards showroom facilities and customer care offered by the select readymade garments in Coimbatore city

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Abstract

India has the youngest population profile among the numerically significant countries - there are a lot of young people in different income segments and locations, who are influencing their parents' spending or spending their own money. Possibly the most challenging concept in the marketing is to deal with understanding the buyer behavior. The attitude of Indian consumers has undergone a major transformation over the last few years. The Indian consumer today wants to lead a life full of luxury and comfort. He wants to live in present and does not believe in savings for the future. An important and recent development in India's consumerism is the emergence of the rural market for several basic consumer goods. The Indian middle class has provided a big boost to the consumer culture during the recent past and it is hoped that their buying behavior will continue to change in the coming future. Due to fast growth of the services sector per capital income of people of India is also increasing. The number of middle class is increasing due to another fact that people are fast shifting from agriculture to the services and industry sector where growth prospects are reasonably high as compared to the agriculture sector which is showing slow growth.

Keywords: Retail Outlets, Textile Industry, Marketing Strategies, Customers, Retailers

Introduction

India is one of the largest emerging markets, with a population of over one billion. It is one of the largest economies in the world in terms of purchasing power. Purchasing power of Indian urban consumer is growing and branded merchandise in categories like Apparels, Cosmetics, Shoes, Watches, Beverages, Food and even Jewellery are slowly becoming lifestyle products that are widely accepted by the urban Indian consumer. India also has the youngest population profile among the numerically significant countries - there are a lot of young people in different income segments and locations, who are influencing their parents' spending or spending their own money. Possibly the most challenging concept in the marketing is to deal with understanding the buyer behaviour.

Review of literature

Ali et al, (2010). He concludes that the family structure is also the most influencing factor for buying behavior while the advertisement was rated at the lowest.

Fornell, et al., (2009). In his study he observed that in the changing retailing environment, understanding the psyche of a customer is critical for success in retailing. Aggregate level picture may be misleading, as it averages the beats and the valleys. Hence, Individual understanding is desirable.

Mishra, (2009) She stated that the Indian customers have become more sensitive to quality, customer service and status. She/he is ready to pay, sometimes, astronomical sums, provided their needs are satisfied. They are basically looking for an experience which is more of cognitive than physical.

Statement of the problem

Understanding consumers in terms of buying behavior and loyalty is a difficult job. Garment sectors need to implement effective customer relation management and loyalty program. Distribution is an integral part of any readymade garment. Delivering the right goods to the right place at the right time is main task of distribution. They are under serious pressure to improve their supply chain systems and distribution channels and reach the levels of quality and service desired by consumers.

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The present study attempts to understand the customers perception towards the showroom services and facilities offered by the select readymade garments in Coimbatore City and also to find the features and services provided by the select readymade garments and to understand the drawbacks in the areas that needed to be improved by the select readymade garment showrooms in Coimbatore city.

Objectives of the Study

The objectives framed for the present study were as follows:

- To understand the level of perception towards showroom services and facilities offered by the select readymade garments.
- To examine the features and services perceived by the customers of select readymade garments in Coimbatore City.

Methodology

The methodology pertaining to this study is to study the "Perception of customers towards Facilities, Features and Services offered by the select Readymade Garments in Coimbatore City". The methodology is discussed in the headings such as, data collection, constraints during data collection, period of the study, sampling design, instrumentation and construction, reliability analysis, pilot study and statistical tools and techniques. The validity of a research depends on the systematic method of collecting the data and analysing them in the sequential order. In the present study, extensive uses of both primary and secondary data were collected systematically. The primary data was collected from

1225 consumers through Interview Schedule using convenient sampling technique. The respondents who are occupied in different categories with different level of family income were personally interviewed and adequate time was spent to gather the information. The Interview schedule has been used to extract information from the consumers purchasing from the readymade garments. The collected data was carefully coded and transited to SPSS Package. With this the tabulation was made in scientific and systematic way. further, the collected data was classified, tabulated and analyzed using simple statistical tools like Percentage Analysis, Garrett Ranking, Inter Correlation and Discriminant Analysis.

Limitations of the Study

The major constraint of the study was the availability. The respondents were less interested in answering the interview schedule, as they felt that it was an interruption to their shopping.

Analysis and interpretations

CHI-SQUARE TEST: Demographics and Showroom facilities and customer care services

The opinion of the respondents towards showroom facilities and customer care services offered by the readymade garments in Coimbatore are considered to find the relationship between the demographics of the customers.

H₀: There is no significant relationship between the demographics of the respondents and Perception towards showroom facilities and customer care

Table 1: Demographics of the Respondents and Showroom Facilities and Customer Care (Chi-Square Test)

Demographics	Chi-square Value	df	Table Value	Sig.
Age	15.953	8	15.508	0.043
Gender	7.209	2	5.991	0.027
Marital Status	2.271	4	9.488	0.686
Education	15.605	8	15.508	0.048
Occupation	5.036	8	15.508	0.754
Family Income	16.643	8	15.508	0.034
Type of family	10.802	2	5.991	0.005
Size of the family	6.369	4	9.488	0.173
Place of residence	13.185	4	9.488	0.010

It is understood that the chi-square value (13.185) is more than the table value (9.488) therefore, it is clear that there is significant relationship between place of residence of the respondents and their perception towards showroom facilities and customer care provided by the readymade garment

It is summarised from the work table that the calculated chi-square value (15.953) is more than the table value (15.508) and the result is significant at 5% level. Hence, the null hypothesis (h_0) is accepted towards age of the respondents and their perception towards showroom facilities and customer care provided by the readymade garments in Coimbatore City.

It is observed that the chi-square value (7.209) is more than the table value (5.991), therefore, it is clear that there is significant relationship between Gender of the respondents and their perception towards showroom facilities and customer care provided by the readymade garment

It is observed that the chi-square value (2.271) is less than the table value (9.488), therefore, it is clear that there is no significant relationship between Marital Status of the respondents and their perception towards showroom facilities and customer care provided by the readymade garment

It is understood that the chi-square value (15.605) is more than the table value (15.508), therefore, it is clear that there is significant relationship between Educational Qualification of the respondents and their perception towards showroom facilities and customer care provided by the readymade garment

It is evident that the chi-square value (5.036) is less than the table value (15.508), therefore, it is clear that there is no significant relationship between Occupation of the respondents and their perception towards showroom facilities and customer care provided by the readymade garment

It is inferred that the chi-square value (16.643) is more than the table value (15.508), therefore, it is clear that there is significant relationship between Family income of the respondents and their perception towards showroom facilities and customer care provided by the readymade garment

It is found that the chi-square value (10.802) is more than the table value (5.991), therefore, it is clear that there is significant relationship between Type of family of the respondents and their perception towards showroom facilities and customer care provided by the readymade garment

It is understood that the chi-square value (6.396) is less than the table value (9.488), therefore, it is clear that there is no significant relationship between Size of the family of the respondents and their perception towards showroom facilities and customer care provided by the readymade garment
 It is understood that the chi-square value (13.185) is more than the table value (9.488) therefore, it is clear that there is significant relationship between place of residence of the respondents and their perception towards showroom facilities and customer care provided by the readymade garment

Factor analysis

The factor analysis was conducted taking the perception of the customers towards features and facilities provided by the readymade garments was analyzed based on the order viz. descriptive statistics, communalities, loadings of the eigen value, variance and cumulative percentage. The reliability using Cronbach’s alpha for the dimension, the KMO Barlett for evaluating the adequacy and finally, Rotated Component Matrix for determining the components of the factors of the investment decision. The descriptive statistics based on the perception towards features and services towards ready-made garments in Coimbatore district is observed using five point likert scale format with higher to lower mean score are classified and presented in the table below:

Perception towards Features and Services: Factor Analysis

The perception of the respondents towards Features and Services provided by the Readymade Garments based on the variables as factors are studied with the help of a multivariate analysis i.e Factor Analysis. Principal component analysis, rotated component matrix and component transformation matrix were used to derive the results.

The respondents were asked to record their views based on the merit of the statements on a five point scale as Very High, High, Moderate, Low and Very Low. Likert scaling technique was used to analyse the responses and scores were allotted as 5 for very high, 4 for high, 3 for moderate, 2 for low and 1 for very low. The responses were subjected to exploratory factor analysis. The extraction method used for the analysis was Verimax with Kaiser normalization. The rotation achieved in 6 iterations. Initially the relationship between the variables and sampling adequacy was assessed based on the value 0.596 which was satisfactory indicating that the preposition of

variance indicated in the variables may be caused by the underlying factors. The communalities calculated from the factor matrix explaining the proportion of variance by the common factors were presented in the below Table

Communalities

Table 2

Factors	Initial	Extraction
Trust Worthy	1.000	.533
Trendy and Fashionable	1.000	.631
Traditional design	1.000	.790
Fancy collections	1.000	.715
Quality and Convenience	1.000	.667
Directing the customers to the appropriate section	1.000	.476
Sending greeting cards to customer for special occasion.	1.000	.558
Advertisement / promotions	1.000	.774
Welcoming the customers at the entrance	1.000	.724
Immediate Attention	1.000	.561
Shopping experience	1.000	.522
Wide range of products under one roof	1.000	.787
Feedback from customers	1.000	.657
Providing pet water bottle	1.000	.461
Courteous & Friendly service by the sales assistants.	1.000	.605
Patience in dealing with customers.	1.000	.679

Extraction Method: Principal Component Analysis.

The extraction communalities in the above Table showed satisfactory values of nearly 0.60 and above for few of the variables and some of the variables were found to have been achieving the 45 to 50 percentage and 50 to 60 percentage levels which revealed that the variables were included to fit well into the factor solution. The total variance explained by the five components by the rotated sum of squared loadings constituted of 63.36 per cent in which the first three components achieved the majority (47.31 per cent) was a satisfactory variance for further analysis.

In order to identify the factors that meaningfully summarises the sets of closely related variables, Varimax rotation was performed. This was done to minimize the number of variables that have high loadings on a factor and enhance the interpretability of the factors. The rotated component matrix and the overall Cronbach alpha to test the consistency of the variables were presented in below Table.

Table 3: Factor Analysis on Perception towards Features and Services

Sl. No.	Results	Components				
		1	2	3	4	5
1.	Initial Eigen Value	3.34	2.392	1.838	1.432	1.137
2.	% of Variance	20.872	14.949	11.49	8.947	7.105
3.	Cumulative %	20.872	35.821	47.311	56.258	63.363
4.	Cronbach’s:	0.734				
5.	KMO	0.596				
6.	Chi-Square Value	6406.909				
7.	Degree of Freedom	120				
8.	P-Value	0.000				

It is understood that the KMO measuring sampling adequacy was found to be 0.596 and the Chi-square value (6406.909) which shows that the chi-square value was found to be significant at 1% level. The reliability was tested using Cronbach’s alpha resulting with the value of 0.734. Therefore,

it is attempted to find the factor loadings and the components that splits the perception towards features and services provided by the readymade garment showrooms in Coimbatore in which the sub-dimensions are explained in the Table.

Rotated Component Matrix**Table 4**

Factors	Component				
	Promotion	Products	Hospitality	Experience	Reliability
Advertisement / promotions	.842	.108	.215	.063	-.061
Welcoming the customers at the entrance	.808	.199	.086	.157	-.004
Immediate Attention	.721	.030	-.185	-.011	.080
Sending greeting cards to customer for special occasion.	.528	-.208	.287	-.043	.390
Directing the customers to the appropriate section	.500	.000	-.066	.022	.470
Traditional design	-.008	.877	.087	.079	.086
Fancy collections	.115	.815	-.005	.191	-.023
Trendy and Fashionable	.165	.637	-.006	-.114	.431
Patience in dealing with customers.	-.001	.039	.811	.140	-.024
Courteous & Friendly service by the sales assistants.	.063	.111	.738	.130	-.164
Providing pet water bottle	.049	-.068	.614	.097	.260
Wide range of products under one roof	.070	.038	.044	.877	.097
Shopping experience	.070	.048	.096	.710	-.030
Feedback from customers	-.001	.128	.342	.698	-.191
Quality and Convenience	-.004	.022	-.048	-.006	.815
Trust Worthy	.066	.279	.081	-.058	.664

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.

Rotation converged in 6 iterations.

The first component loaded five factors which are the promotional aspects of the readymade garments considered highly by the customers in Coimbatore which are “Advertisement / promotions: 0.842”, “Welcoming the customers at the entrance: 0.808”, “Immediate Attention: 0.721”, “Sending greeting cards to customer for special occasion.: 0.528”, and finally, “Directing the customers to the appropriate section: 0.500”, which had an eigen value of 3.34 with the variance of 20.872%. Followed by the second component loaded three factors that are considered as the selection of products by the customers viz. “Traditional design: 0.877”, “Fancy collections: 0.815” and finally, “Trendy and Fashionable: 0.637” that had an eigen value of 2.392 with the variance of 14.949 per cent. The third component loaded another three factors which are the hospitality provided by the readymade garments, “Patience in dealing with customers: 0.811”, “Courteous & Friendly service by the sales assistants: 0.738” and finally, “Providing pet water bottle: 0.614” that had an eigen value of 1.838 with the variance of 11.949 per cent. The total cumulative variance was found to be 47.311% which is the majority achieved towards the Features and Services perceived by the customers with respect to the readymade garments in Coimbatore city. Out of the 16 variables 11 variables had achieved the maximum and the remaining two variables that had three factors (Experience) and two factors (Reliability) achieved the rest and reached the cumulative at 63.363 percentage.

Summary of the results**CHI-SQUARE TEST: Demographics and Showroom facilities and customer care services**

The demographics of the respondents such as Age, Gender, Educational Qualification, Family Income, Type of Family and finally, Place of residence were found to have significant relationship with perception towards showroom facilities and customer care provided by the readymade garment and the null hypothesis is rejected. Whereas, the marital status, occupation and finally, the size of the family is not associated and there is no significant relationship with perception towards showroom facilities and customer care provided by

the readymade garment, therefore, the null hypothesis is accepted.

Factor Analysis: Perception ON Features and Services

The descriptive mean towards features and services rendered by the readymade garments in Coimbatore reveals that the highest (M=4.1086) rating was towards patience in dealing with customers and the least (M=3.228) was rated for sending greeting cards to customer for special occasion. While, the first three components i.e. Promotion, Product Selection and Hospitality converged the 11 factors that were found to have high level of perception towards features and services rendered by the readymade garments in Coimbatore City.

Recommendations for further research:

1. A comparative study on branded and non-branded apparel may be attempted.
2. In this study, respondents were selected from the Coimbatore city only. It would be beneficial to extend the study to other parts of Tamilnadu and also select another research area.
3. To have a higher satisfaction for the consumers the showrooms shall provide good infrastructure.

Conclusion

The readymade apparel market is increasing very rapidly. Hence, the need of hour is to understand the consumer psyche and proceed accordingly. It seems that the marketing strategies of both these companies are framed after due consideration of purchase attributes of their prospective customers. The marketers of readymade apparel need to go through the observations discussed above and hence, capitalize the vast opportunities provided by this sector.

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