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A Study on Customer Attitude , Perception and Service Quality of Organized Retail Textile Showroom (With Special Reference to Coimbatore City)

Objectives :

1. To study the customer attitude, perception and purchase pattern towards organized retail textile showroom.
2. To identify the factors influencing and determinants affecting the choice of customers towards organized retail textile showroom.
3. To study the level of satisfaction, problems of customers and service quality of organized retail textile showroom.

Section : 1 - Details of Respondents

- 1.1 Name : _____
- 1.2 Gender : a) Male b) Female
- 1.3 Age : _____ yrs
- 1.4 Marital Status : a) Single b) Married
- 1.5 Educational Qualification : a) Below Secondary b) Graduate c) Post Graduate
d) Professional
- 1.6 Occupation : a) Business b) Professional c) Employed
d) Housewife e) Students f) Retired g) Others Specify
- 1.7 Family Structure : a) Nuclear b) Joint Family
- 1.8 No. of Members in the family : _____ Nos.
- 1.9 Earning Member in the family : a) Self b) Spouse c) Self and Spouse
d) Self, Spouse and other family member.
- 1.10 Monthly Income : Rs. _____
- 1.11 Area of the Respondents : a) Rural b) Urban c) Semi-urban

Section : 2 - Customer Attitude

2.1 Rank the parameters which attracted / influenced you to go to a particular organized retail textile showroom ?

S.No	Particulars	Least Important (1)	Less Important (2)	Moderate (3)	More Important (4)	Most Important (5)
1.	Price					
2.	Discount Offers / Schemes					
3.	Aesthetics (look, colour, fit etc)					
4.	Design					
5.	Brand					
6.	Fashion Sense					
7.	Quality					
8.	Comfort					
9.	Style					
10.	Uniqueness					
11.	Durability & Easy Care					
12.	Advertisement & Promotion					

2.2 How will you come to know about the different schemes or brands available in the organized retail textile showroom?

- a) Print Media b) Display / Announcements c) Television / Internet
- d) Friends / Relatives

2.3 Tick as per your perception.

- a) Go for shopping with a pre-determined brand in mind.
- b) Buy a garment/apparel which is displayed with special offers on the day of purchase.
- c) Buy a garment/apparel in addition to the pre-determined brand.
- d) Buy a garment/apparel totally different from the pre-determined brand.

2.4 Kindly rate the below mentioned determinants which influenced your perception regarding the organized retail textile showroom?

S.No	Particulars	Very High (1)	High (2)	Moderate (3)	Low (4)	Very Low (5)
1.	Variety of Garments					
2.	Arrangement of Garments					
3.	Outlook and Comfort					
4.	Price Range					
5.	Special offers / Discounts					
6.	Billing & Payment					
7.	Trail Room Facility					
8.	Salesmanship and Courtesy					
9.	Location of the Retail Garment Showroom					
10.	Cater to the needs of all income groups					

Section : 3 - Customer Purchase Pattern

3.1 Name of the organized retail textile showroom do you prefer the most?

- a) Pothys b) The Chennai Silks c) Sri Ganapathy Silks d) Sri Devi Textiles
e) PSR Silks f) RMKV Wedding Silks g) Mahaveer's Silk House

3.2 How do you come to know about the organized retail textile showroom?

- a) Word of mouth b) Hoardings c) Advertisement in Print Media d) Advertisement in Television / Internet

3.3 How often do you visit the organised retail textile showroom?

- a) Monthly b) Fortnightly c) Occasionally d) Once in a year

3.4 Who do you feel is the best companion for shopping in a organized textile showroom?

- a) Alone b) With Spouse c) With Spouse and Children d) With Friends / Relatives

3.5 What is the average time that you spend at the organized retail textile showroom?

- a) Less than 1 hour b) 1 to 2 hour c) 2 to 3 hours d) More than 3 hours

3.6 On which occasion do you make purchase at the organized retail textile showroom?

- a) Festival b) Special Occasion c) Gift / Offers d) During Discount Sale

3.7 Who is the key decision maker for your purchase?

- a) Self b) Spouse c) Spouse and Children d) Family Members

3.8 How much amount will you spend in a visit to organized retail textile showroom?

- a) Below Rs.5000/- b) Rs.5001/- to 7500/- c) Rs.7501/- to 10000/- d) Above Rs.10001/-

3.9 Which type of organized retail textile showroom do you prefer to purchase most in a visit ?

- a) Ladies Garments b) Gents Garments c) Children Garments d) All a,b and c

3.10 How do you remember a particular organized retail textile showroom?

- a) Name b) Quality c) Customer Service d) Arrangements of garments

3.11 Kindly rank the following varieties which influenced your purchase pattern in the organized retail textile showroom ? (Rank 1 to 8)

S.No.	Particulars	Rank
1.	Silk Sarees	
2.	Cotton Sarees	
3.	Fancy Sarees	
4.	Synthetic Sarees	
5.	Salwars	
6.	Pants and Shirts	
7.	Jeans / T-shirts	
8.	Children Garments	

Section : 4 – Service Quality

4.1 Customer perception and expectations of service quality (Please tick the preferred number in the given statement)

Perception (Actual)	Expectations (Desired)
5 – Strongly Agree	5 – Very High
4 – Agree	4 – High
3 – Neutral	3 – Medium
2 – Disagree	2 – Low
1 – Strongly Disagree	1 – Very Low

Section : 5 - Level of Satisfaction

5.1 Which organized retail textile showroom do you prefer to purchase?

- a) Pothys b) The Chennai Silk c) Ganapathy Silk d) Sri Devi Textiles e) PSR Silk
 f) RMKV Wedding Silks g) Mahaveer’s Silk House

5.2 Do you feel that service quality of your retail textile showroom is superior to other?

- a) Yes b) No

If yes, state the reason :

- a) Availability of the Garments b) Better Location c) Better Quality d) Better Offers

5.3 Compared to other organized retail textile showroom how do you rate the service quality of your retail textile showroom?

- a) Excellent b) Good c) Average d) Below Average

5.4 Indicate the level of satisfaction towards the service quality of your organized retail textile showroom ?

S.No	Particulars	Very Satisfied	Satisfied	Normal	Less Satisfied	Not Satisfied
1.	Quality and Variety of Garments					
2.	Price of Garments					
3.	Proper Display of Garments					
5.	Outlook and Comfort					
6.	Offers / Discounts					
7.	Exchange Facilities					
8.	Better Location					
9.	Convenient Shopping Hours					
10.	Trial Room Facility					
11.	Billing/Payment Facility					
12.	Delivery Arrangements					
13.	Illumination					
14.	Salesmanship and Courtesy					

5.5 Would you recommend others to purchase from the organized retail textile showroom you preferred? a) Yes b) No.

If No, state the reason : a) Not worth to recommend b) Let Others Decide

Section : 6 - Problems faced by Customers

6.1 Rank the important problems faced by the customers during / after their purchase.

S. No	Particulars	Strongly Disagree (1)	Disagree (2)	Neither Agree or Disagree (3)	Agree (4)	Strongly Agree (5)
1.	Low Quality Products					
2.	High Price					
3.	Less Availability of Garments					
4.	Less Customer Relationship					
5.	Less Payment / Billing Facilities					
6.	No Delivery Arrangements					
7.	No Parking Facility					
8.	No Arrangement of Products					
9.	Less Sales Promotion (like discounts , gifts and offers)					
10.	Less Lighting Facility					
11.	No Security Services					
12.	Less Trial Room Facility					

ABBREVIATIONS

- GDP - Gross Domestic Product
- SGR - Sustainable Growth Rate
- RSQS - Retail Service Quality Scale
- CS - Customer Satisfaction
- MBO - Multibrand Outlet
- EBO - Exclusive Brand Outlet
- SEM - Structural Equation Model
- AHP - Analytical Hierarchy Process
- FDI - Foreign Direct Investment
- CARG - Compound Annual Growth Rate
- NGO - Non-governmental Organization
- TCS - The Chennai Silks
- ORTS - Organized Retail Textile Showroom.

Note : Organized Retail Textile Showroom is mentioned as “store “