A STUDY ON CUSTOMER ATTITUDE, PERCEPTION AND SERVICE QUALITY OF ORGANIZED RETAIL TEXTILE SHOWROOMS

(with special reference to Coimbatore City)

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FINDINGS, SUGGESTIONS AND CONCLUSION

7.1 FINDINGS

OBJECTIVE I - To analyze the customer attitude, perception and purchase pattern towards organized retail textile showrooms.

❖ **Percentage Analysis**

➢ **Personal Factors**

- Women are more willing to dress differently when they venture beyond the home to shop. It reveals in the study that, majority (55.7) per cent of the respondents are female **Namita Rajput, Subodh Kesharwani and Akanksha Khanna (2012)** 41.4 per cent of the respondent age group falls between 26-35 years **Prasana Rosaline Fernandez (2009)**, and majority (82.5) of them are married.

- 48.5 per cent of the respondents are under graduates and 39 per cent are employed.

- Due to life style changes many people reside in nuclear families, thus majority (77.6) per cent of the respondents are in nuclear families and majority (52.3) per cent have 4 – 5 members in the family.

- 43.7 per cent of the respondents reported that self and spouse are the main earning members in their family.

- Income has influence in the customer purchase pattern for garments therefore the results shows that, 39.7 per cent of the respondents have been earning an monthly income between Rs.40,001-Rs.60,000.

- The textile showrooms are easily accessible to the urban customers thus majority (93.9) per cent of the respondents are from urban area.

➢ **Customer Attitude**

• Word of mouth is effective medium of advertisement and the result reveals that, 31 per cent of the respondents said that, they came to know about the scheme and brands offered from their friends and relatives. **Namita Rajput, Subodh Kesharwani and Akanksha Khanna (2012).**

• 39.7 per cent of the respondents purchase when there is special offers. This implies that the respondents are more influenced by promotional strategies like discounts, special offers etc., **Lakshmi Narayana K and Sreenivas D L (2016) and Rupesh Kumar M and Narayanan A.G.V (2016).**

➢ **Customer Purchase Pattern**

• 18.4 per cent of the respondents visited The Chennai Silks and Sri Ganapathy Silks for purchasing their textile garment. This shows that the respondents are satisfied in purchasing in their preferred textile showrooms and they are attracted towards variety of collections offered in their preferred showrooms. **Nandini R and Jeevananda S (2014).**

• 36.7 per cent of the respondents are aware of the organized retail textile showroom by seeing the advertisement in print media. **Prasana Rosaline Fernandez (2009).**

• 40.1 per cent of the respondents visit organized retail textile showroom fortnightly.

• The entire family enjoys shopping inside these retail textile showrooms and thus, majority (61.4) per cent of the respondents go for shopping with their spouse and children.

• 48.9 per cent of the respondents replied that, the time spent for purchasing is 1 to 2 hours in a textile showroom.

• Family celebrations, weddings, birthdays, continue to take up an enormous share of Indian customers clothing budgets and thus, majority (56.3) per cent of the respondents purchase during special occasion (birthday, wedding day etc.,) in a organized textile showroom. Today the customers are more inclined to buy for a special occasions.

- Majority (58.2) per cent of the respondents replied that their spouse and the children are the decision makers for purchasing the garment in the organized retail textile showroom. **Namita Rajput, Subodh Kesharwani, Akanksha Khanna (2012).**

- 39.5 per cent of the respondents replied that, the amount spend for purchasing fall between Rs.7,501 to 10,000 in a textile showroom.

- Majority (77) per cent of the respondents said that, they prefer all varieties like ladies, gents and children garments.

- Majority (62.2) per cent of the respondents remember a particular organized retail showroom with its quality. Thus, quality in the main predictor to retain the customers and by providing good quality the showrooms can easily retain their customers **Canan Saricam, Asli Aksoy and Fatma Kalaoglu (2012).**

➤ **Level of Satisfaction**

- 23.6 per cent of the respondents are satisfied with The Chennai Silk. This may be the reason this shop provides various promotional strategies which attract the customers. **Leena and Jenefa (2014)**.

- Majority (55.3) per cent of the respondents reported that, they select organized retail textile showroom because of better quality. It reveals that quality is the main parameter while selecting the organized retail textile showrooms. **Mohammed Alauddin, Saiful Islam Tanvir and Farjana Mita (2013).**

- 50.2 per cent of the respondents said that, it is worth to recommend the organized retail textile showroom to others.

- Majority (89.4) per cent of the respondents said let other decide.

➤ **Service Quality**

- 54.9 per cent of the respondents rate the service quality of the organized retail textile showroom is good. Service quality can be resulted in customer satisfaction which will

have an positive impart to visit their showrooms again and again. **Ikilem Gocek, Senem Kursun, and Yesim Iridag Beceren (2007).**

❖ **Chi-Square Test**

➢ **Personal Factors Vs Organized Retail Textile Showroom Visited**

- There is no significant relationship between the gender, educational qualification, area of the respondents and organized retail textile showroom visited. Thus, the hypothesis is accepted.

- There is a significant relationship between the age, marital status, occupation, family structure, monthly income and organized retail textile showroom visited. Thus, the hypothesis is rejected. This indicates that, the customers are favorably inclined to visit the textile showrooms where they have good experience and the above personal factors are significantly influenced to the organized retail textile showroom visited. Similar findings have been found in **Syed Irfan Shafi and Madhavaiah C (2014),** the result reveals that the income and occupation have positive significant relation.

➢ **Frequency of Textile Showroom Visited Vs Personal Factors**

- There is no significant relationship between educational qualification of the respondents and frequency of organized retail textile showroom visited. Thus, the hypothesis is accepted.

- There is a significant relationship between gender, age, marital status, occupation, family structure, monthly income, area of the respondents and frequency of organized retail textile showroom visited. Thus, the hypothesis is rejected. The customers are positively prone to revisit a textile showroom where they have positive shopping experience in terms of goods showroom environment. The findings is similar to that of **Namita Rajput, Subodh Kesharwani, Akanksha Khanna (2012),** the result shows that males going for shopping with their companions has increased over times and has reached almost at par with that of females.

➢ **Average Time Spent at Textile Showroom Visited Vs Personal Factors**

• There is no significant relationship between gender, family structure, area of the respondents and average time spent by the respondents at organized retail textile showroom. Thus, the hypothesis is accepted.

• There is a significant relationship between age, marital status, educational qualification, occupation, monthly income of the respondents and average time spent by the respondents at organized retail textile showroom. Thus, the hypothesis is rejected. The age has considered as significant variable for young especially women customers. They experience positive buying and they have spent more time in organized retail textile showroom visited.

OBJECTIVE II - To identify the factors influencing and determinants affecting the choice of customers towards organized retail textile showrooms

➢ **Factors Influenced to Select Organized Retail Textile Showrooms**
❖ **Descriptive Statistics**

• 12 variable has been identified for factors influencing to select the organized retail textile showroom, from these the highest mean rating has been found (3.37) for "design" and the lowest mean rating has been found (2.53) for "price" (ie) on average. It is inferred that, the customers are more keen on their interest in new designs while purchasing. Thus, the customers are giving more importance for new design and fashion, only the price conscious customers are getting more attracted to the promotional strategies. Similar findings have been found in the research paper of **Hari Shankar Prasad G (2014),** the result reveals that, customers gave high priority for availability of latest designs. Contradictory findings have also been found in the research paper of **Mittal, P. & Aggarwal, S. (2012),** and result reveals that, the customers are price sensitive and the final selection or rejection of the good depends on price/budget of the buyer.

➢ **Influence Score by Personal Factors**
❖ **'t'- Test**

• t-test has been applied to find the significance among personal variables such as gender, marital status, family structure and the result shows that, there is a significant difference

among the respondents classified based on gender. With respect to marital status and family structure the score were not significant with the influence score. Thus, these two personal factors tend to influence to purchase decision by giving importance to various facilities provided in the organized retail textile showroom.

- ❖ **ANOVA**
- • ANOVA has been applied to find the whether the mean influence score differ significantly among the personal variable such as age, educational qualification, occupation, number of family members, monthly income, area of the respondents and the result shows that, the mean influence score differ significantly with the age, educational qualification, occupation, number of family members, monthly income of the respondents were found to be significant. The influence score among the rural, urban and semi-urban areas of the respondents were not significant. The findings is similar to that of **Syed Ahamed.S , Ravi A (2016),** the result shows that, irrespective of age and education levels respondents are buying branded garments to enhance their style.

- ➢ **Customer Purchase Pattern Vs Influence Score**
- • The ANOVA result shows that, the f-values comparing the variable for customer purchase pattern like organized retail textile showroom visited, frequency of visit, and variety of garments preferred were found to be significant. The influences score among the average time spend during a visit, occasion of purchase and amount spent during a visit were not significant. The findings states that, variety of garments, comfort facilities in the showrooms are the major factors influencing the customers purchase pattern in organized retail textile showroom. Similar findings has been found in the research paper of **Teena Bhardwaj and N. Suresh (2014),** the result shows that, situation offering 'Convenience of Shopping' can be profitable for retailers.

- ➢ **Customer Purchase Pattern and the Influence of various Varieties of Garments**
- ❖ **Mean Rank**
- • 8 variables has been identified for factors influencing varieties of garments with regard to customer purchase pattern, from these the result show that, the children garments has the lowest mean score 4.07 with the highest rank 1. The least important item with the highest

mean value 4.83 is silk sarees in the lowest rank order of 8. This shows that, while purchasing the customers are giving importance to their children and this is major aspect while purchasing.

❖ **Kendall's (w) Co-efficient of Concordance**

- Kendall's coefficient of concordance (w) is applied to find the similarity among the respondents in the order of ranking the eight items. Kendall's coefficient of concordance (w) varies between 0 and 1. Highest the value of (w), more is the similarity among the respondents in the order of assigning the ranks. Kendall's coefficient of concordance (w) is calculated for the eight items is 0.012 which shows that there is very less similarity among the respondents in the preference order. Thus it shows that, children garment is given the highest priority.

➢ **Opinion of Customers regarding the Choice of Selecting the Organized Retail Textile Showroom**

❖ **Descriptive Statistics**

- 10 variables have been identified for opinion of customers regarding the choice of selecting the organized retail textile showroom. It has been found that, the high mean score (4.03) is found for "variety of garments" (ie) on average the opinion of customers regarding the variety of garment falls between more important and most important. The least score has been found for cater to the needs of all income group (3.30), the level of customer opinion falls between moderate and more important. It implies that the showrooms need to offer garments of wide variety that are competitively prices with add-ons and which may offer good value for money to the customers. Similar findings have been found in the research paper of **Gopinath R (2012)**, the result reveals that, the single variety showrooms have a slight edge over the multi variety showrooms.

➢ **Opinion Score Vs Personal Factors**

❖ **'t'-test**

- t-test has been applied to find the significance among personal variables such as gender and marital status, family structure and the result shows that, there is no significant

difference among the respondents classified based on gender and marital status. With respect to family structure the opinion score were found to be significant.

- ❖ **ANOVA**

- ANOVA has been applied to find whether the mean opinion score differ significantly among the personal variable such as age, number of family members, monthly income, area of the respondents and the result shows that, the mean opinion score were not significant. The opinion score among the educational qualification and occupation were found to be significant.

- ➢ **Opinion Score Vs Customer Purchase Pattern**

- The ANOVA result shows that, the f-values comparing the variable for customer purchase pattern like organized retail textile showroom visited and varieties of garment preferred were not significant. The influences score among frequency of visit, average time spend during a visit, occasion of purchase and amount spent during a visit were found to be significant.

- ❖ **Regression Analysis**

- The regression table shows that, among the twelve independent variables considered for the regression analysis, only four variables were included. It should be noted that all the three customer store choice score has been included in the regression analysis. Among the several independent variables, average time spend at organized retail textile showroom have positive effect on customer showroom choice score. That is increase in these variables will increase the customer store choice scores proportionately.

- Similarly, Family structure, another dummy variable (dichotomous variable coded as 0-Nuclear 1-Joint) shows that on average respondents in nuclear family are more satisfied with the customer showroom choice than respondents from joint family. Probably, the showroom choice of the respondents in joint family is indirectly influenced by the opinion of the other members of the family.

- Average time spend, frequency of visit and amount spent in a visit to organized retail textile showroom affecting/attracting the showroom choice of the respondents but negatively. The respondents are less attracted/affected with these variables.

- The regression co-efficient show that all the twelve variables included in the model significantly influence the customer store choice score of the respondents.

OBJECTIVE III - To study the level of satisfaction, problems of customers and service quality of organized retail textile showrooms.

➢ **Level of Satisfaction towards Service Quality**

❖ **Descriptive Analysis**

- 13 variables have been identified for level of satisfaction towards service quality with regard to organized retail textile showroom. It has been found that, the high mean score (4.18) is found for "Quality and Variety of Garments" and the lowest mean ratings is (3.56) found for Salesmanship and Courtesy (i.e) on average. The level of satisfaction Salesmanship and Courtesy of falls between normal and satisfied level. The table shows that for most of the items the level of influence falls between normal and satisfied level. In order to sustain the loyalty and satisfaction, the textile showrooms have to enhance and maintain high level of customer satisfaction by providing various facilities that the customer wants the most. The findings is similar to that of **Canan Saricam, Asli Aksoy and Fatma Kalaoglu (2012),** the result shows that, the quality and their components are positioned at the top among the other prior requirements of the customers.

❖ **Regression Analysis**

- The regression table shows that, among the thirteen independent variables considered for the regression analysis, only eight variables were included. It should be noted that out of five service quality perception factors only one factor namely, Reliability-Service Quality Perception Score has been included in the regression analysis.

- The regression table shows that, among the several independent variables, Perception score, Reliability-Service Quality Perception Score, Age, and Monthly income have

positive effect on Satisfaction score. That is increase in these variables will increase the satisfaction scores proportionately. Gaining customer satisfaction will translate into higher intention and will increase positive word of mouth recommendations and finally it will lead to increase in customer satisfaction.

- Similarly, Family structure, another dummy variable (dichotomous variable coded as 0-Nuclear 1-Joint) shows that on average respondents in nuclear family are more satisfied with the service quality than respondents from joint family. Probably, the perception of the respondents in joint family is indirectly influenced by the opinion of the other members of the family.

- Education Qualification is another variable significantly affecting the satisfaction of the respondents but negatively. The respondents having more educational qualification are less satisfied with service quality. High quality varieties and associated services designed to meet customer needs will have positive and create customer satisfaction. The high level of satisfaction will lead to increase in customer loyalty. Similar result is reported in the study of **Thangavel S and Arumugaswamy P (2017),** marketers should and it useful to understand how loyalty factors influence the customer-buying behavior in the organized retail textile showroom.

➢ **Gender Vs Overall Satisfaction Score**

❖ **t-test**

- t-test has been applied to find the significance among personal variables such as gender, marital status, family structure of the respondents. The mean satisfaction scores differ significantly between gender, marital status, family structure of the respondents. Thus, the hypothesis is rejected.

❖ **ANOVA**

- ANOVA has been applied to find the whether the mean overall satisfaction score differ significantly among the personal variable such as age, educational qualification, occupation, number of family members, monthly income, area of the respondents and the result shows that, the mean overall satisfaction score differ significantly with age, educational qualification and occupation were found to be significant. The overall

satisfaction score among the number of family members, monthly income and area of the respondents were not significant.

> **Organized Retail Textile Showroom Visited And Overall Satisfaction Score**

❖ **ANOVA**

- ANOVA has been applied to find the whether the mean satisfaction score differ significantly among the organized retail textile showroom visited, frequency of visit, average time spent, occasion of purchase, amount spend, type of garments preferred and overall satisfaction score. The result shows that, the mean overall satisfaction score differ significantly with organized retail textile showroom visited, frequency of visit, occasion of purchase, amount spend, type of garments preferred were found to be significant. The overall satisfaction score with average time spent were not significant. The result implies that, it is vital to develop strong bondage with customers through customization which means standardization of the product and services to the specific requirement of the customers concerned. Similar findings have been found in the research paper of **Selvabaskar S and Shanmugapriya G (2015),** and the result shows that, that majority of respondents are satisfied with their products and service.

❖ **Descriptive Statistics**

✓ Multiple item scale for measuring service quality – perception and expectation have been considered with the similar study of the research paper of **Parasuraman and Valarie Zeithaml (1988),** the result shows that, it is found that the various service quality dimensions had an impact on the quality of service.

> **Service Quality-Perception**

- Under service quality – perception 5 different variables have been considered for the study each variables consists of 4 items which finds the perception of the customers towards service quality in organized retail textile showroom. The highest mean rating is 3.8122 for "Variety of Brands" and the lowest mean rating of 3.4684 is for "Convenient Working Hours".

➢ **Service Quality- Expectation**

• Under service quality – expectation 5 different variables have been considered for the study each variables consists of 4 items which finds the expectation of the customers towards service quality in organized retail textile showroom. The highest mean rating is 3.6941 for "Variety of Brands" and the lowest mean rating of 3.4008 is for "Convenient Working Hours". In today's context of ever increasing customer expectations, customers expect their wants and needs to be satisfied in total or partially. For this reason providing proper satisfaction retail textile showroom should focus more on the parameters which satisfies the customers.

➢ **Personal Factors Vs Service Quality with Perception Score**
❖ **'t' – test**

• The mean perception scores differ significantly between male and female and service quality with perception score. Thus, the hypothesis is rejected.

• The mean perception scores do not differ significantly between marital status, family structure of the respondents and service quality with perception score. Thus, the hypothesis is accepted.

• The research paper of **Udaya Bhaskar N and Raja Shekhar B (2011),** found that, except policy of the showroom, personal interaction, reliability, physical aspects and problem solving are significantly effecting customer satisfaction.

➢ **Personal Factors Vs Service Quality with Perception Score**
❖ **ANOVA**

• The perception scores do no differ significantly among the age, number of family members, monthly income, area of the respondents and service quality with perception score. Thus, the hypothesis is accepted.

• The perception scores differ significantly among the educational qualification and occupation of the respondents and service quality with perception score. Thus, the hypothesis is rejected. The respondents who have good educational qualification have different perception in the service provided by the retail textile showrooms.

- It is found from the research paper of **Ikilem Gocek, Senem Kursun, and Yesim Iridag Beceren (2007),** as the service quality perception of the females are more than the males and females give more importance than males to perceived service quality, textile firms should highlight service quality more in products for females**.**

- ➢ **Personal Factors Vs Service Quality with Expectation Score**
- ❖ **'t' test**
- The mean expectation scores differ significantly between gender, educational qualification, occupation, monthly income of the respondents and service quality with expectation score. Thus, the hypothesis is rejected.

- The expectation scores do not differ significantly among the age, marital status, family structure, number of family members, area of the respondents and service quality with expectation score. Thus, the hypothesis is accepted.

- ➢ **Organized Retail Textile Showroom Preferred Vs Service Quality with Perception Score**

- ❖ **ANOVA**
- The satisfaction scores do not differ significantly among the organized retail textile showroom preferred and service quality with perception score. Thus, the hypothesis is accepted.

- The satisfaction scores differ significantly among the frequency of visit, among the time spent, occasion of purchase, amount spend, type of garments preferred in organized retail textile showroom preferred and service quality with perception score. Thus, the hypothesis is rejected.

- ➢ **Organized Retail Textile Showroom Preferred Vs Service Quality with Expectation Score**
- The satisfaction scores differ significantly among the organized retail textile showroom visited, frequency of visit, average time spend, occasion of purchase, amount spent, type of garments preferred in organized retail textile showroom visited and service quality with expectation score. Thus, the hypothesis is rejected.

- ➢ **Perception Score and Expectation Score with Tangibility, Reliabilty, Responsiveness, Assurance and Empathy.**

- ✓ Similar dimensions have been taken in the research study of **Kathryn Bishop Gagliano and Jan Hathcote, (1994),** and found that, greatest disparity between expectations and perceptions for the Personal Attention factor. Customer demographic characteristics of race, marital status, and income provided significant differences between expectations and perceptions for Reliability and Convenience.

- The mean satisfaction scores do not differ significantly between perception score and expectation score with **tangibility**. Thus, the hypothesis is accepted. The appearance of tangible aspects in textiles showrooms to be as important criteria in selecting the retail textile showrooms. Garment assortment, attractive offers, improved technology used in the showrooms, standard services are main indicators in choosing the textile showrooms. So these factors are to be prioritized while providing the services to the customers.

- The mean satisfaction scores differ significantly between perception score and expectation score with **reliability**. Thus, the hypothesis is rejected. Reliability is a other important dimension which will focus on the factors such as variety of brands, reasonable price, exchange facilities, alteration facilities etc. These variables should be considered more importantly in the organized retail textile showrooms.

- The mean satisfaction scores differ significantly between perception score and expectation score with **responsiveness**. Thus, the hypothesis is rejected. The initiative of the service staff in approaching customers and asking their wants or needs emerged to be a considerable factor during service consumption and delivery process. Trained staff, customer relationship, garments delivery systems and parking facilities can be said as responsiveness dimension. The result reveals that, the way of approach seems to bring positive reactions from customer.

- The mean satisfaction scores differ significantly between perception score and expectation score with **assurance**. Thus, the hypothesis is rejected. "Customer is king" as the slogan reflects the importance of customer in retail textile showroom business.

Improved quality, availability of garments, proper display of garments, trial room facilities are the important services which are expected by the present day customers.

- The mean satisfaction scores differ significantly between perception score and expectation score with **empathy**. Thus, the hypothesis is rejected. The honesty of service people, delivering services also plays an important role to attract more customers trust. Individual attention, customer interest, understand the specific needs of customers, convenient working hours can be said as empathy dimensions. Employees are reliable in terms of product information they provide to the customers. This information is very important for the customers and thus the customers can be retained by the retail textile showrooms.

❖ **GAP ANALYSIS**

✓ **Quadrant I**

- The perception of the respondents on improved technology, standard service, alteration facility, customer relationship, parking facility, proper display of garments, trial room facility, convenient working hours on these items compared to other service quality items is low on perception as well as expectation. This means that the respondents content with what is offered and their expectation just matched with their perception and thus, the retail stores need not concentrate more on these items. Contradictory, findings has been found in the research paper of **Arul Murugan P and Devi N (2013)**, and the result reveals that, convenient shop hours and the offer & discounts are the two factors that contribute more to prefer a particular retail garment showroom. The retailers need to give more attention to these factors in order to attract and retain their customers.

✓ **Quadrant II**

- The perception of the respondents on attractive offers, availability of garments and customer interest are found to be lower where as their expectations on these items are high. The retail stores thus can concentrate more on this region, so as to meet the expectation of the customers on these items. This shows that, the customers are expecting more variety of garments and attractive offers. Thus, these factors are to be considered as a good approach for convenience shopping and satisfaction. Similar

findings has been found in the research paper of **Umamaheswari, Bhuvaneswari.R & Bhuvaneswari.V (2014),** the result shows that, the organized retail textile showroom should introduce more collections and variety of clothes in their outlets for increasing the sales.

- ✓ **Quadrant III**

- The customers expectation and perception are high in this region. That is the high expectations of the customers are met by the retail stores thus the customers have high perception on variety of brands, reasonable price, exchange facilities, trained staff, improved quality and individual attention these items are more important on the customer perception. The retail stores should see that they maintain this perception if not improved upon it. Similar findings has been found in the research paper of **Umamaheswari, Bhuvaneswari.R & Bhuvaneswari.V (2014),** the result reveals that, the retailers have to get more trained staff that may help the customers and can influence in purchasing behavior of the customers.

- ✓ **Quadrant IV**

- The perception of the respondents who visit the retail stores are high on garment assortment, garment delivery system and understand the specific needs of the customers, even though they expected low. That is the performance of the retail stores on these aspects are more than the customers expected. The retail stores should see that they maintain Garment Assortment, Garment Delivery System and understand the specific needs of the customers. The retail stores should see that they maintain this perception. Similar findings has been found in the research paper of **Jason M. Carpenter, Ann Fairhurst, (2005),** the result shows that, the retailers should contribute to the development of an organizing framework for delivery system, customer relationship etc.,

- ❖ **PATH Analysis**

- The path coefficients were estimated for both direct and indirect and total effects of exogenous and endogenous variables were found out. The un-standardized and standardized regression weights were calculated. The results showed that the variables

Education, Gender, Frequency of visit and Average time spent had significant effect on Service influence, where as Age, Frequency of visit and Average time spent in a store had significant effect on Store Perception of the customers among the personal variables. The effect of Store Perception has significant effect on Service Quality. Store Satisfaction was significantly affected by Store Influence, Store Perception and Service Quality. The introduction of the mediating variable, Service Quality has reduced the direct effects of Store Influence and Store Perception on Store Satisfaction after introducing the mediation effect. Similar findings have been found in the research paper of **Sowmya P.S and Shafiya S (2016),** and the result reveals that, the retailers should give more preference in customers taste, needs and preferences, they should provide more value to the customers; they are the king of the market and the world. To increase the sales and services they should introduce new promotional strategies and attract the customers to their showrooms.

- The standardized regression weights show that the direct effect of Average time spent on Store Perception is relatively higher than other Personal profile variables. The variable, Gender has more effect on Store Influence than other Personal variables. Service Quality is more influence by Store Perception when direct effect is considered. The direct effect of Store Perception on Store Satisfaction is higher than Store Influence and Service Quality. Also store perception is more indirect effect on Store Satisfaction than Store influence. Total effect of Store Perception on Store Satisfaction is also higher than Store influence and Service Quality. Similar findings have been found in the research paper of **Ramakrishna Prasad Y (2012),** and the results reveals that, the shoppers do not rate the factors equally, without leaping in the dark, proper emphasis can be given to the factors. The results further prove that the apparel customers' buying behaviour is mostly influenced by the attributes like style, value, diversity, demand, credibility, concern, referral groups. This study contributes information to both academic and retail managers for their theoretical and practical purposes.

❖ **Descriptive Analysis**

➢ **Problems Faced towards Purchasing in Organized Retail Textile Showroom Visited**

- 12 variables has been identified for problems faced by customers towards purchasing in organized retail textile showroom visited from these the highest mean rating is (2.56) for "Less Customer Relationship" and the lowest mean rating is (2.01) found for "Low Quality Products" (ie) on average. Similar findings have been found in the research paper of **Saraswathi V (2016)**, and the result reveals that, textile showrooms should see the customers as king and to understand the textile showroom development with superior customer value in markets, characterized by dynamic exchange relationships. The focus has been on understanding the drives of customer values and how the textile showrooms have to deal with the customers in order to achieve superior performance.

7.2 SUGGESTIONS

- Customers in the age group of 25 to 45 years are the most demanding customers and they like to choose such showroom which delivers all the dimensions. Thus, proximity of the showroom ambience and various services provided should be given special care and attention.

- Word of mouth awareness plays a significant role in purchase decision. Thus, the retailers should utilize these tools by establishing an effective mechanism of feedback about the retail showrooms on various factors so as to improve the overall satisfaction of customers.

- Many respondents purchase garments during festival and special occasions. Thus, the organized retail textile showrooms should concentrate on promotional campaign and provide additional facilities during these periods to avoid dissatisfaction of customers.

- Normally more female customers are frequently visiting the organized retail textile showrooms. So, the retailers should provide more variety of garments to attract them, with more offers and discounts.

- The customer changes the satisfaction level from expected to desired level and further from desired to existing level. Thus, the retail showrooms should keep on building their

ability to constantly satisfy their target customers so as to have customer satisfaction and retention.

- Textile showrooms should develop the culture of total staff involvement towards providing satisfaction to customers and the retail showrooms should motivate the employees by impressing upon them. The need for their commitment is rendering customer satisfaction at their expected level.

- The retail textile showrooms should focus on the lifestyle of customers and should give more emphasis on present trends and fashion by introducing good quality latest trends garments in their showrooms.

- Retail textile showrooms face increase competition from new entrants as well as from existing competitors. Slowly these retailers should continuously work to improve the quality of service, marketing strategies and aim to retail the customers.

- Retail managers should focus and strengthen availability of latest designs, many options, convenience of pick and choice and family shopping for which customers are giving high priority.

- Retail mangers should focus and incorporate the underlying factors determining the apparel buying behavior of the customers in their organized retail textile showroom.

- Retail textiles are cost consciousness and value for money, family shopping, merchandise and shopping convenience, availability of choice and durability so the organized retail textile showroom should provide all the facilities required by the customers.

- Media has a vital role to influence the customers while purchasing garments. So, this should be kept in mind while deciding the promotional strategies, it will boost the sales in retail textile showrooms.

- The high income group customers are interested to choose branded garments with unique collection and fashion. Thus, the organized retail textile showrooms should give importance for branded items to attract more customers.

- Many customers seek salesmen advice before purchasing a garment. So the organized retail textile showrooms should use sales people as mediators for publicity of their

showrooms. For this purpose training should be given to the sales people to explain about varieties, facilities provided offers and discounts allowed etc., to the customers.

7.3 CONCLUSION

The readymade garment market is increasing very rapidly. So, the need of hour is to understand the consumer psyche and proceed accordingly. It seems that the marketing strategies of the showrooms are framed after due consideration of purchase attributes of their prospective customers. Majority of customers purchase garment regularly from organized retail showroom once in a month. Seventy five percent of the customers are either neutral or agree that shopping is not expensive at organized retails showroom.

Customers gave high priority for availability of latest variety of garments and designs, followed by arrangement of garments. Customers gave low priority for low quality products and trust the underlying factors affecting retail textile buying behavior of store customers are shopping as social compliance and for discounts, cost consciousness and value for money, family shopping, shopping and convenience, customers trust, availability of choice and durability aspects of garment quality. The marketers of readymade garments need to go through the observations discussed above and hence, capitalize the vast opportunities provided by this sector. Organized retail textile showrooms should be able to manage the marketing strategies better to keep up their customers alive during their visit to the show.

Customers expectation of the fashion garments has been increasing every day, so organized retail textile showrooms have become higher than ever before because of the tremendous market characterized by acute competition which gives challenges for the stakeholders in the organized retail textile showrooms sectors. This study reveals some new ideas for improving the service quality that can maximize the customers satisfaction and subsequently increase customer loyalty in the organized retail textile showrooms. Accordingly, the textile showrooms should strive to improve the quality of service to ensure they remain competitive in the global business environment.

SCOPE FOR FURTHER RESEARCH

All the aspects of the subjects cannot be covered in a single research. Thus this, research also has some research gap that can be incorporated in the future research work. The following areas worth considering for undertaking the future research work.

- 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.

- A comparative study can be performed on service quality between organized and unorganized retail textile showroom.

- A Comparative study can be done on customer buying behavior with organized and unorganized retail textile showrooms.

- Research can be done exclusively for identifying the gap between customer expectation and perception towards organized retail textile showroom.