

CHAPTER II

REVIEW OF LITERATURE

2.1 INTRODUCTION

Review of literature is an indispensable part of research which opens the eyes of researcher to carry out their research in various dimensions. Through the review of earlier studies related to a relevant area in which research is intended to be carried on, the researcher came across the various ways in which the research was started, the path through which such research journeyed and how such research reached its destination. Therefore, this study was born out of the earlier studies related to retail market, service quality, customer behavior, customer perception, satisfaction, customer preference and customer purchase pattern in organized retail garment outlet which were found in various international and national journals. The review lighted the present study into a meaningful, thought provoking and a brighter one. Further the review of earlier studies has helped this research to have a good shape in analytical terms.

2.2 REVIEWS RELATED TO RETAIL MARKET

- 1. Raghava Rao Gundala (2010)**, have conducted a study to identify (sector-specific) store image attributes and evaluate the strength and importance of each attribute on customer purchasing decisions. The study examines the impact of various socioeconomic or demographic variables on customers' evaluation of various store image attributes. 261 Cypriot customers have been considered based on the convenient sample. Using ANOVA and F-test analysis, the t-values for the attributes were not significant at either .05 or the .01 levels. The correlation between the demographic variables and the various store image attributes were highly significant. This holds much importance for retailers in today's volatile marketplace and relates to the need for retailers to take into account, the impact of retail store image and its relationship with store loyalty.
- 2. Nirali Pandita and RachanaTejani (2011)**, stated in their study that, the textile and apparel segment dominating the retail sector of India with a contribution output of 39% draws attention to bid whether the growth rate being enjoyed by this sector is sustainable or not in the current scenario. Sustainable growth rate model can provide an excellent

structure to describe the growth path of retail businesses. The current paper first describes the textile and apparel segment of the Indian retail sector followed with the meaning and utility of sustainable growth rate (SGR). The third section of the paper reviews the growth rate in retail sector at global and Indian level. The last section analyses SGR of selected companies of apparel segment of retail sector in India for the duration of last five years from 2006 to 2010 followed with the discussion of analysis and conclusion indicating that for the firms to maintain an orderly growth, they have to work on keeping a consistent level in profit margins, asset turnover, leverage, and retained earnings. Only then they can manage to grow their sales at sustainable growth rate.

3. **Amrita Pani and Mahesh Sharma (2012)**, revealed in their study that fashion has touched every sphere of modern customers globally. Marketers have realized the immense potential to yield business in this booming segment. In present scenario irrespective of the class Indian customers are adopting fashionable items quickly and conveniently with the rise in competition. The main purpose of the paper is to focus on recent developmental trends in fashion marketing in India for promoting apparel retailing. This paper highlights the strategies implemented by Indian fashion retailers to achieve global competitiveness and win customer's confidence. The paper also evaluates the scope and challenges of fashion retailing in India. Based on the data collected through secondary sources, this paper makes an assessment of the extent of innovativeness and responsiveness retail sector for marketing fashion. The study concludes that, fashion brands also should assure augmented products and not cash discounts to attract customers. From cheaper to premium market players, both domestic and international retailers are now realizing the mammoth scope of piercing deep into the Indian rural markets and are reaping the growth sustainability in fashion business.
4. **Soumady V.R, Rajagobalan V (2014)**, in their study states that, the retail industry changes as fast as the weather – and is just as unpredictable. Retailers used to be garment manufacturers' main customers, but they have now become their competitors. New initiatives were put in practice to meet new challenges to give the buyers value-added products at more competitive prices. Retailers are shifting their cultures to reward and motivate people, creating a positive work environment and establishing loyalty. This reality forced many retailers to expand their Internet presence by purchasing more online

advertising and not just advertising in fashion magazines. In addition, companies were forced to improve or establish their e-stores to allow for convenient shopping. Companies increasingly partner with member-only communities and other merchants to sell product. Global retailing is dominated by large organisations that are developing greater specialisation by product and price, keeping the distribution pipeline filled, which means these retailers are developing strong ties with global suppliers, particularly in not only India but also low-cost countries.

5. **Nitesh Dahiya , Shweta Singh (2015)**, in their study states that the growth in Apparel is increasing manifold with the change in lifestyle, earnings and urbanization of the customers. The worldwide customers are accepting the apparel fashion products produced in India. Apparel has realized the immense potential to yield business in this segment. The Indian customers are adopting fashionable items quickly and conveniently with the rise in competition. The present study has been conducted to derive the information on the trends of apparel growth through analyzing the present and future aspects. The study has been conducted by analyzing the data collected from secondary source. The growth in apparel with respect to global scenario has been studied and highlighted in detail. The study also evaluates the potential of growth of apparel and the factors nurturing it.
6. **Isha Tyagi and Anita Rani (2015)**, have revealed that the Indian textile is witnessing great growth and development in the industrial sector in India as well as abroad. After China, India has been perceived as the next country with the biggest 'Growth Potential' due to its cheap manpower and natural resources in this era of globalised market. India has also emerged as one of the most attractive market destinations for apparel retailers over the years. In India, apparel is the second largest retail category having yearly growth rate of 12-15% and is expected to lead the organized retail sector in India in upcoming years. Retailers are continually experimenting and opting for new products, brands, formats and services to reach to the expectations and to fulfill the needs of Indian customers. This trend is likely to continue well into the future. Indian customers present a tremendous market opportunity for international retailers but along with this opportunity come the challenge of understanding their cultural nuances and strong links to tradition that are unique to this customer. Success of international apparel brands in India may lie

at the heart of adaptation and cultural authentication of western style so that they resonate on an emotional level with the Indian customer.

2.3 REVIEWS RELATED TO SERVICE QUALITY

- 7. Parasuraman and Valarie Zeithaml (1988)** in their study examined how Quality Improvement Implementation affect Service Quality in the context of retailers. The authors used Multiple Item Scale for Measuring Customer Perception of Service Quality. They found that the various service quality dimensions had an impact on the quality of service. The store attributes called physical aspects as tangibles, adding appearance of staff besides physical facilities and equipments. They also added existence of other customers in the service facility on to the interpretation. Ambient conditions include colour, music, temperature, lighting and scent. Special layout refers to arrangements, size, shape and special relationship of machinery, equipments and furnishing. Functionality refers to the capability of machinery equipments and furnishing to enhance to performance and achieve goals. Lastly signs, symbols and artifacts act as signals that communicate information about the service place to the customers.
- 8. Kathryn Bishop Gagliano and Jan Hathcote, (1994)**, have examined the differences between customers' expectations and perceptions of service quality they received when shopping apparel specialty stores. Also takes into account customer demographic characteristics. Study calculated gap scores by subtracting the expectation scores from the perception scores. Using a factor analysis procedure, four determinants of service quality emerged: (1) Personal Attention; (2) Reliability; (3) Tangibles; and (4) Convenience. Findings indicate 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. Also considers the importance of service as a patronage criterion for apparel specialty store customers. Indicate that service ranked third in importance behind merchandise assortment and price.
- 9. Udaya Bhaskar N and Raja Shekhar B (2011)**, in their study states that, Indian Retail Industry is witnessing a rapid transformation and is the fastest growing sector

contributing 10 percent of the country's GDP. Indian retail market is estimated to grow from \$427 billion in 2010 and is expected to reach \$637 billion by 2015 (Srivastava 2008). India became the prime destination for the global retailers because of favorable demographics, high disposable income levels, changing life styles and increased customer awareness. Indian apparel retailing is the country's largest opportunity for the organized retailers after food retailing. The fast pace of the Indian retail industry presents many companies with a host of daily challenges. In today's competitive environment and with the growing importance of services, delivering high quality services has become the basic retailing strategy. The present paper studies the impact of service quality on apparel retail customer satisfaction and also identifies the critical factors of service quality from customer's perspective. The sample consists of 250 respondents from the Metropolitan City Hyderabad which is one of the fastest growing metropolitan cities in India a structured questionnaire RSQS (Retail Service Quality Scale) was administered for data collection. Secondary data was collected from research databases, reports, journal articles etc. SPSS 17.0 was used for statistical analysis. The results will help the Retail service managers to plan and design their service strategies. The study identifies the critical factors of Apparel Retail Service Quality and evaluates the impact of service quality on Retail Customer Satisfaction. The results helps the retailers to focus on critical areas of service where to improve, where to modify and where to cut down and enables them to take effective service strategies.

10. Mohammad Anisul Islam, Mohammad Khadem and Ahmed Sayem (2012), in their research aimed to develop and test a conceptual structural model that explores the dimensions of service quality, customer satisfaction and customer loyalty and their relationships in the context of Bangladesh apparel fashion retail. Through a questionnaire survey, a total of 1126 local respondents from 14 fashion retailers were studied for this work. The questionnaire was prepared based on the previous studies and experts' panel reviewed the questionnaire to establish the content validity of this study. Using factor analysis, eight dimensions of service quality, four of satisfaction, and three of loyalty were found valid in this context. Five dimensions of service quality influencing on customer satisfaction were identified for regression analysis. The hypothesised influences from service quality on both satisfaction and loyalty were found significant, and customer

satisfaction and customer loyalty were also tested significantly by structural equation modelling (SEM). The narrow comparative study across the apparel fashion sector and lacking of research in the context of Bangladesh motivates the authors to explore this area. As a result, overall findings disclose new insights for academics and decision makers.

11. Ranjit Roy Ghatak (2014), the researcher discusses the service quality of Indian Apparel specialty stores on the basis of gender of the customer's perception, and analyses how gender differences affect customer perceptions of service quality dimensions. The results of an empirical study of Indian Apparel stores customers generally support the hypothesis that gender affects service quality perceptions and the relative importance attached to various retail service quality dimensions. This paper provides important information for Indian retail stores managers to develop operational, marketing, human resource strategies, and in targeting those strategies in terms of gender differences in quality perceptions among their customers. The construct reliability of the RSQS scale was tested at the overall scale as well as the dimensional level. Structural equation modeling using AMOS 16.0 was used to test the retail service quality model. In this study, no attempt was made to modify the RSQS scale apart from an examination of the face validity of the items. Pre –test interviews were conducted solely for the purpose of accessing wording of items. This could impact the extent to which the results can be extrapolated to the other retail formats, product types, and cities. Future research in Indian retailing could examine a wider respondent base across other cities of India.. Given the relatively mature markets where the RSQS scale has been developed and used it is unlikely that these measures would be applicable in the Indian context. So future research should focus on developing a comprehensive scale, that focus on factors which are specific such that the scale can be more widely used as a strategic tool for understanding and improving service quality in the Indian retail context.

2.4 REVIEWS RELATED TO CUSTOMER BUYING BEHAVIOUR

12. Namita Rajput, Subodh Kesharwani and Akanksha Khanna (2012), the purpose of this study is to examine Indian female customers buying behaviour and deeply

understand the key factors of branded clothing which influence female customers' involvement towards stylish branded clothing. It is found that customer market for fashion apparel has become more varied by in surge of designer brands, store brands, personalisation, customs and advertisement in the global market place of today. A clear understanding of preferences of customers will help the marketer to attract and maintain their target customer group. It was found in the study that there is a complete awareness of the branded apparels amongst females and their shopping behaviour reflect that they buy these products occasionally. Females have particular perspectives and motives behind their purchases. The culture is shifting towards buying from the malls because of shopping experience the customers get. The most important source of information was found to be family and friends followed by internet and advertisement. It is observed in the study that Price, Fitting, Income Level of customers are significant factors and some factors which are found to be insignificant are Status, Durability, and celebrity endorsement, hence can be ignored by the apparel retailers in their efforts to tap and capture the market. As a retailer of apparels, all these insights have to be embedded in the policy formulation to make the purchases a real time customer delight.

13. Malika Rani and Rajeev Gupta (2013), in their study they stated that India retail is expanding very fast and new players are entering this sector. After food and groceries segment apparel is the next large retail segment and the consumption of apparel is also very large in volume. In India's total textile export, share of readymade garment is approximately 45%. This paper aims to determine the various factors affecting the buying behavior while purchasing the readymade garments. A sample of 240 respondents including both males and female has been drawn from the 6 district (Ludhiana, Moga, Firozpur, Patiala, Faridkot and Muktsar) of Malawi region. Factor analysis has been used to extract the factors using principal component matrix. Four factors have been identified which affects the customer buying behavior for readymade garments. These are economy, convenience, media and reference group.

14. Balanaga Gurunathan K and Krishnakumar M (2013), the current study examines the apparel buying behaviour of Indian customers through five dimensions viz. customer characteristics, reference groups, store attributes, promotion and product attributes. The respondents were the customers of different apparel stores and the respondents were

selected on the basis of non random sampling and convenience sampling which means that the customers who were willing to respond to the questionnaire were selected within the Coimbatore City. The sample size selected was 100. The finding of this study indicates that the proposed model worked well for the apparel retailing. The proposed model can be used to test the buying behaviour for other retail products. Such future studies on testing the model in various retail products may increase the robustness of the model explaining customer behaviour in various retail environments. In this study the focus is given on the apparel buying behaviour in the retail store, in future this model can be tested for apparel buying behaviour in online and other retail formats. The ethnicity of the customers may have substantial impact on the apparel buying behaviour, so in future this model may be tested toward different ethnicities.

15. Nayeema Ahmed and Nadia Ahmed (2013), in their paper attempt to identify the main factors affecting buying behavior of customer towards clothing apparel in Bangladesh. The study examines the attributes of clothing apparel and their impact on customers buying attitudes. Two research questions were put forward and two hypotheses were developed. At first, exploratory research has been conducted to gain an insight of the topic and to find out the attributes and in turn, this article reports on the findings based on a conclusive (descriptive) research. A self-administered structured questionnaire is developed and administered to a non-probabilistic quota sample of 125 apparel customers of different age from different location. The respondents' ratings of 22 statements are then factor analyzed to determine the underlying behavioral factors. It has been observed that there are some interdependent attributes affecting the buying decision for clothing apparel. Eight factors emerged and used as independent variables in regression analysis. Results indicate significant impact of some of the attributes to customer behavior of buying clothing apparel. This helps to highlight the functional and psychological attributes that marketers of different boutiques and fashion houses should consider when they introduce or market clothing apparel of designer brands in Bangladesh.

16. Rajput N & Khanna A (2014), have analyzed buying behavior of young Indians towards brand apparels and their increasing attitude towards western brands. Over the past decade, the fashion industry has gone through some major structural changes. Customer market for fashion apparel has become more varied by in surge of designer

brands, store brands, personalization and advertisements in the global market place of today. The study examines the insights of gender perspective and throws light on shopping habits, brand awareness, brand preference of young customers in the apparels segment. It focuses on the differences in the shopping orientations of male and female shoppers with respect to the various buying behaviour dimensions divided into five attributes i.e. Store Attributes, Product attributes, Reference Groups, Customer characteristics and Promotional factors. Also, a future study on apparel buying behaviour of female customers can be examined in a country like India as several literature revealed this segment to be highly lucrative and potentially profitable as they are the chief purchasing officers and decision makers in majority of households. Statistical tool used in the study was descriptive analysis, t-test and ANOVA. The results gathered can be a useful ingredient for the marketer to strategize on the basis of gender perspective.

17. Hari Shankar Prasad G (2014), in their paper states that, apparel retailers have taken lead in the retail revolution. Apparel and fashion products are way different from other products. These products are characterized by short life cycles and high product turnover. The customer buying behavior of apparel and fashion products is also different. Psychological satisfaction rather than utility satisfaction is expected to play a major role in apparel purchase decisions. In this context, the study emphasis on the customer profile, buying behavior and factors determining the customer buying behavior in the selected apparel retailer. There were similar studies done in other places and contexts. But similar study is not reported from Hyderabad city so far. The study is based on a primary data collection from customers of selected apparel retailer in Hyderabad. The data collected is analyzed using SPSS software. Statistical tool used is percentage analysis and factor analysis. The findings of the study are customers gave high priority for availability of latest designs, availability of options, shopping for middle class, convenience of pick and choice and family shopping under one roof. Customers gave low priority for advertisements and trust. The underlying factors affecting apparel buying behaviour of store customers are shopping as social compliance and for discounts, cost consciousness and value for money, family shopping, shopping and merchandise convenience, customers trust, availability of choice and durability of and longevity aspects of apparel quality.

18. Syed Irfan Shafi and Madhavaiah C (2014), the study explores the relationship between elements which affect customer buying behavior for apparel products in Bangalore city. In order to do so questionnaires were distributed to respondents who presently living in Bangalore city and are regular buyer of apparel products. The total sample size consists of 90 respondents. Data were collected through convenience sampling method, after assembled data it is analyzed in SPSS 16.0. Descriptive statistics was used to analysis the demographics and Chi-square test were used to analyze the research objective. The result of this study offers insights and evidence about the relationship between the variables which impact customer buying behavior for apparel products. Finally it is concluded in the present study that there is significant relationship between reference group and purchase intention also promotion, Store attributes, product attributes, Income of the respondent and occupation have positive significant relation between customer buying behavior.

19. Syed Ahamed.S , Ravi A (2016), in their paper discussed that, India is a global market for fashion garments and there is a cut throat competition existing among brands. Companies are rigorously working on identifying customer buying behaviour, preferences, creating awareness, and a positive attitude towards their brands in order to grab larger portion of the market. Therefore, it is become necessary to study the customer behaviour towards various branded men`s garments. The study emphasis on how customer evaluate branded garments on the basis of style, texture, price, colour, advertisement and celebrity endorsements, preferences towards branded garments and reasons for purchasing branded garments. The researcher has used descriptive research design, conducted study only with 150 respondents from two Engineering college, Bangalore. Statistical tools like measurement of central tendency, Chi-Square are used to test and analyze the collected data. Finally, the main outcome of the study is fashion loving customers likes to purchase garments only from the branded showrooms since they believe that right type of branded apparel can be available only in the exclusive branded showrooms and revealed that irrespective of age and education levels respondents are buying branded garments to enhance their style, and to protect their self-respect.

20. Neelam Singh (2016), the study enables to understand what customers want from a brand, why they switches to other brand, what are the factors which force them to purchase branded apparels. By analyzing company can formulate the strategies as per the customer needs & deliver them the products which customer wants from the company, which is profit for the company. The relationship between customers' decision-making styles and their choice between branded and non-branded clothing is investigated using a sample of customers of Mawana city only. The purpose of our research is to investigate youth in MAWANA city to examine if any factor dominates in their buying behavior for apparel. In addition, customer attributes (i.e., apparel involvement, brand consciousness, reference group, social class, and other factors) and personal characteristics were investigated separately and in relation to the purchase behavior of youth.

21. Lakshmi Narayana K and Sreenivas D L (2016), their study helps to investigate the relationship between the factors which affects the buying behavior towards branded apparels in Bangalore city. The Data has collected by distributing the globally accepted structured questionnaire among the respondents who presently living in Bangalore city and regular buyers of branded apparels. Convenience sampling method was used with sample size of 200 for collection. Descriptive statistics was used to analysis the demographics and the Chi-square test were used to analyze the research objectives. The result of this study offers insights and evidence about the relationship between the variables which impact customer buying behavior for branded apparels. Finally it is concluded in the present study that there is significant relationship between reference group and purchase intention also promotion, Store attributes, product attributes, Income of the respondent and occupation have positive significant relation between customer buying behavior.

2.5 REVIEWS RELATED TO CUSTOMER PERCEPTION

22. Gopinath. R (2010), the present study investigates men's perception in buying decisions on branded shirts in Thiruchirapalli District. The need to understand the emerging markets and customers has become a big challenge for the corporate world especially in creating and managing a powerful brand. By developing a powerful brand, corporate can

establish “brand equity” and the equity assist firms in a variety of ways to manage competition and to maintain market share. Branding is one of the most effective competitive tools and it is a challenging task for the marketer to nurture a brand into a strong, profitable brand. Every marketer instinctively knows that his or her brand is valuable. The main purpose of the study is to ascertain the brand of shirt most preferred by the respondents and the factors influencing the buying behavior and purchase pattern of men on branded shirts. Sample of 200 respondents were interviewed using structured interview schedule. Statistical tool used for the study is percentage analyses, rank, mean and weighted scores have been computed to fulfill the objectives of the study. Further chi-square test has been applied to test the hypotheses in respect of demographic factors, purchase pattern factors and showroom specific factors. Rank analysis has also been carried out to rank six important reasons behind the purchase of branded shirts. In the study it is concluded that all the demographic factors and purchase pattern factors do not have significant influence on the buyer’s choice of retail outlet. Showroom specific factors also do not have influence on the buying behavior of retail outlet except location of shops. The total scores and means scores lead to the conclusion that single brand showrooms have a slight edge over the multi brand showrooms.

23. Ikilem Gocek and Yesim Iridag Beceren (2012), revealed in their study that customer satisfaction (CS) is crucial for the textile industry, the purpose of this research is determination of the factors influencing CS in the textile industry, creation of a CS model and offering solution suggestions for improving CS. CS is a comprehensive and detailed subject influenced by various factors however; in this study perceived service quality, perceived product quality, brand image and perceived value are considered as the factors that influence CS. Convenience sampling was preferred and as a requirement in the collection of the survey the desired minimum number of the survey respondents was 100. The statistical tool used for the study is Paired samples t-test, ANOVA test and Independent samples t-test. After the customer survey was applied on survey respondents and the data gained from the questionnaires was inserted in SPSS program, the data was analyzed statistically to determine the factors influencing CS. In the light of the information gained after the analysis process, solution suggestions to the problems that the textile industry faces were expressed and the effects of this research to the textile

industry and literature were described. As a conclusion, the results of this study can be used to provide CS for the textile industry and by including new independent variables to this study, the research can be improved to have a better and comprehensive CS model.

24. Mittal P. and Aggarwal S. (2012), in this study one can understand that the customer and his behavior is the cornerstone of success in marketing. It includes all the physical, mental and emotional processes and concerned behavior which are observable before, during and after each and every purchase of goods and services. This make us compelling to understand, observe, record and react to such behavior, in case we want to have win-win strategy that matter for marketer and the customer both. The research report presented is based on the Customer Perception towards Branded Garments. A total of 120 questionnaires were handed out at different malls in Jaipur, and a sample of 96 was realized, the remaining 24 questionnaires were discarded due to incorrect completion of questionnaire. Chi-square and percentage analysis were used for the study. Through this study an attempt has been made to practically understand those emotional or rational appeals, which drive the purchase decision toward the branded garments. Also certain demographic and psychographic profiles have been studied and certain relation has been developed. Survey depicts that there is a relationship between the customer's income and the satisfaction derived from a purchased product. People are price sensitive and the final selection or rejection of the good depends on price/budget of the buyer.

25. Puja Walia Mann, Sushil Sharma and Suman Madan (2012), have investigated the customer perception and brand perception between multi-brand outlets and specialty showrooms. In the present study, primary data was collected through administering a structured questionnaire to 360 respondents. In some cases, personal interview was also used to draw out information as per the questionnaire. The data collected has been duly tabulated and classified. Thereafter it has been analyzed with the help of simple percentage technique to describe the present status of respondents. ANOVA, Z-test, & Chi-square test has been used by the researcher to study the association between various variables as well as to study the quantitative and qualitative variables. From the above analysis it may be concluded that Multi brands outlet were mostly preferred by the rural respondents and specialty showrooms were preferred by the urban respondents, with the increase in the disposable income even the rural population are having their inclination

towards multi brand stores. The choice of the format mainly depends upon the shopping attitude of the customers. Multi brands outlets generally offer the best possible leisure shopping experience and specialty outlets are concentrating on focused customers.

26. Karuppasamy Pandian S.P, Nivetha Varathani S.P, and Keerthivasa V (2012), their study investigates men's perception towards branded shirts and to ascertain the brand of shirt most preferred by respondents in Trichy city. The study also examines customer's perception towards retail garments showrooms in Trichy city. The study is a descriptive study. Primary data was collected with the help of structured questionnaire administered to 215 male respondents in Trichy city and the type of sampling was convenient sampling. Using statistical package for social science for the following test was administered 1. Factor Analysis, 2. Multiple Regression, and 3. Descriptive statistics. Pilot study was conducted and the necessary additions and deletions were made in the questionnaire. To check the reliability and validity of the data collected Cronbach's alpha test was administered and the value of Cronbach's alpha is 0.772. Based on the test result some of the relevant findings were derived that will be useful to find the factors that really influence men's towards particular brand of shirts. The study reveals that most of the shoppers of men's branded shirts were highly influenced by the factors such as durability, reference groups, wider choice of color and design, attractiveness, price range and celebrity endorsement. Most of the customers are expecting reduced price and wider choice of color and design. 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.

27. Arul Murugan P and Devi N (2013), the present study investigates men's perception towards branded Trousers and to ascertain the brand of shirt most preferred by respondents in Coimbatore city. The study also examines customer's perception towards retail garments showrooms in Coimbatore city. The study is a descriptive study. Primary data was collected with the help of structured questionnaire administered to 215 male respondents in Coimbatore city and the type of sampling was convenient sampling. Statistical tools used for the study were Factor Analysis, Multiple Regression and Descriptive statistics. Pilot study was conducted and the necessary additions and deletions were made in the questionnaire. To check the reliability and validity of the data

collected Cronbach's alpha test was administered and the value of Cronbach's alpha is 0.772. It is found from the study that, most of the shoppers of men's branded trousers were highly influenced by the factors such as durability, reference groups, wider choice of color and design, attractiveness, price range and celebrity endorser. Most of the customers are expecting reduced price and wider choice of color and design. The manufactures of branded trousers must focus on all these factors to formulate branding strategies effectively and to sustain their growth. 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.

28. Syed Tabrez Hassan, Bilal H Hurrah and Amit Lanja (2014), in their study they revealed that, in this competition era, from business point of view, everyone must be aware about the customer needs and wants and what a customer expects from a company. To sustain in the market the retailers should have customer database and to develop a competitive edge in the market. After conducting this study all must be able to understand what customers want from a brand, why they switch to other brand, what are the factors which force them to purchase branded apparels. By analyzing these, company can formulate the strategies as per the customer needs and deliver them the products which customer wants from the company, which will be profitable for the company. The relationship between customers' decision-making styles and their choice between branded and non-branded clothing is investigated using a sample of customers of Jalandhar City only. The purpose of our research is to investigate youth of Jalandhar city to examine if any factor dominates in their buying behavior for apparel. In addition, customer attributes and personal characteristics were investigated separately and in relation to the purchase behavior of youth. Sample size taken for the study is 200 respondents. Random sampling technique is used in this research project. Factor Analysis and other primary tools needed for questionnaire design and data collection. Factor analysis is used to check the impact of different factors of customers that leads to buy or switch the brand. Factor analysis attempts to represent the correlations between variables as closely as possible with the fewest number of factors. Thus the study concludes that, people prefer branded clothes over non-branded regardless of high price.

Customers prefer and buy branded clothes because they provide more value for money and because of their good quality. They wear branded clothes because of comfort and recognition that they give. Thus they also get influenced by price offers, design and style of products to change the brand.

29. Mohammed Mazedul Islam, Muhammad Mufidul Islam, Abu Yousuf Mohammad Anwarul Azim, Md. Russel Anwar, Md. Mijan Uddin (2014), in their work based on many Bangladeshi local apparel fashion brand outlets which are flourishing in a light-hearted way. As Bangladesh doing its RMG products business both in the international and the local market with praising fame and faith, so many local apparel brands are growing their business like a newly born baby. Understanding the customers desired requirements for local apparel branded products and satisfying the customers demand have become very difficult task for the brand management. Hence, an approach was made in this study to investigate the customer's perception in buying decisions toward local apparel products. The study was conducted among 200 respondents including ten local apparel brands among which Cat's Eye, Yellow, Westecs, Artisti, Aarong achieved better brand value and Anjans, Plus point, Rex, Artness achieved less brand value. The work also reported that customer desires the products quality, comfort, price, functional and aesthetic look, offer & discount and many others key buying factors suitable for them when visiting a brand showroom.

30. Jafar Iqbal Laskar and Haidar Abbas (2014), in their study they revealed that, in the age of identity crisis and need for differentiation, everyone is after uniqueness; particularly how one wishes to appear. India is a global market for fashion apparels and there is a cut throat competition existing among brands. Customer awareness and its perception is all that may determine the kind of attitude a customer may have towards any particular brand. Therefore, it becomes necessary to study the customer awareness about various apparel brands (sources of awareness as well as the extent of awareness), their perception about these brands and the factors that affect their perception. This study aims to focus particularly on the aforementioned aspects regarding apparel brands in the context of Indian Market. A single-cross sectional descriptive research design was undertaken to investigate the issues of enquiry in the present study. The data have been collected using a structured closed ended questionnaire. 255 respondents filled the

questionnaire collected using convenience sampling. Collected data was analyzed with the help of SPSS 20.0. The useful information was extracted using several descriptive statistics (% , mean and standard deviation) and One Way ANOVA. The findings of the study conclude that, advertisement and shelf presence are the main source of brand awareness. Firms which are investing in other means should introspect their strategies. One can also interpret that majority of the respondents think that brand is more costly and it is not available everywhere. It is also seen that price and experience have an impact on their perception about brand; it may be recommended that improving advertisement leads to better experience in the market.

31. Vidhya M and Vanisree D (2015), 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. Both primary and secondary data were collected systematically. The primary data was collected from 1225 customers through Interview Schedule using convenient sampling technique. 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. The result shows that, there is significant relationship with perception towards showroom facilities and customer care provided by the readymade garments is satisfied. It is also found that, the highest rating was towards patience in dealing with customers. The three components promotion, product selecting and hospitality were found to have high level of perception towards features and services rendered by the readymade garments in the Coimbatore city. Thus, the need of hour is to understand the customer 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.

2.6 REVIEWS RELATED TO CUSTOMER SATISFACTION

32. Jason M. Carpenter and Ann Fairhurst (2005) , their study state that the increasing competitive environment faced by today's retailers, the pursuit of customer loyalty is paramount. In order to be competitive, retailers must identify the key antecedents to customer loyalty and the relationships between the benefits delivered to the customer and important outcomes e.g. satisfaction, word of mouth communication. A sample of young adult customers was surveyed using a self-administered questionnaire. Statistical techniques like confirmatory factor analysis, structural equation modeling were used to evaluate the data. The findings of this study contribute to the development of an organizing framework for such relationships, which is exceptionally important for retailers. The findings are useful because links between the delivery of shopping benefits and important outcome variables e.g. customer satisfaction, loyalty, and word of mouth communication are demonstrated.

33. Ikilem Gocek, Senem Kursun, and Yesim Iridag Beceren (2007), in their research study concentrates on customer satisfaction in textile sector. The study has considered a sample size of 142 and the data collection method is determined by considering the factors such as sampling technique, sampling size and characteristics, number of questions and the time constraint. To identify the relationship hypothesis between three independent variables and the dependent variable the paired samples t-test is used. The hypothesis of each independent variables based on only two independent different groups are tested by independent samples t-test. In this study the affecting independent variables of customer satisfaction are chosen as brand image, perceived service quality and perceived product quality. The result reveals that, the textile firms in Turkey should never ignore the brand image and service quality in their marketing and sales strategies as the service quality and brand image effects the customer satisfaction directly due to the Turkish customers. Thus, to increase the number of the customers and to create loyal customer profile, firms should consider these two important factors. In other words, textile firms should base their strategies on brand image and perceived service quality. It is also found that there are no differences in perceived product quality and brand image according to the gender respondents. Despite, it is found that perceived service quality shows difference according to the genders of the respondents. Providing that, textile firms

should create different strategies for perceived service quality but needn't create different strategies for neither perceived product quality nor brand image when considering the genders of the customers. 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.

34. Mohammed Alauddin, Saiful Islam Tanvir and Farjana Mita (2013), in their paper reveals that, Contentment of customer on goods and services of industries are conscientious as the most imperative feature heading towards the competitiveness and accomplishment in global business pursuit. Bangladesh is the largest manufacturer and exporter of global garments product. This manuscript is an endeavor en route for come across the aspects which affecting purchaser satisfaction of garments industry of Bangladesh. The collision of different variables such as Quality of Product, Accepted Quality Level, Production Cost, On Time (Experienced) Shipment, Standard Lead Time, Measurement of Product Security, Proper Sampling, Service and Communication with the Employee, Expertise of the Employee, and Referral of the Factory to customer satisfaction has been scrutinized. The cram has been predestined upon the prime data which is composed from different garments factories of Bangladesh situated in Dhaka, Narayngang, Gazipur, Tongi, Savar & EPZ etc with the prearranged opinion poll. Data investigation was ended with SPSS software. The numerical investigation manner engaged inside this cram is Aspect Investigation. Following the scrutiny, it's originated so as to the most customers of the garments industry of Bangladesh are more sentient about expertise of the employee of the factory to tenacity their problem arose, Referral of the Factory, and Measurement of Product Security Offered by the Factory, and Production Cost Offered by the Factory and Quality of Product Manufactured by the Factory.

35. Leena and Jenefa (2014), this paper aims to explore level of satisfaction towards service features and quality of goods and services in the textile show room. In this research the sample size selected by using non-probability sampling and by employing convenience sampling 500 samples of customers is chosen and they were approached though structured questionnaire in the natural environment. Only 480 usable responses were received and the response rate was 96 per cent. Factor analysis is employed to find the

most influencing factors for customer satisfaction towards the quality of the goods in the textile showroom. The Cronbach's reliability values indicate significant correlation in shoppers' level of satisfaction towards the quality of the goods in the textile showroom. This research has found that the data analysis also confines that sample customers' are extremely satisfied with the variety of collections of dress materials offered in a particular retail chain garments. Similarly, majority of clothing shoppers have opined that they are very much satisfied with air conditioners working condition and ventilation facilities in a particular retail chain garments. In this situation, retailers have to give more preference to delight the customers. With the cultural change in buying apparel from low price brands to designer brands in emerging markets to retain the customer is the strategic decision and the result highlighted the core area for the retail garment outlet to formulate a strategies.

36. Liya Zhao, Jing Zhou and Xin Ren (2015), this paper mainly analyzes the influences of product characteristics and service on customer satisfaction with online clothing purchasing and hopes to provide some references for online clothing retailers to improve customer satisfaction. In this paper, divide service into two parts: online clothing retailer's service and logistics service and put forward related sixteen hypotheses. Then design and carry on questionnaire survey focusing on 300 undergraduate and graduate students with experience of purchasing apparel online. Through making correlation analysis and regression analysis about 246 valid questionnaires, hypothesis is all supported and product characteristics and service really have significant positive influence on customer satisfaction. Online clothing retailers take actions from thirteen factors clothing product characteristics and service include increasing customer satisfaction. Limited by the sample and the product, the conclusion's using range needs further improvement.

37. Vidhya M, Vanisree D (2015), the study was conducted on the customer preference towards the textile retail outlets with special reference to selected textile outlets in Coimbatore city. Indian textile industry is one of the leading textile industries in the world. The needs of the people are increasing day-by-day. The various showrooms taken for the study are Shree Devi, Chennai Silks, Ganapathy Silks, Pothys and RMKV. These are the most famous showrooms in Tamil Nadu with its branches spread all over the state.

The purposes of the study was to know the customer reference towards selected textile retail outlets in Coimbatore city, to study the awareness level of customers towards the textile retail outlets to know the factors that influences the customers to prefer the textile retail outlets, satisfaction of customers towards showroom aspects of the readymade garments in Coimbatore and to study the marketing strategies of selected textile retail outlets in Coimbatore city etc. The data was collected from 1225 respondents using questionnaire method. Simple percentage analysis has been used in the study. It was found from the study that the respondents are seen to give more preference to the collections while choosing the showroom. Therefore, the present study concentrates the level of significance based on the perception of the customers towards various aspects leading to satisfaction towards readymade garments. It is understood from the study that majority of the respondents were preferring Shree Devi Textiles and The Chennai Silks due to the level of awareness they attained through advertisement. The level of awareness achieved through Brochures / Phamplets were found to be very low and if, all the contributing factors helping to achieve the level of satisfaction of the customers are improved then there is no doubt the garment showrooms will achieve greater heights in the years to come.

38. Kalyani Anumala and Acharyulu (2015), the aim of the study is to know the influence of demographic variables like gender, age, educational qualification, occupation and annual income on customer satisfaction towards handloom products. A sample of 130 customers was selected from 11 showrooms located in Secunderabad division. Descriptive, Chi-square and ANOVA are the statistical tools used for the study. Clothing is one of the basic needs of human beings and first produced by using handlooms. Among various revolutions country has come across, there is a prominence for the industrial revolution for bringing power loom sector and mill sector in place, however this development on one hand has led to the downfall on the handloom fabric industry. From the study it has been found that handloom industry has been adequately facing huge competition from power loom and miller-made sector. Apart, from that inadequate infrastructure, poor marketing support and weakening distribution network has depleted. Also customers are not fully aware of the handloom industry. A need for targeting the younger generation would be the prime focus of the change.

39. Selvabaskar S and Shanmugapriya G (2015), carried out this study in Chennai for understanding the customer satisfaction level for a fashion apparel retailer. Customer Satisfaction is a fast and effective survey solution that can help organization to understand and act on customer feedback. The objective of this project is to find out the customer satisfaction level with regards to various service quality dimensions. The outcome of this study will help apparel retailers to identify the areas where the satisfaction level is low, improve it through appropriate strategies. Around 150 customers were surveyed with a structured questionnaire. Convenience Sampling method was used to select the respondents. The researcher used tools like mean ratio, correlation to test various hypotheses of the study. This helps to understand the point of sale to observe about customers made purchase decisions and efforts taken by retailers. The result of this study shows that majority of respondents are satisfied with their products and service. The majority of the respondents are quit expecting low price for the products.

40. Sowmya P.S and Shafiya S (2016), the study reveals that the customer satisfaction for textile sector carries great importance like the customer satisfaction for other sector carry especially, if it is considered that gaining new customers. An organization has to listen to its external customers. A number of studies have been proved that the long term and great success of a business is closely related to the ability to create and maintain loyal and satisfied their customers adapted to change the preferences. This study also aims to show the customer satisfaction and preferences towards the textile shops in Kerala with special reference to Malabar silks palakkad. The data was collected using a structured questionnaire based survey. A total of 125 respondents were considered for the study. Statistical techniques like simple percentage and chi-square test were used to evaluate the data. The study concludes that the Malabar Silks 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.

41. Thangavel S and Arumugaswamy P (2017), the study mainly deals with customer preference and satisfaction towards branded cloths and to ascertain the brands of cloth most preferred by respondents in Coimbatore city. The study also examines customer 's

perception on branded cloth showrooms in Coimbatore city. The study is a descriptive study. Primary data was collected with the help of structured questionnaire administered to 30 respondents in Coimbatore city. And the type of sampling was convenient sampling. Statistical tool used for the study is percentage analysis and rank analysis. Branding may communicate several meanings to the customer, which include the attribute, benefit, value, culture, personality, and usage. In addition, branding will indicate the importance of loyalty, awareness, quality, association and others. From the analysis of this study, it was shown that there are six factors of brand loyalty that were appropriate in the environment which are, the brand name, product quality, price, promotion, service quality and store environment. So marketers should and it useful to understand how loyalty factors influence the customer-buying behavior in the marketplace, which can help in segmenting customers and markets for their brands and marketing communication. Moreover, by identifying the brand personalities that attract customers, companies can identify what customers look for in a product, which may help to improve brand image of the product.

2.7 REVIEWS RELATED TO CUSTOMER PREFERENCE

42. Lalitha. A., Ravikumar, J.and Padmavali, K. (2008), their study focused on the brand preference regarding shirts and pants of select customers living in two cities of Hyderabad and Secunderabad. It is confined to the customers visiting the select showrooms in Hyderabad and Secunderabad. 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. 94 percent of the respondents are highly educated and purchased branded ready wears. Age group of 20-50 years are income earning people and spending on the branded wears. The study reveals that the advertisements play a limited role to choose the brand among ready - made dresses available in the market. 54 percent of the customers are buying branded ready wear because of quality and status symbol.

43. Ramakrishna Prasad Y (2012), the purpose of this study is to identify the purchasing drivers of apparel customer in apparel product categories, in the context of the evolving organized retail industry in India. The paper attempts to correlate the distinct store features as perceived by respondents with the true motivations of various customers in purchasing and patronising of organized outlets. In the process it provides insight of various attributes influencing the purchasing behaviours of an average Indian customer. The framework evolved for evaluating effectiveness and impact of different attributes influence the behaviour and a major impact on the overall profitability of the retailing business. Increase in the rate of literacy, growing number of working women, highly disposable income, easy availability of credit at low interest rates and high rate of media penetration along with the assurance of similar quality products with large ambit of price differentiation, painted the India's dynamic organized retail landscape. Rising interest and growing expansion of organized retail market leading to success of a business, depends solely on customers' urges that there is a need to study their buying behaviour. The study is based on primary data, a total of 178 apparel retail customer from leading outlets in Hyderabad and Secunderabad are surveyed by using structured questionnaire with mall intercept method. The results reveal 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.

44. Jisha U, Chinnadorai K.M (2014), conducted a research on customer preference towards selected textile retail outlets in Coimbatore city. The selected retail outlets taken for the study are Shree Devi, Chennai Silks, Ganapathy Silks, Pothys and Mahaveers. The purposes of the study were to know the customer preference towards selected textile retail outlets in Coimbatore city, to study the awareness level of customers towards the textile retail outlets to know the factors that influences the customers to prefer the textile retail outlets and to study the marketing strategies of selected textile retail outlets in Coimbatore city etc. The data were collected from 100 respondents using questionnaire method. Simply percentage analysis has been used in the study. The study was found that

the respondents are seen to give more preference to the collections while choosing the showroom. Hence the other retailers can also increase their new varieties of collections and the retailers must make an extra effort to create more awareness of their products to the general public and they can do it by making innovative and attractive advertisements that may influence more customers to purchase to visit their showroom.

45. Umamaheswari, R. Bhuvaneshwari & V. Bhuvaneshwari (2014), their study focused conducted on the customer preference towards the textile retail outlets with special reference to selected textile outlets in Coimbatore city”. The various showrooms taken for the study are Shree Devi, Chennai Silks, Ganapathy Silks, Pothys and RMKV. These are the most famous showrooms in Tamil Nadu with its branches spread all over the state. The purposes of the study were to know the customer preference towards selected textile retail outlets in Coimbatore city, to study the awareness level of customers towards the textile retail outlets to know the factors that influences the customers to prefer the textile retail outlets and to study the marketing strategies of selected textile retail outlets in Coimbatore city etc. The data was collected from 100 respondents using questionnaire method. Simply percentage analysis has been used in the study. It was found from the study that the respondents are seen to give more preference to the collections while choosing the showroom. It is also found that the trend of only women going for shopping has changed and now even men do shopping more often than women. The respondents are seen to give more preference to the collections while choosing the showroom. Majority of the respondents prefer purchasing at Shree Devi and therefore the other retailers can also increase their new varieties of collections. It is found from the study that, the customers’ major mean of awareness is through advertisements. The retailers have to get more trained staff that may help the customers and can influence in purchasing and they must also be well trained, and have to introduce more collections and variety of clothes in their outlets for increasing the sales.

46. Ericlee Nyaga Muciimi, Evanson Mwangi Ngumo (2014), their study states that, changes facing firms in business environment in terms of globalization, competition, liberalization, saturation of markets and developments of information technology have enhanced customer awareness and created a situation where long-term success is no longer achieved through optimized product price quality. The objective of this study was

to identify the factors that influence customer loyalty in cloth retailing stores in Nairobi, Kenya. The study was modelled on a descriptive design. Primary data was collected using semi-structured questionnaires, personally administered by the researchers to the customers shopping at the major shopping malls in Nairobi Central Business District cloth retailing stores. From the findings, it is quite evident that the factors that determine the respondent's choice of the cloth retailing stores are: location, trustworthiness, perceived quality, supplier brand, customer satisfaction, perceived price fairness and product mix. It was concluded that customers in Nairobi cloth retailing stores give high rating to flexible products and innovativeness (at 89%), wide range of products at (85%), products that meet customer needs at (59%), and inexpensive and affordable products at (15%). Finally high quality state of art technology oriented products is at (78%). Results on the extent to which respondents agree the following statements are important were as follows: quality of service offered to ensure customer loyalty is 100%, level of merchandised quality in the stores is high at 62.6%, suppliers brand that influence customers loyalty is at 100%, liking of store or outlet brand of products is agreeable at 54%, product mix that influences customer loyalty has a great extent at 88%. It was recommended that cloth retailing stores should strive to put more emphasis on factors that rank high in terms of determining the customers' choice of the stores.

47. Amit Chakrapani (2015), have tried to study the growth of Indian economy and markets has given birth to a new range of customers who is inclined towards the purchase of brand and quality products specially the apparels as the youth of the country is now exposed to various business and professional situations. The economy has resulted in to the development of markets with new jobs created in the ITES sector, Biomedical, Automotive engineering, Apparel manufacturing and Civil engineering. The growth is strongly supported by the education sector with increase in the number of students enrolling for higher education and large numbers of students graduating every year thus creating a large pool of technical and managerial manpower. The working class people segment has grown since the economic growth and it has benefited middle class and upper middle class people. Due to the increase in the number of working people and substantial raise in income, spending power has increased over the years, and particularly the young Indians in the age of 15 – 25 like to shop more. The Government of India has

laid down strict rules to protect the environment and avoiding child labor but there is no legality followed by companies in providing an ethical environment in means of working time and salary. This study focuses on the customer behavior of young Indians in the age of 15 – 25 to understand and know their perception towards spending and to show a new path for the society and the industry for a sustainable economic and social environment.

48. Amandeep Kaur and Garima Malik (2015), in their study they revealed that Indian markets are emerging and when it comes to Delhi, it's not just a metropolitan city but a fashion hub. International designers organize their fashion shows and bring international brands into this city. With the Indian demographics changing, there is a change in customer tastes and preferences with respect to the association they want to create with the brand. This study was conducted to find out the factors that determine the customer preferences for international apparel brand in Delhi. The purpose is also to identify the predictors for international brand apparels among Delhi young consumers. From the survey of the respondents from Delhi, the study found out that Advertisement for the brand has the strongest predictor for the customer preference followed by quality and Land of original and style has less prediction towards the customer preference. Overall, the survey shows that Delhi customers have positive attitude towards international apparel brands and the influence of variables has numerous of implications for both academic and market view.

49. Saraswathi V (2016), the study stated that, 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. All the businesses including the retail showrooms have started considering "customer" as the sovereign. Through random sampling method a sample size of 250 respondents has been selected from five selected textile showrooms. The statistical tool used for the study were percentage, rank and Kendall's co-efficient of concordance to understand the textile showrooms 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. This paper has also highlighted the potential impact of marketing strategy adopted by selected textile showrooms in Chennai city.

50. Rupesh Kumar M and Narayanan A.G.V (2016), their study aims to find out the factors influencing the shoppers' preference in selecting a Multi-Brand Outlet (MBO). Then, it aims to determine the factors influencing shoppers' decision in selecting one category from the three retail categories considered in this study such as staying with the same MBO, to move from one MBO to another and to shift to an MBO from an Exclusive Brand Outlet (EBO). The study was conducted among 400 respondents in Coimbatore city, India. The data was analyzed using Kendall's (W) coefficient of concordance for arriving at the mean ranking. The study concludes that store image is the most important factor preferred by the respondents in selecting an MBO. Further, store image and wider choice are the two major reasons for shoppers to move from one MBO to another. Finally, the offers and promotions are the major reasons indicated by the shoppers to come to an MBO from an EBO. This paper is an effort to assist the retailers to understand the important factors affecting the shoppers' choice of an MBO.

2.8 REVIEWS RELATED TO CUSTOMER PURCHASE PATTERN

51. O' Cass A (2000), the drive to understand the purchasing and consumption behavior of individuals and market segments has created significant interest in the construct of involvement. This study proposes and tests four types of involvement: (a) product involvement; (b) purchase decision involvement; (c) advertising involvement and (d) consumption involvement. It also proposes a higher order construct called customer involvement. Measures of all four types of involvement are developed and empirical tests are performed using CFA and structural equation modeling (SEM). This study presents an alternate approach to the conceptualization and measurement of four important types of involvement that will aid in better understanding customer behavior and developing improved marketing mix strategies. This study also introduces a substitute arrangement of assault to the plan and estimation of four essential instances of contention that will

help in the better comprehension purchaser conduct and developing improved marketing mix strategies. Of the 900 mail surveys sent, 478 were returned, and after the initial data screening 450 were retained as usable. Preliminary data analysis was undertaken to examine the psychometric properties of the scales via measures of central tendency, dispersion, bivariate Pearson correlations, factor analysis. To evaluate the structural equation modeling (SEMs) was used. Following the preliminary analysis the hypotheses were tested via t-test, ANOVA and regression analysis. The conceptualization, results and findings of this study indicate that a sufficient scope for involvement in customer behaviour may be limited to focusing on product, purchase decision, advertising and consumption. Therefore, the driving force and long-term goal of future research is to test this conceptualization and measures in different settings with different products.

52. Prasana Rosaline Fernandez (2009), focuses on the impact of branding on youth in choice of clothing as it is hypothesized that they are brand conscious. He suggests that brand conscious is the right choice of clothing, which helps them create an image and identity for themselves. Peer influence plays a crucial role in their choice of brands as it aids in their socialization process. In addition, advertising is an important variable in conferring brand values and establishing an image for the brand. Celebrity endorsements have a huge impact on branded clothing too as they promote certain attributes like image, quality and status. The researcher recommends that to retain loyalty of youth, brand managers need to build an emotional attachment to make the brand special and bring lasting competitive advantage. Additionally, advertising should be used to not only create awareness but influence brand image and preference.

53. Canan Saricam, Asli Aksoy and Fatma Kalaoglu (2012), in their study they explored and evaluated the priorities of customer requirements and importance of quality in apparel retailing industry within the customer perspective and to show the usability of Analytical Hierarchy Process (AHP) in ranking of the requirements. The requirements of the final customers from the apparel retail companies are determined in a hierarchical manner consisting of two levels. The first level of requirements includes, quality referring to 'Performance and durability', 'Price', 'Timeliness or flexibility', 'Fashion, design and variety', and 'Service' referring the customer requirements regarding the store activity, whereas the second of level criteria includes the specific requirements of the customer

within each requirements in the first level. The data for analysis is obtained from the focus group of customers. Analytical Hierarchy Process (AHP) is employed for making pair-wise comparison in order to provide a quantitative ranking of the requirements and generate the priorities. The quality and their components are positioned at the top among the other prior requirements of the customers. Determination of relative importance of the quality and other requirements helps the companies to establish the specifications and price configuration of their product range in convenience with the expectations of the customers.

54. Namita Rajput, Subodh Kesharwani, Akanksha Khanna (2012), this article defines that the Modern era provides high quality materials and lot of variety in Indian garment market to satisfy the desire of customers. The customers are utilizing the opportunity too. 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. The gender differences do exist with respect to build attitude towards fashionable apparels and brands. The study gives us the information males are equally interested to go for shopping as females along with they spend excess money during shopping than their female counterparts. Frequency of males going for shopping with their companions has increased over times and has reached almost at par with that of females. Attitude of males towards clothing varies from that of females.

55. Anand Thakur and Bhuvan Lamba (2013), readymade garment is a part of the textile industry and it accounts for about half of India's textile exports. The Indian Textile Industry is the second largest employment provider after agriculture and also the largest foreign exchange earner for the country. Thus, the need arises to know more about the perception of the customers for further growth of the industry. This study aims to know about the customer satisfaction level and factors influencing readymade apparel purchase and also to know about the most popular brands of customers in different variants of clothes which would help the readymade garments manufacturers to plan their future growth. The sample size of the study is 250 respondents. We divided their sample size 250 respondents in 50 respondents from each zone of the city i.e. north, south, centre,

east and west. Statistical tools used for the study is percentage analyses, chi-square, ANOVA and Kendall's coefficient of concordance was performed on the factors influencing the customers regarding purchase of readymade apparel. The findings of the study revealed that, the readymade apparel market is increasing very rapidly. The companies like Tommy Hilfiger and Peter England have been able to establish brand connect in meaningful way. 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.

56. Nirbhan Singh and Sarvanan R (2013), in their study they analyzed that the Textile Industry occupies a vital place in the Indian economy and contributes substantially to its exports earnings. Textiles exports represent nearly 30 per cent of the country's total exports. India has one of the prominent places in the world's textile market by supplying the different type of raw material. Apparel is billion-dollar industry employing millions of the people around the world. Over the last one decade, apparel industry has gone through the drastic change in the world market due to end of Multi Fibre Agreement in 2005. Indian garment industry is very diverse in size, manufacturing facility, type of apparel produced, quantity and quality of output, cost, and requirement for fabric etc. It comprises suppliers of ready-made garments for both, domestic or exports markets. This study is focusing on females buying behavior during the purchase of their apparel. Now, it is important for marketing people to know about their preferences according to age group and occupation. Other factors like culture, tradition and occasions are also playing the major role in female buying behaviors.

57. Rasid Saeed , Rab Nawaz Lodhi, Alhaj Muhammad Junaid Mukhtar, Sarfraz, Zahid Mahmood and Moeed Ahmad (2013) , this research is to integrate the brand image, brand attachment and environmental effects and their impact on customer purchase decision. The sample size was 150 and the data was collected in the form of questionnaire. Descriptive, inferential statistics, multiple regression and Correlation method to prove our hypothesis of this research we conducted in Sahiwal because the model was on three independent and one dependent variable. Results elaborates that brand image don't have a positive relation with purchase decision, brand attachment has a

moderate positive relation with purchase decision and environmental effects don't have a positive relation with purchase decision. According to customers of Sahiwal there is no positive relationship between brand image and purchase decision. They are not interested in brand image and buy cloths due to image of brands. People change their favorite brand if price go arise. At the time of purchasing they kept price in their mind and buy according to their affordability.

58. Nandini R and Jeevananda S (2014), the purpose of this study is to measure the fashion clothing involvement of teenagers, youth and adults customers selected in Bangalore city. The research tries to explore the relationship between demographic characteristics and the factors of fashion involvement. Fashion involvement is a customer's perceived importance of fashion clothing. It is important to investigate fashion involvement to understand customer behavior and to develop improved marketing strategies. In their research they found that today's trend is towards material possessions as criterion of success. Thus they use fashion clothing as a medium of expressing their self and also fit into the social environment. The research focuses on fashion clothing because it is closely related to daily life, having essential, communicative, and psychological functions in customers' lives. The sample size for the study chosen was 301. Samples were selected from schools, colleges, IT companies, government organizations and business establishments in Bangalore city. Factor analysis using principle components with varimax rotation was used. Also, the KMO and Bartlett's test was conducted in order to reveal interactions and relationship between different variables. The study shows, below 30 years customers tend to perform higher fashion clothing involvement. Correlation Analysis showed that there was significant positive correlation between purchase knowledge, confidence, social consciousness, materialism and the factors of fashion clothing involvement.

59. Teena Bhardwaj and N. Suresh (2014), stated in their study that organized retail sector of India is facing intense competition. With the opening of new stores and coming in international brands due to FDI in retail, this competition has further intensified. The 'Apparel' sector in organized retail is the second largest growing sector after 'Food and Grocery'. According to the report of Ernst and Young on organized Indian retail, the Apparels sector is expected to grow by 30 – 35 percent by the year 2016. While the opportunities are immense threats of sustainability are no less. Hence, it is very difficult

for retailers maintain an advantageous position only by offering good products, reasonable price and effective promotions. In such a situation offering 'Convenience of Shopping' can be profitable for retailers. It can stimulate customers' shopping action and then can result in enhancing customer perceived value, satisfaction and loyalty for an apparel store. Almost 200 questionnaires were administered out of which, 19 were discarded as they were incompletely filled. Three Point Likert-scales used to obtain the responses of the respondents. It is believed that the information obtained from these respondents was genuine and unbiased. Percentage and chi-square analysis were used was the study. Theoretical analysis demonstrates that in order to enhance the customer's perceived value, satisfaction and loyalty, the overall shopping experience of the customers has to be made memorable. This can be achieved by focusing on the store attribute – 'Convenience of Shopping' and by combining and enhancing major aspects of 'Convenience of Shopping'.

60. Reham Abdelbaset Sanad (2016), this paper aims to make a comprehensive review of factors affecting purchaser decision towards apparel and textile products. Research studies concerned with factors having impact on marketing of textile products including apparel and fashion products were reviewed. These factors include different cultural, social, personal, psychological and environmental aspects. Features related to market; namely product characteristics, purchase channel, price and promotion were reported. This study reviewed research studies concerned with customer behaviour towards textile and apparel products. However, it is believed that textile products' visual and physical characteristics has a great impact on customer buying decision, limited studies were found investigating the relation between textile product attributes and customer purchase decision. Most of these studies were concerned with preference of product attributes. Therefore, it is proposed to extend customer behaviour studies in textile and apparel area with special concern of fit, comfort and performance. The current study is considered stimulating for future research directions to academia and practitioners. It was found that designers, manufacturers, and sellers of textiles and apparel products should be up to date with target customer behaviour, which is affected by several variables dependent on market and customer.

2.9 CONCLUSION

A perusal of various empirical studies reveals that, customer have knowledge about retail textile showroom they are being influenced by various factors viz., quality, price, discount offers, brand etc., Customer satisfaction level is analyzed in various studies which show that, customers are satisfied after purchasing garments in retail textile showroom. Few studies have analyzed the customer awareness about branded clothes and studies reveal that, customers are aware of branded garments but most of the customers are buying according to the fashion. There are limited studies concentrating on service quality in textile showrooms. Hence, the present study aims to fill the research gap with more information related to customer attitude, perception along with service quality of Organized Retail Textile Showrooms.