

CHAPTER VI

CUSTOMER LEVEL OF SATISFACTION, PROBLEMS AND SERVICE QUALITY OF ORGANIZED RETAIL TEXTILE SHOWROOMS

6.1 Introduction

Customer satisfaction is defined as the number of customers, or percentage of total customer experience of a organized retail textile showroom, its products, or its services (ratings) exceeds specified satisfaction goals. Customer satisfaction provides a leading indicator of consumer purchase intentions and loyalty. In a competitive marketplace where businesses compete for customers, customer satisfaction is seen as a key differentiator and increasingly has become a key element of business strategy. Thus, the first objective of the study deals with customer level of satisfaction, problems and service quality of organized retail textile showrooms.

6.2 Level of Satisfaction

6.2.1 Satisfaction of Organized Retail Textile Showroom

Customers derive satisfaction both from the past experiences in the textile showroom and use of garments purchased and service from that particular textile showroom. Thus, overall sentiment of satisfaction is composed of several evaluation items on their experiences.

Table No : 6.2.1 Satisfaction of Organized Retail Textile Showroom

Satisfaction of Organized Retail Textile Showroom	No. of Respondents	Per cent
Pothys	49	10.3
The Chennai Silk	112	23.6
Ganapathy Silk	111	23.4
Sri Devi Textiles	96	20.3
PSR Silk	27	5.7
RMKV Wedding Silks	48	10.1
Mahaveer's Silk House	31	6.5
Total	474	100.0

Source : Primary Data

It is observed from the table that, 23.6 per cent of the respondents are satisfied with The Chennai Silk, 23.4 per cent of the respondents are satisfied with Ganapathy Silk, 20.3 per cent of the respondents are satisfied with Sri Devi Textiles, 10.3 per cent of the respondents are satisfied with Pothys, 10.1 per cent of the respondents are satisfied with RMKV Wedding Silks, 6.5 per cent of the respondents are satisfied with Mahaveer's Silk House and 5.7 per cent of the respondents are satisfied with PSR Silk.

Reason for Selecting Organized Retail Textile Showroom

Customer relationship signifies identifying the needs of the customers and stretching out ways and means to satisfy them. Availability of all necessary goods with good quality under the same roof and service provided by them are the major factors for selecting the particular organized retail textile showroom.

Table No : 6.2.2 Reason for Selecting Organized Retail Textile Showroom

Reason for Selecting organized retail textile showroom	No. of Respondents	Per cent
Availability of the Garments	73	21.5
Better Location	68	20.0
Better Quality	188	55.3
Better Offers	11	3.2
Total	340	100.0

Source : Primary Data

It is observed from the above table that, 55.3 per cent of the respondents reported that, they select organized retail textile showroom because of better quality, 21.5 per cent of the respondents said due to availability of the garments they have chosen the organized retail textile showroom, 20 per cent of the respondents reported due to better location and 3.2 per cent of the respondents stated that, due to better offers they have selected the textile showroom

Recommending the Organized Retail Textile Showroom

Customers are concerned with the merchandise, physical surroundings, promotional schemes and personnel interaction while purchasing in an organized retail textile showroom. Customer relationship and customer satisfaction plays a significant role in recommending the organized retail textile showroom.

Table No : 6.2.3 Recommending the Organized Retail Textile Showroom

Recommending the organized retail textile showroom	No. of Respondents	Per cent
Yes	238	50.2
No	236	49.8
Total	474	100.0

Source : Primary Data

50.2 per cent of the respondents said that, it is worth to recommend the organized retail textile showroom to others and 49.8 per cent of the respondents reported that, it is not worth to recommend the organized retail textile showroom to others, because the decision or the taste and preference differ from each and every customer.

Reason for not Recommending

Organized retail textile showroom must assure quality and availability of new products and attractive promotional schemes to enhance customer satisfaction. They need to enhance product quality and service to improve customer satisfaction. To expand the customer base and customer loyalty, organized retail textile showroom should pay proper attention towards the same and this may be the reason for not recommending the organized retail textile showroom.

Table No : 6.2.4 Reason for not recommending the organized retail textile showroom

Reason for not recommending the organized retail textile showroom	No. of Respondents	Per cent
Not worth to recommend	25	10.6
Let Others Decide	211	89.4
Total	236	100.0

Source : Primary Data

It is observed from the table that, 89.4 per cent of the respondents said let other decide and 10.6 per cent of the respondents reported that, it is not worth to recommend to others.

Level of Satisfaction towards Service Quality of Organized Retail Textile Showroom

Table No : 6.2.5 Level of Satisfaction Vs Service Quality of Organized Retail Textile Showroom

Particulars	N	Minimum	Maximum	Mean	S.D
Quality and Variety of Garments	474	2.00	5.00	4.18	.69
Price of Garments	474	1.00	5.00	3.89	.78
Proper Display of Garments	474	1.00	5.00	3.83	.85
Outlook and Comfort	474	1.00	5.00	3.83	.81
Offers / Discounts	474	1.00	5.00	3.86	.86
Exchange Facilities	474	1.00	5.00	3.71	.93
Better Location	474	1.00	5.00	3.76	.87
Convenient Shopping Hours	474	1.00	5.00	3.68	.87
Trial Room Facility	474	1.00	5.00	3.73	.96
Billing/Payment Facility	474	1.00	5.00	3.60	.88
Delivery Arrangements	474	1.00	5.00	3.57	.91
Illumination	474	1.00	5.00	3.67	.94
Salesmanship and Courtesy	474	1.00	5.00	3.56	1.01
Total Level of Satisfaction	474	14	65	48.93	5.68

Source : Computed Data

It is seen from the above table that, the ratings for all the items vary between a minimum of 1 to a maximum of 5. The highest mean rating is (4.18) for “Quality and Variety of Garments” (ie) on average. The satisfaction regarding the design falls between satisfied and very satisfied. The next mean rating is for Price of Garments (3.89), followed by Offers/Discounts (3.86), Proper Display of Garments, Outlook and Comfort (3.83), Better Location (3.76), Trial Room Facility (3.73), Exchange Facilities (3.71), Convenient Shopping Hours (3.68), Illumination (3.67), Billing/Payment Facility (3.60), Delivery Arrangements (3.57). The lowest mean ratings is (3.56) found for Salesmanship and Courtesy (i.e) 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.

Regression Analysis (Stepwise Method)

Regression Analysis towards satisfaction of Service Quality at Organized Retail Textile Showrooms.

The level of satisfaction on service quality at organized retail textile showroom is influenced by various predictor variables (independent variables) is explained by Multiple Regression analysis. Regression analysis has been applied to find the effect of personal and other service quality related factors on the overall satisfaction of respondents who are involved in buying at organized retail textile showroom. The overall satisfaction score has considered as the dependent variable to measure the level of satisfaction. The following independent variables were identified to be included in the model.

Gender

Age

Marital Status

Educational Qualification

Family Structure

Monthly Income

Influence Score

Perception score on organized retail textile showroom

Tangibility-Service Quality Perception Score

Reliability- Service Quality Perception Score

Responsive- Service Quality Perception Score

Assurance- Service Quality Perception Score

Empathy- Service Quality Perception Score

Multiple Regression is mainly building an equation wherein the predictor variables' coefficients are found out. The general Multiple Regression equation is of the form,

$$Y = a_0 + a_1X_1 + a_2X_2 + \dots + a_nX_n$$

where Y, the dependent variable

a_0 , constant

a_1, a_2, \dots, a_n are the regression coefficients for the independent variables X_1, X_2, \dots, X_n respectively.

The analysis starts with estimating coefficients and the constant. Among the several methods of analysis of Multiple Regression, one method used here is stepwise regression method. Initially, the equation starts with no predictor variables, then at first step the variable with maximum correlation with the dependent variable is selected first and included in the model. Also once the variable is included in the equation, then it is again considered for removal from the equation to avoid multicollinearity (correlation between independent variables) problems. Once the variable entered and remains in the equation, the next variable with highest positive/negative partial correlation is selected and considered for entry and if satisfied then added to the equation. Now the variables so far entered in to the equation are checked for removal. This process continues until all the variables satisfying entry and removal criteria are included in the equation. Finally either all the independent variables selected for the analysis would have been included in the model or the variables selected based on the selection criteria are alone included in the model.

Dependent Variable Vs Overall Satisfaction Score

Table No. 6.2.6 Dependent Variable Vs Overall Satisfaction Score

Particulars	Regression Coefficients (B)	Std. Error	Beta	T	Sig.
(Constant)	23.577	2.742			
Perception score	.356	.054	.280	6.645	**
Reliability-Service Quality Perception Score	.638	.105	.258	6.049	**
Family Structure	-1.849	.558	-.136	-3.312	**
Influence Score	.076	.026	.117	2.882	**
Age	.055	.029	.080	1.861	Ns
Gender	1.156	.467	.101	2.474	*
Educational Qualification	-.857	.330	-.109	-2.594	**
Monthly Income(Rs.'000s)	0.027	.013	.092	2.155	*

Table No.6.2.6 (A)

R	R Square	F	Sig.
.525	.275	22.071	**

Table given above shows the results of regression analysis, giving details of Multiple R, R^2 , F-ratio value and significance. The R value indicates that a moderate correlation (0.525) exists between the dependent variable (Overall score on satisfaction) and the set of independent variables. Next given is R square which when expressed in percentage, explains that 27.5% of the variation in the satisfaction score is due to the 8 predictor variables in the equation. Next given is F value (22.071). This value is F-statistic, calculated for R, used to find whether R value is significant or not. The associated significance level tells us that R is significant at 1% level.

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. Gender is a dichotomous variable (coded as 0-Male, 1 – Female) and the corresponding regression coefficient being positive indicates that female respondents are on average, more satisfied on the service quality of organized retail textile showrooms compared to male respondents. 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.

The t-test statistic calculated for the regression coefficients show that except Age all other variables included in the model significantly influence the satisfaction score of respondents either at 5% level or at 1% level.

Standardised regression coefficients (Beta) are calculated for the variables included in the model. These coefficients are free from units of measurement with which the independent variables were measured and hence comparable. The relative contribution of each variable in determining the satisfaction level of the respondents can be understood from these coefficient values. From the Beta coefficients it is seen that, in absolute terms, the Perception score, that is, the perception of the respondents towards organized retail textile showrooms, is more influential on the satisfaction score compared to other variables. The next most contributing variable is, the service quality perception factor, namely, Reliability, followed by Family Structure. Age and Monthly income are the least contributing variables to satisfaction score.

“t”-test

‘t’-test has been applied to find whether there is any significant relationship between gender, marital status, family structure and overall satisfaction score.

Gender and Overall Satisfaction Score

Table No : 6.2.7 Gender And Overall Satisfaction Score

		Overall Satisfaction Score		
		Mean	S.D	No.
Gender	Male	47.83	5.03	210
	Female	49.81	6.01	264
Total		48.93	5.68	474

Source : Computed Data

The mean value ranges between 49.81 and 47.83. The highest mean value of 49.81 has found for the female gender, which implies that the female gender’s overall satisfaction score is highly satisfied when compared to the male gender.

H₀ : The average satisfaction scores do not differ significantly among the respondents classified based on gender.

Table No : 6.2.7 (A) t-test for Equality of Means

t	df	Sig.	Table Value
3.822	472	**	2.586

The result shows that, the calculated t-test value is 3.822 which is greater than the table value of 2.586 at 1 percent level of significance. Since the calculated value is greater than the table value it is inferred that the mean satisfaction scores differ significantly between male and female. Thus, the hypothesis is rejected as it is proved that gender has a significant influence towards overall satisfaction score.

Marital Status and Overall Satisfaction Score

Table No : 6.2.8 Marital Status and Overall Satisfaction Score

		Overall Satisfaction Score		
		Mean	S.D	No.
Marital Status	Single	47.71	6.10	83
	Married	49.19	5.56	391
Total		48.93	5.68	474

Source : Computed Data

The mean value ranges between 47.71 and 49.19. The highest mean value of 49.19 has found for the married respondents, which implies that the married respondents overall satisfaction score is highly satisfied when compared to the unmarried respondents.

H₀ : The average satisfaction scores do not differ significantly among the respondents classified based on marital status.

Table No : 6.2.8 (A) t-test for Equality of Means

t	df	Sig.	Table Value
2.163	472	*	1.965

It reveals that, the calculated t-test value is 2.163, which is greater than the table value of 1.965 at 5 percent level of significance. Since the calculated value is greater than the table value it is inferred that the mean satisfaction scores differ significantly between marital status and overall satisfaction score. Thus, the hypothesis is rejected as it is proved that marital status has a significant influence towards overall satisfaction score.

Family Structure and Overall Satisfaction Score

Table No : 6.2.9 Family Structure Vs Overall Satisfaction Score

		Overall Satisfaction Score		
		Mean	S.D	No.
Family Structure	Nuclear	49.51	5.44	368
	Joint Family	46.92	6.03	106
Total		48.93	5.68	474

Source : Computed Data

It is evident from the above table that, the highest mean value of 49.51 has been found for nuclear family, which denotes the overall satisfaction score is high when compared to joint family. This may be due to lesser members in the family and more purchase in organized retail textile showroom.

Ho : The average satisfaction scores do not differ significantly among the respondents classified based on family structure.

Table No : 6.2.9 (A) t-test for Equality of Means

t	Df	Sig.	Table Value
4.220	472	**	2.586

It depicts that, the calculated t-test value is 4.220, which is greater than the table value of 2.586 at 1 percent level of significance. Since the calculated value is greater than the table value it is inferred that, the mean satisfaction score differ significantly between family structure and overall satisfaction score. Thus, the hypothesis is rejected as it is proved that family structure has a significant influence towards overall satisfaction score.

Anova

One way ANOVA has been applied to find whether the mean satisfaction score differ significantly among the respondents classified based on the age, educational qualification, occupation, number of members in the family, monthly income, area of the respondents.

Age of the Respondents and Overall Satisfaction Score

Table No : 6.2.10 Age of the Respondents and Overall Satisfaction Score

		Overall Satisfaction Score		
		Mean	S.D	No.
Age	25 yrs or below	47.01	6.56	91
	26-35 yrs	48.99	5.63	196
	36-45 yrs	50.28	4.92	151
	46 yrs & above	47.78	5.06	36
	Total	48.93	5.68	474

Source : Computed Data

The mean value ranges between 47.01 and 50.28. The highest mean value of 50.28 has found for the age group of 36-45 years, which implies that respondent's between 36-45 years is highly satisfied with overall satisfaction score when compared to the other age group of the respondents.

H₀ : The satisfaction score do not differ significantly among the respondents classified based on age.

Table No : 6.2.10 (A) ANOVA for Age of the Respondents and Overall Satisfaction Score

	Sum of Squares	df	Mean Square	F	Sig.	Table Value
Between Groups	660.757	3	220.252	7.095	**	2.624
Within Groups	14589.946	470	31.042			
Total	15250.703	473				

The result shows that, the calculated F value is 7.095 which is greater than the table value of 2.624 at 1% level of significance. Since the calculated value is greater than the table value it

is inferred that, the satisfaction scores differ significantly among the age of the respondents and overall satisfaction score. Thus, the hypothesis is rejected as it is proved that age has a significant influence towards overall satisfaction score.

Educational Qualification Vs Overall Satisfaction Score

Table No : 6.2.11 Educational Qualification Vs Overall Satisfaction Score

		Overall Satisfaction Score		
		Mean	S.D	No.
Educational Qualification	Below Secondary	48.34	3.60	29
	Graduate	48.93	5.45	230
	Post Graduate	49.56	5.92	180
	Professional	46.20	6.57	35
Total		48.93	5.68	474

Source : Computed Data

It is evident from the above table that, the highest mean value of 49.56 has been found for the post graduates, which denotes the overall satisfaction score is high when compared to other qualified respondents. The post graduates respondents give more importance to style and fashion.

H₀ : The satisfaction score do not differ significantly among the respondents classified based on educational qualification.

Table No : 6.2.11 (A) ANOVA for Educational Qualification Vs Overall Satisfaction Score

	Sum of Squares	df	Mean Square	F	Sig.	Table Value
Between Groups	341.219	3	113.740	3.585	*	2.624
Within Groups	14909.483	470	31.722			
Total	15250.703	473				

It reveals that, the calculated F value is 3.585 which is greater than the table value of 2.624 at 5% level of significance. Since the calculated value is greater than the table value it is inferred that, the satisfaction scores differ significantly among the educational qualification of

the respondents. Thus, the hypothesis is rejected as it is proved that educational qualification has a significant influence towards overall satisfaction score.

Occupation Vs Overall Satisfaction Score

Table No : 6.2.12 Occupation Vs Overall Satisfaction Score

		Overall Satisfaction Score		
		Mean	S.D	No.
Occupation	Business	47.40	5.66	40
	Professional	49.78	5.37	158
	Employed	48.69	5.82	185
	Housewife	47.64	5.86	50
	Students	49.83	5.55	41
Total		48.93	5.68	474

Source : Computed Data

The above table shows that, the highest mean value of 49.83 has been found for the students, which denotes the overall satisfaction score is high when compared to respondent's occupation. From the above table, it is clear that the students are more satisfied with the organized retail textile showroom because they are as per their want are satisfied.

H₀ : The satisfaction score do not differ significantly among the respondents classified based on occupation.

Table No : 6.2.12 (A) ANOVA for Occupation Vs Overall Satisfaction Score

	Sum of Squares	df	Mean Square	F	Sig.	Table Value
Between Groups	334.715	4	83.679	2.631	*	2.391
Within Groups	14915.988	469	31.804			
Total	15250.703	473				

The result shows that, the calculated F value is 2.631 which is greater than the table value of 2.391 at 5% level of significance. Since the calculated value is greater than the table value it is inferred that, the satisfaction scores differ significantly among the occupation of the

respondents. Thus, the hypothesis is rejected as it is proved that occupation has a significant influence towards overall satisfaction score.

Number of Members in the Family Vs Overall Satisfaction Score

Table No : 6.2.13 Number of Members in the Family Vs Overall Satisfaction Score

		Overall Satisfaction Score		
		Mean	S.D	No.
Number of Members in the Family	2-3 members	49.42	5.48	162
	4-5 members	48.99	5.45	248
	6 & above	47.45	6.78	64
	Total	48.93	5.68	474

Source : Computed Data

It is clear from the above table that, the highest mean value of 49.42 has been found for 2-3 members in the family, which denotes the overall satisfaction score is high when compared to other members in the family.

Ho : The satisfaction score do not differ significantly among the respondents classified based on number of members in the family.

Table No : 6.2.13 (A) ANOVA for Number of Members in the Family Vs Overall Satisfaction

	Sum of Squares	df	Mean Square	F	Sig.	Table Value
Between Groups	179.402	2	89.701	2.803	Ns	3.015
Within Groups	15071.300	471	31.999			
Total	15250.703	473				

The result reveals that, the calculated F value is 2.803 which is less than the table value of 3.015 at 5% level of significance. Since the calculated value is lesser than the table value it is inferred that, the satisfaction scores do not differ significantly among the number of members in the family. Thus, the hypothesis is accepted as it is proved that number of family members has no significant influence towards overall satisfaction score.

Monthly Income Vs Overall Satisfaction Score

Table No : 6.2.14 Monthly Income Vs Overall Satisfaction Score

		Overall Satisfaction Score		
		Mean	S.D	No.
Monthly Income	Up to Rs.20000	49.17	5.72	42
	Rs.20001-40000	47.95	5.59	131
	Rs.40001-60000	49.10	5.78	188
	Rs.60001-80000	50.05	5.35	96
	Above Rs.80000	47.76	6.11	17
	Total	48.93	5.68	474

Source : Computed Data

It is evident from the above table that, the highest mean value of 50.05 has been found for the monthly income between Rs.60001 to Rs.80000, which denotes that the respondents who earn more are highly satisfied and their overall satisfaction score is high when compared to other group's monthly income respondents. This may be due to when they earn more the frequency of visit to organized retail textile showroom may also be more.

H₀ : The satisfaction score do not differ significantly among the respondents classified based on monthly income.

Table No : 6.2.14 (A) ANOVA for Monthly Income Vs Overall Satisfaction Score

	Sum of Squares	df	Mean Square	F	Sig.	Table Value
Between Groups	278.168	4	69.542	2.178	Ns	2.391
Within Groups	14972.534	469	31.924			
Total	15250.703	473				

The result reveals that, the calculated F value is 2.178 which is less than the table value of 2.391 at 5% level of significance. Since the calculated value is less than the table value it is inferred that, the satisfaction scores differ significantly among the monthly income of the respondents. Thus, the hypothesis is accepted as it is proved that monthly income has no significant influence towards overall satisfaction score.

Area of the Respondents Vs Overall Satisfaction Score

Table No : 6.2.15 Area of the Respondents Vs Overall Satisfaction Score

		Overall Satisfaction Score		
		Mean	S.D	No.
Area of the Respondents	Rural	47.89	4.27	19
	Urban	49.02	5.70	445
	Semi-urban	46.90	6.87	10
Total		48.93	5.68	474

Source : Computed Data

It is evident from the above table that, the highest mean value of 49.02 has been found for urban area, 47.89 has been found for rural area and 46.90 has been found for semi-urban respondents which denotes that the urban area respondents overall satisfaction score is high when compared to other respondents visited organized retail textile showroom.

H₀ : The satisfaction score do not differ significantly among the respondents classified based on area.

Table No : 6.2.15 (A) ANOVA for Area of the Respondents Vs Overall Satisfaction Score

	Sum of Squares	df	Mean Square	F	Sig.	Table Value
Between Groups	65.195	2	32.598	1.011	Ns	3.015
Within Groups	15185.507	471	32.241			
Total	15250.703	473				

It depicts that, the calculated F value is 1.011 which is less than the table value of 3.015 at 5% level of significance. Since the calculated value is less than the table value it is inferred that, the satisfaction scores do not differ significantly among the area of the respondents. Thus, the hypothesis is accepted as it is proved that area of the respondents has no significant influence towards overall satisfaction score.

ANOVA

One way ANOVA has been applied to find 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.

Organized Retail Textile Showroom Visited Vs Overall Satisfaction Score

Table No : 6.2.16 Organized Retail Textile Showroom Vs Overall Satisfaction Score

Particulars		Overall Satisfaction Score		
		Mean	S.D	No.
Organized retail textile showroom visited	Pothys	47.57	5.77	67
	The Chennai Silks	49.25	6.22	87
	Sri Ganapathy Silks	47.98	5.84	87
	Sri Devi Textiles	51.23	5.29	75
	PSR Silks	49.04	4.76	50
	RMKV Wedding Silks	47.79	5.34	58
	Mahaveer's Silk House	49.62	5.11	50
	Total	48.93	5.68	474

Source : Computed Data

It is evident from the above table that, the highest mean value of 51.23 has been found for Sri Devi Textiles, which denotes the overall satisfaction score is high when compared to other Organized Retail Textile Showroom visited. The respondents are highly satisfied with Sri Devi Textiles may because of more variety of garments with less price and trendy collections of garments. Customers are satisfied with the respective textile showroom where they have visited and the textile showroom is much concentrating to satisfy their customers.

H₀ : The satisfaction score do not differ significantly among the respondents classified based on organized retail textile showroom visited.

Table No : 6.2.16 (A) ANOVA for Organized Retail Textile Showroom Visited and Overall Satisfaction Score

	Sum of Squares	df	Mean Square	F	Sig.	Table Value
Between Groups	707.500	6	117.917	3.786	**	2.841
Within Groups	14543.202	467	31.142			
Total	15250.703	473				

The result shows that, the calculated F value is 3.786 which is greater than the table value of 2.841 at 1% level of significance. Since the calculated value is greater than the table value it is inferred that, the satisfaction scores differ significantly among the organized retail textile showroom visited. Thus, the hypothesis is rejected as it is proved that organized retail textile showroom visited has a significant influence towards overall satisfaction score.

Frequency of Visit to Organized Retail Textile Showroom Vs Overall Satisfaction Score

Table No : 6.2.17 Frequency of Visit Vs Overall Satisfaction Score

		Overall Satisfaction Score		
		Mean	S.D	No.
Frequency of visit to the organized retail textile showroom	Monthly	49.12	5.33	76
	Fortnightly	50.29	5.15	190
	Occasionally	48.01	6.12	158
	Once in a year	46.38	5.35	50
Total		48.93	5.68	474

Source : Computed Data

It is shows from the above table that, the highest mean value of 50.29 has been found for fortnightly visit, which denotes that the respondents go for more of regular purchases are more satisfied when compared to other respondents.

Ho : The satisfaction score do not differ significantly among the respondents classified based on frequency of visit to organized retail textile showroom.

Table No : 6.2.17 (A) ANOVA for Frequency of Visit to Organized Retail Textile Showroom Vs Overall Satisfaction Score

	Sum of Squares	df	Mean Square	F	Sig.	Table Value
Between Groups	816.500	3	272.167	8.862	**	3.824
Within Groups	14434.203	470	30.711			
Total	15250.703	473				

The result shows that, the calculated F value is 8.862 which is greater than the table value of 3.824 at 1% level of significance. Since the calculated value is greater than the table value it is inferred that, the satisfaction scores differ significantly among the frequency of visit to organized retail textile showroom. Thus, the hypothesis is rejected as it is proved that frequency of visit to organized retail textile showroom has a significant influence towards overall satisfaction score.

Average Time Spent at Organized Retail Textile Showroom Vs Overall Satisfaction Score

Table No : 6.2.18 Time Spent Vs Overall Satisfaction Score

		Overall Satisfaction Score		
		Mean	S.D	No.
Average time spent at the organized retail textile showroom	Less than 1 hour	48.81	4.59	31
	1 to 2 hour	48.26	5.77	232
	2 to 3 hours	49.79	5.36	167
	More than 3 hours	49.27	6.66	44
Total		48.93	5.68	474

Source : Computed Data

It is evident from the table that, the highest mean value of 49.79 has been found for 2 to 3 hours, which denotes the overall satisfaction score is high when compared to average time spent at organized retail textile showroom visited. Thus, the respondents take 2 to 3 hours in a organized retail textile showroom visited shows that they may give more importance to their dressing sense.

Ho : The satisfaction score do not differ significantly among the respondents classified based on the time spend at organized retail textile showroom visited.

Table No : 6.2.18 (A) ANOVA for Time Spend Vs Overall Satisfaction Score

	Sum of Squares	df	Mean Square	F	Sig.	Table Value
Between Groups	232.511	3	77.504	2.426	Ns	2.624
Within Groups	15018.192	470	31.954			
Total	15250.703	473				

It is clear from the result that, the calculated F value is 2.426 which is less than the table value of 2.624 at 5% level of significance. Since the calculated value is less than the table value it is inferred that, the satisfaction scores do not differ significantly among the time spent at organized retail textile showroom visited. Thus, the hypothesis is accepted as it is proved that, average time spent at organized retail textile showroom visited has no significant influence towards overall satisfaction score.

Occasion of Purchase at Organized Retail Textile Showroom Vs Overall Satisfaction Score

Table No : 6.2.19 Occasion of Purchase Vs Overall Satisfaction Score

		Overall Satisfaction Score		
		Mean	S.D	No.
Occasions of purchase at the organized retail textile showroom	Festival	48.86	5.63	105
	Special Occasion	49.90	5.48	267
	Gift / Offers	45.35	6.03	51
	During Discount Sale	47.57	4.82	51
Total		48.93	5.68	474

Source : Computed Data

The table shows that, the highest mean value of 49.90 has been found for purchase during special occasion, which denotes that the respondents go for purchase more during special occasions, thus the overall satisfaction score is high when compared to occasions of purchase at

the organized retail textile showroom. Usually textile showrooms provide more collection during occasion/festival seasons when compared to other occasion

Ho : The satisfaction score do not differ significantly among the respondents classified based on the occasion of purchase at organized retail textile showroom.

Table No : 6.2.19 (A) ANOVA for Occasion of Purchase Vs Overall Satisfaction Score

	Sum of Squares	df	Mean Square	F	Sig.	Table Value
Between Groups	1000.220	3	333.407	10.996	**	3.824
Within Groups	14250.482	470	30.320			
Total	15250.703	473				

The result depicts that, the calculated F value is 10.996 which is greater than the table value of 3.824 at 1% level of significance. Since the calculated value is greater than the table value it is inferred that, the satisfaction scores differ significantly among the occasion of purchase at organized retail textile showroom. Thus, the hypothesis is rejected as it is proved that occasion of purchase at organized retail textile showroom has a significant influence towards overall satisfaction score.

Amount Spend in Organized Retail Textile Showroom Vs Overall Satisfaction Score

Table No : 6.2.20 Amount Spend Vs Overall Satisfaction Score

		Overall Satisfaction Score		
		Mean	S.D	No.
Amount spend in a visit to organized retail textile showroom	Below Rs.5000	47.35	6.00	103
	Rs.5001 - 7500	49.73	5.68	154
	Rs.7501 - 10000	49.26	5.45	187
	Above Rs.10000	48.23	5.03	30
Total		48.93	5.68	474

Source : Computed Data

It is clear from the table that, the highest mean value of 49.73 has been found for the respondents who spend between Rs.5001 - 7500, which denotes that the most of the respondents

spend only a few amount in the salary for purchasing in the organized retail textile showroom, thus the overall satisfaction score is high when compared to amount spent in a visit to a Organized Retail Textile Showroom.

Ho : The satisfaction score do not differ significantly among the respondents classified based on the amount spend in organized retail textile showroom visited.

Table No : 6.2.20 (A) ANOVA for Amount Spend Vs Overall Satisfaction Score

	Sum of Squares	df	Mean Square	F	Sig.	Table Value
Between Groups	389.694	3	129.898	4.108	**	3.824
Within Groups	14861.009	470	31.619			
Total	15250.703	473				

The result reveals that, the calculated F value is 4.108 which is greater than the table value of 3.824 at 1% level of significance. Since the calculated value is greater than the table value it is inferred that, the satisfaction scores differ significantly among amount spend in organized retail textile showroom visited. Thus, the hypothesis is rejected as it is proved that amount spend in organized retail textile showroom visited has a significant influence towards overall satisfaction score.

Type of Garments Preferred Vs Overall Satisfaction Score

Table No : 6.2.21 Type of Garments Preferred in Organized Retail Textile Showroom Visited Vs Overall Satisfaction Score

		Overall Satisfaction Score		
		Mean	S.D	No.
Type of organized retail textile showroom preferred	Ladies Garments	47.25	6.40	36
	Gents Garments	46.84	5.81	56
	Children Garments	46.00	6.59	17
	All	49.55	5.40	365
Total		48.93	5.68	474

Source : Computed Data

It is evident from the table that, the highest mean value of 49.55 has been found for all the type of garments, which denotes the respondents are satisfied when all the type of garments are found in a single organized retail textile showroom they visit, thus the overall satisfaction score is high when compared to the type of garments preferred in Organized Retail Textile Showroom visited. Usually ladies tend to prefer more purchase when compared to the other category.

Ho : The satisfaction score do not differ significantly among the respondents classified based on the type of garment preferred in organized retail textile showroom visited.

Table No : 6.2.21 (A) ANOVA for Type of Garments Preferred in Organized Retail Textile Showroom Visited Vs Overall Satisfaction Score

	Sum of Squares	df	Mean Square	F	Sig.	Table Value
Between Groups	634.191	3	211.397	6.798	**	3.824
Within Groups	14616.512	470	31.099			
Total	15250.703	473				

The result shows that, the calculated F value is 6.798 which is greater than the table value of 3.824 at 1% level of significance. Since the calculated value is greater than the table value it is inferred that, the satisfaction scores differ significantly among the type of garment preferred in organized retail textile showroom visited. Thus, the hypothesis is rejected as it is proved that type of garment preferred in organized retail textile showroom visited has a significant influence towards overall satisfaction score.

6.3 Service Quality

Service quality, is a comparison of perceived expectations of a service with perceived performance. A business with high service quality will meet or exceed customer expectations. Evidence from empirical studies suggests that improved service quality increases profitability and long term economic competitiveness. Improvements to service quality may be achieved by improving operational processes; identifying problems quickly and systematically; establishing

valid and reliable service performance measures and measuring customer satisfaction and other performance outcomes.

Opinion/Rating towards Service Quality of Organized Retail Textile Showroom Visited

Every individual customer has a separate and elegant fashion sense which is mainly related to the garment throughout the world. Each and every one has a different view and attitude towards organized retail textile show. Thus, the opinion/rating towards service quality will differ according the customer attitude at the time of visiting the organized retail textile showroom.

Table No : 6.3.1 Opinion/Rating towards Service Quality of Organized Retail Textile Showroom Visited

Opinion/Rating towards Service Quality of Organized Retail Textile Showroom Visited	No. of Respondents	Per cent
Excellent	169	35.7
Good	260	54.9
Average	41	8.6
Below Average	4	.8
Total	474	100.0

Source : Primary Data

It is inferred from the above table that, 54.9 per cent of the respondents rate the service quality of the organized retail textile showroom is good, 35.7 per cent of the respondents said that, it is excellent, 8.6 per cent of the respondents opinioned that, the rate the service quality of the organized retail textile showroom is average and .8 per cent per cent of the respondents reported that, the service quality of the organized retail textile showroom is below average.

Service Quality-Perception

6.3.2 Service Quality-Perception

	N	Minimum	Maximum	Mean	S.D
TANGIBILITY					
Garment Assortment	474	1.00	5.00	3.6941	.85607
Attractive Offers	474	1.00	5.00	3.5591	.91597
Improved Technology	474	1.00	5.00	3.5316	.90806
Standard Service	474	1.00	5.00	3.4873	.99939
RELIABILITY					
Variety of Brands	474	1.00	5.00	3.8122	.88479
Reasonable Price	474	1.00	5.00	3.6392	.84697
Exchange Facilities	474	1.00	5.00	3.6034	.91895
Alteration Facility	474	1.00	5.00	3.5295	.95798
RESPONSIVENESS					
Trained Staff	474	1.00	5.00	3.6835	.87547
Customer Relationship	474	1.00	5.00	3.5633	.91569
Garment Delivery System	474	1.00	5.00	3.6814	.90207
Parking Facility	474	1.00	5.00	3.5338	.97317
ASSURANCE					
Improved Quality	474	1.00	5.00	3.7595	.83601
Availability of Garments	474	1.00	5.00	3.5549	.90462
Proper Display of Garments	474	1.00	5.00	3.5696	.94701
Trial Room Facility	474	1.00	5.00	3.5549	.96347
EMPATHY					
Individual Attention	474	1.00	5.00	3.7468	.87437
Customer Interest	474	1.00	5.00	3.5844	.88817
Understand the specific needs	474	1.00	5.00	3.6456	.91552
Convenient Working Hours	474	1.00	5.00	3.4684	.97541
Total Perception Score	474	20	100	72.20	9.74

Respondents were asked to rate their perception towards service quality of organized retail textile show rooms they visited. The ratings were assigned as 1-Strongly disagree, 2-Disagree 3-Neutral 4-Agree and 5-Strongly Agree. The mean ratings were found for the items belong to each of the dimensions of service quality. It is seen from the mean ratings given above that all the items have mean ratings between 3 and 4. That is on average, the opinion of the respondents fall between neutral and agree for all the items. The highest mean rating is 3.8122 for Variety of Brands followed by 3.7595 for Improved Quality. The lowest mean rating is 3.4684, found out for Convenient Working Hours. With respect to Tangibility, 'Standard Service' has got the lowest mean rating of 3.4873 and 'Garment Assortment' has got the highest mean rating of 3.6941. Under Reliability dimension, 'Alteration Facility' has got the lowest mean rating of 3.5295 and 'Variety of Brands has got the highest mean rating of 3.8122. 'Trained Staff' in Responsive dimension has got the highest mean rating of 3.6835 and 'Parking Facility' has got the lowest mean rating of 3.5338. Under Assurance dimension, Improved Quality has got the highest average rating of 3.7595 and 'Trial Room Facility' has got the lowest mean rating of 3.5549. 'Individual Attention' under Empathy dimension has got the highest mean rating of 3.7468 and 'Convenient Working Hours' has got the lowest mean rating of 3.4684.

Service Quality-Expectation

6.3.3 Service Quality-Expectation

	N	Minimum	Maximum	Mean	S.D
TANGIBILITY					
Garment Assortment	474	1.00	5.00	3.5612	.82601
Attractive Offers	474	1.00	5.00	3.5928	.88494
Improved Technology	474	1.00	5.00	3.4684	.85778
Standard Service	474	1.00	5.00	3.4831	.92232
RELIABILITY					
Variety of Brands	474	1.00	5.00	3.6941	.86833
Reasonable Price	474	1.00	5.00	3.5844	.90934
Exchange Facilities	474	1.00	5.00	3.5675	.88006
Alteration Facility	474	1.00	5.00	3.5380	.94658
RESPONSIVE					
Trained Staff	474	1.00	5.00	3.6287	.75364
Customer Relationship	474	1.00	5.00	3.4831	.91078
Garment Delivery System	474	1.00	5.00	3.5359	.87228
Parking Facility	474	1.00	5.00	3.5148	.92464
ASSURANCE					
Improved Quality	474	1.00	5.00	3.6329	.87980
Availability of Garments	474	1.00	5.00	3.6160	.86525
Proper Display of Garments	474	1.00	5.00	3.4768	.89660
Trail Room Facility	474	1.00	5.00	3.4093	.94522
EMPATHY					
Individual Attention	474	1.00	5.00	3.6435	.86602
Customer Interest	474	1.00	5.00	3.5781	.91915
Understand the specific needs	474	1.00	5.00	3.5232	.93357
Convenient Working Hours	474	1.00	5.00	3.4008	.91249
Total Expectation Score	474	20	100	70.93	8.88

Respondents were asked to rate their expectation towards service quality of organized retail textile show rooms they visited. The ratings were assigned as 1-Very low, 2-Low 3-Medium 4-High and 5-Very High. The mean ratings were found for the items belong to each of the dimensions of service quality. It is seen from the mean ratings given above that all the items have mean ratings between 3 and 4. That is on average, the opinion of the respondents fall between Medium and High for all the items. The highest mean rating is 3.6941 for Variety of Brands followed by 3.6435 for Individual Attention. The lowest mean rating is 3.4008, found out for Convenient Working Hours. Under Tangibility dimension, 'Attractive Offers' has got the highest mean rating of 3.5928 and 'Standard Service' has got the lowest mean rating of 3.4831. Under Reliability dimension, 'Alteration Facility' has got the lowest mean rating of 3.5380 and 'Variety of Brands has got the highest mean rating of 3.6941. 'Trained Staff' in Responsive dimension has got the highest mean rating of 3.6287 and 'Customer Relationship' has got the lowest mean rating of 3.4831. Under Assurance dimension 'Trial Room Facility' has got less have average rating of 3.4093 and 'Improved Quality has got the high mean rating of 3.6329. 'Individual Attention' under Empathy dimension has got the highest mean rating of 3.6435 and 'Convenient Working Hours' has got the lowest mean rating of 3.4008.

Personal Factors Vs Service Quality with Perception Score

't'- test

't'-test has been applied to find whether there is any significant relationship between gender, marital status, family structure and perception score.

Gender Vs Perception Score

Table No : 6.3.4 Gender Vs Perception Score

		Service Quality-Perception Score		
		Mean	S.D	No.
Gender	Male	70.26	9.55	210
	Female	73.75	9.64	264
Total		72.20	9.74	474

Source : Computed Data

The mean value ranges between 70.26 and 73.75. The highest mean value of 73.75 has found for the female gender, which implies that the female respondents are highly satisfied when compared to the male gender.

H₀ : The average perception scores do not differ significantly among the respondents classified based on gender.

Table No : 6.3.4 (A) t-test for Equality of Means

t	df	Sig.	Table Value
3.935	472	**	2.586

The calculated t-test value is 3.935, which is greater than the table value of 2.586 at 1% level of significance. Since the calculated value is greater than the table value it is inferred that the mean perception scores differ significantly between the gender and perception score. Thus, the null hypothesis is rejected as it is proved that, gender has a significant influence towards perception score.

Marital Status Vs Perception Score

Table No : 6.3.5 Marital Status Vs Perception Score

		Service Quality-Perception Score		
		Mean	S.D	No.
Marital Status	Single	70.96	10.93	83
	Married	72.47	9.47	391
Total		72.20	9.74	474

Source : Computed Data

The mean value ranges between 70.96 and 72.47. The highest mean value of 72.47 has found for the married respondents, which implies that the married respondent's are highly satisfied when compared to the unmarried respondents.

Ho : The average perception scores do not differ significantly among the respondents classified based on marital status.

Table No : 6.3.5 (A) t-test for Equality of Means

t	df	Sig.	Table Value
1.276	472	Ns	1.965

The calculated t-test value is 1.276, which is lesser than the table value of 1.965 at 5% level of significance. Since the calculated value is lesser than the table value it is inferred that the mean perception scores do not differ significantly between married and single and service quality with perception score. Thus, the null hypothesis is accepted as it is proved that, marital status has no significant influence towards perception score.

Family Structure Vs Perception Score

Table No : 6.3.6 Family Structure Vs Perception Score

		Service Quality-Perception Score		
		Mean	S.D	No.
Family Structure	Nuclear	72.45	9.14	368
	Joint Family	71.34	11.62	106
Total		72.20	9.74	474

Source : Computed Data

The mean value ranges between 71.34 and 72.45. The highest mean value of 72.45 has found for the nuclear family, which implies that the nuclear family respondent's are highly satisfied when compared to the joint family.

Ho : The average perception scores do not differ significantly among the respondents classified based on family structure.

Table No : 6.3.6 (A) t-test for Equality of Means

t	df	Sig.	Table Value
1.035	472	Ns	1.965

The calculated t-test value is 1.035, which is less than the table value of 1.965 at 5% level of significance. Since the calculated value is less than the table value it is inferred that the mean perception scores do not differ significantly between nuclear and joint family. Thus, the null hypothesis is accepted as it is proved that, family structure has no significant influence towards perception score.

Anova

ANOVA has been employed to find whether, if there is any significant difference in the mean score among the respondents in respect of personal factors such as, age, educational qualification, occupation, monthly income, number of members in the family and area of the respondents.

Age Vs Perception Score

Table No : 6.3.7 Age Vs Perception Score

		Service Quality-Perception Score		
		Mean	S.D	No.
Age	25 yrs or below	71.70	12.73	91
	26-35 yrs	72.43	9.51	196
	36-45 yrs	73.07	8.03	151
	46 yrs & above	68.58	8.29	36
Total		72.20	9.74	474

Source : Computed Data

It is evident from the above table that, the highest mean value of 73.07 has been found for the age group of 36-45 years, which denotes perception score is high when compared to other age groups. It is clear that the middle age groups are giving more importance to the service quality of the organized retail textile showroom.

H₀ : The perception score do not differ significantly among the respondents classified based on the age.

Table No : 6.3.7 (A) ANOVA for Age and Perception Score

	Sum of Squares	df	Mean Square	F	Sig.	Table Value
Between Groups	617.342	3	205.781	2.183	Ns	2.624
Within Groups	44299.215	470	94.254			
Total	44916.557	473				

The calculated F value is 2.183 which is less than the table value of 2.624 at 5% level of significance. Since the calculated value is less than the table value it is inferred that, the perception scores do not differ significantly among the age groups of the respondents. Thus, the null hypothesis is accepted as it is proved that, age has no significant influence towards perception score.

Educational Qualification Vs Perception Score

Table No : 6.3.8 Educational Qualification Vs Perception Score

		Service Quality-Perception Score		
		Mean	S.D	No.
Educational Qualification	Below Secondary	66.17	5.78	29
	Graduate	71.61	9.36	230
	Post Graduate	73.31	10.38	180
	Professional	75.43	9.30	35
Total		72.20	9.74	474

Source : Computed Data

It is evident from the above table that, the highest mean value of 75.43 has been found for the professionals, which denotes the perception score is high when compared to other qualified respondents. The above table also states that, the professionals are giving more importance to the service quality at the organized retail textile showroom.

H₀ : The perception score do not differ significantly among the respondents classified based on educational qualification.

Table No : 6.3.8 (A) ANOVA for Educational Qualification and Perception Score

	Sum of Squares	df	Mean Square	F	Sig.	Table Value
Between Groups	1718.871	3	572.957	6.234	**	3.824
Within Groups	43197.686	470	91.910			
Total	44916.557	473				

The calculated F value is 6.234 which is greater than the table value of 3.824 at 1% level of significant. Since the calculated value is greater than the table value it is inferred that, the perception scores differ significantly among the educational qualification of the respondents. Thus, the null hypothesis is rejected as it is proved that, educational qualification has a significant influence towards perception score.

.Occupation Vs Perception Score

Table No : 6.3.9 Occupation Vs Perception Score

		Service Quality-Perception Score		
		Mean	S.D	No.
Occupation	Business	74.03	11.20	40
	Professional	74.96	9.18	158
	Employed	68.57	7.94	185
	Housewife	72.98	10.63	50
	Students	75.22	11.70	41
Total		72.20	9.74	474

Source : Computed Data

It is evident from the above table that, the highest mean value of 75.22 has been found for the students, which denotes the perception score is high when compared to respondent occupation. Usually student expectation are more when compared to other category because they are more fascinated and interested in wearing new models/arrivals of textile garments.

Ho : The perception score do not differ significantly among the respondents classified based on occupation.

Table No : 6.3.9 (A) ANOVA for Occupation and Perception Score

	Sum of Squares	df	Mean Square	F	Sig.	Table Value
Between Groups	4176.541	4	1044.135	12.020	**	3.359
Within Groups	40740.016	469	86.866			
Total	44916.557	473				

The calculated F value is 12.020 which is greater than the table value of 3.359 at 1% level of significant. Since the calculated value is greater than the table value it is inferred that, the perception scores differ significantly among the occupation of the respondents. Thus, the null hypothesis is rejected as it is proved that, occupation has a significant influence towards perception score.

Number of Members in the Family Vs Perception Score

Table No : 6.3.10 Number of Members in the Family Vs Perception Score

		Service Quality-Perception Score		
		Mean	S.D	No.
Number of Family Members	2-3 members	73.47	8.59	162
	4-5 members	71.46	9.39	248
	6 & above	71.88	13.12	64
Total		72.20	9.74	474

Source : Computed Data

It is evident from the above table that, the highest mean value of 73.47 has been found for 2-3 members in the family, which denotes the perception score is high when compared to other members in the family.

H₀ : The perception score do not differ significantly among the respondents classified based on number of members in the family.

Table No : 6.3.10 (A) ANOVA for number of members in the family and Perception Score

	Sum of Squares	df	Mean Square	F	Sig.	Table Value
Between Groups	403.615	2	201.807	2.135	Ns	3.015
Within Groups	44512.942	471	94.507			
Total	44916.557	473				

The calculated F value is 2.135 which is lesser than the table value of 3.015 at 5% level of significance. Since the calculated value is lesser than the table value it is inferred that, the perception scores do not differ significantly among the number of members in the family. Thus, the null hypothesis is accepted as it is proved that, number of family members has no significant influence towards perception score.

Monthly Income Vs Perception Score

Table No : 6.3.11 Monthly Income Vs Perception Score

		Service Quality-Perception Score		
		Mean	S.D	No.
Monthly Income	Up to Rs.20000	74.55	10.35	42
	Rs.20001-40000	69.93	10.27	131
	Rs.40001-60000	72.87	9.23	188
	Rs.60001-80000	72.29	8.74	96
	Above Rs.80000	76.06	12.19	17
Total		72.20	9.74	474

Source : Computed Data

It is evident from the table above that, the highest mean value of 76.06 has been found for the monthly income above Rs.80,000, which denotes the perception score is high when compared to monthly income.

H₀ : The perception score do not differ significantly among the respondents classified based on the monthly income.

Table No : 6.3.11 (A) ANOVA for Monthly Income and Perception Score

	Sum of Squares	df	Mean Square	F	Sig.	Table Value
Between Groups	1243.320	4	310.830	3.338	**	3.359
Within Groups	43673.236	469	93.120			
Total	44916.557	473				

The calculated F value is 3.338 which is lesser than the table value of 3.359 at 1% level of significance. Since the calculated value is lesser than the table value it is inferred that, the perception scores do not differ significantly among the monthly income of the respondents. Thus, the null hypothesis is accepted as it is proved that, monthly income has no significant influence towards perception score.

Area of the Respondents Vs Perception Score

Table No : 6.3.12 Area of the Respondents Vs Perception Score

		Service Quality-Perception Score		
		Mean	S.D	No.
Area of the Respondents	Rural	77.21	6.77	19
	Urban	71.93	9.77	445
	Semi-urban	74.60	11.18	10
Total		72.20	9.74	474

Source : Computed Data

It is evident from the above table that, the highest mean value of 77.21 has been found for rural area respondents, which denotes the perception score is high when compared to urban area respondents.

H₀ : The perception score do not differ significantly among the respondents classified based on the area of the respondents.

Table No : 6.3.12 (A) ANOVA for Area of the Respondents and Perception Score

	Sum of Squares	df	Mean Square	F	Sig.	Table Value
Between Groups	565.889	2	282.944	3.005	*	3.015
Within Groups	44350.668	471	94.163			
Total	44916.557	473				

The calculated F value is 3.005 which is lesser than the table value of 3.015 at 5 percent level of significance. Since the calculated value is lesser than the table value it is inferred that, the perception scores do not differ significantly among the area of the respondents. Thus, the null hypothesis is accepted as it is proved that, area of the respondents has no significant influence towards perception score. The table clearly states that the semi urban respondents are aware of service quality provided in the organized retail textile showroom.

‘t’ test

‘t’-test has been applied to find whether there is any significant relationship between gender, marital status, family structure and expectation score.

Gender and Service Quality with Expectation Score

Table No : 6.3.13 Gender And Expectation Score

		Service Quality-Expectation Score		
		Mean	S.D	No.
Gender	Male	68.42	8.63	210
	Female	72.93	9.38	264

Source : Computed Data

The mean value ranges between 68.42 and 72.93. The highest mean value of 72.93 has found for the female gender, which implies that the female gender’s expectation score for service quality is highly satisfied when compared to the male gender.

Ho : The average expectation scores do not differ significantly among the respondents classified based on gender.

Table No : 6.3.13 (A) t-test for Equality of Means

t	df	Sig.	Table Value
5.389	472	**	2.586

The calculated t-test value is 5.389, which is greater than the table value of 2.586 at 1% level of significance. Since the calculated value is greater than the table value it is inferred that the mean expectation scores differ significantly between male and female. Thus, the null hypothesis is rejected as it is proved that, gender has a significant influence towards expectation score.

Marital Status Vs Expectation Score

Table No : 6.3.14 Marital Status and Expectation Score

		Service Quality-Expectation Score		
		Mean	S.D	No.
Marital Status	Single	71.48	13.20	83
	Married	70.82	8.29	391

Source : Computed Data

The mean value ranges between 70.82 and 71.48. The highest mean value of 71.48 has found for the unmarried respondents, which implies that the unmarried respondent's expectation score for service quality is highly satisfied when compared to the married respondents.

H₀ : The average expectation scores do not differ significantly among the respondents classified based on marital status.

Table No : 6.3.14 (A) t-test for Equality of Means

t	Df	Sig.	Table Value
0.591	472	Ns	1.965

The calculated t-test value is 0.591, which is less than the table value of 1.965 at 5% level of significance. Since the calculated value is less than the table value it is inferred that the mean expectation scores do not differ significantly between married and single. Thus, the null hypothesis is accepted as it is proved that, marital status has no significant influence towards expectation score.

Family Structure Vs Expectation Score

Table No : 6.3.15 Family Structure Vs Expectation Score

		Service Quality-Expectation Score		
		Mean	S.D	No.
Family Structure	Nuclear	71.24	9.13	368
	Joint Family	69.85	9.94	106

Source : Computed Data

It is clear from the table that, the highest mean value of 71.24 has been found for nuclear family, which denotes the expectation score is high when compared to family structure. The above table denotes that, the service quality is expected by all the respondents who purchase from the preferred organized retail textile showroom.

Ho : The average expectation scores do not differ significantly among the respondents classified based on family structure.

Table No : 6.3.15 (A) t-test for Equality of Means

t	Df	Sig.	Table Value
1.359	472	Ns	1.965

The calculated t-test value is 1.359, which is less than the table value of 1.965 at 5% level of significance. Since the calculated value is less than the table value it is inferred that the mean expectation scores do not differ significantly between family structure and service quality with expectation score. Thus, the null hypothesis is accepted as it is proved that, family structure has no significant influence towards expectation score.

Anova

One way ANOVA has been applied to find whether the mean expectation score differ significantly among the age, educational qualification, occupation, number of members in the family, monthly income, area of the respondents with expectation score.

Age Vs and Service Quality with Expectation Score

Table No : 6.3.16 Age of the Respondents And Expectation Score

		Service Quality-Expectation Score		
		Mean	S.D	No.
Age	25 yrs or below	71.80	12.61	91
	26-35 yrs	70.72	9.17	196
	36-45 yrs	71.25	7.40	151
	46 yrs & above	68.58	7.31	36

Source : Computed Data

The mean value ranges between 68.58 and 71.80. The highest mean value of 71.80 has found for the age group of 25 years and below, which implies that respondent's below 25 years expectation score for service quality is highly satisfied when compared to the other age group of the respondents.

Ho : The expectation score do not differ significantly among the respondents classified based on age.

Table No : 6.3.16 (A) ANOVA for Age Vs Service Quality with Expectation Score

	Sum of Squares	df	Mean Square	F	Sig.	Table Value
Between Groups	291.150	3	97.050	1.118	Ns	2.624
Within Groups	40802.690	470	86.814			
Total	41093.840	473				

The calculated F value is 1.118 which is less than the table value of 2.624 at 5% level of significance. Since the calculated value is less than the table value it is inferred that, the expectation scores do not differ significantly among the age of the respondents and service quality with expectation score. Thus, the null hypothesis is accepted as it is proved that, age has no significant influence towards expectation score.

Educational Qualification Vs Expectation Score

Table No : 6.3.17 Educational Qualification Vs Expectation Score

		Service Quality-Expectation Score		
		Mean	S.D	No.
Educational Qualification	Below Secondary	67.38	5.27	29
	Graduate	70.80	9.70	230
	Post Graduate	72.09	9.16	180
	Professional	68.77	9.34	35

Source : Computed Data

It is evident from the table that, the highest mean value of 72.09 has been found for the professionals, which denotes the expectation score is high when compared to other qualified respondents. It is clear that the professionals expect more of service quality in the organized textile showroom they visit.

Ho : The expectation score do not differ significantly among the respondents classified based on educational qualification.

Table No : 6.3.17 (A) ANOVA for Educational Qualification and Expectation Score

	Sum of Squares	df	Mean Square	F	Sig.	Table Value
Between Groups	776.646	3	258.882	3.018	*	2.624
Within Groups	40317.193	470	85.781			
Total	41093.840	473				

The calculated F value is 3.018 which is greater than the table value of 2.624 at 5% level of significant. Since the calculated value is greater than the table value it is inferred that, the expectation scores differ significantly among the educational qualification of the respondents. Thus, the null hypothesis is rejected as it is proved that, educational qualification has a significant influence towards expectation score.

Occupation Vs Expectation Score

Table No : 6.3.18 Occupation Vs Expectation Score

		Service Quality-Expectation Score		
		Mean	S.D	No.
Occupation	Business	69.05	10.16	40
	Professional	73.41	8.96	158
	Employed	68.29	6.67	185
	Housewife	68.00	8.64	50
	Students	78.73	13.50	41

Source : Computed Data

It is evident from the above table that, the highest mean value of 78.73 has been found for the students, which denotes the expectation score is high when compared to respondent's occupation. The table states that, the occupation has connection with the service quality expected by the respondents.

Ho : The expectation score do not differ significantly among the respondents classified based on occupation.

Table No : 6.3.18 (A) ANOVA for Occupation and Expectation Score

	Sum of Squares	df	Mean Square	F	Sig.	Table Value
Between Groups	5331.815	4	1332.954	17.481	**	3.359
Within Groups	35762.024	469	76.252			
Total	41093.840	473				

The calculated F value is 17.481 which is greater than the table value of 3.359 at 1 percent level of significant. Since the calculated value is greater than the table value it is inferred that, the expectation scores differ significantly among the occupation of the respondents. Thus, the null hypothesis is rejected as it is proved that, occupation has a significant influence towards expectation score.

Number of Members in the Family Vs Expectation Score

Table No : 6.3.19 Number of Members in the Family Vs Expectation Score

		Service Quality-Expectation Score		
		Mean	S.D	No.
Number of Members in the Family	2-3 members	71.70	8.19	162
	4-5 members	70.54	9.40	248
	6 & above	70.50	11.48	64

Source : Computed Data

It is clear from the above table that, the highest mean value of 71.70 has been found for 2-3 members in the family, which denotes the expectation score is high when compared to other members in the family. When the size of the family is small the expectation will be more with the service quality in the preferred organized retail textile showroom.

Ho : The expectation score do not differ significantly among the respondents classified based on the number of members in the family.

Table No : 6.3.19 (A) ANOVA for number of members in the family and Expectation Score

	Sum of Squares	df	Mean Square	F	Sig.	Table Value
Between Groups	144.149	2	72.074	.829	Ns	3.015
Within Groups	40949.691	471	86.942			
Total	41093.840	473				

The calculated F value is .829 which is lesser than the table value of 3.015 at 5% level of significance. Since the calculated value is lesser than the table value it is inferred that, the expectation score do not differ significantly among the number of members in the family. Thus, the null hypothesis is accepted as it is proved that, number of members in the family has no significant influence towards expectation score.

Monthly Income Vs Expectation Score

Table No : 6.3.20 Monthly Income Vs Expectation Score

		Service Quality-Expectation Score		
		Mean	S.D	No.
Monthly Income	Up to Rs.20000	74.17	11.56	42
	Rs.20001-40000	68.15	9.84	131
	Rs.40001-60000	72.12	8.77	188
	Rs.60001-80000	71.32	7.80	96
	Above Rs.80000	69.00	8.19	17

Source : Computed Data

It is evident from the table that, the highest mean value of 74.17 has been found for the monthly income upto Rs.20000, which denotes the expectation score is high when compared to monthly income. Thus it states that, the high monthly income respondent decides the service quality expected in the organized retail textile showroom visited.

H₀ : The expectation score do not differ significantly among the respondents classified based on monthly income.

Table No : 6.3.20 (A) ANOVA for Monthly Income and Expectation Score

	Sum of Squares	df	Mean Square	F	Sig.	Table Value
Between Groups	1795.884	4	448.971	5.358	**	3.359
Within Groups	39297.956	469	83.791			
Total	41093.840	473				

The calculated F value is 5.358 which is greater than the table value of 3.359 at 1% level of significance. Since the calculated value is greater than the table value it is inferred that, the expectation scores differ significantly among the respondents classified based on the monthly income. Thus, the null hypothesis is rejected as it is proved that, monthly income has a significant influence towards expectation score. The result reveals that monthly income is the main determinant while making their purchase.

Area of the Respondents Vs Expectation Score

Table No : 6.3.21 Area of the Respondents Vs Expectation Score

		Service Quality-Expectation Score		
		Mean	S.D	No.
Area of the Respondents	Rural	71.53	8.64	19
	Urban	70.90	9.26	445
	Semi-urban	71.10	13.48	10

Source : Computed Data

It is evident from the table that, the highest mean value of 71.53 has been found for rural area respondents, which denotes expectation score is high when compared to other area respondents.

H₀ : The expectation score do not differ significantly among the respondents classified based on the area.

Table No : 6.3.21 (A) ANOVA for Area of the Respondents and Expectation Score

	Sum of Squares	df	Mean Square	F	Sig.	Table Value
Between Groups	7.358	2	3.679	.042	Ns	3.015
Within Groups	41086.482	471	87.232			
Total	41093.840	473				

The calculated F value is .042 which is lesser than the table value of 3.015 at 5% level of significance. Since the calculated value is lesser than the table value it is inferred that, the expectation scores do not differ significantly among the area of the respondents. Thus, the null hypothesis is accepted as it is proved that, area of the respondents has no significant influence towards expectation score.

Service Quality Vs Customer Purchase Pattern

One way ANOVA has been applied to find whether the mean perception score differ significantly among the organized retail textile showroom preferred, frequency of visit, average time spent, occasion of purchase, amount spend, type of garment preferred with expectation score.

Organized Retail Textile Showroom Preferred Vs Service Quality with Perception Score

Table No : 6.3.22 Organized Retail Textile Showroom Preferred Vs Perception Score

		Service Quality-Perception Score		
		Mean	S.D	No.
Organized retail textile showroom preferred	Pothys	73.40	8.68	67
	The Chennai Silks	73.34	10.71	87
	Sri Ganapathy Silks	69.78	10.36	87
	Sri Devi Textiles	72.21	8.46	75
	PSR Silks	71.24	9.23	50
	RMKV Wedding Silks	71.48	10.76	58
	Mahaveer's Silk House	74.60	8.67	50
Total		72.20	9.74	474

Source : Computed Data

It is evident from the above table that, the highest mean value of 74.60 has been found for Mahaveer's Silk House, which denotes the service quality with perception score is high when compared to other Organized Retail Textile Showroom visited. The above table states that, when compared to the other organized textile showroom the respondents have preferred Mahaveers Silk House.

Ho : The perception score do not differ significantly among the organized retail textile showroom preferred by the respondents.

Table No : 6.3.22 (A) ANOVA for Organized Retail Textile Showroom preferred and Perception Score

	Sum of Squares	df	Mean Square	F	Sig.	Table Value
Between Groups	1083.742	6	180.624	1.924	Ns	2.118
Within Groups	43832.815	467	93.860			
Total	44916.557	473				

The calculated F value is 1.924 which is lesser than the table value of 2.118 at 5% level of significance. Since the calculated value is lesser than the table value it is inferred that, the perception scores do not differ significantly among the organized retail textile showroom preferred. Thus, the null hypothesis is accepted as it is proved that, organized retail textile showroom preferred has no significant influence towards perception score.

Frequency of Visit Vs Perception Score

Table No : 6.3.23 Frequency of Visit Vs Perception Score

		Service Quality-Perception Score		
		Mean	S.D	No.
Frequency of your visit the organized retail textile showroom	Monthly	74.93	7.70	76
	Fortnightly	73.47	8.57	190
	Occasionally	71.94	10.73	158
	Once in a year	64.06	9.39	50
Total		72.20	9.74	474

Source : Computed Data

It is clear from the above table that, the highest mean value of 74.93 has been found for customers visiting monthly to the organized retail textile showroom, which denotes the perception score is high when compared to other category of the respondents.

Ho : The perception score do not differ significantly among the respondents frequency of visit to organized retail textile showroom.

Table No : 6.3.23 (A) ANOVA for Frequency of Visit and Perception Score

	Sum of Squares	df	Mean Square	F	Sig.	Table Value
Between Groups	4197.268	3	1399.089	16.149	**	3.824
Within Groups	40719.289	470	86.637			
Total	44916.557	473				

The calculated F value is 16.149 which is greater than the table value of 3.824 at 1% level of significance. Since the calculated value is greater than the table value it is inferred that, the perception scores differ significantly among the frequency of visit to organized retail textile showroom. Thus, the null hypothesis is rejected as it is proved that, frequency of visit to organized retail textile showroom has a significant influence towards perception score.

Time Spent Vs Perception Score

Table No : 6.3.24 Time Spent Vs Perception Score

		Service Quality-Perception Score		
		Mean	S.D	No.
Average time that you spent at the organized retail textile showroom	Less than 1 hour	72.10	8.88	31
	1 to 2 hour	69.91	9.70	232
	2 to 3 hours	74.46	9.22	167
	More than 3 hours	75.82	9.73	44
Total		72.20	9.74	474

Source : Computed Data

It is evident from the above table that, the highest mean value of 75.82 has been found for the average time spent for more than 3 hours, which denotes the perception score is high when compared to other respondent average time spent at the organized retail textile showroom.

H₀ : The perception score do not differ significantly among the respondents time spent in organized retail textile showroom visited.

Table No : 6.3.24 (A) ANOVA for Time Spent and Perception Score

	Sum of Squares	df	Mean Square	F	Sig.	Table Value
Between Groups	2642.790	3	880.930	9.794	**	3.824
Within Groups	42273.767	470	89.944			
Total	44916.557	473				

The calculated F value is 9.974 which is greater than the table value of 3.824 at 1% level of significance. Since the calculated value is greater than the table value it is inferred that, the perception scores differ significantly among the time spent in organized retail textile showroom. Thus, the null hypothesis is rejected as it is proved that time spent in organized retail textile showroom has a significant influence towards service quality.

Occasion of Purchase Vs Perception Score

Table No : 6.3.25 Occasion of Purchase Vs Perception Score

		Service Quality-Perception Score		
		Mean	S.D	No.
Occasions of purchase at the organized retail textile showroom	Festival	74.68	8.86	105
	Special Occasion	72.94	9.55	267
	Gift / Offers	68.98	11.11	51
	During Discount Sale	66.47	8.12	51
Total		72.20	9.74	474

Source : Computed Data

It is evident from the above table that, the highest mean value of 74.68 has been found for the respondents purchase during festival season, which denotes the perception score is high when compared to other occasions of purchase at the organized retail textile showroom.

Ho : The perception score do not differ significantly among the respondents occasion of purchase at organized retail textile showroom.

Table No : 6.3.25 (A) ANOVA for Occasion of Purchase and Perception Score

	Sum of Squares	df	Mean Square	F	Sig.	Table Value
Between Groups	2992.839	3	997.613	11.184	**	3.824
Within Groups	41923.718	470	89.199			
Total	44916.557	473				

The calculated F value is 11.184 which is greater than the table value of 3.824 at 1% level of significance. Since the calculated value is greater than the table value it is inferred that, the perception scores differ significantly among the occasion of purchase at organized retail textile showroom. Thus, the null hypothesis is rejected as it is proved that occasion of purchase at organized retail textile showroom has a significant influence towards perception score.

Amount Spend Vs Perception Score

Table No : 6.3.26 Amount Spend Vs Perception Score

		Service Quality-Perception Score		
		Mean	S.D	No.
Amount spend in a visit to organized retail textile showroom	Below Rs.5000	70.68	12.26	103
	Rs.5001 - 7500	75.79	9.45	154
	Rs.7501 - 10000	70.56	7.97	187
	Above Rs.10000	69.27	6.23	30
Total		72.20	9.74	474

Source : Computed Data

It is evident from the above table that, the highest mean value of 75.79 has been found for amount spend between Rs.5001 to Rs.7500, which denotes the perception score is high when

compared to amount spent by the other respondents. The respondents are aware of the service quality inspite of the amount spend in the organized retail textile showroom.

H₀ : The perception score do not differ significantly among the respondents amount spend in organized retail textile showroom.

Table No : 6.3.26 (A) ANOVA for Amount Spend and Perception Score

	Sum of Squares	df	Mean Square	F	Sig.	Table Value
Between Groups	2988.752	3	996.251	11.168	**	3.824
Within Groups	41927.805	470	89.208			
Total	44916.557	473				

The calculated F value is 11.168 which is greater than the table value of 3.824 at 1% level of significance. Since the calculated value is greater than the table value it is inferred that, the perception scores differ significantly among the respondents and amount spend in organized retail textile showroom. Thus, the null hypothesis is rejected as it is proved that amount spend in organized retail textile showroom has a significant influence towards perception score.

Type of Garments Preferred Vs Perception Score

Table No : 6.3.27 Type of Garments Preferred Vs Perception Score

		Service Quality-Perception Score		
		Mean	S.D	No.
Type of Garments preferred in organized retail textile showroom visited	Ladies Garments	71.56	11.15	36
	Gents Garments	68.59	14.13	56
	Children Garments	83.35	9.19	17
	All	72.30	8.35	365
Total		72.20	9.74	474

Source : Computed Data

It is clear from the above table that, the highest mean value of 72.30 has been found for all the type of garments, which denotes the perception score is high when compared to type of Garments preferred in organized retail textile showroom.

H₀ : The perception score do not differ significantly among the respondents preferred type of garment in organized retail textile showroom.

Table No : 6.3.27 (A) ANOVA for Type of Garment Preferred and Perception Score

	Sum of Squares	df	Mean Square	F	Sig.	Table Value
Between Groups	2863.383	3	954.461	10.667	**	3.824
Within Groups	42053.174	470	89.475			
Total	44916.557	473				

The calculated F value is 10.667 which is greater than the table value of 3.824 at 1% level of significance. Since the calculated value is greater than the table value it is inferred that, the perception scores differ significantly among the type of garment preferred in organized retail textile showroom visited. Thus, the null hypothesis is rejected as it is proved that type of garment preferred in organized retail textile showroom has a significant influence towards perception score.

Organized Retail Textile Showroom Visited Vs Expectation Score

Table No : 6.3.28 Organized Retail Textile Showroom Visited Vs Expectation Score

		Service Quality-Expectation Score		
		Mean	S.D	No.
Organized retail textile showroom Visited	Pothys	71.01	10.54	67
	The Chennai Silks	69.00	8.44	87
	Sri Ganapathy Silks	67.89	8.11	87
	Sri Devi Textiles	72.49	8.57	75
	PSR Silks	72.90	9.96	50
	RMKV Wedding Silks	70.90	9.42	58
	Mahaveer's Silk House	75.22	9.25	50

Source : Computed Data

It is clear from the above table that, the highest mean value of 75.22 has been found for Mahaveer's Silk House, which denotes the expectation score is high when compared to other Organized Retail Textile Showroom visited.

Ho : The expectation score do not differ significantly among the respondents organized retail textile showroom visited.

Table No : 6.3.28 (A) ANOVA for Organized Retail Textile Showroom Visited and Expectation Score

	Sum of Squares	df	Mean Square	F	Sig.	Table Value
Between Groups	2428.798	6	404.800	4.889	**	3.056
Within Groups	38665.042	467	82.795			
Total	41093.840	473				

The calculated F value is 4.889 which is greater than the table value of 3.056 at 1% level of significance. Since the calculated value is greater than the table value it is inferred that, the expectation scores differ significantly among the organized retail textile showroom visited. Thus, the null hypothesis is rejected as it is proved that organized retail textile showroom visited has a significant influence towards expectation score.

Frequency of Visit Vs Expectation Score

Table No : 6.3.29 Frequency of Visit Vs Expectation Score

		Service Quality-Expectation Score		
		Mean	S.D	No.
Frequency of your visit the organised retail textile showroom	Monthly	72.97	8.10	76
	Fortnightly	71.33	7.85	190
	Occasionally	71.70	10.37	158
	Once in a year	63.92	9.81	50

Source : Computed Data

It is evident from the above table that, the highest mean value of 72.97 has been found for monthly visit, which denotes the expectation score is high when compared to other respondents frequency of visit to the organized retail textile showroom. Thus the table states that, the

frequently visiting respondents are satisfied with the service quality at the preferred organized retail textile showroom.

H₀ : The expectation score do not differ significantly among the respondents frequency of visit to organized retail textile showroom.

Table No : 6.3.29 (A) ANOVA for Frequency of Visit and Expectation Score

	Sum of Squares	df	Mean Square	F	Sig.	Table Value
Between Groups	2897.026	3	965.675	11.882	**	3.824
Within Groups	38196.814	470	81.270			
Total	41093.840	473				

The calculated F value is 11.882 which is greater than the table value of 3.824 at 1% level of significance. Since the calculated value is greater than the table value it is inferred that, the expectation scores differ significantly among the frequency of visit to organized retail textile showroom. Thus, the null hypothesis is rejected as it is proved that frequency of visit to organized retail textile showroom has a significant influence towards expectation score.

Time Spent Vs Expectation Score

Table No : 6.3.30 Time Spent Vs Expectation Score

		Service Quality-Expectation Score		
		Mean	S.D	No.
Average time that you spent at the organized retail textile showroom	Less than 1 hour	70.42	11.78	31
	1 to 2 hour	67.73	7.62	232
	2 to 3 hours	74.70	9.22	167
	More than 3 hours	73.86	9.99	44

Source : Computed Data

It is evident from the above table that, the highest mean value of 74.70 has been found for 2 to 3 hours, which denotes expectation score is high when compared to the average time spent at the organized retail textile showroom.

Ho : The expectation score do not differ significantly among the respondents time spent in organized retail textile showroom visited.

Table No : 6.3.30 (A) ANOVA for Time Spent and Expectation Score

	Sum of Squares	df	Mean Square	F	Sig.	Table Value
Between Groups	5132.648	3	1710.883	22.361	**	3.824
Within Groups	35961.191	470	76.513			
Total	41093.840	473				

The calculated F value is 22.361 which is greater than the table value of 3.824 at 1% level of significance. Since the calculated value is greater than the table value it is inferred that, the expectation scores differ significantly among the time spent in organized retail textile showroom. Thus, the null hypothesis is rejected as it is proved that time spent in organized retail textile showroom has a significant influence towards expectation score.

Occasion of Purchase Vs Expectation Score

Table No : 6.3.31 Occasion of Purchase Vs Expectation Score

		Service Quality-Expectation Score		
		Mean	S.D	No.
Occasions of purchase at the organized retail textile showroom	Festival	72.39	9.08	105
	Special Occasion	71.70	8.94	267
	Gift / Offers	67.80	10.34	51
	During Discount Sale	67.06	9.22	51

Source : Computed Data

It is evident from the above table that, the highest mean value of 72.39 has been found for purchase during festival season, which denotes the expectation score is high when compared to occasions of purchase at the organized retail textile showroom. This may be due to service provided more at the organized retail textile showroom during the festival season.

Ho : The expectation score do not differ significantly among the respondents occasion of purchase at organized retail textile showroom.

Table No : 6.3.31 (A) ANOVA for Occasion of Purchase and Expectation Score

	Sum of Squares	df	Mean Square	F	Sig.	Table Value
Between Groups	1643.559	3	547.853	6.527	**	3.824
Within Groups	39450.280	470	83.937			
Total	41093.840	473				

The calculated F value is 6.527 which is greater than the table value of 3.824 at 1% level of significance. Since the calculated value is greater than the table value it is inferred that, the expectation scores differ significantly among the occasion of purchase at organized retail textile showroom. Thus, the null hypothesis is rejected as it is proved that occasion of purchase at organized retail textile showroom has a significant influence towards expectation score.

Amount Spend Vs Expectation Score

Table No : 6.3.32 Amount Spend Vs Expectation Score

		Service Quality-Expectation Score		
		Mean	S.D	No.
Amount spend in a visit to organized retail textile showroom	Below Rs.5000	68.45	12.04	103
	Rs.5001 - 7500	73.66	9.31	154
	Rs.7501 - 10000	70.39	7.22	187
	Above Rs.10000	68.87	6.96	30

Source : Computed Data

It is clear from the above table that, the highest mean value of 73.66 has been found for amount spend in a visit to organized retail textile showroom is Rs.5000 to Rs.7500, which denotes the expectation score is high when compared to the amount spend in a visit to organized retail textile showroom. Thus it is clear that, the amount spend in a visit to organized retail textile showroom is also connected with the service quality and expectation score.

H₀ : The expectation score do not differ significantly among the respondents amount spend in organized retail textile showroom visited.

Table No : 6.3.32 (A) ANOVA for Amount Spend and Expectation Score

	Sum of Squares	df	Mean Square	F	Sig.	Table Value
Between Groups	1961.654	3	653.885	7.854	**	3.824
Within Groups	39132.185	470	83.260			
Total	41093.840	473				

The calculated F value is 7.854 which is greater than the table value of 3.824 at 1% level of significance. Since the calculated value is greater than the table value it is inferred that, the expectation scores differ significantly among the amount spend in organized retail textile showroom visited. Thus, the null hypothesis is rejected as it is proved that amount spent in organized retail textile showroom visited has a significant influence towards expectation score.

Type of Garments Preferred Vs Expectation Score

Table No : 6.3.33 Type of Garments Preferred in Organized Retail Textile Showroom Visited Vs Service Quality with Expectation Score

		Service Quality-Expectation Score		
		Mean	S.D	No.
Type of Garments Preferred in textile showroom visited	Ladies Garments	69.22	9.41	36
	Gents Garments	65.64	9.71	56
	Children Garments	74.65	11.11	17
	All	71.74	8.88	365

Source : Computed Data

It is evident from the table that, the highest mean value of 74.65 has been found for children garments, which denotes the expectation score is high when compared to other type of garments preferred.

Ho : The expectation score do not differ significantly among the respondents preferred type of garment in organized retail textile showroom visited.

Table No : 6.3.33 (A) ANOVA for Type of Garment Preferred and Expectation Score

	Sum of Squares	df	Mean Square	F	Sig.	Table Value
Between Groups	2144.604	3	714.868	8.626	**	3.824
Within Groups	38949.236	470	82.871			
Total	41093.840	473				

The calculated F value is 8.626 which is greater than the table value of 3.824 at 1% level of significance. Since the calculated value is greater than the table value it is inferred that, the expectation scores differ significantly among the type of garment preferred in organized retail textile showroom visited. Thus, the null hypothesis is rejected as it is proved that type of garment preferred in organized retail textile showroom visited has a significant influence towards expectation score. It is inferred that the parents are enjoying more while purchasing for their children. So they are expecting more when compared to other varieties of garments.

‘t’-test

‘t’-test has been applied to find whether there is any significant relationship between Perception Score and Expectation Score with tangibility, reliability, responsiveness, assurance and empathy.

Tangibility with Perception Score and Expectation Score

Table No : 6.3.34 Perception Score and Expectation Score with Tangibility

	Mean	S.D	No.
Tangibility-Perception Score	14.27	2.31	474
Tangibility-Expectation Score	14.11	2.03	474

Source : Computed Data

The mean value ranges between 14.27 and 14.11. The highest mean value of 14.27 has found for perception score, which implies that the perception score for tangibility is highly satisfied when compared to the expectation score.

H₀ : The average tangibility scores do not differ significantly between perception score and expectation score.

Table No : 6.3.34 (A) t-test for Equality of Means

t	Df	Sig.	Table Value
1.519	473	Ns	1.965

The calculated t-test value is 1.519, which is less than the table value of 1.965 at 5% level of significance. Since the calculated value is less than the table value it is inferred that the mean tangibility scores do not differ significantly between perception score and expectation score. Thus, the null hypothesis is accepted as it is proved that perception score has no significant influence towards expectation score with tangibility.

Reliability with Perception Score and Expectation Score

Table No : 6.3.35 Perception Score and Expectation Score with Reliability

	Mean	S.D	No.
Reliability-Perception Score	14.58	2.29	474
Reliability-Expectation Score	14.38	2.26	474

Source : Computed Data

The mean value ranges between 14.58 and 14.38. The highest mean value of 14.58 has found for perception score, which implies that the perception score for reliability is highly satisfied when compared to the expectation score.

Ho : The average reliability scores do not differ significantly between perception score and expectation score.

Table No : 6.3.35 (A) t-test for Equality of Means

t	Df	Sig.	Table Value
1.975	473	*	1.965

The calculated t-test value is 1.975, which is greater than the table value of 1.965 at 5 percent level of significance. Since the calculated value is greater than the table value it is inferred that the mean reliability scores differ significantly between perception score and expectation score. Thus, the null hypothesis is rejected as it is proved that perception score has a significant influence towards expectation score with reliability.

Responsiveness with Perception Score and Expectation Score

Table No : 6.3.36 Perception Score and Expectation Score with Responsiveness

	Mean	S.D	No.
Responsiveness-Perception Score	14.46	2.30	474
Responsiveness-Expectation Score	14.16	2.09	474

Source : Computed Data

The mean value ranges between 14.46 and 14.16. The highest mean value of 14.46 has found for perception score, which implies that the perception score for responsiveness is highly satisfied when compared to the expectation score.

Ho : The average responsiveness scores do not differ significantly between perception score and expectation score.

Table No : 6.3.36 (A) t-test for Equality of Means

t	Df	Sig.	Table Value
2.975	473	**	2.586

The calculated t-test value is 2.975, which is greater than the table value of 2.586 at 1% level of significance. Since the calculated value is greater than the table value it is inferred that the mean responsiveness scores differ significantly between perception score and expectation score. Thus, the null hypothesis is rejected as it is proved that perception score has a significant influence towards expectation score with responsiveness.

Assurance with Perception Score and Expectation Score

Table No : 6.3.37 Perception Score and Expectation Score with Assurance

	Mean	S.D	No.
Assurance-Perception Score	14.44	2.27	474
Assurance-Expectation Score	14.14	2.25	474

Source : Computed Data

The mean value ranges between 14.44 and 14.14. The highest mean value of 14.44 has found for perception score, which implies that the perception score for assurance is highly satisfied when compared to the expectation score.

Ho : The average assurance scores do not differ significantly between perception score and expectation score.

Table No : 6.3.37 (A) t-test for Equality of Means

t	Df	Sig.	Table Value
2.971	473	**	2.586

The calculated t-test value is 2.971, which is greater than the table value of 2.586 at 1% level of significance. Since the calculated value is greater than the table value it is inferred that the mean assurance scores differ significantly between perception score and expectation score. Thus, the null hypothesis is rejected as it is proved that perception score has a significant influence towards expectation score with assurance.

Empathy with Perception Score and Expectation Score

Table No : 6.3.38 Perception Score and Expectation Score with Empathy

	Mean	S.D	No.
Empathy-Perception Score	14.45	2.34	474
Empathy-Expectation Score	14.15	2.33	474

Source : Computed Data

The mean value ranges between 14.45 and 14.15. The highest mean value of 14.45 has found for perception score, which implies that the perception score for empathy is highly satisfied when compared to the expectation score.

Ho : The average empathy scores do not differ significantly between perception score and expectation score.

Table No : 6.3.38 (A) t-test for Equality of Means

t	Df	Sig.	Table Value
2.790	473	**	2.586

The calculated t-test value is 2.790, which is greater than the table value of 2.586 at 1% level of significance. Since the calculated value is greater than the table value it is inferred that the mean empathy scores differ significantly between perception score and expectation score. Thus, the null hypothesis is rejected as it is proved that perception score has a significant influence towards expectation score with empathy.

6.4 Problems Faced by Customers

Problems Faced towards Purchasing in Organized Retail Textile Showroom Visited

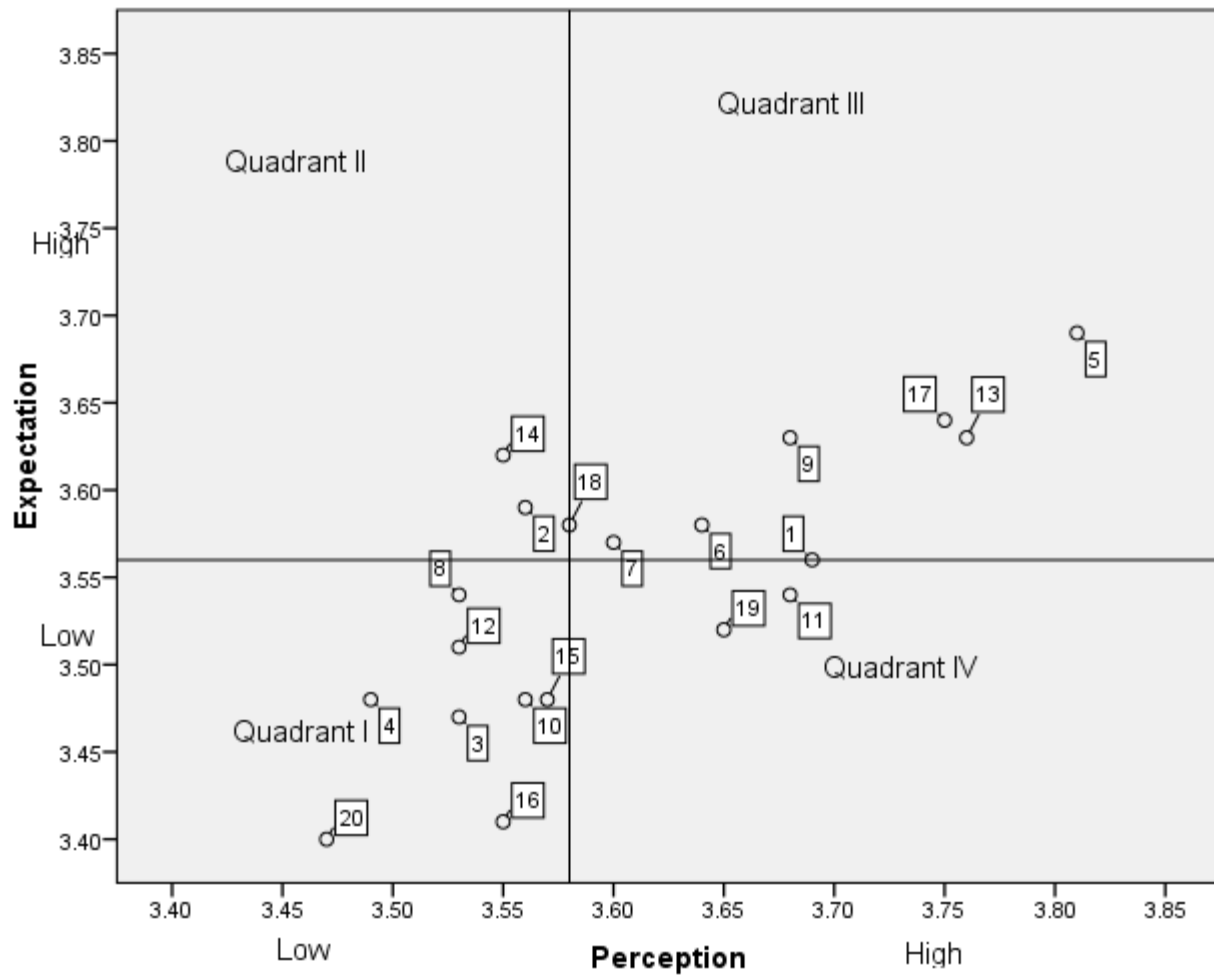
Table No : 6.4.1 Problems Faced towards Purchasing in Organized Retail Textile Showroom Visited

Particulars	N	Minimum	Maximum	Mean	S.D
Low Quality Products	474	1.00	5.00	2.01	.78
High Price	474	1.00	5.00	2.27	.82
Less Availability of Garments	474	1.00	5.00	2.35	.87
Less Customer Relationship	474	1.00	5.00	2.56	.88
Less Payment / Billing Facilities	474	1.00	5.00	2.50	.92
No Delivery Arrangements	474	1.00	5.00	2.46	.94
No Parking Facility	474	1.00	5.00	2.45	.94
No Arrangement of Products	474	1.00	5.00	2.51	.91
Less Sales Promotion (like discounts , gifts and offers)	474	1.00	5.00	2.55	.98
Less Lighting Facility	474	1.00	5.00	2.52	.92
No Security Services	474	1.00	5.00	2.51	.89
Less Trial Room Facility	474	1.00	5.00	2.50	.97
Total Score for Problems Faced by the respondents	474	12	60	29.29	5.41

Source : Computed Data

It is seen from the above table that, the ratings for all the items vary between a minimum of 1 to a maximum of 5. The highest mean rating is (2.56) for “Less Customer Relationship” (ie) on average. The influence regarding the design falls between Disagree and Neither Agree or Disagree. The next mean rating is for Less Sales Promotion (like discounts , gifts and offers) (2.55), followed by Less Lighting Facility (2.52), No Arrangement of Products and No Security Services (2.51), Less Trial Room Facility (2.50), No Delivery Arrangements (2.46), No Parking Facility (2.45), Less Availability of Garments (2.35), High Price (2.27). The lowest mean ratings is (2.01) found for Low Quality Products (i.e) the level of problem for Low Quality Products falls between normal and satisfied level. The table shows that for most of the items the level of influence falls between Disagree and Neither Agree or Disagree level.

GAP ANALYSIS



Items taken for the study :

- ❖ 1 - Garment Assortment
- ❖ 2 - Attractive Offers
- ❖ 3 - Improved Technology
- ❖ 4 - Standard Service
- ❖ 5 - Variety of Brands
- ❖ 6 - Reasonable Price
- ❖ 7 - Exchange Facilities
- ❖ 8 - Alteration Facility

- ❖ 9 - Trained Staff
- ❖ 10 - Customer Relationship
- ❖ 11 - Garment Delivery System
- ❖ 12 - Parking Facility
- ❖ 13 - Improved Quality
- ❖ 14 - Availability of Garments
- ❖ 15 - Proper Display of Garments
- ❖ 16 - Trail Room Facility
- ❖ 17 - Individual Attention
- ❖ 18 - Customer Interest
- ❖ 19 - Understand the specific needs
- ❖ 20 - Convenient Working Hours

The Gap between Perception and Expectation on the service quality of organized retail stores is explained by the quadrant matrix depicted above. The mean ratings found out for all the 20 items for perception and expectation were plotted against each other with Perception on horizontal axis and Expectation on vertical axis. The lines drawn parallel to the perception and expectation axis are the median values found out of the mean ratings of 20 items thus forming four quadrants. The mean values falling below median lines represent low perception or expectation and the mean values falling above the median values represent high perception or expectation. Each quadrant indicates level of expectation and perception of the 20 items. The items falling in the first quadrant show that the expectation and perception of the respondents are low. The second quadrant indicates that the perception of the respondents on these items is low but expectation for these items is high. The third quadrant shows that the expectation and perception of the respondents towards the items falling in this region are high and maximum. The items in the fourth quadrant show that the perception of the respondents is higher even though the expectation on these items is low. Item wise analysis on each quadrant is given below.

Quadrant I (Low Perception & Low Expectation).

The following items were identified to fall in this region.

- ❖ 3 - Improved Technology
- ❖ 4 - Standard Service
- ❖ 8 - Alteration Facility
- ❖ 10 - Customer Relationship
- ❖ 12 - Parking Facility
- ❖ 15 - Proper Display of Garments
- ❖ 16 - Trail Room Facility
- ❖ 20 - Convenient Working Hours

Most of the service quality items fall in this region. The perception of the respondents on these items compared to other service quality items is low on perception as well as expectation. This means that the respondents are content with what is offered and their expectation just matches with their perception and hence the retail stores need not concentrate more on these items.

Quadrant II (Low Perception & High Expectation).

The following items were identified to fall in this region.

- ❖ 2 - Attractive Offers
- ❖ 14 - Availability of Garments
- ❖ 18 - Customer Interest

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 hence can concentrate more on this region, so as to meet the expectation of the customers on these items.

Quadrant III (High Perception & High Expectation).

The following items were identified to fall in this region.

- ❖ 5 - Variety of Brands
- ❖ 6 - Reasonable Price
- ❖ 7 - Exchange Facilities
- ❖ 9 - Trained Staff
- ❖ 13 - Improved Quality
- ❖ 17 - Individual Attention

This is the ideal quadrant as far as customers and retail stores are concerned. 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 these items. Six out of 20 items fall in this region and perhaps these items are more important on the customers perception. The retail stores should see that they maintain this perception if not improve upon it.

Quadrant IV (High Perception & Low Expectation).

The following items were identified to fall in this region.

- ❖ 1 - Garment Assortment
- ❖ 11 - Garment Delivery System
- ❖ 19 - Understand the specific needs

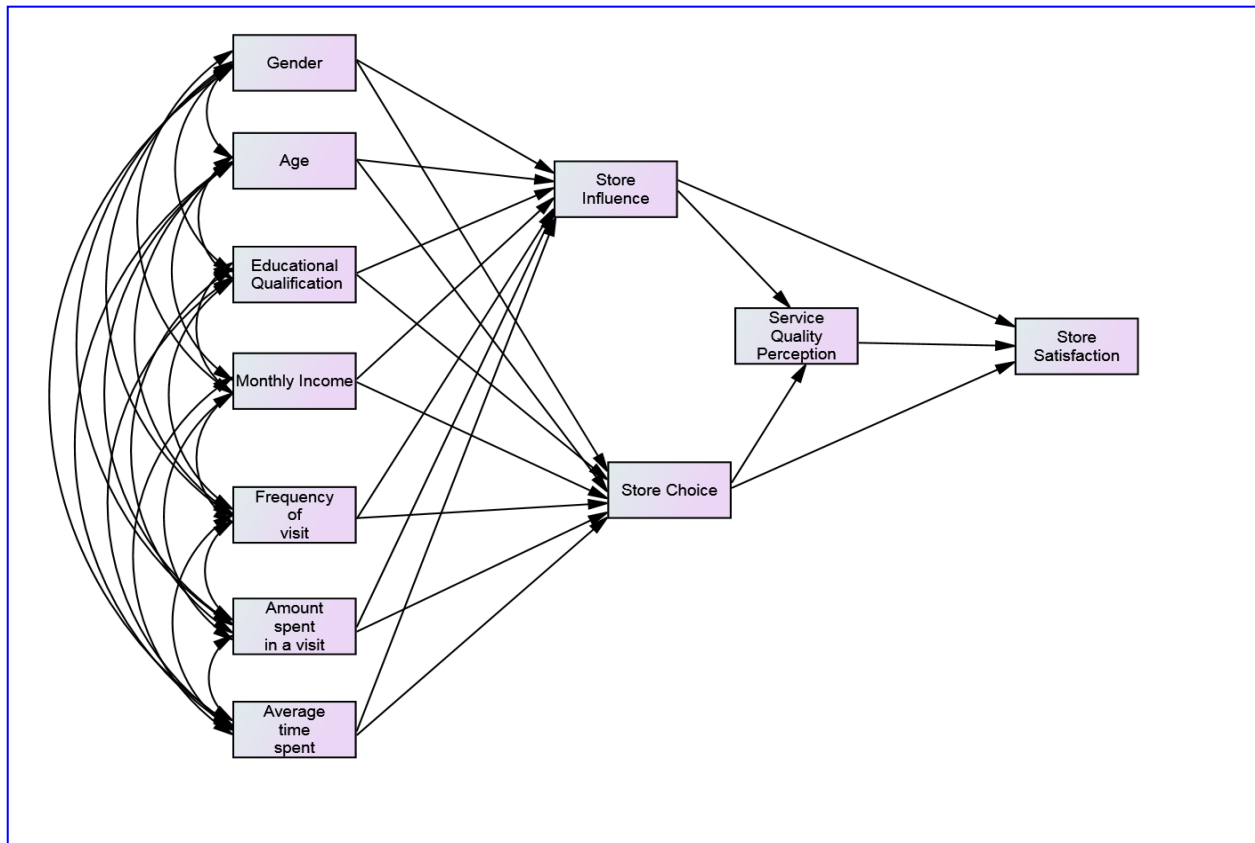
The perception of the respondents who visit the retail stores are high on these items even though they expected low. That is the performance of the retail stores on these aspects are more than the customers expected . The retail stores should see that they maintain this perception.

PATH ANALYSIS

Path Analysis of relationship between Store Choice, Influence, Service Quality of Organized Retail Textile Showrooms and Satisfaction of the Customers

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

The objective of this study is to understand the relationship between Service Quality, store choice, store influence and satisfaction of the customers along with their personal profile towards organized textile showrooms in Coimbatore district. The Personal variables namely, Gender, Age, Education, Monthly income, Frequency of visit (to retail textile showroom), Amount and average time spent in a visit were assumed to affect the Store Influence and Store Choice of customers. The Store Influence and Store Choice Scores have been hypothesized to influence the Service Quality as well as Satisfaction Scores of the customers. The Service Quality has also assumed to affect satisfaction of the customers. The influence of Store Influence and Store Choice on Satisfaction has been studied with the assumption that Service Quality has both direct and indirect effect on Satisfaction. The theoretical path analysis model explaining the relationship between these variables is given below.



The arrows leading from the Personal profile variables namely Gender, Age, Education and other variables to both Store Influence and Store Choice measures the direct effect on these dimensions. The direct effects of Store Influence and Store Choice dimensions on Service Quality are shown by the leading arrows from the former factors to the latter. Also the leading arrows from Store Influence, Store Choice and Service Quality to Satisfaction measure the direct effects of the three factors on overall Satisfaction of the customers. It is also assumed that store influence and store choice have indirect effect on satisfaction that is Service Quality dimension acts as mediating variable to measure the indirect effect of store influence and store choice, on Satisfaction.

The factor scores of Store Influence, Store Choice, Overall Satisfaction, Overall Service Quality were used in the model.

The path model has been developed using the objectives given below.

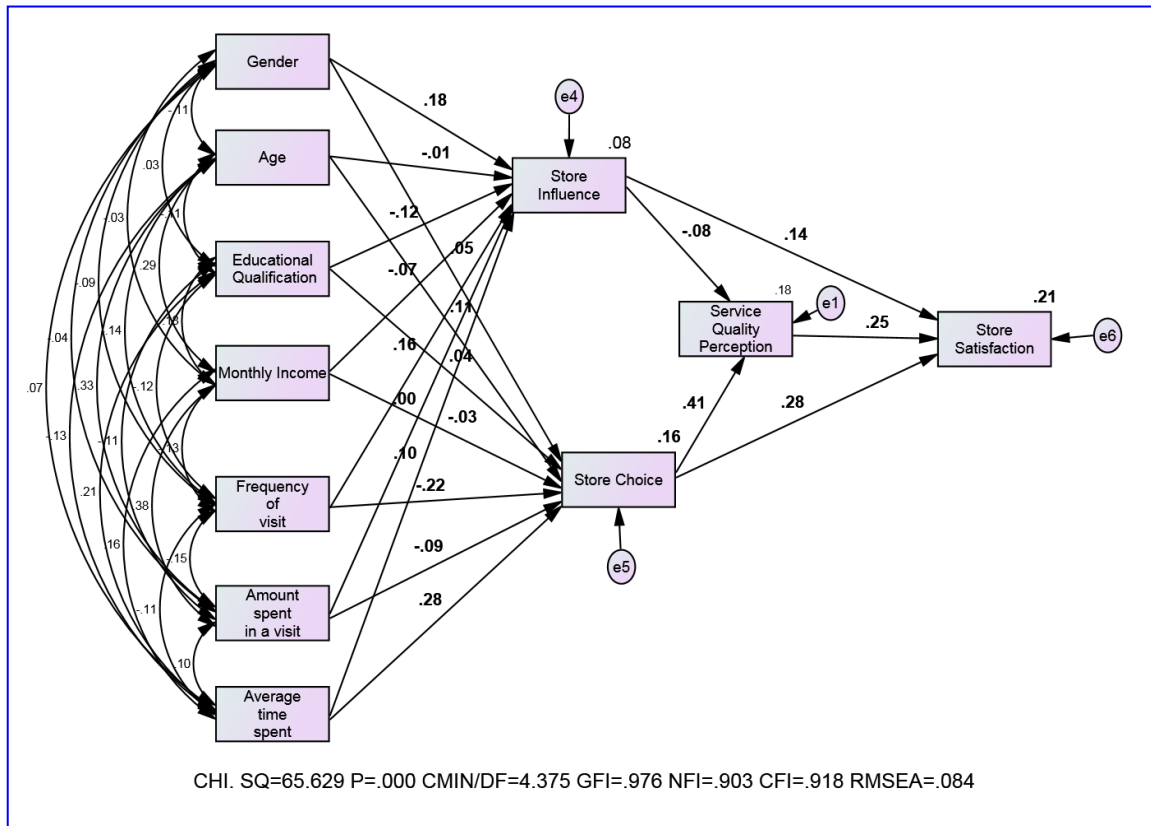
1. To examine how the Personal profile variables influence the Store Influence and Store Choice of customers.
2. To examine how the Store Influence, Store Choice and Service Quality dimensions explain the Store Satisfaction .
3. To establish a causal relationship of Personal Profile, Store Influence, Store Choice, Service Quality and Satisfaction of the customers of selected organized retail textile showrooms.

Once the overall goodness of fit the model is established, the following hypotheses will be tested.

- H₀1. There is a direct relationship between Personal profile variables and Store Influence as perceived by the customers.
- H₀2. There is a direct relationship between Personal profile variables and Store Choice as perceived by the customers.
- H₀3: There is a direct positive relationship between Store Influence and Service Quality.
- H₀4: There is a direct positive relationship between Store Choice and Service Quality.

- H₀₅: There is a direct positive relationship between Service Quality and Satisfaction of the customers.
- H₀₆: There is a direct positive relationship between Store Influence and Satisfaction of the customers.
- H₀₇: There is a direct positive relationship between Store Choice and Satisfaction of the customers
- H₀₈: There is a mediation effect played by Service Quality between Store Influence and Store Choice and Satisfaction of the customers.

The results of Path Analysis are given in the following model explaining the relationship between Personal profile variables, Store Influence, Store Choice, Service Quality and Satisfaction.



The above diagram shows the relationship between Personal profile variables, Store Influence, Store Choice, Service Quality and Satisfaction. The path coefficients are standardized

regression coefficients. The curved arrows represent the co-variances between any independent variables. The model assumes a covariate relationship between the personal profile variables. However, the covariance values show low degree of relationship between the independent variables. The regression estimates produced by AMOS for Un-standardized regression are given below. The regression coefficients were estimated by Maximum Likelihood method. AMOS ver.20 was used to estimate the path coefficients.

The following model fit statistics were employed to test the goodness of fit of the model.

CMIN: CMIN given by AMOS is a chi-square statistic, which compares the tested statistics with the theoretical model. That is the non-significant chi-square value indicates the data fits the model well.

CMIN/DF: It is a relative chi-square measure, is an index of how much the fit of data to model has been reduced by one or more paths. The index having a value of 3 or below 3 says the data best fits the model, where as a value between 3 and 5 is good.

GFI: The Goodness of Fit Index , explains the proportion of the variance in the sample variance-covariance is accounted for by the model. This should be above 0.90 and below 1 for a good model fit. A value of 1 is considered as saturated model.

NFI: Normal Fit Index, is simply the difference between the two models' (default and independence) chi-square values divided by the chi-square value of independent model. The NFI value above 0.90 is considered to be good fit.

CFI: The Comparative Fit index uses a similar approach and is said to be a good index which can be used for even small sample. The value above 0.90 is considered to be good fit.

RMSEA: The Root Mean Square Error of Approximation, estimates lack of fit compared to the saturated model. RMSEA value of 0.05 or less indicates good fit and between 0.05 and 0.08 is adequate fit.

The model fit statistics estimated by AMOS are given below.

CMIN = 65.629 (P<0.01)

DF = 28

CMIN/DF = 4.375

GFI	= 0.976
NFI	= 0.903
CFI	= 0.918
RMSEA	= 0.084

The results show that all the goodness of fit indices namely, GFI , NFI and CFI satisfy the criterion value of being above 0.90. The Chi-square value is significant ($P < 0.05$) but CMIN/DF value is within the admissible limit of 5. The RMSEA value falls little above 0.08 but less than 0.10 and can be considered as admissible. Since all the goodness of fit indices are within the admissible limits it is inferred that the model is good.

The model shown above gives the standardized regression weights of the corresponding variables and also squared multiple correlations. The regression coefficients show that these coefficients are comparable since they are independent of units of measurement. Among the Personal profile variables, Frequency of visit, Amount spent in a visit and Average time spent have direct positive relationship with the Store Influence, where as Age, Education and Monthly Income have direct negative relationship with the Store Influence. Gender is a dichotomous variable coded as 0-Male and 1-Female) which takes up the signs based on the type of codes given to these variables. Gender wise, Female has more Store Influence compared to Males. However, in absolute terms the contribution of Gender (Male or Female) is more on Store Influence (0.182), followed by Frequency of visit (0.156) than other variables and Amount spent in a visit (0.002) is the least contributing variable to Store Influence.

In the case of Store Choice, Age, Education and Average time spent in a store are the variables which have direct positive effects on Store Choice. Monthly income, Frequency of visit, amount spent in a visit are the variables which have direct negative effect on Store Choice. Gender having a positive standardized regression weight shows that females are having higher store choice towards the organized retail textile showrooms than males, on average.

It could be seen from the model that, Store Influence has direct negative effect on Service Quality (-0.08) where as Store Choice has positive direct effect on Service Quality (0.41). Satisfaction is positively more influenced by Store Choice (0.28) compared to other variables namely, Store Influence(0.14) and Service Quality (0.25).

Comparing the regression weights, it could be understood that the direct effect of Store Choice on Service Quality is 0.41 which has more effect on Service Quality compared to Store Influence (-0.08). Similarly the direct effect of Service Quality on Satisfaction is positive with a regression weight of 0.25. That is increase in the store choice of Service Quality increases Store Satisfaction.

The magnitude and direction of relationship between Personal profile variables, Store Influence, Store Choice, Service Quality and Satisfaction are studied in detail with the un-standardized regression weights produced by AMOS which are given below.

Estimate of path coefficients.

Regression Weights for the path model

Variable To	Path	Variable From	Estimate	S.E.	C.R.	P	Sig
Store Influence	<---	Monthly Income	-0.638	0.457	-1.396	0.163	Ns
Store Influence	<---	Educational Qualification	-1.470	0.573	-2.564	0.01	**
Store Influence	<---	Gender	3.221	0.787	4.093	<.01	**
Store Influence	<---	Age	-0.009	0.052	-0.165	0.869	Ns
Store Influence	<---	Frequency of visit	1.563	0.457	3.423	<.01	**
Store Influence	<---	Amount spent in a visit	0.016	0.504	0.032	0.975	Ns
Store Influence	<---	Average time spent	1.157	0.542	2.135	0.033	*
Store Choice	<---	Monthly Income	-0.118	0.223	-0.530	0.596	Ns
Store Choice	<---	Educational Qualification	0.259	0.280	0.927	0.354	Ns
Store Choice	<---	Gender	0.450	0.384	1.171	0.242	Ns
Store Choice	<---	Age	0.059	0.025	2.318	0.02	*
Store Choice	<---	Frequency of visit	-1.142	0.223	-5.122	<.01	**
Store Choice	<---	Amount spent in a visit	-0.470	0.246	-1.907	0.057	Ns
Store Choice	<---	Average time spent	1.668	0.265	6.303	<.01	**

Service Quality Perception	<---	Store Influence	-0.086	0.046	-1.858	0.063	Ns
Service Quality Perception	<---	Store Choice	0.907	0.091	9.957	<.01	**
Store Satisfaction	<---	Store Influence	0.091	0.026	3.429	<.01	**
Store Satisfaction	<---	Service Quality Perception	0.147	0.026	5.612	<.01	**
Store Satisfaction	<---	Store Choice	0.351	0.057	6.152	<.01	**

The above estimates are un-standardized regression estimates. The values given above are the regression estimates of the corresponding independent variables. S.Es are the Standard Errors of respective regression coefficients. C.R (Critical ratio) is the ratio of regression estimate values to S.E . Probability (P) shows which regression coefficients significantly contribute to the dependent variables (** or * indicates the respective regression weights are significant at less than 1% or 5% respectively. Ns indicates the regression weights are not significant).

The table shows that, among the Personal profile variables, only Education, Gender, Frequency of visit and Average time spent in a visit have significant effect on Store Influence. Hence the hypothesis H₀₁ that is **‘There is a direct relationship between Personal profile variables and Store Influence organized retail textile showrooms as perceived by the customers’** was accepted with respect to Education, Gender, Frequency of visit and Average time spent only.

The regression coefficients of Age, Frequency of Visit, Average time spent are found to have significant effect on Store Choice either at 1% or 5% level. Hence the hypothesis H₀₂ that is **‘There is a direct relationship between Personal profile variables and Store Choice organized retail textile showrooms as perceived by the customers’** is accepted with respect to Age, Frequency of visit and Average spent time in a visit only.

The regression coefficient of Store Influence on Service Quality is -0.086 which shows that there exists a direct negative relationship between these two and the probability level shows that the regression coefficient is not significant and hence the hypothesis H₀₃ that is **‘There is a direct positive relationship between Store Influence and Service Quality.’** is not accepted.

The table further shows that the un-standardized regression weight of the variable Store Choice is positive (0.907) and has significant effect on Service Quality at 1% level. The regression result shows that the direct positive effect of Store Choice on Service Quality is sustained and hence the hypothesis **H₀₄ that ‘There is a direct positive relationship between Store Choice and Service Quality.’ is accepted.**

It is further seen that there is direct positive relationship between Service Quality and Store Satisfaction (regression weight being 0.147) and has become significant at 1% level. Hence, the hypotheses **H₀₅ that ‘There is a direct positive relationship between Service Quality and Satisfaction of the customers’ holds and the hypothesis is accepted.**

The effects of Store Influence and Store Choice on Store Satisfaction were also positive and significant at 1% level and hence the respective hypotheses namely,

H₀₆. There is a direct positive relationship between Store Influence and Satisfaction of the customers.

H₀₇. There is a direct positive relationship between Store Choice and Satisfaction of the customers is also accepted.

Direct, Indirect and Total Effects – Un-standardized

	Educational Qualification	Age	Amount spent in a visit	Average time spent	Frequency of visit	Monthly Income	Gender	Store Choice	Store Influence	Service Quality
Direct Effects										
Store Choice	.259	.059	-.470	1.668	-1.142	-.118	.450	---	---	---
Store Influence	-1.470	-.009	.016	1.157	1.563	-.638	3.221	---	---	---

	Educational Qualification	Age	Amount spent in a visit	Average time spent	Frequency of visit	Monthly Income	Gender	Store Choice	Store Influence	Service Quality
Direct Effects										
Service Quality	---	---	---	---	---	---	---	.907	-.086	---
Store Satisfaction	---	---	---	---	---	---	---	.351	.091	.147
Indirect Effects										
Store Choice	---	---	---	---	---	---	---	---	---	---
Store Influence	---	---	---	---	---	---	---	---	---	---
Service Quality	.362	.054	-.427	1.413	-1.170	-.052	.131	---	---	---
Store Satisfaction	.011	.028	-.226	.898	-.431	-.107	.469	.133	-.013	---
Total Effects										
Store Choice	.259	.059	-.470	1.668	-1.142	-.118	.450	---	---	---
Store Influence	-1.470	-.009	.016	1.157	1.563	-.638	3.221	---	---	---
Service Quality	.362	.054	-.427	1.413	-1.170	-.052	.131	.907	-.086	---
Store Satisfaction	.011	.028	-.226	.898	-.431	-.107	.469	.484	.078	.147

Direct Effects - Estimates

The coefficients associated with the single-headed arrows in a path diagram are sometimes called direct effects. In Un-standardized model for example, Store Choice has a direct positive effect on Service Quality of 0.907. That is, due to the direct effect of Store Choice, when its score goes up by 1, Service Quality score increases by 0.907. Similarly, the direct effect of Store Influence on Service Quality is -0.086. That is, when Store Influence increases, the Perceived Service Quality also decreases by -0.086. The direct effects of Store Influence and Store Choice on Store Satisfaction are 0.351 and 0.091 respectively. That is when the Store Influence scores or Store Choice scores increase by 1, the Store Satisfaction score will increase by 0.351 and 0.091 respectively. The direct effect of Service Quality on Store Satisfaction is also positive(0.147).

Indirect Effects - Estimates

The above table also describes the indirect effect of each of the column variable on each row variable. The table shows that the indirect effect of the personal variables namely, Educational Qualification, Age and Average time spent have positive effect on Service Quality where as the variables, Amount spent in a visit, Frequency of visit and Monthly income have negative effect on Service Quality. The positive regression weight of 0.131 for Gender suggests that female customers perception on Service Quality is higher when compared to male customers. The same inferences can also be drawn for Store Satisfaction when the personal variables are considered.

The indirect effect of Store Choice (0.133) on Store satisfaction is positive where as the indirect effect of Store Influence on Store Satisfaction is negative (-0.013)

Regression models of Store Influence and Store Choice on Loyalty without mediation effect

Variable To	Path	Variable from	Estimate	S.E.	C.R.	Prob.(P)	Sig
Store Satisfaction	<---	Store Influence	.078	.027	2.868	.004	**
Store Satisfaction	<---	Store Choice	.484	.054	9.040	<0.01	**

The results show that when the direct effects of the two dimensions namely, Store Influence and Store Choice on Satisfaction were considered, it is seen that the effects of both Store Influence and Store Choice are positive and significant. That is regression coefficients of Store Influence and Store Choice on Store Satisfaction before the introduction of mediation variable Service Quality, has become significant and the magnitude is higher than after the introduction of the mediating variable Service Quality. This shows that, introduction of Service Quality as the mediating variable has reduced the effects of Store Influence and Store Choice on Store Satisfaction. Hence, it is inferred that the hypothesis **H₀₈ that is ‘There is a mediation effect played by Service Quality between Store Influence and Store Choice and Satisfaction of the customers’ is accepted.**

Total Effects - Estimates

The total effect is the combined direct and indirect effect of each column variable on each row variable. For example, total effect of Store Choice on Store Satisfaction is 0.484, which is the sum of the direct effect and indirect effect it had on Store Satisfaction Score. That is, due to both direct (0.351) and indirect (0.133) effects of Store Choice, when the total effect (0.351+0.133=0.484) goes up by 1 unit, Store Satisfaction Score decreases by 0.484. Similarly when the Store Influence on Store Satisfaction (0.078) goes up 1 unit the Satisfaction Score increases by 0.078.

Direct, Indirect and Total Effects – Standardised

	Educational Qualification	Age	Amount spent in a visit	Average time spent	Frequency of visit	Monthly Income	Gender	Store Choice	Store Influence	Service Quality
Direct Effects										
Store Choice	.042	.110	-.093	.281	-.224	-.026	.050	---	---	---
Store Influence	-.121	-.008	.002	.099	.156	-.071	.182	---	---	---

	Educational Qualification	Age	Amount spent in a visit	Average time spent	Frequency of visit	Monthly Income	Gender	Store Choice	Store Influence	Service Quality
Direct Effects										
Service Quality	---	---	---	---	---	---	---	.415	-.077	---
Store Satisfaction	---	---	---	---	---	---	---	.276	.141	.253
Indirect Effects										
Store Choice	---	---	---	---	---	---	---	---	---	---
Store Influence	---	---	---	---	---	---	---	---	---	---
Service Quality	.027	.046	-.039	.109	-.105	-.005	.007	---	---	---
Store Satisfaction	.001	.041	-.035	.119	-.067	-.018	.041	.105	-.020	---
Total Effects										
Store Choice	.042	.110	-.093	.281	-.224	-.026	.050	---	---	---
Store Influence	-.121	-.008	.002	.099	.156	-.071	.182	---	---	---
Service Quality	.027	.046	-.039	.109	-.105	-.005	.007	.415	-.077	---
Store Satisfaction	.001	.041	-.035	.119	-.067	-.018	.041	.381	.121	.253

Similar to un-standardized regression weights, relative contribution of the standardized direct, indirect and total effects of each of column variable on the row variables are given above. Since the standardized regression weights are free from units of measurements they are comparable. For example, it can be said that the direct effect of average time spent (0.281) on Store Choice is relatively higher than Age (0.110) and other Personal variables. The variable, Monthly Income has least direct effect (-0.026) on Store Choice.

The effect of Gender on Store Influence (0.182) is higher when compared to Frequency of visit (0.156) and other personal variables. It is also observed that, the direct effect of Store Choice (0.415) on Service Quality is comparatively higher than the effect of Store influence (-0.077). The direct effects of Store Choice, Store Influence and Service Quality on Store Satisfaction were also studied and it is observed that Store Choice has more direct effect on Store satisfaction (0.276) followed by Service Quality (0.253) and less direct effect of Store Influence (0.141).

Personal variables also have indirect effect on Service Quality and Store Satisfaction. The indirect effect of Average Time Spent in a store (0.109) on Service Quality is higher compared to other personal variables. Same inference can also be observed in the case of Store satisfaction also. The indirect effects of Store Choice (0.105) and Store Influence (-0.020) on Store satisfaction indicate that the Store Choice contribute more to Store Satisfaction indirectly than Store Influence.

From the standardized total effects, it can be observed that overall, Average time spent has more effect on Store Choice and Gender has more effect on Store Influence compared to other personal variables. The total effect of Store Influence is more on Store satisfaction when compared to Store Choice.

Summary

Path Analysis has been applied to find the effect of Personal profile variables namely, Gender, Age, Income, education and other personal variables on Store Influence and Store Choice. Further, the effects Store Influence and Store Choice on Service Quality and Satisfaction have also studied. The mediation effect of Service Quality between Store Satisfaction and the factors, Store Choice and Store Influence has also studied. The path model has been developed

and the goodness of fit statistics are employed for the validity of the model. The goodness of fit statistics are within the admissible limits and it has inferred that the model is good.

Finally, the path coefficients have been estimated and both direct, indirect and total effects of exogenous and endogenous variables are found out. The un-standardized and standardized regression weights are 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 Choice of the customers among the personal variables. The effect of Store Choice has significant effect on Service Quality. Store Satisfaction has significantly affected by Store Influence, Store Choice and Service Quality. The introduction of the mediating variable, Service Quality has reduced the direct effects of Store Influence and Store Choice on Store Satisfaction after introducing the mediation effect.

The standardized regression weights show that the direct effect of Average time spent on Store Choice 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 Choice when direct effect is considered. The direct effect of Store Choice on Store Satisfaction is higher than Store Influence and Service Quality. Also store choice is more indirect effect on Store Satisfaction than Store influence. Total effect of Store Choice on Store Satisfaction is also higher than Store influence and Service Quality.

6.5 Conclusion

The chapter has analyzed the level of satisfaction, problems and service quality of organized retail textile showroom. Percentage, Descriptive Statistics, t-test, Anova, Gap Analysis, Regression Analysis and Path Analysis are the statistical tools used for analyzing the data. Respondents are satisfied with Sri Devi Textile for their quality, and the highest mean rank is given for quality and variety of garments. Regression analysis concludes that, the perception of the respondents towards organized retail showroom, is more influential on the satisfaction score compared to other variables. The next most contributing variable is, the service quality perception factor, namely, Reliability, followed by Family Structure. Age and Monthly income are the least contributing variables to satisfaction score. Gap analysis concludes that, the

expectation matches with their perception and the textile showroom should concentrate on more offers and availability of garments. The path coefficients have been estimated and both direct, indirect and total effects of exogenous and endogenous variables are found out. The unstandardized and standardized regression weights are 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 Choice of the customers among the personal variables. The effect of Store Choice has significant effect on Service Quality. Store Satisfaction has significantly affected by Store Influence, Store Choice and Service Quality. The standardized regression weights show that the direct effect of Average time spent on Store Choice 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 Choice when direct effect is considered. The direct effect of Store Choice on Store Satisfaction is higher than Store Influence and Service Quality. Also store choice is more indirect effect on Store Satisfaction than Store influence. Total effect of Store Choice on Store Satisfaction is also higher than Store influence and Service Quality.