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A STUDY ON CUSTOMER SATISFACTION WITH SPECIAL REFERENCE TO SRI NIRMALA GARMENTS, UDUMALPET

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ABSTRACT
This research examines customer satisfaction specifically regarding Sri Nirmala Garments, a leading entity in the textile and garment industry recognized for its focus on customer needs and high-quality products. The objective of the study is to evaluate the main factors that affect customer satisfaction, including product quality, pricing strategies, service responsiveness, and the overall shopping experience. Data was gathered through structured questionnaires distributed to customers frequenting the store, and analyzed using statistical techniques to determine satisfaction levels and identify potential areas for enhancement. The results indicate that product quality, competitive pricing, and attentive customer service are the key contributors to customer satisfaction at Sri Nirmala Garments. The study concludes with suggestions aimed at further improving customer loyalty and maintaining a competitive edge in the local market.
KEYWORDS: *Customer Satisfaction, Garment Industry, Service Quality, Product Quality, Pricing, Customer Loyalty, Textile Retail, Consumer Behavior*

I. INTRODUCTION

A consumer is an individual who purchase or has the capacity to purchase goods and services offered for sale by marketing institutions in order to satisfy personal or household needs, wants or desires. The customer is the end goal of businesses, since it is the customer who pays for supply and creates demand. Business will often compete through advertisements or sales in order to attract a larger customer base. According to a statement made by **Mahatma Gandhi,** 'consumer refers to the following, "A consumer is the most important visitor on our premises. He is not dependent on us. We are dependent on him. He is not an outsider to our business. He is part of it. We are not doing him a favor by serving him. He is doing us a favor by giving us an opportunity to do so". In modem market consumer is the king. The consumer the decide a producer fate that is either by buying the product or rejecting it, so a producer Tries to work hard to gain the competitive efficiency over the others by adopting new technologies in production and cost reduction measures marketing research as a bright future. It is features of matured economy

II. REVIEW LITERATURE

1. Rajagopal (2012) has made a study on Consumer Culture and Purchase Intentions towards Fashion Apparel. In his study he has found that the shoppers' perceptions towards fashion apparel in reference to purchase motivations, sociocultural value, and life-style that mediate the emotions and shopping behavior. The shopping motivation, attributes of retailers and customer beliefs influence patronage behavior among shoppers. (Rajagopal, University of Aveiro, "made a study on Consumers' Attitude towards Branded Apparels", Campus de Santiago, 3810-193 Aveiro, Portugal, July 2012)

2. Namita Rajput, SubodhKesharwaniAkanksha Khanna(2012) have made a study on Consumers' Attitude towards Branded Apparels. The objective of their study is to analyze the significance of demographic profile of consumers affecting the purchase decision of branded garments. The results confirm that Indian people have become highly brand conscious presently.. Allen Solly tops the minds of the customers followed by Van Heusen and Raymond which refers to the maximum frequency of recalling the brands. These are the most familiar and favourite brands also among brand aware consumers, specifically in context of India. (Namita Rajput, Subodh Kesharwani Akanksha Khanna,"Analysis of Customer Preference in Organized Retail stores", International Journal of Marketing Studies Vol. 4, No. 2; April 2012.)

3. Shital Vakhariya and Vilas Chopde(2012) have made a study on the consumer preference of private labels over national labels in apparel segment of the departmental stores. They tried to investigate consumer brand preference for national versus store brands in Apparel Segment and to study the influence of quality, price, variety, availability and current trend on brand preference for national versus store brands. (ShitalVakhariya and Vilas

Chopde "a study on Consumer Culture and Purchase Intentions towards Fashion Apparel", Volume 1, Issue 1 May, 2012, International Journal of Research in Finance & Marketing)

4. According to **Kamaladevi** (2010) in order to compete successfully in the business era, a retailer must focus on the customer's buying experience. To manage a customer's experience, retailers should understand what customer experience actually means. Customer experience management is not simply an old idea in a new wrapper. The result was that there are now more services and products available than at any time in the past, yet customer satisfaction are on a downward slide. (Kamaladevi, B. (2010). Customer Experience Management in Retailing. Business Intelligence Journal - January, 3 (1).

5. Sasi Kala, P.Ganesan, & Hariharan (2009) explain that the sale of textile goods or merchandise usually for personal or household usage either from a fixed location or from associating subordinated services is known as textile retailing. These are the things which although enhance the shopping experience or the customers & perhaps ensure that they visit your store more than others, they do not directly lead to a sale. The only thing will make a customer part with his cash is, to the end, the product. (Sasi kala, P.Ganesan, and Hariharan, Indian journal of textile, 2009, p-34.)

6. Gopalakrishnan And Arpita Nayak (2008) emphasized the quality and testing of quality of textile goods at various stages of production for successful marketing processes. There are a number of factors on which quality fitness of garment industry is based such as - performance, reliability, durability, visual and perceived quality of the garment. Quality needs to be defined in terms of a particular framework of cost. (Gopalakrishnan and Arpita Nayak (2008) and Knowing More, Journal of Personality and Social "Defects in garments http://www.fibre2 fashion .com.)

7. According to **Moli.P.Koshy, Suresh.N** (2007), the clothing as a basic necessity has transformed into a product also reveals the person's personality and status. So the textile retailers are compelled to change their way of doing things in a more customized manner. Purchasing goods according to the changing trends and customer preferences is the most important and most difficult problem the retailer is facing.. Consumer behaviour can be defined as the thoughts, feelings, and activities (thus behavior patterns) of Consumers and the influences on them, which proceed, determine and follow exchanges in the acquisition of need-satisfying products, ideas and services. (Dr.Moli.P.Koshy, Suresh.N, Indian Journal of marketing, July, 2007, p37.)

III. RESEARCH OBJECTIVE

- To find the factors within store influencing customer satisfaction
- To study on the factors influencing the shopping experience
- To find the overall satisfaction of the customers

VI. SCOPE OF RESEARCH

1.Identifying customer needs and satisfaction allows a marketer to shape the strategies and methods they use in their marketing plan.

2.They will help the marketers in enhancing the customer satisfaction, decreasing cost, increasing sales and setting the best price for their products. Now a day's textile retailers face more competition in retail business.

3.There is much need to know the customer satisfaction and their store choice. This will help the marketer in designing an effective and most preferred shopping experience of the customers.

V. HYPOTHESIS

1) There is no significant association between gender of the respondents and their level of satisfaction.

2) There is no significant association between occupation of the respondents and their level of satisfaction

3) There is no significant association between monthly family income of the respondents and their level of satisfaction.

VI. RESEARCH METHODOLOGY

Types of Data Collection

Data Collection

Data are the bricks with which the researcher has to make a house. While the quality of research findings depend on data, the adequacy of appropriate data in turn depends upon proper method of data collection. A number of methods are at the disposal of the researcher of which one has to select the most appropriate one for visualizing the research objective. Thus he has to see that the method adopted is compatible with the resources and research study.

a) Primary Data : Data which are collected fresh and for the first time and thus happens to be original in character. Primary data are gathered for specific purpose.

b) Secondary data : Data that collected from primary data i.e., they are already exit somewhere. For the purpose of our study we collected both the data.

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Sample Size: 105 customers in udumalpet

Analysis Technique

Data Analysis Tools: Statistical software such as SPSS and Excel will be used to perform quantitative analysis of the survey data including descriptive statistics.

Sample Unit

The target population in this study was the consumers who belong to Udumalpet Area. Non-probability, convenience sampling method is used in the study.

The survey was conducted from June to July 2024.

VIII. DATA ANALYSIS AND INTERPRETATION

1.Gender and Level of Satisfaction

Gender	Level of Satisfaction			Total
	High	Moderate	Low	
Male	23	8	9	40
Female	28	23	14	65
Total	**51**	**31**	**23**	**105**

H_0 = There is no significant association between gender of the respondents and their level of satisfaction.

Calculated $\chi 2$ Value: 3.056

Degree of freedom: 2

Table Value: Five per cent level: 5.991

2.Occupation and Level of Satisfaction

Occupation	Level of Satisfaction			Total
	High	Moderate	Low	
Student	32	22	9	63
Self - employed	9	1	5	15
Professional	3	3	5	11
Housewife	7	5	4	16
Total	**51**	**31**	**23**	**105**

H_0 = There is no significant association between occupation of the respondents and their level of satisfaction.

Calculated $\chi 2$ Value: 10.301

Degree of freedom: 6

Table Value: Five per cent level: 12.592

3.Monthly Family income and Level of Satisfaction

Monthly Family income	Level of Satisfaction			Total
	High	Moderate	Low	
Below 10,000	5	5	5	15
Rs.10,001 - Rs.20,000	11	3	7	21
Rs.20,001 - Rs.40,000	25	20	9	54
Above Rs.40,000	10	3	2	15
Total	**51**	**31**	**23**	**105**

H_0 = There is no significant association between monthly family income of the respondents and their level of satisfaction.

Calculated $\chi 2$ Value: 18.393

Degree of freedom: 6

Table Value: Five per cent level: 12.592

IX. FINDINGS

1.Since the calculated $\chi 2$ value (3.056) is less than the table value (5.991).Therefore it is concluded that there is no significant association between gender of the respondents and their level of satisfaction. Hence, Null hypothesis is accepted.

2.Since the calculated $\chi 2$ value (10.301) is less than the table value (12.592).Therefore it is concluded that there is no significant association between occupation of the respondents and their level of satisfaction. Hence, Null hypothesis is accepted.

3.Since the calculated $\chi 2$ value (18.393) is greater than the table value (12.592).Therefore it is concluded that there is a significant association between monthly family income of the respondents and their level of satisfaction. Hence, Null hypothesis is rejected.

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X. SUGGESTIONS AND RECOMMENDATIONS

- **Surprise rewards** are great: they make people happier and more motivated. On the other hand, expected rewards are not as effective – they may even lead to lower levels of happiness, says psychology. Hence, it may be considered to send customers surprise coupons or deals.
- Background music in-store can influence not only how much people spend, but also what they buy. **S**tores playing jazz or classical music are perceived as more sophisticated – and customers stepping in are open to spending more than people entering places playing pop, or rock music.
- The readymade store may consider about providing their employees and their families a discount. Take it a step further by offering special sales for employees only. Friends and family discounts are another good way to increase sales at the clothing store.
- The management may consider about getting involved with local community in creative ways. Organize a fashion show and invite college students to attend. Connect with local high schools and colleges and start a fashion club for girls and boys interested in the apparel industry.
- The ambience is highly essential for the better operation of any store. From the study, it has been identified that, almost 50% of the respondents would like to have a food court in the store. This may act as a stress reliever for those who accompany the real purchaser and also families can have a nice time at the cafeteria.

XI. CONCLUSION

As far as retail industry is concern due to global developments and lifestyle changes, the retail sector business models and strategies are changed now. A unique and holistic assessment of the benefits and challenges by experiential innovation is vital for successful retaining of the existing customers. This beyond level of customer satisfaction has leads to customer delight. It is very difficult to fulfill the customer expectations. Hence every organization wants to delight the customer in order to retain them. With the cultural change in buying apparel from low price brands to designer brands in emerging markets to retain the customer is the strategic decision and the result highlighted the core area for the retail garment outlet to formulate a strategies. This project helped me to understand the concepts behind customer satisfaction and the retail clothing sector. I gain insight on various aspects like customer satisfaction, service, store location, designing of store, customer grievance handling, etc.

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