

A STUDY ON CUSTOMER SATISFACTION TOWARDS THE SERVICE FEATURES AND QUALITY OF GOODS IN THE TEXTILE SHOWROOM IN CHENNAI

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Abstract

As far as retail industry is concern due to global developments and lifestyle changes, the retail sector business models and strategies are changed now. An 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 organisation wants to delight the customer in order to retain them. Thus customer retention is directly influenced by customer satisfaction. This paper aims to explore level of satisfaction towards service features and quality of goods and services in the textile show room.

Key words: customer satisfaction, service features, customer retention

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Introduction

During the modern age everybody has seen that business is rapidly growing day by day and concerning with business there are always two parties called buyers and sellers, and buyers are concerned with quality, and sellers are always concerned with money. The manufacturing, where firms create products finally, customers purchase to satisfy needs, whereas service firms use the skills of employees to offer activities and assistance to satisfy customer needs. (Burrow & Everard 2004.) In the same sense Herson (2001) argues that satisfaction and service quality provide a conceptual framework that should prove useful in understanding, thinking, and talking about service quality and customer satisfaction, what they are, how they are shaped, and how a subject can evolve to both internal, controllable forces and external, uncontrollable factors.

Literature review

A review of the existing literature indicates a wide variance in the definitions of satisfaction. In this section review related to the broad concept of customer satisfaction, factors influencing customer satisfaction towards service feature and quality of goods and services.

Customer satisfaction has been linked to a number of important outcomes, including

increased market share, profitability, customer retention and loyalty, purchase intentions, usage rates, and the benefits associated with positive word-of-mouth effects. As a result, firms have made significant financial and human resource investments into the measurement and analysis of customer satisfaction and its subsequent improvement. In other words, customers are satisfied when the company can avoid problems (i.e., the “zero defects” mentality), but to keep customers for the long-run, companies must do more. “Doing more” suggests the generation of higher levels of emotion than those associated with mere satisfaction evaluations, and the growing belief among many executives is that customers exposed to unexpected, pleasant experiences—those experiences which are delightful—are far more likely to develop into long-term loyal followers. Hence, creating delighted customers clearly requires new approaches to customer management than more traditional satisfaction-building efforts can offer. Customer delight has been thought to be key to true customer loyalty and loyalty-driven profits, but it still remains largely unexplored in academic research.

Customer Satisfaction in Textile Industry

Customers’ perceived importance of store attributes in shopping centers and in apparel

retail setting can be associated with shopping orientations. Furthermore, in some studies store attributes and shopping orientations were discovered to be the significant predictors of apparel store patronage behaviors. Ma and Niehm, (2006) research found that the patronage criterion in purchasing apparel products is related with merchandising, price, service, location and advertisement. Otieno et al., (2005) reveals the most significant factors that have both negative and positive effects on customer satisfaction in the textile industry are fashion, fit of the garment, and retail environment. Size availability, pricing, colors, style selection and fit are found to be the most influential points that dissatisfy the large size groups (Kind & Hathcote, 2000).

Methodology

Participants and Settings

Participants of the study were customers of various retail shops in Chennai metropolitan city, India. In this research the sample size selected by using non-probability sampling and by employing convenience sampling 500 samples of customers is chosen and they were approached through structured questionnaire in the natural environment. Only 480 usable responses were received and the response rate was 96 per cent.

Data Collection

Data was collected from the respondents through self-administered questionnaire with minimal interface in non-contrived work settings by considering individuals as unit of analysis. Data was collected by selecting age group (0-25, 26-30, 31-35, 36-40, 41-45 & above) and gender (male, female) as nominal scale. Factor analysis is employed to find the most influencing factors for customer satisfaction

Conceptual framework

The factors that influence the level of satisfaction toward the service features of cloth shoppers are grouped into fifteen: Parking Area (Both two and four wheelers), Prompt delivery of goods, Availability of chairs (or) furniture to relax, Drinking Water facility, Sanitation Facility, Response to customer queries, Lift / Escalator Facility, A/C Working Condition and Ventilation, Attractive

and inspirable outlook, Attractive and inspirable outlook, Approach towards customers, Activities of Entertainment, Cleanliness, Advertisement techniques, Price level and Gift Vouchers / Gifts .These variables are analyzed in this category and quality, product criterion, product performance, price and promotions were considered as the factors to be studied. SPSS statistical package program was utilized for the statistical analysis of the survey.

Results and Discussion

Kwan et al (2004) mentions that researchers have identified many product attributes and criteria that are critical for fashion consumers in clothing purchases and basically all these can be summarized under intrinsic and extrinsic categories. They also identified five factors in clothing choice criteria viz. named product and self -image related criteria, style and quality related criteria, durability and easy care, fit and sex appropriateness, and price. Similarly, earlier researchers have been sought to identify customers' motivation for shopping and the store attributes most important to various segments of shoppers. This dimensions are measured by the indicators viz. parking space, trial room, debt card acceptance, member -ship card provision, apparel free alteration services, apparel updates through mail, mobile phones etc., selling apparel on credit basis, online services, Multi-Level-Marketing format, and shopping space etc. This section of the study draws an introspective analysis on the level of satisfaction derived by the cloth shoppers towards the amenities and facilities provided by the garments retail chain stores in Chennai city.

Table: 4.1, Customers' level of satisfaction towards the quality of goods & services in the retail chain garments

Factors	Very High	High	Moderate	Sum	Mean	rank
Product Quality	313 (65.21)	146 (30.42)	21 (4.38)	252	2.61	2
Availability of dress materials	283 (58.96)	184 (38.33)	13 (2.71)	230	2.56	3
Variety of collections of dress materials	327 (68.13)	140 (29.17)	13 (2.71)	274	2.65	1
Price level are economic/suits the budget	275 (57.29)	160 (33.33)	45 (9.38)	190	2.48	4
Offers & Discounts	183 (38.13)	126 (26.25)	171 (35.63)	72	2.03	11
Prompt Delivery	230 (47.92)	136 (28.33)	114 (23.75)	076	2.24	8
Accessible Distance	188 (39.17)	156 (32.50)	136 (28.33)	012	2.11	9
Hospitality (Courtesy)	212 (44.17)	184 (38.33)	84 (17.50)	088	2.27	7
Customer care and service to customers	233 (48.54)	200 (41.67)	47 (9.79)	146	2.39	6
Salesmanship	256 (53.33)	193 (40.21)	31 (6.46)	185	2.47	5
Other Service Features	161 (33.54)	186 (38.75)	133 (27.71)	88	2.06	10

Source: Primary Data

The above table determines the respondents' level of satisfaction towards the product and store attributes of the textile showrooms in Chennai city, eleven variables were accessed in this category. It has been found that, most of the respondents' have said that they are well satisfied with the variety of collections of dress materials offered in one particular retail chain garments. Thus, it has been concluded that most of the respondents' have said that they are extremely satisfied with the variety of

Table: 4.2, cumulative level of satisfaction towards the quality of the goods in the textile showroom

Variables	Initial	Extraction
Product Quality	1.000	.997
Availability of dress materials	1.000	.999
Variety of collections of dress materials	1.000	.999
Price level are economic/suits the budget	1.000	.998
Offers & Discounts	1.000	.999
Prompt Delivery	1.000	.976
Accessible Distance	1.000	.998
Hospitality (Courtesy)	1.000	.959
Customer care and service to customers	1.000	.961
Salesmanship	1.000	.984
Other Service Features	1.000	.999

collections of dress materials offered in one particular retail chain garments, this variable has been ranked if first place with an average score of 2.65.

Factor analysis technique has been applied to find the underlying dimension (factors) of factor influencing buying behaviour that exists among the 11 variables relating to consumers' level of satisfaction towards the quality of the goods in the textile

In order to provide a more parsimonious interpretation of the results, 11-item scale was then Factor analyzed using the Principal Component method with Varimax rotation. Factor loadings are used to measure correlation between variables and the factors. A loading close to 1 indicates strong correlation between a variable and the factor. While a loading closer to zero indicates weak correlation. In the current study rotation factor analysis is performed to measure the level of satisfaction towards the quality of the goods in the textile showroom.

Table: 4.3 Rotated component matrix level of satisfaction towards the quality of the goods in the textile showroom.

Factors	Shops							
	Globus stores	RMKV	The Chennai Silks	Koutons Retail India Ltd	Nalli Silk	Pantalo on Retail India Ltd	Lifestyle	Westside
X ₁ - Product Quality	-		-	-	.908	-	-	-
X ₂ - Availability of dress materials	-	.967	-	-	-	-	-	-
X ₃ - Variety of collections of dress materials	-	.967	-	-	-	-	-	-
X ₄ - Price level are economic/suits the budget	-	.503	-	-	-	-	.854	-
X ₅ - Offers & Discounts	-	-	-	.940	-	-	-	-
X ₆ - Prompt Delivery	.962	-	-	-	-	-	-	-
X ₇ - Accessible Distance	-	-	-	-	-	.921	-	-
X ₈ - Hospitality (Courtesy)	.879	-	-	-	-	-	-	-
X ₉ - Customer care and service to customers	.744	-	.604	-	-	-	-	-
X ₁₀ - Salesmanship	-	-	.931	-	-	-	-	-
X ₁₁ - Other Service Features	-	-	-	-	-	-	-	.717
Eigen Values	2.430	2.276	1.639	1.158	.976	.972	.814	.604
% of variances	22.093	20.689	14.899	10.531	8.873	8.836	7.402	5.491
Cumulative	22.093	42.782	57.681	68.212	77.085	85.921	93.324	98.814

Level of Significance: 5 per cent

Eight factors extracted together account for 98.814 percent of the total variance (information contained in the original 11 variables). This is excellently significant, because researcher is able to economize on the number of variables (from 11 researcher have reduced them to eighth underlying factors), while the data lost only about 1.186 percent of the information content (98.814 percent is retained by the eight factors extracted out of the 11 original variables). Since the idea of factor analysis is to identify the factors that meaningfully summarize the sets of closely related variables, the rotation phase of the factor analysis attempts to transfer initial matrix into one that is easier to interpret.

Table: 4.4, level of satisfaction towards the quality of the goods in the textile showroom

Factors	Factor interpretation	Variables included in the factors	Cronbach's Alpha
F ₁	Globus stores	Prompt Delivery, Hospitality (Courtesy), Customer care and service to customers	.796
F ₂	RMKV	Availability of dress materials, Variety of collections of dress materials, Price level are economic/suits the budget	.703
F ₃	The Chennai Silks	Customer care and service to customers, Salesmanship	.718
F ₄	Koutons Retail India Ltd	Offers & Discounts	.690
F ₅	Nalli Silk	Product Quality	.609
F ₆	Pantalo on Retail India Ltd	Accessible Distance	.642
F ₇	Lifestyle	Price level are economic/suits the budget	.627
F ₈	Westside	Other Service Features	.643

.Factor analysis was used to find out the level of satisfaction towards the quality of the goods in the textile showroom. The Cronbach’s reliability values (.796, .703, .718, .690, .609, .642, .627 and .643) indicate significant correlation in shoppers’ level of satisfaction towards the quality of the goods in the textile showroom.

Table: 4.5,Customers’ level of satisfaction towards the quality of service features in the retail chain garments

Features	Very High	High	Moderate	Sum	Mean	Rank
Parking Area (Both two and four wheelers)	148 (30.83)	177 (36.88)	155 (32.29)	53	1.99	14
Prompt delivery of goods	221 (46.04)	177 (36.88)	82 (17.08)	099	2.29	10
Availability of chairs (or) furniture to relax	308 (64.17)	135 (28.13)	37 (7.71)	231	2.56	6
Drinking Water facility	321 (66.88)	121 (25.21)	38 (7.92)	243	2.59	5
Sanitation Facility	224 (46.67)	124 (25.83)	132 (27.50)	052	2.19	12
Response to customer queries	307 (63.96)	127 (26.46)	46 (9.58)	221	2.54	7
Lift / Escalator Facility	336 (70.00)	114 (23.75)	30 (6.25)	266	2.64	2
A/C Working Condition and Ventilation	378 (78.75)	90 (18.75)	12 (2.50)	326	2.76	1
Attractive and inspirable outlook	325 (67.71)	129 (26.88)	26 (5.42)	259	2.62	4
Approach towards customers	332 (69.17)	125 (26.04)	23 (4.79)	269	2.64	2
Activities of Entertainment	213 (44.38)	110 (22.92)	157 (32.71)	016	2.12	13
Cleanliness	256 (53.33)	174 (36.25)	50 (10.42)	166	2.43	9
Advertisement techniques	289 (60.21)	129 (26.88)	62 (12.92)	187	2.47	8
Price level	188 (39.17)	206 (42.92)	86 (17.92)	062	2.21	11
Gift Vouchers / Gifts	96 (20.00)	122 (25.42)	262 (54.58)	94	1.65	15

Source: Primary Data

The above table indicates the customers’ level of satisfaction towards the service features provided in the retail chain garments in Chennai city. It has been observed that, majority of clothing shoppers’ have opined that they are very much satisfied with A/C working condition and ventilation facilities in particular retail chain garments, this variable has been ranked if first place with an average score of 2.76. Followed by, respondents’ are satisfied with the services such as: salesman’s approach, lift / escalator facilities, outlook of the showroom, drinking water facilities in particular retail showrooms. These variable has been rated in second, fourth and fifth positions with mean score of 2.64, 2.62 and 2.59, accordingly. Similarly, respondents’ are moderately satisfied with the relaxation amenities i.e., availability of chairs (or) furniture, response given to customer queries, advertisement techniques, cleanliness, delivery of goods and its acquaintance with retail chain garments.

From the detailed data analysis it has been inferred that, majority of clothing shoppers have opined that they are very much satisfied with A/C working condition and ventilation facilities in one particular retail chain garments, this variable has been ranked if first place with an average score of 2.76.

Factor analysis technique has been applied to find the underlying dimension (factors) of factor

influencing buying behaviour that exists among the 15 variables relating to consumers’ level of satisfaction towards the service features in the textile showroom i.e., service attributes.

Table: 4.6,cumulative level of satisfaction towards the Service features in the textile showroom

Variables	Initial	Extraction
Parking Area (Both two wheelers and four wheelers)	1.000	.955
Prompt delivery of goods	1.000	.841
Availability of chairs (or) furniture to relax	1.000	.921
Drinking Water facility	1.000	.965
Sanitation Facility	1.000	.957
Response to customer queries	1.000	.899
Lift / Escalator Facility	1.000	.896
A/C Working Condition and Ventilation	1.000	.924
Attractive and inspirable outlook	1.000	.832
Approach towards customers	1.000	.942
Activities of Entertainment	1.000	.884
Cleanliness	1.000	.897
Advertisement techniques	1.000	.851
Price level	1.000	.889
Gift Vouchers / Gifts	1.000	.907

In order to provide a more parsimonious interpretation of the results, 15-item scale was then Factor analyzed using the Principal Component method with Varimax rotation. Factor loadings are used to measure correlation between variables and the factors. A loading close to 1 indicates strong correlation between a

variable and the factor. While a loading closer to zero indicates weak correlation. In the current study rotation factor analysis is performed to measure the level of satisfaction towards the following store attributes in the textile showroom

The significance of relationship between the variables is depicted in Table: 4.7

Table: 4.7Rotated component matrix level of satisfaction towards the following service features in the textile showroom

Factors	Shops							
	Globus stores	RMKV	The Chennai Silks	Koutons Retail India Ltd	Nalli Silk	Pantaloon Retail India Ltd	Lifestyle	Westside
X ₁ - Parking Area (Both two wheelers and four wheelers)	-	-	-	.567	-	-	-	-
X ₂ - Prompt delivery of goods	-	-	-	-	-	-	-	-
X ₃ - Availability of chairs (or) furniture to relax	.693	-	-	-	-	-	-	-
X ₄ - Drinking Water facility	-	.591	-	-	-	-	-	-
X ₅ - Sanitation Facility	-	.520	-	-	-	.551	-	-
X ₆ - Response to customer queries	-	.599	-	-	-	-	-	-
X ₇ - Lift / Escalator Facility	-	.575	.578	-	-	-	-	-
X ₈ - A/C Working Condition and Ventilation	-	-	.619	-	-	-	-	-
X ₉ - Attractive and inspirable outlook	.720	-	-	-	-	-	-	-
X ₁₀ - Approach towards customers	.563	-	-	.550	-	-	-	-
X ₁₁ - Activities of Entertainment	.590	.536	-	-	-	-	-	-
X ₁₂ - Cleanliness	-	-	.550	-	-	-	-	-

X ₁₃ - Advertisement techniques	.744	-	-	-	-	-	-	-
X ₁₄ - Price level	.747	-	-	-	-	-	-	-
X ₁₅ - Gift Vouchers / Gifts	-	.722	-	-	-	-	-	-
Eigen Values	3.562	3.380	1.686	1.397	1.185	1.047	.716	.586
% of variances	23.744	22.531	11.243	9.310	7.902	6.983	4.771	3.910
Cumulative	23.744	46.275	57.517	66.828	74.729	81.712	86.483	90.393

Level of Significance: 5 per cent

Eight factors extracted together account for 90.393 percent of the total variance (information contained in the original 15 variables). This is statistical significant, as the researcher is able to economize on the number of variables (from 15 researcher have reduced them to eight underlying factors), while the data lost only about 9.607 percent of the information content (90.393 percent is retained by the eight factors

extracted out of the 15 original variables). Since the idea of factor analysis is to identify the factors that meaningfully summarize the sets of closely related variables, the rotation phase of the factor analysis attempts to transfer initial matrix into one that is easier to interpret. Varimax rotation method is used to extract meaningful factors.

Table: 4.8Level of satisfaction towards the following service features in the textile showroom

Factors	Factor interpretation	Variables included in the factors	Cronbach's Alpha
F ₁	Globus stores	Availability of chairs (or) furniture to relax, Attractive and inspirable outlook, Approach towards customers, Activities of Entertainment, Advertisement techniques, Price level	.803
F ₂	RMKV	Drinking Water facility, Sanitation Facility, Response to customer queries, Lift / Escalator Facility, Activities of Entertainment, Gift Vouchers / Gifts	.685
F ₃	The Chennai Silks	Lift / Escalator Facility, /C Working Condition and Ventilation, Cleanliness	.628
F ₄	Koutons Retail India Ltd	Cleanliness	.716
F ₆	Pantaloon Retail India Ltd	Sanitation Facility	.610

Source: Computed From Primary Data

Factor analysis was used to find out the level of satisfaction towards the following service features in the textile showroom. The Cronbach's reliability values (.803, .685, .628,

.716 and .610) indicate significant correlation in level of satisfaction towards the following service features in the textile showroom.

Sl. No	Shopping Experience	No. of the Respondents	Percentage
1.	Excellent	218	45.40
2.	Good	238	49.60
3.	Average	20	4.20
4.	Poor	2	0.40
5.	Very poor	2	0.40
	Total	480	100

Table: 4.9Customers' overall satisfaction Towards the leading textile showrooms

Source: Primary Data

The above table indicates that out of 480 respondents' surveyed, 49.60 per cent of customers' have opined that they had a good shopping experience in particular showrooms that they have visited earlier. Followed by, 45.40 per cent of respondents' have said that particular retail garments in Chennai have been

excellent. 4.20 per cent of sample subjects averagely like the retail garments that they have visited in the past days. On the contrary, 0.40 per cent of customers' feel that the performance of particular showrooms have been poor and 0.40 per cent of customers' have claimed that the performance of particular showrooms have been extremely poor.

Perception towards shopping experience in retail chain garments = f (All brands available below one roof, Shopping environment is pleasant, Lot of combination offers, Trust for the brand, Quality of service, Feel of Customer satisfaction, Buying needs are satisfied, Family enjoys shopping inside these retail stores, Brands that are not available in other stores are available here, Excellent product quality only get inside, Enough stock, Lot of choice, Good facility of changing rooms and Value for money).

Limitations and Future Research

As is the case with most research, our study also has some limitations. This study has an issue of generalizability as data is only collected in Chennai city only. This study is done without any moderating or mediating variable that can alter the relationship. Future research should attempt to replicate this study in any other context. Future research can also include other important moderating or mediating variables that contribute to the well-being and growth of firms by retaining more customers or by enhancing customer retention.

Practical and Managerial Implications

The role of the satisfaction, trust and reputation of firm have been increasing simultaneously in order to attract and retain customers, it is incredibly necessary for the executives and brand managers to understand the customers' needs and making them satisfied as much as possible by working on mentioned independent variables in the retail sector, as a result of this customers will remain stick with the organization on long term basis as an important part of the organization. If it is done

systematically with managerial insights, then they can retain their customers and it will be win-win situation for organization and customers as well.

Conclusion

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

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