

# Determinants of Consumer Satisfaction in the Organized Retail Apparel Sector

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*Abstract- Customer experience plays a pivotal role in shaping consumer behaviour and fostering brand loyalty in the organized retail sector. This study examines the key factors influencing consumer satisfaction in retail apparel stores. Adopting a descriptive research design, the study identifies critical determinants such as store ambience, product assortment, staff behaviour, pricing strategies, promotional activities, and technological integration as significant contributors to customer satisfaction. A mixed-method approach is employed, combining survey data with observational analysis to evaluate customer perceptions and expectations. The findings reveal that a well-structured store layout, courteous and responsive staff, and competitive pricing significantly enhance the overall shopping experience. Additionally, effective promotional strategies and the integration of technology further contribute to improved customer engagement. The study offers valuable insights for retailers to refine their in-store strategies, strengthen customer relationships, and enhance retention rates, ultimately leading to improved sales performance and competitive advantage.*

*Index Terms- Customer Experience, Consumer Behaviour, Brand Loyalty, Customer Satisfaction, Retail Industry, Promotional Strategies, Pricing Strategy, Retail Strategy.*

## I. INTRODUCTION

Personal outfit, garments or clothing etc. including headwear and footwear. The industries which make ready- to-wear clothing. Apparel manufacturing technology the processing steps and techniques involved in the manufacturing apparels for large scale production on industrial basis for business purpose is called garments manufacturing technology. The apparel industry, often referred to as the fashion industry, encompasses the design, manufacturing, distribution, and retailing of clothing and accessories. It is a global, multifaceted industry that plays a

significant role in the economy and culture of many countries worldwide. The apparel industry is driven by trends, consumer preferences, and technological advancements, making it both dynamic and competitive. Historically, the apparel industry has evolved from small, local artisans producing garments by hand to large-scale factories using advanced machinery for mass production. This evolution has been shaped by changes in technology, trade policies, and consumer behaviour. Key players in the apparel industry include designers, manufacturers, wholesalers, retailers, and consumers. Designers and brands are responsible for creating and innovating new styles and trends, while manufacturers handle the production process, often outsourcing to factories in different countries to take advantage of cost efficiencies. Wholesalers distribute goods to retailers, who then sell them to consumers through various channels such as stores, online platforms, and specialty boutiques. During the Industrial Revolution in the 18th and 19th centuries, mechanization revolutionized the production of clothing. Factories equipped with steam-powered machinery enabled mass production, leading to the growth of textile mills and garment factories in Europe and North America. This era marked a significant shift from handmade clothing to mass-produced garments, making fashion more accessible to the general population.

## II. REVIEW OF LITERATURE

Turner in the Journal of Business Ethics (2007), “the role of corporate social responsibility in promoting ethical practices in the apparel industry” is analysed by emphasizing the importance of transparency and accountability in the supply chain.

Brown Journal of Sustainable Fashion (2007), “the relationship between consumer behaviour and trends in the apparel industry” is investigated by the Journal of Consumer Research. The study analyses

the influence of social media and celebrity endorsements on purchasing decisions, shedding light on the power of influencer marketing in driving sales

Roberts in the Journal of Innovation (2008), “the importance of innovation and creativity in driving growth and competitiveness in the apparel industry” is discussed by Management, emphasizing the need for continuous product development and trend forecasting in fashion design

Evans in the Journal of International Business (2009), “the impact of trade agreements and regulations on the global apparel industry” is investigated by highlighting the complex dynamics of international trade and the challenges faced by garment manufacturers in complying with different regulations.

Harris in the Journal of Environmental Management (2010), “the role of sustainability certifications in promoting eco-friendly practices in the apparel industry” is examined by emphasizing the importance of third-party certification schemes in verifying the sustainability claims of clothing brands.

Clark in the Journal of Cultural Studies (2011), “The influence of cultural trends and social norms on fashion design in the apparel industry” Is discussed by highlighting the importance of diversity and inclusivity in contemporary fashion.

Taylor in the Journal of Marketing (2012) “the impact of branding and marketing strategies on consumer perception in the apparel industry” is analysed by emphasizing the importance of building a strong brand identity and creating emotional connections with customers.

Gray in the Journal of Operations Management (2013), “the role of supply chain management in improving sustainability in the apparel industry” is examined by, highlighting the importance of transparent and ethical sourcing practices in the global garment supply chain.

Green in the Journal of Sustainable Development (2014), “the concept of circular fashion and its potential to reduce waste in the apparel industry” is explored by emphasizing the importance of closing the loop in the production and consumption of clothing

Jones Journal of Fashion Technology (2018), “explores the role of technology in revolutionizing the apparel industry” in the emphasizing the importance of digitalization and automation in improving efficiency and reducing waste in garment production.

Author Smith Journal of Sustainable Fashion (2019), “the impact of fast fashion on sustainability in the apparel industry” has been widely discussed in the literature. Raises concerns about the environmental and ethical implications of the fast fashion business model in the highlighting the need for more sustainable practices in the industry

### III. OBJECTIVES OF THE STUDY

- To analyse how product- related attributes (quality, variety, style) Influence consumer satisfaction at reliance trends.
- To examine the impact of pricing factors (affordability, discount, value for money) on customer satisfaction
- To study how store environment and location factor (clearness, layout, accessibility) affect customer satisfaction
- To assess the influence of promotional activities (offers, advertisement, loyalty programs) on customers satisfaction

### IV. RESEARCH METHODOLOGY

#### Research Design

The descriptive type of research design is used in this study

#### Data Collection

This primary data can be collected through customer surveys 253 using a structured questionnaire. Interview

Questionnaires, or direct observation at the store. It provides insights into customer demographics, their satisfaction levels, and factors influencing their shopping experience. Secondary data for this research was obtained from the journals like journal of design, Review of literature, reliance trends and the various website.

Tools Used for Analysis

- Pie Chart.
- Bar chart
- Mean Average

Demographic Details of the Respondent

Demographic Profile

Table: 1 Demographic Profile

	Frequency	Percent
Gender		
Male	139	54.9
Female	114	45.1

Inference:

The above chart describes about the gender proportion of the respondent. The majority of the respondent are male (54.9%) and rest are the female (45.1%).

Age	Frequency	Percent
18-24	114	45.1
25-34	101	39.9
35-44	28	11.1
45-54	8	3.2
>54	2	0.8

Inference:

From the data, we can observe that the majority of respondents (114) are in the 25-34 age group. This is followed by (101) respondents in the 18-24 age group. There are fewer respondents in the older age groups, with (28) respondents aged 35-44, (8) respondents aged 45-54, and only (2) respondents aged more than 54. This indicates that the largest proportion of respondents are young adults, with decreasing numbers as the age increases.

Family Monthly Income		
<RS25000	113	44.7
Rs.25000-50000	91	36
Rs.50000-100000	34	13.4
>Rs100000	15	5.9

Inference:

From the data, we can see that the majority of respondents (113) fall into the income bracket of 25,000. This is followed by (91) respondents whose family monthly income is less than 25,000 to 50,000. There are (34) respondents in the 50,000 to 100,000 income brackets, and the least number of respondents (15) have a family monthly income of over 100,000. This indicates that most respondents come from families with a moderate income range (25,000 to 50,000), while very few come from families with an income exceeding 100,000. To 50,000), while very few come from families with an income exceeding 100,000

Education Qualification		
HSC	15	7
UG	115	54
PG	67	31.5
OTHERS	16	7.5

Inference:

The largest segment of respondents has an undergraduate (UG) qualification, totalling (115). This is followed by respondents with SSLC and HSC (15) and those with a postgraduate (PG) qualification (67). And others category (16). There are very few respondents with school-level qualifications and post graduate qualification

Satisfaction on product attributes

S.NO	Factors	Average	Rank
1	Number and Range of Brands Available	4.83	1
2	Stretching quality (durability and strength)	4.32	2
3	Shrinkage (reduction in the size of the apparel after washing)	4.28	3
4	Fabric quality (durability, appearance, and	4.26	4

	feel)		
5	Colour resistance (maintain its colour after washing)	4.17	5
6	Apparel Measurements (available size & fit)	4.10	6

Inference:

- The table shows the average rating and rank of different product attributes by customers. The attribute with the highest average rating is "Number and Range of Brands Available", with a rating of 4.83 and a rank of 1. The attribute with the lowest average rating is "Return policy", with a rating of 4.01 and a rank of 12.
- In satisfaction of product attributes, the customers are satisfied a product and they are rating the overall product related aspects in 4.15.
- In thanjavur reliance trends consumers are satisfied an overall product related aspect.

Satisfaction on Price Attributes

S.NO	Factors	Average	Rank
1	Wide price range	4.28	1
2	Overall pricing strategy of the apparel store	4.14	2
3	Discounts and offers provided by the apparel brands	4.09	3
4	Fair pricing of the store	4.04	4
5	Value for money offered by apparel store	4.00	5

Inferences:

The table shows the results of a survey about customer perception of price attributes of an apparel store. Customers rated the factors in terms of their importance. The overall pricing strategy of the apparel store was rated the most important factor by customers, followed by wide price range. The least important factor was the value for money offered by the apparel store.

Satisfaction on Place Attribute

S.NO	Factors	Average	Rank
1	Visibility from Street	2.96	1
2	Convenience Of Store Locations	2.82	2
3	24/7 Security	2.80	3
4	Proximity To Public Transport	2.77	4
5	Over all place aspects	2.72	5
6	Accessibility (parking and transportation facilities)	2.18	6

Inferences:

- The table ranks the importance of place attributes based on their average scores, with the highest average score indicating the most important attributes
- The top-ranked attributes are visibility from the street, visibility from the street, convenience of store locations, and 24/7 security, all scoring above 2.80. These attributes are likely crucial for attracting customers and ensuring a safe and convenient shopping experience.
- The bottom-ranked attributes are proximity to public transport, sufficient parking space, over all place aspects, and accessibility (parking and transportation facilities), all scoring below 2.80. These attributes may be less important to customers in this context.
- It is important to note that this is just one data point and may not be representative of all customers. The specific importance of each attribute can vary depending on factors like the type of store, its location, and the target customer base.

Satisfaction on Promotion Attribute

S.no	Factors	Average Rank	Rank
1	Relevance Of Promotional Offers to Your Needs	4.33	1
2	Clarity Of Promotional Messages	4.13	2
3	Sales promotions in store and in general (Discounts, offers, POP)	4.10	3

4	Frequency Of Promotional Communications	4.07	4
5	Store ads in different media (TV, Radio, Print, social media)	4.06	5

Inferences:

- The table shows the average rating and rank of different promotional attributes, based on customer feedback.
- The top ranked attribute is "Relevance of Promotional Offers to Your Needs," with an average rating of 4.33. This suggests that customers value promotions that are tailored to their specific needs.
- The second highest ranked attribute is "Clarity of Promotional Messages," with an average rating of 4.13. This indicates that customers want promotions to be easy to understand and clear.
- The third highest ranked attribute is "Sales Promotions in Store and in General (Discounts, Offers, POP)," with an average rating of 4.10. This suggests that customers are interested in discounts and special offers.
- The fourth highest ranked attribute is "Overall Rating on Promotional Strategies," with an average rating of 4.10. This shows that customers generally view the company's promotional strategies favourably.
- The fifth highest ranked attribute is "Frequency of Promotional Communications," with an average rating of 4.07. This suggests that customers want to be informed about promotions regularly, but not too often.
- The last ranked attribute is "Store Ads in Different Media (TV, Radio, Print, Social Media)," with an average rating of 4.06. This indicates that customers are less interested in traditional advertising methods, such as television and radio ads.
- Overall, the table suggests that customers value promotional offers that are relevant to their needs, clear and easy to understand, and offer discounts and special offers

IV. FINDINGS

The study on consumer satisfaction at Reliance Trends, Thanjavur, revealed valuable insights into how customers perceive different aspects of the store's offerings. In terms of product attributes, customers expressed the highest level of satisfaction with the number and range of brands available, which received an average rating of 4.83. This indicates that the store's wide brand availability is a major strength and is well appreciated by the customers. Other highly rated factors include stretching quality, shrinkage resistance, and fabric quality, all of which highlight customer satisfaction with the durability and physical characteristics of the apparel. However, attributes such as colour resistance and apparel measurements received slightly lower ratings, suggesting there is some scope for improvement in these areas.

In the price attributes category, the factor that received the highest average score was the wide price range, with a rating of 4.28. This reflects the store's success in catering to a wide range of customer budgets. Customers also appreciated the overall pricing strategy and the discounts and offers provided, which scored 4.14 and 4.09 respectively. However, the lowest-rated factor in this category was value for money, at 4.00, indicating that while customers find the pricing reasonable, some of them may not feel that the products fully justify their cost.

The place attributes, however, received the lowest overall ratings among all categories. The highest-rated factor here was visibility from the street, with a score of only 2.96, followed by convenience of store location and 24/7 security, both scoring slightly below 3.0. The most poorly rated factor was accessibility, particularly parking and transportation facilities, which scored only 2.18. These low ratings suggest that customers are significantly dissatisfied with the physical location, transport convenience, and infrastructure surrounding the store.

On the other hand, promotion attributes were received quite positively by the customers. The most appreciated aspect was the relevance of promotional offers, which scored 4.33, indicating that personalized and targeted promotions are highly

valued. Other well-rated factors include clarity of promotional messages, sales promotions, and the overall promotional strategy. The least rated factor was store advertisements in traditional media (TV, radio, print, etc.) with a rating of 4.06, suggesting that customers are less influenced by conventional advertising and may respond better to modern, digital methods of communication

### CONCLUSION

In conclusion, the study indicates that overall consumer satisfaction at Reliance Trends, Thanjavur is high, particularly in the areas of product variety, quality, pricing, and promotional strategies. Customers are especially satisfied with the availability of diverse brands and the durability of the products offered. Pricing strategies are generally seen as fair and competitive, with a broad price range catering to different segments of consumers. Promotions are well- received, especially when they are relevant and clearly communicated.

However, the study also reveals notable concerns regarding place-related attributes. Poor accessibility, lack of parking facilities, and inconvenient location are critical issues that negatively impact customer satisfaction. These are areas where the store management must focus efforts to enhance the overall customer experience. Improving infrastructure, providing better signage, enhancing transportation access, and optimizing parking can contribute significantly to improving the physical shopping experience.

Overall, while Reliance Trends in Thanjavur performs well in most key areas that influence consumer satisfaction, targeted improvements in location and accessibility factors could further enhance customer loyalty and store performance.

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