



## Satisfaction of Consumers Towards Showroom Aspects of The Readymade Garments in Coimbatore

### KEYWORDS

Retail Outlets, Textile Industry, Marketing Strategies, Customers, Retailers

**DR. M.VIDHYA**

Director And Principal, Kv Institute Of Management Studies, Kurumbapalayam, S.S.Kulam, Sathy Main Road, Coimbatore -641107.

**D.VANISREE**

Research scholar, Bharathiar University, Coimbatore.

### ABSTRACT

Indian textile industry is one of the leading textile industries in the world. The needs of the people are increasing day-by-day. A study was conducted on the consumer preference towards the textile retail outlets with special reference to selected textile outlets in Coimbatore city. The various showrooms taken for the study are Shree Devi, Chennai Silks, Ganapathy Silks, Pothys and RMKV. These are the most famous showrooms in Tamil Nadu with its branches spread all over the state. The purposes of the study was to know the consumer reference towards selected textile retail outlets in Coimbatore city, to study the awareness level of consumers towards the textile retail outlets to know the factors that influences the consumers to prefer the textile retail outlets, satisfaction of consumers towards showroom aspects of the readymade garments in Coimbatore and to study the marketing strategies of selected textile retail outlets in Coimbatore city etc. The data was collected from 1225 respondents using questionnaire method. Simply percentage analysis has been used in the study. It was found from the study that the respondents are seen to give more preference to the collections while choosing the showroom. Hence the other retailers can also increase their new varieties of collections and the retailers must make an extra effort to create more awareness of their products to the general public and they can do it by making innovative and attractive advertisements that may influence more customers to purchase to visit their showroom.

### 1. INTRODUCTION

India is one of the largest emerging markets, with a population of over one billion. It is one of the largest economies in the world in terms of purchasing power. Purchasing power of Indian urban consumer is growing and branded merchandise in categories like Apparels, Cosmetics, Shoes, Watches, Beverages, Food and even Jewellery are slowly becoming lifestyle products that are widely accepted by the urban Indian consumer. India also has the youngest population profile among the numerically significant countries - there are a lot of young people in different income segments and locations, who are influencing their parents' spending or spending their own money. Possibly the most challenging concept in the marketing is to deal with understanding the buyer behaviour. The attitude of Indian consumers has undergone a major transformation over the last few years. The Indian consumer today wants to lead a life full of luxury and comfort. A number of large corporate houses like Aditya, Bharti, Reliance, Pantaloon, Vishal, Tata's, RPG, Raheja's and Piramals' have already made their foray into this arena, with beauty and health stores, supermarkets, self-service music stores, new age book stores, everyday low price stores, computers and peripherals stores, office equipment stores and home/building construction stores.

The consumption pattern of a country depends on liberalization of economic policies, buying habits of the younger generation, financial independence at a young age, increase in number of nuclear families and increase in media exposure of the people. The tastes and preferences of the current generation are changing rapidly. The current generation does not mind paying extra for better facilities and ambience. Another major factor that has led to increased consumerism is the growth of credit culture in India. The Indian consumer does not feel shy to purchase products on credit and pay tomorrow for what they use or buy today. This tendency has led to a tremendous increase in purchase of homes, cars, two-wheelers and consum-

er goods. The market for luxury products in India is also climbing at an astonishing rate as compared to a decade ago when it was almost negligible. The reason behind this is that the purchasing power of people of India is rising very steeply. The Indian consumer today is highly aware about the product, price, quality and the options available with him. The purchasing is done by keeping all these factors in mind. Today, price is not the only consideration as it was a few years back when prices played a major role in purchasing. Marketers are trying hard to capture this ever increasing Indian middle class as they form the bulk of Indian consumers.

The present study mainly focuses on the consumers satisfaction towards branded readymade garments based on the showroom aspects in the selected textile showrooms in Coimbatore City. In order to learn the conceptual framework of a study and number of research work conducted in the area gives a clear insight on the focal theme. Hence, the researcher made an attempt to collect the relevant studies conducted by many authors in the earlier days particularly on the readymade garments. Readymade garments in Coimbatore had witnessed a lull in activity over the past year and a half primarily due to the after effects of the economic downturn.

### REVIEW OF LITERATURE:

Rajagopal (2011)<sup>11</sup> in his study on "Consumer culture and purchase intentions toward fashion apparel in Mexico" concluded that consumers with sustainable purchase intentions for fashion apparel are motivated to seek benefits of the store and brand-specific promotions and prices enhancing their shopping basket. The researcher also concludes that shopping arousal is largely driven by mall attractions, inter-personal influences, sales promotions and comparative gains among urban shoppers. Major factors that affect shopping arousal among fashion shoppers are simulation/trial facilities, brand reputation, personalization possibilities, and store attractiveness in reference to prod-

ucts and services, brand value and price.

Mr. S.P. Karuppasamy Pandian, et.al., (2012)<sup>22</sup> in their research on "An empirical study on consumer perception towards branded shirts in trichy city" concluded that Raymond, Peter England, and John player remains the top three brands preferred by the respondents. It is clear that most of the shoppers of men's branded shirts were highly influenced by the factors such as durability, reference groups, wider choice of color and design, attractiveness, price range and celebrity endorser. Most of the customers are expecting reduced price and wider choice of color and design. Convenient shop hours and the offer & discounts are the two factors that contribute more to prefer a particular retail garment showroom.)

## 2. STATEMENT OF THE PROBLEM

The success of readymade garment sector solely depends on how it performs in the market place at a given point of time. To entice the consumers, the readymade garment industry has to evaluate the behavior of the consumers. But understanding consumer behavior is complex, as it is related to psychology of consumers and also depends on various factors which have a direct bearing on their preference. Understanding consumers in terms of buying behavior and loyalty is a difficult job. Garment sectors need to implement effective customer relation management and loyalty program. Distribution is an integral part of any readymade garment. Delivering the right goods to the right place at the right time is main task of distribution. They are under serious pressure to improve their supply chain systems and distribution channels and reach the levels of quality and service desired by consumers.

Organized readymade garment outlets use very large volumes of electricity for a variety of applications from lighting, air conditioning, escalators, billing systems, lifts etc. As a result of insufficient and inefficient power supply, a huge amount of private investment goes into ensuring power backups. This makes it very difficult for this sector to grow. Competition from unorganized readymade garment sector is another challenge facing the readymade garment industry in India. As more and more organized readymade garment outlets are dotting the Indian topography, competition is no more restricted between organized and unorganized sectors. However, the present study concentrates the level of significance based on the perception of the consumers towards various aspects leading to satisfaction towards readymade garments such as Sales Promotion, Customer Care, Apparel product, Showroom Features and finally, Services provided by the readymade garments are analysed. Hence, it is worthwhile to understand the level of satisfaction towards readymade garments in select outlets in Coimbatore City.

## 3. OBJECTIVES OF THE STUDY

The objectives framed for the present study were as follows:

- To ascertain the demographic factors of the consumers.
- To analyse the level of satisfaction towards services influenced the consumers on purchase of apparels from various textile showrooms.
- To suggest measures for policy implications

## 4. HYPOTHESES

H<sub>1</sub> : There is no significant correlation between different variables and level of satisfaction towards Showroom as-

pects of the readymade garments

H<sub>2</sub> : There is no significant association between demographics of the respondents and level of satisfaction towards Showroom aspects of the readymade garments

## 5. RESEARCH METHODOLOGY

The methodology pertaining to this study is "Satisfaction of Consumers towards Showroom Aspects of the Readymade Garments", the methodology is discussed in the headings such as, data collection, constraints during data collection, period of the study, sampling design, instrumentation and construction, reliability analysis, pilot study and statistical tools and techniques. The validity of a research depends on the systematic method of collecting the data and analysing them in the sequential order. In the present study, extensive uses of both primary and secondary data were collected systematically. The primary data was collected from 1225 consumers through Interview Schedule using convenient sampling technique. The respondents who are occupied in different categories with different level of family income were personally interviewed and adequate time was spent to gather the information. The Interview Schedule has been used to extract information from the consumers purchasing from the readymade garments. The collected data was carefully coded and transited to SPSS Package. With this the tabulation was made in scientific and systematic way. Further, the collected data was classified, tabulated and analyzed using simple statistical tools like Percentage Analysis, Garrett Ranking, Inter Correlation and Discriminant Analysis.

## 6. LIMITATIONS OF THE STUDY

The major constraint of the study was the time and cost availability. The respondents were less interested in answering the interview schedule, as they felt that it was an interruption to their shopping.

## 7. Analysis and results

The study is conducted to analyse the demographics of the consumers to find the reasons towards their level of satisfaction towards showroom aspects of the readymade garments. To evaluate the information the classification was done such as, demographics of the consumers, ranking of the respondents towards source of awareness, perception towards level of satisfaction based on various showroom aspects of the readymade garments.

## DEMOGRAPHICS

The demographics of the respondents are classified based on their Gender, Age, Marital Status, Educational Qualification, Occupation, Family Income, Nature of Family, Number of Dependents, Place of residence and preference of showroom for the purchase of readymade garments are taken to evaluate the level of satisfaction of the respondents towards showroom aspects that are presented in the table below.

**Table 1 : Demographics of the respondents**

Sl. No.	Demographics	Respondents (1225 Nos.)	Percentage (100%)
01.	Gender		
	Male	668	54.53
	Female	557	45.47
02.	Age		

Sl. No.	Demographics	Respondents (1225 Nos.)	Percentage (100%)
	Below 25 years	571	46.61
	25 to 40	463	37.80
	Above 40 years	191	15.59
03.	Marital Status		
	Married	737	60.16
	Unmarried	488	39.84
04.	Educational Qualification		
	Post Graduates	221	18.04
	Graduates	434	35.43
	School Level	295	24.08
	No Formal Education	270	22.04
	Others	5	0.41
Sl. No.	Demographics	Respondents (1225 Nos.)	Percentage (100%)
05.	Occupation		
	Student	271	22.12
	Business	177	14.45
	Government Employee	190	15.51
	Private Employee	214	17.47
	Professional	364	29.71
	Agriculture	2	.16
	Housewife	7	.57
06.	Family Income		
	Below Rs.200000	737	60.16
	Rs.200001 to 300000	315	25.71
	Rs.300001 to 450000	169	13.80
	Rs.450001 to 600000	1	0.08
	Above Rs.750001	3	0.24
07.	Nature of Family		
	Joint	1180	96.33
	Nuclear	45	3.67
08.	Number of Dependents		
	Upto 3 members	386	31.51
	4 to 6 members	571	46.61
	Above 6 members	268	21.88
09.	Place of residence		
	Rural	209	17.06
	Urban	336	27.43
	Semi-Urban	680	55.51
Sl. No.	Demographics	Respondents (1225 Nos.)	Percentage (100%)
10.	Preference of show-room		

Sl. No.	Demographics	Respondents (1225 Nos.)	Percentage (100%)
	Shree Devi Textiles	431	35.18
	Sri Ganapathy Silks	139	11.35
	The Chennai Silks	184	15.02
	RMKV	131	10.69
	PSR Silks	90	7.35
	Pothys	83	6.78
	Mahaveers	89	7.27
	Kalyan Silks	13	1.06
	Fab India	21	1.71
	Mega Mart	24	1.96
Others	20	1.63	

**Source : Primary Data**

It is clear from the above table that more than half (54.53%) of the respondents are male and 45.47% of the respondents are female. Less than half (46.61%) of the respondents belong to the age below 25 years, while 37.80% of the respondents belong to the age from 25 to 40 years and the remaining 15.59% of the respondents belong to the age above 40 years. Most (60.16%) of the respondents are married and 39.84% of the respondents are unmarried. Maximum (35.43%) of the respondents are graduates, 18.04% of the respondents are post graduates, 24.08% of the respondents have qualified upto school level, 22.04% of the respondents did not have any formal education and the remaining 0.41% of the respondents are having other qualifications. 29.71% of the respondents are having professional occupation, 22.12% of the respondents are students, 17.47% of the respondents are employed in private sector, 15.51% of the respondents are occupied in government sector, 14.45% of the respondents are self employed, 0.57% of the respondents are housewives and the remaining 0.16% of the respondents are engaged in agriculture. Most (60.16%) of the respondents are having income below Rs.200000, while 25.71% of the respondents are having income between Rs.200001 and 300000, 13.8% of the respondents are having income from Rs.300001 to 450000, 0.24% of the respondents are having income above Rs.750000 and the remaining 0.8% of the respondents are having income between Rs.450001 and 600000. Majority (96.33%) of the respondents are living in joint type of family and 3.67% of the respondents are living in nuclear type of family. Less than half (46.61%) of the respondents indicated 4 to 6 dependent members are there in their family, while 31.51% of the respondents opined upto 3 members are dependent members in their family and the remaining 21.88% of the respondents indicated above 6 members as dependent members in their family. More than half (55.51%) of the respondents are living in semi-urban areas, while 27.43% of the respondents are living in urban areas and the remaining 17.06% of the respondents are living in rural areas. Maximum (35.18%) of the respondents preferred Sridevi Textiles for their purchase of readymade garments, while 15.02% of the respondents preferred The Chennai Silks, 11.35% of the respondents preferred Sri Ganapathy Silks, while 10.69% of the respondents preferred RMKV, 7.35% of the respondents preferred PSR Silks, 7.27% preferred Mahaveers, 6.78% of the respondents preferred Pothys and the remaining 1.96, 1.71, 1.63 and 1.06 percentages of respondents preferred Mega Mart, Fab India, Others and Kalyan Silks respectively.

To sum-up,

- More than half (54.53%) of the respondents are male
- Less than half (46.61%) of the respondents belong to the age below 25 years
- Most (60.16%) of the respondents are married
- Maximum (35.43%) of the respondents are graduates
- It is evident that 29.71% of the respondents are having professional occupation
- Most (60.16%) of the respondents are having income below Rs.200000,
- Majority (96.33%) of the respondents are living in joint type of family
- Less than half (46.61%) of the respondents indicated 4 to 6 dependent members are there in their family
- More than half (55.51%) of the respondents are living in semi-urban areas
- Maximum (35.18%) of the respondents preferred Sridevi Textiles for their purchase of readymade garments

**GARRETT RANKING**

Garrett Ranking was used to assess the level of awareness of the respondents towards readymade garments which are classified as magazines, newspapers, showrooms, television / radio commercials, friends / colleagues, family members / relatives and finally brochures / pamphlets.

**Table 2 : GARRETT RANKING TOWARDS SOURCE OF AWARENESS ABOUT THE READYMADE GARMENTS**

Source of Awareness	Garrett Score	Garrett Mean	Garrett Rank
Magazines	57272	45.818	6
Newspapers	63554	50.843	4
Show Rooms	65099	52.079	2
Television / Radio Commercials	68428	54.742	1
Friends / Colleagues	63989	51.191	3
Family members / Relations	60661	48.529	5
Brochurs / Pamphlets	49747	39.798	7

Source : Computed from Primary Data

It is evident that the high source of awareness obtained by the respondents was rated towards Television / Radio Commercials, M=54.742, followed by, Show Rooms,, M=52.079, third rank was towards Friends / Colleagues, M=51.191, 4<sup>th</sup> rank was towards Newspapers, M=50.843, 5<sup>th</sup> rank was towards Family members / Relations, M=48.529, 6<sup>th</sup> rank was towards Magazines, M=45.818, and finally, 7<sup>th</sup> rank was towards Brochurs / Pamphlets, M=39.798.

It is evident that the high source of awareness obtained by the respondents was rated towards Television / Radio Commercials and the least rating was towards Brochurs / Pamphlets.

**INTER Correlation:**

H<sub>1</sub> : There is no significant correlation between different variables and level of satisfaction toward Showroom aspects of the readymade garments

Correlation is the study between two or more variables. When more than two variables are involved, the correla-

tion is known as multiple inter correlations and found to be moving in the same direction, these variables are said to be correlated positively and if they move in opposite direction they are said to be negatively correlated.

**TABLE 2 : LEVEL OF SATISFACTION TOWARDS SERVICES OFFERED BY THE SHOWROOMS**

Services	Sales Promotion	Customer Care	Apparel product	Show-room Features	Services
Sales Promotion	1				
Customer Care	.350(**)	1			
Apparel product	.025	.051	1		
Showroom Features	.008	.020	.478(**)	1	
Services	-.019	-.016	.270(**)	.497(**)	1

**\*\* Correlation is significant at the 0.01 level (2-tailed).**

The correlation found to be significant at 1% level between the variables to analyze the service offered by the showroom. The services are classified as Sales Promotion, Customer Care, Apparel Products, Showroom Features and Services. It is inferred that the Customer Care and Sales Promotion (r=0.350) significant at 1% level while there is significant positive correlation between showroom features and apparel products (r=0.478), Services and Apparel Products (r=0.270) and finally Showroom Features and Services (r=0.497) which are all found to have significant positive correlation.

To sum-up, it is found that there is a positive significant correlation between Customer Care and Sales Promotion, showroom features and apparel products, Services and Apparel Products and finally, Showroom Features and Services.

**DISCRIMINANT ANALYSIS**

H<sub>2</sub> : There is no significant association between demographics of the respondents and level of satisfaction towards Showroom aspects of the readymade garments Of the six demographic variables chosen for the study, an attempt had been made to discriminate the important variables between groups of respondents with lower level of mean satisfaction based on showroom aspects of the readymade garments and with higher level of mean satisfaction based on showroom aspects of the readymade garments. In the present study, the respondents were grouped based on the mean score. In general, three groups of respondents were identified as under:

Group I - lower mean score –329 respondents

Group II - moderate mean score – 463 respondents

Group III - higher mean score – 433 respondents

Group II had been excluded from the analysis and the mean score of the chosen personal characters of the respondents of the two selected groups are furnished in Table 2.

**Table 3 : Mean Score of Selected Respondents**

Personal Characters	Mean Score	
	Respondents with Lower Mean Satisfaction towards Readymade Garment Showroom aspects Score (Group I:n1= 329)	Respondents with Higher Mean Satisfaction towards Readymade Garment Showroom aspects Score (Group III: n3=433)
Age of the Respondents	1.6991	1.6859
Marital Status of the Respondents	1.4286	1.3880
Occupation of the Respondents	3.2188	3.0878
Income of the Respondents	1.5562	1.5289
Nature of Family of the respondents	1.0578	1.0254
Preference of showroom for purchasing readymade garments	3.5258	3.2448

The test of equality of group means was attempted and the details are furnished in Table 2.

**Table 4 : Details of Univariate Analysis of Variance**

Personal Characters	Wilks's Lambda	F (DF=1, 760)	Sig
Age of the Respondents	1.000	.063	.803
Marital Status of the Respondents	.998	1.276	.259
Occupation of the Respondents	.998	1.264	.261
Income of the Repspondents	1.000	.246	.620
Nature of Family of the respondents	.993	5.194	.023
Preference of show-room for purchasing readymade garments	.997	2.172	.141

\*Significant at 5 % level

The canonical discriminant function is fitted as under:

$$D = 0.122 + 0.591 \text{ Age} + 0.594 \text{ Marital Status} + 0.371 \text{ Occupation} + 0.032 \text{ Income} + 0.672 \text{ Nature of the Family} + 0.409 \text{ Preference of Showroom}$$

**Test Functions**

Eigen value: 0.015

Percentage of variation explained: 100

Wilks Lambda = 0.985

Chi-square = 11.325\*

DF = 6

p =0 .079

Canonical Correlation: 0.122

The Chi-square value was found to be significant @ 10% level with canonical value of 0.122. Using the discriminant function fitted and the observed predictor variables of the respondents, the respondents were classified and the correct percentage classification is furnished in Table 4.

**Table 5 : Classification of Selected Respondents (in numbers)**

Category of Respondents	Lower Satisfaction towards Readymade Garment Showroom aspects	Higher Satisfaction towards Readymade Garment Showroom aspects	Total
Lower Satisfaction towards Readymade Garment Showroom aspects	180 (54.7)	149 (45.3)	329
Higher Satisfaction towards Readymade Garment Showroom aspects	203 (46.9)	230 (53.1)	433

a. Cross validation is done only for those cases in the analysis. In cross validation, each case is classified by the functions derived from all cases other than that case.

b. 53.8% of original grouped cases correctly classified.

c. 50.3% of cross-validated grouped cases correctly classified.

It could be seen that out of 329 respondents belonged to the lower satisfaction towards readymade garment showroom aspects, 180 respondents accounting for 54.7 per cent were found to be correctly classified. Similarly, out of the 433 respondents from higher satisfaction group, 230 respondents accounting for 53.1 per cent were correctly classified. Accordingly, the percentage of correct classification was found to be 53.8% of the original grouped cases. Thus the results clearly indicated the adequacy of model in discriminating between the two groups.

**Table 6 : Structure Matrix**

Demographics	Function 1
Nature of Family of the respondents	.673
Preference of showroom for purchasing readymade garments	.435
Marital Status of the Respondents	.334
Occupation of the Respondents	.332
Income of the Respondents	.146
Age of the Respondents	.074

Pooled within-groups correlations between discriminating variables and standardized canonical discriminant functions Variables ordered by absolute size of correlation within function.

The structure matrix is the predictor variables strongly associated with discriminant function 1 which distinguished between survey respondents who had rated the satisfaction towards showroom aspects of the readymade garments as high and low. The structure matrix is considered for interpretation only the value is more than 0.30. Hence, it is found that Nature of family ( $r=0.673$ ,  $r^2 = 45.29\%$ ), followed by Preference of showroom for purchasing readymade garments ( $r=0.435$ ,  $r^2=18.92\%$ ), Marital Status ( $r=0.334$ ,  $r^2=11.16\%$ ) and finally, Occupation ( $r=-0.332$ ,  $r^2=11.02\%$ ) are the more discriminating independent variables taken for the study were found to be highly and moderately correlated with the level of satisfaction towards showroom aspects of the readymade garments.

It is concluded that there is significant correlation with the Nature of Family, Preference of showroom for purchasing readymade garments, Marital Status and finally, Occupation that are perceptive factors and are the high discriminating variables with the level of satisfaction towards showroom aspects of the readymade garments were strongly associated. Whereas, there is no significant correlation among the demographics such as Income and age compared with the level of satisfaction towards showroom aspects of the readymade garments were not associated.

## 8. Summary

The attitude of Indian consumers has undergone a major transformation over the last few years. The Indian consumer today wants to lead a life full of luxury and comfort. The consumption pattern of a country depends on liberalization of economic policies, buying habits of the younger generation, financial independence at a young age, increase in number of nuclear families and increase in media exposure of the people. This tendency has led to a tremendous increase in purchase of homes, cars, two-wheelers and consumer goods. Today, price is not the only consideration as it was a few years back when prices played a major role in purchasing. The consumers attitude towards various aspects leading to satisfaction towards readymade garments such as Sales Promotion, Customer Care, Apparel product, Showroom Features and finally, Services provided by the readymade garments are analysed.

## 9. FINDINGS

More than half (54.53%) of the respondents are male Less than half (46.61%) of the respondents belong to the age below 25 years Most (60.16%) of the respondents are married Maximum (35.43%) of the respondents are graduates It is evident that 29.71% of the respondents are having professional occupation Most (60.16%) of the respondents are having income below Rs.200000, Majority (96.33%) of the respondents are living in joint type of family Less than half (46.61%) of the respondents indicated 4 to 6 dependent members are there in their family. More than half (55.51%) of the respondents are living in semi-urban areas. Maximum (35.18%) of the respondents preferred Sridevi Textiles for their purchase of readymade garments

It is evident that the high source of awareness obtained by the respondents was rated towards Television / Radio Commercials and the least rating was towards Brochures / Pamphlets.

To sum-up, it is found that there is a positive significant correlation between Customer Care and Sales Promotion, showroom features and apparel products, Services and Apparel Products and finally, Showroom Features and Services.

It is concluded that there is significant correlation with the Nature of Family, Preference of showroom for purchasing readymade garments, Marital Status and finally, Occupation that are perceptive factors and are the high discriminating variables with the level of satisfaction towards showroom aspects of the readymade garments were strongly associated. Whereas, there is no significant correlation among the demographics such as Income and age compared with the level of satisfaction towards showroom aspects of the readymade garments were not associated.

## 10. SUGGESTIONS

It is evident that Television and Electronic Media, Showroom Aspects and others sources of awareness has significantly influenced the consumers towards visiting the showroom. It is understood that majority of the respondents were preferring Shridevi Textiles and The Chennai Silks due to the level of awareness they attained through advertisement and after also after visiting the showroom. Hence, it is recommended that all the readymade garments shall highly concentrate on the promotional aspects to make more customers walk-into their showroom and enhance the sales.

The level of awareness achieved through Brochures / Pamphlets were found to be very low was understood from the results based on the ratings of the respondents. Hence, the promotional activities which attract more consumers towards their showrooms shall properly be analyzed to attract more customers.

To have a higher satisfaction for the consumers the showrooms shall provide good infrastructure.

It is understood that there is no significant correlation towards certain aspects such as Showroom Features and Customer Care, Services offered and customer care, Services offered and sales promotion activities, Showroom features and sales promotion activities and finally, Customer care and apparel products. It is clear that all these aspects are contributing factors in achieving the level of satisfaction of the consumers. It is suggested that if all these aspects are concentrated the readymade garments will achieve greater heights.

## 11. CONCLUSION

The market for luxury products in India is also climbing at an astonishing rate as compared to a decade ago when it was almost negligible. The reason behind this is that the purchasing power of people of India is rising very steeply. To evaluate the information the classification was done such as, demographics of the consumers, ranking of the respondents towards source of awareness, perception towards level of satisfaction based on various showroom aspects of the readymade garments. Therefore, the present study concentrates the level of significance based on the perception of the consumers towards various aspects leading to satisfaction towards readymade garments. It is understood that majority of the respondents were preferring Shridevi Textiles and The Chennai Silks due to the level of awareness they attained through advertisement. The level of awareness achieved through Brochures / Pamphlets were found to be very low and if, all the contributing

factors helping to achieve the level of satisfaction of the consumers are improved then there is no doubt the garment showrooms will achieve greater heights in the years to come.

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