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CONSUMER SATISFACTION OF BRANDED APPAREL OUTLETS – RS PURAM



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ABSTRACT:

The apparel industry plays a key role in economic development in terms of revenue, foreign exchange and investments and employment generation. Readymade garments have become a status symbol in social circle. The Indian consumers are attracted towards the readymade garments because of fashion consciousness, style and design, brand image, smart look, comfort and relatively less price. The footfalls of the consumers in to the branded retail outlets either Exclusive Brand Outlet or Multi Brand Outlet are increasing day by day and make the industry to grow. Rapidly changing retail environment along with sophisticated and demanding customers have made it mandatory for the retailers to differentiate themselves for meeting the needs of their customers better than their competitors. For competitive survival, retailers are focusing on areas under their control that might give them an edge in the market. In this study, the fashion and style was considered to be the most important factor followed by quality merchandise in influencing the customers in selecting the

organized branded retail outlet and hence the retailers are suggested to ensure that these factors are given due importance in the present scenario.

KEYWORDS: Apparel Retail outlets; Brand preference, Customer choice of outlet, Retailing.

INTRODUCTION:

Consumers vary in one form or other on the basics of their likes, dislikes, attitude income levels etc. The behavior of consumers is complex, dynamic, multidimensional process and all marketing decisions are based on assumptions about consumer behavior the cultural and social factors influence the consumer while they purchase the apparels the area where the consumers belongs to also plays a vital role in deciding the behavior of consumers in choosing the apparels the Indian consumers are subject to various changes on the basis of their spending habits. Retailing is one of the pillars of the economy in India and accounts for 13% of GDP. The retail industry is divided into organized and un-organized sectors. Over 12 million outlets operate in the country and only 4% of them being larger than 500 square feet in size. Organized retailing refers to trading activities undertaken by licensed retailers, that is, those who are registered for sales tax, income tax, etc. These include the corporate backed hypermarkets and retail chains, and also the privately owned large retail businesses.

REVIEW OF LITERATURE

Naveen Arora, (2011) examined the factors that influence the customers' preference of shopping malls and multi brand retail stores while deciding to visit for shopping. He used Kruskal-wallis test to find the most influencing factors for the customers. The study identified that location, merchandise mix; physical evidences, people and image of the mall influence the customers' choice of mall or multi brand retail store. The study revealed that the location is the most important factor while Store/Mall Image is the least important factor for customers. The study also revealed that presence of unhealthy crowd (which is an uncontrollable factor) repels customers away from store/mall and the type of crowd depends on the location of the store/mall. Efforts for cross-selling by mall/store management, unavailability of free drinking water and more focus on apparels stores have also been found to be important issues for malls/stores. It is concluded that a segment of customers likes to bargain while shopping, and doesn't enjoy shopping at fixed price malls/stores. Amarendra Pratap Singh (2013) made a study to understand the perception of consumers about three major retail outlets i.e. Pantaloons, Shoppers stop and Globus in Lucknow. A sample of 150 respondents' was selected and finally 100 samples were left for analysis rejecting 50 samples. It is concluded that majority of consumers were satisfied with the product and services of these stores. It is suggested in the study that the retail stores should emphasize on audio-visual advertising techniques and focus on attracting youth through promotional means. The consumers visiting these stores are brand conscious and their ego must be satisfied by providing them whatever they are looking for in separate sections of these stores. Jayaprakash Rath, Rajeshkumar Sain & Anjankumar Mohanty (2013) made a study that investigates the time effect on brand purchase probabilities after homogenizing the data with respect to store switching, size of purchase and frequency of product purchase. Two exponential models have been proposed and their overall effectiveness compared with a naïve model. The contribution of the study is in building realistic model of consumer purchase choice by incorporating the elements of the marketing environment. The study found that in case of garment segment the factors that influence the purchase decision-making is mostly price and quality of material. The factors like brand and durability of material are next in the rank in purchasing garments. The study concludes that the management has to value

their customer base by providing supporting information for equating lifetime customer value assessments. Providing criteria to evaluate the quality of competing brands of stereos facilitates the encoding, retrieval and alignment of the sensory attribute in brand choice task.

Lalitha et al., (2008) made a study entitled "Brand Preference of Men's wear". Scope of the study focuses on the brand preference regarding shirts and pants of select consumers living in twin cities of Hyderabad and Secunderabad. It is confined to the customers visiting the select showrooms in Hyderabad and Secunderabad. The objectives of this study were to know the reason why customers prefer branded shirts and pants to unbranded ones, to find out the influence of advertisement for branded clothing for the purchase behavior of the respondent and to know the factors influencing customers while choosing branded shirts or pants. It is concluded that educational qualifications, employment status, age group, convenience of shops, and advertisement are influencing factors for purchasing the branded shirts and pants by the respondents. 94percent of the respondents are highly educated and purchased branded ready wears. Age group of 20-50 years is income earning people and spending on the branded wears. The study reveals that the advertisements play a limited role to choose the brand among ready-made dresses available in the market. 54percent of the customers are buying branded ready wear because of quality and status symbol.

Ritu Narang (2006) in a study entitled "A Study on Branded Men's wear", was taken up in the city of Lucknow with an intention to explore the purchase behavior of the buyers of branded men's wear. The objectives of this research are to study the purchase behavior of the buyers of branded men's garments, to study the impact of advertising on the purchase decision of buyers, to study the impact of promotional activities on purchase behavior of buyers (Kazmi, 2001; Mathur, 2002). The research type was exploratory as it was conducted to develop a concept about the purchasing behavior of buyers of branded men's garments and the impact of advertising on their purchase decision. This study concluded that most of the times buyers visit the showrooms of branded garments with the purpose of shopping (Jaishri and Jethwaney, 1999). The purchasing of branded garments is not impulsive. However, compared to women, male buyers visit the showroom for passing the time; the number of people visiting the showroom with a brand in mind is same as the number of people visiting the showroom with no brand in mind; Advertising has maximum impact in creating brand awareness (Kamalaveni, 2008).

Pathak and Tripathi (2009) made a study entitled "Customer Shopping Behavior among Modern Retail Formats: A Study of Delhi & NCR". The Study is an exploratory research conducted in Delhi & NCR. It specifically focuses on customer shopping behavior in Indian scenario among the modern retail formats (Sumathi, 2003). Objectives of the study are to find out the factors that affect the buyer's decisions among the modern retail formats and to evaluate the comparative strength of these factors in buying decision of the buyers. On the basis of primary as well as secondary research the authors note that retailers often over look the schemes and offerings expected by the customers and tried to impose their own offerings upon customers which ultimately cause the dissatisfaction (Fornell, et al., 2006; 2009). It is also observed that in the changing retailing environment, understanding the psyche of a customer is critical for success in retailing. Aggregate level picture may be misleading, as it averages the beats and the valleys. Hence, Individual understanding is desirable (Mishra, 2009). It is further stated that the Indian customers have become more sensitive to quality, customer service and status. She/he is ready to pay, sometimes, astronomical sums, provided their needs are satisfied. They are basically looking for an experience which is more of cognitive than physical (Biplab (1998).

NEED OR IMPORTANCE OF STUDY

The study made to know about a satisfaction level of the consumer. Because the consumers are like to purchase the branded apparel to wear. So, the study made to know the factors want to develop by the branded apparel store and they want to provide a parking space, make a clean atmosphere, product quality, Variety and create a consumer relationship and so on for the consumer.

STATEMENT OF THE PROBLEM

Now-a-days in the market the retailer faces the lots of competition due to the development of the various brands. So, the study made to know the problem faced by the consumer in the branded apparels, to find the factors motivating the consumer and to get the valuable suggestion get from the consumers.

OBJECTIVES

- To know the satisfaction level of the consumer of a branded apparel.
- To find the relationship between Demographic variables of the consumers and the factors that motivates the consumer.
- To present the findings and offer valid suggestions.

HYPOTHESIS

GOODS AND SERVICES: Goods and Services of the apparel store include the variety, quality, availability and prompt service.

H_0 : There is no significance relationship between age / annual family income and motivating the consumer.

PRICE: Price is the amount that a person has to pay for the products or services that he/she are purchase. Price factor include the fixed price, reasonable price and affordable price.

H_0 : There is no significance relationship age / annual family income and motivating the consumer.

H_0 : There is no significance relationship between occupation/ education and consumer satisfaction.

LOCATION: Location is the convenient place of consumers to buy a branded apparels. Locations are close to residence, work place and meeting place.

H_0 : There is no significance relationship between age / annual family income and motivating the consumer.

PRODUCT: Products is available in the apparel store for consumer. Product must be value for money, unique and trendy, variety and quality.

H_0 : There is no significance relationship between occupation/ education and consumer satisfaction.

PROMOTION: Promotion is a facility provide for consumer to promote the products. Promotion includes the credit facility, free gifts and discounts.

H_0 : There is no significance relationship between occupation/ education and consumer satisfaction.

PHYSICAL ASPECTS: It is a physical structure of a branded apparel it includes the convenient location, parking space and shop atmosphere.

H_0 : There is no significance relationship between occupation/ education and consumer satisfaction.

PERSONNEL INTERACTION: Personnel interaction are helpful to create a consumer relationship it include the salesperson’s attentiveness and helpful to consumer.

H_0 : There is no significance relationship between occupation/ education and consumer satisfaction.

ANALYSIS AND INTERPRETATION

This section presents the analysis and interpretation of the collected data from the sample (size 50) respondents spread throughout the area of Coimbatore city. The focus of analysis is exploring the components of consumer satisfaction.

Table 1: Classification of the Respondents according to their Profile

S. No	Factor	Category	No. of Respondents	Percentage
1	Age	Below 30 Years	22	44
		30-40 Years	18	36
		Above 41 Years	10	20
		Total	50	100
2	Education	School Level	24	48
		Graduate	06	12
		Post Graduate	20	40
		Total	50	100
3	Occupation	Business	20	40
		Service	10	20
		Profession	08	16
		Government Employee	04	08
		Private Employee	08	16
		Total	50	100
4	Annual Family Income	Below Rs.300000	32	64
		Rs. 300000 – Rs.500000	10	20
		Above Rs.500000	08	16
		Total	50	100

Source: Primary Data

A brief profile of sample respondents is presented in Table 1. The Table 1 indicates that:

- ✦ 44 per cent of the respondents are falls under the age groups below 30 years, 36 per cent of the respondents were between the age groups of 30-40 years and 20 per cent of the respondents were above 40 years.
- ✦ 48 per cent of the respondents were school level, 12 per cent of the respondents were graduates and 40 per cent of the respondents were post graduate.
- ✦ 40 per cent of the respondents were engaged in business, 20 per cent of the respondents are belong to the service, 16 per cent of the respondents were profession, 08 per cent of the respondents were government employee and 16 per cent of the respondents were falls under the Private Employee.
- ✦ 64 per cent of the respondents are belong to the income group of below Rs.300000, 20 per cent of

the respondents were income group between Rs.300000-500000 and 16 per cent of the respondents were fell under the income group of above Rs.500000

From the above, it can be conclude that most of the respondents were satisfied with the branded apparel were falls under the age group below 30 years, maximum of the respondents are school level, most of the respondents were engaged in business and majority of the respondents were fells under the income group below Rs.300000.

Table 2: Goods and services and level of consumer Satisfaction

Goods & Services	Highly Satisfied	Satisfied	Neutral	Dissatisfied	Highly Dissatisfied	Total	Rank
Variety	16	24	06	2	2	200 (26.95)	II
Quality	16	24	06	4	-	202 (27.22)	I
Availability	06	24	14	06	-	180 (24.26)	III
Prompt Service	04	14	22	08	02	160 (21.56)	IV

Source: Primary Data

The result (Table 2) from chi - square test indicates that goods and services (Quality and Prompt Service) are not significantly related with the age and motivating the consumer as the Calculate value (12.537and 11.901), which is less than the table value (15.507) at the level of significance 0.5. Hence, the H0 is accepted.

Chi - square test indicates that goods and services (Variety and Availability) are significantly related with the age and motivating the consumer as the Calculate value (22.264and 26.145), which is greater than the table value (15.507) at the level of significance 0.5. Hence, the H0 is rejected.

Chi - square test indicates that goods and services (Variety, Quality, Availability and Prompt Service) are not significantly related with the Annual family income and motivating the consumer as the Calculate value (5.34, 5.393, 6.349 and 15.07), which is less than the table value (15.507) at the level of significance 0.5. Hence, the H0 is accepted.

Table 2 gives an overall view of the consumer satisfaction with the goods and services. Quality got the I rank, Variety got the II rank, Availability got the III rank and Prompt service got the IV rank.

Table 3: Price and level of consumer Satisfaction

Price	Highly Satisfied	Satisfied	Neutral	Dissatisfied	Highly Dissatisfied	Total	Rank
Fixed	18	22	08	02	-	206 (36.40)	I
Reasonable	10	26	12	02	-	194 (34.27)	II
Affordable	10	06	24	10	-	166 (29.33)	III

Source: Primary Data

The result (Table 3) from chi - square test indicates that fixed price are not significantly related with the age and motivating the consumer as the Calculate value (12.596), which is less than the table value (15.507) at the level of significance 0.5. Hence, the H0 is accepted.

Chi - square test indicates that price (Reasonable and Affordable) are not related with the age and motivating the consumer as the Calculate value (18.031 and 27.683), which is greater than the table value (15.507) at the level of significance 0.5. Hence, the H0 is rejected.

Chi - square test indicates that affordable price are not significantly related with the Annual family income and motivating the consumer as the Calculate value (9.702), which is less than the table value (15.507) at the level of significance 0.5. Hence, the H0 is accepted.

Chi - square test indicates that price (Fixed and Affordable) are not related with the Annual family income and motivating the consumer as the Calculate value (17.256 and 19.484), which is greater than the table value (15.507) at the level of significance 0.5. Hence, the H0 is rejected.

Table 3 gives an overall view of the consumer satisfaction with the price. Fixed got the I rank, Reasonable got the II rank and Affordable got the III rank.

Table 4: Location and level of consumer Satisfaction

Location	Highly Satisfied	Satisfied	Neutral	Dissatisfied	Highly Dissatisfied	Total	Rank
Close to Residence	24	20	02	04	-	214 (41.12)	I
Close to Work Place	08	08	24	10	-	164 (31.54)	II
Close to Meeting Place	06	08	18	08	10	142 (27.31)	III

Source: Primary Data

The result (Table 4) from chi - square test indicates that location (Close to Residence and Close to Work Place) are not significantly related with the age and motivating the consumer as the Calculate value (8.174 and 6.307), which is less than the table value (15.507) at the level of significance 0.5. Hence, the H0 is accepted.

Chi - square test indicates that location (Close to Meeting Place) are significantly related with the age and motivating the consumer as the Calculate value (16.834), which is greater than the table value (15.507) at the level of significance 0.5. Hence, the H0 is rejected.

Chi - square test indicates that location (Close to Residence, Close to Work Place and Close to Meeting Place) are not significantly related with the Annual family income and motivating the consumer as the Calculate value (5.928, 7.594 and 10.132), which is less than the table value (15.507) at the level of significance 0.5. Hence, the H0 is accepted.

Table 4 gives an overall view of the consumer satisfaction with the product. Close to Residence got the I rank, Close to Work Place got the II rank and Close to Meeting Place got the III rank.

Table 5: Product and level of consumer Satisfaction

Product	Highly Satisfied	Satisfied	Neutral	Dissatisfied	Highly Dissatisfied	Total	Rank
Value for Money	24	20	04	02	-	216 (26.09)	I
Unique and Trendy	18	24	06	02	-	208 (24.82)	III
Quality	22	20	06	-	02	210 (25.36)	II
Variety	16	14	18	02	-	194 (22.70)	IV

Source: Primary Data

The result (Table 5) from chi - square test indicates that product (Value for Money, Quality and Variety) are not significantly related with the Education and consumer satisfaction as the Calculate value (8.072, 4.959 and 3.530), which is less than the table value (15.507) at the level of significance 0.5. Hence, the H0 is accepted.

Chi - square test indicates that unique and trendy are significantly related with the Education and consumer satisfaction as the Calculate value (19.033), which is greater than the table value (15.507) at the level of significance 0.5. Hence, the H0 is rejected.

Chi - square test indicates that product (Value for Money, Unique and Trendy and Variety) are not significantly related with the occupation and consumer satisfaction as the Calculate value (26.623, 21.539 and 18.757), which is less than the table value (26.296) at the level of significance 0.5. Hence, the H0 is accepted.

Chi - square test indicates that quality is significantly related with the occupation and consumer satisfaction as the Calculate value (28.522), which is greater than the table value (26.296) at the level of significance 0.5. Hence, the H0 is rejected.

Table 5 gives an overall view of the consumer satisfaction with the product. Value for Money got the I rank, Quality the II rank, Unique and Trendy got the III rank and Variety got the IV rank.

Table 6: Price and level of consumer Satisfaction

Price	Highly Satisfied	Satisfied	Neutral	Dissatisfied	Highly Dissatisfied	Total	Rank
Fixed	18	22	06	04	-	204 (35.79)	I
Reasonable	22	16	06	04	02	202 (35.44)	II
Affordable	06	08	30	06	-	164 (28.77)	III

Source: Primary Data

The result (Table 6) from chi - square test indicates that fixed price are not significantly related with the Education and consumer satisfaction as the Calculate value (12.331), which is less than the table value (15.507) at the level of significance 0.5. Hence, the H0 is accepted.

Chi - square test indicates that price (Reasonable and Affordable) are significantly related with the Education and consumer satisfaction as the Calculate value (32.751 and 16.583), which is greater than the table value (15.507) at the level of significance 0.5. Hence, the H₀ is rejected.

Chi - square test indicates that price (Fixed and Reasonable) are not significantly related with the occupation and consumer satisfaction as the Calculate value (16.1 and 20.951), which is less than the table value (26.296) at the level of significance 0.5. Hence, the H₀ is accepted.

Chi - square test indicates that Affordable price are significantly related with the occupation and consumer satisfaction as the Calculate value (37.25), which is greater than the table value (26.296) at the level of significance 0.5. Hence, the H₀ is rejected.

Table 6 gives an overall view of the consumer satisfaction with the price. Fixed got the I rank, Reasonable got the II rank and Affordable got the III rank.

Table 7: Promotion and level of consumer Satisfaction

Promotion	Highly Satisfied	Satisfied	Neutral	Dissatisfied	Highly Dissatisfied	Total	Rank
Credit Facility	20	22	06	-	02	208 (37.54)	I
Free Gifts	06	22	12	10	-	174 (31.41)	II
Discounts	10	16	14	06	04	172 (31.05)	III

Source: Primary Data

The result (Table 7) from chi - square test indicates that promotion (Credit Facility, Free Gifts and Discounts) are not significantly related with the Education and consumer satisfaction as the Calculate value (14.668, 11.137 and 13.936), which is less than the table value (15.507) at the level of significance 0.5. Hence, the H₀ is accepted.

Chi - square test indicates that promotion (Credit Facility and Free Gifts) are not significantly related with the occupation and consumer satisfaction as the Calculate value (14.894 and 14.860), which is less than the table value (26.296) at the level of significance 0.5. Hence, the H₀ is accepted.

Chi - square test indicates that promotion (Discounts) are significantly related with the occupation and consumer satisfaction as the Calculate value (30.545), which is greater than the table value (26.296) at the level of significance 0.5. Hence, the H₀ is accepted.

Table 8 gives an overall view of the consumer satisfaction with the promotion. Credit Facility got the I rank, Free Gifts got the II rank and Discounts got the III rank.

Table 8: Physical Aspects and level of consumer Satisfaction

Physical Aspects	Highly Satisfied	Satisfied	Neutral	Dissatisfied	Highly Dissatisfied	Total	Rank
Convenient Location	20	16	10	04	-	202 (41.74)	I
Parking Space	06	08	22	10	04	122 (25.21)	III
Shop Atmosphere	06	12	20	10	2	160 (33.05)	II

Source: Primary Data

The result (Table 8) from chi - square test indicates that physical aspects (Parking Space and Shop Atmosphere) are not significantly related with the Education and consumer satisfaction as the Calculate value (9.236 and 9.364) , which is less than the table value (15.507) at the level of significance 0.5. Hence, the H₀ is accepted.

Chi - square test indicates that physical aspects (Convenient Location) are significantly related with the Education and consumer satisfaction as the Calculate value (15.603), which is greater than the table value (15.507) at the level of significance 0.5. Hence, the H₀ is rejected.

Chi - square test indicates that physical aspects (convenient location, parking space and shop atmosphere) are significantly related with the occupation and consumer satisfaction as the Calculate value (28.124, 28.344 and 66.918), which is greater than the table value (26.296) at the level of significance 0.5. Hence, the H₀ is rejected.

Table 8 gives an overall view of the consumer satisfaction with the physical aspects. Convenient Location got the I rank, Shop Atmosphere got the II rank and Parking Space got the III rank.

Table 9: Personnel Interaction and level of consumer Satisfaction

Personnel Interaction	Highly Satisfied	Satisfied	Neutral	Dissatisfied	Highly Dissatisfied	Total	Rank
Salesperson's Attentiveness	18	22	06	02	02	202 (49.75)	II
Helpful	18	22	06	04	-	204 (50.25)	I

Source: Primary Data

The result (Table 9) from chi - square test indicates that personnel interaction (Salesperson's Attentiveness and Helpful) are not significantly related with the Education and consumer satisfaction as the Calculate value (9.157 and 14.545), which is less than the table value (15.507) at the level of significance 0.5. Hence, the H₀ is accepted.

Chi - square test indicates that personnel interaction (Salesperson's Attentiveness and Helpful) are not significantly related with the occupation and consumer satisfaction as the Calculate value (25.133 and 19.267), which is less than the table value (26.296) at the level of significance 0.5. Hence, the H₀ is accepted.

Table 9 gives an overall view of the consumer satisfaction with the personnel interaction. Helpful to the consumer got the I rank and salesperson's attentiveness got the II rank.

Table No: 10 Brand Preferred by an Consumer

Brand Name	I	II	III	IV	V	Total	Rank
Peter England	08	06	10	16	10	136 (18.182)	III
John Player	16	10	12	06	06	174 (23.262)	II
Allen Solly	18	16	10	04	02	194 (25.936)	I
Van Heusen	04	08	08	14	16	120 (16.043)	V
Louis Philippe	04	08	12	10	16	124 (16.577)	IV

The result (Table 10) from the rank it indicates that brand preferred by an consumer the Allen Solly got the I rank, John Player got the II rank, Peter England got the III rank, Louis Philippe got the IV rank and Van Heusen got the V rank.

FINDINGS

- ✦ Maximum of the respondents are falls under the age groups below 30 years and the respondents were school level.
- ✦ Most of the consumers visiting the branded apparel are middle class people falls under the income groups below Rs.300000.
- ✦ The Branded apparel motivating the consumer by:
- ✦ Quality
- ✦ Fixed Price
- ✦ Close to Residence
- ✦ Majority of the consumer satisfied by the:

- Value for Money
- Fixed Price
- Credit Facility
- Convenient Location
- Helpful

- ✦ Factors influencing the motivating the consumer like goods and service (Quality and Prompt Service), fixed price and location (Close to Residence and Close to Work place) are not significant relationship with the age and motivating the consumer.
- ✦ Factors influencing the motivating the consumer like goods and service (Variety and Availability), price (Reasonable and Affordable) and close to meeting place are significant relationship with the age and motivating the consumer.
- ✦ Factors influencing the motivating the consumer like goods and service, affordable price and location are not significant relationship with the annual family income and motivating the consumer.
- ✦ Factors influencing the motivating the consumers like price (Fixed and Reasonable) are significant

relationship with the annual family income and motivating the consumer.

- ✦ Factors influencing the consumer satisfaction like product (Value for Money, Quality and Variety), fixed price, promotion, Physical Aspects (Parking Space and Shop Atmosphere), and Personnel Interaction are not significantly related with the education and consumer satisfaction.
- ✦ Factors influencing the consumer satisfaction like product (Unique and Trendy), price (Reasonable and Affordable) and convenient location are significantly related with the education and consumer satisfaction.
- ✦ Factors influencing the consumer satisfaction like product (Value for Money, Unique and Trendy and Variety), price (Fixed and Reasonable), promotion (Credit Facility and Free Gifts) and Personnel Interaction are not significantly related with the occupation and consumer satisfaction.
- ✦ Factors influencing the consumer satisfaction like quality, affordable price, discount and Physical Aspects are significantly related with the occupation and consumer satisfaction.

SUGGESTIONS

Based on the findings, the following suggestions are recommended to the branded apparel store. Maximum of the respondents are belonging to the middle class group so they want to consider their needs. Branded apparel retailers want to provide the products at affordable price, new variety and best quality products are available in the market, etc. The middle class people are need the variety of products with quality and unique and trendy, so concentrate on it. Develop the branded apparel outlets convenient to the consumer like meeting place and work place. Take care about the sales person's attractiveness to create a consumer relationship.

CONCLUSION

Competition is getting intense as far as Indian organized retail is concerned. Not only big Indian corporate but big foreign retail brands like Wal-Mart, Metro Cash& Carry are expanding in the retail industry. Due to an increase in economic prosperity and better lifestyle, there is a growing tendency of the consumers to shift towards the organized retail outlets in India. The products offered, the store format, the pricing and the services provided definitely influence the consumers to a great extent in making them loyal towards the outlet. Consumers often judge the quality of a product on the basis of a variety of informational cues that they associate with the product. Some of these cues are specific product characteristics (for example, color) and are therefore, intrinsic cues. Some cues are extrinsic to the product, for example, price, store image, and brand image. Extrinsic cues are attributes which are 'product related' but are not a part of the physical product (Wheatley, Chiu and Goldman, 1981). Either individually or integrated, these intrinsic and extrinsic cues form the foundation for perceptions of product quality.

LIMITATION

- ✦ Sampled size is too small.
- ✦ Time period is limited.
- ✦ Respondents did not provide real data.
- ✦ The survey covered only in the RS puram as considered as a universe.

SCOPE FOR FUTURE STUDY

This study confined to consumer satisfaction in branded apparel outlets in RS puram. The study includes the demographic factors of the consumer, factors motivating the consumer and the

characteristics influencing the consumer satisfaction.

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