

# A STUDY ON SHOPPERS PERCEPTION AND EXPECTATION TOWARDS REGENT TEXTILE & GARMENTS KOVILPATTI

RAGAVI.R<sup>1</sup>, KODISWARIA<sup>2</sup>

## ABSTRACT

*Supper's perception and expectation has been observed particularly for the consumer product over last couple of decades is high level of expectation amongst shopper's perception on the other marketing achievements of the marketing term to as shopper's perception. A study on shopper's perception and expectation and their preference in textile. To find out the expectation to increase the promotional level among the people. The research design used for this study descriptive in nature. Stratified sampling method has applied with 253 respondents of customer, for the analysis is collected by percentage method, weighted average method, chi square. So the researcher suggest that based upon their company may the respondents are most of them are satisfied for their product but they expecting more variety in trends and fashion.*

**Keywords:** *Shoppers, Expectation, Purchase, Perception, Quality, Price*

---

## INTRODUCTION

A retailer buys goods or products in large quantities from manufacturers or importers, either directly or through a wholesaler, and then sells smaller quantities to the end-user. Retailing can be defined as the buying and selling of goods and services. It can also be defined as the timely delivery of goods and services demanded by consumers at prices that are competitive and affordable. Retailing consists of the sale of goods or merchandise, from a fixed location such as a department store or kiosk, in small or individual lots for direct consumption by the purchaser. A retailer is the last middleman in the machinery of distribution and he is responsible to satisfy recurrent wants of consumers, Retail trade is selling of varied goods in small quantities to the final consumer. There are three distinguishing feature of retail trade. The retailer deals in small quantities and his business are usually local in character. Secondly retail trade always shows tendency towards variety as it has to satisfy innumerable wants of consumers. As specialized retail shop is an exception. Thirdly a retailer, by predating near about their disentail areas of consumer, sells his wares directly to consumers. Manufactured good sure worth less until they pass acid-test of retail distributions. The retailer alone cans offer safe and reliable goods to consumers.

## MEANING OF SHOPPER'S PERCEPTION

Shopper's perception means a marketing concept that encompasses a shopper's impression, awareness, and or consciousness about a company or its offering shopper's perception is typically affected by advertising review, public creation, social media, personal experiences and other channels.

---

<sup>1</sup> Author, Assistant Professor, Department of Management Studies, P.S.R. Engineering College, Sivakasi, India, [ragavi19896@gmail.com](mailto:ragavi19896@gmail.com), 9952472576.

<sup>2</sup> Co - Author, P.G Research Scholar, Department of Management Studies, P.S.R. Engineering College, Sivakasi, India, [kodikodiswari@gmail.com](mailto:kodikodiswari@gmail.com), 9360637016.

## MEANING OF SHOPPER'S EXPECTATION

By definition, customer expectation is any set of behaviour or actions that individuals anticipate when interacting with a company. Historically, customer have expected basic like quality service and fair pricing but modern customer have much higher expectation , such as proactive service, personalized interaction, and connected experience across channel.

## REVIEW OF LITERATURE

**By Chan Cheng Yee & Rashad Yazdanifard (2014)** Consumers are playing an important responsibility in online shopping. When online retailers can identify the factors that can affect consumers' buying behavior and the associations between these factors and type of online buyers, then they can further widen their marketing strategies to convert potential customers into active ones and at the same time remain the loyal customer as one of the asset of the business. The purpose of the paper will focus on some consumer perception toward buying online decision. It was discovered that overall website quality, commitment factor, customer service and purchase decision are key factors which influence consumers' perceptions, satisfaction and loyalty of online shopping. When customer unsatisfied with their purchases or increase number of acceptable brand, an individual will become less loyal and brand switching will be occur

**IkilemGocek Yesim IridagBecerem (2012):** The expectation before purchasing process is beliefs of the customers on the performance of the products besides the expectation of post purchase process is the opinion of the customers on the performance of the products. Satisfaction is the expression indicating that the performance and benefits of the products surpass the expectations of the customers (Peter & Olsen, 2005). CS improves the existing customer loyalty, re purchase process an awareness of the people about the company, diminishes the price flexibility and the cost of having incoming customers and keep the customers from being influenced by the competitive enterprise. A company satisfying their customers against its competitors creates advantage so that its medium and long-term period profitability increases (Peter & Olsen, 2005). In addition to this, satisfied customers are easily communicated customers so that the firm can easily and intensively learn the expectations of this kind of customers. Inspire of the firm's high pricing, satisfied customers concur to give higher price for purchasing its products.

**Md. Alauddin (2016)** Research initiatives are taken so far to explore the service quality of these superstores in terms of customer expectation and actual service quality, particularly no specific study on such research area is found in terms of Bangladesh. That's why this study aims to compare the customers' perceptions and expectations of services offered by superstores in Bangladesh and find out the service gap by applying the SERVQUAL model. With the increased growth in retailing through superstores more urban dwellers are entering as customers of the superstores. So the initiative taken in the current study will definitely facilitate the superstore managers to devise their strategies to enhance continuous improvement in service quality and thus obtain satisfied and loyal customers, which has been a major concern in other service industries for a longtime.

### Objectives of the study

1. To analyze the shoppers perception towards regent textiles & garments, Kovilpatti,
2. To study the impact of shoppers perception and expectation.
3. To analyze the shoppers expectation towards retail industry in Regent Textile & garments, Kovilpatti.

### Scope of the study

The study entitled "A study on shopper's perception and expectation towards regent textiles & garments kovilpatti" The study only covers the shopper's perception and expectation of regent textile.

The study confines itself in perception and expectation of the customers' view point of the marketing mix strategies of **Regent Textiles and Garments, Kovilpatti.**

## Research methodology:

### Meaning

Research methodology is a process used to collect information and data for the purpose of creating business decision. The methodology could embody publication research interviews, surveys and different research techniques, and will contain both present and historical data.

### Source of data:

#### ❖ Primary data:

The primary data are those which are collected afresh and for the first time and thus happen to be original in character.

#### ❖ Secondary data:

The secondary data are those that have already been collected by someone else and that have already been passed through the statistical process.

#### ❖ Tool used

Statistical techniques used for this researcher

- Uni - variate Percentage Analysis
- Weight Average Analysis
- Chi - Square

### Data analysis and techniques:

**Table 1.1 Profiling of Respondents**

Particulars	No. of Respondents	Percentage (%)	
<b>Gender</b>	Male	106	41.8
	Female	146	57.7
<b>Age group</b>	18-25	81	32.1
	26-35	92	36.5
	36-45	61	24.2
	More than 45 years	19	7.5
<b>Monthly income</b>	Less than Rs.7000	43	16.9
	Rs.10000-20000	116	45.8
	Rs.21000-30000	69	27.2
	Rs.31000-40000	17	6.7
	Above 40000	8	3.1
<b>Educational qualification</b>	Up to school level	49	19.3
	Under graduate	123	48.6
	Post graduate	78	30.8
	Others	3	1.1
<b>Occupational status</b>	Agriculturist	13	5.1
	Business	58	22.9
	Employee	141	55.7
	Professional	36	14.2
<b>Marital status</b>	Married	175	69.1
	Unmarried	78	30.8
<b>Know about regent textile</b>	Through advertisement	46	18.1
	Through friends & family	92	36.3

	Through family member & public reach	115	45.4
<b>Advertisement of aware</b>	TV	83	32.8
	News paper	120	47.4
	Magazine	46	18.1
	Others	4	1.5
<b>How long you have been customer</b>	Less than 6 months	38	15.0
	7 months to 12 months	111	43.8
	1 year to 2 year	88	34.7
	Above 3 years	16	6.3
<b>Shoppers expectation in regent textile &amp; garments</b>	Buy one get free	32	12.6
	Pure discount	89	35.1
	Gift card	82	32.4
	Coupon	28	11.0
	Price reduction	22	8.6
<b>Opinion about the verity of product availability</b>	Always available	85	33.5
	Available during only festival time	133	52.5
	Not at all	35	13.8
<b>Expectation level towards quality</b>	High	64	25.2
	Moderate	171	67.5
	Low	18	7.1
<b>Frequency of visiting regent textile &amp; garments</b>	Once a need arise	39	15.4
	Once in a month	96	37.9
	Six month once	89	35.1
	At the festival time	29	11.4
<b>Perception about cloth price</b>	Very high	20	7.9
	High	40	15.8
	Reasonable	176	69.5
	Low	15	5.9
	Very low	2	0.7
<b>Sales people react with you</b>	Friendly	41	16.2
	Good interaction	137	54.1
	Fast performance	66	26.0
	Slow performance	9	3.5
<b>Expectation about products in regent textile &amp; garments</b>	Design	48	18.9
	Colour	21	8.3
	Verity	124	49.0
	Fancy model	60	23.7
<b>Reason for visit</b>	Promotional offer	25	9.8
	Discount offer	71	28.0
	Range of item	125	49.4
	Location of the store	32	12.6
<b>Overall perception</b>	Highly satisfied	64	25.2
	Satisfied	95	37.5
	Neutral	80	31.6
	Dissatisfied	9	3.5
	Highly unsatisfied	4	1.5

**Weighted average analysis:****1.2 Showing that factors are rate the promotional tool is effective to shoppers expectation level among the people in regent textile & garments**

Factors	SA	A	N	D	SD	Total	Avg	Rank
Festival and promotion	190	452	276	20	0	932	3.7075	R4
Free gift	285	592	111	20	0	1008	3.9841	R3
Discount & Offer	410	540	96	6	0	1052	4.1581	R2
Public relation	405	576	72	6	0	1059	4.1857	R1

**Source: Primary data****Inference:**

From the table 1.3.1 shows that weighted average score value of the respondents under level of concern factors are influencing shoppers expectation for different factors. Based on the weighted average analysis indicates the public relation was highest weighted mean value 4.18. The next value is 4.15 by discount & offer. Third value is 3.98 by free gift. The least value is 3.70 festival and promotion.

**Table 1.2.1 Showing that Opinion about following Factors**

S. No	Factors	Excellent (4)	Good (3)	Average (2)	Poor (1)	Total	Average	Rank
1	Company satisfy the customers perception	140	441	128	5	714	2.8221	R3
2	Understanding your need	304	456	42	2	804	3.1778	R2
3	Responding your need	364	411	44	0	819	3.2371	R1

**Source: Primary data****Inference:**

From the table 1.3.2 shows that weighted average score value of the respondents opinion about following factors. Based on the weighted average analysis indicates the responding your needs have highest mean value 3.23. The next value is 3.17 by understanding your need. Then the third value is 2.82 companies satisfy the customer perception.

**Table 1.2.3 showing that opinion about following aspects**

S.NO	FACTORS	HIGH	MODEATE	POOR	TOTAL	AVERAGE	RANK
1	Parking facilities	156	292	55	503	1.9881	R4
2	Reception	240	304	21	565	2.2332	R3
3	Lift facilities	333	262	11	606	2.3952	R2

4	Internal display on the product	363	246	9	618	2.4426	R1
---	---------------------------------	-----	-----	---	-----	--------	----

**Source: Primary data**

**Inference:**

From the table 1.3.3 shows that weighted average score value of the respondents are opinion about following factors. Based on the weighted average analysis indicates the internal display on the product have highest value 2.44. Then next value 2.39 by lift facilities, third value is 2.23 by reception then next value 1.98 secure by parking facilities.

**Table 1.2.4 showing that Shoppers Perception and Expectation for different consumer product**

S. No	Factors	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Total	Average	Rank
1	Store attribute	240	372	285	30	2	929	3.6719	R13
2	Billing process service	230	516	198	22	0	966	3.8181	R12
3	Air conditioning in store	400	412	177	20	0	1009	3.9881	R7
4	Spacious clean environment	385	440	165	18	2	1010	3.9920	R6
5	Salesmanship and courtesy	330	444	183	28	0	985	3.8932	R11
6	Sales personal appearance	295	508	162	20	3	988	3.9051	R9
7	Number of sales personal	295	468	213	8	2	986	3.8972	R10
8	Product knowledge of sales personal	280	548	159	10	2	999	3.9486	R8
9	Shoppers perception & expectation	370	516	135	8	0	1029	4.0671	R5
10	Types of branded clothing	465	488	93	10	2	1058	4.1818	R4
11	Long-term use	505	468	75	16	2	1066	4.2134	R3
12	New verity	540	460	66	14	0	1080	4.2687	R2
13	Unique design	550	448	75	10	0	1083	4.2806	R1

**Source: Primary data**

**Inference:**

From the table 3.2.4 showing that weighted average score value of the respondents under level of concern unique design for the highest mean value 4.28. The next value is 4.26 new verities, then the third value is 4.21

long term use. Fourth value is 4.18 types of branded clothing to respond, Fifth value is 4.06 shoppers perception and expectation, the next sixth value is 3.99 specious clean environment, seventh value is 3.98 air conditioning in the store, eighth value is 3.94 product knowledge for sales personal, ninth value is 3.90 sales personal appearance, tenth value is 3.89 number of sales personal, eleventh value is 3.89 salesmanship and courtesy, twelfth value is 3.81 for billing process service, and the least value 3.67 secured by store attribute.

## CHI-SQUARE ANALYSIS

**TABLE 3.3.1 SHOWING THE RELATIONSHIP BETWEEN GENDER AND EXPECTATION LEVEL AMONG THE PEOPLE IN REGENT TEXTILE& GARMENTS**

### Hypothesis

H0: There is significant value is greater than P value so null hypothesis is accepted, so there is no relationship existing between the gender and expectation level.

H1: There is significant value is greater than P value so alternative hypothesis rejected.

**Table 3.3.1 showing the observed frequency of chi square analysis of gender and expectation level among the people in regent textile& garments**

Gender	Expectation level						Total
	Particulars	Strongly agree	Agree	Neutral	Disagree	Strongly disagree	
Male		38	69	0	0	0	107
Female		0	44	92	10	0	146
Total		38	113	92	10	0	253

**Table 3.3.2 showing the calculated for chi square analysis of gender and expectation level among the people in regent textile& garments**

Particulars	Value	Degree of freedom	Asymp.sig(2-sided)
Pearson chi square	14.292	3	.001
Likelihood ratio	193.62	3	.000
Linear-by-linear association	132.10	1	.011
N of valid cases	253		

**Inference:** Pearson chi square value of the above table is 14.292 at level of significant. P value is less than 0.05.hence null hypothesis are rejected. There is a significant relationship between gender and expectation level among the people in regent textile& garments.

## FINDINGS

- 57.7% of the respondents are female
- 36.5% of the respondents age 26-35
- 45.8% of the respondent's income is Rs.10000-20000
- 48.6% of the respondents are under graduate
- 55.7% of the respondents are employee
- 69.1% of the respondents are married
- 45.4% of the respondents are know about regent textile and garments through family member & public reach
- 47.4% of the respondents are aware about news paper
- 43.8% of the respondents have been customer for 7months to 12 months
- 35.1% of the respondent's expectation for offer at pure discount

- 52.5% of the respondent's opinion about product availability during only festival time
- 67.5% of the respondent's expectation level towards quality was moderate
- 37.9% of the respondents visiting once in a month
- 69.5% of the respondent's perception about cloth price was reasonable
- 54.1% of the respondents are good interaction
- 49.0% of the respondents are expectation about product in verity
- 49.4% of the respondents reason for visit in range of item
- 37.5% of the respondents overall perception was satisfied

## SUGGESTION

- Based on the researcher recommends few things for the improvement of regent textile & garments,
- The respondents are most of them are satisfied for their products, but they are expecting more variety in trends and fashion
- Customers get influenced by price offers, design and style of product to change the brand.
- Special discounts must be available all-round the year and not for just during festival time.
- Since most of the sales are during festival season more advertisement must be given in all possible media.
- The regent textile & garments can improve their advertisement in order to improve the sales.

## CONCLUSION

This research entitled, "A Study on shoppers perception and expectation towards regent textile & garments Kovilpatti" aimed to determining the perception and expectation of customer. The research will help the apparel store to evaluate the customer preference and satisfaction. Most of the customers prefer lifestyle as their shopping destination because of the availability of wide variety of brands, its convenient store outlay, and affordable price .Retail structure is one of the important factors that affect the shopper's perception towards the store. To increase the sales they should introduce new promotional strategies and attract the shoppers to their textile.

## REFERENCE

1. Chan Cheng Yee & Rashad Yazdanifard(2014)1HowCustomer Perception Shape buying Online Decision Global Journal of Management and Business Research: E-Marketing Volume 14Issue 2 Version 1.0 Year2014.
2. Muhammad Ashfaq1, Jiang Yun1, Abdul Waheed2, Muhammad Shahid Khan3, and Muhammad Farrukh4 (2019) "Customers' Expectation, Satisfaction, and Repurchase Intention of Used Products Online: Empirical Evidence From China"April-June 20191-14© The Author(s) 2019DOI: 10.1177/2158244019846212 journals.sagepub.com/home/sgo.
3. IkilemGocek Yesim IridagBecerem(2012) "Assessment of the Effects of Store Image, Perceived Risk and Customer Relations on Customer Satisfaction in the Textile Industry" International Journal of Business and Social Science Vol. 3 No. 9; May2012.
4. Md.Alauddin (2016) "Customer Expectation And Perception Towards Retail Chain: An Evaluative Study" IOSR Journal of Business and Management (IOSR-JBM) e-ISSN: 2278-487X, pISSN: 2319-7668. Volume 18, Issue 7 .Ver. IV(July 2016),PP 15-21www.iosrjournals.org.
5. Lawrence MpeleLekhanya Henry Lucky Laming "customer perception towards product quality and automotive sums operating in metropolitan areas, and consideration of environmental impact""Environmental Economics" Saturday, 08 April 2017
6. DK Nur'Najmah, PG Hajji Menudin,NooranedaMutalipLaidey "Factors Affecting Customers" Perception Toward Service Quality of Grab" International Journal of Recent Technology and Engineering (IJRTE)ISSN: 2278 3075, Volume-7Issue-5S, January 2019
7. i. K.Prabha Kumari1, S. Muthu Karthick2"CustomerPreferenceTowardsSelectd Branded Shirts in Tirupur City"International Journal of Research in Engineering, Science and Management Volume-1, Issue-12, December2018,



- ii. Sarah Wambui Kimani (Corresponding author) The Catholic University of Eastern frica, “Shoppers Perception of Retail Service Quality “journal of Management and Strategy Vol. 3, No. 1; February 2012

