

# A study on customer preference and satisfaction towards Malabar Silks in Kerala District

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## ABSTRACT

*The customer satisfaction for textile sector carries great importance like the customer satisfaction for other sector carry especially, if it is considered that gaining new customers. An organization has to listen to its external customers. A number of studies have been proved that the long term and great success of a business is closely related to the ability to create and maintain loyal and satisfied their customers adapted to change the preferences. This study also aims to show the customer satisfaction and preferences towards the textile shops in kerala with special reference to Malabar silks palakkad.*

*Methodology approach: The data was collected using a structured questionnaire based survey. A total of 125 respondents were considered for the study.*

**KEYWORDS** : Customer satisfaction, Gender, Textiles, Customers.

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## INTRODUCTION

Kerala is the midst of the textile revolution; they will follow for their culture as well as their passion. The people will spend for much more cost for their comforted dresses and materials. Kerala represents a tremendous long term growth and opportunities for the textile with a population of nearly, textile business of Kerala used to be business that earned huge profit with less investment, but today the situation has to be changed. To earn a major profit huge investment is needed. The urban customers consider these facts and the retailers are forced to give importance to them and huge investments are needed for this. Also the preference of the customer is changing rapidly now the retailing has to keep changing their product line and modify products according to changing trends.

The shops are trying hard for surviving and sustaining the same turnover every year, the main problem textiles face today for the financial crisis, lack of investment less margin and competition due to the crisis they are not able to invest more into their business as the customer are going for cheaper goods and the cheap products are available in plenty. so the margin is very stiff to competitors so the new generation textile stock more high quality goods to give goods at low price.

## IMPORTANCE OF THE STUDY

People today are extremely aware of the various brands in the markets and conscious of the product that they use or consume. They pick and choose carefully according to their needs, style, preference etc. They are all well aware and familiar to today's brands and buying behaviour. This is because they are all well exposed to TV commercials, banners, billboards, logos and products promotions.

Through this study, the researcher wishes to provide valuable insights to the marketers on the customer preference and customer satisfaction. Thus enabling them to improve their marketing strategies based on the findings. Thus researcher also wishes to study what the consumer satisfaction and how they prefer you the products

### **SCOPE OF THE STUDY**

This study will help us to understand customers, preference and their needs expected from the business owners. This study will not only help me as a student's but not also assist to know the satisfaction level of the organization. They study can help to understand easily, effectively to customer needs and wants also their needed after sale service.

The researcher will help to guide the entrepreneur, how to satisfy the loyalty customer, they can easily understand, which session to give more importance and preference. The researcher will analysis the problem and to find the suggestion and rectification of the textiles. The study should be helps to where analysis of the customer satisfaction and etc.

### **OBJECTIVES OF THE STUDY**

1. To find the customer preference and satisfaction towards Malabar Silks.
2. To provide a suggestions relating to the study.

### **REVIEW OF LITERATURE**

A clear understanding of preferences of consumers will help the marketer to attract and maintain their target consumer group in better way. Price, fitting, income level of consumers are significant factors and some factors which are found to be in significant are status, durability, and celebrity endorsement, can be ignored by the apparel retailers in their efforts to tap and capture the market (Rajput et al, 2012).

The readymade garments are becoming popular with youth. Better fitting garments, awareness of brand coupled with availability of leading names, latest designs and varieties were found to be primarily responsible for youth opting for readymade garments. Provocation by advertising was the fore most factor for buying garments (Sawant, 2012).

The family structure is also the most influencing factor for buying behavior while the advertisement was rated at the lowest (Ali et al, 2010). Truch (2006) said that customer satisfaction is very important to the concept of marketing with proof of strategic relationship among overall service performance and satisfaction. In this chapter, the literature is reviewed in four sections: (a) clothing as nonverbal communication cues, (b) adolescent and elderly consumer behavior, (c) influence of the salesperson on consumer behavior, and (d) similarity effect. Clothing as Nonverbal Communication Cues One person's nonverbal communication could influence another person's behavior (Rosenthal, 1966). Preferences in Clothing Researchers have consistently found and reiterated that aesthetic criteria are central to consumers' evaluations of apparel (Eckman, Damhorst, & Kadolph, 1990; Holbrook, 1986; Morganosky, 1984; Morganosky & Postlewait, 1989). Another study by Morganosky and Postlewait (1989) examined the relative significance of the two main theoretical perspectives in aesthetics, namely form and expression, in the aesthetic judgments of apparel. The researchers found and articulated that form, including elements such as pleasing lines, shapes, designs and colors, was more relevant and central to the judgment of the aesthetic quality of apparel than expression, or the 'affective' value of the apparel. Based on the preceding discussion, the current study addresses that the preference and the customer satisfaction towards textile in Kerala. The operational definition of this attribute is discussed in the subsequent section.

### **DATA AND PROFILE**

#### **Data Analysis**

A study was started during the month of Oct 2015 by collecting information from the customers of Malabar silks in Palakkad. The structure of a data collection was used in Questionnaire method. We collected 125 respondents from the various category customers, who visited in Malabar silk in this year. In this study collected data to find the average of the respondents and to find the percentage in given respondents.

## Percentage Analysis:

Percentage analysis with the personal factor and other factor table no 1 such as age, educational qualification, marital status, type of family, number of earning members of the respondents , it can be inferred in tables. The majority respondents 52.8% were belonged to the male respondents, 40.8% of respondents in age group between 21 to 40 years, 40.8% of respondents were educated up to the graduation, 49.6% of respondents are in grouped under others in occupation group, 67.2% respondents were unmarried , 73.6% of respondents are in nuclear type of family , up to 20000-30000 monthly income earned in 32% of respondents and 46.4% respondents family size comprised in one member.

TABLE NO:1 DEMOGRAPHIC VARIABLES OF THE RESPONDENTS

Sl.no	Factors	Options	No.of respondents	Percentage(%)
1	Gender	Male	66	52.8
		Female	59	47.2
2	Age	Up to 20 years	49	39.2
		21 to 40 years	51	40.8
		41 to 60 years	25	20.0
3	Educational qualification	School level	34	27.2
		Under graduation	51	40.8
		Post graduation	34	27.2
		Professional	6	4.8
4	Marital status	Married	41	32.8
		Unmarried	84	67.2
5	Occupation	Agriculture	10	8.0
		Business	9	7.2
		Employee	28	22.4
		Professional	16	12.8
		Others	62	49.6
6	Type of family	Joint	33	26.4
		Nuclear	92	73.6
7	Size of family	Less than 3	17	13.6
		3 to 5	75	60.0
		5 and above	33	26.4
8	Number of earning members	One	58	46.4
		Two	50	40.0
		Three and above	17	13.6
9	Monthly family income	Less than 10000	17	13.6
		10000-20000	37	29.6
		20000-30000	40	32.0
		30000-40000	29	23.2
		40000 and above	2	1.6

From the table no 2 , it can be inferred that a majority , that is ,36.8% respondents awareness of Malabar silk in 6 to 12 months , the main sources of awareness in Malabar silk given by friends and relatives in 32.8%, 36% of respondents are purchased occasion and festival bases, 35.2% of respondents were in money refund in promotional offer given in Malabar silks.

TABLE NO:2 OTHER FACTOR RESPONDENTS

Sl.no	Factor	Option	No.of respondents	Percentage(%)
1	Awareness of Malabar silk	Up to 6 months	35	28.0
		6 to 12 months	46	36.8
		More than 1 year	44	35.2
2	Sources of awareness	Family	40	32
		Friends	41	32.8
		Advertisement	34	27.2
		Sales person	4	3.2
		Others	6	4.8
3	Purchase frequency	Monthly	9	7.2
		Occasion	45	36.0
		Frequently	14	11.2
		Discount and offer	18	14.4
		No special reason	39	31.2

From the table no.3 it can be inferred that out of 125 respondents, that the majority of the respondents gave numbers one rank in availability of product and package ,rank two was price and quality , appearance was ranked third and variety was ranked four in Malabar silk.

TABLE NO : 3 RANKING OF THE FEATURES BY THE RESPONDENTS

Sl. No	Factor	Rank	percentage
1	Price	2	36.0%
2	Quality	2	41.6%
3	Package	1	32.8%
4	Availability	1	51.2%
5	Variety	4	25.6%
6	Appearance	3	28.8%

### CHI-SQUARE ANALYSIS

The chi-square mainly used to list the significance of one factor over the other.

### HYPOTHESIS

TABLE NO: 4 inferred that in personal factor and its reaction towards problems of customer in Malabar silks, H1 to H7 there is no significant relationship between the demographic factors (viz, age, occupation, educational qualification, family size, and monthly income) and H8 significant in a number of earning members in Malabar silks.

TABLE NO: 4 CHI-SQUARE RESULTS Personal factors and items purchase in Malabar silks

Hypothesis number	Personal factors	Chi-square value	Personal value	Result
H1	Gender	65.585	0.000	Significant
H2	Age	23.462	0.009	Significant
H3	Educational level	16.904	0.0325	Not Significant
H4	Occupation	58.925	0.000	Significant
H5	Marital status	9.612	0.087	Not Significant

H6	Type of family	14.681	0.144	Not Significant
H7	Number of earning members	7.635	0.664	Not Significant

TABLE NO :5 inferred that In personal factors and items purchased in Malabar silks ,Hypothesis of H1,H2 and H4 there is a significant and H2,H5,H6,H7,And H8 are not significant relationship.

TABLE NO: 5 CHI-SQUARE RESULTS

Personal factors and reaction towards problems of customers in Malabar silks

Hypothesis number	Personal factors	Chi-square value	Personal value	Result
H1	Gender	0.542	0.910	Not significant
H2	Age	4.266	0.641	Not significant
H3	Educational level	7.153	0.621	Not significant
H4	Occupation	8.529	0.743	Not significant
H5	Marital status	2.634	0.452	Not significant
H6	Type of family	3.498	0.321	Not significant
H7	Size of the family	11.529	0.073	Not significant
H8	Number of the earning members	15.515	0.017	Significant

### **FINDINGS :**

- The majority (52.8%) are of male respondents
- The majority 40.8 % respondents are of 21 to 40 years
- Out of 125 respondents majority (48.8%) are opinion that display of items in Malabar silks are good
- The majority(25.6%) of respondents in Malabar silks they opinion for the satisfaction variety is poor in Malabar silks
- The majority (23%) of the respondents are faced defective in goods
- Out of 125 respondents (83.2%) did not faced any problem
- The majority(30.4%) of the respondents are in opinion for complaint authority
- The majority(64%) of the respondents opinioned that, they recommended to others for purchase the Malabar silks
- The majority (81.6%)of the respondents are given suggestion to the authority in Malabar silks

### **SUGGESTIONS:**

- The customers are most of them are satisfied for their product, but they are expecting more variety in trends and fashion
- Appearance of a Malabar silks is poor. So the management should take effective measures in making the showroom more attractive.
- The respondents suggested to provide different special offers and to implement new techniques to increase the volume of sales
- The Malabar silks are required wide publicity, age up to 20-40 customers are majority in visiting of the shop ,so to provide more publicity in case of attract all levels of people.
- The majority respondents are suggested to provide good quality product at reasonable rate and increase their perception.

### **CONCLUSION:**

Now the textile should give more preference in customer to their taste, needs and preferences, they provide more value to the customers; they are the king of the market and the world. To increase the sales and services they

should introduce new promotional strategies and attract the customers to their showrooms. So the study "Customer satisfaction towards the textile in kerala (palakkad) was conducted to identify the customer perception taste, their satisfaction.

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