

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

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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.

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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 IridagBeceren (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 (%) |
|----------------------------------|--------------------------|----------------|
| Gender | Male | 41.8 |
| | Female | 57.7 |
| Age group | 18-25 | 32.1 |
| | 26-35 | 36.5 |
| | 36-45 | 24.2 |
| | More than 45 years | 7.5 |
| Monthly income | Less than Rs.7000 | 16.9 |
| | Rs.10000-20000 | 45.8 |
| | Rs.21000-30000 | 27.2 |
| | Rs.31000-40000 | 6.7 |
| | Above 40000 | 3.1 |
| Educational qualification | Up to school level | 19.3 |
| | Under graduate | 48.6 |
| | Post graduate | 30.8 |
| | Others | 1.1 |
| Occupational status | Agriculturist | 5.1 |
| | Business | 22.9 |
| | Employee | 55.7 |
| | Professional | 14.2 |
| Marital status | Married | 69.1 |
| | Unmarried | 30.8 |
| Know about regent textile | Through advertisement | 18.1 |
| | Through friends & family | 36.3 |

| | | | |
|--|-------------------------------------|-----|------|
| | Through family member& public reach | 115 | 45.4 |
| Advertisement of aware | TV | 83 | 32.8 |
| | News paper | 120 | 47.4 |
| | Magazine | 46 | 18.1 |
| | Others | 4 | 1.5 |
| How long you have been customer | 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 |
| Shoppers expectation in regent textile & garments | 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 |
| Opinion about the verity of product availability | Always available | 85 | 33.5 |
| | Available during only festival time | 133 | 52.5 |
| | Not at all | 35 | 13.8 |
| Expectation level towards quality | High | 64 | 25.2 |
| | Moderate | 171 | 67.5 |
| | Low | 18 | 7.1 |
| Frequency of visiting regent textile & garments | 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 |
| Perception about cloth price | Very high | 20 | 7.9 |
| | High | 40 | 15.8 |
| | Reasonable | 176 | 69.5 |
| | Low | 15 | 5.9 |
| | Very low | 2 | 0.7 |
| Sales people react with you | Friendly | 41 | 16.2 |
| | Good interaction | 137 | 54.1 |
| | Fast performance | 66 | 26.0 |
| | Slow performance | 9 | 3.5 |
| Expectation about products in regent textile & garments | Design | 48 | 18.9 |
| | Colour | 21 | 8.3 |
| | Verity | 124 | 49.0 |
| | Fancy model | 60 | 23.7 |
| Reason for visit | Promotional offer | 25 | 9.8 |
| | Discount offer | 71 | 28.0 |
| | Range of item | 125 | 49.4 |
| | Location of the store | 32 | 12.6 |
| Overall perception | 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 | Particulars | Expectation level | | | | | Total |
|--------|-------------|-------------------|-------|---------|----------|-------------------|-------|
| | | 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.

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