A Study on Customer Satisfaction and Preference on Clothing Retail Stores

in Lawngtlai Town

A report submitted to Department of Commerce, Higher And Technical Institute,

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CERTIFICATE

This is to certify that the dissertation entitled "A Study on Customer Satisfaction and Preference on Clothing Retail Stores in Lawngtlai Town" submitted to the Mizoram University for the award of the degree of Bachelor of Commerce, is a record of research work carried out by Jenny Lalruatpuii, Roll No. 2123BCOM016, IV Semester B.Com. She has fulfilled all the requirements laid down in the regulations of Mizoram University. This dissertation is the result of her investigation into the subject. Neither the dissertation as a whole nor any part of it was ever submitted any other University for any degree.

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DECLARATION

I, Jenny Lalruatpuii, hereby declare that the subject matter of this dissertation is the record of work done by me, that the contents of this dissertation did not form to anybody else, and that the dissertation has not been submitted by me for any research degree in any other university or institute. This is being submitted to the Mizoram University for the degree of Bachelor of Commerce.

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<div align="right">

Thank you,

JENNYLALRUATPUII

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CHAPTER – I

INTRODUCTION

1.1 Conceptual Framework

1.1.1 Meaning of retailing

The word "retail" is derived from the French word "retailer." To break a bulk or cut off a piece is what it means. Retailer is defined as a dealer or trader who repeats or relates, or who sells goods in small quantities. The final step before goods or services reaches the consumer is retailing. Thus, all such activities involved in the marketing of goods and services directly to consumers can be referred to as retailing. Selling products and services to customers for their own, personal, family, or household use is referred to as retailing. Every sale to the final consumer is included, including those of cars, clothing, restaurant meals, and movie tickets. The final step in the distribution process is retailing.

Today's state of retailing is an intriguing turning point. Retail sales are at their highest level ever, on the one hand. In terms of sales, Wal-Mart is currently the largest company in the world, surpassing Exxon Mobil, General Motors, and other industrial behemoths. Retail productivity is rising thanks to new technologies. There are numerous chances to launch a new retail company, work for an established one, or become a franchisee. Opportunities for global retailing abound. However, there are many difficulties that retailers must overcome. Many consumers dislike shopping or simply don't have the time. Because there are too many stores in some areas, retailers frequently encourage one another to cut prices frequently, which results in a low profit margin. At a time when more retailers are opening, customer expectations are high. Some retailers are still unsure of how to use the Web; they are still debating

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how much importance to give to sales transactions, customer data, and feedback, as well as self-service and automated systems.

1.1.2 Meaning of Customer Satisfaction

When comparing the actual performance of a good (or outcome) to his or her expectations, a person's feelings of happiness or dissatisfaction are referred to as **"satisfaction."** As this definition makes clear, expectations and perceived performance both affect satisfaction. The customer is not satisfied if the performance does not live up to their expectations. The customer is satisfied if the performance meets their expectations, and they are extremely satisfied or delighted if the performance exceeds their expectations.

When the value and customer service received during a retailing experience meet or exceed a customer's expectations, there is customer satisfaction. The customer will be unsatisfied if the value and customer service expectations are not met: Three categories make up "retail satisfaction: "shopping systems satisfaction, which includes product selection and actual product purchase; and consumer satisfaction resulting from product use.

Customer apathy, a decline in sales, and other consequences could result from dissatisfaction with any of the three factors.

1.1.3 Importance of Customer Satisfaction

Customer satisfaction is an important component in any business system's success. Companies need to understand how to satisfy customers in order to maintain growth and market share in a volatile business environment because doing so is essential to building long-lasting customer relationships (Patterson et al, 1997). The fact that customer satisfaction surveys have become common in many institutions over the past five years is proof of this. Therefore, it is crucial for business to have a fundamental understanding of the factors affecting customer satisfaction.

Customer satisfaction is defined as the outcome of a cognitive and affective evaluation, where some comparison standard is compared to the actually perceived performance, in order to fully understand satisfaction. The customer will be dissatisfied if the perceived performance is below what was anticipated. Customers will be satisfied, however, if the perceived performance exceeds their expectations (kang, 2006).

1.2 Literature Review

The literature review discusses consumer views, satisfaction, and expectations in relation to the services they receive. Businesses that have lasted for a long time have been able to keep their clients loyal to their brand.

(Rajib Roy, Amit Kumar Bhattacharya, and Partha Pratim Gupta 2011) compared two Indian retail brands based on their customer service and value creation. The study's findings show how much customer satisfaction for both retail brands is influenced by value creation and customer service.

In the Ahmedabad region, **(Rajesh Faldu 2012)** conducted a comparative study on organized clothing retailers Pantaloons, Lifestyle, and Westside with a focus on customer profiling to evaluate their level of satisfaction.

(Mi Young Lee and Kim K.P. Johnson, 1997) carried out research on customer expectations for services at apparel stores and learned that customers expect services that relate to store amenities and facilities when they shop for clothing. Additionally, customer expectations were derived from product attributes, cost, background information, and mood

According to **Malik (2012),** organized retailers must increase customer satisfaction by ensuring product quality, store convenience, after-sales services, availability of new products, and luring customers with alluring promotional offers.

Sivadas and Baker-Prewitt, (2000) tested two models using SEM to investigate the relationship between service quality, customer satisfaction, and store loyalty in the retail department stores. The study concluded that service quality influences relative attitude and satisfaction, while satisfaction influences relative attitude, repurchase, and recommendations but has no impact on store loyalty. The study used responses from a national random telephonic survey of 542 consumers. Recommendations and the intention to make further purchases both affect loyalty.

In her study on Retail Marketing and Customer Service of Departmental Stores in Coimbatore City, **Kavitha (2000)** examined what motivates customers to shop at department stores and how satisfied they are with the services they receive. It was discovered that the convenience of the facilities and the cost factor influence customers' purchasing decisions, and they are extremely satisfied with the department stores' services.

Additionally, **Selvabaskar.S and Shanmuga Priya (2015)** conducted a study using the SERVQUAL model to look into the client satisfaction of a fashion apparel retailer in Chennai, India. According to the study's findings, the majority of customers are happy with the majority of SERVQUAL dimensions. Additionally, the analysis reveals a marginally positive relationship between income and purchase volume.

1.3 Rationale of the project/study

This main concern of the study is to find out how satisfied customers are with retail establishments. It looks for additional issues related to keeping customers in the current retail establishment.

1.4 Statement of the problem

In the modern business climate, customers are important to every company. Every business's primary goal is to understand its customers' preferences, satisfy its current customer, and draw in new clients, a process known as customer acquisition. The study examines consumer preferences for retail establishments in Lawngtlai Town. It

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would discuss the preferences of the customer in a number of areas, such as the method of purchase, frequency of purchases, opinion of sales promotions, knowledge of store brands, etc. It also discusses how customers are influenced and how they feel about store brands. Additionally covered is customer satisfaction with brick and mortar stores. It only addresses problems from the perspective of the customer.

1.5 Objectives of project/study

    i.   To study the overview of clothing retail store in Lawngtlai.

    ii.   To study about the satisfaction level of the customer's the product and the services provided by the retail store.

    iii.   To study about the customers' preference and opinion toward retail store in Lawngtlai.

    iv.   To study the demographic information of the respondents.

1.6 Research Methodology

The following methodology was used in the study.

Extent of Research: - Lawngtlai

Types of Data: Primary and secondary data of two different types were gathered. Primary data were collected through structured questionnaire. The questionnaire was framed based on the literature. Google form was used to reach the respondents by sending questionnaire link through WhatsApp. Secondary Data were collected through internet sources, journals and newspapers

Sampling Design: - A practical random sampling method was used to select 55 participants for the study.

Software Used for Data Analysis: - MS Excel 2010

1.7 Limitations of the project/study

Despite the researcher's best efforts, this study has some limitations, which can be seen in the following list:

✦ Analysis is solely based on the 55 respondents' responses, which means it may present inaccurate or biased information instead of the actual data.

✦ The researcher believes that the data collected are insufficient and that if a longer time period were available, the data collected could be more adequate and the research more likely.

✦ It's possible that some respondents didn't complete the questionnaire's questions honestly due to their conservative nature.

✦ Findings of the study may become conclusive and unsuitable for the future with the passage of time, changes in customer needs and wants, and changes in the marketing environment of retailing in Lawngtlai Town.

✦ Because the study only included clothing retailers, it is possible to conduct separate studies on service quality and customer satisfaction with regard to other retail store categories.

✦ Only a random sample was used in this study, and it's possible that this sample does not accurately reflect the demographics of the entire population.

Chapter II

DATA ANALYSIS AND INTERPRETATION

Table 2.1 Gender

| Gender	Number of respondents
Male	22
Female	33
Total	**55**

Figure 2.1 Gender
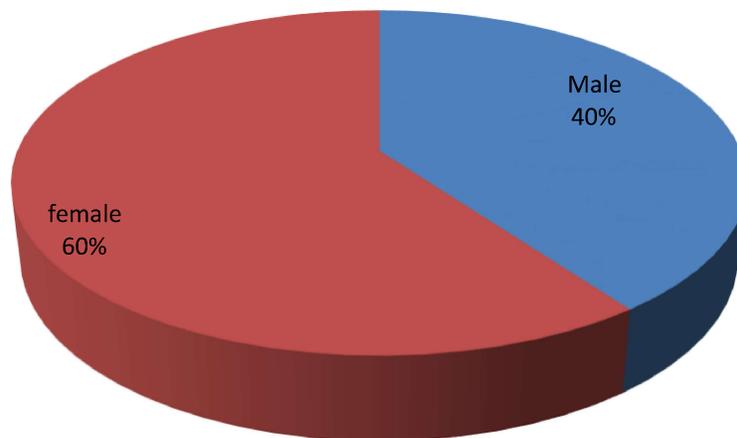
Interpretation:

From the above the data, we can see that the no. of male respondent is 22(40%) and the rest respondent is female that is 33(60%).

Table 2.2 Age

Age	Number of respondents
Below 20	12
21 to 25	16
26 to 30	15
Above 30	12
Total	**55**

Figure 2.2 Age
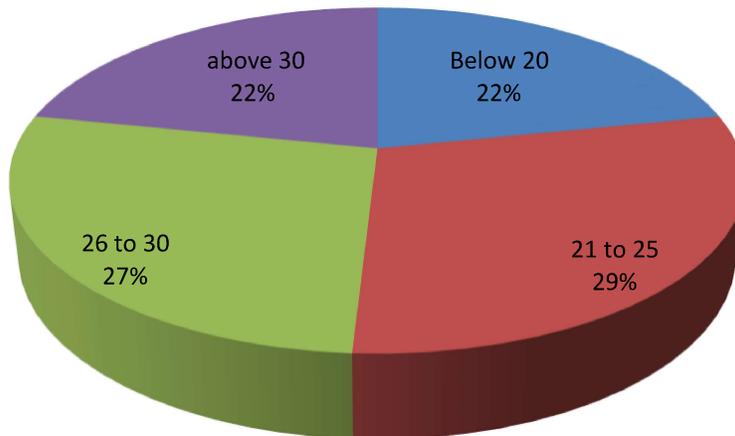
Interpretation:

From the above figure, it can be seen that 29% of the respondents belong to the age group of 21-25 and the 27% of the respondent belong to the age group of 26-30. The respondents who are above 30 years old and below 20 years old are 22% each.

Table 2.3 Marital status

Marital status	Number of respondents
Single	44
Married	11
Total	**55**

Figure 2.3 Marital status
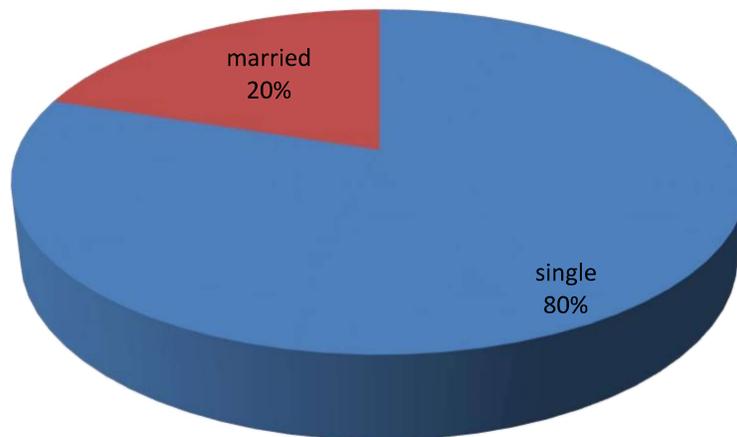
Interpretation:

In the above data, we can see that more than half of the respondents are single and only few are married.

Table 2.4 Educational Qualification

Educational Qualification	Number of respondents
Primary level	0.0
Middle level	18
Graduate	17
Post Matric	20
Total	**55**

Figure 2.4 Educational Qualification
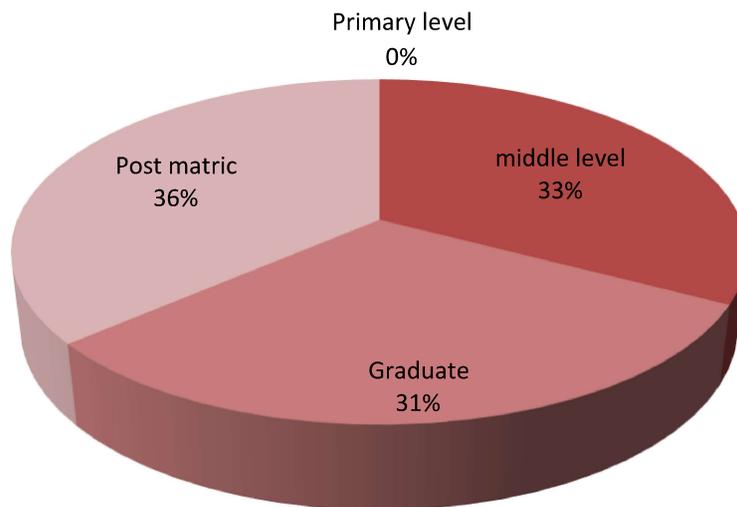
Interpretation:

From the above data and figure, we can see that maximum no. of the respondents are Post matric. There is no respondent among the primary level.

Table 2.5 Occupation

Occupation	Number of respondents
Gov. Employees	1
Private employees	16
Student	25
professional	2
Businessman	1
Home maker	9
Retired	1
TOTAL	**55**

Figure 2.5 Occupation
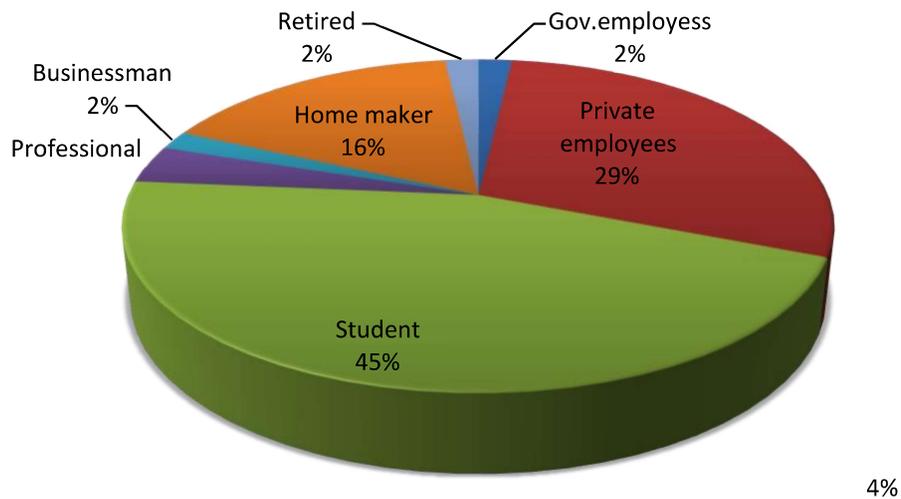
Interpretation:

From the above data, we can see that, the maximum no. (45%) of the respondents is student, and 29% are private employees. There are few respondents of Professional, Businessman, Retired, and Homemaker.

Table 2.6 Name of the store

Name of the store	Number of respondents
Sarah's closet	8
JL Enterprise	3
Violet	3
Buy more	6
Handpick	15
Other	28
TOTAL	**55**

Figure 2.6 Name of the store
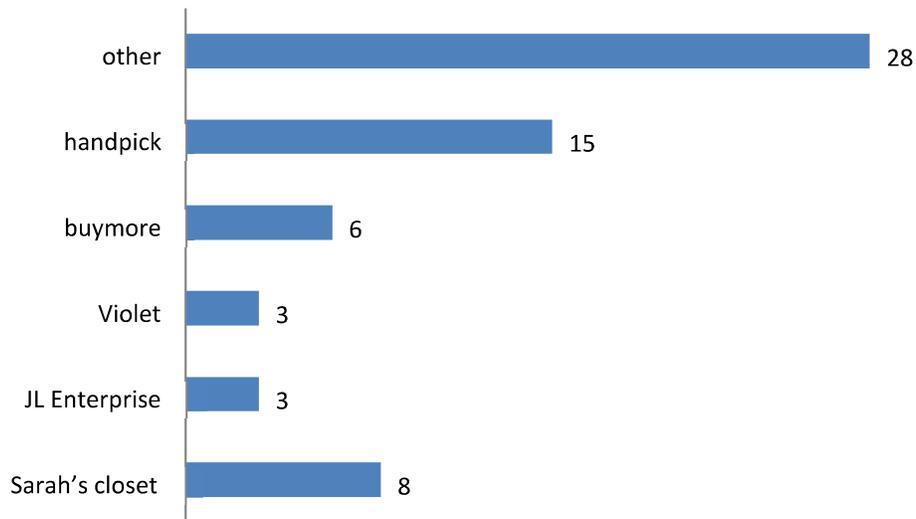
Interpretation:

From the above data, we can see that the majority of the respondents are not the customers of the store mention above.

Table 2.7 Mode of Payment

Mode of Payment	Number of respondents
Cash payment	45
Debit payment	2
Credit payment	4
other	8
Total	**55**

Figure 2.7 Mode of Payment
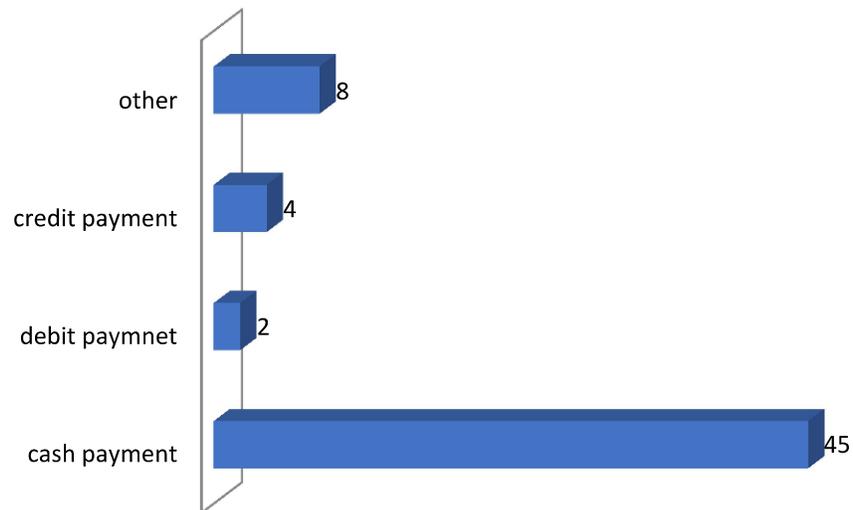
Interpretation:

From the above data and figure, we can see that the majority of the respondents prefer to pay in cash, and only few of them chose to pay in debit, credit, and other payment method.

Table 2.8 Reasons for preference of the store

Reasons	Number of respondents
Trust worthiness	4
Price	12
Offer	7
Quality	30
Other	10
TOTAL	**55**

Figure 2.8 Reasons for preference of the store
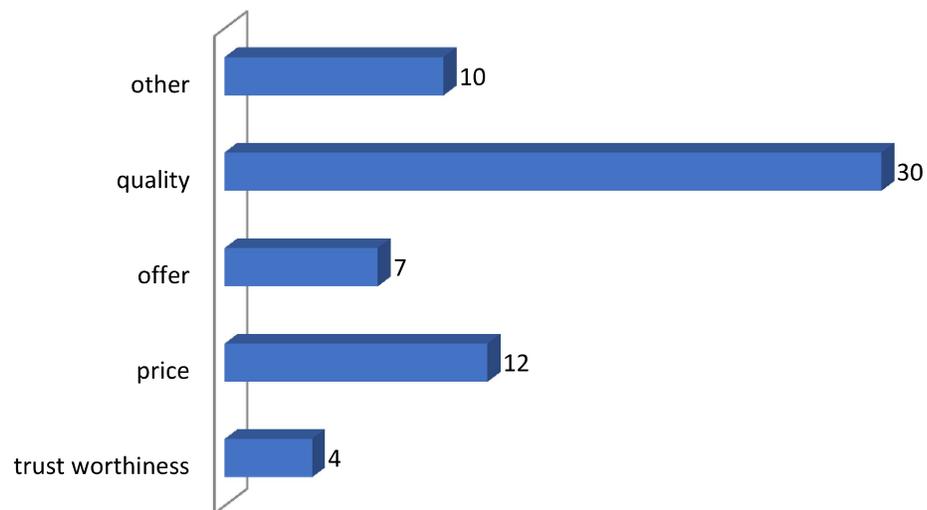
Interpretation:

From the above data, we can see that the maximum no. of respondents chose the store because of the quality and price. And few of them chose because of the offer, trust worthiness and other.

Table 2.9 Make plan before purchasing

Make plan before purchasing	Number of respondent
Yes	40
No	15
TOTAL	**55**

Figure 2.9 Make plan before purchasing
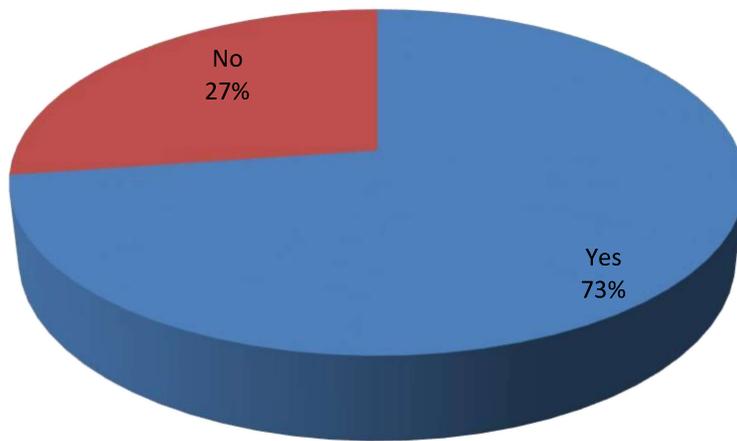
Interpretation:

 From the above data, we can see that the maximum no. of respondent plan what to purchase before visiting the store.

Table 2.10 Satisfaction levels of customers

Statement	No. of respondents					Percentage				
	HNS	NS	NI	S	HS	HNS	NS	NI	S	HS
Value of product	6	4	18	21	6	10.9	7.27	32.72	38.18	10.9
Mode of payment	3	13	11	24	4	5.45	23.63	20	43.63	7.27
Location of store	7	6	14	22	6	12.72	10.9	25.45	40	10.90
Quality of product	8	7	10	20	10	14.54	12.72	18.18	36.36	18.18
Convenient of parking facilities	8	10	7	15	5	14.54	18.18	12.72	27.27	9.09
Giving customer individual attentions	6	7	14	20	8	10.9	12.72	25.45	36.36	14.54
Cleanliness in store	5	8	11	22	9	9.09	14.54	20	40	16.36
Cleanliness of fitting room	7	8	10	18	2	12.27	14.54	18.18	32.72	3.63
Dependability in handling customers problems	5	7	15	23	5	9.09	12.72	27.27	41.81	9.09
Refund and Replacement	6	9	16	17	7	10.9	16.36	29.09	30.90	12.72
TOTAL	**55(each rows)**					**100(each row)**				

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Figure 2.10 Satisfaction levels of customers

Legend:
- Refunds & Replacements
- Dependability in handling customer problems
- Cleanliness of the fitting room
- Cleanliness in store
- Giving customers individual attention
- Convenient of parking facilities
- Quality of product
- Location of store
- Mode of payment
- Value of product
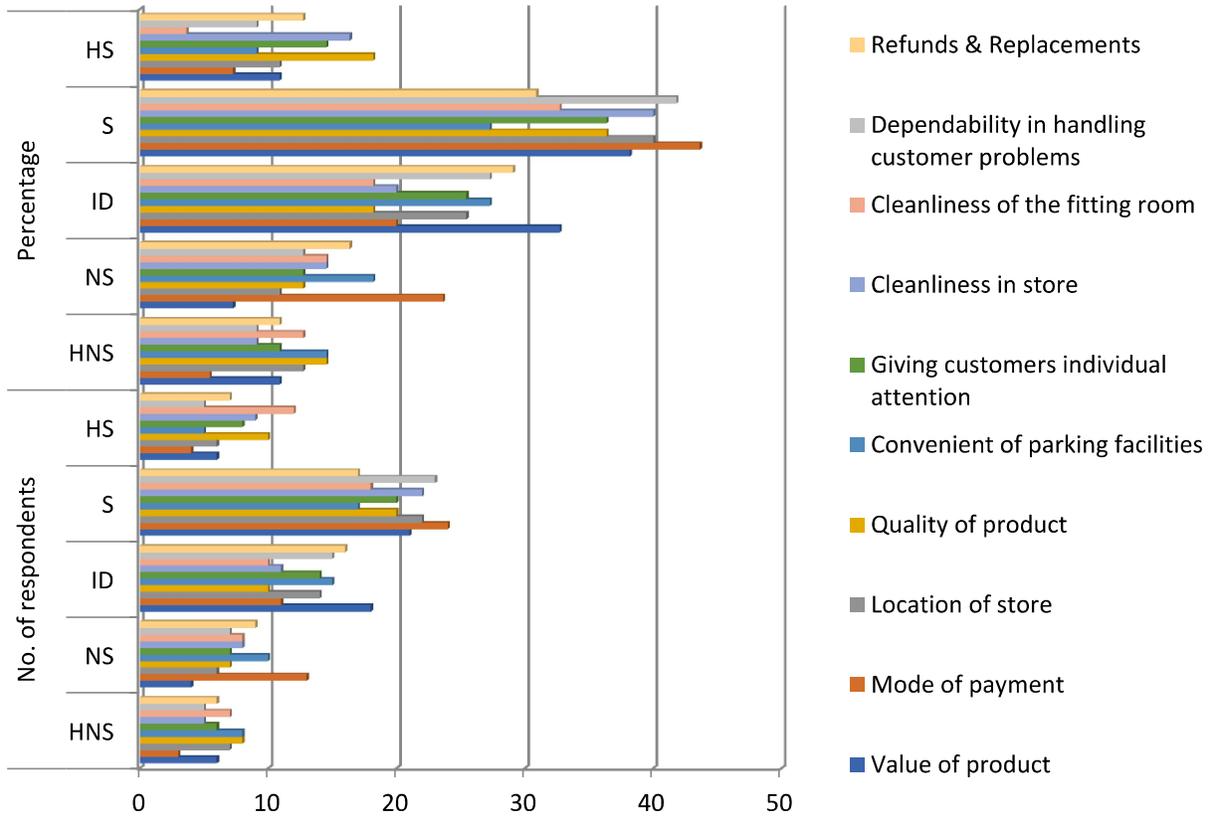
Interpretation:

The above table and figure shows that

i. ;(38.18%) of the respondents were satisfied with value of the product and (32.72%) of the respondent has No idea about the value of the product

ii. The maximum no. (43.63%) of respondents were satisfied with the mode of payment and a few no. (23.63%) were not satisfied with the mode of payment made by the store

iii. Most of the respondents (40%) were satisfied with the location of the store and some of the respondents (25.45%) has No Idea and there are (12.72%) of the respondents who are highly not satisfied with the locations of the store

iv. A few respondents of (18.18%) has No idea about the quality of the products provide by the store and the same no. of (18.18%) were highly satisfied with the quality of the product provide by the store. The maximum no. of the respondents that is(36.36%) were satisfied with the quality of the product provide by the clothing retail store

v. The majority of the respondents (27.27%) were satisfied with the Convenient of parking facilities and (18.18%) were not satisfied

vi. The Average respondents (36.36%)were satisfied with the Giving customer individual attentions

vii. The maximum no. of (40%) were satisfied with the Cleanliness of store

viii. Most of the respondents i.e.(32.72%) were satisfied in Cleanliness of fitting room

ix. The maximum no. of the respondents i.e.(41.81%) were satisfied with the Dependability in handling customers problems

x. (30.90%) of the respondent were satisfied with Refund and Replacement policy of the store

CHAPTER III

RESULTS AND DISCUSSIONS

Out of 55 respondents recruited in the study, (60%) were female and (40%) were male. Majority of the respondents were Age 21 to 25 (29%), (27%) were Age 26 to 30. Almost (45%) of the respondents were student who doesn't have income per monthly.

The results of the current study were compared to those of Whingan and Ogundare (2018), who found that three (3) aspects of service quality—reliability, empathy, and assurance—have a significant positive relationship with customer satisfaction. Additionally, tangible, responsiveness, and assurance were found to have a significant positive impact on customer satisfaction by Ahmad et al. (2019). However, trustworthiness and compassion have no appreciable influence on visitors' satisfaction.

The positive findings of this study support the idea that customers of a specific clothing company are likely to be satisfied with the services of businesses that have high-quality products at reasonable prices, nice ambiance, and good environments because they explained how tangibly the services contribute to customer satisfaction. The current study's responsiveness also demonstrates the management of the retail clothing industry's loyalty to informing staff members about the products and services offered by the business, as these individuals represent the image of the business. As a result, it showed that the staff of that particular clothing company are knowledgeable about their goods and services and are receptive to customer questions.

The management of the clothing company was urged to have more trustworthy information about the products (material used, price, transporting costs) displayed on social media sites like the internet, Facebook, and Instagram so that customers can have direct access to the information online and the assurance can be achieved and met. However, dependability and confidence found negative results. In order to be profitable, the clothing company must priorities every aspect of service quality in their marketing

plan. This advice is given because providing high-quality customer service is essential to gaining an edge over competitors, which will have a big impact on both attracting in new clients and keeping the ones you already, have.

CHAPTER IV

SUGGESTIONS AND CONCLUSION

4.1 Conclusion

Any retailer's success depends on their ability to comprehend the expanding needs, aspirations, and global lifestyle. Quality, variety of products, suitable material setting, parking facility, quick access, billing system, and proper crowd management should be continuously improved at all levels to be a successful retailer and to achieve the highest level of customer satisfaction. This will shape or structure retail stores to combine global expertise and become the best customer-satisfiers achievable throughout all markets.

4.2 Suggestions

- ✦ The longer a customer spends in a store, the more likely it is that he will buy something. Retailers should therefore focus more on physical aspects, entertainment, and selling a variety of goods at fair prices in order to increase revenue.
- ✦ The salesperson must receive adequate training in order to respond to customers in a way that will encourage them to stay in the store and make additional purchases.
- ✦ Additionally, it ought to point out customer loyalty offerings and roll out numerous rewards cards for large purchases.
- ✦ Promoting sales events on weekdays should be done with caution to reduce weekend rush.

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QUESTIONNAIRE

SEC-1

Demographic information of the customer

1. Please select your gender

A) Male   b) female

2. What is your age?

a) Below 20   b) 21 to 25   c) 26to30   d) above 31

3. Marital status

a) Married   b) single

4. Please select your educational qualification

a) Primary level   b) middle level   c) graduate   d) post matric

5. Occupation

a) Gov. Employee   b) private employee   c) student   d) businessman c) professional
d) home maker e) retired

Sec-2

Customer preference

1. Which one of the retail store do you most frequently shop at?

a) Sarah's closet   b) Jl enterprise   c) violet   d) buy more   c)handpick   d) other

2. What is your preferable mode of payment?

a) Cash payment   b) debit card   c) credit card   d) others

3. Why do you prefer the store brand ?

a) Trust worthiness   b)price   c)offer   d)quality   e) other

4.Do you plan your purchase before visiting to the retail store?

a) Yes   b) no

5. Are you aware about store brands of the retail stores?

a) Yes   b) no

6. How do you know the price of the product?

(a) Readily available in charts   (b) Available on enquiry   (c) Display on product

Sec-3

Customer satisfaction

1. Indicate the degree of satisfaction level on each of the parameter by a tick mark.

(HN

S – Highly not satisfied, S- Satisfied, NI – No Idea, & S- Satisfied, HS- Highly Satisfied)

S.NO	Parameter	HNS	NS	NI	S	HS
1	Value of product					
2	Mode of payment					
3	Location of store					
4	Quality of product					
5	Convenient of parking facilities					
6	Giving customers individual attention					
7	Cleanliness in store					
8	Cleanliness of the fitting room					
9	Dependability in handling customers problems					
10	Refunds & Replacements					