

A STUDY ON CUSTOMER SATISFACTION SURVEY ON SM SILKS CHENNAI

Submitted in partial fulfillment of the requirements for the award of

Bachelors of Business Administration

By

AJAY RAJ.M
Register No. 38280014



SCHOOL OF BUSINESS ADMINISTRATION

SATHYABAMA
INSTITUTE OF SCIENCE AND TECHNOLOGY
(DEEMED TO BE UNIVERSITY)

Accredited with Grade “A” by NAAC | 12B Status by UGC | Approved by AICTE
Jeppiaar Nagar, RAJIV GANDHI SALAI, CHENNAI - 600 119

April – 2021



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SCHOOL OF MANAGEMENT STUDIES

BONAFIDE CERTIFICATE

This is to certify that this Project Report is the bonafide work of AJAY RAJ.M
38280014 who carried out the project entitled “**A STUDY ON CUSTOMER
SATISFACTION SURVEY ON SM SILKS**” under my supervision **DR.THINESH
KUMAR. M** from January 2021 to March 2021.

Internal Guide

Dr. BHUVANESWARI .G, MBA., Ph.D
Dean – School of Management Studies

Submitted for Viva voce Examination held on _____

Internal Examiner

External Examiner

DECLARATION

I **AJAY RAJ.M 38280014** hereby declare that the Project Report entitled “**A STUDY ON CUSTOMER SATISFACTION SURVEY ON SM SILKS**” done by me under the guidance of **DR.THINESH KUMAR. M** is submitted in partial fulfillment of the requirements for the award of Bachelors of Business Administration degree.

DATE : 30-04-2021

PLACE : CHENNAI

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M.AJAY RAJ

ABSTRACT

Indian textile industry is one of the leading textile industries in the world. The needs of the people are increasing day-by-day. .A study was conducted on the consumer satisfaction towards the textile retail outlets with special reference to selected textile outlets in Chennai city”. The various showrooms taken for the study are Shree Devi, Chennai Silks, Ganapathy Silks, Pothys and RMKV. These are the most famous showrooms in Tamil Nadu with its branches spread all over the state. The purposes of the study was to know the consumer reference towards selected textile retail outlets in Chennai city, to study the awareness level of consumers towards the textile retail outlets to know the factors that influences the consumers to prefer the textile retail outlets, satisfaction of consumers towards showroom aspects of the readymade garments in Chennai and to study the marketing strategies of selected textile retail outlets in Chennai city etc. The data was collected from 125 respondents using questionnaire method. Simply percentage analysis has been used in the study. It was found from the study that the respondents are seen to give more preference to the collections while choosing the showroom. Hence the other retailers can also increase their new varieties of collections and the retailers must make an extra effort to create more awareness of their products to the general public and they can do it by making innovative and attractive advertisements that may influence more customers to purchase to visit their showroom.

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INTRODUCTION

1.1 INTRODUCTION

India is one of the largest emerging markets, with a population of over one billion. It is one of the largest economies in the world in terms of purchasing power. Purchasing power of Indian urban consumer is growing and branded merchandise in categories like Apparels, Cosmetics, Shoes, Watches, Beverages, Food and even Jewellery are slowly becoming lifestyle products that are widely accepted by the urban Indian consumer. India also has the youngest population profile among the numerically significant countries there are a lot of young people in different income segments and locations, who are influencing their parents' spending or spending their own money. Possibly the most challenging concept in the marketing is to deal with understanding the buyer behaviour. The attitude of Indian consumers has undergone a major transformation over the last few years. The Indian consumer today wants to lead a life full of luxury and comfort. A number of large corporate houses like Aditya , Bharti, Reliance, Pantaloon, Vishal, Tata's, RPG, Raheja's and Piramals's have already made their foray into this arena, with beauty and health stores, supermarkets, self-service music stores, new age book stores, everyday low price stores, computers and peripherals stores, office equipment stores and home/building construction stores. The consumption pattern of a country depends on liberalization of economic policies, buying habits of the younger generation, financial independence at a young age, increase in number of nuclear families and increase in media exposure of the people. The tastes and preferences of the current generation are changing rapidly. The current generation does not mind paying extra for better facilities and ambience. Another major factor that has led to increased consumerism is the growth of credit culture in India. The Indian consumer does not feel shy to purchase products on credit and pay tomorrow for what they use or buy today. This tendency has led to a tremendous increase in purchase of homes, cars, two-wheelers and consumer goods. The market for luxury products in India is also climbing at an astonishing rate as compared to a decade ago when it was almost negligible. The reason behind this is that the purchasing power of people of India

is rising very steeply. The Indian consumer today is highly aware about the product, price, quality and the options available with him. The purchasing is done by keeping all these factors in mind. Today, price is not the only consideration as it was a few years back when prices played a major role in purchasing. Marketers are trying hard to capture this ever increasing Indian middle class as they form the bulk of Indian consumers. The present study mainly focuses on the consumers satisfaction towards branded readymade garments based on the showroom aspects in the selected textile showrooms in Coimbatore City. In order to learn the conceptual framework of a study and number of research work conducted in the area gives a clear insight on the focal theme. Hence, the researcher made an attempt to collect the relevant studies conducted by many authors in the earlier days particularly on the readymade garments. Readymade garments in Coimbatore had witnessed a lull in activity over the past year and a half primarily due to the after effects of the economic downturn.

1.2 INDUSTRY PROFILE

The Kanchipuram silk sari is a type of silk sari made in the Kanchipuram region in Tamil Nadu, India. These saris are worn as bridal & special occasion saris by most women in Tamil Nadu, Karnataka & Andhra Pradesh. It has been recognized as a Geographical indication by the Government of India in 2005–2006. As of 2008, an estimated 5,000 families were involved in sari production. There are 25 silk and cotton yarn industries and 60 dyeing units in the region. The temple city of Kanchipuram is also the silk city of India. The sarees manufactured here are famous across the globe. The glamour of the Kanchipuram silk sarees in its colour contrasts. Temple borders, checks, stripes and floral "buttas" are traditional designs you will find in a Kanchipuram sarees. In a genuine Kanchipuram sarees, the border, body and border are woven separately and then interlocked together. The joint is woven so strongly that even if the sarees tears, the border will not detach. Kanchipuram has more than thousands of handlooms and skilled weavers that make its silk sarees one of the best in

the entire world. About 75% of Kanchipuram's population is dependent on the Silk Sarees industry, either directly or indirectly. The Kanchipuram does not manufacture Silk or any other raw material that goes into its silk sarees. The Silk industry is entirely made up of Handloom weavers and merchants. The raw materials that make go into the making of these wonderful sarees in Kanchipuram. The major raw materials are mulberry silk thread and metallic thread (Zari) and dye. The mulberry silk thread comes from the neighboring state of Karnataka, the metallic thread which is interwoven with the silk to give the metallic look comes from Gujarat, and none of the dyes are manufactured in Kanchipuram itself. But all these materials are brought here, and the skilled artisans weave these sarees on handlooms, each sarees becoming a unique hand-made work of art.

1.2.1 WEAVING

The saris are woven from pure mulberry silk thread. The pure mulberry silk and the Zari used in the making of Kanchipuram saris comes from South India. To weave a Kanchipuram sari three shuttles are used. While the weaver works on the right side, his aide works on the left side shuttle. The border colour and design are usually quite different from the body. If the pallu (the hanging end of the sari) has to be woven in a different shade, it is first separately woven and then delicately joined to the Sari. The part where the body meets the pallu is often denoted by a zigzag line. In a genuine Kanchipuram Silk Sari, body and border are woven separately and then interlocked together. The joint is woven so strongly that even if the saris tears, the border will not detach. That differentiates the kanchivaram silk saris from the others.

1.2.2 DESIGN

Saris are distinguished by their wide contrast borders. Temple borders, checks, stripes and floral (butterflies) are traditional designs found on a Kanchipuram saris. The patterns and designs in the kanchipuram saris were inspired with images and scriptures in South Indian temples or natural features like leaves, birds and animals. These are saris with rich woven pallu showing paintings of Raja Ravi Varma and epics of Mahabharata and Ramayana. Kanchipuram saris vary widely in cost depending upon the intricacy of work, colours, pattern, material used like zari (gold

thread) etc. The silk is also known for its quality and craftsmanship, which has helped earn its name.

1.2.3 SIGNIFICANCE

Kanchipuram saris woven with heavy silk and gold cloth are considered to be special and are worn on occasions and festivities.

1.2.4 GEOGRAPHICAL INDICATION

In 2005, the Government of Tamil Nadu applied for Geographical Indication for Kanchipuram saris. The Government of India recognized it as a Geographical indication officially since the year 2005-06.

1.2.5 IN POPULAR CULTURE

The Tamil film Kanchivaram released in 2008 depicts the struggles of silk weavers in Kanchipuram.

1.2.6 Customer Satisfaction in Textile Industry

Customers' perceived importance of store attributes in shopping centers and in apparel retail setting can be associated with shopping orientations. Furthermore, in some studies store attributes and shopping orientations were discovered to be the significant predictors of apparel store patronage behaviors. Ma and Niehm, (2006) research found that the patronage criterion in purchasing apparel products is related with merchandising, price, service, location and advertisement. Otieno et al., (2005) reveals the most significant factors that have both negative and positive effects on customer satisfaction in the textile industry are fashion, fit of the garment, and retail environment. Size availability, pricing, colors, style selection and fit are found to be the most influential points that dissatisfy the large size groups (Kind & Hathcote, 2000).

1.2.7 LOGO



1.3 NEED FOR THE STUDY

Research methodology is mainly needed for the purpose of framing the research process and the designs and tools that are to be used for the project purpose. Research methodology helps to find the customer experience base for the product. This time research methodology is framed for the purpose of finding the level of customer satisfaction and changing trends of the customer expectations.

1.4 SCOPE OF THE STUDY

This study will help us to understand customers, satisfaction and their needs expected from the business owners .This study will not only help me as a students but not also assist to known 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.

1.5 OBJECTIVE OF THE STUDY

This project is designed mainly to identify and evaluate the customer satisfaction on SM silks.

1.5.1 PRIMARY OBJECTIVE:

A Study on the customer satisfaction survey on SM silks.

1.5.2 SECONDARY OBJECTIVE:

- ✓ To ascertain the demographic factors of the consumers.
- ✓ To analyze the level of satisfaction towards services influenced the consumers on purchase of apparels from SM silks.
- ✓ To describe the buying behavior of women for silk sarees in general and in particular Shop(SM silks)
- ✓ To identify the Preferences towards silk sarees in different brands and in different Place of purchase.

1.6 LIMITATIONS OF THE STUDY

The study is confined to Chennai only

- ✓ The study is based upon the customer satisfaction towards SM silks Chennai.
- ✓ The data collected for the research is fully on primary data given by the respondents. There is chance for personal bias, so the accuracy is not true.
- ✓ Due to storage of time and other constraints, the study has been limited to 125 respondents only.

CHAPTER 2

REVIEW OF LITERATURE

2.1 INTRODUCTION

In this Chapter, the researcher has made an attempt to study and understand the complex concepts of Customer satisfaction. This attempt includes, understanding the basic concepts of Customer experience, analyzing research studies made by earlier researchers in respect of Customer satisfaction in silk shops. For this, the researcher has used various books, research Journals and websites. Through this Literature Survey researcher wants to find out which are the important parameters of Customer satisfaction in respect of SM silks Chennai.

2.2 LIST OF REVIEWS

DR.M.VIDHYA (2015): The purposes of the study was to know the consumer reference towards selected textile retail outlets in Coimbatore city, to study the awareness level of consumers towards the textile retail outlets to know the factors that influences the consumers to prefer the textile retail outlets, satisfaction of consumers towards showroom aspects of the readymade garments in Coimbatore and to study the marketing strategies of selected textile retail outlets in Coimbatore city etc. The data was collected from 1225 respondents using questionnaire method. Simply percentage analysis has been used in the study. It was found from the study that the respondents are seen to give more preference to the collections while choosing the showroom. Hence the other retailers can also increase their new varieties of collections and the retailers must make an extra effort to create more awareness of their products to the general public and they can do it by making innovative and attractive advertisements that may influence more customers to purchase to visit their showroom.

MR. S.P. KARUPPASAMY PANDIAN, ET.AL., (2012) in their research on “An empirical study on consumer perception towards branded shirts in trichy city” concluded that Raymond, Peter England, and John player remains the top three brands

preferred by the respondents. It is clear that most of the shoppers of men's branded shirts were highly influenced by the factors such as durability, reference groups, wider choice of color and design, attractiveness, price range and celebrity endorser. Most of the customers are expecting reduced price and wider choice of color and design. Convenient shop hours and the offer & discounts are the two factors that contribute more to prefer a particular retail garment showroom.

RAJAGOPAL (2011) in his study on "Consumer culture and purchase intentions toward fashion apparel in Mexico" concluded that consumers with sustainable purchase intentions for fashion apparel are motivated to seek benefits of the store and brand-specific promotions and prices enhancing their shopping basket. The researcher also concludes that shopping arousal is largely driven by mall attractions, inter-personal influences, sales promotions and comparative gains among urban shoppers. Major factors that affect shopping arousal among fashion shoppers are simulation/trial facilities, brand reputation, personalization possibilities, and store attractiveness in reference to products and services, brand value and price.

MS.SHAFIYA.S, MS.SOWMYA.P.S,(2016) 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. The data was collected using a structured questionnaire based survey. A total of 125 respondents were considered for the study.

RAJPUT ET AL, (2012) 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

SAWANT, (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.

DR. S. KALAIYARASI (2014) People now become dramatically and have unlimited wants on product and service, some more, their attitudes and behaviour often changed and elastic on price rise or low. Even if they want to make a decision on buying product, they also have rational choices. Seeing as now existing market has numerous of consumer, too wide and their needs are differ from one to another one, and thus marketers today are really difficult to understand these differences with consumer behaviour towards their brand and product. As a result, it is vital that marketers need to work more struggle on identifying their target customers' needs and adapt various marketing strategies to reach their needs. In order to develop a framework for the study consumer behavior it is helpful to begin by considering the evolution of the field of consumer research and the different paradigms of thought that have influenced the discipline. Thus if they could not do so can influence company profit and sales on their product and service.

LEENA JENEFA (2014) As far as retail industry is concern due to global developments and lifestyle changes, the retail sector business models and strategies arr changed now. An unique and holistic assessment of the benefits and challenges by experiential innovation is vital for successful retaining of the existing customers. This beyond level of customer satisfaction has leads to customer delight. It is very difficult to fulfill the customer expectations. Hence every organisation wants to delight the customer in order to retain them. Thus customer retention is directly influenced by

customer satisfaction. This paper aims to explore level of satisfaction towards service features and quality of goods and services in the textile show room.

MA AND NIEHM, (2006) research found that the patronage criterion in purchasing apparel products is related with merchandising, price, service, location and advertisement.

OTIENOET. AL., (2005) reveals the most significant factors that have both negative and positive effects on customer satisfaction in the textile industry are fashion, fit of the garment, and retail environment.

KIND &HATHCOTE, (2000) Size availability, pricing, colors, style selection and fit are found to be the most influential points that dissatisfy the large size groups

S.SIVAKAVITHA, DR. K. SELVASUNDARAM (2020) The present study investigates Women's perception towards branded Silk Sarees and to determine the brand of blouse most preferred by respondents in Kanchipuram District. The study also examines consumer's perception towards retail garments showrooms in Kanchipuram District. The study may be a descriptive study. Primary data was collected with the assistance of structured questionnaire administered to 215 female respondents in Kanchipuram District and therefore the sort of sampling was convenient sampling. Using statistical package for social science for the subsequent test was administered 1. Factor Analysis, 2. Multiple Regression, and 3. Descriptive statistics. Pilot study was conducted and therefore the necessary additions and deletions were made within the questionnaire to see the reliability and validity of the information collected Cronbach's alpha test was administered and therefore the value of Cronbach's alpha is 0.712. Based on the test result a number of the relevant findings were derived which will be used full to seek out the factors that basically influence Women's towards particular brand of Silk Sarees. The manufacturers can begin with suitable strategies to beat the issues.

Lalitha et al., (2008) made a study entitled "Brand Preference of Women's wear". Scope of the study focuses on the brand preference regarding Silk Sarees and dhoti s of selected consumers living in twin cities of Hyderabad and Secunderabad. It is confined to the purchasers visiting the select showrooms in Hyderabad and Secunderabad. The objectives of this study were to know the reason why customers prefer branded Silk Sarees and dhoti s 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 Silk Sarees or dhoti s. It is concluded that educational qualifications, employment status, age group, convenience of outlets, and advertisement are influencing factors for purchasing the branded Silk Sarees and dhoti s 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 select on the brand among ready-made dresses available within the market. 54percent of the purchasers are buying branded ready wear due to of quality and status symbol.

JAISHRI AND JETHWANEY, (1999) The research type was exploratory as it was conducted to develop a concept about the purchasing behavior of buyers of branded Women's garments and the impact of advertising on their purchase decision. This study concluded that the majority of the day's buyers visit the showrooms of branded garments with the aim of shopping

KAMALAVENI (2008) The purchasing of branded garments is not impulsive. However, compared to women, male buyers visit the showroom for passing the time; The number of individuals visiting the showroom with a brand in mind is same because the number of individuals visiting the showroom with no brand in mind; Advertising has maximum impact in creating brand awareness

RITU NARANG (2006) in a study entitled "A Study on Branded Women's wear", was taken up in the District of Lucknow with an intention to explore the purchase

behavior of the buyers of branded Women's wear. The objectives of this research are to study the purchase behavior of the buyers of branded Women's garments, to study the impact of advertising on the purchase decision of buyers, to review the impact of promotional activities on purchase behavior of buyers

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 fashionable retail formats. Objectives of the study are to seek out the factors that affect the buyer's decisions among the fashionable retail formats and to evaluate the comparative strength of these factors in buying decision of the buyers.

SIMINTIRAS, ANOTONIS (1997) plan to distinguish evaluation outcomes of likely future satisfaction from feelings or emotions before to the act of purchase, and assess the impact of pre purchase satisfaction on the acquisition behavior of first time buyers. In their study after conceptualizing prepurchase satisfaction because the emotional outcome of anticipated satisfaction, it was hypothesized that; Prepurchase satisfaction and anticipated satisfaction are related but distinct constructs; And prepurchase satisfaction levels are higher for potential first time buyers who buy than those that don't buy. The results provided support for both propositions, and suggest that anticipated satisfaction and pre-purchase satisfaction are distinguishable constructs, and prepurchase satisfaction is a predictor of the purchase behavior of first time buyers.

JAYASHREE (1998) says "In the matter of textiles, the consumer prefers a wide variety of fabrics to choose them, and their preferences changes according to the season and geographical areas. Consumer taste is a controlling factor in determining the character of goods that appears in the market. A rational approach to clothing needs and expenditure makes the consumer more effective participate in entire market economy". Gender has been identified in much literature on consumer shopping

behavior as a significant factor in understanding consumer behavior and as a fundamental market segmentation index for companies to meet their customers' needs and wants; Marketers should strive to understand the gender differences in decision-making styles. Research addressing the issue of gender differences in decision-making styles could help marketers to find better ways of communicating with both sexes and to guide marketing mix decisions.

CANABAL (2001) Marketing scholars argue that gender based segmentation, especially if it is based on biological sex per se, meets several of the requirements for successful implementation: the segments were easy to identify, easy to access, and large enough for consumer products and services to be marketed profitably^{3&4}. Numerous studies in the past have provided considerable evidence that gender relates to consumers' perceptions, attitudes, preferences and purchase decisions

2.3 CONCLUSION:

A literature review may constitute an essential chapter of a thesis or a dissertation, or may be self-contained review of writings on a subject. In either case, its purpose is to place each work in the context of its contribution to the understanding of the subject under review. Describe the relationship of each work to the others under consideration. Identify new ways to interpret and shed light on any gaps in, previous research. Resolve conflicts amongst seemingly contradictory previous studies. Point the way forward for further research.

CHAPTER-3

RESEARCH METHODOLOGY

3.1 RESEARCH DESIGN

3.1.1 DESCRIPTIVE RESEARCH DESIGN

Descriptive research aims to accurately and systematically describe a population, situation or phenomenon. It can answer what, where, when and how questions, but not why questions. A descriptive research design can use a wide variety of research methods to investigate one or more variables. More simply, descriptive research is all about describing people who take part in the study.

3.2 SAMPLING TECHNIQUE

3.2.1 CONVENIENCE SAMPLING METHOD

A convenience sample is a type of non-probability sampling method where the sample is taken from a group of people easy to contact or to reach. For example, standing at a mall or a grocery store and asking people to answer questions would be an example of a convenience sample.

3.3 SOURCES OF DATA

Data collection is the term used to describe a process of preparing and collecting data.

PRIMARY DATA:

The primary data is directly collected from the respondents with the help of questionnaire. (125 samples)

SECONDARY DATA:

The secondary data has collected through Journal, websites, conference proceedings, magazines, articles, text books, and then internet sources. (Already published data collected from authentic sources).

3.4 STRUCTURE OF QUESTIONNAIRE

Questionnaire was divided into two sections. First part was designed to know the general information about customers and the second part contained the respondent's opinions about customer's satisfaction.

3.5 SAMPLE SIZE

The study covers 156 respondents under SM silks.

3.6 PERIOD OF STUDY

The duration of the study is from January 2021 to March 2021 which is a three months of study.

3.7 ANALYTICAL TOOLS

- Percentage of analysis
- Bar chart
- Pie chart

PERCENTAGE OF ANALYSIS

A percentage frequency distribution is a display of data that specifies the percentage of observations that exist for each data point or grouping of data points. It is a particularly useful method of expressing the relative frequency of survey responses and other data.

BAR CHART

A bar chart is a chart that shows the frequencies or percents of a variable and is presented as a series of vertical bars. The height of each bar is proportional to the number of cases or the percent of cases in each category. It is normally used with nominal or ordinal variables.

PIE CHART

A pie chart is a chart that shows the frequencies or percents of a variable with a small number of categories. ... The area of each slice is proportional to the number of cases or the percent of cases in each category. It is normally used with nominal or ordinal variables

CHAPTER-4 DATA ANALYSIS AND INTERPRETATION

4.1 PERCENTAGE ANALYSIS

TABLE 4.1.1 Gender of the respondents

O.	S.N	PAR TICULARS	NO OF RESPONDENTS	PER CENTAGE
	1	Male	60	48%
	2	Female	66	52%
TOTAL	TO		126	100%

Source: Primary data

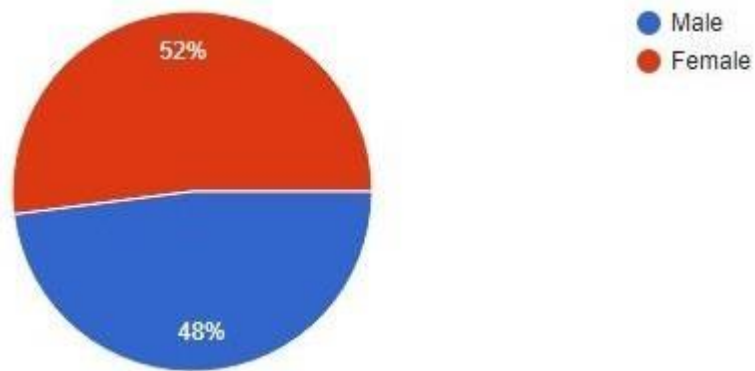


CHART 4.1.1 Gender of the respondents

INTERPRETATION

From the table 4.1.1 it is interpreted that 48% of the respondents are male and 52% of the respondents are female.

INFERENCE

Majority (52%) of the respondents are female.

TABLE 4.1.2 Age of the respondents

O.	S.N	PAR TICULARS	NO OF RESPONDENTS	PER CENTAGE
	1	Less than 20	40	31.7%
	2	21-30	27	21.1%
	3	31-40	43	34.1%
	4	40 above	16	13%
TAL	TO		126	100%

Source: Primary data

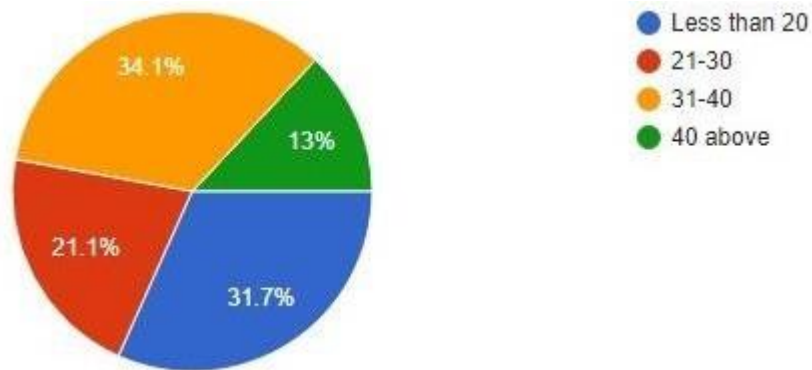


CHART 4.1.2 Age of the respondents

INTERPRETATION

From the above table it is interpreted that 31.7% of the respondents are less than 20, 21.1% of the respondents are between 21-30, 34.1% of the respondents are between 31-40 and 13% of the respondents are above 40.

INFERENCE

Majority (34.1%) of the respondents are between 31- 40 of age.

TABLE 4.1.3 Marital status of the respondents

O.	S.N	PAR TICULARS	NO OF RESPONDENTS	PER CENTAGE
	1	Married	74	58.5%
	2	unmarried	52	41.5%
TAL	TO		126	100%

Source: Primary data

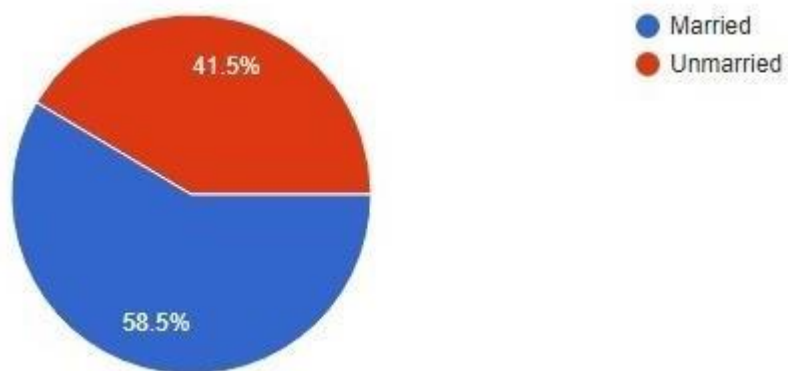


CHART 4.1.3 Marital status of the respondents

INTERPRETATION

From the table 4.1.3 it is interpreted that 58.5% of the respondents are married and 41.5% of the respondents are unmarried.

INFERENCE

Majority (58.5%) of the respondents are married.

TABLE 4.1.4 Education of the respondents

O.	S.N	PAR TICULARS	NO OF RESPONDENTS	PER CENTAGE
	1	SSLC	9	7.4%
	2	HSC	5	4.2%
	3	UG	53	42.1%
	4	PG	52	40.5%
	5	Others	7	5.8%
TOTAL			126	100%

Source: Primary data

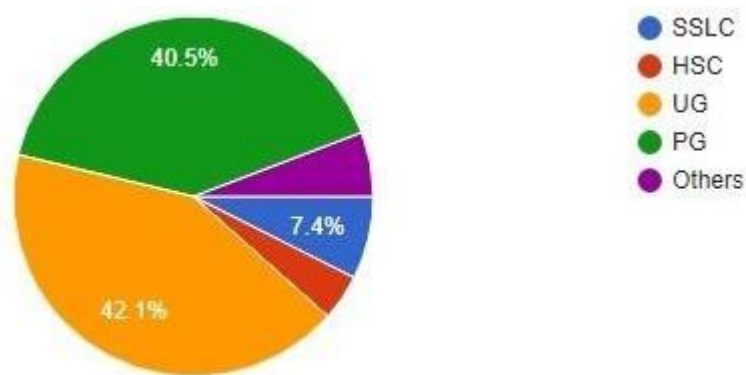


CHART 4.1.4 Education of the respondents

INTERPRETATION

From the table 4.1.4 it is interpreted that 7.4% of the respondents qualification is SSLC, 4.2% of the respondents qualification is HSC, 42.1% of the respondents qualification is UG, 40.5% of the respondents qualification is PG and 5.8% of the respondents chose others.

INFERENCE

Majority (42.1%) of the respondents qualification is UG.

TABLE 4.1.5 Occupation of the respondents

O.	S.N	PAR TICULARS	NO OF RESPONDENTS	PER CENTAGE
	1	Employee	52	41.5%
	2	Business	31	24.4%
	3	Student	29	22.8%
	4	Others	14	11.4%
TAL	TO		126	100%

Source: Primary data

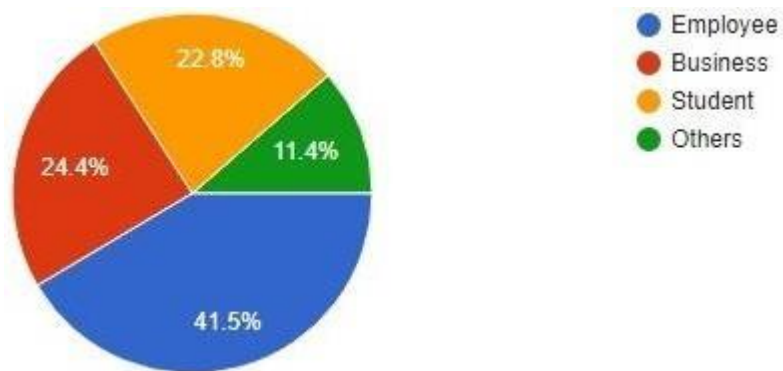


CHART 4.1.5 Occupation of the respondents

INTERPRETATION

From the table 4.1.5 it is interpreted that 41.5% of the respondents are employees, 24.4% of the respondents are business persons, 22.8% of the respondents are students and 11.4% of the respondents chose other option.

INFERENCE

Majority (41.5%) of the respondents are employees.

TABLE 4.1.6 Salary of the respondents

O.	S.N	PAR TICULARS	NO OF RESPONDENTS	PER CENTAGE
	1	Less than 50000	36	28.7%
	2	50000-150000	18	13.9%
	3	150000-250000	38	30.3%
	4	More than 250000	34	27%
TOTAL			126	100%

Source: Primary data

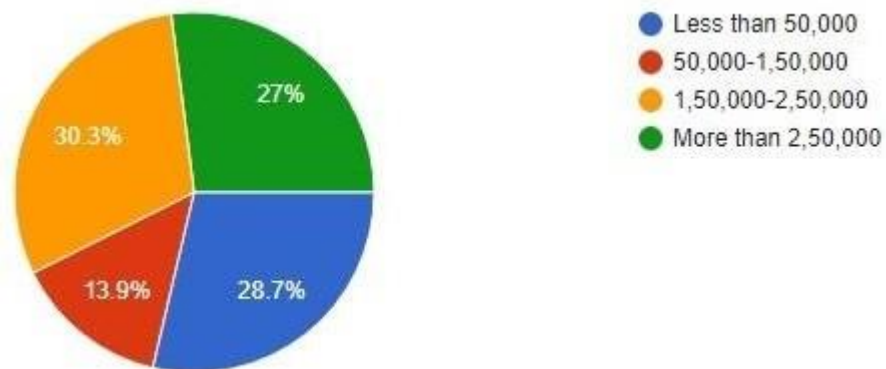


CHART 4.1.6 Salary of the respondents

INTERPRETATION

From the table 4.1.6 it is interpreted that 28.7% of the respondents salary is less than 50,000, 13.9% of the respondents salary is between 50,000-1,50,000, 30.3% of the respondents salary is between 1,50,000-2,50,000 and 27% of the respondents salary is more than 2,50,000.

INFERENCE

Majority (30.3%) of the respondents salary is between 1,50,000-2,50,000.

TABLE 4.1.7 Respondents preference for buying sarees

O.	S.N	PAR TICULARS	NO OF RESPONDENTS	PER CENTAGE
	1	Pothys	15	12.3%
	2	SM silks	81	63.9%
	3	Chennai silks	12	9.8%
	4	Others	18	13.9%
TOTAL			126	100%

Source: Primary data

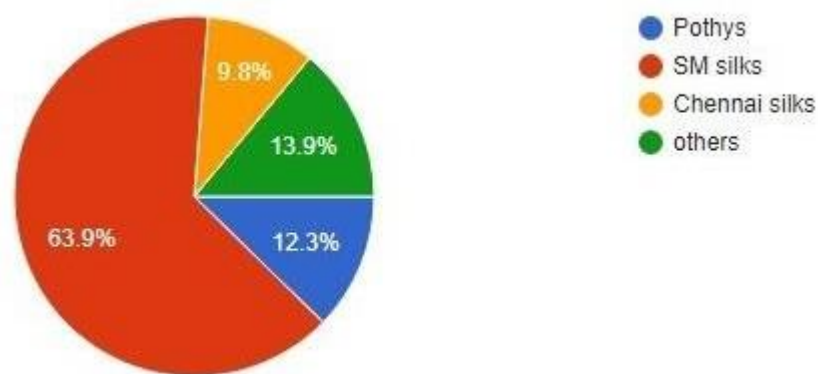


CHART 4.1.7 Respondents option for buying sarees

INTERPRETATION

From the table 4.1.7 it is interpreted that 12.3% of the respondents preference for buying sarees is pothys, 63.9% of the respondents is SM silks, 9.8% of the respondents is Chennai silks and 13.9% of the respondents chose others.

INFERENCE

Majority (63.9%) of the respondents preference for buying sarees is SM silks.

TABLE 4.1.8 No of times visited SM silks by the respondents

S.NO.	PARTICULARS	NO OF RESPONDENTS	PERCENTAGE
1	Only once	6	5%
2	Twice	44	34.7%
3	Thrice	46	36.4%
4	More than thrice	30	24%
TOTAL		126	100%

Source: Primary data

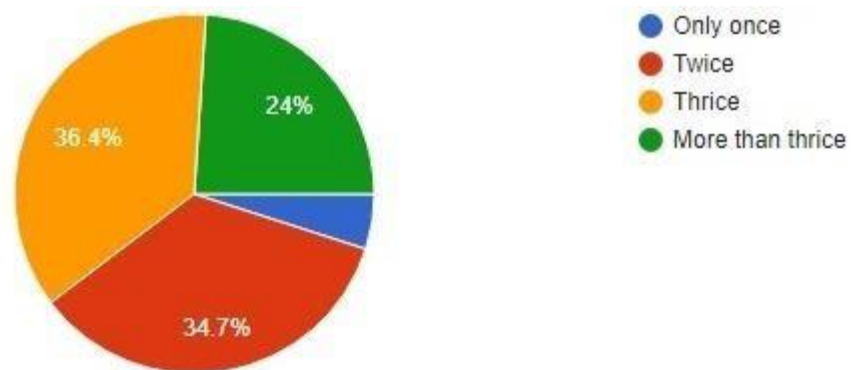


CHART 4.1.8 No of times visited SM silks by the respondents

INTERPRETATION

From the table 4.1.8 it is interpreted that 5% of the respondents visited only once, 34.7% of the respondents visited twice, 36.4% of the respondents visited thrice and 24% of the respondents visited more than thrice.

INFERENCE

Majority (36.4%) of the respondents have visited thrice.

TABLE 4.1.9 How comes the respondents know about SM silks

S.NO.	PARTICULARS	NO OF RESPONDENTS	PERCENTAGE
1	Television add	33	26%
2	News paper	36	28.5%
3	Friend or family suggestion	43	34.1%
4	Posters	14	11.4%
TOTAL		126	100%

Source: Primary data

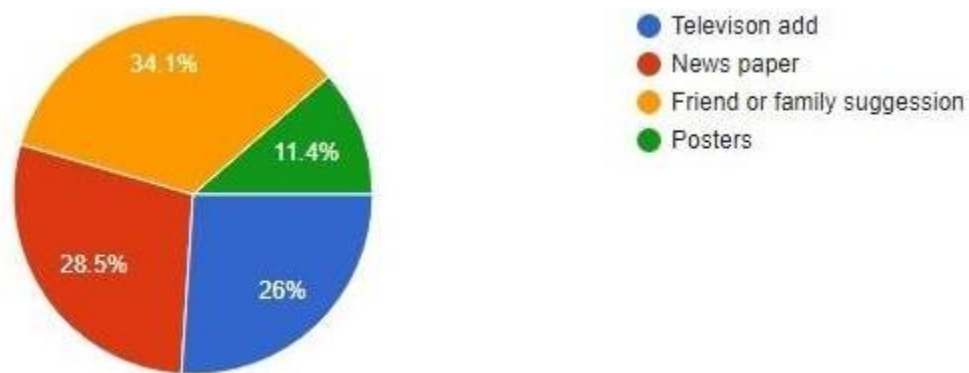


CHART 4.1.9 How comes the respondents know about SM silks

INTERPRETATION

From the table 4.1.9 it is interpreted that 26% of the respondents comes to know about SM silks by television add, 28.5% of the respondents by news paper, 34.1% of the respondents by friend or family suggestions and 11.4% of the respondents by posters.

INFERENCE

Majority (34.1%) of the respondents comes to know about SM silks by friends and family suggestions.

TABLE 4.1.10 Purchase of sarees by respondents

S.NO.	PARTICULARS	NO OF RESPONDENTS	PERCENTAGE
1	Monthly	17	13.8%
2	Based on festival and function	69	54.5%
3	Frequently	31	24.4%
4	Rarely	9	7.3%
TOTAL		126	100%

Source: Primary data

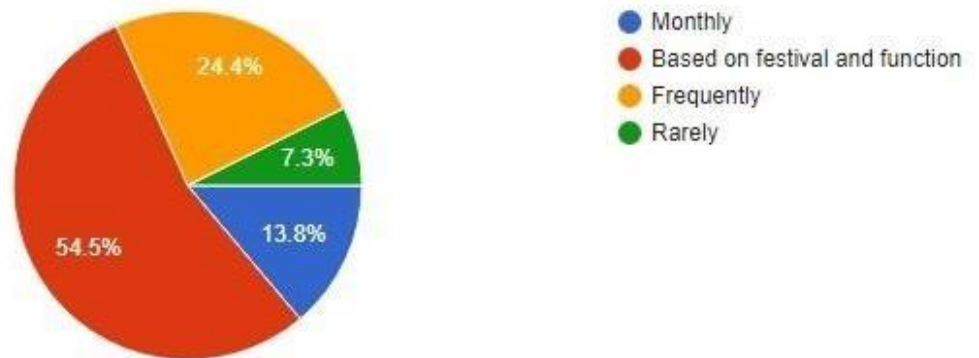


CHART 4.1.10 Purchase of sarees by respondents

INTERPRETATION

From the table 4.1.10 it is interpreted that 13.8% of the respondents buy sarees monthly, 54.5% of the respondents say based on festival and function, 24.4% of the respondents says they buy frequently and 7.3% of the respondents says rarely.

INFERENCE

Majority (54.5%) of the respondents say they buy based on festival and function.

TABLE 4.1.11 Services offered by the sales persons

O.	S.N	PARTICULARS	NO OF RESPONDENTS	PERCENTAGE
	1	Excellent	72	56.6%
	2	Good	46	36.9%
	3	Fair	6	4.9%
	4	Poor	2	1.6%
TOTAL			126	100%

Source: Primary data

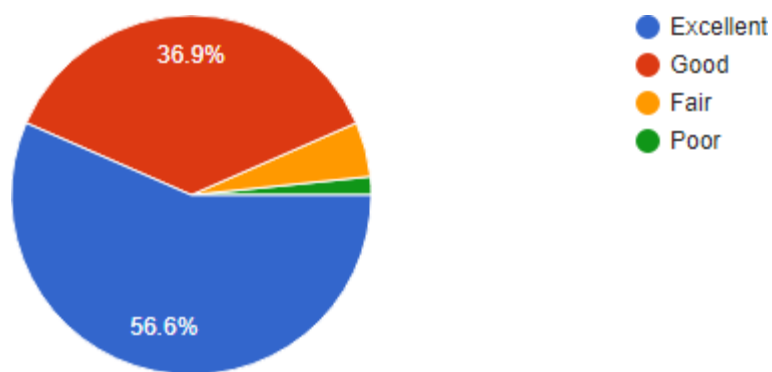


CHART 4.1.11 Services offered by the sales persons

INTERPRETATION

From the table 4.1.11 it is interpreted that 56.6% of the respondents says excellent, 36.9% of the respondents says good, 4.9% of the respondents says it is fair and 1.6% of the respondents says poor.

INFERENCE

Majority (56.6%) of the respondents says it is excellent.

TABLE 4.1.12 Features of SM silks ranked by the respondents

.NO.	PA RTICULARS	Rank	NO OF RESPONDENTS	P ERCENTAGE
1	Parking		103	81.7%
			13	10.3%
			4	3.1%
			3	2%
			3	2%
2	Quality		105	83.3%
			15	11.9%
			4	3.1%
			2	1.5%
			0	0%
3	Package		90	71.4%
			23	18.2%
			9	7.1%
			1	0.7%
			3	2.3%
4	Availability		90	71.4%
			25	19.8%
			2	1.5%
			4	3.1%
			5	3.9%
	Variety		91	72%
			23	18.2%
			4	3.1%
			2	1.3%
			6	4.7%
TOTAL			126	100%

Source: Primary data

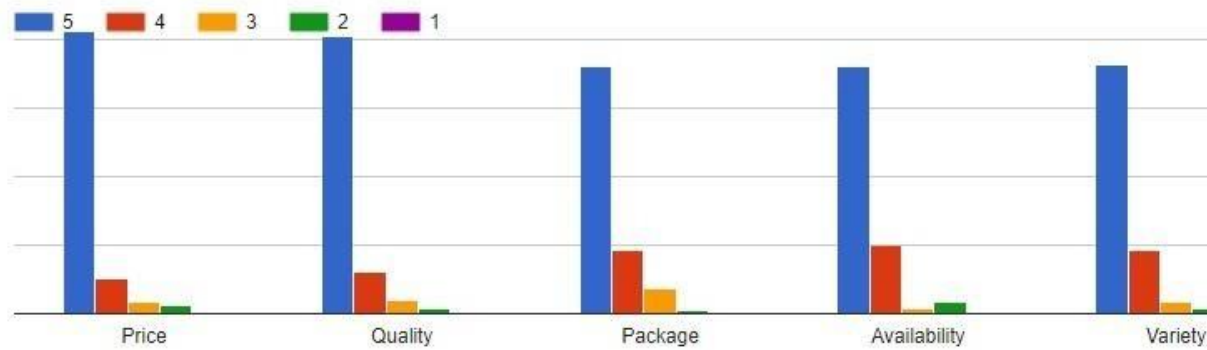


CHART 4.1.12 Features of SM silks ranked by the respondents

INTERPRETATION

i) From the table 4.1.12 it is interpreted that 81.7% of the respondents gave 5 ratings for parking, 10.3% of the respondents gave 4, 3.1% of the respondents gave 3, 2% of the respondents gave 2 and 2% of the respondents gave 1 ratings.

ii) 83.3% of the respondents gave 5 rating for the quality, 11.9% of the respondents gave 4, 3.1% of the respondents gave 3, 1.5% of the respondents gave 2 and 0% of the respondents gave 1 ratings.

iii) 71.4% of the respondents gave 5 rating for the package, 18.2% of the respondents gave 4, 7.1% of the respondents gave 3, 0.7% of the respondents gave 2 and 2.3% of the respondents gave 1 ratings.

iv) 71.4% of the respondents gave 5 rating for the availability, 19.8% of the respondents gave 4, 1.5% of the respondents gave 3, 3.1% of the respondents gave 2 and 3.9% of the respondents gave 1 ratings.

v) 72% of the respondents gave 5 rating for the variety, 18.2% of the respondents gave 4, 3.1% of the respondents gave 3, 1.3% of the respondents gave 2 and 4.7% of the respondents gave 1 ratings

INFERENCE

i) Majority (81.7%) of the respondents gave 5 ratings.

ii) Majority (83.3%) of the respondents gave 5 ratings.

iii) Majority 71.4% of the respondents gave 5 ratings

iv) Majority 71.4% of the respondents gave 5 ratings

v) Majority 72% of the respondents gave 5 ratings

TABLE 4.1.13 Customer care services to customers

O.	S.N	PAR TICULARS	NO OF RESPONDENTS	PER CENTAGE
	1	Excellent	86	68.3%
	2	Good	34	26.8%
	3	Fair	5	4.1%
	4	Poor	1	0.8%
TOTAL			126	100%

Source: Primary data

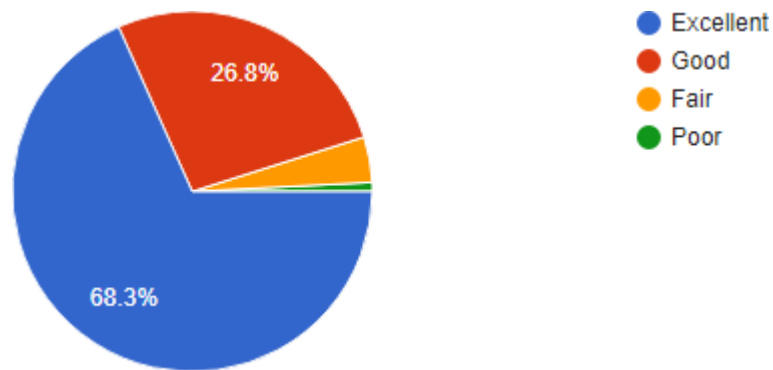


CHART 4.1.13 Customer care services to customers

INTERPRETATION

From the table 4.1.13 it is interpreted that 68.3% of the respondent says excellent, 26.8% of the respondents says good, 4.1% of the respondents says it is fair and 0.8% of the respondents says poor.

INFERENCE

Majority (68.3%) of the respondents says it is excellent.

TABLE 4.1.14 Opinion about the facilities by the respondents

S.NO.	PARTICULARS	OPINION	NO OF RESPONDENTS	PERCENTAGE
1	Parking facility	Excellent	92	73%
		Good	21	16.6%
		Average	7	5.5%
		Poor	1	0.3%
2	Lift facility	Excellent	95	75.3%
		Good	18	14.2%
		Average	8	6.3%
		Poor	1	0.3%
3	Reception	Excellent	90	71.4%
		Good	23	18%
		Average	7	5.5%
		Poor	1	0.3%
4	Air conditioner facility	Excellent	94	74.6%
		Good	21	16.6%
		Average	6	4.7%
		Poor	1	0.3%
TOTAL			126	100%

Source: Primary data

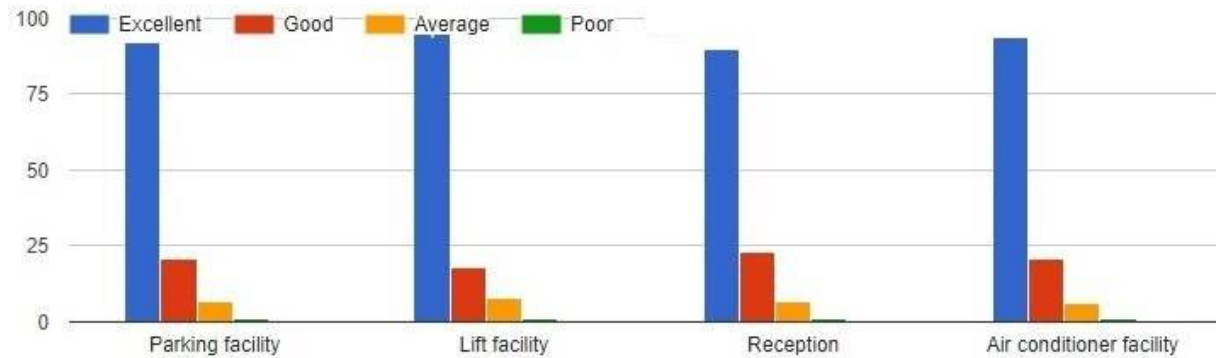


CHART 4.1.14 Opinion about the facilities by the respondents

INTERPRETATION

i) From the table 4.1.14 it is interpreted that 73% of the respondent says parking facility is excellent, 16.6% of the respondents says good, 5.5% of the respondents says it is average and 0.3% of the respondents says it is poor.

ii) 75.3% of the respondent says lift facility is excellent, 14.2% of the respondents says good, 6.3% of the respondents says it is average and 0.3% of the respondents says it is poor.

iii) 71.4% of the respondent says reception is excellent, 18% of the respondents says good, 5.5% of the respondents says it is average and 0.3% of the respondents says it is poor.

iv) 74.6% of the respondent says air conditioning facility is excellent, 16.6% of the respondents says good, 4.7% of the respondents says it is average and 0.3% of the respondents says it is poor.

INFERENCE

- i) Majority (73%) of the respondents says excellent.
- ii) Majority (75.3%) of the respondents says excellent.
- iii) Majority (71.4%) of the respondents says excellent.
- iv) Majority (74.6%) of the respondents says excellent.

TABLE 4.1.15 Satisfactory level of the respondents

.NO.	PARTICULARS	OPINION	NO OF RESPONDENTS	PERCENTAGE
	Discount offer	Highly satisfied	15	83%
		Satisfied	14	11%
		Moderate	3	2.3%
		Dissatisfied	4	3.1%
	Gift items	Highly satisfied	99	78.5%
		Satisfied	17	13.4%
		Moderate	6	4.7%
		Dissatisfied	4	3.1%
	Green card/customer card	Highly satisfied	65	51.5%
		Satisfied	50	39.6%
		Moderate	4	3.1%
		Dissatisfied	7	5.5%
TOTAL			126	100%

Source: Primary data



CHART 4.1.15 Satisfactory level of the respondents

INTERPRETATION

i) From the table 4.1.15 it is interpreted that 83% of the respondents get highly satisfied on discount offers, 11% of the respondents says satisfied, 2.3% of the respondents says moderate and 3.1% of the respondents says they are dissatisfied.

ii) 78.5% of the respondents get highly satisfied on gift items, 13.4% of the respondents says satisfied, 4.7% of the respondents says moderate and 3.1% of the respondents says they are dissatisfied.

iii) 51.5% of the respondents get highly satisfied on green card/customer card, 39.6% of the respondents says satisfied, 3.1% of the respondents says moderate and 5.5% of the respondents says they are dissatisfied.

INFERENCE

i) Majority 83% of the respondents says highly satisfied.

ii) Majority 83% of the respondents says highly satisfied.

iii) Majority 83% of the respondents says highly satisfied.

TABLE 4.1.16 Opinion about the product

S.NO.	PARTICULARS	OPINION	NO OF RESPONDENTS	PERCENTAGE
1	Quality	Excellent	102	81%
		Good	14	11%
		Average	5	3.9%
		Poor	5	3.9%
2	Price	Excellent	94	74.6%
		Good	20	15.8%
		Average	5	3.9%
		Poor	7	5.5%
3	Designs	Excellent	94	74. 6%
		Good	23	18.2%
		Average	6	4.7%
		Poor	3	2.3%
4	Collections	Excellent	90	71.4%
		Good	23	18.2%
		Average	5	3.9%
		Poor	2	1.5%
TOTAL			126	100%

Source: Primary data

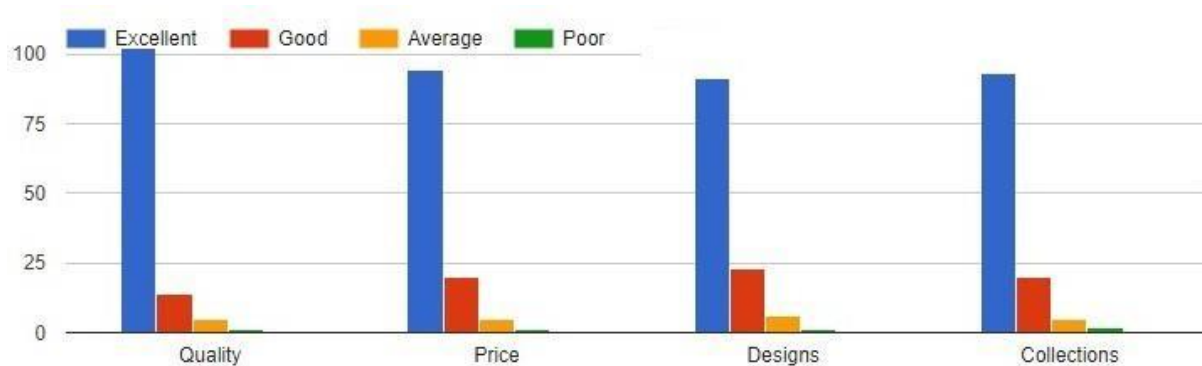


CHART 4.1.16 Opinion about the product

INTERPRETATION

i) From the table 4.1.16 it is interpreted that 81% of the respondent says quality is excellent, 11% of the respondents says good, 3.9% of the respondents says it is average and 3.9% of the respondents says it is poor.

ii) 74.6% of the respondent says price is excellent, 18.2% of the respondents says good, 4.7% of the respondents says it is average and 2.3% of the respondents says it is poor.

iii) 74.6% of the respondent says design is excellent, 18% of the respondents says good, 5.5% of the respondents says it is average and 0.3% of the respondents says it is poor.

iv) 71.4% of the respondent says collection is excellent, 18.2% of the respondents says good, 3.9% of the respondents says it is average and 1.5% of the respondents says it is poor.

INFERENCE

- i) Majority (81%) of the respondents says excellent.
- ii) Majority (74.6%) of the respondents says excellent.
- iii) Majority (74.6%) of the respondents says excellent.
- iv) Majority (71.4%) of the respondents says excellent.

TABLE 4.1.17 Exchange of the products

O.	S.N	PAR TICULARS	NO OF RESPONDENTS	PER CENTAGE
	1	Not allow to exchange	19	15.4%
	2	Limited time to exchange	98	77.2%
	3	Allow after time limit	9	7.3%
TOTAL			126	100%

Source: Primary data

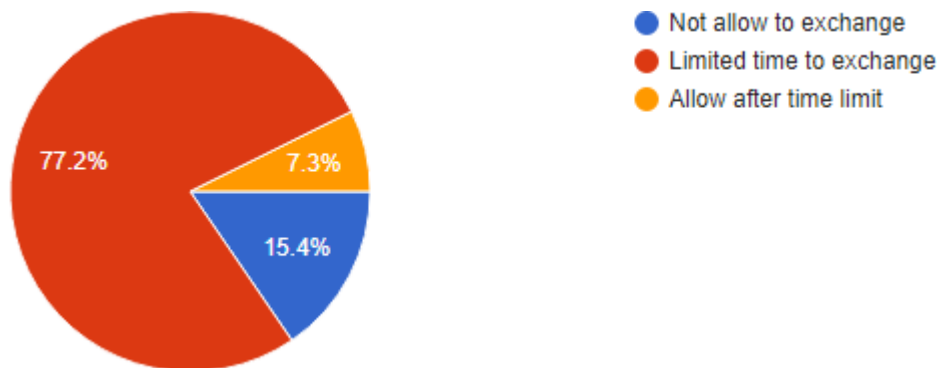


CHART 4.1.17 Exchange of the products

INTERPRETATION

From the table 4.1.17 it is interpreted that 15.4% of the respondents says exchange of the products are not allowed, 77.2% of the respondents says limited time to exchange and 7.3% of the respondents says they allow after time limit.

INFERENCE

Majority (77.2%) of the respondents says limited time to exchange the products.

TABLE 4.1.18 Problems come across by the respondents

O.	S.N	PAR TICULARS	NO OF RESPONDENTS	PER CENTAGE
	1	Heavy rush in purchase	23	17.9%
	2	High cost	3	2.4%
	3	Long queue in bill exchange	9	7.3%
	4	Others	91	72.4%
TOTAL			126	100%

Source: Primary data

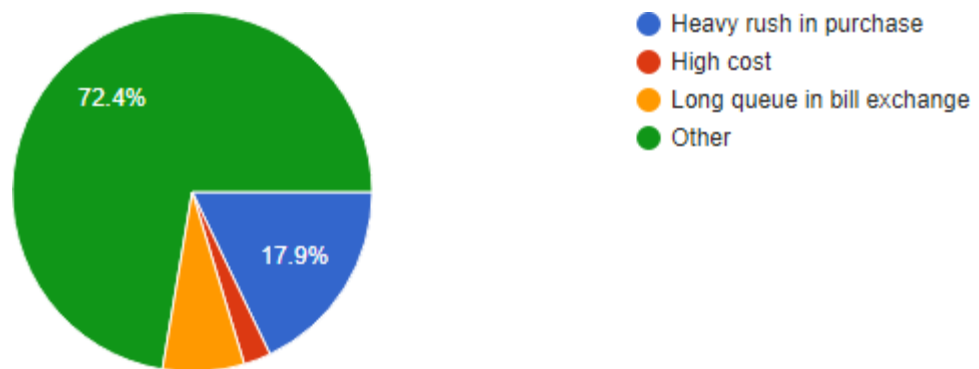


CHART 4.1.18 Problems come across by the respondents

INTERPRETATION

From the table 4.1.18 it is interpreted that 17.9% of the respondents says heavy rush in purchase, 2.4% of the respondents says high cost, 7.3% of the respondents says long queue in bill exchange and 72.4% of the respondents says others.

INFERENCE

Majority (72.4%) of the respondents say other.

TABLE 4.1.19 Overall ratings

O.	S.N	PAR TICULARS	NO OF RESPONDENTS	PER CENTAGE
	1	Excellent	96	76.2%
	2	Good	25	19.7%
	3	Average	4	3.3%
	4	Poor	1	0.8%
AL	TOT		126	100%

Source: Primary data

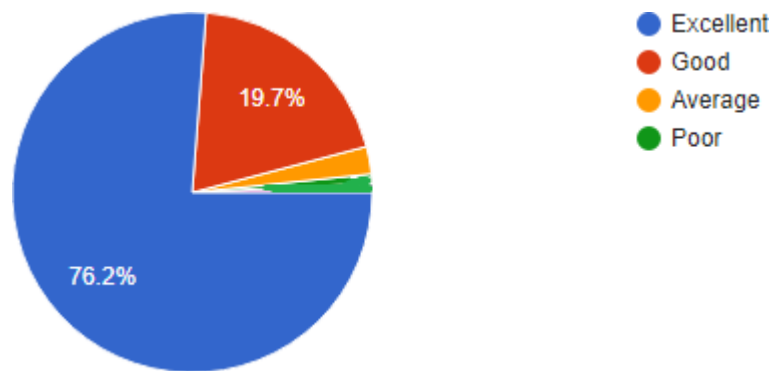


CHART 4.1.19 Overall ratings

INTERPRETATION

From the table 4.1.19 it is interpreted that 76.2% of the respondent says excellent, 19.7% of the respondents says good, 3.3% of the respondents says it is fair and 0.8% of the respondents says poor.

INFERENCE

Majority (76.2%) of the respondents says it is excellent.

CHAPTER-5

5.1 FINDINGS

- ✓ Majority (52%) of the respondents are female.
- ✓ Majority (34.1%) of the respondents are between 31- 40 of age.
- ✓ Majority (58.5%) of the respondents are married.
- ✓ Majority (42.1%) of the respondents qualification is UG.
- ✓ Majority (41.5%) of the respondents are employees.
- ✓ Majority (30.3%) of the respondents salary is between 1,50,000-2,50,000.
- ✓ Majority (63.9%) of the respondents preference for buying sarees is SM silks.
- ✓ Majority (36.4%) of the respondents have visited thrice.
- ✓ Majority (34.1%) of the respondents comes to know about SM silks by friends and family suggestions.
- ✓ Majority (54.5%) of the respondents say they buy based on festival and function.
- ✓ Majority (56.6%) of the respondents says it is excellent.
- ✓ Majority (81.7%) of the respondents gave 5 ratings.
- ✓ Majority (83.3%) of the respondents gave 5 ratings.
- ✓ Majority 71.4% of the respondents gave 5 ratings
- ✓ Majority 71.4% of the respondents gave 5 ratings
- ✓ Majority 72% of the respondents gave 5 ratings
- ✓ Majority (68.3%) of the respondents says it is excellent.
- ✓ Majority (73%) of the respondents says excellent.
- ✓ Majority (75.3%) of the respondents says excellent.
- ✓ Majority (71.4%) of the respondents says excellent.
- ✓ Majority (74.6%) of the respondents says excellent.
- ✓ Majority (83%) of the respondents says highly satisfied.
- ✓ Majority (83%) of the respondents says highly satisfied.
- ✓ Majority (83%) of the respondents says highly satisfied

- ✓ Majority (81%) of the respondents says excellent.
- ✓ Majority (74.6%) of the respondents says excellent.
- ✓ Majority (74.6%) of the respondents says excellent.
- ✓ Majority (71.4%) of the respondents says excellent.
- ✓ Majority (77.2%) of the respondents says limited time to exchange the products.
- ✓ Majority (72.4%) of the respondents say other
- ✓ Majority (76.2%) of the respondents says it is excellent.

5.2 SUGGESTION

1. The study has revealed that the respondents have gained awareness on 'silk mark' products through silk showrooms. So owners of silk showrooms must take steps to spread the awareness on silk mark products among the consumers by establishing exclusive segments for silk mark fabrics.
2. Consumers must be provided with more information through attractive pamphlets about Silk Mark Scheme and how it protects their interest.
3. Silk Testing Laboratory must be introduced in all districts and important cities in order to test the purity of the silk.
4. Intensive advertisement campaigns must be launched by SMOI in newspapers and television channels to disseminate the awareness on silk mark logo and silk mark products.
5. Silk of different states has to be pooled in one place and create awareness on the Indian silk quality and varieties to the consumers.

5.3 CONCLUSION

This research has found that the data analysis also confines that sample consumers'

are extremely satisfied with the variety of collections of dress materials offered in a

particular shop. Similarly, majority of clothing shoppers have opined that they are very much satisfied with air conditioner's working condition and ventilation facilities in a particular shop. In this situation, retailers have to give more preference to delight the customers. With the cultural change in buying apparel from low price brands to designer brands in emerging markets to retain the customer is the strategic decision and the result highlighted the core area for the retail garment outlet to formulate a strategies.

This study gives an overall picture that women are lovers of dress materials, quality dress materials irrespective of their education level and income level. Women are quality conscious, tradition and heritage lovers and hence inspite of various dress materials/varieties in the form of Sarees, they have given enough importance especially to the traditional silk in general and Kancheepuram Silk in particular.

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APPENDIX-I (QUESTIONNAIRE)

1. Name:

2. Gender:

A) Male

B) Female

3. Age:

A) Less than 20

B) 21- 30

C) 31-40

D) 40 above

4. Marital status:

A) Married

B) Unmarried

5. Qualification:

A) SSLC

B) HSC

C) UG

D) PG

E) Others

6. Occupation:

A) Employee

B) Business

C) Student

D) Others

7. Income: (Annual)

- A) Less than 50,000
- B) 50,000-1,50,000
- C) 1,50,000-2,50,000
- D) More than 2,50,000

8. Which is your option to purchase sarees

- A) Pothys
- B) SM silks
- C) Chennai silks
- D) Others

9. How many times do you visited?

- A) Only once
- B) Twice
- C) Thrice
- D) More than thrice

10. From which source you come to know about SM silks ?

- A) Television ad
- B) News paper
- C) Friend or family suggestion
- D) Posters

11. How often do you purchase sarees?

- A) Monthly
- B) Based on festival and functions
- C) Frequently
- D) Rarely

12. How is the level of satisfaction towards services offered by the sales persons?

- A) Excellent
- B) Good
- C) Fair
- D) Poor

13. Rank the features of SM silks

rice					
uality					
ackage					
vailability					
ariety					

14. Rate the customer care and services to customers

- A) Excellent
- B) Good
- C) Fair
- D) Poor

15. Give your opinion about the following facility in SM silks

Facilities	Excellent	Good	Average	Poor	Bad
Parking facility					
Lift facility					
Reception					
Air conditioner facility					

16. How do you feel about the following aspects

	Highly satisfied	Satisfied	Moderate	Dissatisfied
Discount offer				
Gift items				
Greencard /customer card				

17. How do you feel about the product (saree)

	Excellent	Good	Average	Poor	Bad

Quality					
Price					
Designs					
Collections					

18. What about exchange of the product?

- A) Not allow to exchange
- B) Limited time to exchange
- C) Allow after time limit

19. Mention the problem you come across at SM silks?

- A) Heavy rush in purchase
- B) High cost
- C) Long queue in bill exchange
- D) Other

20. Overall rate about purchasing experience

- A) Excellent
- B) Good
- C) Average
- D) Poor
- E) Bad

21). Your suggestions