

A STUDY ON REFINEMENT OF MYTAGTEES WITH SPECIAL REFERENCE TO CHENNAI

Submitted in partial fulfilment of the requirement for the award of

Bachelor of Business Administration

by

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DEPARTMENT OF BUSINESS ADMINISTRATION
SCHOOL OF MANAGEMENT STUDIES

**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**

MARCH 2021



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BONAFIDE CERTIFICATE

This is to certify that this Project Report is the bonafide work of **VIGNESH.S (38280097)** who carried out the project entitled "**A STUDY ON REFINEMENT OF MYTAGTEES WITH SPECIAL REFERENCE TO CHENNAI**" under our supervision from January 2021 to March 2021.

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Submitted for Viva voce Examination held on _____

INTERNAL EXAMINER

EXTERNAL EXAMINER

DECLARATION

I **VIGNESH.S (38280097)** hereby declare that the Project Report entitled “**A STUDY ON REFINEMENT FOR MYTAFTEES WITH SPECIAL REFERENCE TO CHENNAI**” done by me under the guidance of Dr. ILANKADHIR M. at Sathyabama Institute of Science and Technology, Chennai is submitted in partial fulfillment of the requirements for the award of bachelor of business administration degree.

DATE: 30-04-2021

PLACE: CHENNAI

VIGNESH.S

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ABSTRACT

This article is a research evaluation of a project that utilizes the satisfaction level of tagged t-shirts users. This study will revolve around the objectives and analysis the interest and satisfaction level of my tag tees t-shirts among the customers and general people. This study is an activity which aim to give learning experience with the chance to synthesize knowledge from different areas of learning. This study is to gain knowledge to look at in detail, since studying is essential for the survival of human race. The importance of this study is also examined with customers satisfaction for t-shirts users in and around Chennai. For this study, a survey has been conducted through google questionnaire and data using questions.

This study will conclude a result that future demand for t-shirts need more advertisement and new upcoming garments companies should definitely satisfy all type of customers. Fashion design is the art of the application of design and aesthetics or natural beauty to clothing and accessories. In the new past, the t-shirts keeps a significant spot in the fashion activities. As of now a days individuals show their interests in fashion designing. So this study attempts to inspect refinement for my tag tees with special reference to Chennai.

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CHAPTER 1

1.1 INTRODUCTION

A **T-shirt**, or **tee shirt**, is a style of fabric **shirt** named after the T shape of its body and sleeves. Traditionally, it has short sleeves and a round neckline, known as a **crew neck**, which lacks a collar. T-shirts are generally made of a stretchy, light and inexpensive fabric and are easy to clean. The T-shirt evolved from **undergarments** used in the 19th century and, in the mid-20th century, transitioned from undergarment to general-use casual clothing.

Typically made of cotton textile in a **stockinette** or **jersey knit**, it has a distinctively pliable texture compared to shirts made of woven cloth. Some modern versions have a body made from a continuously knitted tube, produced on a **circular knitting machine**, such that the torso has no side seams. The manufacture of T-shirts has become highly automated and may include cutting fabric with a **laser** or a **water jet**.

T-shirts are very economically cheap to produce and are often part of **fast fashion**, leading to outsized sale of T-shirts compared to other attire. For example, 2 billion t-shirts are sold a year in the United States, or the average person from Sweden buys nine t-shirts a year. Production processes vary but can be environmentally intensive, and include the environmental impact caused by their materials, such as cotton which is both pesticide and water intensive.

The newest trend that has gained in popularity for the labelling industry, is the Hem Tag. These tags are those little folded logo tags you see placed on the outside of a clothing item. Often on the bottom of the shirt, but not exclusively. With this some company has started to produce customised t-shirt printing with many design. A printed T-shirt or graphic T-shirt is a T-shirt bearing a design, image or lettering on it. Printing is done with textile printing. Various types of printed T-shirts exist.

T-shirts are several types, they are concert t-shirts which is associated with a concert or a concert tour, usually rock or metal, tourist t-shirts associated with travel or a holiday, course t-shirts is a printed t-shirts with a military units, Art t-shirts are used as a canvas for the work, Merchandise t-shirt is a shirt associated with a brand or trademark.

1.2INDUSTRY PROFILE

Mytagtees is one of the fastest growing custom t-shirt merchandise in south India. Having a team of well precise and experienced for years in the textile industry we are at the helm of fulfilling requirements of corporate houses with ease and expertise. We're obsessed with Quality service and we have a large clientele from various universities and colleges. The teams who're looking for a team apparels for branding and advertising their sponsors, the corporate institutions and young start-ups who're looking for a dress code with more customization and cost-effective and the other merchandises who want the designer t-shirts with their own design and branding are our customers. Come shop with us, we promise the quality and ensure your satisfaction. The global custom t-shirt printing market size was valued at USD 3.64 billion in 2020. It is expected to expand at a compound annual growth rate (CAGR) of 9.7% from 2021 to 2028. Custom designed t-shirts are increasingly being used by companies as a modern branding strategy to brand their company, products, or offerings. This technique is used by companies, especially start-ups, to increase their brand visibility and grab the attention of their prospective customers. Therefore, the growing use of customized t-shirts as a branding tool is expected to be a major contributor to market growth over the forecast period. The fashion industry is witnessing a shift toward wearing customized clothing. Also, the increasing disposable income of consumers is enabling them to spend on customized clothes. As a result, people prefer wearing customized t-shirts with specific logos or slogans printed on them. MYTAG TSHIRTS LLP, incorporated in 2017, is Custom T-shirt merchandise headquartered in Tirupur Tamil Nadu the hub of textile industry in India allowing us to use the best technology in printing.

1.2.1 T-Shirt Printing Market Size

The global custom t-shirt printing market size was valued at USD 3.64 billion in 2020. It is expected to expand at a compound annual growth rate (CAGR) of 9.7% from 2021 to 2028. Custom designed t-shirts are increasingly being used by companies as a modern branding strategy to brand their company, products, or offerings. This technique is used by companies, especially start-ups, to increase their brand visibility and grab the attention of their prospective customers. Therefore, the growing use of customized t-shirts as a branding tool is expected to be a major contributor to market growth over the forecast period. The fashion industry is witnessing a shift toward

wearing customized clothing. Also, the increasing disposable income of consumers is enabling them to spend on customized clothes. As a result, people prefer wearing customized t-shirts with specific logos or slogans printed on them.

1.2.6 History

The T-shirt evolved from undergarments used in the 19th century. First, the one-piece union suit underwear was cut into separate top and bottom garments, with the top long enough to tuck under the waistband of the bottoms. With and without buttons, they were adopted by miners and stevedores during the late 19th century as a convenient covering for hot environments.

As slip-on garments without buttons, the earliest T-shirt dates back to sometime between the 1898 Spanish–American War and 1904, when the Cooper Underwear Company ran a magazine ad announcing a new product for bachelors. In the “before” photo, a man averts his eyes from the camera as if embarrassed; he has lost all the buttons on his undershirt and has safety-pinned its flaps together. In the “after” photo, a virile gentleman sports a handlebar moustache, smokes a cigar and wears a “bachelor undershirt” stretchy enough to be pulled over the head. 'No safety pins — no buttons — no needle — no thread,' ran the slogan aimed at men with no wives and no sewing skills."

In 1913, the U.S. Navy first issued them as undergarments. These were a crew-necked, short-sleeved, white cotton undershirt to be worn under a uniform. It became common for sailors and Marines in work parties, the early submarines, and tropical climates to remove their uniform jacket, wearing (and soiling) only the undershirt. They soon became popular as a bottom layer of clothing for workers in various industries, including agriculture. The T-shirt was easily fitted, easily cleaned, and inexpensive, and for those reasons, it became the shirt of choice for young boys. Boys' shirts were made in various colours and patterns. The word T-shirt became part of American English by the 1920s, and appeared in the Merriam-Webster Dictionary.

By the Great Depression, the T-shirt was often the default garment to be worn when doing farm or ranch chores, as well as other times when modesty called for a torso covering but conditions called for lightweight fabrics. Following World War II, it was worn by Navy men as undergarments and slowly became common to see veterans wearing their uniform trousers with their T-shirts as casual clothing. From Marlon Brando to Kendall Jenner, 27 of the Best Classic White T-Shirts Ever The shirts

became even more popular in the 1950s after Marlon Brando wore one in A Streetcar Named Desire, finally achieving status as fashionable, stand-alone, outerwear garments. Often boys wore them while doing chores and playing outside, eventually opening up the idea of wearing them as general-purpose casual clothing.

Printed T-shirts were in limited use by 1942 when an Air Corps Gunnery School T-shirt appeared on the cover of Life magazine. In the 1960s, printed T-shirts gained popularity for self-expression as well for advertisements, protests, and souvenirs.

Current versions are available in many different designs and fabrics, and styles include crew-neck and V-neck shirts. T-shirts are among the most worn garments of clothing used today. T-shirts are especially popular with branding for companies or merchandise, as they are inexpensive to make and purchase

1.3 COMPANY PROFILE

MYTAG TSHIRTS LLP, incorporated in 2017, is Custom T-shirt merchandise headquartered in Tirupur Tamil Nadu the hub of textile industry in India allowing us to use the best technology in printing. A custom t-shirt merchandise which offers a complete customisation at even minimum quantities. Technically, company was founded by Saikishore Tammineni , Co-Founder and Production Department Head and Rajesh Seeram, Marketing Department launched Mytagtees company all the way back in 1982. The strength and size of the company is up to 11 to 50 employees. This company is started with partnership with others. The passion truly shows in each of their individual design that relies on powerful images, we always keep in mind both the environment and human safety. Whether it's choosing a material or packaging for our products, we feel that all roads must support these goals. We are looking to complete any work assignment with the highest effectiveness and strict quality control. Every single item is designed by our Design team and produced in our own factory. This industries are providing the fashion and apparels to the customers.

It was primarily an online market that served people who wanted to sell their used computers. With the arrival of the internet, another, more familiar kind of store debuted. My tag tees limited takes immense pride in perceiving its role as the comprehensive architect of every single yarn and garment that it produces. This textile limited as a multi unit, multi-interest business group with a wide range of industrial activity, an organisation that has founded its evolution on value based commercial practice.

CHAPTER 2

REVIEW OF LITERATURE

2.1 Introduction

In this Chapter, the researcher has made an attempt to study and understand the concepts of Customer Satisfaction. This attempt includes, understanding the basic concepts of Customer Satisfaction, analysing research studies made by earlier researchers in respect of Customer Satisfaction in online grocery shopping, for this, the researcher has used various books, research Journals and websites. The detailed list is further elaborated in the Bibliography. Through this Literature Survey researcher wants to find out which are the important parameters.

2.2 List of reviews

Banerjee and Miller (2003) as anthropologists observe: 'Growing number of urban women are also working outside the home (rural women have, of course, long been working in the fields), and this can require a different approach to dress and appearance. Here, profession and career are often more important influences than age, religion or caste. This other 'look' may in turn upset mother-in-law or husbands, and so part of dilemma of being a working woman in India is juggling the expectations of the workplace with sensibilities of those at home.

Craik (2009) says to develop this Barthes drew on the discipline of semiotics. Semiology is the science of forms or signs, and in case of fashion, the forms relate to the garments, details, accessories, and modes of clothes. If we conceive of elements as signs, we can see how they compose a language of clothes (Langue) and the clothed body of an individual constitutes a specific statement by way of the choice and arrangement of clothing (Parole)

(Lurie (2000 [1981]) is well known for her study that makes a direct analogy between language and clothes (2000 [1981]) and rejects the idea of its arbitrary relationship. She argues that language is just like clothes, and clothes just like language. We use language to communicate verbally, and we also use clothes to communicate nonverbally. The more vocabulary you know, the more sophisticated and stylish you will look . She explains clothing as assign system as follows: "If clothing is a language,

it must have a vocabulary and grammar like other languages....as with human speech, there is not a single language of dress, but many (like Dutch and German) closely related and others (like Basque) almost unique. And within every language of clothes there are many different dialects and accents, some almost unintelligible to members of the mainstream culture. Moreover, as with speech, each individual has his own stock of words and employ personal variations of tone and meaning.”

(Barnard, 1996) Further explains, communication makes an individual into a member of a community; communication as ‘social interaction through messages’ constitutes an individual as a member of a group (1996:29). Barnard further explores the sender and the received of the sign and says that: “Semiotic model also seems more plausible on the matter of how meanings are generated.... It is no longer the case that either the designer or the wearer or the spectator of the garment is the source of the intentions Review of Literature 39 that provide the meanings; on the semiotic model, meanings are the result of negotiation between the roles.(Barnard 1996:30-1) Meanings are constantly produces, exchanged, negotiated, renegotiated, and reproduced, and the meanings of the original garment are given numerous interpretations by numerous cultural producers and the garment ends up with a set of meanings different from those with which it began (Barnard 1996:31).Thus Barnard’s semiotic interpretation of clothes is polar opposite to Lurie’s.

(Barthes, 1990) His book and theory of Semiology of fashion have had a profound impact on the field. Fashion he argues is the product of the social relations and activities that are involved in putting an outfit together. Fashion is actualized through the way the garments are worn. Barthes makes a distinction between three kinds of garments: 1. The Real garment 2. The Represented garment 3. And the Used garment, corresponding to the process of production, distribution and consumption. Carter, (2003) states that according to Barthes, “clothing seems to resemble a language in that it displays a synchronic density, but at the same time also has a diachronic dimension, so that it (clothing) exhibits the dual aspects of system & process, structure and becoming

Breward writes in his book “Fashion”, inflects discussion concerning the relative status of fashion as a cultural form-giving rise to an inevitable questioning in his book, as to whether the focus should be fashion as art, social process, or commercial product. Is fashion the sketch of a designer, informed by reference to historical precedent or contemporary cultural influences and translated into surfaces and seams of a refined sculptural beauty? Is it the ritualistic adorning of the body by a subject whose sartorial actions relate to predominant aesthetic and sociological contexts? Or is it the limp textile construction, replicated according to body size and spending power, which hangs on the rail of a boutique, given the relevance for the Review of Literature 40 potential consumer by its reproduction in the promotional images of a magazine? The most productive way forward must be to consider all three interpretations as a valid and interdependent set of interpretative models.

Fashion as a system of meaning and historical phenomenon incorporates all of these categories- their importance waxing and waning at different moments of the fashion cycle and according to the specific interests of the interpreter. What links them together as a common referent is the defining concept of modish clothing, material items whose usefulness, in fashion terms, relies on the prioritization of temporal notions of style over functional considerations of wear & tear. The Haptic properties and physical manufacture of garments have often escaped interrogation in the critical literature of fashion history, overshadowed by the need to identify this elusive quality of fashionability (**Breward, 2003**).

Kawamura (2011) first explains how the discipline of Semiology started, developed, and spread and introduces some contemporary studies on fashion/dress that use a semiotic analysis in their empirical research. Semiotics, or Semiology, is the science of signs and is any sign system of signification.

From **Desai** (1997) in his study [3], “Assessment of Liquidity-Inter Firm Comparison”. He made an attempt to study the comparison of a few cotton mills of Ahmadabad. He analyzed the liquidity performance, profitability and the turnover of working capital. He had classified the selected firms into three groups based on the size. It is observed that the liquidity and profitability of the firms are not influenced by its size.

In **Mansur A Mulla** (2002) in his study [4], "The financial health of Shri Venkatesh co-operative textile mills Ltd". He found that the textile mill under the study was just on the edge of financial collapse. The financial position is not in the healthy zone during that period of study. The current assets have been declined due to the negative profitability performance, whereas the curre

From **Dhandapani .M. A and Ganesh Babu .M.P**(2013) in their research paper[15]. "Financial performance of cotton mills- A special case in Andhra Pradesh" from the year 2001-2010. To achieve the objectives he analysed the liquidity position, profitability position, and the effectiveness of asset utilization in pioneer spinning and weaving mills Ltd. They had concluded that the firm has maintained very good liquidity position. Current ratio and quick ratio are more than the standard. Therefore, the firm must try to improve the performance by making various forms of internal reconstruction like alteration of share capital, reduction of share capital, writing off lost assests. The firm should also follow strategies like right person in right job to improve the productivity and overall financial performance.

From the view of **Indhumathi. C and Palanivelu.P**(2013) in their research paper[16]. "A study on financial performance of selected textile companies in India" from the year 2001 to 2010. They made an attempt to know the profitability and financial position of selected textile companies. They found that the overall financial performance of selected textile companies was not stable. It fluctuates. To strengthen the financial position, long term funds have to be used to finance. The companies should try to use properly their operating assets and minimize their non-operating expenses.

Pratibha Jain and Kshitija Chaugule(2014) in their study[17], " Working capital structure and liquidity analysis of Indian textiles industry" from the year 2009-2013. The study revealed that all of the current assets and inventories formed very negligible part. From the analysis they found that the Bombay Dyeing reflected good working capital structure and liquidity position while JCT had good working capital turnover. Grasim industry had negative working capital turnover ratio which is not good sign for long term growth and inventories formed the highest percentage, followed by loans and advances and trade receivables whereas cash and bank balanced formed very negligible part. From the analysis they found that the Bombay Dyeing reflected good

working capital structure and liquidity position while JCT had good working capital turnover. Grasim Industry had negative working capital turnover ratio which is not good sign for long term growth and sustainability.

Subha R and Dr. Ramu (2014) in their study [18], “Financial performance of textile industry in Tamil Nadu with special reference to Coimbatore” from the year 2004-2013. They analyzed the profitability of selected textile companies in Coimbatore. They had concluded that the financial performance of Ambika cotton mills ltd, Bannari Amman spinning mills ltd and KG Denim ltd was good, where as it was not satisfactory for Gangotri textile ltd and Lakshmi mills ltd due to negative profitability.

The studies on consumers perception on online shopping and other related topic in the Indian context are limited as the online shopping has entered into the market only a few years only. The literatures so far reviewed relates to the studies conducted outside India especially in the United States where the online shopping is a big hit. As taken the case of Indian scenario where the online shopping has just entered into the market and already it has climbing the ladder. Though there are certain literature reviews by the context of Indian Consumers.

Benedict et al (2001) study reveals that perceptions toward online shopping intention to shop online are not only affected by ease of use, usefulness, and enjoyment, but also by exogenous factors like consumer traits, situational factors, product characteristics, previous online shopping experiences, and trust in online shopping. A commerce Net/ Nielson Media Research Survey found out that 73% users used the Net to window shop, 53% used the Net to make purchase decision, but only 15% bought online. According to a NFO Interactive (1999) study released in May 1999 by online market research firm NFO Interactive, 24.1% of online consumers believe that their internet/ online shopping use will decrease the amount they spend on products and services at walk-in type neighborhood or regional retail stores, by the end of 1999. The survey also found that 23.8% online shoppers said their internet/ online purchasing has increased to the total amount of money they have typically spent in a year on products & services. An OFT Market Study (2007) study establishes the scale and growth of internet shopping is impressive. In 2005, the most recent year for which reliable figures are available, the scale and growth of internet shopping is impressive.

In 2005, the most recent year for which reliable figures are available, sales to households were over \$21bn- fourfold increase during the previous three years. It is benefiting millions of people and thousands of businesses. Over 20 million UK adults shopped online in 2005, with 56 percent of interest shoppers we surveyed having spent over\$500 each during the year. In the same year, an estimated 62,000 UK businesses were selling online to households. We found that people shopped online because they find it convenient, it increases their choice and helps them to hunt for lower prices. Retailers sell online to reach more customers, to sell around the clock and in reaction to competition from rivals.

2.3 Conclusion

A literature review may comprise a fundamental part of a postulation or paper, or might be an independent survey of works regarding a matter. Regardless, its motivation is to put each work with regards to its commitment to the comprehension of the subject under audit. Depict the relationship of each work to the others viable. Recognize better approaches to decipher, and reveal insight into any holes in, past research. Resolve clashes among apparently opposing past examinations. Point the route forward for further research

CHAPTER 3

RESEARCH METHODOLOGY

3.1 NEED FOR 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 satisfaction based on product. Human resources concerns including recruitment, selection, orientation, training, compensation, legal, safety, health , and a wide range of other specification tasks. T-SHIRTS are not just a fashion essential- they are a medium for expression and an ageless insignia of the young and the young at heart. It's easy to wear , comfortable, stylish, finds space at almost every occasion and hence everybody has one. This study is very much relevant to present times as this will make awareness about the impact of e-stores upon retail stores. The sudden surge in online shopping and customers have adjusted to it to a greater extent which is a real cause of concern for the thousands of retailers who have a small shop offering a small variety of products which are their source of livelihood.

3.2 SCOPE OF THE STUDY

This study wants to unravel the real scenario and also look into the threat that looms over the various small scale retailers. In this study an attempt has been made so that retailers are aware of the upcoming that is expected to loom over their business in the near future so that they can appropriate arrangements to face such challenges. Dynamism stands the base of the current scenario and as a result of that anything that remains stagnant will be surpassed by others. It's time the retailers start thinking deep into this aspect and come up with better and advanced strategies.

3.3 OBJECTIVE OF THE STUDY

The research has been conducted with the following objectives:

3.3.1 Primary objective:

- To market or sell my tag tees products.

3.3.2 Secondary objectives:

- To anticipate customer trends
- To built network connections with consumers to advertise or to create awareness about my tag tees.

3.4 RESEARCH DESIGN

3.4.1 Descriptive Research Design

Descriptive research is a study designed to depict the participants in an accurate way. More simply put, descriptive research is all about describing people who take part in the study.

3.5 SOURCES OF DATA

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

Primary Data – Questionnaire given to 200 respondents

Secondary Data - Websites and online journals, Published reports & Review of literature from published articles

3.6 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 mytagtees.**

3.7 SAMPLING TECHNIQUE

3.7.1 Convenience sampling method

A convenience sample is one of the main types of non-probability sampling methods. A convenience sample is made up of people who are easy to reach.

3.8 PERIOD OF STUDY

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

3.9 ANALYTICAL TOOLS

Percentage analysis

Research questions are always answered with a descriptive statistic: generally either percentage or mean. Percentage is appropriate when it is important to know how many of the participants gave a particular answer. Generally, percentage is reported when the responses have discrete categories.

3.10 LIMITATIONS OF THE STUDY

In spite of all sincere efforts, the study is not foolproof in nature. It suffers from variety of limitations due to the following reasons: · The study is limited to Chennai city only. · Data pertaining to the study has been collected for a period of only 3 years. · Time is also a limiting factor as the study is conducted in a very short span of time.

CHAPTER 4 DATA ANALYSIS AND INTERPRETATION

4.1 PERCENTAGE ANALYSIS

Table 4.1.1: Age of the respondents

S NO	PARTICULARS	NO. OF RESPONDENTS	PERCENTAGE
1.	Below 18	12	6.00
2.	18-28	74	37.00
3.	28-38	52	26.00
4.	38-48	38	19.00
5.	48-58	16	8.00
6.	58 and above	8	4.00
TOTAL		200	100.00

Source: Primary data.

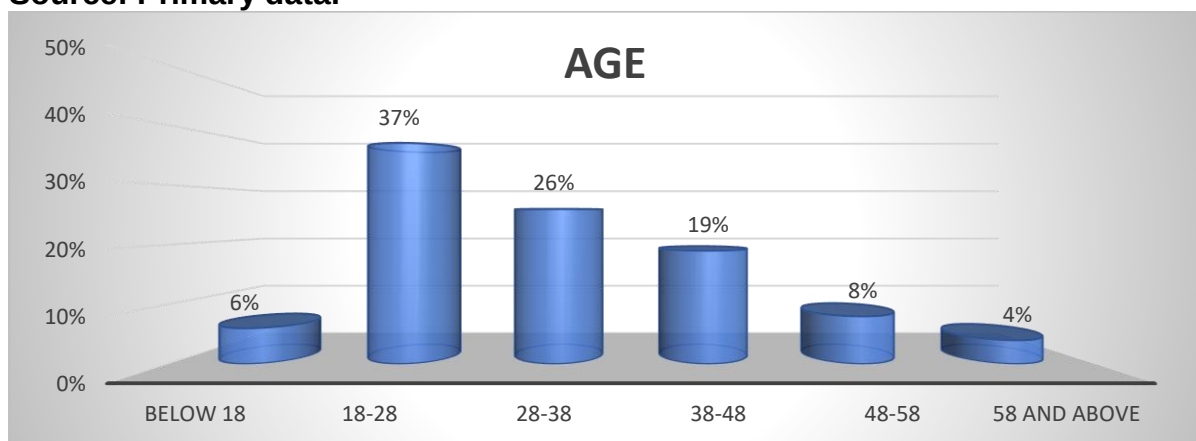


Chart 4.1.1: Age of the respondents

Interpretation

From the above table it is interpreted that the number of respondents Below 18 age of respondents are 6%, between 18-28 age of respondents are 37%, between 28-38 age of respondents 26%, between 38-48 age of respondents are 19%, between 48-58 age of respondents are 8%, 58 and above age of respondents are 4%

Inference

Majority (37 %) of the respondents are age between 18 to 28 years.

Table 4.1.2: Gender of the respondents

S NO	Particulars	No. of Respondents	Percentage
1.	Male	72	36.00
2.	Female	128	64.00
TOTAL		200	100.00

Source: Primary data.

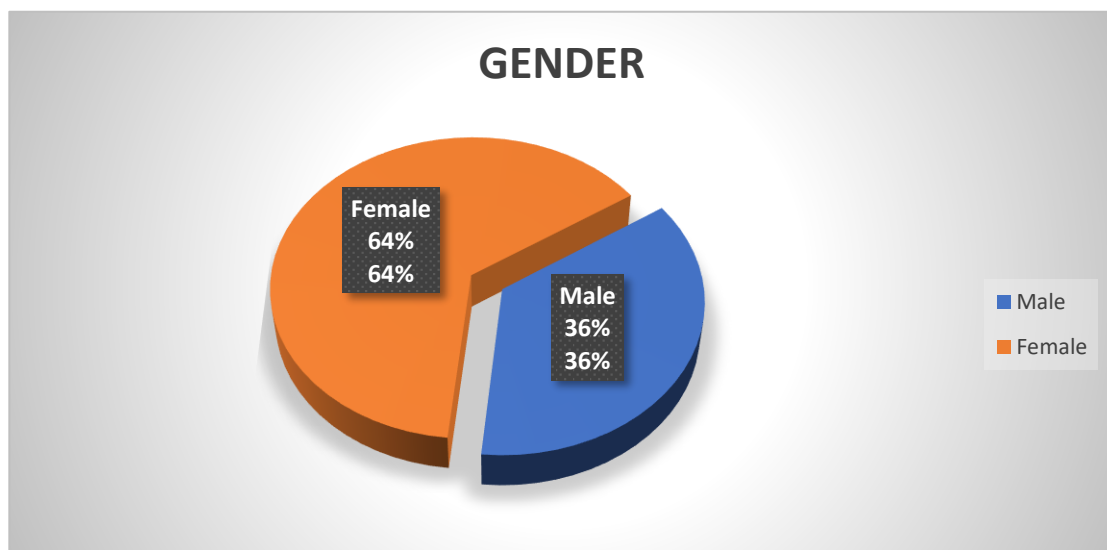


Chart 4.1.2: Gender of the respondents

Interpretation

From the above table it is interpreted that the number of male respondent is 36% and female respondent is 64%.

Inference

Majority (64%) of the respondents are Female.

Table 4.1.3: Occupation of the respondents

S NO	Particulars	No. of Respondents	Percentage
1.	Private employee	74	37.00
2.	Government employee	52	26.00
3.	Business	40	20.00
4.	Others	40	20.00
TOTAL		200	200

Source: Primary data

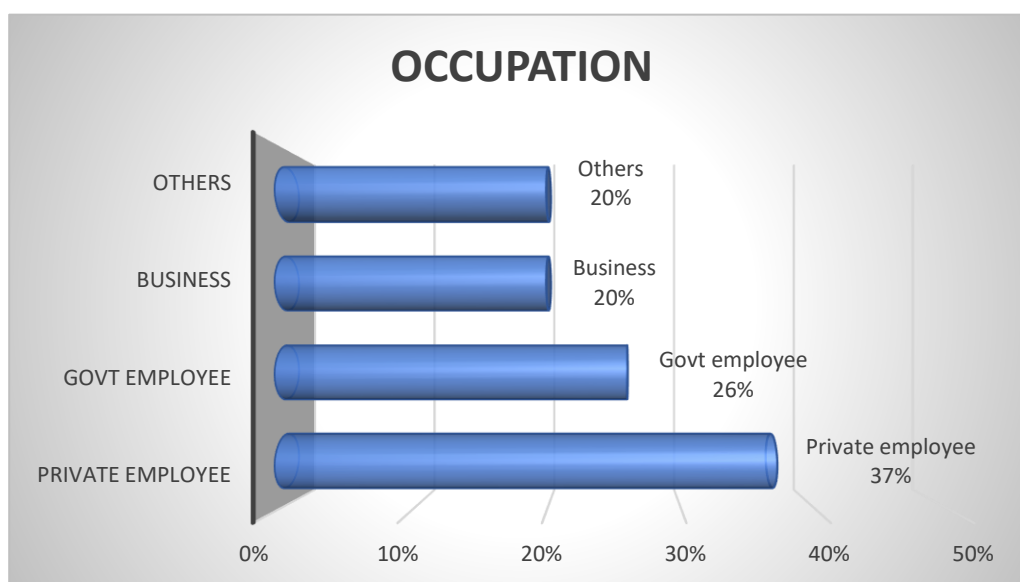


Chart 4.1.3: Occupation of the respondents

Interpretation

From the above table it is interpreted that the number of respondents were 37.00% is Private Employee, 26.00% is Government Employee, 20.00% Business, 20.00% is others.

Inference

Majority (37%) of the respondents are Private Employee.

Table 4.1.4: Marital status of the respondents

S NO	Particulars	No. of Respondents	Percentage
1.	unmarried	74	37.00
2.	married	126	63.00
TOTAL		200	100.00

Source: Primary data.

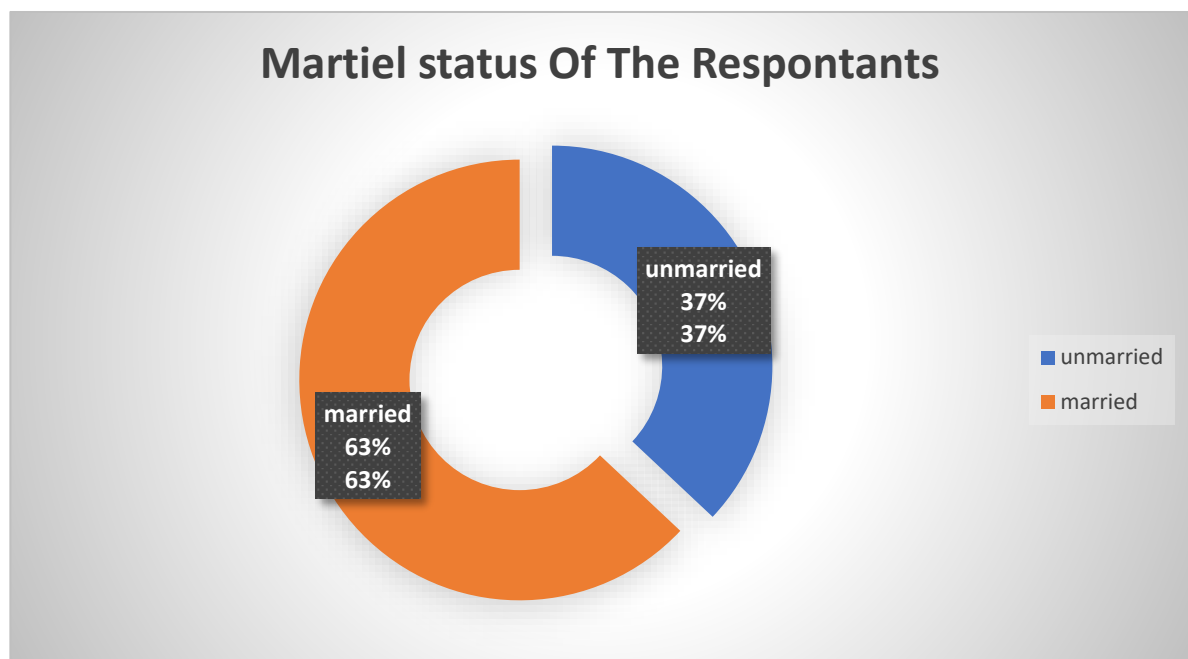


Chart 4.1.4: Marital status of the respondents

Interpretation

From the above table it is interpreted that the number of respondents were 37% in Unmarried, 63% in married

Inference

Majority (63%) of the respondents are Married.

Table 4.1.5: Monthly income of the respondents

S NO	Particulars	No. of Respondents	Percentage
1.	Below 25,000	36	18.00
2.	25,000-50,000	70	35.00
3.	50,000-1,00,000	61	31.00
4.	More than 1,00,000	33	17.00
TOTAL		200	100.00

Source: Primary data.

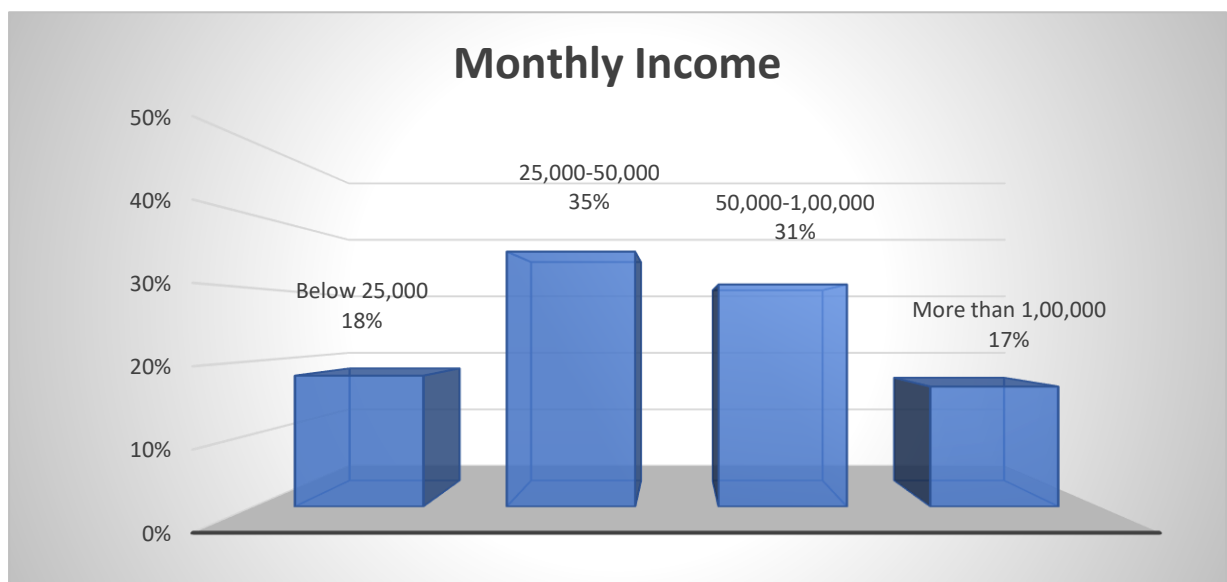


Chart 4.1.5: Monthly Income of the Respondents

Interpretation

From the above table it is interpreted that the number of respondents Below 25,000 monthly income of respondents are 18%, between 25,000-50,000 monthly income of respondents are 35%, between 50,000-1,00,000 monthly income of respondents 31%, more than 1,00,000 monthly income of respondents are 17%

Inference

Majority (35%) of the respondents' monthly income is between 25,000-50,000.

Table 4.1.6: Important parameters considered by respondents to buy and wear my tag t-shirts

Particulars	No. of Respondents					Percentage				
	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
Accessibility and Availability	112	74	8	4	2	56.00	37.00	4.00	2.00	1.00
Variety	99	73	19	7	2	49.50	36.50	9.50	3.50	1.00
Product Accessibility and Availability	106	80	6	5	3	53.00	40.00	3.00	2.50	1.50
Dress quality	120	66	14	0	0	60.00	33.00	7.00	0.00	0.00
Value for money	128	57	9	3	3	64.00	28.50	4.50	1.50	1.50
Packaging	140	51	9	0	0	70.00	25.50	4.50	0.00	0.00
design of materials	137	51	9	0	0	68.50	27.00	4.50	0.00	0.00
Speed of delivery	144	49	1	6	0	72.00	24.50	0.50	3.00	0.00
TOTAL	200					100.00				

Source: Primary data.

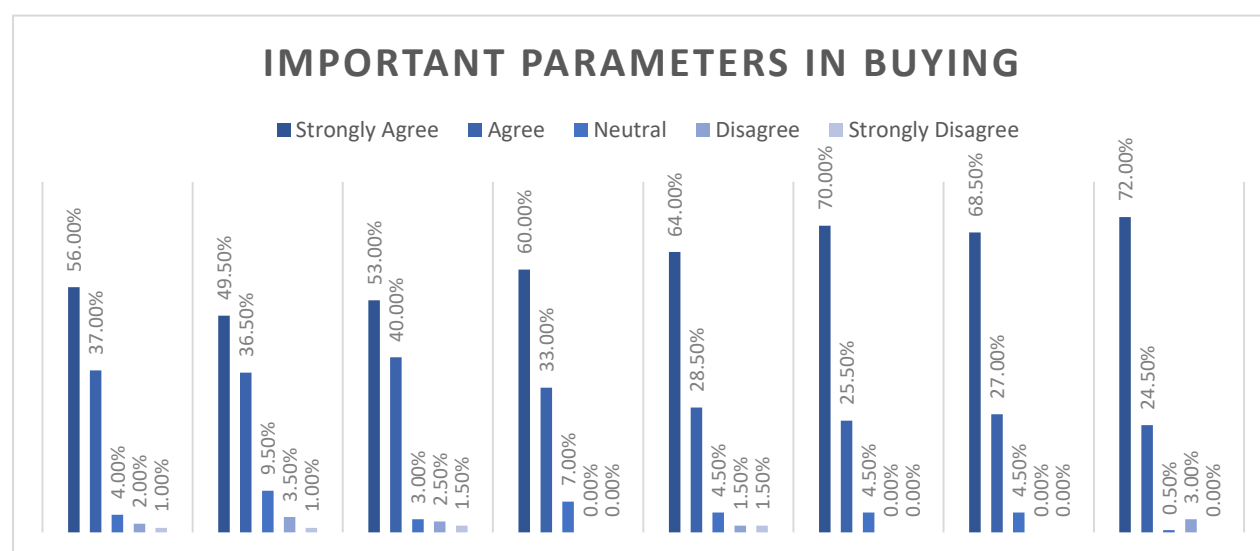


Chart 4.1.6: Important parameters considered by respondents to buy and wear my tag t-shirts

Interpretation

From the above table it is interpreted for the parameter accessibility and availability 56% of number of respondents strongly agree, 37% of number of respondents agree, 4% of number of respondents neutral, 2% of number of respondents disagree and, 1% of number of respondents strongly disagree

From the above table it is interpreted for the parameter Variety 46.50% of number of respondents strongly agree, 36.50% of number of respondents agree, 9.50% of number of respondents neutral, 3.50% of number of respondents disagree and, 1% of number of respondents strongly disagree

From the above table it is interpreted for the parameter product accessibility and availability 53% of number of respondents strongly agree, 40% of number of respondents agree, 3% of number of respondents neutral, 2.50% of number of respondents disagree and, 1.50% of number of respondents strongly disagree

From the above table it is interpreted for the parameter dress quality 60% of numbers of respondents strongly agree, 33% of numbers of respondents agree, 7% of number of respondents neutral

From the above table it is interpreted for the parameter value for money 64% of number of respondents strongly agree, 28.50% of number of respondents agree, 4.50% of number of respondents neutral, 1.50% of number of respondents disagree and, 1.50% of number of respondents strongly disagree

From the above table it is interpreted for the parameter packaging 70% of number of respondents strongly agree, 25.50% of numbers of respondents agree, 4.50% of number of respondents neutral

From the above table it is interpreted for the parameter design of materials 68.50% of number of respondents strongly agree, 27% of number of respondents agrees, 4.50% of number of respondents neutral

From the above table it is interpreted for the parameter speed of delivery 72% of number of respondents strongly agree, 24.50% of number of respondents agree, 0.50% of number of respondents neutral, and 3% of number of respondents disagree

Inference

Majority (56%) strongly agree of the respondents with the parameters accessibility and availability

Majority (49.50%) strongly agree of the respondents with the parameters variety

Majority (53%) strongly agree of the respondents with the parameters product accessibility and availability

Majority (60%) strongly agree of the respondents with the parameters t-shirts quality

Majority (64%) strongly agree of the respondents with the parameters value for money

Majority (70%) strongly agree of the respondents with the parameters packaging,

Majority (68%) strongly agree of the respondents with the parameters design of materials,

Majority (72%) strongly agree of the respondents with the parameters speed of delivery

Table 4.1.7: Share of online grocery market

S NO	Particulars	No. of Respondents	Percentage
1.	My Tag Tees	102	51
2.	Puthumana india	62	31
3.	Stellar clothing	30	15
4.	Others	6	3
TOTAL		200	100

Source: Primary data.

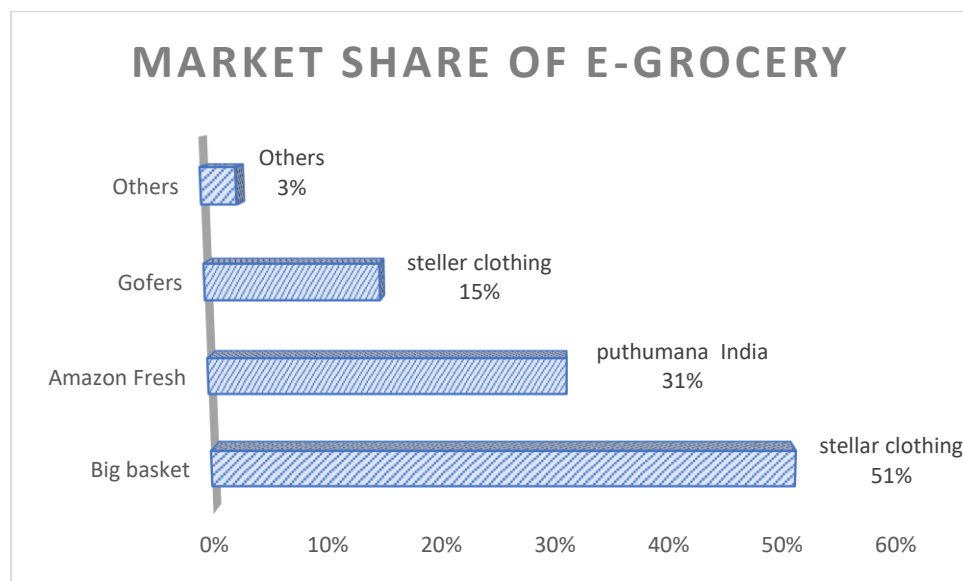


Chart 4.1.7: Share of online grocery market

Interpretation

From the above table it is interpreted that 51% of the respondents choose my tag tees company, 31% of the respondents choose puthumana India company, 15% of the respondents choose stellar clothing company, 3% of the respondents choose others companies.

Inference

Majority (51%) of the respondents choose my tag tees company.

Table 4.1.8: Respondents loyalty towards mt tag tees.

S No	Particulars	No. of Respondents	Percentage
1.	Less than six months	20	10.00
2.	Six months to a year	40	20.00
3.	1-2 years	92	46.00
4.	3 or more years	48	24.00
TOTAL		200	100.00

Source: Primary data.

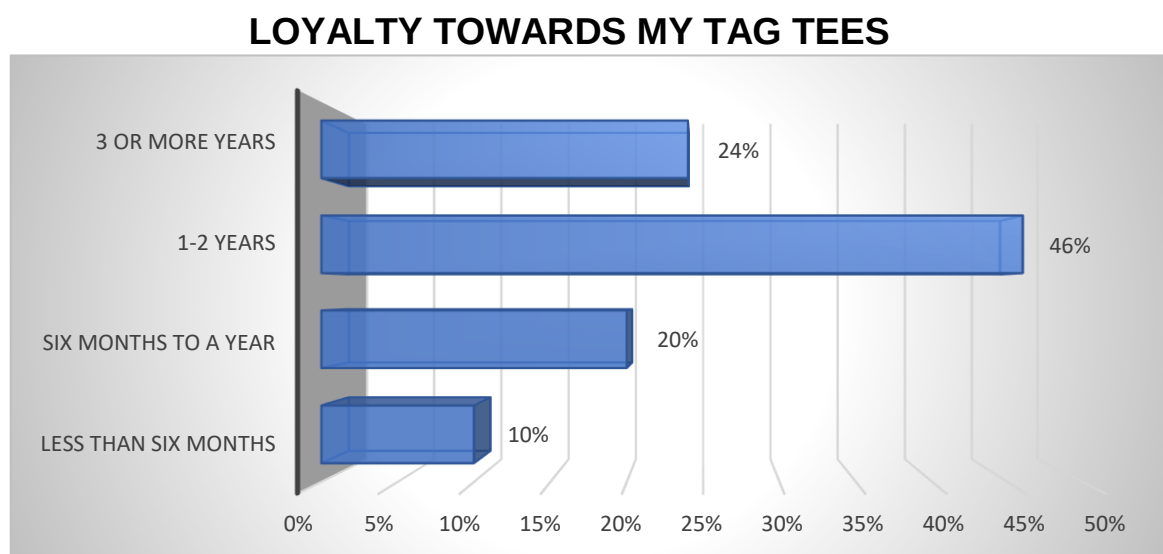


Chart 4.1.8: Respondents loyalty towards my tag tees.

Interpretation

From the above table it is interpreted that 24% of the respondents are the customers of my tag tees for 3 or more years, 46% of the respondents are the customers of my tag tees for 1-2 years, 20% of the respondents are the customers of my tag tees for six months to a years, and 10% of the respondents are the customers of my tag tees for less than six months

Inference

Majority (46%) of the respondents are the customers of my tag tees for 1-2 years

Table 4.1.9: Buying Frequency of the respondents towards

S No	Particulars	No. of Respondents	Percentage
	Weekly	20	10.00
	Monthly	46	23.00
	Yearly	82	41.00
	Rare	35	18.00
	Not buying	17	9.00
TOTAL		200	100.00

Source: Primary data.

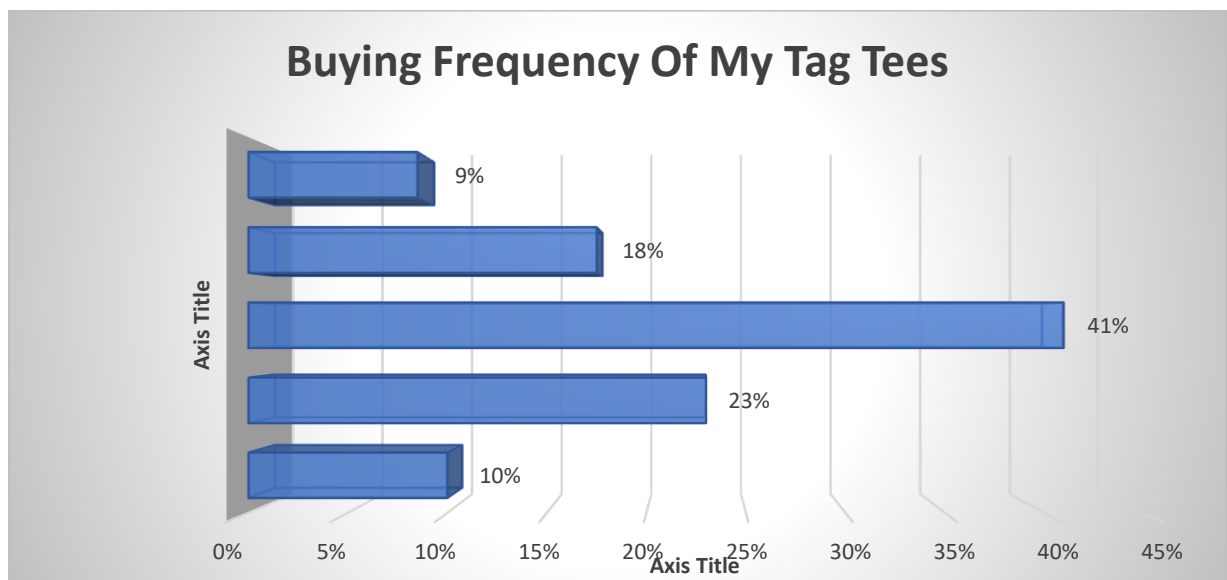


Chart 4.1.9: Buying Frequency of the respondents towards

Interpretation

From the above table it is interpreted that 10% of the respondents buy weekly from my tag tees, 23% of the respondents buy monthly from my tag tees, 41% of the respondents buy yearly from my tag tees, 9% of the respondents buy rarely from my tag tees, and 18% of the respondents not buying the my tag tees products.

Inference

Majority (41%) of the respondents buy yearly from the my tag tees.

Table 4.1.10: Respondents satisfaction towards product of my tag tees.

S No	Particulars	No. of Respondents	Percentage
1.	Highly satisfied	96	48%
2.	Satisfied	86	43%
3.	Neutral	14	7%
4.	Dissatisfied	4	2%
5.	Highly dissatisfied	0	0%

Source: Primary data.

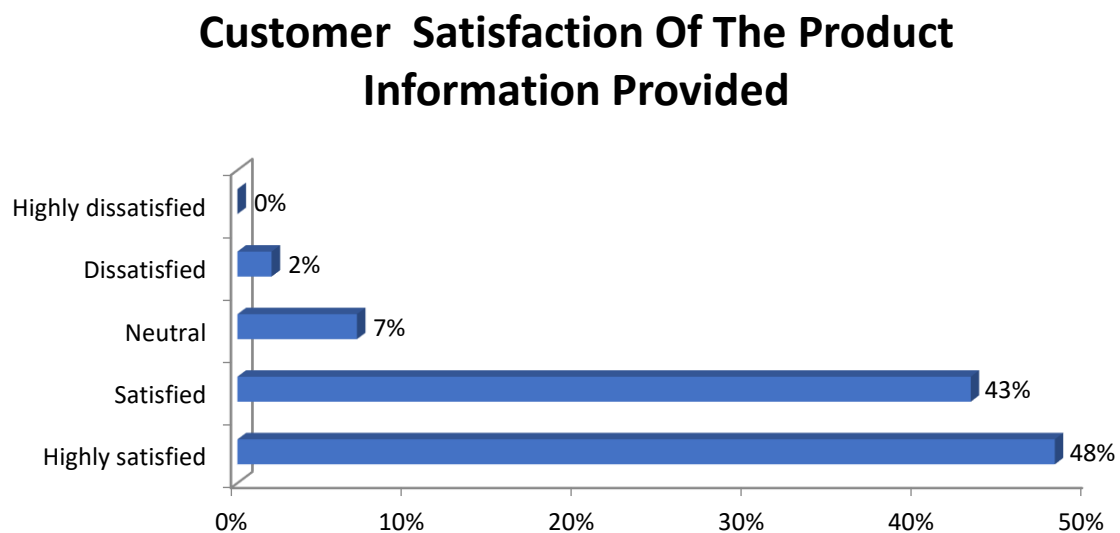


Chart 4.1.10: Respondents satisfaction towards product information provided

Interpretation

From the above table it is interpreted that 48% of the respondents are highly satisfied, 43% of the respondents are satisfied, 7% of the respondents are neutral, and 2% of the respondents are dissatisfied

Inference

Majority (48%) of the respondents are highly satisfied

Table 4.1.11: My tag tees website navigating experience of the respondents

S No	Particulars	No. of Respondents	Percentage
	Excellent	128	64.00
	Above average	42	21.00
	Average	24	12.00
	Below average	6	3.00
	Poor	0	0.00
TOTAL		200	100.00

Source: Primary data.

Experience Of Respondents In Navigating In My Tag Tees Website

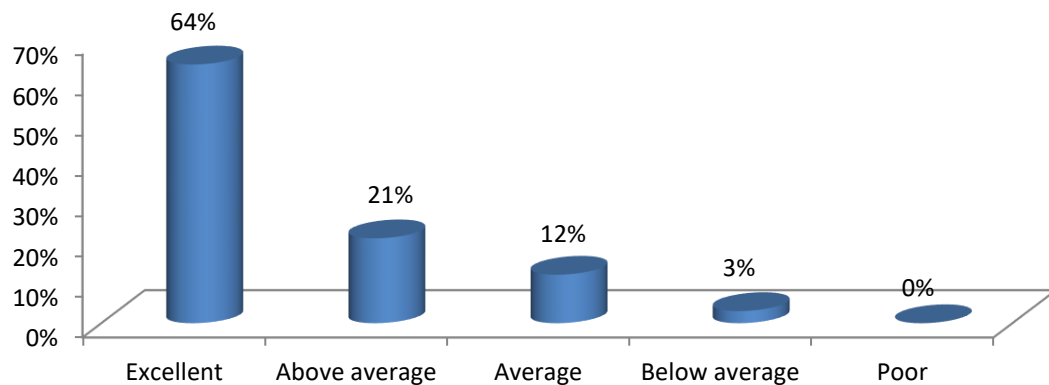


Chart 4.1.11: My Tag Tees website navigating experience of the respondents

Interpretation

From the above table it is interpreted that 64% of the respondents had excellent, 21% of the respondents had above average, 12% of the respondents had average, and 3% of the respondents had below average navigating experience

Inference

Majority (64%) of the respondents had excellent navigating experience

Table 4.1.12: Respondent's favourite about my tag tees

S No	Particulars	Strongly Agree		Agree		Neutral		Disagree		Strongly Disagree		Total	
1.	Reliable	100	50%	83	42%	17	9%	0	0%	0	0%	200	100%
2.	High Quality	83	42%	92	46%	17	9%	6	3%	2	1%	200	100%
3.	Good value for money	103	52%	80	40%	11	6%	6	3%	0	0%	200	100%
4.	Wide range of designs	111	56%	66	33%	23	12%	0	0%	0	0%	200	100%
5.	Good user-interface	120	60%	60	30%	17	9%	3	2%	0	0%	200	100%

Source: Primary data.

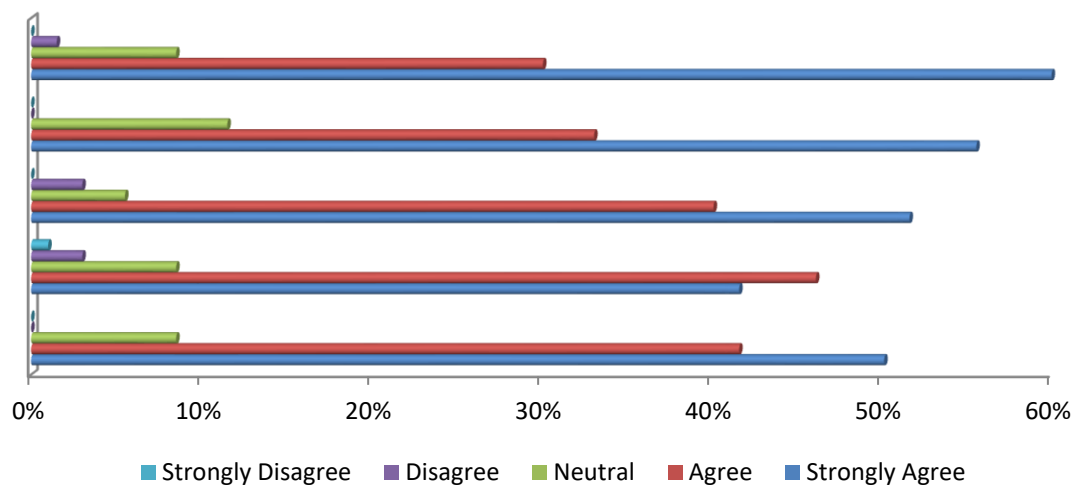


Chart 4.1.12: Respondent's favourite about my tag tees

Interpretation

From the above table it is interpreted for the factor reliability 50% of number of respondents strongly agree, 42% of numbers of respondents agree, and 9% of number of respondents neutral

From the above table it is interpreted for the factor high quality 42% of number of respondents strongly agree, 46% of number of respondents agree, 9% of number of respondents neutral, 3% of number of respondents disagree and, 1% of number of respondents strongly disagree

From the above table it is interpreted for the factor Good value for money 52% of number of respondents strongly agree, 40% of number of respondents agree, 6% of number of respondents neutral, and 3% of number of respondents disagree

From the above table it is interpreted for the factor Wide range of designs 56% of numbers of respondents strongly agree, 33% of numbers of respondents agree, 12% of number of respondents neutral

From the above table it is interpreted for the factors good user-interface 60% of number of respondents strongly agree, 30% of number of respondents agree, 9% of number of respondents neutral, and 2% of number of respondents disagree

Inference

Majority (50%) strongly agree of the respondents with factor reliability

Majority (46%) agree of the respondents with factor high quality

Majority (52%) strongly agree of the respondents with factor Good value for money

Majority (56%) strongly agree of the respondents with factor Wide range of designs

Majority (60%) strongly agree of the respondents with the factors good user-interface

Table 4.1.13: Pricing & delivery experience of respondents towards my tag tees

S No	Particulars	Strongly Agree		Agree		Neutral		Disagree		Strongly Disagree	
1.	Reasonable pricing of the product	92	46%	63	32%	27	14%	12	6%	6	3%
2.	Product was delivered on time	76	38%	97	49%	18	9%	9	5%	0	0%
3.	Product was delivered safely (without any damages)	103	52%	51	26%	26	13%	13	7%	7	4%
4.	Delivery associate is friendly	123	62%	43	22%	14	7%	12	6%	8	4%

Source: Primary data.

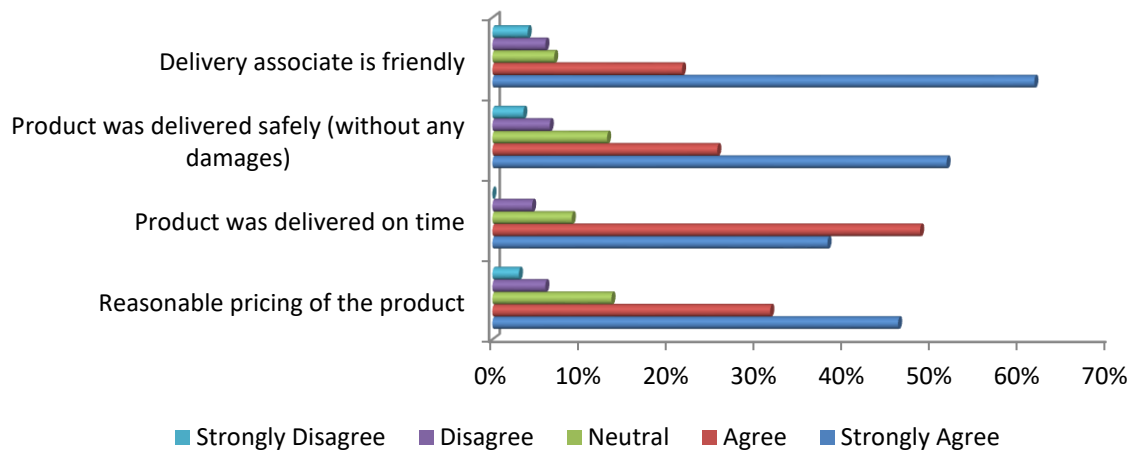


Chart 4.1.13: Pricing & delivery experience of respondents towards My Tag Tees

Interpretation

From the above table it is interpreted for the factor reasonable pricing of the product 46% of number of respondents strongly agree, 32% of numbers of respondents agree, 14% of number of respondents neutral, 6% of number of respondents disagree and, 3% of number of respondents strongly disagree

From the above table it is interpreted for the factor product was delivered on time 38% of number of respondents strongly agree, 49% of number of respondents agree, 9% of number of respondents neutral, and 5% of number of respondents disagree

From the above table it is interpreted for the factor product was delivered safely (without any damages) 52% of number of respondents strongly agree, 26% of number of respondents agree, 13% of number of respondents neutral, 7% of number of respondents disagree and, 4% of number of respondents strongly disagree

From the above table it is interpreted for the factor delivery associate is friendly 62% of numbers of respondents strongly agree, 22% of numbers of respondents agree, 7% of number of respondents neutral, 6% of number of respondents disagree, 4% of number of respondents strongly disagree

Inference

Majority (46%) strongly agree of the respondents with factor reasonable pricing of the product

Majority (49%) agree of the respondents with factor product was delivered on time

Majority (52%) strongly agree of the respondents with factor product was delivered safely (without any damages)

Majority (62%) strongly agree of the respondents with factor delivery associate is friendly

Table 4.1.14: Respondent's Satisfaction towards Payment Gateway of My Tag Tees

S No	Particulars	No. of Respondents	Percentage
1.	5	74	37.00
2.	4	96	48.00
3.	3	24	12.00
4.	2	6	3.00
5.	1	0	0.00
TOTAL		200	100.00

Source: Primary data.

Satisfaction Level Of The Responentants Towards My Tag Tees Payment Gateway

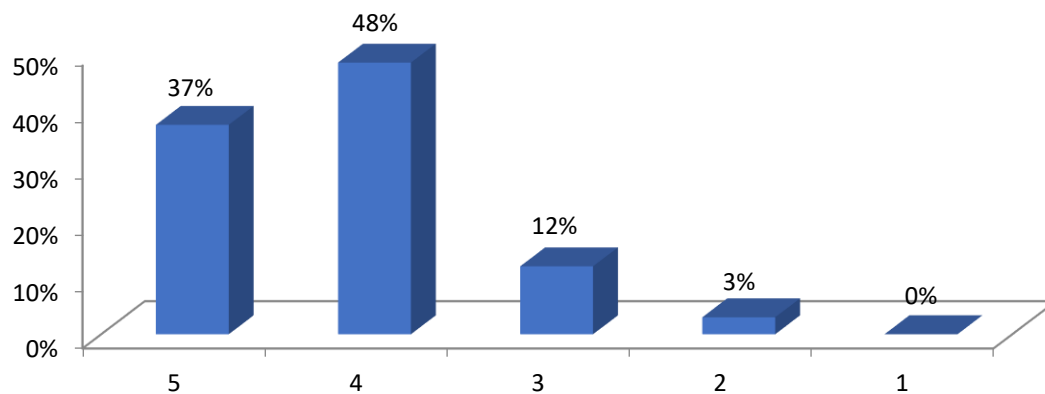


Chart 4.1.14: Respondent's Satisfaction towards Payment Gateway of My Tag Tees

Interpretation

From the above table it is interpreted that the 37% of the respondents gave 5 as rating, 48% of the respondents gave 4 as rating, 12% of the respondents gave 3 as rating, and 3% of the respondents gave 2 as rating

Inference

Majority (48%) of the respondents gave 4 as rating

Table 4.1.15: Respondent's Satisfaction towards Purchase in tagged t-shirts

S No	Particulars	No. of Respondents	Percentage
1.	Highly satisfied	94	47.00
2.	Satisfied	80	40.00
3.	Neutral	20	10.00
4.	Dissatisfied	4	2.00
5.	Highly dissatisfied	2	1.00
TOTAL		200	100.00

Source: Primary data.

Satisfaction Level Of The Responentants Towards Purchase the In tagged t-shirts

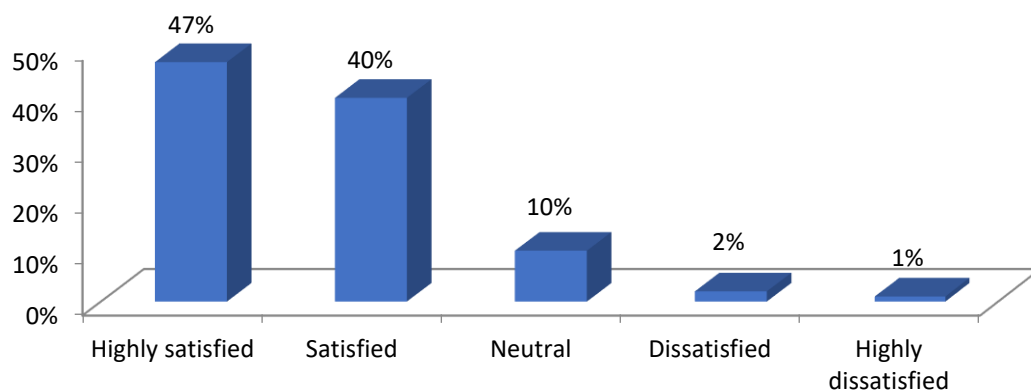


Chart 4.1.15: Respondent's Satisfaction towards Purchase in tagged t-shirts

Interpretation

From the above table it is interpreted that 47% of the respondents are highly satisfied, 40% of the respondents are satisfied, 10% of the respondents are neutral, 2% of the respondents are dissatisfied, and 1% of the respondents are highly dissatisfied

Inference

Majority (47%) of the respondents are highly satisfied with the purchase in big basket

Table 4.1.16: Respondent's Satisfaction towards design of the products

S No	Particulars	No. of Respondents	Percentage
1.	5	100	50%
2.	4	78	39%
3.	3	12	6%
4.	2	6	3%
5.	1	4	2%
TOTAL		200	100.00

Source: Primary data.

Satisfaction Level Of The Respontants Towards design of the products

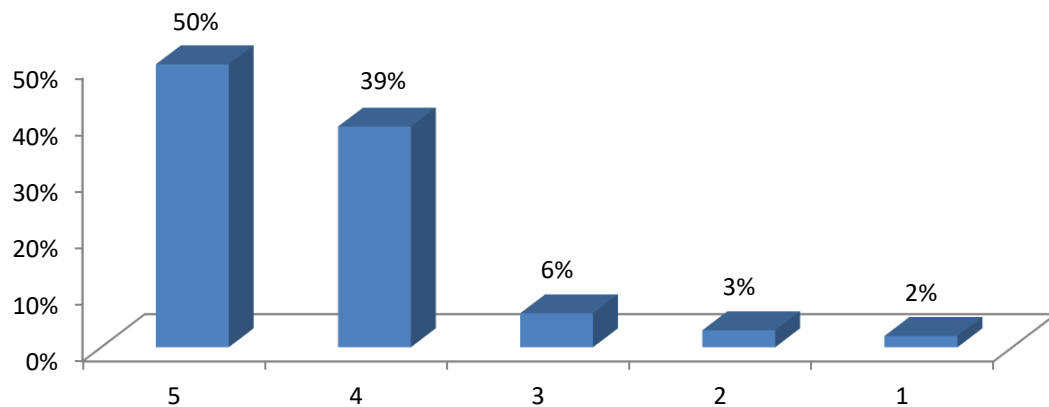


Chart 4.1.16: Respondent's Satisfaction towards design of the products

Interpretation

From the above table it is interpreted that the 50% of the respondents gave 5 as rating, 39% of the respondents gave 4 as rating, 6% of the respondents gave 3 as rating, 3% of the respondents gave 2 as rating, and 2% of the respondents gave 1 as rating

Inference

Majority (50%) of the respondents gave 5 as rating

Table 4.1.17: Respondent's Satisfaction towards customer care before and after making a purchase

S No	Particulars	No. of Respondents	Percentage
1.	5	105	52.50
2.	4	75	37.50
3.	3	17	9.00
4.	2	3	2.00
5.	1	0	0.00
TOTAL		200	100.00

Source: Primary data.

Satisfaction level of the My Tag Tees Customer towards Customer support During and after making a Purchase

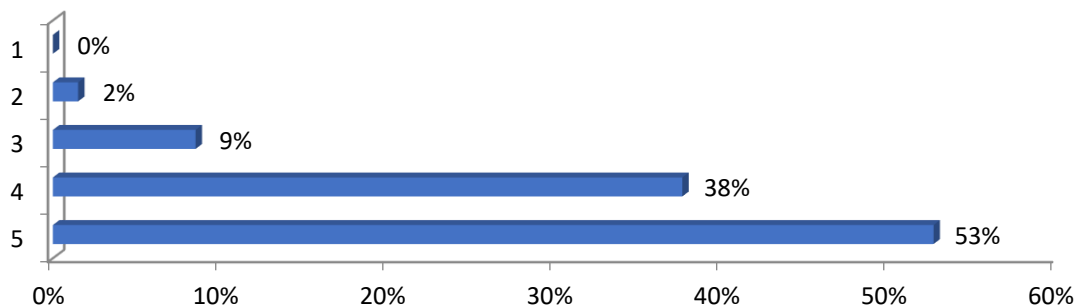


Chart 4.1.17: Respondent's Satisfaction towards customer care support before and after making a purchase

Interpretation

From the above table it is interpreted that the 53% of the respondents gave 5 as rating, 38% of the respondents gave 4 as rating, 9% of the respondents gave 3 as rating, and 2% of the respondents gave 2 as rating

Inference

Majority (53%) of the respondents gave 5 as rating

Table 4.1.18: Respondent's Satisfaction towards the responsiveness question and concerns about products and services

S No	Particulars	No. of Respondents	Percentage
1.	5	111	55.50
2.	4	60	30.00
3.	3	24	12.00
4.	2	4	2.00
5.	1	1	0.50
TOTAL		200	100.00

Source: Primary data.

Satisfaction level of the My Tag Tees customers towards responsiveness questions and concerns about Bigbasket products And services

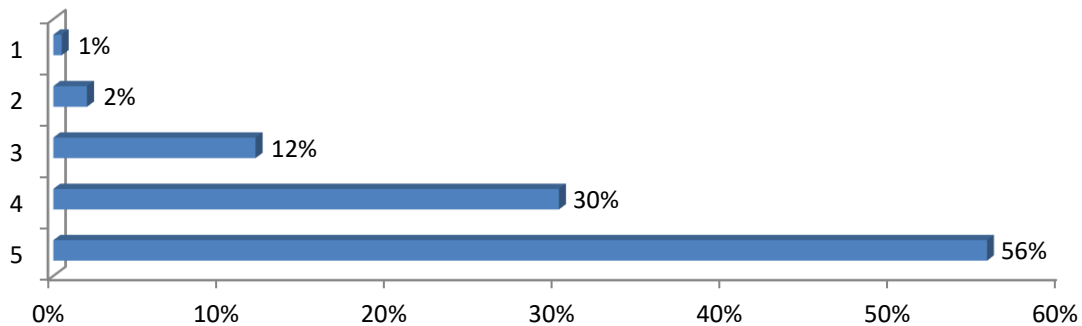


Chart 4.1.18: Respondent's Satisfaction towards the responsiveness question and concerns about products and services

Interpretation

From the above table it is interpreted that the 56% of the respondents gave 5 as rating, 30% of the respondents gave 4 as rating, 12% of the respondents gave 3 as rating, 2% of the respondents gave 2 as rating, and 1% of the respondents gave 1 as rating

Inference

Majority (56%) of the respondents gave 5 as rating

Table 4.1.19: Chance of buying back again from My Tag Tees

S No	Particulars	No. of Respondents	Percentage
1.	5	60	30.00
2.	4	104	52.00
3.	3	26	13.00
4.	2	6	3.00
5.	1	4	2.00
TOTAL		200	100.00

Source: Primary data.

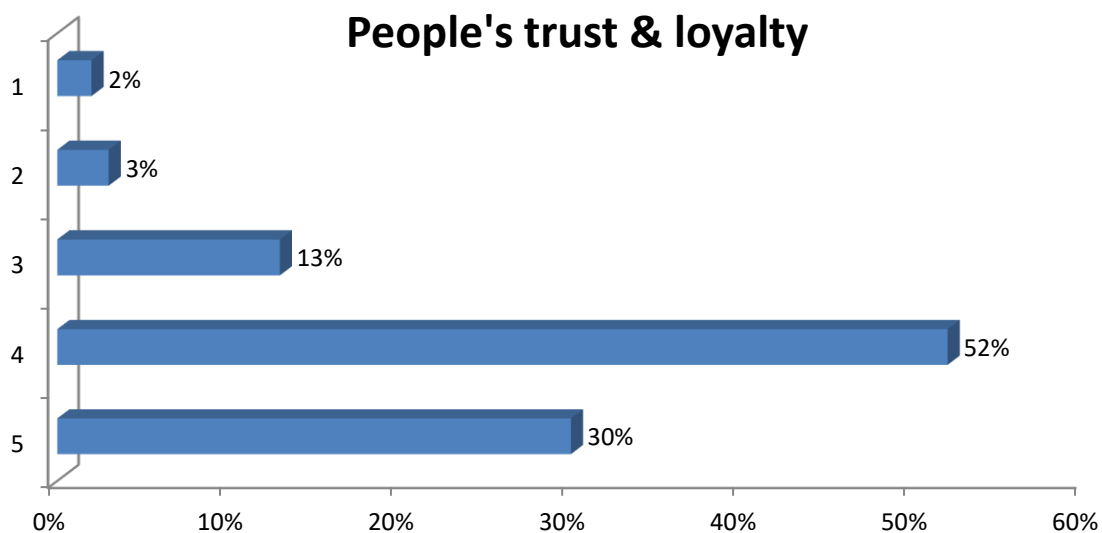


Chart 4.1.19: Chance of buying back again from My Tag Tees

Interpretation

From the above table it is interpreted that the 30% of the respondents gave 5 as rating, 52% of the respondents gave 4 as rating, 13% of the respondents gave 3 as rating, 3% of the respondents gave 2 as rating, and 2% of the respondents gave 1 as rating

Inference

Majority (52%) of the respondents gave 4 as rating

Table 4.1.20: Respondent's Retention towards tagged t-shirts

S No	Particulars	No. of Respondents	Percentage
1.	5	74	37%
2.	4	89	45%
3.	3	34	17%
4.	2	3	2%
5.	1	0	0%
TOTAL		200	100.00

Source: Primary data

Retention Of tagged t-shirts

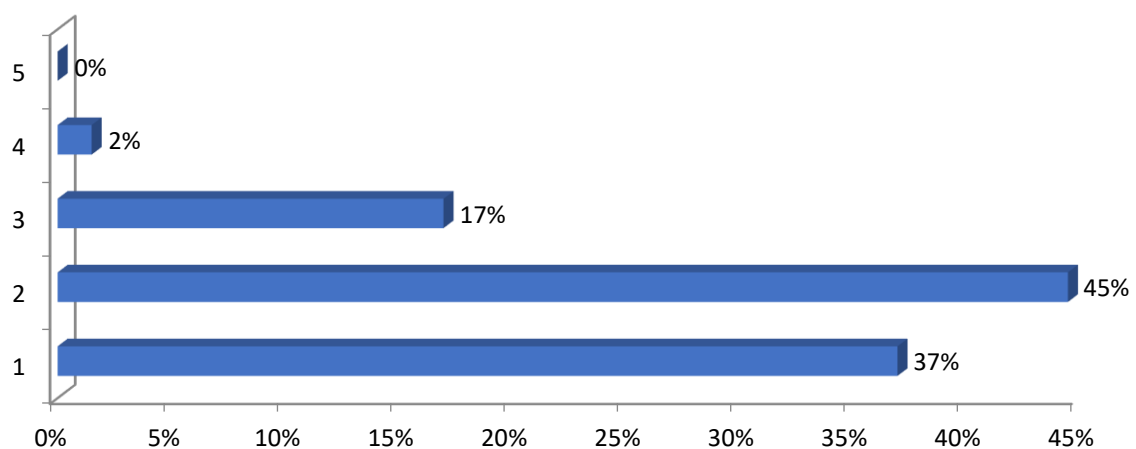


Chart 4.1.20: Respondent's Retention towards tagged t-shirts

Interpretation

From the above table it is interpreted that the 37% of the respondents gave 5 as rating, 45% of the respondents gave 4 as rating, 17% of the respondents gave 3 as rating, and 2% of the respondents gave 2 as rating

Inference

Majority (45%) of the respondents gave 4 as rating

Table 4.1.21: Overall Experience of The Respondents In My Tag Tees

S No	Particulars	No. of Respondents	Percentage
1.	5	55	28.00
2.	4	117	59.00
3.	3	20	10.00
4.	2	6	3.00
5.	1	2	1.00
TOTAL		200	100.00

Source: Primary data

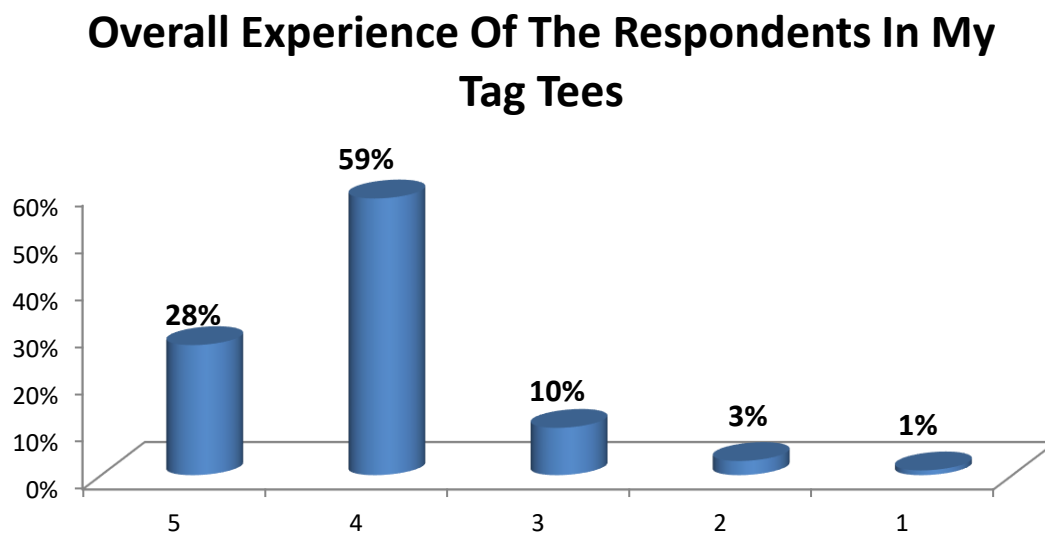


Chart 4.1.21: Overall Experience of The Respondents In My Tag Tees

Interpretation

From the above table it is interpreted that the 28% of the respondents gave 5 as rating, 59% of the respondents gave 4 as rating, 10% of the respondents gave 3 as rating, 3% of the respondents gave 2 as rating, and 1% of the respondents gave 1 as rating

Inference

Majority (59%) of the respondents gave 4 as rating

CHAPTER 5

5.1 FINDINGS

1. Majority (37 %) of the respondents are age between 18 to 28 years.
2. Majority (64%) of the respondents are Female
3. Majority (37%) of the respondents are Private Employee.
4. Majority (63%) of the respondents are Married.
5. Majority (35%) of the respondents' monthly income is between 25,000-50,000
6. Majority (56%) strongly agree of the respondents with the parameters accessibility and availability
 - 6.1. Majority (49.50%) strongly agree of the respondents with the parameters variety
 - 6.2. Majority (53%) strongly agree of the respondents with the parameters product accessibility and availability
 - 6.3. Majority (60%) strongly agree of the respondents with the parameters dress quality
 - 6.4. Majority (64%) strongly agree of the respondents with the parameters value for money
 - 6.5. Majority (70%) strongly agree of the respondents with the parameters packaging,

- 6.6. Majority (68%) strongly agree of the respondents with the parameters design of materials,
- 6.7. Majority (72%) strongly agree of the respondents with the parameters speed of delivery
- 7. Majority (51%) of the respondents choose my tag tees.
- 8. Majority (46%) of the respondents are my tag tees customers for 1-2 years
- 9. Majority (41%) of the respondents buy once in a year from my tag tees.
- 10. Majority (48%) of the respondents are highly satisfied
- 11. Majority (64%) of the respondents had excellent navigating experience
- 12. Majority (50%) strongly agree of the respondents with factor reliability
 - 12.1. Majority (46%) agree of the respondents with factor high quality
 - 12.2. Majority (52%) strongly agree of the respondents with factor Good value for money
 - 12.3. Majority (56%) strongly agree of the respondents with factor Wide range of products
 - 12.4. Majority (60%) strongly agree of the respondents with the factors good user-interface
- 13. Majority (46%) strongly agree of the respondents with factor reasonable pricing of the product
 - 13.1. Majority (49%) agree of the respondents with factor product was delivered on time

- 13.2. Majority (52%) strongly agree of the respondents with factor product was delivered safely (without any damages)
- 13.3. Majority (62%) strongly agree of the respondents with factor delivery associate is friendly
14. Majority (48%) of the respondents gave 4 as rating for the payment gateway in my tag tees.
15. Majority (47%) of the respondents are highly satisfied with the purchase in tagged t-shirts.
16. Majority (50%) of the respondents gave 5 as rating for design of the products.
17. Majority (53%) of the respondents gave 5 as rating for the customer care support during and after making purchase in big basket
18. Majority (56%) of the respondents gave 5 as rating for the responsiveness for the question and concerns asked about big basket and its products
19. Majority (52%) of the respondents gave 4 as rating to buy back again in my tag tees
20. Majority (45%) of the respondents gave 4 as rating for returning back to my tag tees
21. Majority (59%) of the respondents gave 4 as rating for overall experience in my tag tees

5.2 SUGGESTION

- The overall experience index from the study reveals that the company (my tag tees) is performing very well and customers buying are much experience with the service given to them.
- Some of the customers have also complained about the customer care service of my tag tees. Even though the complaints are minor, the customer care service of big basket needs to resolve the customer issues & quarries with the product in order to achieve good customer experience & satisfaction.
- More attractive advertisement, offers, sales has to provide through various advertisement media channels.

5.3 CONCLUSION

The Indian readymade garment industry is fragmented into men's ready made garments, women's western wear market and children's garments segments. It is learnt that school level education respondents have achieved good volume of profit than college level educated respondents & professionally qualified exporters.

Hence, it is suggested that the respondents having collegiate level and professionally qualified category may be offered special training in the latest designs and fashions as per the expectation of the foreign customers.

APPENDIX (Questionnaire)

1. Personal Details

Name

What is your age?

- a) Below 18
- b) 18-28
- c) 28-38
- d) 38-48
- e) 48-58
- f) 58 and above

Gender

- a) Male
- b) Female

Occupation

- a) Gov. Employee
- b) Private employee
- c) Business
- d) Others

Marital Status

- a) Married
- b) Unmarried

Income (monthly income)

- a) Below 25,000
- b) 25,000-50,000
- c) 50,000-1,00,000
- d) More than 1,00,000

2. What are the most important parameters that you consider before choosing to wear my tag tees?

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
Accessibility and Availability					
Variety					
Product Accessibility and Availability					
dress quality					
Value for money					
Packaging					
Design of materials					
Speed of delivery					

3. From where do you printed t shirts ?

- a) My tag tees
- b) Puthumana India
- c) stellar
- d) Others

4. How long have you been a using printed t shirts?

- a) Less than six months
- b) Six months to a year
- c) 1-2 years
- d) 3 or more years

5. How often do you buy t shirt?
 - a) Weekly
 - b) Monthly
 - c) Yearly
 - d) Rare
 - e) Not buying

6. How satisfied are you with the product information provided in My Tag Tees?
 - a) Highly satisfied
 - b) Satisfied
 - c) Neutral
 - d) Dissatisfied
 - e) Highly dissatisfied

7. How would you rate your experience navigating in my tag tees?
 - a) Excellent
 - b) Above average
 - c) Average
 - d) Below average
 - e) Poor

8. Do you agree/disagree with the statement: The items you looked for is in stock
 - a) Strongly agree
 - b) Agree
 - c) Neutral
 - d) Disagree
 - e) Strongly disagree

9. Rate the quality of the product in my tag tees?
 - a) Very high quality
 - b) High quality
 - c) Neutral
 - d) Low quality

e) Very low quality

10. Rate our payment gateway?

Poor 1 2 3 4 5 Excellent

11. Do you agree/disagree with the statement provided below?

	Strongly agree	Agree	Neutral	Disagree	Strongly disagree
Reasonable pricing of the product					
Product was delivered on time					
Product was delivered safely (without any damages)					
Delivery associate is friendly					

12. How satisfied are you with your purchase in my tag tees?

- a) Highly Satisfied
- b) Satisfied
- c) Neutral
- d) Dissatisfied
- e) Highly dissatisfied

13. On a scale of 1 to 5 rate your satisfaction towards designs?

Highly dissatisfied 1 2 3 4 5 Highly Satisfied

14. On a scale of 1 to 5 Rate our customer support during and after making a purchase?

Highly dissatisfied 1 2 3 4 5 Highly Satisfied

15. How responsive have we been to your questions or concerns about our products?

Not at all Responsive 1 2 3 4 5 Extremely Responsive

16. How likely are you to buy again from Big Basket?

Not at all likely 1 2 3 4 5 Extremely likely

17. How likely are you to return to my tag tees ?

Not at all likely 1 2 3 4 5 Extremely likely

18. What did you like best about shopping at my tag tees?

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
Reliable					
High Quality					
Good value for money					
Wide range of products					

Good user- interface					
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19. Rate your overall experience at my tag tees?

Highly dissatisfied 1 2 3 4 5 Highly satisfied

20. Specify it in the box How can we improve our services?

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