Asia Pacific Journal of Research
A peer reviewed international Journal
IMPACT FACTOR : 6.58
Print -ISSN -2320 - 5504
Online-E-ISSN - 2347 - 4793
University Grants Commission
Approved Journal S.N.45797

CUSTOMER SATISFACTION TOWARDS BRANDED GARMENTS IN CHENNAI CITY

Mr.B. SANJEEVAN, *M. Com, MBA, M.Phil, Ph.D,*

Research Scholar, Department of commerce,

Tamilnadu Open University, Chennai, Tamilnadu

Dr. S. ANANDARAJAN, *M.Com, M.Phil, Ph.D*

Head

PG and Research Department of Commerce

Srimath Sivagnana Balaya Swamigal Tamil Arts and Science College,

Mailam, Tamilnadu-607604

INTRODUCTION

The textile industry is one of the fasting growing sectors and has a tremendous significance in the context of India's efforts to increase its export in the last decade. The garments industry has been classified in to international standard classification of United Nations as "those establishments, which cut and make up garments". Thus the term "Apparel" or "Garments" would include both knitted and readymade garments as well as knitwear/hosiery.

Today, the textile and garment sector employs 35.0 million people and is the 2nd largest employer, generates 1/5th of the total export earnings and contributes 4 per cent to the GDP thereby making it the largest industrial sector of the country. This textile economy is worth US $37 billion and its share of the global market is about 5.90 per cent. The sector aspires to grow its revenue to US $85bn, its export value to US $50bn and employment to 12 million by the year 2010. It is estimated that there exist around 68,000 garment units in the organized sector, of which about 88 per cent are for woven cloth while the remaining are for knits. However, only 30–40 units are large in size. While these firms are spread all over the country, there are clusters emerging in the National Capital Region (NCR), Mumbai, Bangalore, Chennai City/Coimbatore, and Ludhiana employing about 35 million people. The total value of production in the garment sector is around Rs.1, 050 to 1,100 billion of which about 81 per cent comes from the domestic market[1]. The value of Indian garments (e.g. Saree, Dhoti, Salwar, Kurta and the like) is around Rs.200 to 250 bn. About 40 per cent of fabric for garment production is imported – a figure that is expected to rise in coming years. The weaving and knits sector lies at the heart of

the industry. Three distinctive technologies are used in the sector - handlooms, power looms and knitting machines. They also represent very distinctive supply chains. The handloom sector (including khadi, silk and some wool) serves the low and the high ends of the value chain - both mass consumption products for use in rural India as well as niche products for urban and exports markets.

INDIAN GARMENT INDUSTRY

The apparel and industry occupies a unique and important place in India. It is one of the earliest industries to come into existence in the country. The apparel industry caters to one of the most basic requirements of people and holds importance maintaining the prolonged growth for improved quality of life. The sector has a unique position as self-reliant industry, from the production of raw materials to the delivery of end products, with considerable value - addition at every stage of the Processing. Over the years, the sector has proved to be a major contributor to the National economy.

IMPORTANCE OF THE STUDY

A result of this research study will be useful to the following Institutions. Government of India, State Governments, RBI, Ready Made Garments Companies and other financial institutions like EXIM Banks in India in evolving improved techniques and laying down more feasible guidelines and norms in the matter of their credit policies and practices relating to development of industrial sector. The main purpose is to supplement the various studies made in this field and bring about some new facts, which may lead to the growth of industrial development and Indian economy in future.

STATEMENT OF THE PROBLEM

Chennai City is a prosperous hosiery product marketing centre; it has been facing numerous problems in marketing. Lack of product diversification, lack of technological up gradation and inability to meet buyers complaints are some examples of production problems. These problems, in turn, hamper marketing strategies of the garments Ready-made's. Similarly, inordinate delay in getting information regarding buyers, taste and preference and inadequate communication and information about market trend are a few such marketing problems encountered by the garment Employees. Additionally in the marketing part lack of innovative ideas and pricing war, fake product, poor bargaining power. These marketing problems have affected the Garments Employees in the Chennai City.

The garment manufacturing units in Chennai City mainly depend on external sources for meeting their capital requirements. Commercial banks are the most important sources on finance for the garments in Chennai City. Too many formalities, insufficient security and the delay in getting loans are the major problems related to obtaining loan from financial institutions.

Procurement of quality and sub quality raw materials by the Garment Industries is a major problem. Non availability if required quantity and desired quality of raw materials, and high fluctuation in purchase price and place of purchase are the problems in procurement of raw materials. Apart from this problem in each and every process viz., knitting, dyeing, compacting, printing, embroidering and Cut Making Trim, the manufactures are also facing problems.

With regard to the marketing aspects there are other problems such as stiff competition, lack of technology adaptation and changes in consumer behaviour. Apart from that Government quota and non-quota systems, lack of creativity mind in designing less. A productivity to meet the global demand inadequate transport facility is affecting the marketing of garments. Though there are great deals of problems. The researcher urged that all this should be reviewed in the right perspective and complete revamping of working methodology should take place.

Brand enhances the personality of a person. In Indore, people associate brand with the quality of product, style and its design. In return, they expect the branded product to provide the recognition, satisfaction and value for the money invested. Survey depicts that there is a relationship between the consumer's income and the satisfaction derived from a purchased product. People are price sensitive and the final selection or rejection of the good depends on price/budget of the buyer. From the brand aware people, comfort and product are key motivators for purchasing branded garments. Price is the biggest influencer for decisions on purchasing. There exist relationship between Income and satisfaction. Therefore, this study is aimed at measuring the consumers' preference towards Indian and Multinational Brand. The present study is focused on consumer satisfaction towards branded garments in Chennai City.

REVIEW OF LITERATURE

Palanivelu & Ganesh (2013) demonstrated the role of Indian Trade Policy in textile sector, and analyzes the impact of government support and incentives. Further it also explored the contributions of textile industry towards the economic development of the nation through export trade. The key risk identified in this sector is foreign exchange losses due to the volatility in the rupee against the US dollar as well as higher interest costs; large portion of the processing capacity is obsolete. Further state of the art integrated mills exist majority of the capacity lies currently with the power loom sector this has also resulted in low value addition in the industry and also Indian textile industries need to increase focus on product development. The key strengths identified in Indian textile sector are abundant availability of raw materials, low cost skilled labours and also growing domestic markets.

Myilswamy, E (2013) in his study 'A Study on Consumer Brand Preference towards Using DTH Service Providers In Coimbatore City' explored the marketing includes all activities which are concerned with effecting changes in the ownership and position of goods and services". Direct marketing involves by passing the retailer in regarding in reaching the customer. . In this study there are five companies were included those are Sun Direct, Big TV, Digital TV, Dish TV, TATA Sky. Primary data were collected from 100 respondents by convenient sampling method through questionnaire and also by interview method in Coimbatore district.

Mittal And Agrawal (2012) analyzed the consumer and his behavior is the cornerstone of success in marketing. It included all the physical, mental and emotional processes and concerned behavior which are observable before, during 31 | P a g e and after each and every purchase of goods and services. This made them compelling to understand, observe, record and react to such behavior in case they want to have win-win strategy that matter for marketer and the customer both. The research report presented is based on the "Consumer Perception towards Branded Garments". Through this study an attempt has been made to practically understand those emotional or rational appeals, which drive the purchase decision toward the branded garments.

Koutons Rajput (2012) analyzed the significance of demographic profile of consumers affecting the purchase decision of branded garments and to observe from gender perspective the consumer awareness about different apparel brands available in the Indian market and also to find out whether there is a significant difference in total expenditure on branded apparels done by males vis-a - vis females. The results confirm that Indian people have become highly brand conscious presently. Hence, brand image is a not a significant factor in choosing the product or brand to buy. There are other aspects like, quality, comfort, expectations and demographic characteristics are also influence to the purchasing decision that dominate the purchase decision of males and females. From the analytical introspection it is evident that the gender differences do exist with respect to build attitude towards fashionable apparels and brands.

According to Granger (2010), who analyzed the evolution of the brands, in the past, before the industrial revolution, products and services were mainly associated with people rather than with organizations: tradesmen, shop or pub owners, tailors, bakers and others. In most of the cases, businesses were focused on dealing with local people. Put it simply, the individual providing the services or products was the brand itself. In the 19th century, the industrial revolution brought many changes to agriculture, manufacturing and transportation, which in turned brought about changes in the way of doing business.

OBJECTIVES OF THE STUDY

The following specific objectives of the study

1. To find out the existing marketing practices of garments in Chennai City.
2. To analyse the employees attitudes towards the marketing of branded garments in Chennai City.
3. To examine the consumer satisfaction level for analysis of marketing of branded garments in Chennai City.
4. To offer suitable suggestions to improve the marketing of branded garments in Chennai City.

SCOPE OF THE STUDY

There are approximately 1200 medium to large scale textile mills in India. 20 per cent of these mills are located in Chennai City (Tamilnadu). India has 34 million cotton textile spindles for manufacturing cotton yarn. Cotton yarn account for 70 per cent of India's textile exports (China has 40 million cotton spindles.) of the Indian textile yarn exports, almost 80 per cent come from coarser yarns (counts below 40s). Consequently, there is a need to upgrade the technology. Indian Textile Industry is one of the largest textile industries in the world. Today, Indian economy is largely dependent on textile manufacturing and India earns around 27per cent of the foreign exchange from exports of textiles. Further, Indian Textile Industry contributes about 14 per cent of the total industrial production of India. Furthermore, its contribution to the gross domestic product of India is around 3 per cent and the numbers are steadily increasing. Indian Textile Industry involves around 35 million workers directly and it accounts for 21 per cent of the total employment generated in the economy. Researcher has selected seven registered manufacturing units as the sample for this study.

METHODOLOGY

The study is descriptive in nature and survey method was used to collect data. The study is based on both primary and secondary data. For the collection of primary data interview schedule was considered. For primary data two sets of interview schedule were prepared to collect primary data from the following categories of information namely:

(i) Employees and
(ii) Consumer

Interview schedule-I was designed for the Employees and interview schedule-II was designed for the garment consumer. Respondents were selected on a random basis. Criteria basis on sex, age & Income was considered for the collection of data. The secondary data for the study have been collected from various secondary sources of information such as relevant Books, Journals and periodicals; research papers, articles, news dailies, websites and the like are consulted by the researcher for better referencing. Among the various journals and periodicals, used in obtaining the information specific are the Indian textile journal, all India textile directory, Asian textile journal, apparel export promotion council (AEPC), national institute of fashion technology (NIFT), Indian cotton growing review, journal of textile association, journal of apparel export promotion council India, and other business and economic journals. The collected data is compiled, tabulated and analyzed with the help of the various statistical tools. Tables were prepared on the basis of interview schedule responses from employees and garment consumers. The convenience sampling method was used to select the respondents in consumer satisfaction towards marketing of branded garments in Chennai City.

STATISTICAL TOOLS USED

The following statistical techniques have been applied depending on the nature of data collected from the respondents, Percentage analysis, Descriptive analysis, T-test, ANOVA, Correlation analysis and Factor Analysis. The reliability and validity analysis of the data in this study was analysed using Statistical Package for Social Sciences (SPSS v 20.0).

COLLECTION OF DATA

Primary Data

Primary data has been collected through two sets of interview schedule were prepared for the respondent for manufacturing units and institutions respectively. For the surveys, the employees and consumer of different manufacturing units were contacted. Primary data are the original sources form which the researcher directly collected data, in the other words they are first-hand information collected through various methods such as interviewing consumer, circulation of interview schedule to respondents of various Garment industry and observation.

Secondary Data

Secondary data are those, which have been collected and completed for many other purposes. The same includes magazines, Journals, textbooks and Internet and so on.

SELECTION OF THE STUDY AREA
Chennai City: A Profile

Chennai, formerly known as Madras, is the capital city of the State of Tamil Nadu. It is the fourth most populous metropolitan city and the fifth most populous city in India, located on the Coromandel Coast of the Bay of Bengal. Chennai city had a population of 4.34 million in the 2001 Census, within the area administered by the Corporation of Chennai. The urban agglomeration of metropolitan Chennai had a population of over 7.04 million (2001) and an estimated population of 8.2 million (2009) people. Chennai is located on the northeast of Tamil Nadu, on the east coast abutting the Bay of Bengal. It lies between 12o 09' N and 13o 09' N of the latitudes and 80o 0' 12'' E and 80o 0' 19'' E of the longitudes, on a **'sandy shelving breaker swept beach'**. It stretches for 25.6 km along the Bay coast, from Thiruvanmiyur on the south to Thiruvottiyur on the north. It runs inland in a rugged semi-circular fashion. It is bounded on the east by the Bay of Bengal and on the remaining three sides by Kanchipuram and Thiruvallur districts.

Chennai, governed by the Chennai Corporation (formerly Corporation of Madras), which was established in 1688. It is the oldest municipal corporation in India and the second oldest corporation in the world. In 2011, the jurisdiction of the Chennai Corporation expanded from 174 km2 (67 mile 2) to an area of 426 km2 (164 m2), dividing in three regions – North, South and Central, which covers 200 wards (previously 155 wards and 10 zones) with 15 zones. The Worshipful Mayor and the councillor of each ward of the city are elected through popular vote by the residents of Chennai city.

The Chennai Metropolitan Development Authority (CMDA) is the nodal agency responsible of planning and development of the Chennai Metropolitan Area (CMA), which is spread over an area of 1,189 km2 (459 mile2), covering Chennai City and parts of Thiruvallur and Kanchipuram districts. The larger suburbs are governed by the town municipalities, and the smaller still are e-governed by the Town Councils. They are called as the panchayats. Under the gamut of the CMDA are 5 parliamentary and 28 assembly constituencies. The CMDA has drafted a second Master Plan that aims at developing satellite townships around the city. The city's contiguous satellite towns include Mahabalipuram in the south, Chengalpattu and Maraimalai Nagar in the southwest, and Sriperumpudur, Arakonam, Kancheepuram and Thriuvallur to the west.

SUGGESTIONS

1. Employment opportunities will be provide by garment industry, so this industry will be help to eliminate unemployment problem.
2. Garment industry make pollution in Chennai area, Government will take necessary action to protect the environment conditions.
3. Garment industry may be promoted in all district area in Tamilnadu; it will give more employment opportunity.
4. Capturing market or survival in the midest of stiff competition is not an easy task according to the women customers. This can be attained through suitable propaganda and advertisement. But most of the readymade garments units do not have the capacity to undertake the publicity propaganda necessary to market their products.
5. Indian customers have become more sensible to quality, customer service and status. She/ he is ready to pay. They are basically looking for an experience, which is more of cognitive than physical.
6. To increase more footfalls more promotional activities must be carried out. For this apparel outlets can either offer more discounts or increase their advertisement. Increase in the number of footfalls will lead to increase in sales.

CONCLUSION

The present study concludes that, the customers of readymade garment segments are aware of the running trends, and demand the newest in fashion and products a reasonable cost. At the front position of this evolution are the smaller players, which private labels that are thoroughly transforming the dressing way of men, women and children. With the supply chain limitations eased and rationale tax structure, the readymade garment segment has become more lucrative and it is anticipated that the readymade garment segment will be the main segment in the future years. It will lead to economic growth, job creation opportunities. Hence, it would of interest to a researcher to learn about the consumer preferences with respect to various attributes; consumers prefer for what kind of brands, which media they prefer to know about the brand, product, and related schemes, which prefer the branded apparel and fashion products, the price range of the fashion products.

REFERENCES

1. Saravanan, K. "Environment Protection by Textile Recycling", The Indian Textile Journal, August 2011.
2. Saravanan, K. "Textile Recycling-To Protect and Reduce Environment Pollution", The Textile Magazine, January 2011.
3. Senthilkumar, M. "How to Make Indian Home Textiles More Popular Overseas", The Textile Magazine, February 2011.
4. Vasugi, N. and Kanimozhi, M. "Coimbatore Textile Sector-the Current Scenario", the Textile Magazine, April 2011.
5. Dharani, T. "Spring Forecasting", The Textile Magazine, January 2011.
6. Kasiviswanathan, P. "Picanol-Weaving into the Future of the Indian Textile Market", The Textile Magazine, January 2011.
7. Kavitha, A. and GeethaManohari, B. "Production Process Flow of Seamless Garment", The Indian Textile Journal, June 2011.
8. Natarajan, R."Marzoli Aiming for a Major Market Share from India's Fastest Growing Textile Market", The Textile Magazine, January 2011.
9. Nikhil Meswani, "Expanding Textile Retail Sector to be Major Employment Generator", The Textile Magazine, March 2011
10. Prasanta Kumar Panda and Sumanta Bhattacharyya, "Single Jersey Cotton Knit: Finished Width Prediction by ANN", the Indian Textile Journal, May 2013.
11. ParimalaKanthi K and Ashok Kumar M,"The Impact of Business Strategies on Readymade Garments Market at Thrissur District in Kerala". GRA - Global Research Analysis, January 2013.