

Marketing Strategies Of The Selected Textile Showrooms In Coimbatore District - An Empirical Study

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INTRODUCTION

Customers derive satisfaction from a product or a service based on whether their need is met effortlessly, in a convenient way that makes them loyal to the firm. Customer satisfaction is the best indicator of how likely a customer will make of purchase in the future. Customer satisfaction is the metric you can use to reduce customer. By measuring and tracking customer satisfactions one can put see new process in place to increase the overall quality of the customer service. Satisfaction plays a signification role in how much revenue a customer generates for the business. It reduces negative word of mouth and it's cheaper to retain customer than acquire new once.

OBJECTIVES OF THE STUDY

This study is to know the demographic profile of selected textile showrooms in Coimbatore and to know the customer satisfaction towards product range offered by selected textile showrooms in Coimbatore. This study is to know mainly the customer satisfaction towards prices offered by selected textile showrooms in Coimbatore and to analyses the level of customer satisfaction towards promotional efforts taken up by selected textile showrooms in Coimbatore.

REVIEW OF LITERATURE

1. **Saraswathi. V , (2016)** The research study has been conducted to understanding how the textile showrooms have developed superior customer value in markets, characterized by dynamic exchange relationships. The focus has been on understanding the drives of customer values and how the textile showrooms have to deal with the customers in order to achieve superior performance. This paper has also highlighted the potential impact of marketing strategy adopted by selected textile showrooms in Chennai city.

2. **Sakthirama, V. 2012** _A study was conducted on the consumer preference towards the textile retail outlets with special reference to selected textile outlets in Coimbatore city". The purposes of the study were to know the consumer preference 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 and to study the marketing strategies of selected textile retail outlets in Coimbatore city etc. From the study found that the consumers' major mean of awareness is through advertisements and so the others 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.

3. **Shahid Alam (2002)** The present study is concerned with Marketing Strategies of Readymade garments industries in India. The main focus is on the marketing strategies used by the various sectors in the area of production, promotion, distribution and pricing. A marketing strategy serves as the base of a marketing plan. A marketing plan contains a list of specific actions required to successfully implement a specific marketing strategy. An example of marketing strategy is as follows: Use a low cost product to attract consumers.

RESEARCH METHODOLOGY

➤ **Research Design:**

Descriptive research is a study designed to depict the participants in an accurate way.

Population:

Population is the number of people involved in the study. The population selected for this research is infinite in nature.

➤ **Sampling Technique:**

The sampling technique adopted here is non probability sampling method since the population is infinite and convenience sampling method is used to create a sample.

➤ **Sample Size:**

The sample size chosen is 30

➤ **Method of Data Collection :**

Primary Data was the major method of data collection and Secondary data include information obtained from various Journals

ANALYSIS AND INTERPRETATION

Demographic Profile of the respondents

Demographic Profile Of The Respondents	Group	No. Of Respondents	Percentage (%)
Age Of Respondents	16-20	35	27
	21-30	70	53.8
	31-35	13	10
	Above 35	12	9.2
Gender	Female	42	32.3
	Male	88	67.7
Academic Qualification	Higher secondary education	21	16
	UG	87	67
	PG	16	12
	Others	6	5
Occupation	Student	71	54.6
	Salaried	35	26.9
	Self employed	13	10

Demographic Profile Of The Respondents	Group	No. Of Respondents	Percentage (%)
	Professional	8	6.2
	Others	3	2.3
Annual Income (Rs.)	Below 1 Lakh	38	29.3
	Above 1 lakh below 5 lakh	78	60
	Above 5 lakh below 10 lakh	11	8.46
	Above 10 Lakh	3	2.3
Number Of Members In Family	2 to 3	63	48.5
	3 to 4	47	36.2
	Above 5	20	15.3
Nature Of Family	Joint	47	36.2
	Nuclear	83	63.8

Customer Satisfaction of Retail Outlet

Factors	Opinion	No. Of Respondents	Percentage (%)
Offering Variety Of Dress Collections	Strongly agree	78	60
	Agree	52	40
	Disagree	0	0
	Completely Disagree	0	0
Rating Of Quality Of Dress Materials	Excellent	73	56.2
	Very Good	54	41.5
	Good	3	2.3
	Satisfactory	0	0
	Poor	0	0
Frequency Of Purchase	First visit	24	19
	Frequently	89	68
	Occasionally	15	11.5
	Rarely	2	1.5
Interest Towards Purchase Of Products	Definitely buy	51	39.2
	Probably buy	48	37
	Might or might not buy	31	23.8
	Probably not buy	0	0
	Definitely not buy	0	0
Products Offered At Reasonable Prices	Strongly agree	94	72.3
	Agree	35	26.9
	Disagree	1	0.8
	Completely disagree	0	0

Source Of Information	Friends and family	109	83.9
	Newspaper	1	0.8
	Online advertisement	2	1.5
	Social	18	13.8
Attitude Of Sales People	EXCELLENT	85	65.6
	Very Good	38	29.2
	Good	4	3.07
	Satisfactory	1	0.8
	Poor	0	0
Product Displays	Highly attractive	91	70
	Attractive	37	28.5
	Moderately attractive	2	1.5
	Not attractive	0	0

RANK THE REASONS FOR PURCHASING

FACTORS	1	2	3	4	5	Weighted Average	Weighted Score	Rank
Quality Of Product	70	27	16	7	10	250	1.92308	1
Reasonable Price	33	51	31	13	2	290	2.23077	2
Brands Offered	7	9	38	40	36	479	3.68468	4
Larger Collections	4	6	17	53	50	529	4.06923	5
Discounts Offered	16	37	28	17	32	402	3.09231	3

SUGGESTIONS:

The company must try to attract the younger generation by making improvements in availability of their products. The retail outlet should offer more variety of dresses in order to attract more of female respondents and must take efforts to promote their products in rural areas. The company should focus on providing more of party wear dresses. Concentrating on promoting banian fabric must be greatly taken into consideration. Quality of the dress material must be constantly monitored and defective ones must be immediately withdrawn. The company must focus on promoting its product through online advertisement and newspaper. Discount must be offered in order to satisfy the existing and potential customers. The company must ensure that knowledge and skills of the sales force must be enhanced through proper training. Steps must be taken to improve the product displays. The company should not stick on to the existing marketing strategies and hence it must try to alter their strategies and try to inculcate innovation in every means of their business.