



A Study on Retailers Satisfaction Towards Nightwear in Coimbatore and Tirupur District

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ABSTRACT

Purpose - India is an emerging and developing country and its textile sector is probably one of the most established ones adding to the economy of the nation. Readymade garments (RMG) are the largest segment of the Indian textile industry accounting for approximately 50% of the total industry. This research paper examines the satisfaction level of the retailers who deal with nightwear and also the factors which influence their satisfaction.

Method - Three objectives are framed for this study. The present research study adopts descriptive research design and both primary and secondary data is collected through various journals. The sample size collected for this study is 200, the responses are collected in 5 point likert scale. ACSI model for Retailer satisfaction is adopted for this study. According to this model four factors are proposed namely, process, information, Retailer service and Retailer satisfaction. The data analysis is done by the application of statistical tools like Regression, correlation and weighted average.

Findings - The study concludes that the factors like process, information, retailer service and retailer satisfaction have positive impact on overall satisfaction. And the retailer satisfaction index found for this study also indicates the satisfaction level of retailer.

Limitations - The research only covers two districts so the opinion provided by the retailers based upon these districts.

Implications - The researchers may take up further studies into what are all the other factors influencing retailer satisfaction like product, price etc.

Keywords: Retailers Satisfaction, Nightwear, Preference, ACSI Model.

I. Introduction

Clothing and textile reflect the materials and technologies available in different civilization at different times. The variety and distribution of clothing and textiles within a society reveal social customs and culture. Clothing is considered the second skin of the body and is therefore an integral part of everyone's life. India is an emerging and developing country and its textile sector is probably one of the most established ones adding to the economy of the nation. Readymade garments (RMG) are the largest segment of the Indian Textile Industry accounting for approximately 50% of the total industry. This growth is due to globalization and increased usage of the internet; the buying behavior of Indian consumers has changed drastically thereby increasing the demand for readymade garments. According to a trade report by research and markets, the Indian sleepwear market was estimated at \$2.77 billion in 2018 and is projected to hit \$ 5.81 billion by the year 2026. However, interestingly there has been an increase in market size/ demand for modern western – style of night of nightwear, such as shorts, t – shirts and nightgowns more specifically among the youthful generation. Women's pajama set manufacturers are expanding their R&D capacity to expand the variety and the functionality of designs. Retailers are customers for manufacturing who are in direct contact and they are aware of the changing of the ultimate customers. Retailers can significantly affect change to consumer decision making, as they are located in key position between suppliers and consumers. Retailers have potential to affect change in the consumption pattern of the consumers for consumers rely heavily on recommendations made by the sales men on product quality. A retailer may be a wholesaler or agent or a retailer or a distributor who lies between manufacturer and the ultimate consumer to push up the products of manufacturers. The retailer satisfaction is a major cause of sale in marketing and improves the sales towards the retailer. This study investigates the factors influencing retailers to deal with night wears and the satisfaction level of retailers towards night wears.

2. Review of Literature

Retailer satisfaction is a certain kind of customer satisfaction in business-to-business marketing. According to (Mary Rivard 2011) in her study on 'consumer Trend research: sleepwear, loungewear and intimates' comfort is considered a valued attribute of all three categories of merchandise. The way products are sold is just as important as how they are designed. Quality was important consideration and a motivating factor when making decisions to purchase fashion clothing brands and social media platforms are the influencing factor of purchasing (Rivani Naidu 2018). Need for uniqueness, self concept, brand image, word of mouth and perceived quality are the clothing interest in generation Y consumers (Cham, Lim and Cheng). And also aesthetic, usefulness, performance and quality and extrinsic criteria are important factors in purchasing decision, price was not the main consideration in decision making (Molly eckman, Mary lynn, Sara J. Kadolph). The manufacturer's unit return price increases it means the retailers are more averse to risk it shows retailers are engaged in horizontal price competition or not (Chung- chi hsieh, Yu- ting Lu 2010). Consumers always go for quality goods rather than quantity when purchasing and the sociological factor influencing their purchasing decision (C.Eze and Bello adenike 2016). However Female consumer are buying branded products occasionally so apparel retailers can give less importance to the factors like status, durability and celebrity endorsement while formulating strategy (Namita Rajput, Subodh Keshwani and Akanksha Khanna 2012). The economic factor greatly influence the consumer purchasing decisions which was identified by (Batin MAiti 2021). On other hand many respondents buy low price clothing from value retailers despite begin aware of the potential environment impact of their actions and the fact that this clothing was unlikely to be durable (Helen Goworek , Tom Fisher, Tim cooper 2012).

3. Research Methodology

In order to investigate the objectives of this study the descriptive research method was used. Convenience sampling technique is used for this study. The sample was drawn from two districts Coimbatore and Tirupur in Tamil Nadu. Structured questionnaire is framed for this study. Both primary and secondary data are used for this research. Primary data which is collected through structured questionnaire and the secondary data is collected from various journals. Standard scales were used in this study and measured on a 5 – point Likert scale ranging from 1 = Strongly Disagree to 5 = Strongly Agree.

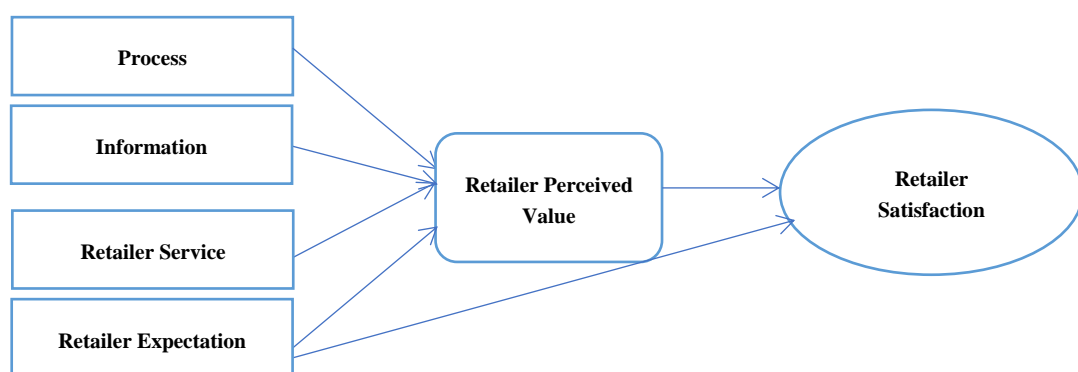
3.1. Data collection

Data was collected from retailers of nightwear in Coimbatore and Tirupur. The questionnaires were distributed to 200 retailers who deal with Nightwear. The retailers are asked to answer questions related to four factors namely Process, Information, Retailer service and Retailer expectation.

3.2. Research Model

This study adopts ACSI (American Customer Satisfaction Index) model. Its used to measure the consumer satisfaction, the key factors includes process, information, customer service and perceived customer quality and customer expectation. The American customer satisfaction Index (ACSI) is used to measure consumer satisfaction across the U.S. economy. It was framed by National Quality Research centre (NQRC) at the university of Michigan. Sadia samar Ali and Rameshwar Dubey use this model for finding out the retailer satisfaction in their Study on 'Redefining retailer's satisfaction index: A case of FMCG market in India'. For this four factors are proposed by them namely Process, information, Retailer service and Retailer expectation

Figure 1- Adaptive research model by Rameshwar dubey & Sadia Samar Ali



The American customer satisfaction index (ACSI) is an economic indicator that measures the satisfaction of consumers across the U.S economy. It is produced by the American customer satisfaction index (ACSI LLC) based in Ann Arbor, Michigan. It is begun in 1994 and developed researchers with the National quality research center at the University of Michigan. The model was originally designed in 1989 for the Swedish economy.

ACSI model has been taken as a base paper for this research. This model is adopted by Rameshwar Dubey & Sadia Samar Ali for retailer satisfaction and they proposed a frame work for retailer satisfaction this include four factors namely Process, information, retailer service, and retailer expectation. The Four factors are explained in detailed as follows as:

Process: Merchants prefer the best product/service in the market and if the product or service is of inferior quality, they opt for exchange policies or some promotional plans. Retailers are very concerned that distributors attend to their needs quickly. Perceived value is a measure of quality compared to the price paid. But price, i.e. value for money, often raises the importance of retailers nice purchase benefit, it usually affects satisfaction less.

Information: Complete information is essential to avoid conflicts, because retailers are actually the last point of contact with customers and therefore should be well-versed in various products or services. They provide immediate feedback to the company, including information on appropriate pricing, quality, and other customer information answers Perceived quality measures the retailer's assessment of consumers' experience of the quality of the company's products or services.

Retailer Service: In the journey of a product from business to consumer through distributors and retailers, the satisfaction of each link leads to the satisfaction of another. This means that if the merchants are very satisfied with the services, the behavior of the distributors, they should increase the customer satisfaction with the brand.

Retailer Expectations: It is a measure of retailer's anticipation of the quality of a company's products or services. Like retailers expect a credit policy from distributors so that they can go for variety of products, certain promotional schemes and free offers.

4. Analysis and Finding

In order to find what are all the factors influence the retailers to deal with nightwear Multiple linear regression model, correlation was used. Regression is used to find out the impact of factors on overall satisfaction and correlation is used to find out the relationship between factors and overall satisfaction.

4.1. Impact of factors on overall satisfaction

To find out the impact between the factor and overall satisfaction null and alternative hypothesis are proposed.

Null Hypothesis: There is no significant impact on process, information, retailer service, retailer expectation on overall satisfaction to deal with nightwear.

Alternative Hypothesis: There is a significant impact on process, information, retailer service, retailer expectation on overall satisfaction to deal with nightwear.

If the significant level is less than 0.05 then the alternative hypothesis is accepted in the Table 1 all factors have values lesser than 0.05. Hence alternative hypothesis is accepted.

Table 1- Impact of factors on overall satisfaction

Independent variables	Significance	Null hypothesis
Process	0.01	Rejected
Information	0.17	Rejected
Retailer service	0.19	Rejected
Retailer expectation	0.46	Rejected

4.2. Relationship between factors and overall satisfaction

To find the relationship, if the significant value is less than 0.05 Null hypothesis is rejected. In Table 2 all factors have values less than 0.05. Hence null hypothesis is rejected and the factors having the positive relationship with the overall satisfaction.

Table 2- Impact of factors on overall satisfaction

Factors	Values	Null Hypothesis	Inference
Process	0.001	Rejected	There is a positive relationship between the process and overall satisfaction on dealing with nightwear
Information	0.012	Rejected	There is a positive relationship between the information and overall satisfaction on dealing with nightwear
Retailer service	0.051	Rejected	There is a positive relationship between the retailer service and overall satisfaction on dealing with nightwear
Retailer expectation	0.018	Rejected	There is a positive relationship between the retailer expectation and overall satisfaction on dealing with nightwear

4.3 Weighted Average of Factors

The model shown below in the Figure s for retailer satisfaction index of nightwear which is measured by weighted average. The questions are answered in 5 point scales. Various questions are asked under each factor and the weighted average is calculated for each factor separately, then the value gained by this are averaged for retailer perceived value retailer expectation is alone leads to retailer satisfaction of the weighted average values of retailer

perceived value and retailer expectation is averaged for retailer satisfaction. The efficiency of process had the great impact on retailer perceived value which leads to the retailer satisfaction. After this factor the retailer service also had a huge impact on the retailer perceived value. Fulfilling the expectations of the retailer is important one so that it also have an impact which directly contributes to retailer satisfaction. Sharing information with the retailer by the organization which makes the relationship better because the retailers are the only mediator among the consumer and the organization so having better relationship with them also benefit to the organization so it also had an impact on retailer perceived value. With this satisfaction index is identified and it show the retailers are satisfied with the brand which they are dealing in their outlet.

Figure 2- Weighted Average for Factors



4. Conclusion

This study only covers two districts and the opinions were collected from the retailers in those districts. Due to time constraints the data could not be collected in various districts. Collection of data in larger area may get greater amount of usefulness. In this research only four factors are taken for consideration so other factors like quality, price etc. should be considered in future research and the population of retailers may increase in future so accounting these factors in future research will have better results. Night wears are essential for everyday in our day to day usage. Retailers sell various brands of nightwear in their outlets. It is found that dealers mostly prefer Vikas brand. And the non-dealers mostly prefer Pommys and other brands. And the major reason for not dealing with the Vikas brand is because they are unaware of the Vikas brand and lack of promotional activities. Though there are many factors the retailer says that the customer satisfaction influences the retailer to sell the product.

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