

Consumer Satisfaction Of Fashion Apparel Products

Dr. T. Pandian^{1*}, J.Pari²

^{1*}Assistant Professor, Department of Business Administration Annamalai University Annamalai Nagar - 608 002
(Deputed to Government Arts and Science College, Vadalur)

²Research Scholar, Department of Business Administration Annamalai University 608 002 Annamalai Nagar

Abstract

The world in which organisations operate today is one where uncertainty is common, time moves quickly and dynamics are more intricate. Since the customer is the centre of the fashion business, measuring customer satisfaction is an essential part of any plan to boost productivity. This means that survival, competitiveness and growth are all dependent on consumer happiness. Customer loyalty is the primary factor in determining whether a firm can remain viable. This is because having loyal customers not only makes a business more valuable, but it also allows businesses to keep costs down relative to acquiring new ones. Organisations establish a long-lasting, mutually beneficial relationship with their customers by cultivating and maintaining client loyalty. The aim of the study is to investigate the variables that can help a business increase customer satisfaction and, eventually, customer loyalty in order to create a lasting competitive advantage. The various aspects of product quality are the independent variables in the conceptual model that has been suggested, along with customer happiness. Performance, features, conformance, durability, serviceability, aesthetics and perceived quality are the important dimensions of product quality. These dimensions have an impact on customer satisfaction, which in turn has an impact on loyalty. The findings shed light on the aspects of product quality that influence customer satisfaction, greater customer satisfaction increases customer loyalty.

Keywords: Consumer Satisfaction, Apparel Products, Loyalty, Fashion Industry, Consumers.

Introduction

The organisation will remain in the market for very long if it does not create and modify its approach to competition to meet the ever-changing demands of the market, much less to meet its goals. Comprehending the structure of competitive advantage is crucial for organisations to ensure their long-term viability and prosperity. When an organisation can develop and implement a novel strategy that their rivals cannot adopt, they will have a competitive edge identifies the resource-based view and the positioning approach as the two main theories of a firm's competitive advantage. Even recently, the textile and apparel industries prioritised technological advancements and costeffectiveness. The focus has been on improving production efficiency and maintaining low final product pricing. Retailers, manufacturers and designers have focused less on the needs and values of the customer base and other aspects of the offering, such as ownership and associated business structures. Therefore, rather than drastically rethinking the methods of developing and manufacturing the product range that centre on consumer wants and sustainability, the products are produced in accordance with frequently shifting trends that permit rapid profit.

Statement of the problem

Purchasing apparel products always excites fashion-oriented products and purchasing feels good for the mind and highly satisfying; wear and tear gives happiness. A new fashionable product creates curiosity in the mind to go for a try. Fashionable products are unisex as they are not gender-based and technological updates, designs and trends change day by day. Apparel products are always nice and up-to-date, without which it is difficult to survive; the money involved is more compared to other fashionable products; the lifestyle changes as new and trendy Apparel products give confidence, fashionable products keep on updating and consumers are ready to change trends.

Objectives of the study

To study consumer satisfaction with fashion apparel products based on age and gender perspectives.

Hypotheses

H01: There is no significant difference between consumer satisfaction of apparel products in the fashion industry and the age of the respondents.

H02: There is no significant difference between consumer satisfaction of apparel products in the fashion industry and the gender of the respondents.

Research Methodology

The process of enumeration, as well as the correct recording of outcomes, is referred to as data collection. The proper data is critical to the success of an investigation; the study comprises assessing the respondent's commitment influence in various aspects and the researcher employed the current study in a practical world situation.

Sample Design

The approach of samples was used to get the main data. An interview schedule was used to perform a field survey. The consumers are selected in the study area by using convenient sampling, with 210 as the sample size.

Statistical Tools

The ANOVA, descriptive and simple percentage analysis have been used to analyse the connection between consumer satisfaction of apparel products in the fashion industry.

Review of Literature

Niinimäki (2015), Environmental ethics can be used in different industries, such as fashion and design. Sustainable fashion is also fundamentally based on values and ethics. " Ethics is the philosophical basis for making choices about morals and values, according to environmental pioneers in 1995. He goes on to say that the basis of ethical thinking is to think dispassionately about what we design and why, as well as what the eventual consequences of our design intervention may be. As a result, it makes sense to look into the foundations of sustainable fashion and consider the effects of industrial manufacturing and design processes on environmental ethics in the apparel industry. Furthermore, it is critical to comprehend the effects of our design choices, such as how existing business, manufacturing and design processes contribute to unsustainable consumption patterns. Products truly adjust to their users' demands and usage patterns, leading to a "practice-oriented" design that promotes specific daily consumption habits. As a result, in addition to the negative effects of the fashion industry on the environment, designers, manufacturers and businesses are also accountable for the unsustainable consumer consumption patterns and the growth of waste streams—that is, the imbalance within the fashion system. **Wu (2015)**, The Internet's quick expansion has made it easier for online retailers to proliferate. A major concern is how companies may take advantage of this massive business opportunity while enduring fierce competition. This study sought to understand the kind of experience that customers of a well-known low-cost apparel brand in Taiwan preferred, as well as the connection between customer satisfaction and loyalty, using the sense, feel, think, act and relate strategic experiential modules (SEMs). The study's findings revealed a positive correlation between customer satisfaction and loyalty with experiential marketing, a significant predictor of customer satisfaction and loyalty and significant differences in perceptions of experiential marketing across various demographic variables. The online clothing retail sector provided the empirical data regarding experience marketing. **Sudari (2019)**, With respect to customer loyalty, this article aims to investigate the impact of marketing mix on customer satisfaction in food and beverage goods produced by small and medium-sized enterprises (SMEs) in Malaysia. Data is gathered via questionnaires, with a sample of 300 clients serving as the research subjects. The data is analysed using the Sobel test and path analysis. The results demonstrate that for food and beverage products SMEs in Malaysia, customer satisfaction is positively impacted by product, promotion, location and pricing. About 68.9% of consumer satisfaction is influenced by factors other than those covered in this study, such as price, location, promotion and product. Additionally, client loyalty is positively impacted by customer satisfaction. The results also demonstrate that, when it comes to food and beverage products sold by small and medium-sized enterprises in Malaysia, product, promotion, location and price all positively impacted customer loyalty. 61.7% of consumer loyalty is influenced by factors such as product, promotion, location, price and customer satisfaction. **Tran (2020)**, This study looks into the connections between perceived value, customer happiness, behaviour intentions and the quality of the products and services. A review of the literature helped identify validated metrics. Using confirmatory factor analysis and structural equation modelling, the measurement model and the conceptual model representing proposed linkages were assessed based on responses from 220 customers. The testing results indicate that product quality significantly and favourably impacts customer satisfaction and behavioural intentions for the direct path. Additionally, while behavioural intentions are a predictor of consumer happiness, perceived value has a direct impact on both. Through customer satisfaction, service quality has a major, beneficial impact on behavioural intentions in an indirect path. The study's key outcome indicates that providing highquality services can readily draw in additional clients, particularly younger ones. Retailers need to have a competitive edge over rivals in terms of sales staff, communication abilities, knowledge and customer service practices. It should therefore include procedures with criteria that establish the ideal conditions for an organisation or individual to open this kind of retail business, as well as clear and consistent practices. Additionally, enhancing the quality of items is critical; every product needs to be distinctly unique and expanding the range of goods and services offered is another strategy for drawing in more customers. **Dhir (2021)**, more businesses are starting to see mobile commerce as a new source of competitive advantage as a result of the industry's explosive growth in the US for clothes. The quality of clothing on mobile websites is important because it affects consumer happiness and encourages further purchases. However, current research hasn't focused much on these issues. Based on the self-regulatory process

theory, this study suggests a website quality-customer satisfaction-purchase intention research paradigm. The investigation concentrated on six aspects of a mobile apparel website's quality: website visual appeal, garment visual appeal, brand trust, website information quality, website response time and website security. An online survey gathered a total of 293 qualified answers. Multiple regression analyses tested the suggested associations. The findings indicate that while website response time and brand trust have little effect on consumer satisfaction, website information quality, website visual appeal, apparel visual appeal and website security positively enhance consumer satisfaction towards apparel mobile commerce websites. If customers are more satisfied, they are more likely to make clothing purchases from a mobile commerce website.

Table 1 Gender of the Respondents

S.No	Gender	No. of Respondents	Percentage
1	Female	142	68.00
2	Male	68	32.00
Total		210	100.00

Source: Primary Data

Based on the information that is provided in Table 1, it is feasible to make the observation that out of the total number of 210 individuals who took part in the research as respondents, 142 of them are females, which accounts for 68 percent of the total, while the remaining 68 individuals, which accounts for 32 percent, are males.

Table 2 Age of the Respondents

S.No	Age	No. of Respondents	Percentage
1	18 to 25 years	80	38.00
2	26 to 40 years	40	20.00
3	41 to 55 years	60	28.00
4	Above 55 years	30	14.00
Total		210	100.00

Source: Primary Data

A maximum of 80 respondents, or 38%, belong to the age group of 18 to 25 years, followed by 60 respondents, or 28%, who belong to the age category of 41 to 55 years and then 40 respondents, or 28%, who belong to the age category of 26 to 40 years. The age group of 18 to 25 years accounts for the largest proportion of respondents. Table 2 displays this data for your convenience. Only thirty (14%) of the total respondents in the survey, are in the age group above the age of 55, which accounts for only thirty percent of the total respondents.

Table 3 Consumer Satisfaction with Apparel Products

S.No.	Variables		SA	A	N	D	SD	Total
1	Purchasing Apparel products always excites.	No.	84	21	10	53	42	210
		%	40.00	10.00	4.76	25.24	20.00	100.00
2	Fashion-oriented products and purchases feel good for the mind and are highly satisfying.	No.	57	49	63	27	14	210
		%	27.14	23.33	30.00	12.86	6.67	100.00
3	Wear and tear brings happiness, as there is no repair option.	No.	76	40	34	10	50	210
		%	36.19	19.05	16.19	4.76	23.81	100.00
4	New fashionable product creates curiosity in mind to go for try.	No.	80	36	55	21	18	210
		%	38.10	17.14	26.19	10.00	8.57	100.00
5	Fashionable products are uni-sex as its not gender based.	No.	66	27	42	14	61	210
		%	31.43	12.86	20.00	6.67	29.05	100.00
6	Technological updates and designs and trends changes day by day.	No.	59	10	49	10	82	210
		%	28.10	4.76	23.33	4.76	39.05	100.00
7	Apparel products are always nice and up fashioned product without which its difficult to survive.	No.	47	57	26	30	50	210
		%	22.38	27.14	12.38	14.29	23.81	100.00
8	Money involved is more compared to other fashionable products.	No.	78	38	50	32	12	210
		%	37.14	18.10	23.81	15.24	5.71	100.00
9	The lifestyle changes as new and trendy apparel products give confidence.	No.	14	27	61	66	42	210
		%	6.67	12.86	29.05	31.43	20.00	100.00
10	The fashionable products keep on updating and by which consumers are ready to change towards trend.	No.	10	42	21	53	84	210
		%	4.76	20.00	10.00	25.24	40.00	100.00

Source: Primary Data

Table 3 shows that a maximum of 40 percent of the respondents strongly agree that purchasing apparel products always excites them, followed by 39 percent of the respondents strongly disagreeing that technological updates, designs and trends change day by day and 37.14 percent strongly agreeing that the money involved is more compared to other fashionable products are high level factors in the study. The wear and tear gives happiness, fashionable products are unisex as they are not gender-based and technological updates, designs and trends change day by day. 36.19% strongly agree. 31.43% and 28.10%, respectively, to the above statements are also important factors to satisfy the customers of fashion apparel. The purchasing of fashion oriented products gives good feelings for the mind and is highly satisfying (27.14%) and apparel products are always nice and up-to-date, without which it is difficult to survive (22.38%), having a significant effect on customer satisfaction. However, the lifestyle changes as new and trendy apparel products give confidence and fashionable products keep on updating and by which consumers are ready to change towards trend, there is no significant effect on the customer satisfaction of fashion apparel.

Table 4 Age and Consumer Satisfaction of Apparel Products

Variables	Age	N	Mean	S.D.	F Value	Sig.
Purchasing apparel products always excites me	18 or 25 years	80	4.91	1.86	4.960	0.005*
	26 - 40 years	40	4.46	1.75		
	41 - 55 years	60	4.31	1.02		
	Above 55 years	30	4.42	1.20		
	Total	210	4.25	1.99		
Fashion oriented products and purchasing feels good for mind and highly satisfies.	18 or 25 years	80	2.22	1.87	2.596	0.025*
	26 - 40 years	40	1.19	1.93		
	41 - 55 years	60	3.89	1.00		
	Above 55 years	30	4.15	1.94		
	Total	210	4.11	1.98		
Wear and tear gives sadness as there is no repair option.	18 or 25 years	80	3.94	0.71	2.360	0.026*
	26 - 40 years	40	2.06	0.90		
	41 - 55 years	60	2.74	1.15		
	Above 55 years	30	2.77	1.17		
	Total	210	3.94	1.00		
New fashionable product creates curiosity in mind to go for try.	18 or 25 years	80	2.26	0.98	2.777	0.026*
	26 - 40 years	40	2.84	1.04		
	41 - 55 years	60	2.90	1.44		
	Above 55 years	30	3.67	1.08		
	Total	210	3.89	1.15		
Fashionable products are uni-sex as its not gender based.	18 or 25 years	80	3.29	1.76	2.759	0.025*
	26 - 40 years	40	2.74	0.58		
	41 - 55 years	60	2.81	0.75		
	Above 55 years	30	1.78	0.33		
	Total	210	3.84	1.12		
Technological updates and designs and trends changes day by day.	18 or 25 years	80	3.47	0.70	2.046	0.025*
	26 - 40 years	40	2.37	1.00		
	41 - 55 years	60	2.09	0.82		
	Above 55 years	30	4.55	0.89		
	Total	210	3.23	0.91		
Apparel products are always nice and up fashioned product without which its difficult to survive.	18 or 25 years	80	2.77	0.90	0.758	0.086 (NS)
	26 - 40 years	40	1.09	0.82		
	41 - 55 years	60	1.05	1.02		
	Above 55 years	30	1.32	0.82		
	Total	210	3.10	0.89		
Money involved is more compared to other fashionable products.	18 or 25 years	80	4.46	1.84	5.710	0.005*
	26 - 40 years	40	4.67	1.06		
	41 - 55 years	60	4.15	1.97		
	Above 55 years	30	4.85	1.04		
	Total	210	3.95	1.01		

The lifestyle changes as new and trendy apparel products give confidence.	18 or 25 years	80	3.01	1.06	3.069	0.005*
	26 - 40 years	40	2.09	0.98		
	41 - 55 years	60	2.30	0.93		
	Above 55 years	30	2.21	0.86		
	Total	210	4.10	0.98		
The fashionable products keep on updating and by which consumers are ready to change towards trend.	18 or 25 years	80	4.22	0.96	6.963	0.001*
	26 - 40 years	40	4.06	1.30		
	41 - 55 years	60	4.97	1.11		
	Above 55 years	30	4.97	1.18		
	Total	210	3.87	1.21		

Based on Primary Data * Sig @ 5%, (NS) Not Significant

Table 4 shows that the F values of 4.960, 2.596, 2.360, 2.777, 2.759, 2.046, 5.710, 3.069 and 6.963 for the respective variables of consumer satisfaction with apparel products are significant at the five percent level. Hence, the analysis shows that there is a significant difference between consumer satisfactions with fashion apparel products in the fashion industry based on age. The stated null hypothesis is rejected. However, the F value for apparel products that are always nice and up-to-date, without which it's difficult to survive, is 0.086, which is not significant. Therefore, we accept the stated null hypothesis as true.

Table 5 Gender and Consumer Satisfaction of Apparel Products

Variables	Gender	N	Mean	S.D.	T Value	Sig.
Purchasing Apparel products always excites.	Male	142	1.96	0.14	0.890	0.095 (NS)
	Female	68	1.92	0.93		
Fashion oriented products and purchasing feels good for mind and highly satisfies.	Male	142	3.22	1.11	3.750	0.025*
	Female	68	3.45	1.88		
Wear and tear gives sadness as there is no repair option.	Male	142	4.98	1.16	8.589	0.001*
	Female	68	4.15	1.02		
New fashionable product creates curiosity in mind to go for try.	Male	142	3.69	1.22	4.087	0.005*
	Female	68	3.38	1.21		
Fashionable products are uni-sex as its not gender based.	Male	142	3.89	1.19	3.993	0.005*
	Female	68	3.75	0.92		
Technological updates and designs and trends changes day by day.	Male	142	4.86	1.16	6.802	0.005*
	Female	68	4.55	0.97		
Apparel products are always nice and up fashioned product without which its difficult to survive.	Male	142	1.98	0.17	.995	0.089 (NS)
	Female	68	1.55	0.57		
Money involved is more compared to other fashionable products.	Male	142	3.96	1.13	4.837	0.001*
	Female	68	3.67	0.87		
The lifestyle changes as new and trendy apparel products give confidence.	Male	142	1.00	1.10	0.969	0.075
	Female	68	1.58	0.93		
The fashionable products keep on updating and by which consumers are ready to change towards trend.	Male	142	4.87	1.19	4.457	0.001*
	Female	68	4.54	0.98		

Based on Primary Data * * Sig @ 5%, (NS) Not Significant

Table 5 shows that 't' values of 3.750, 8.589, 4.087, 3.993, 6.802, 4.837 and 4.457 for the above respective variables of consumer satisfaction of apparel products are significant at the five percent level. Hence, there is a significant difference between consumer satisfaction with apparel products in the fashion industry and the gender of the respondents. Hence, the stated null hypothesis is rejected. However, the 't' values for purchasing apparel products always excites (0.890), apparel products are always nice and up-to-date products without which it's difficult to survive (0.995) and lifestyle changes as new and trendy apparel products give confidence (0.969), which is not significant. Therefore, the stated null hypothesis is accepted.

Suggestions

1. The garment sector can apply this theoretical model to improve the components of I4 process technology and how they interact to increase the performance of the NPD process, according to practitioners. In the garment sector, new product development (NPD) is a dynamic process that swiftly adapts to customer needs.

2. As a result, practitioners should consider the critical NPD life cycle processes, such as the sample acceptance and preparation process and improve their performance by effectively utilizing disruptive technologies. The capacity of human resources (Human ware), the structure of the workplace and its processes (Orga ware) and the availability of substantial data (Info ware) all play major roles in the adoption of new technologies throughout the NPD life cycle.

Conclusion

The relationship between the customer and the fashion is found to positively influence the fashion apparel purchases. This suggests that there is an increase in satisfaction for "customers" with new fashion products, a sign of high customer purchase intent. In order to influence customers' purchasing intentions, marketing managers should concentrate on trust in new products with quality and an affordable price, which are the main determinants of customer satisfaction and commitment, through a variety of brand-related activities. Finally, this study may contribute to understanding the customer-brand relationship, perceived satisfaction and better understanding of their customers.

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