



A study on consumer perception toward donear industries limited

Shubham Kamlesh Pandey¹, Prinsa Maheshbhai Patel^{2*}

¹ Student of BBA, BV Patel Institute of BMC & IT, Uka Tarsadia University, Maliba Campus, Bardoli, Gujarat, India

² Teaching assistant, BV patel institute of BMC & IT, Uka Tarsadia University, Maliba Campus, Bardoli, Gujarat, India

Abstract

Customer perception is that tell us what customer think about brand or company or its offering to customer and how much awareness about company which include by advertising, review, public relation, social media, personal experience, and other channel The aim was To study the consumer perception in textile company and To study relationship between perceived quality and satisfaction with products and services of donear textile industries To achieve the aim of the study questionnaire survey was used. The results show that there is an impact of consumer perception toward Textile Company. Primary data were collected with the help of structured questionnaire filled by observation and customer's experience. Primary data is the first hand data collected for the immediate purpose of the study by fill questioner to respondents (related to that field and customers) in Surat. The questionnaire is a set of question given to sample of people. The sampling size for this research is 100 respondents. SPSS is used to for analysis and interpretation of data to study the consumer perception in textile company and as per doing analysis in SPSS we get know about most of people are aware about donear company To achieve this aim questionnaire survey was used. Which I used likert scale and analysis on SPSS by t test and get result that consumer are having direct relationship between them quality and satisfaction.

Keywords: customer perception, consumer experience, customer satisfaction, review and feedback of customer

1. Introduction

Customer are a vital resource for all organizations, especially since they represent a significant growth of company and being help to increase brand image and spread positive word of mouth and to achieve that company spend high money toward advertising and awareness. And help to company growth. The longer a customer is loyal and positive thinking about a company the more valuable they become. The Indian customer has undergone a remarkable transformation. Just a decade or two ago, the Indian customer saved most of his income, purchased the bare necessities and rarely indulged himself. Today, armed with a higher income, credit cards, exposure to the shopping culture of the west and a desire to improve his standard of living, the Indian consumer is spending like never before. Organized retail with its variety of products and multitude of malls and supermarkets is fuelling their addiction. Most customers' preferences change according to the change in fashion Apparel is one of the basic necessities of human civilization along with food, water and shelter. The Apparel Industry reflects people's lifestyles and shows their social and economic status. The Apparel and Textile industry is India's second largest industry after IT Industry. At present, it is amongst the fastest growing industry segment and is also the second largest foreign exchange earner for the country. The apparel industry accounts for 26% of all Indian exports. The Indian government has targeted the apparel and textiles industry segments to reach \$50 billion by the year 2015.

One of the most interesting features of the apparel industry is that, it migrates from high cost nations to the low cost nations. The growth of the domestic demand for clothing in India is linked with the success of the retailing sector. India presently has entered the second phase of growth and is

witnessing a massive rise in the domestic demand. This is primarily due to the rise in the standard of living caused by the rise in the middle-income groups. In our present economic world of demand and supply, price and quality are the key factors, which determine the success of any business. The key element here though, is the cost of labour. India and China have a comparative advantage in this industry though, their vast labour forces and the relatively low cost of labour.

Since, India and China have the advantage of making textiles and so fabric costs are lower than in other countries, they have become the Apparel sourcing choice for many international companies. Sourcing choices arise from profitability. This includes considering costs, such as, buying factors of production, like land, buildings and machines versus factors affecting revenues, including pricing, marketing, and distribution. The issues of labour, material, shipping costs and tariffs structure also affect the sourcing choices. Since, apparel production is a labour-intensive activity, wage rates are also a major factor in sourcing decisions.

2. Literature Review

V. Premalatha, R. Venkataravi & K. Sangeetha Jan 12, 2018 Impact of Consumer Perception Towards Purchase of Clothing. Objectives is to know about the seller's opinion about the clothing shopper's perception. To study the consumer preference for clothing in terms of clothing design and fabric composition. To study about the consumer opinion about promotional activities in clothing purchase. To analyze the consumer's preference in context of socio-economic profile. Data is collected using interview schedule from 900 respondents. Statistics Package for Social Science [SPSS] along with the following research tools such as Chi-

Square Tests, percentage analysis, descriptive analysis, factor analysis.

Mr. S.P. Karupphasamy Pandian, S.P. Nivetha Varathan, V. Keerthivasa 8, August 2012 An Empirical Study on Consumer Perception Towards Branded Shirts In Trichy City. Objectives The study also examines consumer's perception towards retail garments showrooms in Trichy city. The study is a descriptive study. Primary data was collected with the help of structured questionnaire administered to 215 male respondents in Trichy city and the type of sampling was convenient sampling. Pilot study was conducted and the necessary additions and deletions were made in the questionnaire. Using hypothesis and Multiple regressions and Factor analysis and Descriptive statistics and Reliability analysis.

Syed Tabrez Hassan, Bilal H Hurrah, Amit Lanja.2, April (2014) A Study of Customer Perception of Youth Towards Branded Fashion Apparels in Jalandhar City. To study & analyze the brand preference of youth in buying branded apparels in Jalandhar city. To study the factors which influence the buying behavior of youth for branded apparels. To study the impact of branded apparels on the youth Primary data: These are those data, which are collected afresh and for the first time, and thus happen to be original in character. We have used the structured questioners. Secondary data: These are those which have already been collected by someone else and which have already been passed through the statistical process. We collect the data from the sources like internet, published data etc.

Dr. Shivashankar SC and Uma TG Received:04-12-2016 Accepted:05-01-2017 Brand positioning and customer perception towards apparels – A study in Bangalore Objectives To understand branding and Brand Positioning Strategy To examine various brand Positioning Strategies To offer constructive suggestions. Data A sample of 40 respondents in the city of Bangalore using sample brand of jeans are chosen for the study.

Mrs. B. Chitra January 2014 A Study on Consumer Attitude towards Buying in Sri Devi Textiles Objectives To study the awareness of the consumers about the Sri Devi Textiles To study the practices of consumers in buying Garments at Sri Devi Textiles To study the consumer opinion and preferences towards purchase of garments at Sri Devi Textiles To study the satisfactory level of consumers at Sri Devi Textiles. Data In the study a sample of 100 respondents are selected from the Coimbatore city using convenient random sampling method.

Ms. Shafiya. S, Ms. Sowmya P.S A study on customer preference and satisfaction towards Malabar Silks in Kerala District Objectives 1. To find the customer preference and satisfaction towards Malabar Silks. 2. To provide a suggestions relating to the study Data collected 125 respondents from the various category customers, who visited in Malabar silk in this year. In this study collected data to find the average of the respondents and to find the percentage in given respondents.

Sandeep Bhanot: A Study of the Indian Apparel Market and the Consumer Purchase Behaviour of Apparel Among Management Students in Mumbai and Navi Mumbai Objectives To study the Indian apparel market in terms of market size and growth, focusing on men's apparel market, women's apparel market, boys' and girls' apparel market.

(ii) To study the important demographic, psychological and socio-economic factors which influence the consumer purchase behaviour for apparel with reference to college going students, especially management students. (iii) To study how consumer behaviour for apparel is influenced by factors like family income, gender and peer influence. This will help companies to devise different strategies to promote their apparel brands based on preferences of the students. Data Using the secondary data.

Sabine Weber,2015 How Consumers Manage Textile Waste Objectives The main goal of this thesis was to collect information regarding the largely unexamined topic of textile waste management in Canada and to link consumer waste disposal behaviour with an individual's level of fashion interest. A 5-point Likert scale was used to ask participants sixteen questions about their fashion interest and shopping frequency to develop a fashion scale and assign each participant a fashion index value. Statistical analysis was used to establish whether there is a link between textile waste behaviour and fashion index.

OZO, Johnson Ubaka, EGELE, Aja Ebeke, UDU, Ama Aka The Quality Factor in Consumers' Preference of Textile Fabrics: A Comparative Evaluation of Consumer Preference for Domestic and Imported Textile Fabrics (Wrappers) in Abakaliki, Ebonyi State, Nigeria Objectives To determine if there is any significant difference between domestic and imported brands of textile fabrics (wrappers) with respect to design attribute. To ascertain if there is any significant difference between domestic and imported brands of textile fabrics (wrappers) with respect to colour-fastness attribute. To find out if there is any significant difference between domestic and imported textile fabrics (wrappers) with respect to durability attribute. To determine which of the two brands-domestic or imported-textile fabrics (wrappers) consumers rate higher in terms of overall quality. test & methodology Doing hypothesis analysis.

Leena Jenefa A Study on Customer Satisfaction Towards the Service Features and Quality of Goods in the Textile Showroom in Chennai Objectives As far as retail industry is concern due to global developments and lifestyle changes, the retail sector business models and strategies are changed now. An unique and holistic assessment of the benefits and challenges by experiential innovation is vital for successful retaining of the existing customers. In this research the sample size selected by using non-probability sampling and by employing convenience sampling 500 samples of customers is chosen and they were approached through structured questionnaire in the natural environment. Only 480 usable responses were received and the response rate was 96 per cent.

3. Research Methodology

Descriptive research can be either quantitative or qualitative. It can involve collections of quantitative information that can be tabulated along a continuum in numerical form, such as scores on the test or the number of times a person chooses to use a certain feature of a multimedia program. Descriptive research involves gathering primary data by preparing questioner any fill by the respondents describe their perception thinking or experiences. The questionnaire is a set of question given to sample of people. The purpose is gather information about

the people’s awareness, attitude, thinking, beliefs, behavior. The researcher compiles the answer of the people in the sample in order to know how the group as a whole thinks or behave. SPSS is used to for analysis and interpretation of data. The sampling size for this research is 100 respondents. Sampling method Convenience Sampling Method & Non probability Sampling method. Sampling units This sampling unit for this research was people of Surat city. Non probability distribution Non probability distribution sampling is a sampling technique where the sample are gather in a process that does not give all the individual in the population equal chances of being selected.

4. Data Analysis and Interpretation

Table 1: Do you know about donear company?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	89	89.0	89.0	89.0
	No	11	11.0	11.0	100.0
	Total	100	100.0	100.0	

Interpretation

As per above graph it is tell us about 89% of people know about donear industries and 11% are not aware about that company it is been seen that most of people are aware about company.

Table 2: How do you know about donear company?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Advertisement	25	25.0	25.0	25.0
	Promostional Offer	48	48.0	48.0	73.0
	donear Member	18	18.0	18.0	91.0
	Pamphlet	9	9.0	9.0	100.0
	Total	100	100.0	100.0	

Interpretation

As per above graph so it Is concluded with 4 tool were consider to see how they are aware about donear company is shown 48% of people aware about donear through promotional offer and 9% through pamphlet and 18% from donear member so it is tell how they are aware about company.

Table 6: Do you satisfy with product quality provided by donear industries

	Test Value = 0					
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
Do you satisfy with product quality provided by?	23.120	99	.000	2.39000	2.1849	2.5951

Interpretation

H0: Consumer are not Satisfy with Product Quality
 H1: Consumer are satisfy with product quality
 The above table show that the significance test value is

Table 7: How is after sale service of donear industries

	Test Value = 0					
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
How is after sale service of donear industries	22.990	99	.000	2.54000	2.3208	2.7592

Table 3: Major role played in deciding the selecting the drees

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Self	50	50.0	50.0	50.0
	Friend	30	30.0	30.0	80.0
	Parents	13	13.0	13.0	93.0
	Children	7	7.0	7.0	100.0
	Total	100	100.0	100.0	

Interpretation

As per above table we get able to know 50% of people spend income for spending themselves and buying cloth and 30% for friends and 13% for parents and remaining 7% for children so we can know most of people spend themselves and spend money.

Table 4: Which of the following factor you consider while purchasing cloth

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Price	16	16.0	16.0	16.0
	Quality	28	28.0	28.0	44.0
	Fabrics	56	56.0	56.0	100.0
	Total	100	100.0	100.0	

Interpretation

This question was ask for to know what people think most while purchasing cloth so as per above graph we get that 56% people see fabrics or we can say material which is used for making cloth and 28% see quality of cloth while purchasing and 16% see price.

Table 5: Do you get the products & services from donear industries Ltd.? Same as As you have perceived?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	82	82.0	82.0	82.0
	No	18	18.0	18.0	100.0
	Total	100	100.0	100.0	

Interpretation

As this question was ask for to see what they have perceived good or not as per their expectation so during survey it is seen that 82% of people was geeting product and services as they have perceives and remaining 18% were not getting.

0.000 which is less than significance level 0.05 hence null hypothesis is rejected which means consumer are satisfy with product quality.

Interpretation

H0: Consumer not getting after sale service of donear industries

H1: Consumer getting after sale service of donear industries

The above table show that the significance test value is 0.000 which is less than significance level 0.05 hence null hypothesis is rejected which means consumer getting after sale service of donear industries.

5. Conclusion

The aim was To study the consumer perception in textile company and as per doing analysis in SPSS we get know about most of people are aware about donear company and what are criteria they select while selecting cloth and how they aware this all we get know from data analysis from that we can concluded and next aim was To study relationship between perceived quality and satisfaction with products and services of donear textile industries To achieve this aim questionnaire survey was used. Which I used likert scale and analysis on SPSS by t test and get result that consumer are having direct relationship between them quality and satisfaction.

6. Reference

1. https://www.google.co.in/url?sa=t&rct=j&q=&esrc=s&source=web&cd=1&cad=rja&uact=8&ved=2ahUKEwi5-OvA86jhAhUYk3AKHVvFBDMQFjAAegQIABAB&url=https%3A%2F%2Fwww.researchgate.net%2Fpublication%2F328725428_IMPACT_OF_CONSUMER_PERCEPTION_TOWARDS_PURCHASE_OF_CLOTHING&usg=AOvVaw3sp6SADKzqlp4Cr6vvp7cU
2. <https://www.google.co.in/url?sa=t&rct=j&q=&esrc=s&source=web&cd=1&cad=rja&uact=8&ved=2ahUKEwiA3LK59KjhAhVJKo8KHUPZCpMQFjAAegQIARAC&url=http%3A%2F%2FIndianresearchjournals.com%2Fpdf%2FIJMFMSMR%2F2012%2FAugust%2F2.pdf&usg=AOvVaw3ega5q002Bp8vpm4YgXRYe>
3. <https://www.google.co.in/url?sa=t&rct=j&q=&esrc=s&source=web&cd=1&cad=rja&uact=8&ved=2ahUKEwi m4pfS9KjhAhUMk3AKHZFcBZ0QFjAAegQIBBAC&url=https%3A%2F%2Fwww.elkjournals.com%2FMasterAdmin%2FUploadFolder%2FA%2520STUDY%2520OF%2520CUSTOMER%2520PERCEPTION%2520OF%2FA%2520STUDY%2520OF%2520CUSTOMER%2520PERCEPTION%2520OF.pdf&usg=AOvVaw0rLUzMaQivoOc9-08Q9sPi>
4. https://www.google.co.in/url?sa=t&rct=j&q=&esrc=s&source=web&cd=1&cad=rja&uact=8&ved=2ahUKEwizm_vp9KjhAhWKSy8KHagsCBwQFjAAegQIBBAC&url=http%3A%2F%2Fjariie.com%2FAdminUploadPDF%2FA_study_on_customer_preference_and_satisfaction_towards_Malabar_Silks_in_Kerala_District_c_1237.pdf&usg=AOvVaw0xOE0dQWFRvW2leZg54iPV
5. <https://www.google.co.in/url?sa=t&rct=j&q=&esrc=s&source=web&cd=1&cad=rja&uact=8&ved=2ahUKEwiOkpaP9ajhAhUKvI8KHc7CCZ0QFjAAegQIABAC&url=http%3A%2F%2Fwww.allresearchjournal.com%2Farchives%2F2017%2Fvol3issue2%2FPartD%2F3-2-20-841.pdf&usg=AOvVaw2VNAVvsfMfV1Icxh8IqzXm>
6. https://www.google.co.in/url?sa=t&rct=j&q=&esrc=s&source=web&cd=1&cad=rja&uact=8&ved=2ahUKEwin_rCk9ajhAhUIT48KHek7BqUQFjAAegQIBBAC&url=https%3A%2F%2Fwww.ijbmi.org%2Fpapers%2FVol

- (3)1%2FVersion-1%2FF03101035040.pdf&usg=AOvVaw09Luw7EKmxyo8RkvkMVtMR
7. https://www.google.co.in/url?sa=t&rct=j&q=&esrc=s&source=web&cd=1&cad=rja&uact=8&ved=2ahUKEwjXlc7O9ajhAhXE6Y8KHS�bCsUQFjAAegQIBRAB&url=https%3A%2F%2Fwww.researchgate.net%2Fpublication%2F268509301_Study_of_the_Indian_apparel_market_and_the_consumer_purchase_behaviour_of_apparel_among_management_students_in_Mumbai_and_Navi_Mumbai&usg=AOvVaw09xUN2VbNRGgr0ITb3j3wY
8. https://www.google.co.in/url?sa=t&rct=j&q=&esrc=s&source=web&cd=1&cad=rja&uact=8&ved=2ahUKEwiIrZrn9ajhAhVBso8KHadtBgqCFjAAegQIBxAC&url=https%3A%2F%2Fuwspace.uwaterloo.ca%2Fbitstream%2Fhandle%2F10012%2F9604%2FWeber_Sabine.pdf%3Bsequence%3D1&usg=AOvVaw2k51qll0fJUhkZ8PWtAw9m
9. <https://www.google.co.in/url?sa=t&rct=j&q=&esrc=s&source=web&cd=1&cad=rja&uact=8&ved=2ahUKEwjGksj49ajhAhWBRo8KHYW4A24QFjAAegQIBRAB&url=https%3A%2F%2Fwww.ajol.info%2Findex.php%2Fijdmr%2Farticle%2Fview%2F172251&usg=AOvVaw1gEvFnSgiOAXMf-uacGcWF>
10. https://www.google.co.in/url?sa=t&rct=j&q=&esrc=s&source=web&cd=1&cad=rja&uact=8&ved=2ahUKEwj n5YWO9qjhAhVTk3AKHW_BB90QFjAAegQIBBAC&url=http%3A%2F%2Fwww.ijbarr.com%2Fdownloads%2F2014%2Fvol1-issue2%2F17.pdf&usg=AOvVaw0bmCfV3MKYY5AsrIxoZand