

Exploration of Shopping Orientation and Factors Influencing Customer Satisfaction in Multi Brand Apparel Retail in Madurai District

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Globalization has led to increase in competition with every apparel retailer vying for market. With so many competitors, the apparel retailers need to find ways to meet customer expectations and ensure satisfaction and retention. The main objective of this study is to find the various factors that are influencing the customer satisfaction in multi brand retail in Madurai District. Structured Questionnaire is used to collect primary data, Likert scale and Multiple choice questions are used for collecting 42 samples. Factor Analysis and Cluster analysis was used to analyze the Data. The major findings of the study are that Customer service, store environment, Brand variety, Convenient location, shopping convenience have a significant influence on the customer satisfaction with respect to multiband retailing in Madurai District. This study can be further extended to other parts of Tamilnadu, India and the apparel retailers can focus on the factors and significantly improve their sales. Since consumer is the focal point in this market research and buying motives are difficult to judge precisely. The study captures the 5 major factors that influence the customer satisfaction which can help the apparel retailers to formulate appropriate strategies to improve the sales and retain the customers.

Keywords: Apparel, Multi brand Retail, Customer Satisfaction