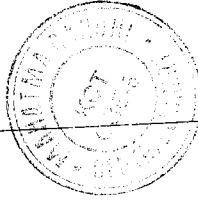
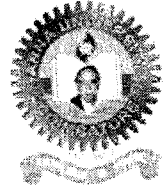


P-3626



**A STUDY ON CUSTOMER PATRONAGE
TOWARDS BOMBAY DYEING, COIMBATORE**



A Project Report
Submitted
By

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Under the guidance of

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In partial fulfillment of the requirements
for the award of the degree

of

MASTER OF BUSINESS ADMINISTRATION

Department of Management Studies
Kumaraguru College of Technology
(An autonomous institution affiliated to Anna University, Coimbatore)
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November, 2011

CERTIFICATE



BONAFIDE CERTIFICATE

Certified that this project report titled "A study on customer patronage towards Bombay Dyeing, Coimbatore" is the bonafide work of Mr.H.Devprakash, 10MBA013 who carried out the project under my supervision. Certified further, that to the best of my knowledge the work reported herein does not form part of any other project report or dissertation on the basis of which a degree or award was conferred on an earlier occasion on this or any other candidate.

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PROJECT COMPLETION CERTIFICATE

This is to certify that Mr. H.Dev Prakash ,Roll No 10MBA13 , a student of KCT Business School, Kumaraguru College of Technology, Coimbatore had undergone a Project entitled "A Study on Customer Patronage Towards Bombay Dyeing" between 27.06.11 and 07.08.11 .During the tenure, his performance and attitude was very Good .

FOR KADHAMBARI

M. J. Jayaram
Partner

ACKNOWLEDGEMENT

ACKNOWLEDGEMENT

My course of acknowledgement proudly begins with my humble gratitude to **God** for all his blessings upon me.

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INTRODUCTION

CHAPTER – 1

INTRODUCTION

1.1 Introduction to the study

The Indian Textile Industry is a vertically integrated industry which covers a large gamut of activities ranging from production of its own raw material namely, cotton, jute, silk and wool to providing to the consumers high value added products such as fabrics and garments. India also produces large varieties of synthetic and manmade fibres such as filament and spun yarns from polyester, viscose, nylon and acrylic which are used to manufacture fabric and garments.

The textile sector plays a significant role in Indian economy by contributing to the Gross Domestic product, generating employment and earning foreign exchange. An estimated 35 million people are directly employed in the Indian Textile Industry, which contributes to 4% of GDP and 21% of total export earnings. India is globally a significant player in the textile sector and is globally the third largest producer of cotton and cellulose fibre/yarn, second largest producer of cotton yarn, largest producer of jute, second largest producer of silk. fifth largest producer of synthetic fibre/yarn.

Cotton is one of the major crops cultivated in India. India has the largest cotton acreage in the world and cotton is the dominant fibre in Indian Textile Industry. About 75% of the total yarn and about 56% of the total fabric produced in India was cotton in 2004-05. Almost all cotton used in India is grown locally and a tiny amount is imported. Cotton textiles account for 2/3rd of India's textile exports.

1.2 Industry Profile

The Indian textile industry has a great legacy, which is perhaps unmatched in the history of India's industrial development. India's textile industry evolved and developed at a very early stage and its manufacturing technology was amongst the best. Prior to colonization, India's manually operated textile machines were among the best in the world, and served as a model for production of the first textile machines in newly industrialized Britain and Germany.

Indian textiles were sought after for their finesse, quality and design. According to Choua-Kuan, the Chinese observer preference was given to the Indian weaving for its and delicacy' Prestige trade textiles such as Patola from Patan and Ahmedabad, coast were sought after by the Malaysian royalty and wealthy traders of the Philippines. Textiles have historically formed an important component of India's exports. Marco Polo's records show that Indian textiles used to be exported to China and South-East Asia. Textiles have also comprised a significant portion of the Portuguese trade with India. These included embroidered bedspreads, wall hangings and quilts of embroidered wild silk on a cotton or jute ground.

The attractiveness of the fast dyed, multi-colored Indian prints on cotton (chintz) in Europe led to the formation of the London East India Company in 1600, followed by Dutch and French counterparts. By the late 1600s there was overwhelming demand for their governments to ban the import of these cottons from India. The legacy of the Indian textile industry stemmed from its wealth in

natural resources silk, cotton and jute. The textile industry stemmed from its wealth in natural resources silk, cotton and jute, the technology used was superior and the skills of the weavers gave the finished product a most beautiful and ethnic look. The Indian textile industry with such a great pedigree could have gone only on way from here. But same did not happen.

“During the last five decades, the production of cotton in India increased from 30 lakh bales of 170 kgs each in 1950-51 to an estimated 213 lakh bales (170 kg each) in 2004-05. There has also been a rise in area under cultivation from 58.9 lakh hectares in 1950-51 to an estimated 89.7 lakh hectares in 2004-2004.

The last decade has seen a progressive relaxation of regulatory policies with a view to increase the efficiency and competitiveness of the industry. The textile policy of 1985 heralded a new beginning in the history of the Indian textile industry. It accepted that the crisis in the industry were neither cyclical nor temporary but were rooted in deeper structural weaknesses. It identified the main task of the textile industry as increase in production of cloth of acceptable quality at reasonable prices to meet the clothing requirements of a growing population. It identified the main task of the textile industry as increase in production weaknesses. It identified the main task of the textile industry as increase in production of cloth of acceptable quality at reasonable prices to meet the clothing requirements of a growing population. It was envisaged that this basic objectives would be met through cost efficiencies and a freer play of market forces rather than through controls and restrictions. Among other things, the Textile Policy of 1985 addressed the issues of raw material supply at reasonable

reduction of duties on synthetic raw material,

removal of entry and exit barriers along with emphasis on technology modernization and increasing the competitiveness of Indian textiles in the international market.

The 1985 Textile Policy illustrated the government's attempt to relax the regulatory burden on the composite mill sector by elimination of compartmentalization in the industry, lifting of restrictions on composite mill loom capacity expansion and equalization of taxation among composite mills, power loom and independent processing units.

The ushering in of reforms in the 1990s provided a further boost to the Indian textile industry. In line with the general policy of liberalization, several measures were undertaken to reduce controls and bring about greater transparency in the textile sector. The textile industry was de-licensed as per the Statement of Industrial Policy 1991 and the Textile Development and Regulation Order of 1992. Reforms on the fiscal and external fronts were also pursued with renewed zeal. Those measures liberated the Indian textile industries from the shackles of regulation that were in place up to the late 80s. These steps were only a beginning in ensuring that the different segments of the textile industry become competitive in the wake of liberalization.

Present Situation in Indian Textile Industry

Fashions have always influenced creation of demand in this industry, especially after the rise of retailers; control of the commodity chain. Given their business and greater understanding of the market than manufacturers, these

traders sought to compete through market innovations like new designs and fashion marketing rather than through cost reductions by innovations in production techniques. Here again, there are differences across various segments. Women and children's wear is subject to more fashion based design changes as compared to men's wear.

Textiles and Clothing Industry, contributing 35% of India's total export earnings and one of its largest sectors in terms of output and employment generation, is aggressively modernizing and expanding its capacities. India's share of the \$560-billion world textile and apparel market is likely to double and reach a target of \$50 billion a year by 2010.

India's edge of its low cost & skilled labor, raw materials and excellent designing skills are offset by factors like intense competition from china, higher power generating cost, relative interest cost, structural anomalies and low productivity levels. India's multiple resource based advantages in cotton, silk, wool and manmade fibers in addition to capacity based advantages in the textile spinning and weaving is counteracted by the deficiencies of erratic supply of power and water, inadequacies in road connectivity, port facilities and other export infrastructure added to highly fragmented supply chain beset with bottlenecks. Garments Industry in India, concentrated in the small-scale sector till few years back, is now having large-scale units such as Reliance, Arvind Mills, Raymond's, etc. the Industry is concentrated in a few clusters viz. Tirupur, Delhi, Mumbai, Bangalore, Ludhiyana, etc. It has a unique advantage of being a vertically integrated one from Fiber to Garment. Easy availability of raw materials, natural or synthetic fibers, world-class facilities in producing synthetics

filament yarn is the strengths. Indian Garment Industry has a significant presence in low value added items but is yet to make a mark in the high value added segments.

The industry is not fully automated and the products are of low quality. The industry being concentrated in the small-scale sector, they are not equipped to produce on a mass scale and meet the changing fashion trends the world over. The industry has to reduce the lead time required to bring its merchandise to the final consumer. Adopting latest techniques such as effective supply chain management, e-commerce, etc. and diversifying and expanding its product range to include high value added items can make it competitive.

The garment industry is increasingly being governed by ecological concerns. India's growing, sophisticated and increasingly fashion conscious middle class forms a base for huge domestic demand presenting an opportunity to the garment producers to tap this market.

However, there are many international brands that are waiting to have a share in the garment pie. The Indian units have to compete with these international brands on domestic turf. With the advent of Business Process Outsourcing, there is an outsourcing wave in the textiles and garment industry. The big retailers in the US and elsewhere are looking at every possible opportunity to cut their costs and are outsourcing their activities to India. World's leading garment retailers such as Wal-Mart, JC Penny and Gap are sourcing their garment requirements from India.

1.3 Organization Profile

Bombay Dyeing (established 1879) is the flagship company of the Wadia Group, engaged mainly into the business of Textiles. The Wadia Group is one of the oldest conglomerates of corporate India. Bombay Dyeing is one of India's largest producers of textiles.

Established by Nowrosjee Wadia in 1879 as a small operation of Indian spun cotton yarn dip dyed by hand, Bombay Dyeing has now grown to be one of the most respected and trusted brands in the country. It is one of the leading companies in the textile business. Bombay Dyeing's elegant range of Bed Linen, Bath linen and Bed accessories is available across many varied concepts and price-points, and is designed to enrich your bedroom.

Driven by the vision to excel, the Wadia Group has scaled great heights in the field of entrepreneurship. Committed to advancement and innovation, the Wadia Group constantly looks for means to reinvent themselves and set fresh standards of quality.

Lovji Wadia secured contracts with the British East India Company to build ships and docks in Bombay in 1736. This, and subsequent efforts, would result in Bombay becoming a strategic port for the British colonial undertakings in

Asia. The one ship that the Wadias built and of most historic significance for Parsis is the HMS Minden.

The Bombay Courier, on **June 23, 1810** wrote: "On Tuesday last His Majesty's Ship, the Minden built in the new docks (Bombay) by Jamshedji Bomanji Wadia was floated into the stream at high water, after the usual ceremony of breaking the bottle had been performed by the Honorable Governor Jonathan Duncan. In having produced the Minden, Bombay is entitled to the distinguished praise of providing the first and only British ship of the line built out of the limits of the Mother Country; and in the opinion of very competent judges, the Minden, for beauty of construction and strength of frame, may stand in competition with any man-o-war that has come out of the most celebrated Dockyards of Great Britain. For the skill of its architects, for the superiority of its timber, and for the excellence of its docks, Bombay may now claim a distinguished place among naval arsenals".

The Bombay dry-dock, the first dry-dock in Asia, was built by Lovji and his brother Sorabji in 1750. Sir Neville was married to Dina, the only daughter of Muhammad Ali Jinnah, the founder of Pakistan. Jinnah and his wife Rattanbai Petit - Ruttee had separated soon after their daughter, Dina Wadia was born. Nusli Wadia is Neville & Dina Wadia's son and he is currently heading the group. The Wadia group now consists of three independently listed companies on the Bombay Stock Exchange (BSE). These include

- Bombay Dyeing -- The textile flagship of India.
- Britannia Industries -- A company that makes biscuits and snacks.

- Go Air -- A new low cost airline operating from Mumbai.
- National Peroxide is Hydrogen Peroxide is manufacturer in India.

The textile products of the company are exported to different nations all across the world like United states, European Union countries, Australia and Newzealand. Unrivalled in its reputation for quality, the Bombay Dyeing range of fabrics and readymades has been growing and evolving with changing trends. Stylish linens, towels, home furnishings, leisure clothing, kids wear and a whole blissful range of other products are now available across 350+ exclusive Bombay Dyeing Retail or 2000+ Multi-brand Stores.

All products come with their hallmark finish, great textures, detailed design to match the latest trends and fine quality which has been synonymous with Bombay Dyeing for over a century. Delivering the best designer products at an outstanding value for money has always been their motto and forte.

Bombay Dyeing by using advanced technology has brought about a change in the textile business. The production level on a daily basis is over 300,000 metres of fabrics. Some of the important products of the company that have already become significant in both domestic and export markets include: Cotton sheeting, Polyester cotton sheeting, Poly cotton drills, Shoe lining and duck fabrics, Satin furnishings, Yarn dyed fabrics , and Flannel sheeting.

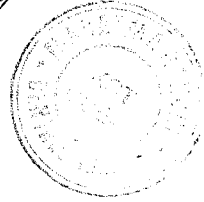
Bombay Dyeing at present is the largest exporter of sophisticated made-up items and also of products made of cotton and poly cotton.

Bombay Dyeing has created a sizeable market in the production of a wide range of fabrics and readymades. This includes both formal and casual wear. The readymade collection of Bombay Dyeing has been changing its production pattern with the evolving fashion trends.

The technology applied in the production process in Bombay Dyeing is of international standards. Regarding the weaving facilities, the technology used is from one of the most advanced company of the world, Suzler. The automations used in weaving, spinning and winding by Bombay Dyeing are Suzler projectile machines, Suzler airjet machines, Schlafhorst autocore rotors, Auto corner winding spindles and Schweiter CA-11 Spindles.

From a small cotton yarn operating unit established by Nowrosjee Wadia in 1879, Bombay Dyeing has now grown to be one of the most powerful brands in the country. With a legacy of over a hundred years, time today stands testimony to the company's consistent growth and stability. By standing firm on a century-old foundation of goodwill and trust, they continue to surge ahead. Its current chairman is Nusli Wadia. In March 2011, Jeh Wadia (36), the younger son of Nusli, has been named the managing director of Wadia Group's flagship, Bombay Dyeing & Manufacturing Company, while the elder son, Ness (38) has resigned from the post of joint MD of the company.

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1.4 Statement of problem

In today's competitive conditions, which factors cause customer satisfaction, which variables change customer satisfaction in which ways and how these variables can be managed, for which segments which activities can be designed are the main questions that marketing managers must consider. Especially, if it is considered that gaining new customers create four times more costs than protecting existing customers from leaving, it can be seen that answers to these questions carry great importance for the firms.

Satisfaction is a phenomena expressing that the performance and benefits of the products exceed the expectations of the customers.

Customer satisfaction increase the existing customer loyalty, repurchase process, awareness of the people about the firm, decrease the price flexibility, the cost of gaining new customers and prevent the customer being affected from competitive enterprise. As a result, the positive word of mouth occurs in contrast negative word of mouth is destroyed. The purpose of this study is to identify customer patronage towards Bombay Dyeing.

1.5 Objectives of the study

Primary Objective:

The primary objective of this study is to study the level of market receptivity towards Bombay Dyeing products in Coimbatore.

Secondary Objectives:

- To study the general pattern of shopping behavior among customers of textiles and apparels.
- To identify the customer attitude and opinion towards Bombay Dyeing cloths.
- To examine the customer patronage and loyalty towards Bombay Dyeing products and outlets
- To suggest improvisations with reference to the marketing and promotional programmes adopted by Bombay Dyeing.

1.6 Scope of the study

The study was conducted to determine the level of receptivity for Bombay Dyeing products in Coimbatore. It analyzes the purchase pattern and shopping behavior of the people in the Coimbatore city with connection to apparels. The same shopping attitudes and behavior cannot be generalized to other type of products, as it may differ.

The study has used both primary and secondary data. Primary data were collected from the customers visiting Bombay Dyeing showrooms using Questionnaire method. To ensure the accuracy of the primary data, interview schedule has been prepared in such as way that the respondents were able to express their opinions freely and frankly.

REVIEW OF LITERATURE

CHAPTER – 2

REVIEW OF LITERATURE

Asseal (2007), in his research views that price awareness among consumer is generally low though it increases overtime for products priced on the low side and decreases for higher priced products.

Zajonc (1985), In his study examines the positive feeling for heightened recognition some stimulus say a brand name can be engendered simply through repeated exposures even through the consumer pays little conscious attention to it.

Wittingslow and Markham (1999), customer satisfaction studies tend follow two different models. These models have been dubbed the “Customer concerns” and the “organizational concerns” approach. There are also an infinite number of shades of grey in-between the two extremes.

Dutka (1994), The model of Customer satisfaction chosen in a study reflects the culture of the organization conducting the study. The type of model chosen has consequences for defining Customer satisfaction. A company that is driven by the importance of what it believes it is doing and the importance of its market approach, tends to interpret Customer satisfaction as what the Customer should want, against these organizational and marketing needs. If however the organisation has a culture where the Customer is seen as being an independent entity who has his/her own motives beliefs and needs, then Customer satisfaction will be defined as being based upon Customer thinking.

Andrews (2009) suggest that we perceive the world around us in an egocentric and selective way. Because we can't take in all the images, sensation and feelings that are experiencing continually, we select those that are the most important. A result of this filtering process is we cannot evaluate, with any

accuracy, a thing we have either consciously or unconsciously selected out. The sequela of this, for Customer satisfaction research, is that asking questions on an issue that the respondent has selected out or not experienced produces problems for the data set produced.

Artee Aggarwal (2007), this study is aimed to determine the customers' preference towards exclusive and multi-brand retail outlet of men's readymade garments and to find out the dimensions that determine the satisfaction level of the customers. Results reveals that the five dimensions which influence the satisfaction level of customers' are: Responsiveness, Discounts and Physical Evidence, Core Services, Tangibility, and Promotional Activity. Tangibility is the dominating dimension among all others. Further results show that there is a significant relation between the family income and preference of retail formats. Hence, it has been recommended that readymade garment retailers should focus on providing multibrand variety at economical prices.

Bhandari (2007), this research examined the effects of varying compensation (refund and replacement) and employee empowerment (empowered and non-empowered) in service recover situations, using a 2x2 experiment. Analysis was undertaken using mean contrasts and ANOVA's. Findings suggest that empowerment and refund independently impact on post recovery consumer loyalty and satisfaction, but there is no interaction effect.

Jamal and Naser (2002) found that both core and relational dimensions of service quality are linked to customer satisfaction.

Bums and Neisner (2006) worked on the contribution of emotion in customer satisfaction and indicated that cognitive evaluation is more important in explaining customer satisfaction than emotional reaction.

Ellis (1995) reported that relationship customers are more satisfied with, loyal to and purchase more with target stores than non-relationship customers and concluded that relationship benefits directly lead to satisfaction.

Choi (2001) observed that the perceived service quality was found to be the most influential predictor of customer satisfaction and repurchase intention. He mentioned that predictors for explaining customer satisfaction are perceived service quality, contact with physical environment and interpersonal interaction and programs.

Genin (2001) tested a theoretical model of personalization of online shopping based on Virtual Personal Shopper (VPS) through a laboratory experiment with the use of computer simulated website. The results of laboratory experiment and post-experiment investigations indicated that increased customer satisfaction and intention to buy leads to a much higher volume of sales and as a result, it plays vital role in the online retail's success. The presence of VPS in online retailing will serve as a gateway to the highest level of customer satisfaction and intention to buy.

RESEARCH METHODOLOGY

CHAPTER – 3

RESEARCH METHODOLOGY

3.1 Type of research

Research is an academic activity and as such the term should be used in a technical sense. According to Clifford woody research companies defining and redefining problems, formulating hypothesis or suggested solutions; collecting, organizing and evaluating data; making deductions and reaching conclusions; and at last carefully testing the conclusions to determine whether they fit the formulating hypothesis. Research is, thus, an original contribution to the existing stock of knowledge making for its advancement. It is the pursuit of truth with the help of study, observation, comparison and experiment. The basic type of research as follows; descriptive, applied, quantitative/qualitative, and conceptual/empirical. The type of research adopted for this study is descriptive in nature.

3.2 Data and sources of data

The primary data is collected as feedback from customers through questionnaires. The source of the data is collected from the customers visiting Bombay Dyeing Showrooms, Coimbatore. The collected data are analyzed and the information is presented in the form of tables and exhibits.

3.3 Time period covered

The collected data are analyzed and the information is presented in the form of tables and exhibits.

3.4 Population & sample size

This study is carried out from Bombay Dyeing showrooms, Coimbatore and the study period is JUN-AUG 2011. An analytical method is applied in this

4. The total samples taken for this study is 121.

3.5 Sampling technique

The Sampling technique used for the study is Area Random sampling. The Coimbatore city was divided into zones. The criteria for selecting areas is given as under:

- Total Zones - 4 (North, South, East and West)
- Two areas per zones : 8 divisions
- Areas randomly selected under North Zone: R.S.Puram, Saibaba Colony
- Areas randomly selected under South Zone: Race Course and Townhall
- Areas randomly selected under East Zone: Ramanathapuram and Singanallur
- Areas randomly selected under West Zone: Ganapathy, Saravanampatty

3.6 Statistical tools used

The collected data were analyzed with reference to each of the specific objectives of the study and the following statistical tools were used in the study.

- Simple Percentage Analysis
- Average Score Analysis
- ANOVA Analysis
- Chi Square analysis

3.7 Limitations of the study

The process of collection of data was a real challenge as it has taken more time for the respondents to respond. Further, there was reluctance on the part of

the respondents to provide data. However, adequate care has been exercised to collect the unbiased data. The study was conducted only with reference to Coimbatore city, hence the perception, attitude and satisfaction of customers belonging to other cities may vary and the results cannot be generalized to all other cities.

ANALYSIS AND INTERPRETATION

CHAPTER – 4

ANALYSIS AND INTERPRETATION

4.1 Descriptive statistics

Table 4.1.1:
Monthly Income (N=121)

Monthly Household Income	No. of Respondents	Percent
Below Rs.25000	5	4.13
Rs.25000-Rs.35000	20	16.53
Rs.35000-Rs.50000	20	16.53
Rs.50000-Rs.75000	51	42.15
Above Rs.75000	25	20.66
Total	121	100.00

Source: PrimaryData

It can be observed from the above table that 42.15% of respondents are having monthly income of Rs.50000-Rs.75000, 20.66% of them are having monthly income above Rs.75000, 16.53% of them are having Rs.25000-35000 & Rs.35000-50000 and 4.13% of them are having below Rs.25000 monthly income.

It can be concluded that majority 42.15% of the respondents are having monthly income of Rs.50000-Rs.75000.

CHART 1. MONTHLY INCOME

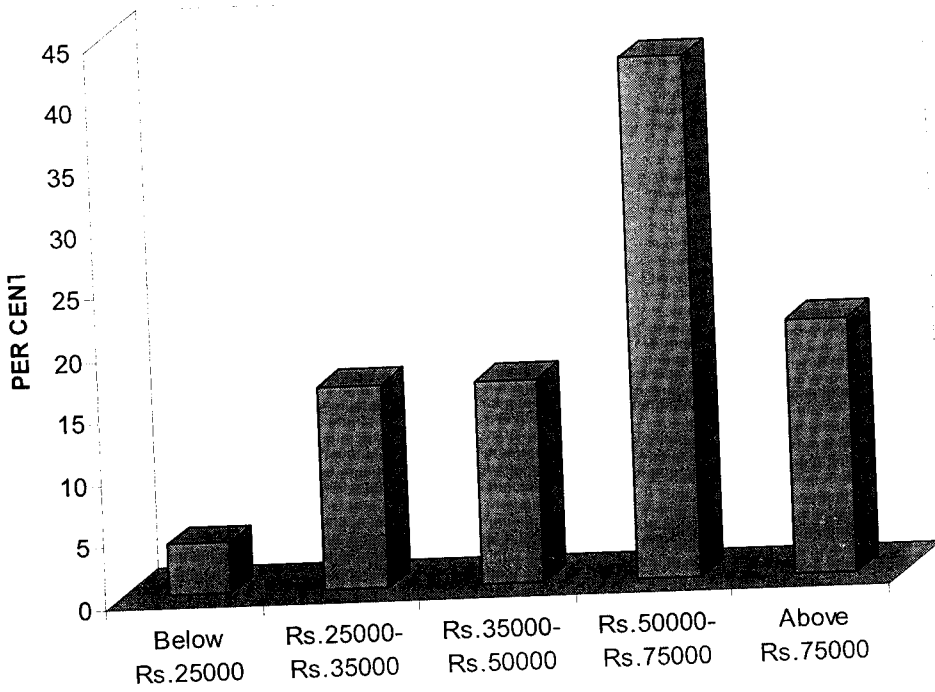


Table 4.1.2:
Educational Qualification

Education	No. of Respondents	Percent
School Final	30	24.79
Graduate/Diploma	44	36.36
PG	18	14.88
Professional	29	23.97
Total	121	100.00

It is clear from the above table that 36.36% of the respondents are diploma/graduates, 24.79% of the respondents have school level education, 23.97% of them have professional level education, and 14.88% of them are post graduates.

It can be concluded that majority 36.36% of the respondents are having diploma/graduate level of education.

CHART 2. EDUCATIONAL QUALIFICATION

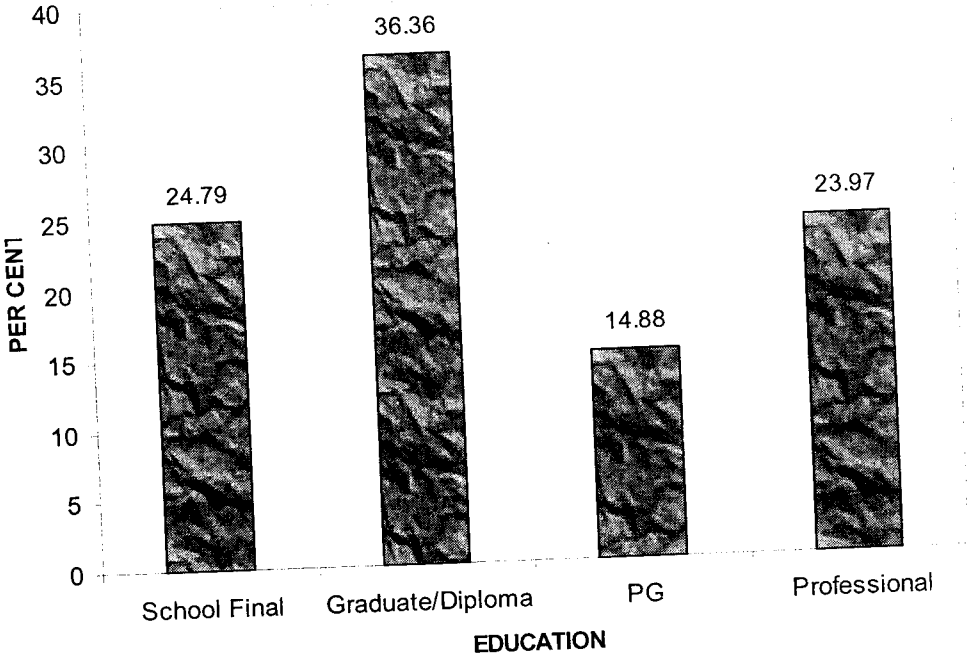


Table 4.1.3:
Occupation

Occupation	No. of Respondents	Percent
Salaried	50	41.32
Self Employed	43	35.54
Professional	28	23.14
Total	121	100.00

It is clear from the above table that 41.32% of the respondents are from salaried occupation, 35.54% of them are self employed, and 23.14% of them are from professional occupations.

It can be concluded that majority 41.32% of the respondents are from salaried occupation.

CHART 3. OCCUPATION

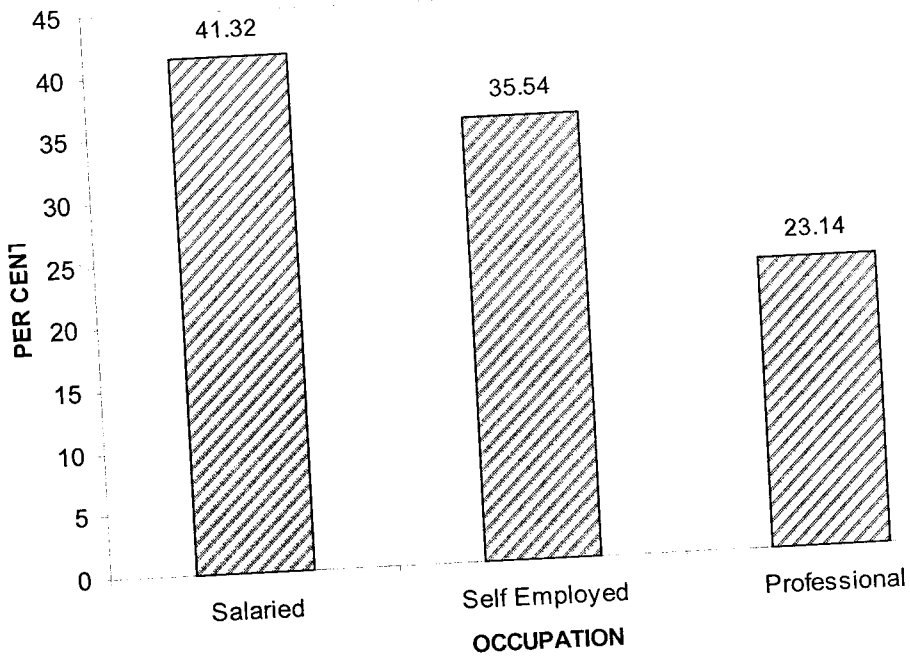


Table 4.1.4:
Age Group

Age	No. of Respondents	Percent
20-35 years	51	42.15
35-50 years	55	45.45
50-65 years	13	10.74
Above 65 years	2	1.65
Total	121	100.00

It is clear from the above table that 45.45% of the respondents are belonging to the age group of 35-50 years, 42.15% of them are belonging to the age group of 20-35 years age, 10.74% of them are belonging to the age group of 50-65 years and 1.65% of them are belonging to above 65 years age group.

It can be concluded that majority 45.45% of the respondents are belonging to the age group of 35-50 years.

CHART 4. AGE GROUP

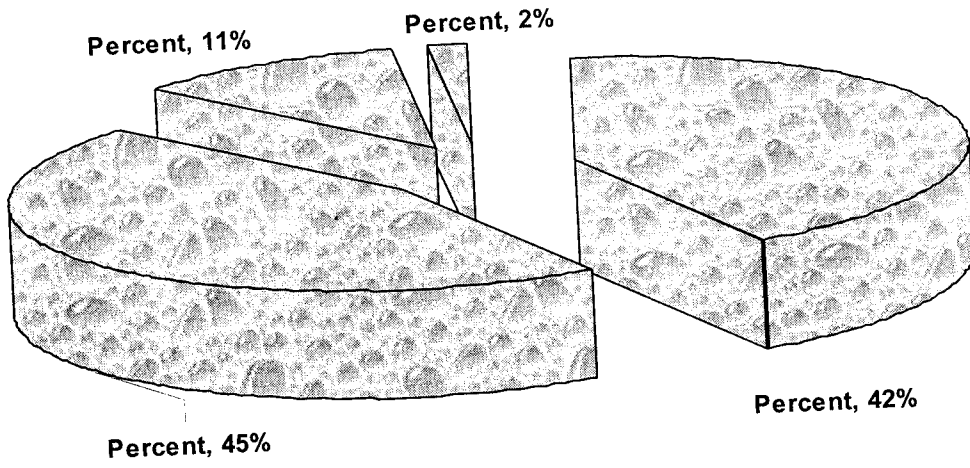


Table 4.1.5:
Nature of Residence

Nature of Domicility	No. of Respondents	Percent
Urban	53	43.80
City Outskirts	58	47.93
Rural	10	8.26
Total	121	100.00

It is clear from the above table that 47.93% of the respondents are residing at city outskirts, 43.8% of them are residing at urban area and 8.26% of them are residing at rural area.

It can be concluded that majority 47.93% of the respondents are residing at city outskirts.

CHART 5. NATURE OF RESIDENCE

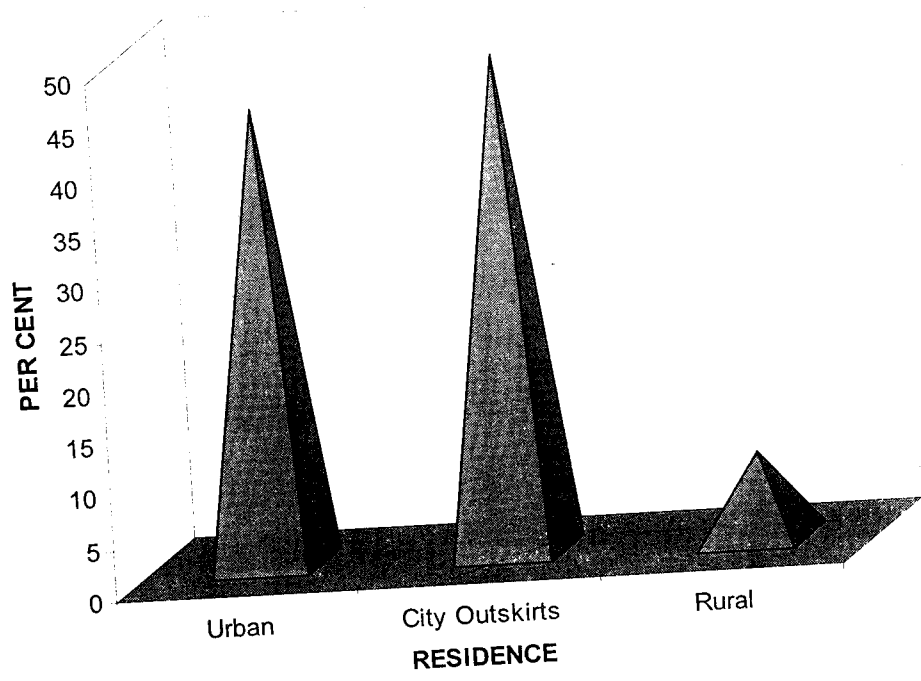


Table 4.1.6:
Marital Status

Marital Status	No. of Respondents	Percent
Married	104	85.95
Unmarried	17	14.05
Total	121	100.00

It is clear from the above table that 85.95% of the respondents are married and 14.05% of the respondents are unmarried.

It can be concluded that majority 85.95% of the respondents are married.

CHART 6. MARITAL STATUS

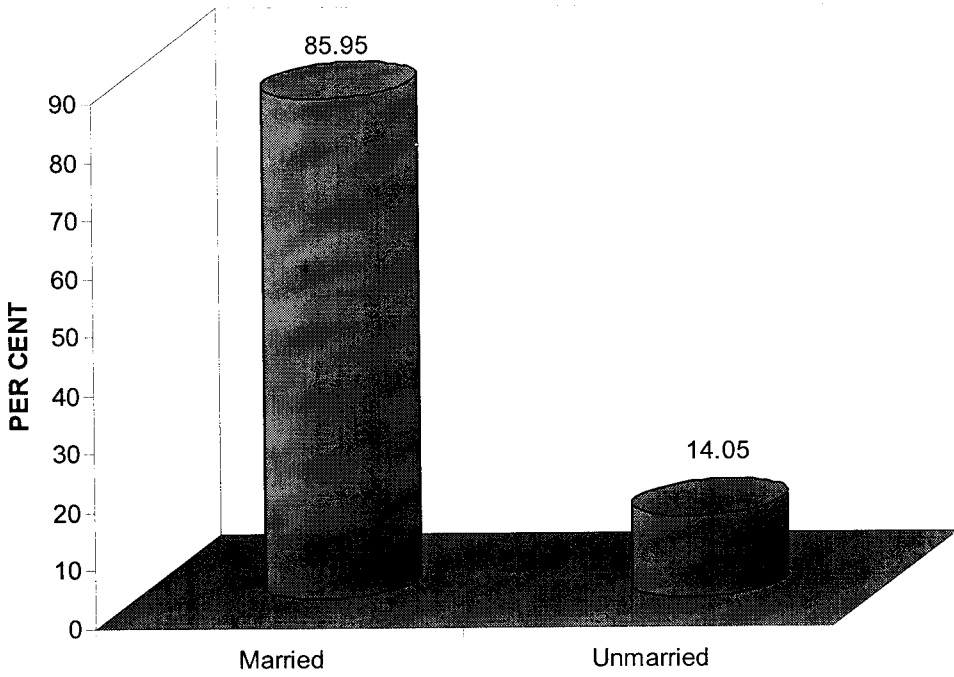


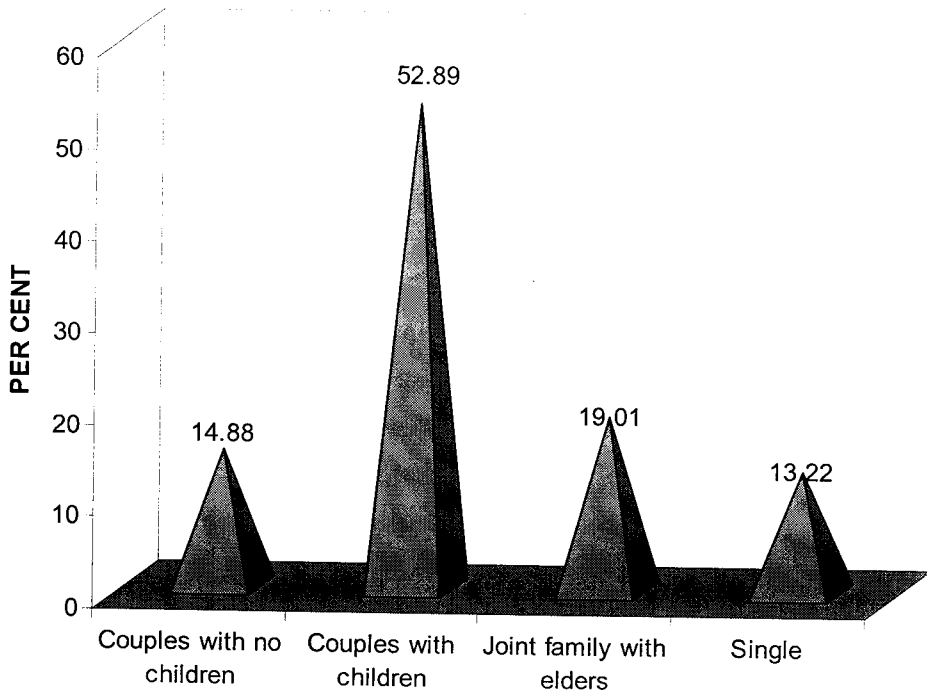
Table 4.1.7:
Type of Household

Type of Household	No. of Respondents	Percent
Couples with no children	18	14.88
Couples with children	64	52.89
Joint family with elders	23	19.01
Single	16	13.22
Total	121	100.00

It is clear from the above table that 52.89% of the respondents are couples with children, 19.01% of them are living in joint family, 14.88% of them are couples without children and 13.22% of them are single.

It can be concluded that majority 52.89% of the respondents are couples with children.

CHART 7. TYPE OF HOUSEHOLD



**Table 4.1.8:
Family Size**

Family size		No. of Respondents	Percent
Adults	Adults – Up to 2	97	80.17
	Adults – Above 2	24	19.83
	Total	121	100.00
Children	Up to 2	81	66.94
	Above 2	8	6.61
	No Children	32	26.45
	Total	121	100.00

It is clear from the above table that 80.17% of the respondents are having up to 2 adults in their family, 19.83% of them are having more than 2 adults in their family. 66.94% of the respondents are having up to 2 children, 26.45% of the respondents have no children, and 6.61% of them are having more than 2 children.

It can be concluded that majority 80.17% of the respondents are having up to 2 adults in their family and 66.94% of the respondents are having up to 2 children in their family.

CHART 8. FAMILY SIZE

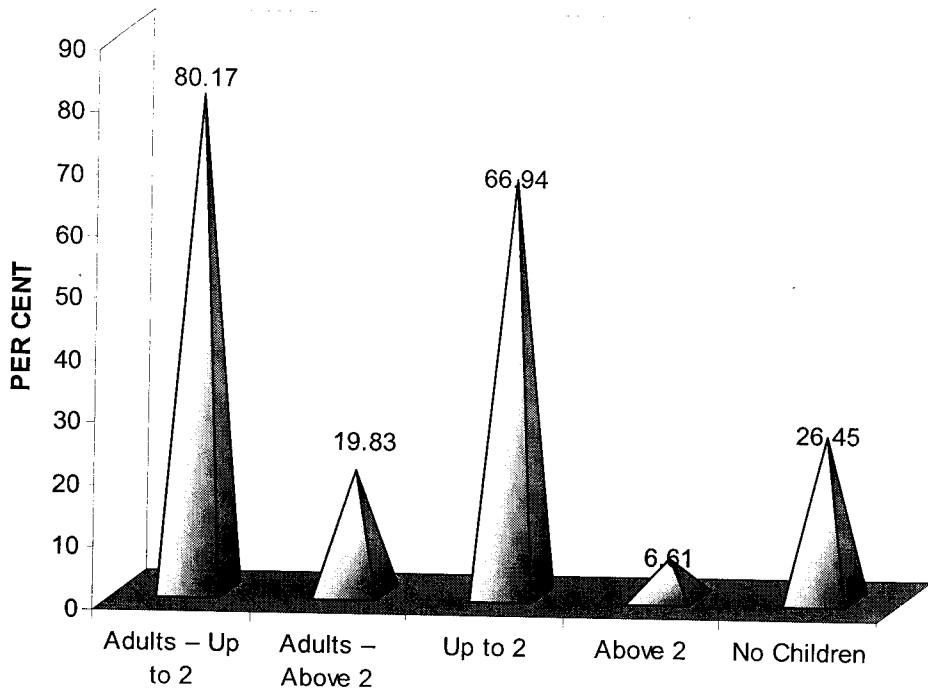


Table 4.1.9:

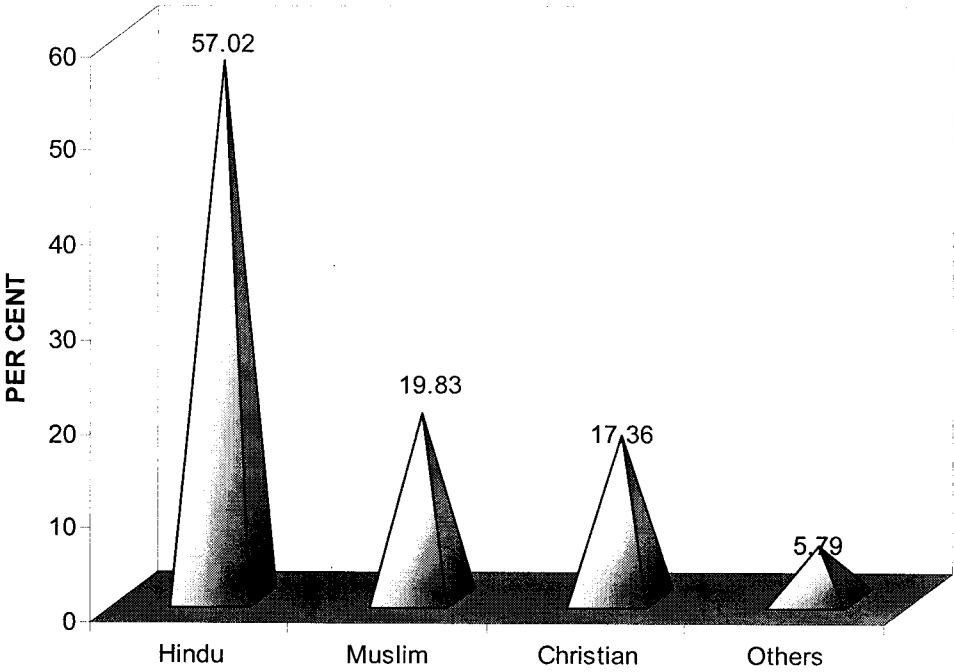
Religion

Indicate your ethnicity	No. of Respondents	Percent
Hindu	69	57.02
Muslim	24	19.83
Christian	21	17.36
Others	7	5.79
Total	121	100.00

It is clear from the above table that 57.02% of the respondents are belonging to Hindu religion, 19.83% of them are belonging to Muslim religion, 17.36% of them are belonging to Christianity and 5.79% of them are belonging to other religion.

It can be concluded that majority 57.02% of the respondents are belonging to Hindu religion.

CHART 9. RELIGION



**Table 4.1.10:
Factors considered in Retail Outlet**

Attribute	VI	I	NI	UI	IN
Quality of Merchandise	28 23.1%	57 47.1%	33 27.3%	3 2.5%	0 0.0%
Suit Lifestyle	8 6.6%	58 47.9%	44 36.4%	8 6.6%	3 2.5%
Product assortment & Variety	0 0.0%	42 34.7%	67 55.4%	9 7.4%	3 2.5%
Customer service & Variety	0 0.0%	37 30.6%	66 54.5%	15 12.4%	3 2.5%
Payment options	0 0.0%	3 2.5%	63 52.1%	54 44.6%	1 0.8%
Stores Layout	0 0.0%	11 9.1%	74 61.2%	29 24.0%	7 5.8%
Sales offers and schemes	10 8.3%	39 32.2%	40 33.1%	31 25.6%	1 0.8%
Pricing	23 19.0%	49 40.5%	36 29.8%	13 10.7%	0 0.0%
Convenience of location	13 10.7%	27 22.3%	68 56.2%	11 9.1%	2 1.7%
Brand name	34 28.1%	60 49.6%	24 19.8%	3 2.5%	0 0.0%

VI – Very Important, I – Important, NI – Neither/Nor Important, UI – Unimportant, IN - Insignificant

It is clear from the above table that 49.6% of the respondents give importance to brand name, 47.1% of the respondents give importance to the quality of merchandise, and 47.9% of them give importance to products which suit their lifestyle and so on.

It can be concluded that majority 49.6% of the respondents give importance to brand name.

**Table 4.1.11:
Shopping Attitude**

Attribute	AL	OF	OC	RA	NE
I select product on basis of price	30 24.8%	45 37.2%	36 29.8%	6 5.0%	4 3.3%
I select product based on value for money	15 12.4%	71 58.7%	35 28.9%	0 0.0%	0 0.0%
I select the product based on quality	33 27.3%	46 38.0%	36 29.8%	6 5.0%	0 0.0%
I seek out to sale offers	7 5.8%	45 37.2%	34 28.1%	29 24.0%	6 5.0%
I shop regardless to price and value	8 6.6%	25 20.7%	38 31.4%	45 37.2%	5 4.1%
I window shop first than purchase	9 7.4%	31 25.6%	25 20.7%	20 16.5%	36 29.8%

AL – Always, OF – Often, OC – Occasionally, RA – Rarely, NE - Never

It is clear from the above table that 37.2% of the respondents often select the product on the basis of price, 58.7% of them often select the product based on value for money, 38% of them often select the product based on quality, 37.2% of them often seek out for sale offers, 37.2% of them are rarely shop regardless to price and value, and 39.8% of them window shop first before purchasing.

It can be concluded that majority 58.7% of the respondents often select the product based on value for money.

Table 4.1.12:
Nature of Merchandise purchased

Nature of Merchandise	Yes	Percent	No	Percent
Suiting and Shirting	37	30.58	84	69.42
Bed sheets and Linen	61	50.41	60	49.59
School Uniforms	48	39.67	73	60.33
Pillows	10	8.26	111	91.74
Bathrobes	39	32.23	82	67.77
Dress materials	17	14.05	104	85.95
Others	1	0.83	120	99.17

It is clear from the above table that 50.41% of them preferred to buy bed sheets and linen cloths in Bombay Dyeing showrooms, 39.67% of them are preferring to buy school uniforms, 32.23% of them have preferred to buy bathrobes, 30.58% of them are preferring to buy suiting and shirting, 8.26% of them prefer to buy pillows and 0.83% of the respondents have preferred to buy other products in Bombay Dyeing showrooms.

It can be concluded that 50.41% of the respondents have preferred to buy bed sheets and linen cloths in Bombay Dyeing showrooms.

**Table 4.1.13:
Products and Operational Quality**

Stores products and operational quality	EE	ME	SC	DME	IN
Worthy Quality of Merchandise	2 1.7%	103 85.1%	16 13.2%	0 0.0%	0 0.0%
Trendy and Fashionable Assortment	0 0.0%	54 44.6%	53 43.8%	14 11.6%	0 0.0%
Style & Size	4 3.3%	65 53.7%	52 43.0%	0 0.0%	0 0.0%
Store guarantee	0 0.0%	38 31.4%	83 68.6%	0 0.0%	0 0.0%
Return policies	1 0.8%	38 31.4%	82 67.8%	0 0.0%	0 0.0%
Employees behavior	0 0.0%	57 47.1%	64 52.9%	0 0.0%	0 0.0%
Billing, sorting etc.,	0 0.0%	27 22.3%	89 73.6%	5 4.1%	0 0.0%

EE – Exceeds Expectations, ME – Meets Expectations, SC – Same as Competitors,
DME – Doesn't Meet Expectations, IN - Inferior

It is clear from the above table that 85.1% of the respondents agree that Bombay Dyeing's product quality meets their expectations and 53.7% of them agree that style & size of the garments meets their expectations. But 68.6% of the respondents are of the opinion that the store guarantee offered by Bombay Dyeing is same as their competitors and 67.8% of them feel that return policies offered to customers by Bombay Dyeing are same as their competitors. 52.9% of the respondents think that employee behavior is same as competitors and 73.6% of them agree that billing & sorting operations are same as their competitors.

It can be concluded that majority 85.1% of the respondents have agreed that Bombay Dyeing's product quality meets their expectations.

**Table 4.1.14:
Store Visual Appeal**

Store visual appeal	EE	ME	SC	DME	IN
Store displays	0 0.0%	44 36.4%	77 63.6%	0 0.0%	0 0.0%
Store layout	1 0.8%	45 37.2%	67 55.4%	8 6.6%	0 0.0%
Ambience	1 0.8%	34 28.1%	84 69.4%	2 1.7%	0 0.0%
Overall visual appeal	4 3.3%	49 40.5%	52 43.0%	15 12.4%	1 0.8%

EE – Exceeds Expectations, ME – Meets Expectations, SC – Same as Competitors,
DME – Doesn't Meet Expectations, IN - Inferior

It is clear from the above table that 63.6% of the respondents feel that Bombay Dyeing's store displays are same as their competitors and 55.4% of them think that Bombay Dyeing's store layout is same as their competitors. Moreover 69.4% of the respondents are of the opinion that Bombay Dyeing's store ambience is same as their competitors and 43% of them agree that their overall visual appeal is same as their competitors.

It can be concluded that majority of customers feel that Bombay Dyeing showroom's visual appeal is same as their competitors.

**Table 4.1.15:
Customer Convenience**

Customer Convenience	EE	ME	SC	DME	IN
Convenience of location	15 12.4%	60 49.6%	32 26.4%	14 11.6%	0 0.0%
Store timings	0 0.0%	64 52.9%	57 47.1%	0 0.0%	0 0.0%
Store try rooms	0 0.0%	3 2.5%	76 62.8%	42 34.7%	0 0.0%
Parking facilities	0 0.0%	0 0.0%	2 1.7%	105 86.8%	14 11.6%
Stores utilities	0 0.0%	6 5.0%	89 73.6%	26 21.5%	0 0.0%
Customer service	1 0.8%	40 33.1%	80 66.1%	0 0.0%	0 0.0%

EE – Exceeds Expectations, ME – Meets Expectations, SC – Same as Competitors,
DME – Doesn't Meet Expectations, IN - Inferior

It is clear from the above table that 49.6% of the respondents feel that Bombay Dyeing showrooms are conveniently located and 52.9% of them are feel that the store timings meets their expectations. However 86.8% of the respondents feel that parking facilities offered doesn't meet their expectations. Moreover 73.6% of them feel that Bombay Dyeing's store utilities are similar to their competitors and 66.1% of them are of the opinion that customer service offered at Bombay Dyeing is similar to their competitors.

It can be concluded that majority of the respondents have insisted that the overall level of customer convenience offered by Bombay Dyeing are same as their competitors.

Table 4.1.16:
Perceived Price and Past Satisfaction

Perceived price and past satisfaction	EE	ME	SC	DME	IN
Competitive & value price	6 5.0%	64 52.9%	51 42.1%	0 0.0%	0 0.0%
No. of payment options	0 0.0%	24 19.8%	67 55.4%	30 24.8%	0 0.0%
Fulfillment of customer needs	0 0.0%	63 52.1%	56 46.3%	2 1.7%	0 0.0%
Adorable purchase experience	0 0.0%	59 48.8%	61 50.4%	1 0.8%	0 0.0%

EE – Exceeds Expectations, ME – Meets Expectations, SC – Same as Competitors,
DME – Doesn't Meet Expectations, IN - Inferior

It is clear from the above table that 52.9% of the respondents agree that prices offered at Bombay Dyeing are competitive and it meets their expectations. But 55.4% of them feel that the number of payment options available at Bombay Dyeing is same as their competitors and 50.4% of the respondents feel that the purchase experience at Bombay Dyeing is same as that of their competitors.

It can be concluded that majority of the respondents feel that the overall satisfaction and purchase experience at Bombay Dyeing is same as that of their competitors.

**Table 4.1.17:
Store's Promotional Effectiveness**

Stores promotional effectiveness	EE	ME	SC	DME	IN
Sales promotions	0 0.0%	1 0.8%	4 3.3%	87 71.9%	28 23.1%
Popular brand name	0 0.0%	57 47.1%	64 52.9%	0 0.0%	0 0.0%
Appreciable Goodwill	0 0.0%	47 38.8%	73 60.3%	1 0.8%	0 0.0%

EE – Exceeds Expectations, ME – Meets Expectations, SC – Same as Competitors,
DME – Doesn't Meet Expectations, IN - Inferior

It is clear from the above table that 71.9% of the respondents feel that the sales promotions done by Bombay Dyeing outlets doesn't meet their expectations. Moreover 52.9% of them feel that the popularity of the brand is similar to their competitors and 60.3% of respondents feel that the goodwill enjoyed by the company is similar to their competitors.

It can be concluded that majority of the customers feel that the store's overall promotional effectiveness is similar to their competitors.

Table 4.1.18:**Image Attributes**

Image Attributes	SA	A	NA	DA	SD
Wide enough choice of new products and innovative ideas that meet your needs	6 5.0%	34 28.1%	70 57.9%	10 8.3%	1 0.8%
Wide enough choice of products that have been produced according to specific ethical standards	13 10.7%	76 62.8%	32 26.4%	0 0.0%	0 0.0%
Product information provided, packaging is clear, accurate and sufficient	21 17.4%	76 62.8%	24 19.8%	0 0.0%	0 0.0%
Prices are affordable, clear and accurate	13 10.7%	89 73.6%	18 14.9%	1 0.8%	0 0.0%
Bombay Dyeing offers easy modes of payment	0 0.0%	36 29.8%	70 57.9%	15 12.4%	0 0.0%
They provide reasonable value for your money	24 19.8%	52 43.0%	45 37.2%	0 0.0%	0 0.0%
Bombay Dyeing offers a quality service overall.	10 8.3%	53 43.8%	57 47.1%	1 0.8%	0 0.0%

SA – Strongly Agree, A – Agree, NA – Neither Agree/Disagree, DA – Disagree, SD – Strongly Disagree

It is clear from the above table that 73.6% of the respondents agreed that Bombay Dyeing's prices are affordable, clear and accurate. 62.8% of them have agreed that Bombay Dyeing offers a wide choice of products & product information is available and packaging is clear and accurate. Moreover 43.8% of them agreed that Bombay Dyeing offers quality service, and 43% of them agree that Bombay Dyeing provides reasonable value for money. Also 29.8% of the respondents agree that Bombay Dyeing offers easy modes of payment and 28.1% of the respondents feel that Bombay Dyeing continuously offers wide choice of new products that meets their needs.

It can be concluded that majority 73.6% of the respondents are of the opinion that Bombay Dyeing's prices are affordable.

4.2 AVERAGE SCORE ANALYSIS

Table 4.2.1:
Avg. Score – Factors Influenced for Purchase

Attribute	Avg. Score	Influencing Order
Quality of Merchandise	3.91	2
Suit Lifestyle	3.50	4
Product assortment & Variety	3.22	6
Customer service & Variety	3.13	8
Payment options	2.56	10
Stores Layout	2.74	9
Sales offers and schemes	3.21	7
Pricing	3.68	3
Convenience of location	3.31	5
Brand name	4.03	1

It is clear from the above table that average score analysis was performed to analyze the factors that influence the customer to purchase Bombay Dyeing cloths. The average score indicates the weighted average score of respective factors. The order of influencing is as follows; brand name, quality of merchandise, pricing, suit lifestyle, convenience of location, and so on.

It can be concluded that majority of the respondents have insisted that the brand name is the most influencing factor among the list of factors.

Table 4.2.2:
Avg. Score – Shopping Attitude

Attribute	Avg. Score	Rank Order
I select product on basis of price	3.75	3
I select product based on value for money	3.83	2
I select the product based on quality	3.88	1
I seek out to sale offers	3.15	4
I shop regardless to price and value	2.88	5
I window shop first than purchase	2.64	6

It is clear from the above table that average score analysis was performed for shopping attitude. The final rank order is obtained from the average score, which shows the general attitude of customers while shopping. The rank order has been assigned to each type of shopping attitude respectively depending upon the feedback given by customers.

It can be concluded that there is a high number of shoppers select the product based on quality factor. Hence generally the customer's shopping attitude is to seek for quality products.

Table 4.2.3:
Avg. Score – Operational Quality of Outlets

Outlets operational quality	Avg. Score	Rank Order
Worthy Quality of Merchandise	3.88	1
Trendy and Fashionable Assortment	3.33	4
Style & Size	3.60	2
Store guarantee	3.31	6
Return policies	3.33	4
Employees behavior	3.47	3
Billing, sorting etc.,	3.18	7

It is clear from the above table that average score analysis was performed upon factors that determine the operational quality of outlets. The weighted average score helps to find the rank order for various factors.

It can be concluded that the respondents feel that the quality of the merchandise offered is the most important factor.

Table 4.2.4:
Avg. Score – Visual Appeal of Outlet

Store visual appeal	Avg. Score	Rank Order
Store displays	3.36	1
Store layout	3.32	3
Ambience	3.28	4
Overall visual appeal	3.33	2

It is clear from the above table that average score analysis was performed upon the feedback offered by respondents in order to analyze the visual appeal of Bombay Dyeing outlet.

It can be concluded that according to average score analysis, the respondents feel that Bombay Dyeing's store display is the most influencing factor.

Table 4.2.5:
Avg. Score – Customer Convenience

Customer Convenience	Avg. Score	Rank Order
Convenience of location	3.63	1
Store timings	3.53	2
Store try rooms	2.68	5
Parking facilities	1.90	6
Stores utilities	2.83	4
Customer service	3.35	3

It is clear from the above table that average score analysis was performed upon various factors that determine customer convenience, which shows the level of acceptance of respondents. The influencing average score order of the various customer convenience factors is as follows : convenient location, store timings, customer service, store utilities, store trial rooms and parking facilities.

It is concluded that according to average score analysis, many respondents prefer that, the outlets must be conveniently located.

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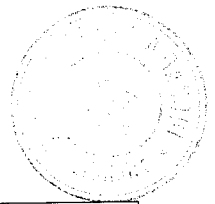


Table 4.2.6:
Avg. Score – Shopping Experience

Perceived price and past satisfaction	Avg. Score	Rank Order
Competitive & value price	3.63	1
No. of payment options	2.95	4
Fulfillment of customer needs	3.50	2
Adorable purchase experience	3.48	3

It is clear from the above table that average score analysis was performed upon the data provided by respondents in order to analyze the shopping experience of customers. The predicted average rank order is as follows: competitive & value for price, fulfillment of customer needs, adorable purchase experience and number of payment options.

It can be concluded that according to average score analysis, the customers are agree that Bombay Dyeing products are competitive & they offer high value for price.

Table 4.2.7:

Avg. Score – Promotional Effectiveness of Outlet

Stores promotional effectiveness	Avg. Score	Rank Order
Sales promotions	1.82	3
Popular brand name	3.47	1
Appreciable Goodwill	3.38	2

It is clear from the above table that average score analysis was performed for analyzing the promotional effectiveness of outlet.

It can be concluded that according to average score analysis, Bombay Dyeing's brand name is the most influential factor.

Table 4.2.8:
Avg. Score – Purchase Patronage

Image Attributes	Avg. Score	Rank Order
Offers a wide products and innovative ideas that meet your needs	3.28	6
Products produced according to specific ethical standards	3.84	3
Product information, packaging is clear, accurate and sufficient	3.98	1
Prices are affordable, clear and accurate	3.94	2
Bombay Dyeing offers easy modes of payment	3.17	7
They provide reasonable value for your money	3.83	4
Bombay Dyeing offers a quality service overall	3.60	5

It is clear from the above table that average score analysis was performed for various factors that affects the purchase patronage. Predicted weighted average rank order has been assigned to all the factors respectively.

It can be concluded that according to average score analysis most of the factors considered under purchase patronage are agreed by the respondents. But they feel that Bombay Dyeing does not offer a wide range of products and easy modes of payment.

4.3 ANOVA ANALYSIS

Table 4.3.1:

ANOVA – Customer Patronage versus Monthly Income

Descriptives

Customer Patronage									
	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum	
					Lower Bound	Upper Bound			
Below Rs.25000	5	19.2000	1.92354	.86023	16.8116	21.5884	17.00	22.00	
Rs.25000-35000	20	18.8500	2.03328	.45465	17.8984	19.8016	15.00	23.00	
Rs.35000-50000	20	18.4000	3.66204	.81886	16.6861	20.1139	13.00	23.00	
Rs.50000-Rs.75000	51	18.5294	2.17580	.30467	17.9175	19.1414	15.00	25.00	
Above Rs.75000	25	18.8000	2.17945	.43589	17.9004	19.6996	12.00	21.00	
Total	121	18.6446	2.42164	.22015	18.2087	19.0805	12.00	25.00	

ANOVA

Customer Patronage					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	4.863	4	1.216	.202	.937
Within Groups	698.856	116	6.025		
Total	703.719	120			

It is clear from the above table that analysis of variance is computed to test the significant difference of customer patronage means among monthly income of the respondents. The high mean value is extracted from below Rs.25000 monthly income group. The calculated F-value is 0.202 and its significance is 0.937, which is greater than the level of significance.

So it can be concluded that the mean customer patronage has no significant difference among monthly income group of the respondents.

Table 4.3.2:

ANOVA – Customer Patronage versus Educational Qualification

Descriptives

Customer Patronage	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
School	30	17.7000	2.33637	.42656	16.8276	18.5724	13.00	22.00
Graduate/Diploma	44	18.5682	2.69709	.40660	17.7482	19.3882	15.00	25.00
PG	18	19.7778	1.80051	.42438	18.8824	20.6731	16.00	23.00
Professional	29	19.0345	2.09562	.38915	18.2374	19.8316	12.00	23.00
Total	121	18.6446	2.42164	.22015	18.2087	19.0805	12.00	25.00

ANOVA

Customer Patronage	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	54.547	3	18.182	3.277	.024
Within Groups	649.172	117	5.548		
Total	703.719	120			

It is clear from the above table that analysis of variance is computed to test the significant difference of customer patronage means among educational qualification of the respondents. The high mean value is extracted from post graduate respondents. The calculated F-value is 3.277 and its significance is 0.024, which is less than the level of significance 0.05.

So it can be concluded that the mean customer patronage has significant difference among educational qualification of the respondents.

Table 4.3.3:
ANOVA – Customer Patronage versus Occupation

Descriptives

Customer Patronage									
	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum	
					Lower Bound	Upper Bound			
Salaried	50	19.6800	2.32502	.32881	19.0192	20.3408	16.00	25.00	
Self Employed	43	17.2326	2.12510	.32407	16.5785	17.8866	13.00	22.00	
Professional	28	18.9643	1.99039	.37615	18.1925	19.7361	12.00	22.00	
Total	121	18.6446	2.42164	.22015	18.2087	19.0805	12.00	25.00	

ANOVA

Customer Patronage					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	142.200	2	71.100	14.941	.000
Within Groups	561.519	118	4.759		
Total	703.719	120			

It is clear from the above table that analysis of variance is computed to test the significant difference of customer patronage means among occupation of the respondents. The high mean value is extracted from salaried respondents. The calculated F-value is 14.941 and its significance is 0.000, which is less than the level of significance.

It can be concluded that the mean customer patronage has significant difference among occupation of the respondents.

5.2 Suggestion

- The payment options and credit facilities offered by Bombay Dyeing to its customers is limited. So the management can try to offer more payment options to its customers.
- The store's visual appeal and ambience can be enhanced.
- Bombay Dyeing can strive to offer more trendy and fashionable assortment in order to attract more customers.
- The sales offers and special schemes offered by Bombay Dyeing is very limited. So they can try to offer their customers more sales offers in future.
- Many customers feel that Bombay Dyeing's promotional activities is not enough. So the management can try to increase its sales promotion activities in order to strengthen their brand name.
- With the advent of globalization, the company should aim at increasing the quality and designs of its products, in order to meet stiff competition in the market and sustain themselves.

5.3 Conclusion

Bombay Dyeing is one of the leading companies in the textile business. In fact, India has carved a niche for itself in the world textile sector holding the hands of Bombay Dyeing. Bombay Dyeing's unique India-wide distribution setup is an enviable asset in the company's domestic marketing efforts. Unrivalled in its reputation for quality, the Bombay Dyeing range of fabrics and readymade has been growing and evolving with changing trends.

With heaps of companies piling into the textile market, the sluggish growth of the textile market will be boosted in the near future. Bombay Dyeing, being a large scale and a long standing business house, faces a tough competition due to the entry of new companies in the textile market. As Bombay Dyeing has existed for a long time, it still continues to enjoy a high patronage among the older generation of customers. Design and Quality have become the driving forces, which keeps the company evergreen and alive in the era of cut throat competition.

5.4 Scope for further study

In today's competitive conditions, which factors cause customer satisfaction, which variables change customer satisfaction in which ways and how these variables can be managed, for which segments which activities can be designed are the main questions that marketing managers must consider. Especially, if it is considered that gaining new customers create four times more costs than protecting existing customers from leaving, it can be seen that answers to these questions carry great importance for the firms. A more detailed and comprehensive research study can be conducted on those variables which the managers might think that will provide solutions to them.

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APPENDIX

A STUDY ON CUSTOMER PATRONAGE TOWARDS BOMBAY DYEING

(This survey is conducted to know the patronage of customers towards Bombay Dyeing. It is conducted purely for academic purpose and all the information will be kept confidential. Please be kind enough to fill up the questionnaire and return it to me)

1. Monthly household income:

Above Rs.75000	Rs.25000-Rs.35000
Rs.50000-Rs.75000	Below Rs.25000
Rs.35000-Rs.50000	

2. Education :

School final	Graduate/Diploma
PG	Professional

3. Occupation :

Salaried	Self employed	Professional
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4. Age :

20-35 years	35-50 years
50-65 years	Above 65 years

5. Nature of Domicility:

Urban	City outskirts	Rural
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6. Marital status:

Married	Unmarried
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7. Type of household:

Couple with no children	Couple with children
Joint family with elders	Single

8. Family size:

No.of adults : _____ No.of Children : _____

9. Indicate your ethnicity:

Hindu Muslim Christian Others

10. Kindly indicate the level of important attributes considered by you while purchasing new clothing from a retail outlet: (Rank from 5 to 1)

Attribute	V.Imp (5)	Imp (4)	Neither imp nor Un imp (3)	Un imp (2)	Insignificant (1)
Quality of Merchandise					
Suit lifestyle					
Product assortment & Variety					
Customer service & amenities					
Payment options					
Stores layout					
Sales offers and schemes					
Pricing					
Convenience of location					
Brand name					

11. Please mark the following question, with reference to your shopping personality

Attribute	Always	Often	Occasionally	Rarely	Never
I always select a product on the basis of price					
I always select a product based on value for money					
I always select the product based on the quality					
I frequently seek out to sale offers					
I always shop regardless to price and value, but for my lifestyle					
I often window shop first than purchase					

12. Given below are the lists of product merchandise available in Bombay Dyeing showrooms. Please indicate the items that you have purchased during the last 6 months.

Nature of Merchandise	Yes	No	Time since last purchase (a week/ a fortnight/ a month/ a quarter/ six months/ one year)
Suiting and shirting			
Bed sheets and Linen			
School uniforms			
Pillows			
Bathrobes			
Dress materials			
Others (please specify)			

13. Please rate the following attributes (on a scale from 5 to 1) with respect to Bombay Dyeing :

i. Stores product and operational quality	Exceeds expectations (5)	Meets expectations (4)	Same as competitors (3)	Doesn't meet expectations (2)	Inferior (1)
Worthy Quality of Merchandise					
Trendy and fashionable assortment					
Style & Size					
Store guarantee					
Return policies					
Employees behavior					
Billing, sorting etc.,					

ii. Store visual appeal	Exceeds expectations (5)	Meets expectations (4)	Same as competitors (3)	Doesn't meet expectations (2)	Inferior (1)
Store displays					
Store layout					
Ambience					
Overall visual appeal					

iii. Customer convenience	Exceeds expectations (5)	Meets expectations (4)	Same as competitors (3)	Doesn't meet expectations (2)	Inferior (1)
Convenience of location					
Store timings					
Store try rooms					
Parking facilities					
Stores utilities					
Customer service					

iv. Perceived price and past satisfaction	Exceeds expectations (5)	Meets expectations (4)	Same as competitors (3)	Doesn't meet expectations (2)	Inferior (1)
Competitive & value price					
No. of payment options					
Fulfillment of customer needs					
Adorable purchase experience					

v. Stores promotional effectiveness	Exceeds expectations (5)	Meets expectations (4)	Same as competitors (3)	Doesn't meet expectations (2)	Inferior (1)
Sales promotions					
Popular brand name					
Appreciable Goodwill					

14. Irrespective of your purchase patronage, kindly rate about the image attributes about Bombay Dyeing.

Image Attributes	S.AGREE	AGREE	NEITHER AGREE NOR DISAGREE	DISAGREE	STRONGLY DISAGREE
Bombay Dyeing continuously offers a wide enough choice of new products and innovative ideas that meet your needs.					
Bombay Dyeing offers a wide enough choice of products that have been produced according to specific ethical standards					
Product information provided by the producer/manufacturer on labels and/or on the packaging is clear, accurate and sufficient					
Bombay Dyeing's Prices are affordable, clear and accurate, i.e. you know exactly what you are going to pay, before you buy the product.					
Bombay Dyeing offers easy modes of payment					
They provide reasonable value for your money					
Bombay Dyeing offers a quality service overall.					
It is quick and easy to find the products you want					