FACTORS INFLUENCING TEXTILE SHOPPING BEHAVIOUR: A STUDY ON CUSTOMER PERCEPTION.

by

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COIMBATORE

A Project Report

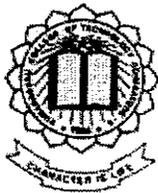Submitted to the

FACULTY OF MANAGEMENT STUDIES

In partial fulfillment of the requirements

For the award of the degree

of

MASTER OF BUSINESS ADMINISTRATION

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KCT Business School

Department of Management Studies

Kumaraguru College of Technology

Coimbatore

BONAFIDE CERTIFICATE

Certified that this project report titled **"FACTORS INFLUENCING TEXTILE SHOPPING BEHAVIOUR: A STUDY ON CUSTOMER PERCEPTION"** is the Bonafide work of Mr.S. Parameswaran (71206631037) who carried out the research 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.

(Project Guide)   **(Director)**

Evaluated and vice-voce conducted on ....

Examiner I   **Examiner II**
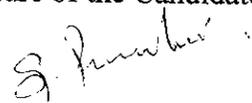
DECLARATION

I hereby declare that this project work entitled as "**Factors Influencing Textile Shopping Behaviour : A Study on Customer Perception**" done in Shree Devi Textiles, Coimbatore has been undertaken for the academic purpose submitted to Anna University in partial fulfillment for the award of the degree of Master of Business Administration. The project report is the record of the original work done by me under the guidance of **Prof.K.Chitra** during the academic year 2007-2008.

I, also declare hereby, that the information given in this report is correct to best of my knowledge and belief.

Place: Coimbatore

Date: 29.10.2007

Signature of the Candidate

(S.Parameswaran)

Shree Devi
TEXTILE

TNGST No. 2180277 CST No. 576185 Dt. 17-04-86/114

Date: 4 - 10 - 2007

Place: Coimbatore.

SUMMER INTERNSHIP PROJECT COMPLETION CERTIFICATE

This is to certify that Mr. S. Parameswaran (06MBA37) a student of KCT Business School, Kumaraguru College of Technology, had undergone a project between 19-06-2007 to 1-08-2007 entitled "Factors influencing Textile shopping Behaviour : A Study on Customer Perception"

During the tenure his performance was good.

Signature

For SHREE DEVI TEXTILE

N.BALU (MANAGER)
MANAGER.

Executive Summary

EXECUTIVE SUMMARY

Coimbatore has become one of the fastest growing textile markets in the state. The textile shopping behavior of the people have increased rapidly due to the changes in the fashion, rise of the income level, general change in attitude towards readymade fabrics. There are many players in the textile retailing such as Shree Devi Textiles, The Chennai Silks, Ganapathy Silks and also various other players.

Against this background the study was conducted for Shree Devi textiles. The objective of the study is to determine the level of expectation and satisfaction of the customers, to identify gap between the expectation and satisfaction level, to identify the influence of demographic variables on level of expectation and satisfaction. The study assumes the characteristics of descriptive research. A sample of hundred customers in Coimbatore city is selected on convenient basis and the data are collected through questionnaire method.

The study reveals that the majority of the respondents are male and they come under the age group of 31 to 40; with an income less than Rs. 30000. Most of the customers are expecting parking facilities should be improved. There exists a gap between level of expectation and satisfaction of customers with respect to price, discount, delivery time, exchange facility, shopping space, assistance of salesmen, location, billing in time, ambiance, packages offered, brand image, rest room facility and working hours. The findings of the study would enable the management of Shree Devi textiles to frame suitable strategies to face the competition in the market.

Acknowledgement

ACKNOWLEDGEMENT

I express my sincere gratitude to our beloved correspondent **Prof.Dr.K.Arumugam**, Kumaraguru College of Technology, for his kind blessings and moral support for carrying out this project.

I express my sincere thanks to our principal **Dr. Joseph V Thanikal**, Kumaraguru College of Technology, for allowing us to carry out this project.

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I take privilege and immense pleasure in expressing my sincere gratitude to my guiding spirit, **Prof.Dr.K.Chitra**, for her in-depth guidance, motivation and encouragement in executing this project right from beginning and making it a success.

I extend my sincere thanks and gratitude to Shree Devi Textiles for permitting me to do this project. Especially I would like to thank **Mr. P.Shivaganesan** for his kind support. I also thank **Mr. T. Kathirvel**, for his effective guidance and valuable support to carry out this project in their premises.

My special acknowledgement and thanks to Department of management Studies, faculty members, my friends and family members who helped me in the completion of this project successfully.

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INTRODUCTION

1.1 Background

The study was conducted to analyze the shopping behavior of the customers of Shree Devi Textiles and also to identify the gap between expectation and satisfaction level of the customers. The money spent on textiles consumers has increased due to increase in earnings, due to changes in fashion etc. In addition to this, the needs for textile showrooms have increased due to increase in population.

Retailing in general is facing a buoyant growth. In this line textile retailing is also undergoing a prosperous change. The percentage of money spent on textile retailing is on the increase due to increase in no of middle income family, increase in standard of living, general change in attitude towards readymade fabrics.

The positive changes in consumer behavior listed above have been witnessed closely by textile marketers. Currently there is a severe competition among the textile marketers to attract the customers.

To attract and retain the consumer it is necessary to understand the buying behavior of consumer and their perceptions. Consumer perception is an approximization of reality.

Perception is a process through which a person forms an opinion about the various stimuli he receives from his sensory organs. In marketing, perception is concerned with understanding how the consumers view a product or service. The senses of a person help him in his process. The marketer uses various perceptions to stimulate the consumer, that is, through the use of color, sound, touch, taste or smell, to observe the products.

In order to succeed in the marketing efforts it is imperative to understand the customer's perception against this setting. The study is undertaken to analyze the perception of customers regarding Shree Devi textile a textile showroom.

1.2. Review of literature

> S.Senthil kumar conducted **"A study on consumer awareness and loyalty towards Bharani cloth",** at Erode in 1992. The study revealed that most of the consumers buy in festival season and look for good quality and design in exclusive showrooms. They also expect regular discounts and free gifts at the showrooms they buy. The research concludes with the changes to be made according to the fashion changes.

> S.Shanatha conducted a study on **"consumer behavior with special reference to textiles"** in 1992. According to the study conducted that seeks to quantify the taste and the preference of the ultimate consumers. The literature review highlights the differences in analytical approaches and market scenario took place in the competitive showrooms.

> A study conducted by textile committee on **"Consumer survey for textiles in Rourkela"** in 1967. The study covered possessions of different garments at different socio economic levels and pattern of purchase according to the market condition.

> K.Dhanalakshmi conducted a study on **"Buyers Behavior on garment in Coimbatore"** in the year 1996. The researcher analyzed the impact of sales promotional effort and the factors influencing buying behavior. The research resulted with the motivational factor of the buyer, effective television advertisement and with the branded goods.

> Home textiles conducted a survey on customer satisfaction survey on Jo-Ann stores Inc in Ohio. Its states the firm to improve the customer service through, survey of customers in store experience.

➤ A study conducted by a textile committee on **"Consumer preference and survey for textile in Rajasthan"** in 1968. The customers prefer most of the handloom fabrics and readymade garments. The survey results in high demand for cotton garments rather than other fabrics in Rajasthan.

1.3. Statement of the problem

The study was undertaken to find out the level of expectation and satisfaction regarding Shree Devi Textiles customers. It is also undertaken to find out the shopping behaviors.

1.4. Objective of the study

- To identify the influence of demographic variables with respect to perception of the customers
- To analyze shopping behavior of the customer with respect to textiles
- To analyze the perception of customer with respect to competitors
- To identify gap between expectation and satisfaction level of the customer.
- To provide suggestions for improvement.

1.5. Scope of the study

This study shall make the concern aware in various aspects which help the concern to bridge the gap between the customers expectation. This also satisfies the need of the customers by analyzing the lacking areas. The study also helps in formulating new strategies to attract the customers.

The research also helps in identifying the nearest competitors for the concern and their strategies followed. Market condition can be analyzed and performance can be upgraded according to the present situation.

1.6. Methodology

The study assumes the characteristics of descriptive research as it describes the shopping behavior of consumer and their perception regarding their aspects.

Sampling design

Convenient sampling method is adopted, it is a type of non-probability sampling where sample size is been selected according to the convenience of the researcher. The sample size is taken as 100 and is collected in and around Coimbatore city.

Method of data collection

The data collection method involves both primary and secondary data. The primary data is collected through issuing structured questionnaire and the secondary data is collected from journals, websites, magazines, newspapers and previous study.

Tools for analysis

- **Chi Square Test**

This test is used to analyze the influence of demographic variables using the expectation and satisfaction factors.

- **Paired t-test**

The paired t-test is used to measure the two attributes of a single variable. One of the attribute variables has only two values

- **Mean score analysis**

Mean score analysis is used for ranking the factors by   calculating the mean values.

- **Percentage analysis**

Percentage analysis is used to describe the profile of the respondents and their shopping behaviors.

- **Software package for social studies (SPSS)**

This package is used for entering the data and analyzing for output. Statistical tool can be used for accuracy.

1.7. Limitations

- The study is restricted to Coimbatore city only.
- Sample size is taken as 100 due to time and cost constraint.

1.8. Chapter scheme

Chapter one deals with the introduction of the study which includes background, review of literature, objectives of the study, statement of the problem, scope of the study, methodology, limitations and report structure. It gives an outline of the study to be conducted.

Chapter two includes the history of the organization, management, organization structure, product profile and market potential, competitive strength of the company, future plans and description of various functional areas. It consist the entire information about the concern.

Chapter three deals with the present scenario prevailing with respect to the industry and the company selected. This analysis may also constitute the strength, weakness, opportunities, threats of the concern.

Chapter four includes the data analysis and interpretations. The results are obtained using the statistical tools.

Chapter five deals with results and discussion .it also provides the recommendations for the company.

Organizational Profile

CHAPTER II

ORGANIZATIONAL PROFILE

2.1 History of the organization

The Shree Devi Textiles was started in the year 1986 by Mr. S.Poonuswamy as a sole proprietorship concern. It is a family oriented business. The family members are its board of directors. It was reengineered by Mr. P. Shivaganesan in the year 2000. After it's reengineering its position has been flourished in the market.

- Ground floor- silk sarees
- First floor- fancy sarees
- Second floor- readymade for men and women
- Third floor- kids collection

The organization comprises of 560 employees of all the cadets. The employees of the organization are provided with monthly salary. They are also provided with incentives based upon their sales per day.

2.2 Management

Board of directors

Mr.S.Ponuswamy

Mr.P.Shiva ganesan

Mr.P.Senthil

Managing director

Mr.P.Shiva ganesan

Signing authority

Mr.S.Ponuswamy

2.3 Organizational structure

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                    │   MANAGING DIRECTOR     │
                    └─────────────────────────┘
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┌──────────────┐    ┌──────────────┐    ┌──────────────┐
│  PURCHASE    │    │  PERSONNEL   │    │  MARKETING   │
│  MANAGER     │    │  MANAGER     │    │  MANAGER     │
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┌──────────────┐    ┌──────────────┐    ┌──────────────┐
│  SUPERVISOR  │    │  SUPERVISOR  │    │  MARKETING   │
│              │    │              │    │  EXECUTIVES  │
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      ┌──────────────┐    ┌──────────────┐
      │ STORE KEEPER │    │  EMPLOYEES   │
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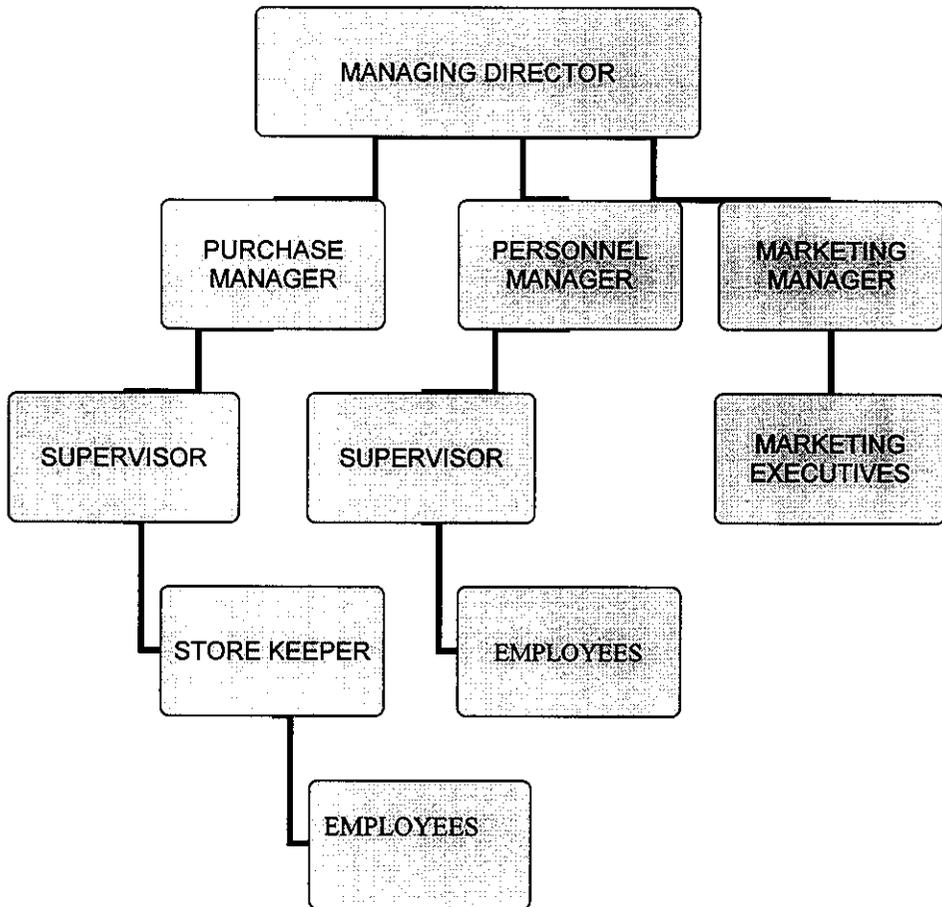
2.4 Product profile and market potential

The concern deals with the marketing of silk sarees, fancy sarees, and ready-made for men and women. Kid's collections are also provided by them. They also deal with other textile goods like carpet and blankets.

They buy goods directly from the manufacturers present in Mumbai. The suppliers of the concern are DigJam, Raymonds, Gwalior, Peter England, Fog, and Otto. They purchase silk sarees from kancheepuram and also from the co-operative society. They buy fancy sarees from Bangalore, Gujarat and Rajasthan. There are various services provided by Shree Devi Textiles. They are

- Exchange service
- Refreshment service
- Customer query service
- Free alterations

2.5 Competitive strength of the company

Periodic advertisements

Periodical advertisement is being made by Shree Devi Textiles in television, radio, print Media. They also advertise through hoarding. This strategy made their sales increase by more than 30% in the previous year.

Maintaining good customer relationship

They maintain good customer relationship by providing alterations of free of cost, welcoming the customers and accompanying them till they purchase, they satisfy the customers by answering customer queries.

Quality attire

They provide with quality goods, branded goods from various manufacturers. The garments which are displayed and kept for sales are being inspected before sales.

Reasonable prices

The garments sold in Shree Devi Textiles are sold with a reasonable price affordable to all category of customer.

Variety of collections

They provide with much variety of collections in ready made for both the genders, they provide more collections for age group below18 and also hand weaved sarees for women more than 50 years. They maintain the year old tradition of all types of sarees even now.

Location

The location of the concern plays a major role. The concern is situated in the heart of the city. The difficult in transport is being reduced by the central bus stand situated with in few steps near the concern.

Offers provided

Many offers were provided by the concern, they are

- Aadi discount.
- Special discount for purchase more than 10000.
- Gift offers, money bags, purse also provided.

Exchange facilities

The exchange of purchased is extended up to one month from date of purchase.

Ambiance

The ambiance of the concern is growing day by day because of its sales, quality, price, customer satisfaction.

2.6 Future plans

- To commence a new showroom in Erode and Chennai.
- To develop e-shopping facilities.
- To increase sales promotion by following new strategy in advertisement.
- The concern is planned to create awareness programs in rural areas about their showroom.

2.7 Description of various functional areas

The concern consists of various functional departments, such as **Finance** department which handles the records maintained by the cashier and the accountant.

The **Purchase** department deals with the allocation of the resources and maintenance of stocks. It is assisted by the store keeper in the purchase department.

In **Personnel** department the customer requirements are gathered by the sales person and their requirements are being met.

The **Marketing** department deals with marketing the product.

Micro-Macro Analysis

CHAPTER III

MACRO-MICRO ANALYSIS

In global clothing scenario, the textile market stands today is worth more than $400 billion and it is still growing every year. As a result, the recent globalization of the textile trade has opened up highly demanding and evolving requirements for outsourcing in textiles.

During the last quarter of the previous century as depicted from Global Trade Analysis Project (GTAP) model, the share of developing countries in world textile exports improved from 15 to 50 per cent. Costs remain the driving factor in the post-quota world but now the advantage will be greater as retailers are bound to raise the bar higher on the responsiveness and flexibility from their suppliers.

A variety of fabrics are used worldwide in different applications such as apparel, household textiles and furnishings, medical equipment, industrial and technical products. Recent studies have highlighted that fabric weaving alone expends around 28 million tons of fiber every year. This figure is parallel to more than half of the global textile market. It is predicted that global production will grow by 25% between 2002 and 2010, to reach more than 35 million tons and Asia is one of the key regions for growth.

MFA (Multi-Fiber Agreement) is an agreement through which a particular country is restricted to export its textile products beyond a certain level to European and US markets. So, a specific quota is fixed for each country, and no country can exceed the quantity assigned. Thus, the motive behind this agreement was to provide a window of opportunity for the under developed and developing economies, or simply to save the interest of the domestic textile industries in the European Union (EU) and the US.

The textile segment has been governed by many agreements since last 30 years. To name a few: the Short Term Cotton Arrangement in th year 1961, the Long Term Cotton Arrangement from 1962 to 1973, and the Multi-fiber Arrangement from 1974 to 1994. It is clear, efforts to liberalize trade and textiles have been tough. The key players from the developed countries took protective measures and made heavy investments in textile, and the result, the developed countries became the most capital-intensive nations with the textile manufacturing segment.

At the same time, developing countries were subject to quantitative restrictions, thus keeping a strong hold on textile exports, keeping the edge by optimum textile production. The MFA was terminated on 31 December 1994, with entry into force of the WTO and its Agreement on Textiles and Clothing (ATC) on 1 January 1995. It was done in order to have a multi-lateral liberal system of trading by terminating quota from textile exports by the end of 2005.

The Indian retail industry is thriving today. There is stiff competition among Indian and foreign retailers to attract customers and retain them. In this tug-of-war, quality retailing has emerged as the solution. The retailer who provides quality products and services along with a quality shopping experience succeeds in the long run.

The quality of the product offered by the retailer has two aspects – the perceived quality and the actual quality. Perceived quality or point of sale quality refers to the image that the customer has about the product while buying it. The actual quality or the point of use quality is the quality of the product that the consumer experiences while using it. The retailer plays a very important role in building up perceived quality with the use of attractive display. The retailer is in direct contact with the customers and so he can play a significant part in helping the manufacturer reduce the gap between actual and perceived quality. The retailer should also ensure quality at the various stages of the supply chain so that the quality of the product is not affected.

Another important factor to be considered for quality retailing is the quality of the services provided to the customer. Today's customer wants a unique shopping experience. Retailers are striving to help customers enjoy their shopping expedition as much as possible. The difference between shopping in India and shopping abroad is reducing gradually.

Customer mentality is different in different countries. Particularly in India, there are huge cultural differences among the people of different states, which in turn affect their buying behavior. In this scenario, it becomes necessary for the retailer to survey the customers' culture and expectations so that he can train his staff to appropriately meet these expectations. Visual merchandising, mystery shopping and due diligence testing are three of the major concepts being embraced by retailers to help in attracting and retaining customers

Visual merchandising is the creation of an attractive visual image to induce the customers to buy from a certain retail outlet. Sometimes, it is mistaken to be the same as window display, but in fact, window display is only a very small part of visual merchandising. It deals with the entire image presented by the retail outlet to the customer. It includes several aspects such as the flooring and lighting used in the store, the color co-ordination in the store, uniforms of the staff, the way in which the staff interacts with the customers, mannequins used, the design of the trial rooms – in short, every thing that creates an image about the store in the mind of the customer. More and more retailers understand the importance of visual merchandising in augmenting sales and are indulging in it. Visual merchandising is being considered as an investment and not as an expense.

Another trend that is emerging in the retail industry in India is that of mystery shopping. Though it is still in the nascent stage in India, many well-known retailers like Nike, Gap, McDonald and Banana Republic are using mystery shopping as a technique to see whether their customers are actually being delivered the products and services of the desired quality or not. A mystery shopper is a person who is paid by the retailer to shop in his store in order to experience how a customer is served. He then reports his findings to the retailer so that measures can be taken as appropriate. Mystery shopping gives an idea about the current service quality provided by the retailer so that steps for improving on it can be taken. It also helps in comparing the quality of the products and services with that of competitors.

Another important function of mystery shopping is that it helps in checking whether the service provided by the staff matches the firm's established policies or not. Some firms make use of mystery shopping to identify the employee who provides the best service and in rewarding them. Suitable training modules can also be developed for the staff to overcome flaws in the service system.

Textile Agreements in past

MFA (Multi-Fiber Agreement) is an agreement through which a particular country is restricted to export its textile products beyond a certain level to European and US markets. So, a specific quota is fixed for each country, and no country can exceed the quantity assigned. Thus, the motive behind this agreement was to provide a window of opportunity for the under developed and developing economies, or simply to save the interest of the domestic textile industries in the European Union (EU) and the US.

The textile segment has been governed by many agreements since last 30 years. To name a few: the Short Term Cotton Arrangement in th year 1961, the Long Term Cotton Arrangement from 1962 to 1973, and the Multi-fiber Arrangement from 1974 to 1994. It is clear, efforts to liberalize trade and textiles have been tough. The key players from the developed countries took protective measures and made heavy investments in textile, and the result, the developed countries became the most capital-intensive nations within the textile manufacturing segment.

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Shree Devi Textiles: a SWOT analysis

- **Strength**

The concern has obtained quality certificates from the authorities. It also has obtained ISO 9001-2000.the concern has its existence more than two decades. Exchange facilities are being provided often which enhances the sale of the garments. The concern is located at the heart of the city. The concern is dealing with all branded goods. The advertisement strategy followed by them has resulted in increasing the sales. They provide the best out of their service.

- **Weakness**

Price increased due to market position and due to the changes in garment industries. Frequent exchanges are being made, which is one of the drawbacks to the concern? They don't provide guarantee to fancy sarees. The customers of the concern are facing the major problem in parking their vehicles. Customers expect restroom facilities which are not being maintained up to the expectations.

- **Opportunities**

They seek export opportunities for other countries also. They have planned to establish their showroom in various cities. The concern is operating on establish e-shopping facilities for capturing all types of customers. They concentrate more on providing varieties of garments. They can also attract customers by offering more free gifts and discounts.

- **Threats**

Due to the competition the price war has raised which in turn reflects on the decrease or increase in purchasing power of the customers. The technical improvement made by the competitors also make them to frequently update their strategy, which is cost oriented. They concentrate more on advertisement due to the changes in fashion. Hike in price levels also make them to face problems.

At present textile showrooms are in booming position due to the increase in standard of living. The customers are expecting new varieties of dress materials. The buying behavior of customers have increased, they spend 30% of their income in purchasing. They are in need of more varieties at moderate cost; they are also much cost oriented. They are also time conscious so expect all type of dress materials under the same roof which reduces time in purchasing.

At present Shree Devi Textiles is performing well. They concentrate more on advertising strategy, employ more workers for attaining customer satisfaction through proper servicing; they bring in many varieties of garments which enhance their customers to buy more. They also conduct training programs for their workers for behavioral aspects. This improvement also led the textiles industries grow.

Data Analysis and Interpretation

CHAPTER IV

DATA ANALYSIS AND INTERPRETATION

This chapter deals with analysis and interpretation of data collected through questionnaires

Profile of the respondent

Table 1: Gender of the respondents

Gender	No of respondents	Percentage
Male	51	51
Female	49	49
Total	**100**	**100**

From the above table it can be seen that 51% of the respondents are male and 49% of the respondents are female.

Table 2: Age of the respondents

Age group	No of respondents	Percentage
31-40	38	38
21-30	19	19
41-50	19	19
Above 50	14	14
Below 20	10	10
Total	**100**	**100**

From the above table it can be seen that 38% of the respondents are of age group from 31-40, 19% of them from 21-30, 19% between 41-50 and 14% of the respondents are above 50 and 10% of them are below 20 years old.

Table 3 : Educational qualification of the respondents

Educational qualification	No of respondents	Percentage
Under graduate	35	35
No formal education	32	32
School level	17	17
Others	9	9
Post graduate	7	7
Total	**100**	**100**

From the above table it can be seen that 35% of them from under graduate, 32% of the respondents are of no formal education, 17% of them from school level, 9% of the other respondents and 7% of them post graduate.

Table 4: Family size of the respondent

Family size	No of respondents	Percentage
More than 4	49	49
2-4	48	48
Single	3	3
Total	**100**	**100**

From the above table it can be seen that 49% of them have more than 4 family members, 48% of them are from 2-4 family members and 3% of the respondents belong to single family members.

Buying behaviors

Table 7: Frequency of purchase

Buying period	No of respondents	Percentage
Often	50	50
Very often	20	20
Rarely	15	15
Very rarely	15	15
Total	**100**	**100**

From the above table it can be seen that 50% of them purchase often, 20% of the respondents purchase very often , 15% of them purchase rarely and 15% of the respondents purchase very rarely from shree devi textiles.

Table 6: Family income

Family income	No of respondents	Percentage
Less than Rs.30000	42	42
Rs.20001-30000	28	28
Rs.10001-20000	21	21
More than Rs.10000	9	9
Total	**100**	**100**

From the above table it can be seen that 42% of the respondents earn above Rs.30000, 28% of them have family income Rs.20001-30000, 21% of them have family income Rs.10001-20000 and 9% of the respondents have family income below Rs.10000.

Table 5: Earning members in the family

Earning members in the family	No of respondents	Percentage
Two	54	54
One	24	24
Three	15	15
More than three	7	7
Total	**100**	**100**

From the above table it can be seen that 54% of them from two members earning in a family, 24% of the respondents are of one member earning in a family, 15% of them from three members earning in a family and 7% of the respondents are earning more than three in a family.

Table 8: Source of Awareness

Influence over Shree Devi	No of respondents	Percentage
Advertisement in television	47	47
Relatives / neighbors	28	28
Advertisement in press media	12	12
Advertisement in radio	10	10
Hoarding	3	3
Others	-	-
Total	**100**	**100**

From the above table it can be seen that 47% of them are aware through advertisement from the television, 28% of the respondents are aware of shree devi textiles through relatives/neighbors, 12% of respondents through advertisement in press media, 10% through advertisement in radio, and 3% of the respondents are aware through hoarding.

Table 9: Customer's preference towards other showrooms

Factor	Kids collection		Men's garment		Readymade for women		Silk sarees		Fancy sarees		Total	
	no	%	no	%	no	%	no	%	no	%	no	%
The chennai silks	33	20.75	48	30.18	58	36.47	19	11.94	1	0.62	159	100
Ganapathy silks	19	29.23	18	27.69	3	4.61	12	18.46	23	35.38	65	100
Rajeshwari textiles	1	2.56	1	2.56	8	20.51	18	46.15	2	5.12	39	100
Mahaveers	1	7.14	1	7.14	-	-	4	28.57	8	57.14	14	100
Kalyan silks	15	57.69	1	3.84	2	7.69	8	30.76	-	-	26	100
Psr	1	5.88	2	11.76	-	-	10	58.82	4	23.52	17	100
Kuttiappa silks	-	-	3	20	12	80	-	-	-	-	15	100
Shree devi textiles	4	0.84	1 5	12.6	7	5.88	39	32.77	54	45.37	119	100
Kids collection	22	100	-	-	-	-			-	-	22	100
Others	4	28.5	2	14.28	-	-	-	-	8	57.14	14	100

From the above table we can infer that 36.47% of the respondents prefer readymade for women from the Chennai silks, 35.58% of the respondents prefer fancy sarees from ganapathy silks, 46.15% of the respondents prefer silk sarees from rajeshwari textiles, 57.14% of the respondents prefer fancy sarees from mahaveers and from other textile showrooms.58.82% of the respondents prefer silk sarees from PSR, 80% of the respondents prefer readymade for women from kuttyappa silks, 54% of the respondents prefer fancy sarees from shree devi textiles, 100% of the respondents prefer kids collection from kids collection.

Table 10: Expectation level of respondents regarding Shree Devi textiles

Factors	Very much Important		Important		Neutral		Less important		Not Important	
	no	%	No	%	no	%	no	%	no	%
Customer service	17	17	68	68	14	14	1	1	-	-
Price	11	11	64	64	23	23	1	1	1	1
Quality	15	15	55	55	29	29	-	-	1	1
Delivery time	13	13	33	33	44	44	10	10	-	-
Discounts	9	9	46	46	36	36	8	8	1	1
Exchange Facility	9	9	38	38	46	46	7	7	-	-
Refreshment	15	15	36	36	42	42	7	7	-	-
Shopping Space	2	2	25	25	66	66	7	7	-	-
Assistance of Salesmen	8	8	31	31	47	47	14	14	-	-
Location	8	8	27	27	58	58	7	7	-	-
Parking Facility	17	17	36	36	47	47	-	-	-	-
Billing in Time	17	17	33	33	50	50	-	-	-	-
Ambience	12	12	39	39	47	47	2	2	-	-
Packages Offered	13	13	41	41	44	44	2	2	-	-
Brand image	9	9	26	26	61	61	2	2	2	2
Free gifts	11	11	30	30	53	53	4	4	2	2
Reception at Entrance	9	9	29	29	50	50	10	10	2	2
Trial room Facility	13	13	41	41	42	42	2	2	2	2
Rest room	21	21	48	48	29	29	2	2	-	-
Working hours	26	26	28	28	44	44	2	2	-	-

From the table 10, it can be viewed that 68% of the customers are expecting customer service as important ,64% as price,55% as quality,46% as discounts and 48% feel rest room as important.44% of the customers feel deliver time and packages offered as neutral,46% as exchange facility,42% as refreshment,66% as shopping space,47% as assistance of sales man,58% as location,47% as parking facility, and ambience as neutral, 50% of the customers were expecting billing in time facilities as as neutal, 61% of the customers are expecting brand image as a neutral factor, 53% are expecting free as neutral,44% of the respondents feel working hours as neutral and 48% of the customers feel restroom facility important.

Table 11: Customer expectations regarding Shree Devi textiles

Factors	Mean value	Rank
Customer service	2.99	
Price	2.17	IV
Quality	2.16	III
Delivery time	2.51	
Discounts	2.46	
Exchange facility	2.51	
Refreshments	2.41	
Shopping space	2.78	
Assistance of salesmen	2.67	
Location	2.64	
Parking facility	2.30	V
Billing in time	2.33	
Ambience	2.39	
Packages offered	2.35	
Brand image	2.62	
Free gift	2.56	
Reception at entrance	2.67	
Trail room facility	2.39	
Rest room	2.11	I
Working hours	2.12	II

From the above factors rest room facility, working hours, price, quality, parking facility is given more importance than the other factors.

Table 12: Satisfaction level of respondents regarding Shree Devi Textiles

Factors	Very much Satisfied		Satisfied		Neutral		Dissatisfied		Very much dissatisfied	
	no	%	No	%	no	%	no	%	no	%
Customer service	23	23	68	68	9	9	-	-	-	-
Price	12	12	79	79	9	9	-	-	-	-
Quality	22	22	46	46	32	32	-	-	-	-
Delivery time	12	12	57	57	31	31	-	-	-	-
Discounts	2	2	71	71	24	24	3	3	-	-
Exchange Facility	2	2	71	71	27	27	-	-	-	-
Refreshment	65	65	-	-	33	33	2	2	-	-
Shopping Space	7	7	61	61	28	28	4	4	-	-
Assistance of Salesmen	22	22	44	44	30	30	3	3	1	1
Location	15	15	70	70	13	13	2	2	-	-
Parking Facility	1	1	76	76	21	21	2	2	-	-
Billing in Time	23	23	57	57	18	18	2	2	-	-
Ambience	21	21	62	62	16	16	1	1	-	-
Packages Offered	22	22	56	56	14	14	8	8	-	-
Brand image	14	14	52	52	34	34	-	-	-	-
Free gifts	14	14	45	45	41	41	-	-	-	-
Reception at Entrance	2	2	57	57	27	27	12	12	2	2
Trial room Facility	4	4	54	54	29	29	13	13	-	-
Rest room	25	25	33	33	12	12	15	15	15	15
Working hours	26	26	28	28	44	44	2	2	-	-

From the table 12, it is clear that 68% of the respondents are satisfied with customer service,79%satisfied with price,46% satisfied with quality,57% satisfied with delivery time,71% are satisfied with discount and exchange facility,61% satisfied with shopping space,44% are satisfied with assistance of salesmen,70% are satisfied with location,57% with billing in time, 70% are satisfied with location,62% are satisfied with the ambience,56% are satisfied with reception at entrance,54% of the respondents with trial room facility,33% of the respondents are satisfied with rest room facility,44% of the respondents as neutral to working hours and 65% of the respondents are very much satisfied with refreshments provided by them.

Table 13: Customer satisfaction regarding Shree Devi textiles

Factors	Mean value	Rank
Customer service	1.86	I
Price	1.96	II
Quality	2.10	
Delivery time	2.19	
Discounts	2.28	
Exchange facility	2.25	
Refreshments	2.37	
Shopping space	2.29	
Assistance of salesmen	2.17	
Location	2.02	V
Parking facility	2.24	
Billing in time	2.01	IV
Ambience	1.97	III
Packages offered	2.08	
Brand image	2.20	
Free gift	2.27	
Reception at entrance	2.55	
Trail room facility	2.51	
Rest room	2.62	
Working hours	2.97	

From the above factors customer service, price, ambience, billing in time, location facility is given more importance than the other factors.

Expectation Vs satisfaction: Gap analysis

The study on customer perception is mainly done to analyze the gap between level of expectation and satisfaction factors. Understanding the gap will enable the management of Shree Devi textiles to frame suitable strategies to reduce the same.

H_0 : There is no significant gap between expectation and satisfaction level

Table14: Expectation Vs satisfaction: Gap analysis.

FACTORS	T - value	P – value	Significance
Customer service	1.554	0.123	NS
Price	2.378	0.019	S
Quality	0.776	0.439	NS
Delivery time	3.707	0.000	S
Discounts	2.261	0.026	S
Exchange Facility	2.349	0.021	S
Refreshment	0.373	0.710	NS
Shopping space	4.547	0.000	S
Assistance of Salesmen	3.850	0.000	S
Location	6.669	0.000	S
Parking Facility	0.661	0.510	NS
Billing in Time	3.220	0.002	S
Ambience	4.396	0.000	S
Packages Offered	2.196	0.030	S
Brand image	3.605	0.000	S
Free gifts	3.590	0.001	S
Reception at Entrance	1.070	0.287	NS
Trial room Facility	-0.860	0.392	NS
Rest room	-3.302	0.001	S
Working hours	-4.519	0.000	S

S – Significant   Ns – not significant.

From the table 14, it is seen that there exist a significant difference between the expectation and satisfaction level of all the factors except customer service, quality, refreshment, Parking facility, reception at entrance and trail room facility.

Influence of demographic variables on level of expectation factors.

Understanding the influence of demographic variables on level of expectation would enable the management to formulate suitable strategies. In this respect the following demographic variable are identified.

- Age
- Gender
- Education
- Family size
- Family income.

In order to analyze the influence of above listed demographic variables on level of expectation the following hypothesis is proposed.

H_0: Demographic variables do not have a significant influence on level of expectation. The above hypothesis is tested and the findings are reported.

Influence of gender on level of expectation.

In order to analyze the influence of gender on level of expectation the following hypothesis is formulated.

H_0: Gender does not have a significant influence on level of expectation.

Table 15: Inf   ce of gender on level of expectation.

Factors	X^2	P – value	Significance
Customer service	8.871	0.031	S
Price	20.441	0.000	S
Quality	7.936	0.047	S
Delivery time	16.355	0.001	S
Discounts	18.412	0.001	S
Exchange Facility	16.388	0.001	S
Refreshment	23.350	0.000	S
Shopping space	9.974	0.019	S
Assistance of Salesmen	18.332	0.000	S
Location	15.299	0.002	S
Parking Facility	0.662	0.718	NS
Billing in Time	21.915	0.000	S
Ambience	15.650	0.001	S
Packages Offered	17.459	0.001	S
Brand image	18.160	0.086	S
Free gifts	21.214	0.000	S
Reception at Entrance	12.956	0.011	NS
Trial room Facility	19.959	0.001	NS
Rest room	21.986	0.000	S
Working hours	19.168	0.000	S

From the table 15, it is seen that Gender has a significant influence on Customer service, Price, quality, delivery time, discount, exchange facility, refreshment, shopping space, assistance of salesmen, location, billing in time, ambience, packages offered, brand image, free gifts, rest room facility and working hours. Parking facility, reception at entrance and trial room facility do not have any significance influence on the expectations factors.

Table 16: Influence of age on level of expectation

H_0: Age does not have any significant influence on level of expectation.

Factors	X^2	P – value	significance
Customer service	65.308	0.000	S
Price	56.466	0.000	S
Quality	52.487	0.000	S
Delivery time	55.541	0.000	S
Discounts	104.566	0.000	S
Exchange Facility	90.953	0.000	S
Refreshment	82.561	0.000	S
Shopping space	75.772	0.000	S
Assistance of Salesmen	186.366	0.000	S
Location	144.574	0.000	S
Parking Facility	61.466	0.000	S
Billing in Time	61.795	0.000	S
Ambience	102.859	0.000	S
Packages Offered	90.505	0.000	S
Brand image	69.267	0.000	S
Free gifts	90.002	0.000	S
Reception at Entrance	109.845	0.000	S
Trial room Facility	104.952	0.000	S
Rest room	79.572	0.000	S
Working hours	56.137	0.000	S

S – Significant   Ns – not significant.

From the above table it is seen that age has a significant influence on all the factors selected for the study.

Table 17: Influence of education on level of expectation.

H_0 : Education does not have any significant influence on level of expectation.

Factors	X^2	P – value	Significance
Customer service	104.934	0.000	S
Price	105.113	0.000	S
Quality	82.174	0.000	S
Delivery time	71.245	0.000	S
Discounts	114.046	0.000	S
Exchange Facility	124.269	0.000	S
Refreshment	147.965	0.000	S
Shopping space	127.782	0.000	S
Assistance of Salesmen	104.397	0.000	S
Location	150.737	0.000	S
Parking Facility	81.939	0.000	S
Billing in Time	49.748	0.000	S
Ambience	71.063	0.000	S
Packages Offered	77.641	0.000	S
Brand image	108.691	0.000	S
Free gifts	94.480	0.000	S
Reception at Entrance	115.750	0.000	S
Trial room Facility	75.815	0.000	S
Rest room	67.653	0.000	S
Working hours	48.056	0.000	S

S – Significant   Ns – not significant.

From the above table it is seen that education has a significant influence on all the factors selected for the study.

Table 18: Influence of family size on level of expectation.

H_0: Family size does not have any significant influence on level of expectation

Factors	X^2	P – value	significance
Customer service	69.973	0.000	S
Price	39.521	0.000	S
Quality	37.853	0.000	S
Delivery time	33.087	0.000	S
Discounts	53.285	0.000	S
Exchange Facility	17.459	0.008	S
Refreshment	10.018	1.240	NS
Shopping space	11.123	0.085	NS
Assistance of Salesmen	11.335	0.079	NS
Location	31.576	0.000	S
Parking Facility	17.499	0.002	S
Billing in Time	0.954	0.917	NS
Ambience	9.980	0.125	NS
Packages Offered	7.646	0.265	NS
Brand image	9.036	0.339	NS
Free gifts	25.025	0.002	S
Reception at Entrance	25.299	0.001	NS
Trial room Facility	22.253	0.004	S
Rest room	5.759	0.451	NS
Working hours	6.639	0.656	NS

S – Significant   Ns – not significant.

From the table 18, it is seen that family size has a significant influence on Customer service, Price, quality, delivery time, discount, exchange facility, location, parking facility, free gift and trial room facility. Refreshment, shopping space, assistance of salesmen, billing in time, ambience, packages offered, brand image, reception at entrance, rest room and working hours do not have any significant influence on expectation factors.

Table 19: Influence of family income on level expectation.

H_0 : Family income does not have any significant influence on level of expectation

Factors	X^2	P – value	Significance
Customer service	92.764	0.000	S
Price	42.044	0.000	S
Quality	77.066	0.000	S
Delivery time	82.132	0.000	S
Discounts	80.931	0.000	S
Exchange Facility	52.474	0.000	S
Refreshment	72.980	0.000	S
Shopping space	41.002	0.000	S
Assistance of Salesmen	119.653	0.000	S
Location	113.248	0.000	S
Parking Facility	77.054	0.000	S
Billing in Time	73.965	0.000	S
Ambience	85.815	0.000	S
Packages Offered	81.415	0.000	S
Brand image	31.023	0.002	S
Free gifts	45.458	0.000	S
Reception at Entrance	58.498	0.000	S
Trial room Facility	86.278	0.000	S
Rest room	94.911	0.000	S
Working hours	61.641	0.000	S

S – Significant   Ns – not significant.

From the above table it is seen that family income has a significant influence on all the factors selected for the study.

Influence of demographic variable on level of satisfaction

Understanding the influence of demographic variables on level of satisfaction would enable the management to formulate suitable strategies. In this respect the following demographic variable are identified.

- Age
- Gender
- Education
- Family size
- Family income.

In order to analyze the influence of above listed demographic variables on level of satisfaction the following hypothesis is proposed.

H_0: Demographic variables do not have a significant influence on level of satisfaction. The above hypothesis is tested and the findings are reported

Influence of gender on level of satisfaction

H_0: Gender does not have any significant influence on level of satisfaction.

Table 20: Influence of gender on level of satisfaction

Factors	X^2	P – value	Significance
Customer service	5.855	0.119	NS
Price	3.219	0.359	NS
Quality	9.667	0.022	S
Delivery time	4.876	0.181	NS
Discounts	16.018	0.001	S
Exchange Facility	17.601	0.000	S
Refreshment	5.646	0.227	NS
Shopping space	0.644	0.886	NS
Assistance of Salesmen	35.402	0.000	S
Location	30.243	0.000	S
Parking Facility	34.810	0.000	S
Billing in Time	42.618	0.000	S
Ambience	30.882	0.000	S
Packages Offered	56.450	0.000	S
Brand image	21.049	0.012	S
Free gifts	19.449	0.003	S
Reception at Entrance	30.242	0.000	S
Trial room Facility	43.213	0.000	S
Rest room	47.309	0.000	S
Working hours	61.523	0.000	S

S – Significant   Ns – not significant

From the table 20, it is seen that gender has a significant influence on the level of satisfaction regarding quality, discount, exchange facility, assistance of salesmen, location, parking facility, billing in time, ambience, packages offered, brand image, free gifts, reception at entrance, trial room facility, rest room and working hours. Customer service, price, delivery time, refreshment and shopping space do not have any significant influence on the satisfaction factors.

Influence of age on level of satisfaction

H_0: Age does not have any significant influence on level of satisfaction

Table 21: Influence of age on level of satisfaction

Factors	X^2	P – value	significance
Customer service	22.972	0.003	S
Price	37.234	0.000	S
Quality	75.637	0.000	S
Delivery time	101.153	0.000	S
Discounts	46.374	0.000	S
Exchange Facility	37.028	0.000	S
Refreshment	20.991	0.007	S
Shopping space	77.485	0.000	S
Assistance of Salesmen	133.550	0.000	S
Location	76.917	0.000	S
Parking Facility	22.664	0.031	S
Billing in Time	64.851	0.000	S
Ambience	78.930	0.000	S
Packages Offered	150.748	0.000	S
Brand image	68.183	0.000	S
Free gifts	57.680	0.000	S
Reception at Entrance	76.105	0.000	S
Trial room Facility	67.106	0.000	S
Rest room	103.616	0.000	S
Working hours	90.779	0.000	S

S – Significant   Ns – not significant.

From the above table it is seen that age has a significant influence on all the factors selected for the study.

Influence of education on level of satisfaction

H_o: Education does not have any significant influence on level of satisfaction.

Table 22: Influence of education on level of satisfaction

Factors	X^2	P – value	Significance
Customer service	22.734	0.004	S
Price	22.971	0.003	S
Quality	41.618	0.000	S
Delivery time	52.163	0.000	S
Discounts	41.798	0.000	S
Exchange Facility	25.437	0.001	S
Refreshment	34.77	0.000	S
Shopping space	117.758	0.000	S
Assistance of Salesmen	59.468	0.000	S
Location	79.455	0.000	S
Parking Facility	30.490	0.002	S
Billing in Time	48.133	0.000	S
Ambience	64.574	0.000	S
Packages Offered	104.838	0.000	S
Brand image	62.236	0.000	S
Free gifts	55.223	0.000	S
Reception at Entrance	111.488	0.000	S
Trial room Facility	97.117	0.000	S
Rest room	153.265	0.000	S
Working hours	156.990	0.000	S

S – Significant   Ns – not significant.

From the above table it is seen that education has a significant influence on all the factors selected for the study.

Influence of family size on level of satisfaction

H_0: Family size does not have any significant influence on level of satisfaction

Table 23: Influence of family size on level of satisfaction

Factors	X^2	P – value	significance
Customer service	1.688	0.793	NS
Price	4.700	0.319	NS
Quality	2.122	0.713	NS
Delivery time	6.906	0.141	NS
Discounts	3.069	0.800	NS
Exchange Facility	7.744	0.101	NS
Refreshment	14.696	0.005	S
Shopping space	15.127	0.019	S
Assistance of Salesmen	9.174	0.328	NS
Location	32.261	0.000	S
Parking Facility	32.868	0.000	S
Billing in Time	15.897	0.010	S
Ambience	29.130	0.000	S
Packages Offered	31.198	0.000	S
Brand image	18.548	0.000	S
Free gifts	19.683	0.001	S
Reception at Entrance	6.246	0.620	NS
Trial room Facility	7.209	0.302	NS
Rest room	17.209	0.028	S
Working hours	23.594	0.003	S

Table 25: Ranking provided by the respondents

Particulars	Mean	Rank
Kids collection	3.40	V
Men's garment	3.17	IV
Readymade for women	2.90	III
Silk sarees	2.85	II
Fancy sarees	2.68	I

From the above table we can infer that fancy sarees ranks first with 2.68 as mean score value, silk sarees ranks second with 2.85, readymade for women ranks third with 2.90, men's garment ranks fourth with 3.17 as mean score value and kids collection ranks fifth with 3.40 as mean score value.

From the table 23, it is seen that family size has a significant influence on the level of satisfaction regarding refreshment, shopping space, location, parking facility, billing in time, ambience, packages offered, brand image, free gifts offered, rest room facility and working hours. Customer service, price, quality, delivery time, discounts, exchange facility, reception at entrance and trial room facility do not have any significant influence on the family size of the respondents.

- The concern should build the strategies to reduce the gap between the price, discount, delivery time, exchange facility, shopping space, assistance of salesmen, location, billing in time, ambience, packages offered, brand image, free gift, rest room and working hours.

- More concentration should be taken in improving kid's collection which will attract more customers.

- Advertisement should be focused on all age groups to attract more customers.

- Special gifts must be provided to those customers who often purchase.

- Shopping space should be extended to avoid the crowd.

- The study shows that the demographic variables as a significant influence on the level of expectation and satisfaction regarding the various factors considered for the study. Hence the market segmentation and customer strategies can be formed on the bases of demographic variables identified in the study.

- The gap analysis reveals that there is a significant gap between expectation and satisfaction level with respect to regarding the four factors. The management should concentrate on reducing the gap between the expectation and satisfaction in these factors.

- The concern should develop and update its strategies periodically to over come the competition in the market.

Questionnaire

1. Name and address:

2. Gender:　　　☐Male　　　　　　　☐Female
3. Age:
   ☐Below 20　☐21-30　☐31-40　　☐41-50　　☐Above 50
4. Educational qualification:
   ☐No formal education　　　☐School level　　☐Undergraduate
   ☐Post graduate　　　　　☐Others(please specify)_____
5. Family size:
   ☐Single　　　☐2-4　　　　☐More than 4
6. No.of earning members in the family:
   ☐One　　　　☐Two　　　　☐Three　　　　☐More than three
7. Family Income:
   ☐<10000　　☐10001-20000　☐20001-30000　　☐>30000
8. How often do you buy at Shree Devi?
   ☐Very often　☐Often　　　☐Rarely　　　　☐Very rarely
9. How did you come to know about Shree Devi?
   ☐Relatives \ Neighbours　　　☐Advertisement in television
   ☐Advertisement in radio　　　☐Advertisement in press media
   ☐Hoardings　　　　　　☐Others (please specify)_____
10. Where else do you buy to the following?

Kids collection	
Men's garments	
Readymade for women	
Silk sarees	
fancy sarees	

11. Who do you think the competitor for Shree Devi?
    i)
    ii)
    iii)

Conclusion

The need for textile retailing is growing day by day. To sustain in mark, the concern should focus on customer expectations and meet them as early as possible. The concern should improve the rest room facilities, working hours, increase the shopping space. The recommendations provided may help the management to reduce the gap prevailing between the customer expectation and satisfaction. The concern can build strategies to face the competition which arise in future.

Conclusion

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Influence of family income on level of satisfaction

H_0: Family income does not have any significant influence on level of satisfaction

Table 24: Influence of family income on level of satisfaction

Factors	X^2	P – value	significance
Customer service	34.810	0.000	S
Price	42.618	0.000	S
Quality	30.882	0.000	S
Delivery time	56.450	0.000	S
Discounts	21.049	0.012	S
Exchange Facility	19.449	0.003	S
Refreshment	30.242	0.000	S
Shopping space	43.213	0.000	S
Assistance of Salesmen	47.309	0.000	S
Location	61.523	0.000	S
Parking Facility	28.104	0.001	S
Billing in Time	52.288	0.000	S
Ambience	29.987	0.000	S
Packages Offered	109.386	0.000	S
Brand image	32.613	0.000	S
Free gifts	25.369	0.000	S
Reception at Entrance	41.405	0.000	S
Trial room Facility	45.857	0.000	S
Rest room	83.542	0.000	S
Working hours	70.890	0.000	S

S – Significant   Ns – not significant.

From the above table it is seen that family income has a significant influence on all the factors selected for the study.

CHAPTER V

CONCLUSION

5.1. Results and discussions

This chapter deals with the findings and suggestions

5.1.1. Profile of the respondent

- The number of male customers is more than the female.
- The customers of age group 31-40 are majority to visit the showroom.
- Majority of the respondents are under graduates.
- Majority of the respondents belong to the family where there are more than four members.
- Most of the customers belong to the earning members more than two in a family.
- Customers earning more than Rs.30000 often visit Shree Devi Textiles.

5.1.2. Buying behavior

- Television advertisement created more awareness towards the respondents.
- The Chennai silks and Ganapathy silks are the major competitors of Shree Devi Textiles.
- The customers are expecting parking facility to be improved.
- Exchange of garments has been increased.

12. Specify the satisfaction and expectation level regarding the following fields

VMI	I	N	LI	NI	FIELD	VMS	S	N	LS	NS
					Customer service					
					Price					
					Quality					
					Delivery time					
					Discounts					
					Exchange facility					
					Refreshment					
					Shopping space					
					Assistance of salesmen					
					Location					
					Parking facility					
					Billing in time					
					Ambiance					
					Packages offered					
					Brand image					
					Free gift					
					Reception at entrance					
					Trail room facility					
					Rest room					
					Working hours					

a)Very much important(VMI)   i)Very much satisfied(VMS)
b)Important(I)   ii)Satisfied(S)
c)Neutral(N)   iii)Neutral(N)
d)Less important(LI)   iv)Less satisfied(LS)
e)Not important(NI)   v)Not satisfied(NS)

13.Rank the following collections of Shree Devi Textile

Particular	Ranks
Kids collection	
Men's garments	
Readymade for women	
Silk sarees	
Fancy sarees	

14.Provide your suggestions to improve: _____
_____
_____

Annexure