

## **A STUDY ON CUSTOMER SATISFACTION TOWARDS GAIN GARMENTS**

**RITHIKA MARY R**

*BBA FINAL YEAR JEPPIAAR UNIVERSITY*

**Dr N PADMAVATHY**

*School of Art Humanities and Management, Jeppiaar University*

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**Abstract** - Customer satisfaction is a key factor that determines the success and growth of any business organization, especially in the garment industry where competition is intense and customer preferences change frequently. The present study titled “*A Study on Customer Satisfaction towards Gain Garments*” focuses on analysing the level of satisfaction among customers with respect to the products and services offered by the company.

The main objective of the study is to evaluate customer satisfaction and identify the factors influencing their perception towards Gain Garments. The study examines various aspects such as product quality, pricing, design, timely delivery, and customer service. Understanding these factors helps the company to improve its performance and meet customer expectations effectively.

The research is based on a descriptive research design. Primary data has been collected through a structured questionnaire from a sample of 100 customers using random sampling method. Secondary data has been gathered from books, journals, and online sources. The collected data has been analyzed using simple statistical tools such as percentage analysis and graphical representation.

The findings of the study reveal that most customers are satisfied with the quality of garments and timely delivery provided by Gain Garments. The study also indicates that customer satisfaction plays an important role in building loyalty and encouraging repeat purchases.

In conclusion, the study highlights that maintaining high product quality, improving service efficiency, and understanding customer needs are essential for enhancing customer satisfaction. By focusing on these aspects, Gain Garments can strengthen its market position and achieve long-term success in the competitive garment industry.

**Keywords:** Customer Satisfaction, Garment Industry, Product Quality, Customer Perception, Service Quality, Pricing Strategy, Timely Delivery, Customer Loyalty, Consumer Behaviour, Gain Garments.

### **INTRODUCTION**

Customer satisfaction is a critical factor that determines the success and sustainability of any business organization. In the modern competitive environment, especially in the garment industry, customer expectations are continuously evolving due to increased awareness, globalization, and availability of multiple alternatives. Companies that fail to satisfy their customers often face declining sales and reduced market share. Therefore, understanding and measuring customer satisfaction has become essential for organizational growth.

The garment industry is one of the most dynamic and fast-growing sectors in the global economy. It plays a significant role in employment generation, export earnings, and economic development. Customers today not only expect good quality garments but also demand reasonable pricing, timely delivery, attractive designs, and excellent customer service. In this context, customer satisfaction becomes a key performance indicator for garment companies.

**Gain Garments** is a company engaged in the manufacturing and supply of garments to both domestic and international markets maintaining strong relationships with its customers.

However, in a competitive market, it is necessary to continuously evaluate customer satisfaction levels to identify strengths and weaknesses.

In addition, this study also highlights the importance of customer feedback in improving business operations, preferences, expectations, and experiences.

By analyzing this feedback, **Gain Garments** can make strategic decisions to enhance customer satisfaction and gain a competitive advantage in the market.

Overall, customer satisfaction is not just a short-term goal but a long-term strategy for success. Companies that focus on customer satisfaction are more likely to survive and grow in the competitive garment industry.

### **Industry Profile**

The garment industry is a major part of the textile sector and plays a crucial role in economic growth, employment generation, and exports such as shirts, trousers, dresses,

uniforms, and fashion wear. In countries like India, the garment industry is one of the largest contributors to GDP and provides jobs to millions of people.

The industry is highly competitive and customer-driven. Changing fashion trends, seasonal demand, and global competition require companies to continuously innovate and improve product quality. Customers today expect stylish designs, comfort, durability, and affordable pricing.

### Key Points of Garment Industry

- **Labour-Intensive Industry:** Requires skilled and semi-skilled workers for stitching, cutting, and finishing
- **Fashion-Oriented:** Demand changes based on trends, seasons, and lifestyle
- **Global Competition:** Competes with international brands and exporters
- **Time-Bound Production:** Delivery deadlines are very important

### Examples

- A company producing **school uniforms** must deliver bulk orders before the academic year begins.
- A fashion brand must launch **new seasonal collections** (summer/winter) to meet customer demand.
- Export garment companies must meet **strict quality standards** of international buyers.

Many companies are adopting eco-friendly materials and ethical production methods to meet customer expectations.

### Company Profile – Gain Garments

**Gain Garments** is a garment manufacturing company engaged in producing high-quality apparel for domestic and export markets. The company focuses on customer satisfaction by delivering quality products, maintaining timely delivery, and offering competitive pricing.

The company carries out various production activities such as fabric sourcing, cutting, stitching, finishing, quality checking, and packaging. Each stage is carefully monitored to ensure the final product meets customer expectations.

**Gain Garments** serves different types of customers including wholesalers, retailers, and bulk buyers. It offers a wide range of garments such as casual wear, formal wear, uniforms, and customized clothing.

### Key Points of Gain Garments

- **Quality Focused:** Ensures durability and comfort in garments
- **Customer-Oriented:** Prioritizes customer needs and satisfaction
- **Timely Delivery:** Meets deadlines for bulk and export orders
- **Wide Product Range:** Casual wear, uniforms, and customized garments
- **Strong Production Process:** From raw material to finished product

### Examples

- **Gain Garments** may supply **uniforms to schools or companies** in bulk orders.
- It can produce **customized T-shirts for events or organizations**.
- For export clients, the company ensures **strict quality checks and packaging standards**.

The company also values customer feedback and uses it to improve its services. By maintaining quality standards and adapting to market trends, **Gain Garments** aims to build long-term customer relationships.

### Need For The Study

Customer satisfaction is a crucial factor for the success of any business, especially in the garment industry where competition is high and customer preferences change frequently.

Companies must understand the expectations and perceptions of their customers to remain competitive and ensure long-term growth.

This study on customer satisfaction towards **Gain Garments** is necessary to evaluate how well the company meets customer expectations in terms of product quality, pricing, delivery, and service. It helps in identifying the strengths and weaknesses of the company from the customer's point of view.

By conducting this study, **Gain Garments** can gain valuable insights into customer needs and preferences. This information is useful for improving product quality, enhancing customer service, and developing better marketing strategies. It also helps the company to retain existing customers and attract new ones.

In addition, the study helps in understanding customer behavior and satisfaction levels, which are important for decision-making and business planning. Customer feedback collected through this study can guide the company in making necessary improvements and maintaining a competitive advantage.

### Key Points – Need for the Study

- To understand customer expectations and preferences
- To measure the level of customer satisfaction
- To identify strengths and weaknesses of **Gain Garments**
- To improve product quality and service
- To support better business decision-making

### Objectives Of The Study

The objectives of the study define the purpose and direction of the research. They help in focusing the study on specific areas related to customer satisfaction towards **Gain Garments**.

#### Primary Objective

- To study the level of customer satisfaction towards Gain Garments

#### Secondary Objectives

- To analyze customer satisfaction with product quality
- To evaluate customer perception of pricing
- To assess satisfaction with delivery and service
- To understand customer expectations and preferences

### Key Points – Objectives

- Clear direction for the study
- Focus on customer satisfaction factors
- Helps in data collection and analysis
- Supports decision-making

## REVIEW OF LITERATURE

The concept of customer satisfaction has been widely studied by researchers and academicians across different industries, including the garment and textile sector. Customer satisfaction is considered a key determinant of business success, as it directly influences customer loyalty, repeat purchases, and overall profitability.

According to various studies, customer satisfaction is influenced by multiple factors such as product quality, service quality, price, brand image, and customer expectations. In the garment industry, product quality plays a major role in determining customer satisfaction. Customers expect garments to be durable, comfortable, and aesthetically appealing. If the product fails to meet these expectations, customers may switch to alternative brands.

Research conducted by various scholars indicates that service quality is another important factor affecting customer satisfaction. Service quality includes aspects such as responsiveness, reliability, communication, and after-sales service. Customers prefer companies that provide prompt and efficient service.

Customer satisfaction in the textile industry depends on multiple factors such as service quality, brand image, and product performance.

- A study found that **service quality and brand image strongly influence customer satisfaction** in textiles.
- Another research highlighted that **quality, cost, delivery, and communication** are key determinants of satisfaction.
- Customer satisfaction models like the **Kano Model** help classify customer needs into basic, performance, and excitement factors.

### Conclusion from Literature:

Customer satisfaction is multi-dimensional and requires continuous improvement.

## RESEARCH METHODOLOGY

It provides a clear framework for conducting the research in an organized and scientific manner. In this study on customer satisfaction towards **Gain Garments**, appropriate methods are used to gather reliable and relevant information.

### Research Design

Research design is the overall plan used to conduct the study. It defines how data will be collected, measured, and analyzed.

In this study, a **descriptive research design** is used. This design helps in describing the characteristics of customers and analyzing their level of satisfaction towards **Gain Garments**.

### Data Collection

It involves gathering relevant information for analysis.

#### a) Primary Data

- Questionnaires
- Surveys

This helps in understanding real customer opinions.

#### b) Secondary Data

Secondary data is collected from:

- Books
- Journals
- Websites
- Company records

This provides background information for the study.

### Research Instrument

The research instrument used in this study is a **structured questionnaire**. It includes:

- Multiple choice questions
- Rating scale questions
- Yes/No questions

### Limitations Of The Study

Every research study has certain limitations that may affect the accuracy and generalization of the results. The present study on customer satisfaction towards **Gain Garments** is also subject to the following limitations:

#### Limited Sample Size

The study is conducted with a sample size of only 100 respondents. This small sample may not fully represent the entire customer population.

#### Time Constraints

Due to time restrictions, detailed analysis and wider data collection could not be performed.

#### Geographical Limitation

Customer opinions from other regions are not included, which may affect the generalization of results.

#### Response Bias

- Their responses may be influenced by personal opinions or mood.

#### Lack of Awareness Among Respondents

Some customers may not have complete knowledge about the company or its services, which may affect their responses.

### FINDINGS OF THE STUDY

The findings represent the key results obtained from the analysis of customer responses regarding their satisfaction towards **Gain Garments**. These findings help in understanding customer opinions, preferences, and areas that require improvement.

#### Overall Customer Satisfaction

- Most customers are generally satisfied with **Gain Garments**.
- The company has a positive image among its customers.

#### Product Quality

- Customers are highly satisfied with the quality of garments.

- Products are considered durable, comfortable, and well-stitched.

#### Design and Style

- Customers are moderately satisfied with designs.
- There is a need for more trendy and modern styles.

#### Pricing

- Pricing is considered reasonable by many customers.

#### Timely Delivery

- Most customers are satisfied with delivery time.
- The company is able to meet deadlines in most cases.

#### Customer Service

Customer service is average.

### CONCLUSION

The study on customer satisfaction towards **Gain Garments** reveals that the company has been successful in maintaining a good level of satisfaction among its customers. Most customers are satisfied with the quality of garments, timely delivery, and overall value for money. These factors have helped the company build a positive relationship with its customers and encourage repeat purchases.

However, the study also highlights certain areas that require improvement. Customers expect more modern designs, better communication, and quicker resolution of complaints.

Enhancing these aspects can further increase customer satisfaction and strengthen the company's market position.

Overall, customer satisfaction plays a vital role in the growth and success of **Gain Garments**. By focusing on continuous improvement, understanding customer needs, and maintaining quality standards, the company can achieve long-term success and gain a competitive advantage in the garment industry.

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