

A STUDY ON CUSTOMER SATISFACTION TOWARDS T-SHIRT IN TIRUPUR DISTRICT

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ABSTARCT

Tirupur is the knitwear cluster of India. This cluster is widely recognized as a “dynamic cluster” with necessary “vertical” depth, critical mass of enterprises as also appropriate factor conditions. The research was on exports manufacturing units based in Tirupur. The study was focused on T-Shirt manufacturing process as well as all other process which took place in fabric warehouse, spreading-cutting, sewing, quality and finishing department. This study was a survey research using qualitative and quantitative methods. The sample of the study is 131. A descriptive research plan and cluster sampling method were used. The questionnaire was used as primary information. Simple percentage analysis & chi-square statistical tools have been used to reach the study's conclusions. The study suggested, existing business environment markets are turbulent and customer needs are fast changing. Therefore, companies should select for ways to add value for their customer by offering products or services just the way they want it.

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Key words: Cluster, Enterprises, Business and Customer

INTRODUCTION

India's share in the global apparel trade has remained modest with a share of just four percent last year which has increased only marginally from a share of three percent in 2004. The report said while China, Bangladesh and Vietnam were able to realize the benefits of the new trade arrangement thereby increasing their share in global apparel trade substantially, India's share had remained modest. China is the largest apparel exporter on account of the largest global capacities across the textile value chain; however, the share of India had remained modest despite India being amongst

the largest producer of cotton and man-made fiber and having the second largest capacity for spinning and weaving. It is said fragmented nature of the weaving, processing and garmenting industries with low levels of modernization, higher cost of production, modest share of non-cotton apparel and reliance on imported machineries across the textile chain have been the key factors which had constrained growth in India's apparel exports.

Tirupur is the knitwear cluster of India. This cluster is widely recognized as a dynamic cluster with necessary "vertical" depth, critical mass of enterprises as also appropriate factor conditions. Tirupur is located 60km east of Coimbatore district of Tamilnadu, has emerged as the knitwear capital of the country in three decades. Popularly referred as "Dollar City" or "Small Japan" or "Banian City", it excels in knitted ready-made garments. Tirupur has traditionally manufactured knitwear and had especially established its name in India in the manufacture of cotton undergarments. In the 1970's, as a result of collaboration with an Italian cluster. Tirupur began to exploit opportunities in the export market. Over the last two decades.

Tirupur has emerged as a leading export cluster in knitwear and has established its presence in Europe, US and in the Pacific. The Tirupur cluster has grown as a highly linked cluster of units which together convert cotton to knitwear products. Individual units are highly specialized at the manufacturing of fabric, dyeing, processing, knitting and export marketing. As of date, over 6000 units in Tirupur work in the cluster. About 45 per cent of India's garment are in the form of knitwear and here the Tamilnadu centre of Tirupur plays a pivotal role, generating as much as 80 per cent of knitted garment exports; in other words, about 4 per cent of India's total export trade.

STATEMENT OF THE PROBLEM

Tirupur Textile cluster has achieved increased sales over the past years. Due to the prevailing heavy competition in the market, an effort has been made to survey the customer level of satisfaction for branded T-Shirt. A study with consistency required to comprehend the level of consumer awareness. In today's world rapidly changing technology customer's taste and preferences are also characterized by rapid changes. To meet this challenging environment, a firm has to be constantly innovating needs and wants. Customers taste and preference provides invaluable items and guidelines for new technologies. Keeping in mind the conveniences of the customer's the company offer facilities, which in turn bring the customers to their door steps. Based on the customer

response, suitable modifications can be carried out to increase the market share as well as companies retail shop profit.

REVIEW OF LITERATURE

Kumar, Nandha and Magesh (2017) in their study titled “The Performance of Textile & Apparel Industry in India and its Future Prospects”, conducted a literature review to examine the performance of the textile and apparel industry in India based on a number of variables, including market size, investment, government initiatives, and important export markets. The author draws the conclusion that the Indian textile and apparel industry is expanding and that the government is offering a number of facilities to support this industry, including the establishment of an integrated textile park, a technology fund for advancement, and 100% foreign direct investment.

Gupta & Varsha (2017) in their study entitled “A Study on Performance Evaluation of Select Textile Companies - An Empirical Analysis” used the liquidity, solvency, profitability, and managerial effectiveness of textile companies to evaluate their performance. Concluded that Return on Capital Employed, Net Profit Margin, Current Ratio, Debt Equity, and Fixed Turnover Ratio all differ significantly from one another.

Rajasekar and Gurusamy (2011) jointly published an article titled “Analysis of cotton textile industry in karur district Tamilnadu” used a systematic sampling method to analyze the motivational factors and issues faced by exporters in the karur district of Tamil Nadu in their study, "Analysis of Cotton Textile Industry in Karur District Tamilnadu". According to the results of the Kendal test, exporters of different age groups rank factors affecting motivation such as a lack of funds and workers, poor quality yarn, and an increase in yarn price in various ways. The study's findings suggest that in order to address the labour shortage, proper training for seamstresses is required.

Singh and Kathuria (2006) went into great detail in his article about the difficulties faced by Indian garment exporters under the post-quota regime. The study focuses on the examination of the issues faced by Delhi- and Ludhiana-based garment exporters. It highlights the factors that hinder the expansion of garment exports from the region and serve as significant determinants in raising the region's export share.

Verma (2001) in his study “Impact of WTO Agreement on Indian Textile and Clothing Industry” focused on the effects of quota elimination on the Indian textile and clothing industry. It claims that in order to stay competitive in the global market, Indian textile and clothing exporters must make the necessary changes to their production processes, management style, capacities, marketing expertise, and productivity level. Additionally, it placed particular emphasis on the size of Indian textile units in comparison to their Chinese counterparts.

OBJECTIVES OF THE STUDY

1. To know the level of satisfaction of the customers towards T-Shirt.
2. To ascertain the factors influencing the level of satisfaction towards T-shirt.

RESEARCH METHODOLOGY

The field survey approach was predominantly used in the current study, which is empirical, to gather the necessary information on the issue. For the purpose of the study, data was collected both from books, journals, newspapers and reports. To obtain the necessary information from a select group of respondents, a personal interview technique was used. A sample of 131 employees selected through cluster sampling method. Statistical tools such as Simple Percentage and Chisquare Analysis method have been used to analyze the primary data.

RESEARCH DESIGN

The goal of the study is to achieve answers to the investigate questions and consistency with the financial system of method. It includes the plan, structure, and strategy for the inquiry. It serves as the conceptual framework for research and serves as the guide for data collecting, measurement, and analysis. The research combines descriptive and analytical methods.

LIMITATIONS OF THE STUDY

The study based on the sample selected. The respondents' opinions might be biased in some way. As a result, results should not be generalized without care.

ANALYSIS & INTERPRETATION**Table 1: Demographic profile of the respondents**

PARTICULARS	VARIABLES	RESPONDENTS	PERCENTAGE
Gender	Male	81	62
	Female	50	38
	Total	131	100
Age	18-23	101	77
	23-28	13	10
	28-35	10	8
	Above 35	7	5
	Total	131	100
Education	SSLC	22	17
	Higher Secondary	1	1
	Under Graduate	93	71
	Others	15	11
	Total	131	100
Occupation	Self employed	12	9
	Salaried	16	12
	Student	95	73
	Others	8	6
	Total	131	100
Usually buy T-shirt	Regular	56	43
	Occasional	34	26
	Offer	27	21
	others	14	10
	Total	131	100
Frequency of purchase	Monthly	28	21
	2 month- 3 month	52	40
	3 month – 5 month	39	30
	Above 1 year	12	9
	Total	131	100
Style and Pattern of T-shirt	Plain	68	52
	Checks	12	9
	Stripes	20	15
	others	31	24
	Total	131	100
Factors influencing with purchasing	Brand name	21	16
	Price	14	11
	quality	91	70
	others	5	3
	Total	131	100

Place of purchase	Company outlet	65	50
	Reputed retail store	55	42
	others	11	8
	Total	131	100

Source: Primary data

The above table clearly states that the 62% of the respondents are male between the age group of 18-23. 71% of the respondents are between the under graduate and 73% of the respondents are students. 43% of the respondents regularly buy t-shirt and 40% of the respondents are purchase between 2-3 months. 52% of the respondents are liked plain t-shirts and 70% prefer quality of t-shirts. 50% of the respondents are purchased from company outlets.

FINDINGS OF THE STUDY

Level of Satisfaction

Satisfaction Index is computed to know the level of satisfaction of the respondents towards T-shirt in Tirupur. Eighteen variables are considered for the study. The response is raised on a five point likert scale. Answer to the question range from one to five. Thus the maximum score will be 56.67. The mean satisfaction is 41.32 and Standard Deviation is 9.44. The Index score up to 31.88 is categorized as Low, the score from 31.89 to 50.75 is categorized as medium and the score above 50.75 is categorized as High.

Table 2: Level of satisfaction of customers

Level of Satisfaction	Number of Respondents	Percentage
Low	25	19
Medium	86	66
High	20	15
Total	131	100

Source: Primary data

Out of 131 customers, 25 (19.00 per cent) respondents are having low level of satisfaction, 86 (66.00 per cent) respondents have medium level of satisfaction and 20 (15.00 per cent) respondents are with high level of satisfaction on the customer satisfaction on T-shirts. It is found that majority of the respondents are with medium level of satisfaction.

VARIABLES INFLUENCING THE SATISFACTION OF CUSTOMERS TOWARDS T-SHIRTS**Table 3: Variables Associated with the Satisfaction on T-Shirts**

Variables	Level of Satisfaction								
	Low		Medium		High		Total	df	X ² Value
	n=25	%	n=86	%	n=20	%	n=131		
Gender									
Male	19	23.5	49	60.5	13	16	81	2	2.833
Female	9	18	37	74	4	8	50		
Age									
18-23	19	19	67	66	15	15	101	6	7.532
23-28	6	46.2	7	54	0	0	13		
28-35	1	10	8	80	1	10	10		
Above 35	2	29	4	57	1	14	7		
Education									
SSLC	7	32	15	68	0	0	22	6	10.904
Higher Secondary	0	0	1	100	0	0	1		
Under Graduate	20	22	61	66	12	13	93		
Others	1	7	9	60	5	33	15		
Occupation									
Self employed	3	25	7	58	2	17	12	6	5.884
Salaried	6	38	10	63	0	0	16		
Student	18	19	64	67	13	14	95		
Others	1	13	5	63	2	25	8		
Usually buy T-shirt									
Regular	9	16	41	73	6	12	56	6	3.401
Occasional	9	27	21	62	4	12	34		
Offer	7	26	16	59	4	15	27		
others	3	21	8	57	3	21	14		

Frequency of purchase									
Monthly	3	16	12	58	4	21	19	6	7.006
2 month- 3 month	16	30	31	57	7	13	54		
3 month – 5 month	5	15	23	70	5	15	33		
Above 1 year	4	16	20	80	1	4	25		
Style and Pattern of T-shirt									
Plain	2	19	47	69	8	12	68	6	4.851
Checks	3	25	8	67	1	8	12		
Stripes	6	30	13	65	1	5	20		
others	6	19	18	58	7	23	31		
Factors influencing with purchasing									
Brand name	7	33	13	62	1	5	21	6	9.929
Price	2	14	8	57	4	29	14		
quality	19	21	62	68	10	11	91		
others	0	0	3	60	2	40	5		
Place of purchase									
Company outlet	2	14	9	64	3	21	14	4	3.670
Reputed retail store	19	21	63	69	9	10	91		
others	7	27	14	54	5	19	26		

Source: Primary Data * Significant at 1 per cent level

Table 3 reveals that there does not exist any significant association between Gender, Age, Education, Occupation, usually buy T-shirt, frequency of purchase, style and pattern of T-shirt, Factors influencing with purchasing and place of purchase.

SUGGESTIONS

- Training and development of Managers, Supervisors and Operations.
- Introduction of a more proactive personnel department which is responsible for both absenteeism and labour turnover.

- Properly constructed management meetings.
- Establishment of in-house Operator Training Schools.

CONCLUSION

Businesses need to improve their operational levels, but this won't happen unless management adopts a more human-centered perspective. We must acknowledge that people are not "born with knowledge," that they must be treated with respect and understanding, and that they must constantly learn, unlearn, and re-learn. The industry has suffered greatly during the past few months. Its way of thinking needs to adapt to the expectations placed on the industry if it is to endure these changes. Because of these changes, the sector will need to start utilizing control mechanisms that will give them the information they need to manage more efficiently. To adapt to the evolving situation, many businesses will need to refocus their efforts and realign their goals. There are new difficulties, and increased productivity is the norm.

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