

**EVALUATION OF THE SATISFACTION  
IN TERMS OF PRODUCT QUALITY OF  
WOMEN'S CASUAL WEAR IN SRI LANKA**

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## Declaration

“I declare that this is my own work and this research does not incorporate without acknowledgement any material previously submitted for a Degree or Diploma in any other University or institute of higher learning and to the best of my knowledge and belief it does not contain any material previously published or written by another person except where the acknowledgement is made in the text.

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Date :

The above candidate has carried out research for the master’s Dissertation under my supervision.

Name of the supervisor:

Dr. Rivini Matharaarachchi

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Signature of the supervisor:

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Date :

## **Dedication**

I lovingly dedicate this thesis  
to my mother  
and my wife;  
for the strength and courage given.

## **Acknowledgement**

I would like to Take this opportunity to extend my deepest gratitude to project supervisor Mrs. Dr. Rivini Matharaarachchi, Senior lecturer, Department of Textile & Clothing Technology, University of Moratuwa, for her invaluable guidance and support given to me. Without her guidance I would not have success in completing this research paper and I would not be meeting my gales.

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## **Abstract**

There has been a significant growth in the apparel retailer market in Sri Lanka during the last decade. Statistic shows middle-class population had grown faster in Sri Lanka, and branded and organized retail has improved with changing spending patterns of people. A tremendous retail potential can be identified in city Gampaha, as the second largest household income sector of the country. It had been expected to witness retail development in terms of apparel retailing. The sustainability of this segment of apparel retail depended, on the ability to satisfy target customers satisfaction.

The purpose of this study is to evaluate the level of customer satisfaction based on quality of clothing that they were offered by the retailers. Hence the study provides directions to fashion retailers and product developers to understand the key measures of product quality that affect level of customer satisfaction. Further the study helps to understand the level of customer satisfaction.

A survey of 143 customers, who are frequently visiting casual wear retailer shops, were targeted and questioned using the questionnaire form, to get the required details for the research. This data was analyzed by using questionnaire surveys to measure the level of customer satisfaction towards product quality. Researcher has disregarded the customers who do not represent the population & as a result the designated customer group had come down to 100 customers for the data analyzing.

The results of the research emphasized that, customers are satisfied with Performance, Features, Reliability, Conformance, Durability, Serviceability & Perceived quality. But they are negatively satisfied with Aesthetics, Features, & Durability. This research finding, and recommendations are verified & tested in the research paper by using the analytical tables and figures.

Finally, this thesis presents the quality gap of the product offering as a means of listening to the real voice of customer and improve customer satisfaction. Further, this research is an instrument developed, to provide an insight, to which apparel retailers can directly understand, the levels of full-filled expectations of their clientele, with the offering they provided, based on apparel product quality.

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