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

K. H. A. George Edward Appuhamy

148325C

Degree of Master of Science

Department of Textile & Clothing Technology

University of Moratuwa,

Sri Lanka

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Dedication

I lovingly dedicate this thesis

to my mother

and my wife;

for the strength and courage given.

Acknowledgement

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 appeal 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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