

# INTERNATIONAL JOURNAL OF RESEARCH IN COMMERCE & MANAGEMENT

I  
J  
R  
C  
M



A Monthly Double-Blind Peer Reviewed (Refereed/Juried) Open Access International e-Journal - Included in the International Serial Directories

*Indexed & Listed at:*

Ulrich's Periodicals Directory ©, ProQuest, U.S.A., EBSCO Publishing, U.S.A., Cabell's Directories of Publishing Opportunities, U.S.A.

Open J-Gate, India [link of the same is duly available at Inlibnet of University Grants Commission (U.G.C.)],

Index Copernicus Publishers Panel, Poland with IC Value of 5.09 & number of libraries all around the world.

Circulated all over the world & Google has verified that scholars of more than 2022 Cities in 153 countries/territories are visiting our journal on regular basis.

Ground Floor, Building No. 1041-C-1, Devi Bhawan Bazar, JAGADHRI – 135 003, Yamunanagar, Haryana, INDIA

<http://ijrcm.org.in/>

## CONTENTS

Sr. No.	TITLE & NAME OF THE AUTHOR (S)	Page No.
1.	DIFFERENCE IN THE BUSINESS STRATEGIES ADOPTED BY BANKS: A REVIEW OF BANKS IN THE UAE <i>DR. KAUP MOHAMED</i>	1
2.	CUSTOMER'S CRITERIA IN SELECTING A BANK: A CASE OF PAKISTANI BANKING INDUSTRY <i>DR. ANSAR ALI RAJPUT, SABIR HUSSAIN KALHORO &amp; SAIMA AMMAR</i>	4
3.	THE RELATIONSHIP BETWEEN THE FOREIGN DIRECT INVESTMENT AND BANKING INDUSTRY <i>MEHDI BEHNAME &amp; MOHAMMAD JAVAD RAZMI</i>	9
4.	IMPORTANCE AND IMPACT OF FOREIGN DIRECT INVESTMENTS IN GCC COUNTRIES AND ITS INWARD FLOW <i>GEEVARGHESE PHILIP MALAYIL &amp; ARINDAM BANERJEE</i>	12
5.	ISLAMIC BANKING IN INDIA: DEVELOPMENTS, PROSPECTS AND CHALLENGES <i>MANZAR ALI KHAN &amp; NAZIMAH HUSSIN</i>	24
6.	ETHICS AND JOURNALISM EDUCATION IN NIGERIA <i>DR. IFEDAYO DARAMOLA &amp; IBUKUN AKINSULI</i>	29
7.	DIVERSIFICATION AS A BUSINESS GROWTH AND SUSTAINABILITY STRATEGY IN GAINING COMPETITIVE ADVANTAGE <i>ESTHER WANJIRU MAINA</i>	34
8.	THE IMPACT OF COMPLIANCE WITH INFORMATION DISCLOSURE IN FINANCIAL STATEMENTS ON TOTAL ASSETS, PROFITABILITY AND EARNINGS PER SHARES OF QUOTED COMPANIES IN NIGERIA <i>SAMUEL IYIOLA KEHINDE OLUWATOYIN &amp; UMOGBAI, MONICA E.</i>	39
9.	FERTILITY DECISIONS OF HOUSEHOLDS IN RESPONSE TO ENVIRONMENTAL GOODS SCARCITY: THE CASE OF SEKOTA DISTRICT, WAG HIMRA ADMINSTRATE ZONE OF THE AMHARA REGION, ETHIOPIA <i>ZEWDU BERHANIE</i>	51
10.	INVESTMENT POLICY OF COMMERCIAL BANKS IN INDIA <i>DR. BHAVET, PRIYA JINDAL &amp; DR. SAMBHAV GARG</i>	62
11.	IS THERE A WAY OUT? (A CASE STUDY ON DEBT TRAP) <i>DR. K. SANTI SWARUP</i>	68
12.	ANALYSIS OF CAPITAL ADEQUACY OF PRIVATE SECTOR INDIAN BANKS <i>SULTAN SINGH, MOHINA &amp; SAHILA CHOUDHRY</i>	71
13.	CHANGING PARADIGMS OF INSURANCE COMPANIES - A STUDY <i>P.MANIVANNAN</i>	75
14.	A STUDY ON THE IMPORTANCE OF SOFT SKILLS AND POSITIVE ATTITUDE AS PERCEIVED BY INDUSTRY WITH SPECIFIC REFERENCE TO FRESH ENGINEERS <i>B R VENKATESH</i>	78
15.	PROSPECTS AND CHALLENGES OF WOMEN ENTREPRENEURSHIP WITH SPECIFIC REFERENCE TO DALITS <i>DR. ANNAPOORANI &amp; P.DEVI BHUVANESHWARI</i>	86
16.	PROBLEMS OF RURAL MSMEs: A STUDY IN THENI DISTRICT <i>DR. J.MARY SUGANTHI BAI &amp; DR. R.GUNASUNDRADEVI</i>	90
17.	THE DEFINING MOMENTS OF SOCIAL ENTREPRENEURSHIP <i>L. JIBON KUMAR SHARMA &amp; MEMCHA LOITONGBAM</i>	95
18.	DEVELOPMENT AND VALIDATION OF FINANCIAL LITERACY SCALE <i>S.SUGANYA, DR. S. SAKTHIVELRANI &amp; K.DURAI</i>	99
19.	THE ROLE OF MICROFINANCE IN THE DEVELOPMENT OF COTTAGE & SMALL SCALE INDUSTRIES IN NORTH EASTERN REGION OF INDIA <i>DR. HARSH VARDHAN JHAMB &amp; MUSHTAQ MOHMAD SOFI</i>	105
20.	EXCELLENT PRACTICES OF EXPATRIATE RELATIONSHIP MANAGEMENT (ERM) IN INFORMATION TECHNOLOGY ENABLED SERVICE SECTOR <i>RAGHAVENDRA A.N. &amp; DR. NIJAGUNA G.</i>	113
21.	THE ROLE OF MEDIA AGENCY IN ADVERTISING INDUSTRY <i>NEHA SULTANIA &amp; G.TEJASVINI</i>	119
22.	LIQUIDITY, SOLVENCY AND PROFITABILITY ANALYSIS OF MANUFACTURING INDUSTRIES: A STUDY WITH REFERENCE SELECTED MANUFACTURING INDUSTRIES IN INDIA <i>KUSHALAPPA. S &amp; REKHA SHETTY</i>	123
23.	A STUDY ON NPA MANAGEMENT IN INDIAN BANKING INDUSTRY <i>DR. SAMBHAV GARG, PRIYA JINDAL &amp; DR. BHAVET</i>	128
24.	A HUMAN RESOURCE DOWNGRADING - JOB HOPPING <i>DR. M. JANARTHANAN PILLAI &amp; R.V.NAVEENAN</i>	133
25.	WORK LIFE BALANCE: AN OVERVIEW OF INDIAN COMPANIES <i>DR. KARAMVIR SINGH SHEOKAND &amp; PRIYANKA</i>	138
26.	ORGANIZED RETAIL SECTOR IN INDIA – OPPORTUNITIES AND CHALLENGES IN PRESENT ASPECTS <i>DR. RAGHAVENDRA DWIVEDI &amp; RAM KUMAR</i>	144
27.	AN EMPIRICAL EXAMINATION OF PERFORMANCE MANAGEMENT ON EMPLOYEE RETENTION <i>L.R.K. KRISHNAN, SUDHIR WARIER &amp; KETAN KANAUIJA</i>	148
28.	AN EMPIRICAL STUDY OF EFFECTIVENESS OF SALES PROMOTION ACTIVITIES IN A BANK <i>ANKITA SRIVASTAVA &amp; NIRAJ KISHORE CHIMOTE</i>	157
29.	A STUDY ON OCCUPATIONAL HEALTH HAZARDS AMONG WOMEN BEEDI-WORKERS OF MURSHIDABAD DISTRICT IN WEST BENGAL <i>CHANDRA KANTA DAS</i>	163
30.	A PERCEPTUAL STUDY ON BUYING BEHAVIOR OF CUSTOMERS TOWARDS READYMADE GARMENTS <i>IRSHAD AHMAD BHAT</i>	167
	REQUEST FOR FEEDBACK	172

## CHIEF PATRON

**PROF. K. K. AGGARWAL**

Chancellor, Lingaya's University, Delhi  
Founder Vice-Chancellor, Guru Gobind Singh Indraprastha University, Delhi  
Ex. Pro Vice-Chancellor, Guru Jambheshwar University, Hisar

## FOUNDER PATRON

**LATE SH. RAM BHAJAN AGGARWAL**

Former State Minister for Home & Tourism, Government of Haryana  
Former Vice-President, Dadri Education Society, Charkhi Dadri  
Former President, Chinar Syntex Ltd. (Textile Mills), Bhiwani

## CO-ORDINATOR

**DR. SAMBHAV GARG**

Faculty, M. M. Institute of Management, MaharishiMarkandeshwarUniversity, Mullana, Ambala, Haryana

## ADVISORS

**DR. PRIYA RANJAN TRIVEDI**

Chancellor, The Global Open University, Nagaland

**PROF. M. S. SENAM RAJU**

Director A. C. D., School of Management Studies, I.G.N.O.U., New Delhi

**PROF. M. N. SHARMA**

Chairman, M.B.A., HaryanaCollege of Technology & Management, Kaithal

**PROF. S. L. MAHANDRU**

Principal (Retd.), MaharajaAgrasenCollege, Jagadhri

## EDITOR

**PROF. R. K. SHARMA**

Professor, Bharti Vidyapeeth University Institute of Management & Research, New Delhi

## CO-EDITOR

**DR. BHAVET**

Faculty, M. M. Institute of Management, MaharishiMarkandeshwarUniversity, Mullana, Ambala, Haryana

## EDITORIAL ADVISORY BOARD

**DR. RAJESH MODI**

Faculty, YanbuIndustrialCollege, Kingdom of Saudi Arabia

**PROF. SANJIV MITTAL**

UniversitySchool of Management Studies, Guru Gobind Singh I. P. University, Delhi

**PROF. ANIL K. SAINI**

Chairperson (CRC), Guru Gobind Singh I. P. University, Delhi

**DR. SAMBHAVNA**

Faculty, I.I.T.M., Delhi

**DR. MOHENDER KUMAR GUPTA**

Associate Professor, P.J.L.N.Government College, Faridabad

**DR. SHIVAKUMAR DEENE**

Asst. Professor, Dept. of Commerce, School of Business Studies, Central University of Karnataka, Gulbarga

## **ASSOCIATE EDITORS**

**PROF. NAWAB ALI KHAN**

Department of Commerce, Aligarh Muslim University, Aligarh, U.P.

**PROF. ABHAY BANSAL**

Head, Department of Information Technology, Amity School of Engineering & Technology, Amity University, Noida

**PROF. V. SELVAM**

SSL, VIT University, Vellore

**PROF. N. SUNDARAM**

VIT University, Vellore

**DR. PARDEEP AHLAWAT**

Associate Professor, Institute of Management Studies & Research, Maharshi Dayanand University, Rohtak

**DR. S. TABASSUM SULTANA**

Associate Professor, Department of Business Management, Matrusri Institute of P.G. Studies, Hyderabad

## **TECHNICAL ADVISOR**

**AMITA**

Faculty, Government M. S., Mohali

## **FINANCIAL ADVISORS**

**DICKIN GOYAL**

Advocate & Tax Adviser, Panchkula

**NEENA**

Investment Consultant, Chambaghat, Solan, Himachal Pradesh

## **LEGAL ADVISORS**

**JITENDER S. CHAHAL**

Advocate, Punjab & Haryana High Court, Chandigarh U.T.

**CHANDER BHUSHAN SHARMA**

Advocate & Consultant, District Courts, Yamunanagar at Jagadhri

## **SUPERINTENDENT**

**SURENDER KUMAR POONIA**

## **CALL FOR MANUSCRIPTS**

We invite unpublished novel, original, empirical and high quality research work pertaining to recent developments & practices in the area of Computer, Business, Finance, Marketing, Human Resource Management, General Management, Banking, Insurance, Corporate Governance and emerging paradigms in allied subjects like Accounting Education; Accounting Information Systems; Accounting Theory & Practice; Auditing; Behavioral Accounting; Behavioral Economics; Corporate Finance; Cost Accounting; Econometrics; Economic Development; Economic History; Financial Institutions & Markets; Financial Services; Fiscal Policy; Government & Non Profit Accounting; Industrial Organization; International Economics & Trade; International Finance; Macro Economics; Micro Economics; Monetary Policy; Portfolio & Security Analysis; Public Policy Economics; Real Estate; Regional Economics; Tax Accounting; Advertising & Promotion Management; Business Education; Management Information Systems (MIS); Business Law, Public Responsibility & Ethics; Communication; Direct Marketing; E-Commerce; Global Business; Health Care Administration; Labor Relations & Human Resource Management; Marketing Research; Marketing Theory & Applications; Non-Profit Organizations; Office Administration/Management; Operations Research/Statistics; Organizational Behavior & Theory; Organizational Development; Production/Operations; Public Administration; Purchasing/Materials Management; Retailing; Sales/Selling; Services; Small Business Entrepreneurship; Strategic Management Policy; Technology/Innovation; Tourism, Hospitality & Leisure; Transportation/Physical Distribution; Algorithms; Artificial Intelligence; Compilers & Translation; Computer Aided Design (CAD); Computer Aided Manufacturing; Computer Graphics; Computer Organization & Architecture; Database Structures & Systems; Digital Logic; Discrete Structures; Internet; Management Information Systems; Modeling & Simulation; Multimedia; Neural Systems/Neural Networks; Numerical Analysis/Scientific Computing; Object Oriented Programming; Operating Systems; Programming Languages; Robotics; Symbolic & Formal Logic and Web Design. The above mentioned tracks are only indicative, and not exhaustive.

Anybody can submit the soft copy of his/her manuscript **anytime** in M.S. Word format after preparing the same as per our submission guidelines duly available on our website under the heading guidelines for submission, at the email address: [infoijrcm@gmail.com](mailto:infoijrcm@gmail.com).

## **GUIDELINES FOR SUBMISSION OF MANUSCRIPT**

### 1. **COVERING LETTER FOR SUBMISSION:**

DATED: \_\_\_\_\_

**THE EDITOR**  
IJRCM

**Subject: SUBMISSION OF MANUSCRIPT IN THE AREA OF**

(e.g. Finance/Marketing/HRM/General Management/Economics/Psychology/Law/Computer/IT/Engineering/Mathematics/other, please specify)

**DEAR SIR/MADAM**

Please find my submission of manuscript entitled '\_\_\_\_\_ ' for possible publication in your journals.

I hereby affirm that the contents of this manuscript are original. Furthermore, it has neither been published elsewhere in any language fully or partly, nor is it under review for publication elsewhere.

I affirm that all the author (s) have seen and agreed to the submitted version of the manuscript and their inclusion of name (s) as co-author (s).

Also, if my/our manuscript is accepted, I/We agree to comply with the formalities as given on the website of the journal & you are free to publish our contribution in any of your journals.

#### **NAME OF CORRESPONDING AUTHOR:**

Designation:

Affiliation with full address, contact numbers & Pin Code:

Residential address with Pin Code:

Mobile Number (s):

Landline Number (s):

E-mail Address:

Alternate E-mail Address:

#### **NOTES:**

- a) The whole manuscript is required to be in **ONE MS WORD FILE** only (pdf. version is liable to be rejected without any consideration), which will start from the covering letter, inside the manuscript.
- b) The sender is required to mention the following in the **SUBJECT COLUMN** of the mail:  
**New Manuscript for Review in the area of (Finance/Marketing/HRM/General Management/Economics/Psychology/Law/Computer/IT/Engineering/Mathematics/other, please specify)**
- c) There is no need to give any text in the body of mail, except the cases where the author wishes to give any specific message w.r.t. to the manuscript.
- d) The total size of the file containing the manuscript is required to be below **500 KB**.
- e) Abstract alone will not be considered for review, and the author is required to submit the complete manuscript in the first instance.
- f) The journal gives acknowledgement w.r.t. the receipt of every email and in case of non-receipt of acknowledgment from the journal, w.r.t. the submission of manuscript, within two days of submission, the corresponding author is required to demand for the same by sending separate mail to the journal.

### 2. **MANUSCRIPT TITLE:** The title of the paper should be in a 12 point Calibri Font. It should be bold typed, centered and fully capitalised.

### 3. **AUTHOR NAME (S) & AFFILIATIONS:** The author (s) **full name, designation, affiliation (s), address, mobile/landline numbers**, and **email/alternate email address** should be in italic & 11-point Calibri Font. It must be centered underneath the title.

### 4. **ABSTRACT:** Abstract should be in fully italicized text, not exceeding 250 words. The abstract must be informative and explain the background, aims, methods, results & conclusion in a single para. Abbreviations must be mentioned in full.

5. **KEYWORDS:** Abstract must be followed by a list of keywords, subject to the maximum of five. These should be arranged in alphabetic order separated by commas and full stops at the end.
6. **MANUSCRIPT:** Manuscript must be in **BRITISH ENGLISH** prepared on a standard A4 size **PORTRAIT SETTING PAPER**. It must be prepared on a single space and single column with 1" margin set for top, bottom, left and right. It should be typed in 8 point Calibri Font with page numbers at the bottom and centre of every page. It should be free from grammatical, spelling and punctuation errors and must be thoroughly edited.
7. **HEADINGS:** All the headings should be in a 10 point Calibri Font. These must be bold-faced, aligned left and fully capitalised. Leave a blank line before each heading.
8. **SUB-HEADINGS:** All the sub-headings should be in a 8 point Calibri Font. These must be bold-faced, aligned left and fully capitalised.
9. **MAIN TEXT:** The main text should follow the following sequence:

**INTRODUCTION**

**REVIEW OF LITERATURE**

**NEED/IMPORTANCE OF THE STUDY**

**STATEMENT OF THE PROBLEM**

**OBJECTIVES**

**HYPOTHESES**

**RESEARCH METHODOLOGY**

**RESULTS & DISCUSSION**

**FINDINGS**

**RECOMMENDATIONS/SUGGESTIONS**

**CONCLUSIONS**

**SCOPE FOR FURTHER RESEARCH**

**ACKNOWLEDGMENTS**

**REFERENCES**

**APPENDIX/ANNEXURE**

It should be in a 8 point Calibri Font, single spaced and justified. The manuscript should preferably not exceed **5000 WORDS**.

10. **FIGURES & TABLES:** These should be simple, crystal clear, centered, separately numbered & self explained, and **titles must be above the table/figure**. **Sources of data should be mentioned below the table/figure**. It should be ensured that the tables/figures are referred to from the main text.
11. **EQUATIONS:** These should be consecutively numbered in parentheses, horizontally centered with equation number placed at the right.
12. **REFERENCES:** The list of all references should be alphabetically arranged. The author (s) should mention only the actually utilised references in the preparation of manuscript and they are supposed to follow **Harvard Style of Referencing**. The author (s) are supposed to follow the references as per the following:
  - All works cited in the text (including sources for tables and figures) should be listed alphabetically.
  - Use (ed.) for one editor, and (ed.s) for multiple editors.
  - When listing two or more works by one author, use --- (20xx), such as after Kohl (1997), use --- (2001), etc, in chronologically ascending order.
  - Indicate (opening and closing) page numbers for articles in journals and for chapters in books.
  - The title of books and journals should be in italics. Double quotation marks are used for titles of journal articles, book chapters, dissertations, reports, working papers, unpublished material, etc.
  - For titles in a language other than English, provide an English translation in parentheses.
  - The location of endnotes within the text should be indicated by superscript numbers.

**PLEASE USE THE FOLLOWING FOR STYLE AND PUNCTUATION IN REFERENCES:**

**BOOKS**

- Bowersox, Donald J., Closs, David J., (1996), "Logistical Management." Tata McGraw, Hill, New Delhi.
- Hunker, H.L. and A.J. Wright (1963), "Factors of Industrial Location in Ohio" Ohio State University, Nigeria.

**CONTRIBUTIONS TO BOOKS**

- Sharma T., Kwatra, G. (2008) Effectiveness of Social Advertising: A Study of Selected Campaigns, Corporate Social Responsibility, Edited by David Crowther & Nicholas Capaldi, Ashgate Research Companion to Corporate Social Responsibility, Chapter 15, pp 287-303.

**JOURNAL AND OTHER ARTICLES**

- Schemenner, R.W., Huber, J.C. and Cook, R.L. (1987), "Geographic Differences and the Location of New Manufacturing Facilities," Journal of Urban Economics, Vol. 21, No. 1, pp. 83-104.

**CONFERENCE PAPERS**

- Garg, Sambhav (2011): "Business Ethics" Paper presented at the Annual International Conference for the All India Management Association, New Delhi, India, 19–22 June.

**UNPUBLISHED DISSERTATIONS AND THESES**

- Kumar S. (2011): "Customer Value: A Comparative Study of Rural and Urban Customers," Thesis, Kurukshetra University, Kurukshetra.

**ONLINE RESOURCES**

- Always indicate the date that the source was accessed, as online resources are frequently updated or removed.

**WEBSITES**

- Garg, Bhavet (2011): Towards a New Natural Gas Policy, Political Weekly, Viewed on January 01, 2012 <http://epw.in/user/viewabstract.jsp>



**A PERCEPTUAL STUDY ON BUYING BEHAVIOR OF CUSTOMERS TOWARDS READYMADE GARMENTS**

**IRSHAD AHMAD BHAT**  
**RESEARCH SCHOLAR**  
**SCHOOL OF STUDIES IN COMMERCE**  
**VIKRAM UNIVERSITY**  
**UJJAIN**

**ABSTRACT**

*Within the current marketing environment, the competition between products and services is becoming increasingly tough. Each producer of goods and services attempts to obtain a potential market share by making consumers believe that they have the answer to all their personal needs and desires. Analyzing and understanding the consumer and his behaviour is the cornerstone of success in marketing. It includes all the physical, mental and emotional processes and concerned behaviour which are observable before, during and after each and every purchase of goods and services. This makes us compelling to understand, observe, record and react to such behaviour in case we want to have win-win strategy that matters for marketer and the customer both. The research report presented is based on the "Consumer Perception towards Garments". Through this study an attempt has been made to practically understand those emotional or rational appeals, which drive the purchase decision towards the readymade garments. Due to psychological nature of purchasing, which is increasingly becoming a part of consumer behaviour; it is crucial that manufacturers in the clothing industry become familiar with the perceptions and attitudes of the consumer. Clothing is likely to form an integral part in the enactment of social encounters and it is also seen as a very important channel of non-verbal communication. Within the context of this study, perceptions regarding branded clothing were tested. The need for information about the symbolic nature of clothing is crucial to demonstrating how perceptions are formed and interpreted in society. Some behaviour is not voluntary and is affected largely by environmental factors.*

**KEYWORDS**

Consumer Behaviour, Competition, goods and services, purchasing Decision, perception, Readymade Garments.

**INTRODUCTION**

This study is an effort to understand the consumer behaviour on Readymade Garments. Consumers are individuals who purchase for the purpose of individual or household consumption. Consumer buys a product looking for certain specific qualities from that product. He must get what he desires, for which he pays. The study opens the various factors which have a direct impact on the buying decision of customers to the large extent. The study will enable us to understand the perception of customers about readymade garments. The study provides "frame of mind" of people, what are the expectations and desires of consumers and up to how much level this expectation is met. The studies also assist the maids owner and companies so that they can understand the consumer behaviour and can satisfy their consumers by the moral conduct. The study also shows the opportunities and challenges for readymade garment business in respect of both internal and external environment. It discloses the main competitors in the field of garments and also suggests the suitable measures to overcome these hindrances. The research provides guideline to further extension of said business and made visible all the obstacles by conducting a survey. The study shows future scenario of Ready Made Garment Business in current perspective. The research is important to identify Market size, growth and Market Potential of Ready-Made Garment Business. The research shows future Scenario of consumer perception regarding Ready Made Garments in current perspective. The study shows Opportunities and challenges for Ready-Made Garment Business in respect of internal & external environment. Research says about main competitors in the field of Ready-Made Garment Business. The study provides guideline to further extension of Ready-Made Garment Business in Ujjain City. The study provides help to know the customers satisfaction with concerned parties. The study will enable us to understand the perception of customers about readymade garments. It discloses the main competitors in the field of garments and also suggests the suitable measures to overcome these hindrances. The research provides guideline to further extension of said business and made visible all the obstacles by conducting a survey. The study shows future scenario of Readymade Garment Business in current perspective.

**AIMS AND OBJECTIVES OF THE STUDY**

Understanding buying behaviour pattern is not enough without understanding the composition and origin of the customer. Today most of the Indian customers are attracted by the imported goods because of their high quality. So, that most of the Indian company Product loses their credibility and loyalty in domestic customers. Hence, the present paper was planned with the following aims and objectives.

1. To examine customer loyalty in a highly competitive market where consumers have free choice.
2. To study the satisfaction level of customers in different attributes of Ready-Made Garments.
3. To study the impact of various factors on the consumption pattern.
4. To examine various promotional strategies and their relevance and convenience.
5. To determine the future desires needs and expectations of customers.

**LIMITATIONS OF THE STUDY**

The present paper has following limitations:

The paper was conducted in Ujjain only.

The sample size was limited to 100 respondents only.

Only ten shopkeepers dealing with readymade apparels were taken as sample

**LITERATURE REVIEW**

An attempt has been made to present the review of various studies carried out with regard to see the buying behaviour of customers. A brief overview is presented below:

- Customer satisfaction may be considered as a base line standard of performance and a possible standard of excellence for any business organization (Gerson, 1993). Customer satisfaction is a complex construct. It has been defined in various ways (Besterfield, 1994; Barsky, 1995; Kanji and Moura, 2002; Fecikova, 2004). Recently, researchers have argued that there is a distinction between customer satisfaction as related to tangible products and as related to service experiences. This distinction is due to the inherent intangibility and perishes ability of services, as well as the inability to separate production and consumption. Hence, customer satisfaction with services and with goods may derive from, and may be influenced by, different factors and therefore should be treated as separate and distinct (Veloutsou et al., 2005).
- According to Hasemark and Albinsson (2004) cited in Singh (2006:1) "satisfaction is an overall attitude towards a product provider or an emotional reaction to the difference between what customers expect and what they actually receive regarding the fulfillment of a need". Kotler (2000); Hoyer & MacInnis (2001) also define satisfaction as a person's feelings of pleasure, excitement, delight or disappointment which results from comparing a products perceived performance to his or her expectations. Satisfaction means the contentment one feels when one has fulfilled a desire, need or expectation. Furthermore,

Customer satisfaction can be a measure of how happy customers are with the services and products of a supermarket. Keeping customers happy is of tremendous benefit to companies. Satisfied customers are more likely to stay loyal, consume more and are more likely to recommend their friends to the business.

- Ciavolino & Dahlgaard (2007) suggest that "customer satisfaction can be defined as the overall evaluation of the service performances or utilization. Customer satisfaction can be achieved by improving service quality. Ciavolino & Dahlgaard (2007) contend that service quality is the measure of service levels based on the attributes of the core product. Such attributes include; Facility layout- display of products, clean environment, clear labelling. Other attributes can be Location, Process - queue management, waiting time. According to Hoyer & MacInnis (2001) satisfaction can be associated with feelings of acceptance, relief, excitement and delight. Martínéz-Ruiz et al (2010) assert that customers always look for convenience benefit in the modern environment. Additional services are essentially important in the retail business and play a role in determining customer satisfaction through creation of convenience.
- Customer satisfaction is a key and valued outcome of good marketing practice. According to Drucker (1954), the principle purpose of a business is to create satisfied customers. Increasing customer satisfaction has been found to lead to higher future profitability (Anderson, Fornell, and Lehmann 1994), lower costs related to defective goods and services (Anderson, Fornell, and Rust 1997), increased buyer willingness to pay price premiums, provide referrals, and use more of the product (Reichheld 1996; Anderson and Mittal 2000), and higher levels of customer retention and loyalty (Fornell 1992; Anderson and Sullivan 1993; Bolton 1998). Increasing loyalty, in turn, has been found to lead to increases in future revenue (Fornell 1992; Anderson, Fornell, and Lehmann 1994) and reductions in the cost of future transactions (Reichheld 1996; Srivastava, Shervani, and Fahey 1998). All of this empirical evidence suggests that customer satisfaction is valuable from both a customer goodwill perspective and an organization's financial perspective.
- Empirical studies have found evidence that improved customer satisfaction need not entail higher costs, in fact, improved customer satisfaction may lower costs due to a reduction in defective goods, product re-work, etc. (Fornell 1992; Anderson, Fornell, and Rust 1997). However, the key to building long-term customer satisfaction and retention and reaping the benefits these efforts can offer is to focus on the development of high quality products and services. A firm's future profitability depends on satisfying customers in the present – retained customers should be viewed as revenue producing assets for the firm (Anderson and Sullivan 1993; Reichheld 1996; Anderson and Mittal 2000). DeWulf, Odekerken-Schröder, and Iacobucci (2001). Customers may explain their satisfaction with a product or service in terms of specific aspects such as the product attributes, price, customer service, or a combination of other features.

## METHODOLOGY

Research is of Descriptive conclusive type and has sample size consisting of 100 Present and potential customers. Data is collected by using detailed questionnaire with open and close ended questions, where as survey of customers was conducted and respondents were categorized according to gender, occupation, monthly income and No. of dependents.

## LIST OF HYPOTHESIS

1. There is no significant relation between Brand Name and Occupation of customers.
2. There is no significant relation between Location, and Past Experience of customers.
3. There is no significant relation between Service Quality and Income Provider of customers.

## DATA ANALYSIS AND INTERPRETATION

### HYPOTHESIS-1

There is no significant relation between Brand Name and Occupation of customers.

**Null Hypothesis (H0):** there is no relation between Occupation and Brand Name.

**Alternate Hypothesis (H1):** there is relation between Occupation and Brand Name.

TABLE SHOWS ANNOVA BETWEEN OCCUPATION AND BRAND NAME

DIMENSION	OCCUPATION	N	MEAN	STD.DEV	F	SIG.
Brand Name	Business men	48	2.93	1.375	5.359	.002
	Employee	24	3.75	.495		
	Students	28	3.97	.468		
	Total	100				

**FINDINGS:** It is clear from the table that the Brand Name having F test value 6.94 at significance level of .000, are significant. Hence, the Alternate Hypothesis is accepted and Null Hypothesis is rejected. The higher mean value of 3.97 for students indicates that this group of customers is highly influenced by the Brand Name.

**Interpretation:** From the obtained data I interpret that majority of customers are in full support that branded clothes are status symbol. Therefore we can say that Brand Name had a large impact on customer satisfaction level. Therefore producers should try to develop sound image of their products.

### HYPOTHESIS-2

There is no significant relation between Location and Past Experience of customers.

**Null Hypothesis (H0):** there is no relation between Location and Past Experience.

**Alternate Hypothesis (H1):** there is relation between Location and Past Experience.

TABLE SHOWS ANNOVA BETWEEN location and Past Experience.

DIMENSION	AREA	N	MEAN	STD.DEV	F	SIG.
Past Experience	Rural	38	4.93	.657	14.149	.000
	Urban	62	2.75	1.495		
	Total	100				

**FINDINGS:** it is clear from the table that the Past Experience having F test value 6.94 at significance level of .000, are significant. Hence, the Alternate Hypothesis is accepted and Null Hypothesis is rejected. The higher mean value of 4.93 for Rural Customers indicates that this group of customers is highly influenced by the Past Experience.

**Interpretation:** From this analysis I interpret that majority of customers are agreed that past experience with the cloth influence the purchasing power of customers. This report will be helpful for meals owner and companies, so that they can understand the customer behaviour and can satisfy their customer on better manner, to whether they recommend to other or not.

### HYPOTHESIS-3

There is no significant relation between Service Quality and Income Provider of customers.

**Null Hypothesis (H0):** there is no relation between Income and Service Quality.

**Alternate Hypothesis (H1):** there is relation between Income and Service Quality.



TABLE SHOWS ANNOVA BETWEEN INCOME AND SERVICE QUALITY

DIMENSION	INCOME	N	MEAN	STD.DEV	F	SIG.
Service Quality	Higher Income	15	4.50	.475	.757	.520
	Middle Income	53	1.73	1.495		
	Lower Income	32	3.01	.853		
	Total	100				

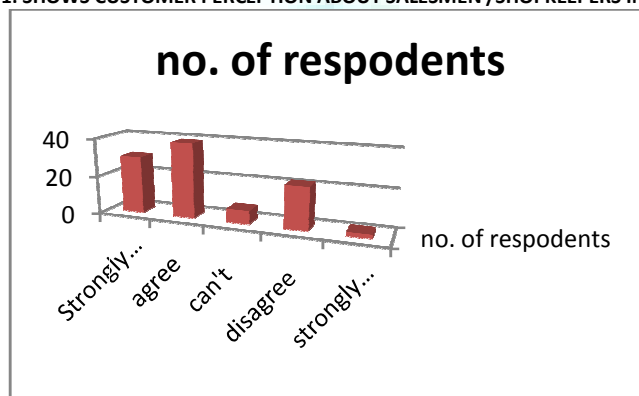
**FINDINGS:** it is clear from the table that Service Quality having F test value 6.94 at significance level of .000, are significant. Hence, the Alternate Hypothesis is accepted and Null Hypothesis is rejected. The higher mean value of 4.50 for Higher Income Group indicates that this group of customers is highly influenced by the Service Quality.

**Interpretation:** From this I interpret that overall 97% customers mostly prefer quality of product which purchasing garments. Customers like best quality product any price so, company should add latest technology to their products as customers can get more satisfaction. False representation that goods are of specific standard quality or grade should be avoided.

#### Data Representation

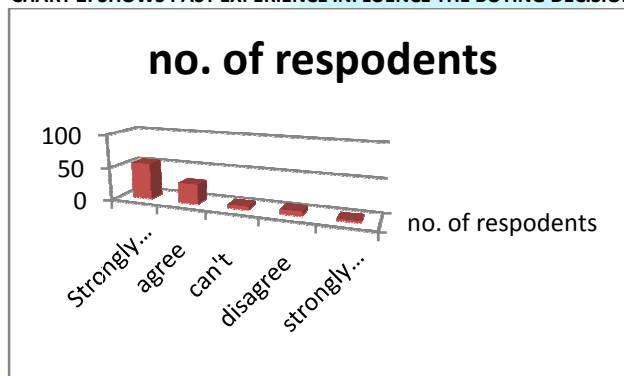
The investigators visited shops offering sales and questionnaires were filled by the respondents. Then the responses were tabulated and percentage was calculated. These are as follow:

CHART 1: SHOWS CUSTOMER PERCEPTION ABOUT SALESMEN /SHOPKEEPERS INFLUENCE



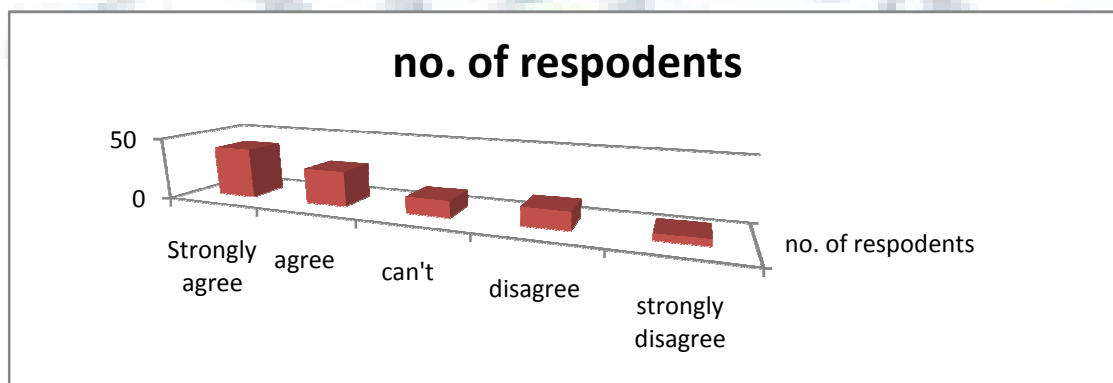
**Interpretation:** Analyzing the above data I interpret that, customers are satisfied with the fact that shopkeeper/salesman generally influence the selection criteria of customers. Therefore dealers must avoid unfair trade practices such as adulteration, black marketing, false adverting etc and they should supply then useful information about new products and new uses of existing products.

CHART 2: SHOWS PAST EXPERIENCE INFLUENCE THE BUYING DECISION



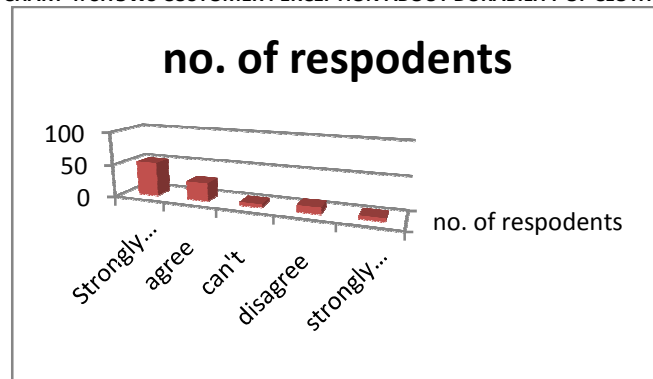
**Interpretation:** from this analysis I interpret that majority of customers are agreed that past experience with the cloth influence the purchasing power of customers. This report will be helpful for meals owner and companies, so that they can understand the customer behaviour and can satisfy their customer on better manner, to whether they recommend to other or not.

CHART 3: SHOWS SEASON/CLIMATE CONDITIONS INFLUENCE BUYING DECISION



**Interpretation:** From the obtained data I interpret that majority influence the buying decision. The climate of Ujjain city is moderate i.e., neither too hot in summer nor too cold in winter. In summer people prefer to wear cotton clothes whereas in winter they prefer to wear warm clothes. The effect of climate on customers is somewhat miserable.

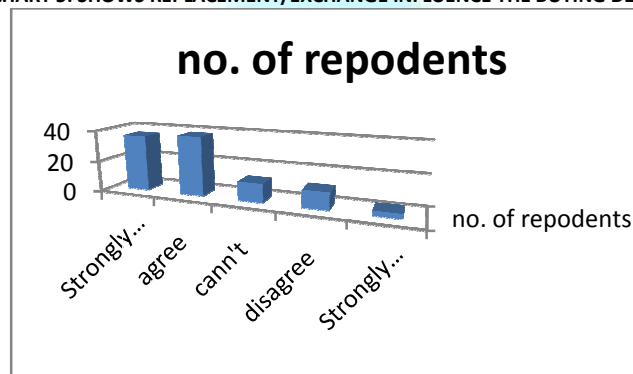
CHART 4: SHOWS CUSTOMER PERCEPTION ABOUT DURABILITY OF CLOTHES



**Analysis:** The above graph shows out of 100 respondents 52 respondents are strongly agree that durability of clothes influence the buying decision and 28 respondents out of 100 respondents are also agree on the fact that durability of clothes influence the buying decision whereas, overall 15 respondents out of 100 respondents are disagree on the fact that durability of clothes influence the buying decision and remaining 5 respondents can't say anything with this regard.

**Interpretation:** The above analyses indicate that customers can be better satisfied by providing them those products which are highly durable. It means that the producer has no right to intervene in the purchasing habits of consumers. They should study the requirements regarding the product. Management should also adopt fair trade practices regarding price, quality, durability and service to the product. The selection criteria of customers get largely affected by their products that are highly durable.

CHART 5: SHOWS REPLACEMENT/EXCHANGE INFLUENCE THE BUYING DECISION



**Analysis:** From the above graph it is clear that out of 100 respondents 36 respondents are strongly agree that replacement/exchange of product influence the buying decision, and 38 respondents out of 100 respondents also agreed with the same statement. Whereas, 11 respondents are disagree on the fact that replacement /exchange of products influence the buying decision and 3 respondents out of 100 respondents are strongly disagree with the said statements, remaining 12 respondents can't say anything.

**Interpretation:** From the obtained data I interpret that better protection of the interests of consumers and redress of consumer disputes will enhance the goodwill of business. Thoroughly assessing the consumer behaviour will help the increase the sale of the firm. From obtained data majority of consumers made selection of those firms who provide them safety measures.

## CONCLUSION

The study reveals that, Consumer sovereignty is considered a modern marketing principle. It means that the producer has no right to intervene in the purchasing habits of consumers. They are free to spend their money in any manner they like. Therefore, it is essential to understand the consumer behaviour to meet their requirements by providing suitable products and services. Thoroughly accessing the consumer behaviour will help to increase the sales volume of firm. The planning and policy of marketing can also so decide accordingly. Therefore sound marketing programmers should start with a careful analysis of the habits attitudes, motives and needs of consumers. A marketer should find answers regarding what products and services which consumer prefers to buy and when they buy them. The selection criteria of consumers get largely affected by those products that are highly durable. Therefore, it is necessary to undertake those practices which will improve the quality standard of products and their durability. Finally, consumer is the principal a prior of business. The efficiency with which a free market system of enterprise operates, in the last analysis, depends upon the extent of consumer understanding possessed by the business community. A business community that is ignorant of consumer preferences can't possibly fulfil its obligations in a meaningful and responsive manner.

- Consumers mostly select their dresses according to their economic stability.
- 70% customers are brand cautious; hence we can say brand name had a large impact on customer's satisfaction level.
- Consumers like best quality products at any prices. They should provide goods and services of standard quality and satisfy consumer wants.
- Past experience with a particular brand influence the buying decision of consumers.
- Season/climate conditions also effect the buying decision of consumers. in summer people prefer to wear the cotton clothes whereas, in winter they prefer to wear woollen garments.
- The selection criteria of consumers depend to the large extent upon the salesmen's influence. Therefore, customers are agreeing that they get both psychological and economic satisfaction from affectionate salespersons.
- While purchasing garments the thickness of Fabre is a symbol of durability for customers.

## RECOMMENDATION

Finally, consumer is the principal a prior of business. The efficiency with which a free market system of enterprise operates, in the last analysis, depends upon the extent of consumer understanding possessed by the business community. A business community that is ignorant of consumer preferences can't possibly fulfil its obligations in a meaningful and responsive manner.

- For better satisfaction of consumers business firm should handle consumer complaints of grievances quickly and to avoid monopolistic and unfair trade practices such as adulteration, black marketing, false advertising etc.
- A business community that is ignorant of consumer preferences can't possibly fulfil its obligations in a meaningful and responsive.
- Sound marketing programmers should start with a careful analysis of the habits, attitudes, motives and needs of consumers.

- Repetitive use of the same promotional schemes for a prolonged period may have negative effect on the loyal customers. So, retailers must view to developing more promotional strategy in line with the company's objectives.
- The shopkeepers should be aware of the effective use of sales promotions.

## IMPLICATIONS

For the present study efforts are made not only to collect the viewpoints of consumers and shopkeepers but, at the same platform suitable measures are suggested to overcome the uncertain events. The study provides "frame of mind" of people, what are the expectations and desires of consumers and up to how much level this expectation is met. It discloses the main competitors in the field of garments and also shows future scenario of said business in current perspective.

## REFERENCES

1. Anderson, Eugene W. and Mary W. Sullivan (1993), "The Antecedents and Consequences of Customer Satisfaction for Firms," *Marketing Science*, 16 (2), 129-45.
2. Anderson, Eugene W. and Vikas Mittal (2000), "Strengthening the Satisfaction-Profit Chain," *Journal of Service Research*, 3 (2), 107-120.
3. Anderson, Eugene W., Claes Fornell, and Donald R. Lehmann (1994), "Customer Satisfaction, Market Share, and Profitability: Findings from Sweden," *Journal of Marketing*, 58 (3), 53-66.
4. Anderson, Eugene W., Claes Fornell, and Roland T. Rust (1997), "Customer Satisfaction, Productivity, and Profitability: Differences Between Goods and Services," *Marketing Science*, 16 (2), 129-145.
5. Barsky, J. (1995), *World-Class Customer Satisfaction*, Irwin Professional, Burr Ridge, IL.
6. Besterfield, D.H. (1994), *Quality Control*, Prentice-Hall, Englewood Cliffs, NJ.
7. Bolton, Ruth N. (1998), "A Dynamic Model of the Duration Of Customer's Relationship With A Continuous Service Provider: The Role Of Satisfaction," *Marketing Science*, 17 (1), 45-65.
8. Ciavolino, E & Dahlgard, JJ 2007, "Customer satisfaction modeling and analysis: A case study", *Journal of Total Quality Management*, Vol.18, No.5, pp 545-554.
9. DeWulf, Kristof, Gaby Odekerken-Schröder, and Dawn Iacobucci (2001), "Investments in Consumer Relationships: A Cross-Country and Cross-Industry Exploration," *Journal of Marketing*, 65 (4), 33-50.
10. Drucker, Peter F. (1954), *The Practice of Management*, New York: Harper & Row. 31
11. Fecikova, I., (2004), "An Index Method for Measurement of customer satisfaction," *The TQM Magazine*, Vol. 16, No. 1, pp. 57-66.
12. Fornell, Claes (1992), "A National Customer Satisfaction Barometer: The Swedish Experience," *Journal of Marketing*, 56 (1), 6-21.
13. Gerson R. F. (1993). *Measuring customer satisfaction: A guide to managing quality service*, Crisp Publications, Menlo Park.
14. Hansemack, OC & Albinson, M 2004, "Customer Satisfaction and Retention: The Experiences of Individual employees", *Managing Service Quality*, Vol. 14(1), pp.40-57.
15. Hoyer, WD & MacInnis, DJ 2001, *Consumer behavior*, Houghton Boston: Mifflin Company in Singh 2006, "The Importance of Customer Satisfaction in relation to customer loyalty and retention", *UCTI.WP-06-06*, May 2006, Kuala Lumpur, Malaysia.
16. Kotler, P 2000, *Marketing Management 10 (ed)*, New Jersey: Prentice Hall.
17. Martinez-Ruiz, M, Jiménez- Zarco, AI, Yusta, AI 2010, "Customer Satisfaction's Key Factors in Spanish grocery stores: evidence from hypermarkets and supermarkets", *Journal of Retailing and Consumer Services*, Vol. 17, pp. 278-285.
18. Reichheld, Frederick (1996), *The Loyalty Effect*, Cambridge, MA: Harvard Business School Press.
19. Srivastava, Rajendra K., Tasadduq A. Shervani, and Liam Fahey (1998), "Market-Based Assets and Shareholder Value: A Framework for Analysis," *Journal of Marketing*, 62 (1), 2-18. 35
20. Veloutsou, C., Gilbert, R.G., Moutinho, L.A. and Good, M.M. (2005), "Measuring transaction specific satisfaction in services", *European Journal of Marketing*, Vol. 39 No. 5-6, pp. 606-28.

## **REQUEST FOR FEEDBACK**

**Dear Readers**

At the very outset, International Journal of Research in Commerce and Management (IJRCM) acknowledges & appreciates your efforts in showing interest in our present issue under your kind perusal.

I would like to request you to supply your critical comments and suggestions about the material published in this issue as well as on the journal as a whole, on our E-mail i.e. **infoijrcm@gmail.com** for further improvements in the interest of research.

If you have any queries please feel free to contact us on our E-mail [infoijrcm@gmail.com](mailto:infoijrcm@gmail.com).

I am sure that your feedback and deliberations would make future issues better – a result of our joint effort.

Looking forward an appropriate consideration.

With sincere regards

Thanking you profoundly

**Academically yours**

Sd/-

**Co-ordinator**

## ABOUT THE JOURNAL

In this age of Commerce, Economics, Computer, I.T. & Management and cut throat competition, a group of intellectuals felt the need to have some platform, where young and budding managers and academicians could express their views and discuss the problems among their peers. This journal was conceived with this noble intention in view. This journal has been introduced to give an opportunity for expressing refined and innovative ideas in this field. It is our humble endeavour to provide a springboard to the upcoming specialists and give a chance to know about the latest in the sphere of research and knowledge. We have taken a small step and we hope that with the active co-operation of like-minded scholars, we shall be able to serve the society with our humble efforts.

### *Our Other Journals*

