

# Customer Perception towards Retail Clothing Store

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**Abstract:** *This study, called "A Study on Customer Perception towards Retail Clothing Stores", investigated what influences customers' knowledge of and recommendations for clothing stores. The study collected data from 377 people through a survey. The goals were to learn how much people know about Retail clothing stores and to look at how system quality, information quality, service quality, personal factors, situational factors, and perceived usefulness affect customer recommendation of Retail clothing stores to others. The tests used were Cronbach's Alpha, correlation analysis, and regression analysis between Income Level and Brand Reputation, Income Level, and competitive prices. Reliability analysis showed that the scale items had strong internal consistency. Descriptive statistics of Gender, Age, Annual Income, and Correlation analysis showed that there was a positive relationship between occupation and age.*

**Keywords:** Customer Perception, Customer Service, Competitive Pricing, Strong Brand Identity, Location of the store, Staff Behaviour.

## 1. Introduction

Customer perception is pivotal in the success of retail clothing stores, shaped by factors like the shopping experience, product quality, pricing, and customer service. To understand this perception, retailers use market research and feedback. A positive image is crucial in a competitive market, influencing customer satisfaction and loyalty. The store's physical environment, product quality, pricing, and customer service are key influencers. Well-organized stores, competitive pricing, and friendly staff contribute to a positive perception. Additionally, a strong brand image and commitment to ethical practices enhance customer trust. Convenience factors, including location and returns, also impact how customers perceive a store. Retailers continually adapt to align with customer preferences for sustained positive perception and business growth.

### Objective of the study:

- To understand customer service.
- To know about the competitive price of the products.
- To know about a strong brand identity that resonates with customers.
- To understand about location of the store.

### Limitations of the study:

This research confronts certain constraints, including but not limited to the limitations in sample size and its representative nature, potential biases in respondents' answers, reliance on self-reported data, the somewhat confined scope of considered variables, and the confined generalizability of findings exclusive to the perceived people.

## 2. Literature Review

- 1) **Ritesh Kumar Dalwadi, Harishchandra Singh Rathod & Atul Patel, (2012):** Examines organized retail store development in India, focusing on customer evaluation variables. Highlights challenges faced by retailers in the Indian market and impact on traditional establishments. Emphasizes the significance of consumers' attitudes, influenced by product selection, store layout, pricing, and more.
- 2) **Dr. R. Srinivasan and Dr. K. Rameshkumar, (2013):** Explores customer satisfaction in organized retail in

Erode City. Discusses factors like product quality, price, store layout, customer service, and convenience. Stresses understanding customer attitudes for improving satisfaction and loyalty. Cites various studies on customer satisfaction in retailing.

- 3) **T. Sabri Erdil, (2015):** Investigates the connection between consumer brand perceptions, store image, and purchase intention in the apparel sector. Positive brand image influences purchase intention. Examines store brands as an extension and their impact on product quality.
- 4) **J. Paul, S. Mittal, and S. Srivastav, (2016):** Explores the link between customer satisfaction, loyalty, and product/service quality. Highlights the importance of store loyalty, shopping satisfaction, and ambient factors in predicting consumer satisfaction in emerging markets. Emphasizes the connection between customer perceptions of service and intention to return.
- 5) **Nor Asiah Omar, Norazah Mohd Suki, and Norbayah Mohd Suki, (2014):** Investigates store and consumer perception, emphasizing elements like ambiance, music, product quality, price, service, and convenience. Explores the impact of demographic factors on customer perception. Stresses the importance of understanding factors affecting a store's reputation and psychological aspects of store image.
- 6) **William O. Bearden, Richard G. Netemeyer, and Jesse E. Tee (2000):** Research on consumers' perceptions of pricing during inflation is cited in this publication. It draws attention to the fact that even when given clear inflation rates, current prices, and historical data, consumers may not be able to forecast price changes effectively. This implies that consumer understanding and market realities are not aligned.

## 3. Research Methodology

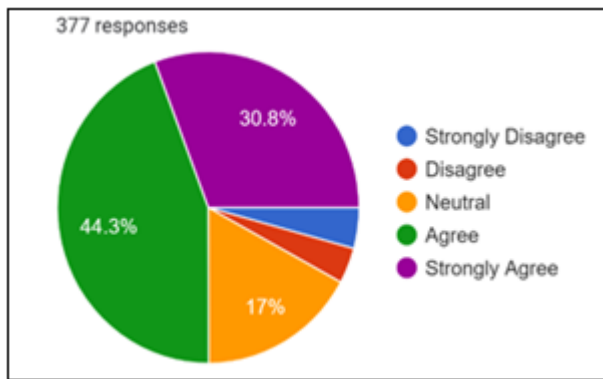
The research methodology chosen in this study focuses mainly on primary research, which involves direct data collection specifically for research purposes. To collect information, a questionnaire consisting of 22 comprehensive questions was distributed to the target group, resulting in an important material containing 377 individual responses. The collected responses are the main input for various statistical analyses, including correlation, and regression analysis. These analytical methods help explore relationships, predict

outcomes, and test relationships in data, enabling a deeper understanding of research questions.

In addition, to the material collected for this research includes both qualitative and quantitative components that provide a comprehensive overview of the research topic. This mixed methods approach allows for a deeper exploration of the research problem, considering both numerical data and textual responses. Convenience sampling was used in the data collection process, meaning that participants were selected based on their accessibility and availability.

- Primary research.
- 22 comprehensive questions.
- 377 Distinct answers and Qualitative and quantitative components.

**Influence of Store:**



The pie chart shows the distribution of responses to the question "How satisfied are you with the store's location?". Most respondents (60%) are very satisfied with the location, 30% are satisfied, 8% are neutral, and 2% are dissatisfied.

**Cronbach's alpha: Reliability test:** It measures the internal consistency or reliability of a set of survey items. This Statistic helps to determine whether a collection of items consistently measures the same characteristic, and it quantifies the level of agreement on a standardized level of measurement from 0 to 1 in a scale. Greater agreement between the items is indicated by higher values.

**Table 1: Cronbach's Alpha: Reliability test**

Reliability Statistics	
Cronbach's Alpha	No of Items
0.885	22

Cronbach's alpha is a measure of internal consistency, which is how closely related the items in a scale are to each other.

**Table 4: Correlation between Genders, Years, Marital status, and occupation**

	Gender	In Years	Marital status	occupation
Gender	1			
In Years	0.051283573	1		
Marital status	0.203141723	0.582492964	1	
occupation	0.134366888	0.428861366	0.580199201	1

- **Gender and In Years (Age):** The correlation between gender and age is 0.0513, which is close to zero. This suggests a weak positive correlation, indicating that

It is a value between 0 and 1, with 0 indicating no internal consistency and 1 indicating perfect internal consistency. A Cronbach's alpha of 0.885 is excellent. This means that the items in the scale are very closely related to each other, and that the scale is measuring a single underlying construct.

**Table 2: Regression between Income Level & Brand Reputation**

Regression Statistics	
Multiple R	0.266981
R Square	0.071279
Adjusted R Square	0.068802
Standard Error	1.425818
Observations	377

The regression analysis between income level and brand reputation reveals that 7.1% of the variation in brand reputation can be explained by income level, as indicated by the multiple R squared value. Taking the model's variable count into account, the adjusted R squared value is slightly lower at 0.069. The standard error, at 1.426, suggests that, on average, predicted brand reputation values are 1.426 units away from actual values. The positive and statistically significant regression coefficient for income level (0.035) implies a positive relationship between income level and brand reputation. Simply put, individuals with higher incomes are more likely to hold favorable views of brands. The slightly lower adjusted R squared value suggests that while income level contributes to explaining brand reputation, there may be other factors at play influencing this relationship.

**Table 3: Regression Between Income Level & Competitive prices**

Regression Statistics	
Multiple R	0.220174
R Square	0.048477
Adjusted R Square	0.045939
Standard Error	1.177518
Observations	377

- These is a Regression of income level and brand reputation. The Regression demonstrates a positive link between the two variables, indicating that people with higher earnings have more favourable opinions of brands.
- The regression line depicts the average association between household income and brand reputation. The upward sloping regression line demonstrates that there is a positive association between the two variables.

there is not a strong relationship between gender and age.

- **Marital Status and Age:** The correlation between marital status and age is 0.5825, a moderately strong

negative correlation. This suggests that there is a relationship between marital status and age; as age increases, marital status tends to decrease.

- **Occupation and Age:** The correlation between occupation and age is 0.4289, a moderately strong positive correlation. This indicates a relationship between occupation and age; as age increases, occupation tends to increase as well.
- **Gender:** Based on the correlation matrix, there is a weak positive correlation between gender and age, but this correlation might not be practically significant.

Gender might not have a strong influence on the other variables you're studying.

- **Marital Status:** There is a moderately strong negative correlation between marital status and age. You can discuss this in this report, suggesting that older respondents are more likely to have a different marital status than younger respondents.
- **Occupation:** There is a moderately strong positive correlation between occupation and age. In report, we can say that as age increases, respondents tend to have higher level occupation

**Table 5:** Correlation between Annual Income, Is the store's location easily accessible for you.

	Annual Income	How is the location of the clothing store for you	Is the store location easily accessible for you
Annual Income	1		
How is the location of the clothing store for you	0.0467	1	
Is the stores' location easily accessible for you	0.25266	0.029409355	1

**Annual Income and Store Location:** The correlation between annual income and how respondents perceive the location of the clothing store is 0.0467.

- This correlation is very close to zero, suggesting a weak and almost negligible relationship between annual income and the perception of the store's location.

**Store Location and Accessibility:** The correlation between how respondents perceive the location of the clothing store, and its accessibility is 0.2527.

- This indicates a weak positive correlation, suggesting that a more favourable perception of the store's location is associated with a slightly higher perception of its accessibility.

- There is a weak, almost negligible relationship between annual income and how respondents perceive the location of the clothing store.
- This suggests that annual income might not significantly impact how customers view the store's location.
- There is a weak positive correlation between how respondents perceive the store's location and its accessibility.
- While the relationship is not very strong, it suggests that a more favourable perception of the store's location tends to be associated with a slightly higher perception of its accessibility.

**Table 6:** Descriptive statistics of Gender, Age, Annual Income

Gender		Age		Annual Income	
Mean	1.49602122	Mean	2.474801	Mean	2.32626
Standard Error	0.02605687	Standard Error	0.053913	Standard Error	0.076098
Median	1	Median	2	Median	2
Mode	1	Mode	2	Mode	1
Standard Deviation	0.50593297	Standard Deviation	1.046792	Standard Deviation	1.477554
Sample Variance	0.25596817	Sample Variance	1.095773	Sample Variance	2.183165
Kurtosis	1.84392726	Kurtosis	2.92555	Kurtosis	1.18407
Skewness	0.07791572	Skewness	1.724418	Skewness	0.588884
Range	2	Range	5	Range	4
Minimum	1	Minimum	1	Minimum	1
Maximum	3	Maximum	6	Maximum	5
Sum	564	Sum	933	Sum	877
Count	377	Count	377	Count	377

The table provided summarizes descriptive statistics for three variables: Gender, Age, and Annual Income. Let's examine each variable individually:

**Gender:**

- The mean value of Gender is 1.496, indicating a slight bias towards females (coded as 1) compared to males (coded as 0).

- The standard error of Gender is 0.026, suggesting that the mean value is estimated with reasonable precision.
- The median value of Gender is 1, confirming the slight bias towards females.
- The mode of Gender is also 1, further supporting the prevalence of females in the sample.
- The standard deviation of Gender is 0.506, indicating a moderate spread of values around the mean.

**Age**

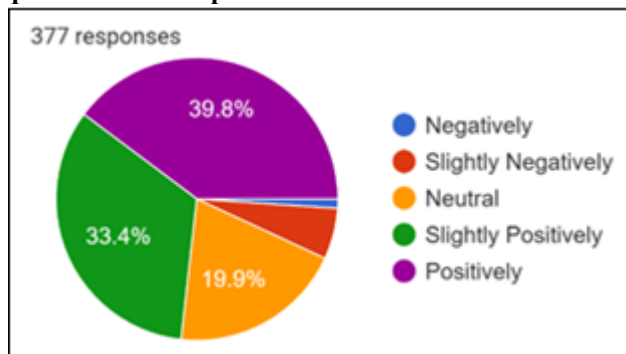
- The mean value of Age is 2.475, suggesting an average age of around 2.5 years.
- The standard error of Age is 0.054, implying that the mean age is estimated with relatively good precision.
- The median value of Age is 2, consistent with the mean value indicating a central tendency around 2 years old.
- The mode of Age is also 2, emphasizing the concentration of individuals around the mean age.
- The standard deviation of Age is 1.047, suggesting a moderate spread of ages around the mean, with some individuals being significantly younger or older than the average.

**Annual Income:**

- The mean value of Annual Income is 2.326, indicating an average annual income of approximately \$2.33
- The standard error of Annual Income is 0.076, implying that the mean income is estimated with a bit less precision compared to Gender and Age.
- The median value of Annual Income is 2, suggesting a slight skew towards lower income levels.
- The mode of Annual Income is also 1, further supporting the concentration of individuals towards lower income levels.
- The standard deviation of Annual Income is 1.478, indicating a relatively large spread of income values, with some individuals having significantly higher or lower incomes than the average.

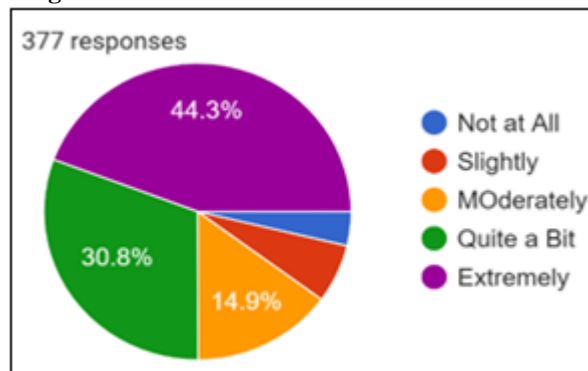
Overall, the table provides a comprehensive overview of the central tendencies, variability, and distributions of Gender, Age, and Annual Income in the sample.

**Competitive Prices Impact:**



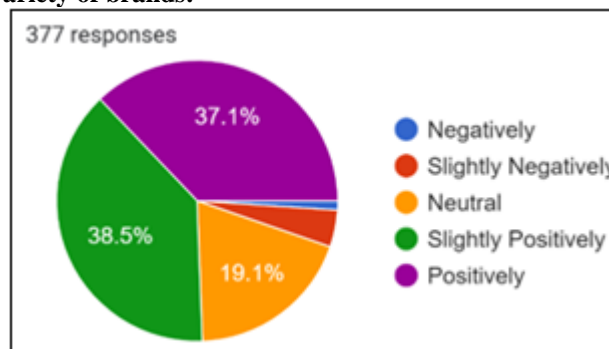
- 1) Based on the pie chart, 39.8% of the respondents found that the competitive prices impact positively and 33.4% of the respondents found that the prices impact slightly positively.
- 2) And 19.9% of the respondents found that the competitive prices are neutral and 6.9% of the respondents found that the competitive prices are slightly negative.

**Pricing Influence:**



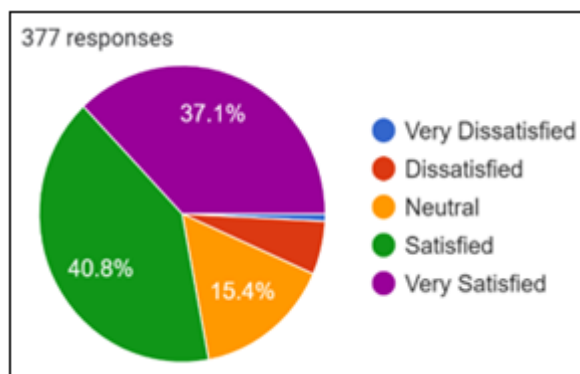
Based on the pie chart, most respondents (44.3%) are Extremely satisfied with the Pricing Influence. This is followed by 30.8% of pricing influence was quite a bit, 14.9% who are moderately satisfied with pricing influence, dissatisfied, and 10% express extreme dissatisfaction.

**Variety of brands:**



- 1) Above pie chart shows how the variety of brands available impacts a customer's perception of the store. Most respondents (38.5%) believe that the variety of brands available positively impacts their perception of the store.
- 2) This is followed by 37.7% of respondents who are neutral, 19.1% who believe that the variety of brands available slightly positively impacts their perception of the store, and 4.7% who believe that the variety of brands available slightly negatively impacts their perception of the store.

**Level of Assistance**

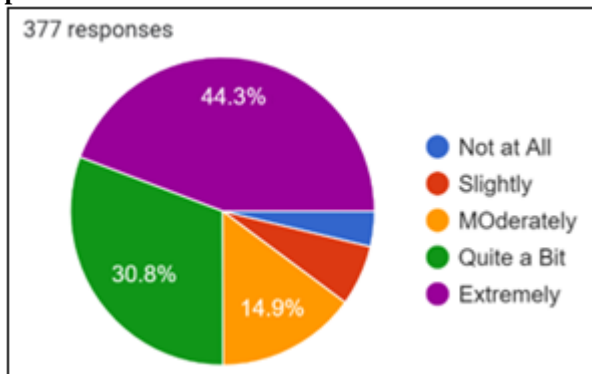


- 1) The pie chart shows the results of a survey on how satisfied customers are with the overall service at the

store. As you can see, most respondents (40.8%) are very satisfied with the overall service at the store.

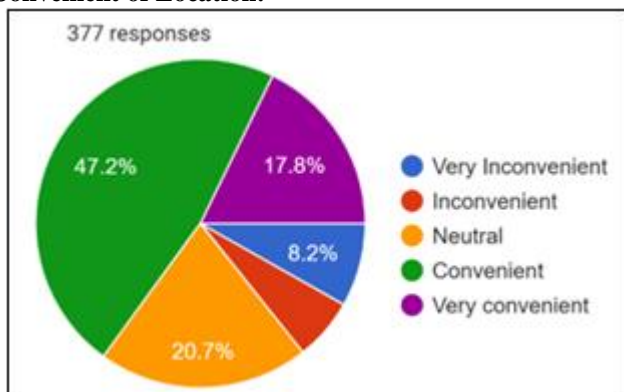
- 2) This is followed by 37.1% who are Very satisfied, 15.4% who are neutral, 6% who are dissatisfied, and 1% who are very dissatisfied.

**Reputation of brand Influence:**



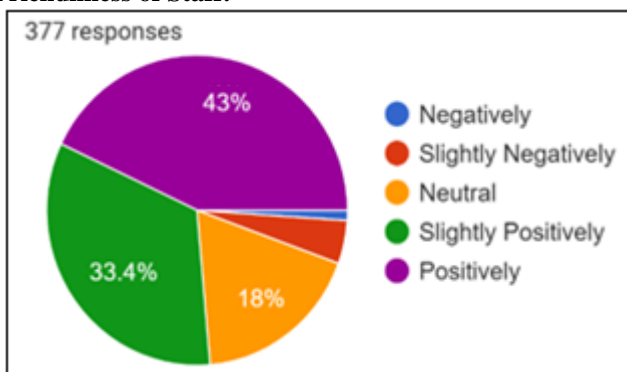
Based on the pie chart, it is safe to say that most of respondents are extremely with the brand influence (44.3%) and 30.8% of respondents have quite a bit information about brand influence. This is followed by 14.9% who think that the reputation of brand influence is the moderate and 10% were slightly and not at all has reputation of brand.

**Convenient of Location:**



The pie chart shows that 47.2% of respondents find the location of the clothing store very convenient. It shows 20.7% of respondents find the location convenient, 17.8% find it inconvenient, 8.2% find it very inconvenient, and 6.2% are neutral.

**Friendliness of Staff:**



- 1) Based on the pie chart, it is safe to say that most of respondents (43%) believe that positive the behaviour of staff impacts the perception of the store.
- 2) This is followed by 33.4% who think that it has a slightly positive impact, 18% who are neutral, 2% who think that it has a slightly negative impact, and 3% who think that it has a negative impact on the perception of the store

**4. Findings**

- Majority of respondents were females (50.7%) with a significant number between 1630 years old (64.4%).
- Employment status varied, with a notable percentage being unemployed (38.2%) or students (19.1%).
- Income distribution was diverse, with a significant portion falling in the \$10,000 - \$30,000 range (35.6%).
- Service quality, staff behaviour, brand variety, and store ambiance heavily influenced customer perceptions.
- High satisfaction with service (48%) and store location (60%), but neutrality towards brand variety (38.5%) and store cleanliness (40.8%).
- Weak correlation between income and store perception (0.0467) and a weak positive correlation between store perception and perceived accessibility (0.2527).

**5. Conclusion**

In the retail clothing industry, customer perceptions hinge on service quality, store ambiance, and staff behaviour. A predominantly young, female demographic with diverse incomes suggests the need for tailored marketing. Higher incomes correlate with positive brand perceptions, offering opportunities for targeted marketing to affluent segments. Positive store perception is linked to perceived accessibility, emphasizing the importance of a favorable store image. Identified areas for improvement include brand variety and store cleanliness, underscoring the need for enhancements in these areas. Overall, the study highlights the multidimensional nature of customer perceptions, stressing a comprehensive approach for sustained success in retail clothing. Tailoring strategies to demographics, prioritizing service quality, and fostering positive staff interactions are key for influencing customer experiences and brand perceptions.

**References**

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