

Customer Driven Marketing Strategy for the Apparel Industry: A Case Study at Tharaka Garment (Pvt.) Ltd., Matara, Sri Lanka

GADN Gallindaarachchi^{1*}, PVS Harshana¹ and GC Samaraweera¹

¹Department of Agricultural Economics, Faculty of Agriculture, University of Ruhuna, Kamburuitiya, Sri Lanka.

Abstract

Apparel industries play a pivotal role in the economies of the developing countries in terms of revenue generation and creation of employment. However, how far these industries fulfill customer requirements is still questionable mainly due to lack of scientific explorations in this regard. Therefore, this research is mainly focused on developing customer driven marketing strategy while enhancing customer loyalty with special reference to the Tharaka Garment (Pvt.) Ltd., Matara, Sri Lanka with the aim of enhancing profits in Garment industry. In fact, this research tries to answer one of burning problems of significant reduction in market share of the Tharaka garment industry. The main objective of this research was to develop a sustainable customer driven marketing strategy for Tharaka Garments while identifying the existing customer's profile and finding out customer needs and requirements while enhancing customer loyalty. Primarily, a sample of fifty (50) customers were selected by time randomization method. A pre-tested, structured questionnaire survey was used to collect data. Data were mainly analyzed using Friedman test in SPSS statistical software. Results related to the respondents' profile showed that majority of customers (78%) in the study area are female under 26 – 50 year age category. Majority of respondents (58%) were educated only up to O/L and 48% of them belong to middle age category. About 80% of them are private sector employees. Highest percentage (80%) of customers' require ladies ware category. Friedman test showed that fabric quality was the most considerable requirement by the customers (Test value= 85.320; P= .000). Lack of showrooms available nearby is the main problem highlighted by the majority (68%) of them. Finally, this study clearly demonstrates that the product development should be done mainly focusing on female customers within 26 – 50 year age category. In fulfillment of customer requirements with the hope of achieving considerable profits, ladies wares, fabric quality and customer convenient distance should be considered. Therefore, study suggests to focus on these requirements when developing a customer driven marketing strategy.

Keywords: Branding, Customer Driven Marketing Strategy, Customer loyalty, Product development

***Corresponding author:** dananjayanamal1614@gmail.com