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**PRODUCT QUALITY IMPROVES CUSTOMER  
SATISFACTION IN READYMADE GARMENTS OF  
BANGLADESH**

Bachelor's thesis

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I hereby declare that I have compiled the thesis independently and all works, important standpoints and data by other authors have been properly referenced and the same paper has not been previously presented for grading.

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## **ABSTRACT**

The primary purpose of this research paper is to investigate the way product quality enhances customer satisfaction in the Ready-Made Garments (RMG) industry of Bangladesh and generate insights that may be used to improve customer satisfaction in the specified industry. The objective is also to get a greater understanding of the relationship between product quality and customer satisfaction and the practical aspects between product quality and customer satisfaction in the RMG industry of Bangladesh.

The theoretical framework consists of the theories and models related to product quality, perceived product quality and customer satisfaction. It also includes a relationship between product quality and customer satisfaction as per past literature. Although there is numerous past literature related to these topics, choosing the relevant literature was challenging.

The research is based on a quantitative research method. As the RMG industry has two types of firms, domestic and export-oriented, this quantitative research was made to clearly understand the perspectives of international customers and domestic customers. The quantitative part consisted of two sets of questionnaire surveys. One of the surveys was conducted on 40 export-oriented companies as a sample which reflects the perspectives of international customers. Another survey was conducted on 40 domestic customers as a sample to reflect their perspectives.

The results indicate there is a positive impact of product quality on customer satisfaction in the RMG industry of Bangladesh, customers consider the performance and reliability of the products to be high, whereas perceived quality to be low. Therefore, to boost customer satisfaction in the market, the dissertation also included recommendations on strategies to enhance perceived quality and gain greater customer satisfaction.

**Keywords:** Product Quality, Customer Satisfaction, Clothing Market, Industry, Price, Perceived Quality, Bangladesh.

## **INTRODUCTION**

The annual earnings in the billions of dollars, the textile and garment business is one of the oldest and largest industries on the planet. Due to the multiple operations that are associated with it, including the production of apparel, yarns and textiles, logistics, and retailing, ready made garment (RMG) is a sophisticated and multifaceted business (Dima, 2015). The RMG industry has a customer-driven value chain. It is a labour-intensive market that includes several significant merchants that choose the products to be sold in a particular market. This is because these merchants engage customers either directly or indirectly (Megersa, 2019).

Simply understood, being customer-driven or customer-oriented refers to a firm's emphasis on its customers. The communication of information to customers, the identification of their needs, the fulfilment of those needs, the provision of value to customers, the achievement and management of customer satisfaction, and the creation and maintenance of mutually favourable long-term relationships are all examples of customer orientation (Singh & Abraham, 2012). Therefore, for customer-oriented firms like those in the apparel sector, customer satisfaction is of the utmost importance. The gap between consumer expectations and the actual value of the offered good, process, or service is known as customer satisfaction (Kotler et al., 2003).

To achieve and maintain consumer satisfaction in the apparel sector, the product quality of the clothes is essential. The concept of quality is broad and complicated. Product quality is the ability of a product to meet or surpass consumer expectations (Waters & Waters, 2008). Each sector and corporation have its standards for product quality since the idea is tied to what customers anticipate. Additionally, greater product quality is not necessarily correlated with greater consumer pleasure (Stauss et al., 2007).

For centuries, Bangladesh has served as a hub for the production and trading of textiles and clothing. The ready-made garment (RMG) sector has been Bangladesh's largest source of foreign revenue for the past 25 years (Das et al., 2018). RMG exports in 2019-20 make up 84% of total exports from Bangladesh, compared to just 3.89% in the years 1983–1984. With exports worth

more than \$27.9 billion in the 2019–20 fiscal year, the garment industry in Bangladesh is currently the source of most of the nation's export revenue. Bangladesh is the second-largest exporter of apparel worldwide. Bangladesh only supplies 6.26 per cent of the global market, thus there is a lot of unrealized potential in the RMG sector there. 4 million workers are employed by 4000 industrial units in Bangladesh's garment industry. An estimated 16% of the nation's GDP is made up of ready-to-wear goods (Swazan & Das, 2022). The RMG industry of Bangladesh consists of majorly two types of companies. There are approximately 5000 RMG companies, out of which around 3600 are export-oriented. These companies operate in B2B global apparel market. Other companies fulfil the domestic demand of the country for apparel.

Despite Bangladesh's impressive achievements in the RMG sector, the industry is projected to face significant hurdles soon due to changes in the global garment market as well as a few internal issues. First off, in the past eight years, consumer behaviour has changed significantly in the EU and North America, two countries from which Bangladesh's RMG is mostly exported. Consumers are spending more money on electronic devices than on new apparel. Secondly, due to the COVID-19 pandemic, the United States and other developed nations with significant consumer economies were ready for a recession. American apparel merchants, the largest importer of Bangladeshi RMG, were hesitant to build up large inventories (Mohammad, 2020). During the pandemic, the lockdown and the initial phase of post-pandemic times, there was a significant fall in the demand for RMG worldwide (Islam et al., 2020). Just when the post-pandemic economic conditions were starting to recover, people went on spending sprees with their savings and government assistance as they started to come out of lockdown. This resulted in a decrease in the availability of everything and businesses raised their prices. The situation is worsened due to the Russia-Ukraine war. Many people are witnessing the highest degree of inflation they have ever experienced in their lifetimes. The cost of everything has increased, including accommodation, food, power, building materials, and air travel (Khatun, 2022). This is causing a further shortage in demand for RMG products worldwide. Furthermore, the industry still faces tremendous competition from China. These conditions have the potential to significantly destabilize both the RMG industry and the Bangladesh-dependent global garment supply chain (Mohammad, 2020). Therefore, a rise in costs, a fall in demand and heavy competition are threatening the firms in the RMG industry. Mostly known for their lower prices, RMG firms of Bangladesh must understand whether they can improve the product quality and strive in the dynamic domestic and international markets. However, there is not sufficient research related to the impact of product quality on customer

satisfaction related to the RMG industry of Bangladesh which the policymakers and academics may use to understand and take appropriate decisions. This research aims to solve this problem.

This paper aims to find out how product quality enhances customer satisfaction in the ready-made garment industry based on the Bangladesh example or similar. This dissertation goal is to achieve this by answering the following questions:

1. What are the theoretical aspects between product quality and customer satisfaction?
2. What are the practical aspects between product quality and customer satisfaction in the garments industry of Bangladesh?
3. In which way product quality can be utilized to enhance customer satisfaction?

The dissertation is designed to achieve the goal by:

- Investigating the theoretical aspects of product quality, customer satisfaction and their established relationship
- Investigating the current trends in the elements between product quality and customer satisfaction in the garments industry of Bangladesh.
- Recommending ways to improve customer satisfaction through product quality.

The first section of the research is dedicated to the theoretical background of the report which investigates the relationship between product quality and customer satisfaction. The section provides an analysis of product quality, perceived quality, customer satisfaction and their relationships, as per past literature.

In the second section, the methodology of the research is discussed. It clarifies and states the research approach and method. The section also includes the features of the questionnaire survey, the population, and the sample for the research. Although questionnaires are provided in the appendices of the report, this section includes how the survey was conducted and how the responses were processed.

In the third section, the results of the questionnaire survey are presented and analysed and the findings are discussed. Discussions and findings are provided in their sub-sections of the report. This section concludes by illustrating the recommendations and scopes for further study.

# **1. THEORETICAL BACKGROUND**

This section covers the various aspects of the independent variable of the study, product quality, and the dependent variable of the study, customer satisfaction. Furthermore, the section investigates the relationship between these two variables as well.

## **1.1. Theories and models related to product quality**

### **Definition of product quality**

The independent variable for this study, which examines how changes in this variable affect customer satisfaction, may be thought of as product quality. Product quality refers to how well a brand's goods meet consumers' expectations (Smith & Wright, 2004). It is often believed that raising product quality should increase sales and consumer happiness as product quality may be assessed by using consumers' subjective assessments of high-quality products and their evaluations of the benefits of the whole product (Van et al., 2022). As a result, the quality is considered satisfactory if the customer is happy with the products. Product quality refers to a product's characteristics and attributes, including its capacity to satisfy customers' requirements (Hanaysha et al., 2016).

Giving value to the customers is one of the most crucial aspects of doing company, and this value can come in the form of both physical and intangible goods, such as packaging, brand recognition, service qualities, and performance standards, in addition to tangible goods. Thus, a product's quality, which has a substantial influence on the service performance of the product, is connected to customer happiness and value (Kotler & Armstrong, 2012). However, since academics and practitioners have given the concept of "quality" so much attention, (Rust et al., 2002) claim that it is difficult to define what it means. Additionally, (Zeithaml, 1988) definition of product quality, claims that it is dependent on either extrinsic cues—the exterior quality of a product—or intrinsic cues—the internal quality of a product. As per (Qasem et al., 2016), customers' perceptions of extrinsic signals like warranty, brand, country of origin, or price are dependent on the exterior

quality. As per (Jahanshahi et al., 2011), the dimensions of product quality are the entirety of the product's features that have the potential or capacity to meet consumers' expectations.

### **Garvin's eight dimensions**

According to (Garvin, 1984) "Quality is not a single recognizable characteristic; rather it is multifaceted and appears in many different forms." Performance, Features, Conformance, Reliability, Durability, Serviceability, Aesthetics, and Customer-perceived Quality are the eight criteria offered by (Garvin, 1987) as the most complete description of product quality.

Eight Product Quality Dimensions can be summarized as follows:

1) Performance refers to a product's basic operating characteristics. Performance refers to a product's ability to fulfil a predetermined goal, and it may be argued that more performance equals higher quality (Wurjaningrum & Febriana, 2010). High-performance products have better economic and marketing success as well as higher consumer satisfaction (Carbonell et al., 2009). Performance refers to a product's ability to have functional attributes while also meeting performance requirements (Garvin, 1987).

2) Extra characteristics that make a product more desirable to the consumer are known as features. These are the performance characteristics that aren't as important. A feature is an additional component of a product that is complementary to the principal functions and becomes significant after the product's core performance has been achieved (Noorikandeh & Sadeghi, 2014).

3) Product reliability refers to the likelihood that a product will not fail after a specified period has passed after it was first utilized. Companies place a larger focus on creating long-term relationships with consumers and suppliers to thrive in a fiercely competitive business market (Liu et al., 2008).

4) The degree to which a product or service complies with a set of requirements is referred to as conformance. The quality of conformance of a product or service after it has been manufactured or given typically meets the specifications stated during the design stage. This stage is also concerned with quality control, which begins with the raw material and continues until the finished product is delivered. Defect detection, defect underlying cause inquiry, and defect avoidance are all included in this definition (Garvin, 1987)

5) The functioning life of a product is measured by its durability. This measurement relates to a product's ability to withstand strain or blows without breaking down. (Garvin, 1987) described durability is the amount of time a product may be utilized before it must be replaced or ceases working.

6) Serviceability refers to how quickly, easily, and inexpensively a product can be repaired if it breaks down. Serving capability is another name for this dimension. It is an ethereal dimension that cannot be assessed using quantitative measurements. It relates to the quickness with which a product is received and, if required, repaired. Serving, the physical product, is viewed by most researchers as an extra service. Technical assistance, design, training, financial services, employee learning, support, information services, and after-sale services are among the services provided. It also covers intangible services such as advice and evaluation (Persson, 2010).

7) Aesthetics relates to the appearance, feeling, and other such attributes of a product. It is a question of personal choice and personal judgment. The Aesthetic dimension is a subjective dimension that encompasses a product's look, sensation, effect, and so on. Aesthetic assessment is influenced by personal preferences and interests (Arnheiter & Harren, 2006). This dimension includes the look of a product or store, the appeal of service providers, the ideal space for serving, and the appeal of product design.

8) Consumer-perceived quality is the quality that the customer associates with a product, with the condition that perspective may not always be actuality. Perception is the procedure via which a person selects, organizes, and interprets information to construct a meaningful representation of the world. Purchasers select information, goods, ads, and messages based on their behaviours and preferences. The relationship between a consumer's perception and subjective appraisal of a product's quality is known as perceived quality (Hansen, 2005). This quality factor is based on an individual's subjective appraisal of an image, brand, or commercial (Sebastianelli & Tamimi, 2002).

### **Understanding perceived quality**

Assessment of quality is a subjective process. At various phases of the purchasing process, consumers evaluate the quality of the clothing, which is impacted by several variables, many of which are subjective (Connor-Crabb & Rigby, 2019). The concept of perceived quality starts at the time of purchase and continues actively throughout the eating stage. Consumers' assessments

of quality change over time; during the pre-purchase stage, various preconceptions about the item have an impact; and during the post-purchase, consumption stage, the evaluation is based on the experience of using the item after learning more about it and the importance of its features.

Expectations and quality cues are two components of the appraisal process. The numerous elements that affect expectations for product quality are referred to as "quality cues." Examples include the item itself, its cost, where it may be purchased, and the promotion strategies. "Quality experience" refers to the evaluation of garment quality at each stage of usage based on the individual consumer's experience (Aakko & Niinimäki, 2021). The judgment of garment quality is significantly influenced by the level of fashion participation. Researchers contend that clients who are actively engaged in fashion spend more time and effort learning about the sector and, as a result, are more equipped to judge the quality of clothing than those who are not (Gitimu et al., 2013).

Demographic traits may also have an impact on how quality is assessed. When purchasing, cultural and regional differences may have an influence on how clothing attributes are evaluated by the customers (Park et al., 2010).

In addition to the material level, clothing has a "behavioural dimension" that pertains to attributes like durability, comfort, and beauty (De-Klerk & Lubbe, 2008). When making a purchase, the consumer may consider what kinds of emotions and interior sensations the apparel can elicit. This implies a connection between the physical characteristics of the clothing and its behavioural characteristics, the material properties of the product influence behavioural characteristics. The sensory, emotive, and cognitive components of an aesthetic experience can be divided into this level. The fabric's colour and texture enhance the perceptions of sight and touch, which are related to the sensory dimension. The emotional quality of the item reflects the inspiration and emotional fulfilment it offers. The clothing's ability to convey information and help the wearer integrate into the current cultural and social environment is described in the cognitive dimension (Aakko & Niinimäki, 2021).

Consumers use a wide range of indicators to evaluate the quality of clothing, such as the utilization of informative indicators by consumers to assess the quality of clothing, including intrinsic (material and craftsmanship), extrinsic (branding and price), appearance (fashion and fitting), and performance (endurance and wrinkle resistance) (Aakko & Niinimäki, 2021). According to a study,

consumers used extrinsic indications in 67% of cases, performance indicators in 80% of cases, and appearance indicators in 100% of cases (Rayman et al., 2011).

The quality of clothing determines its durability and functionality, which affects how long it lasts. Common sustainable clothing techniques include increasing the number of times clothing is worn and extending its lifespan. The lifespan of clothes may be increased by wearing better-quality clothing. This approach may reduce the amount of clothing produced, distributed, and sold, reducing the impact of textile production on the environment (Connor-Crabb & Rigby, 2019). Calculating the lifespan of clothing may be done in several ways, including years, usage, washing cycles, and customers. These methods highlight numerous important aspects of clothing longevity (Klepp et al., 2020). Customers must evaluate if it is more cost-effective to mend a broken product or buy a new one when one breaks (Garvin, 1987).

Lack of technical quality was the most frequent reason for discarding clothing, with holes or tears in the garment being the most common culprits. Other common causes were stains, a worn appearance, colour fading, a lack of elasticity, a change in shape, and pilling (Laitala et al., 2015). (Collett et al., 2013) asserted that garments bought from so-called "fast fashion" companies quickly become unsuitable for one of three reasons: poor quality, shifting fashion trends, or the intention to utilize them for a single occasion. Furthermore, it was indicated that using items with such defects would communicate a lack of self-care to others and would reflect undesirable personality traits. They argued that poor technical quality, not shifting fashion trends, was to blame for the short lifespan of clothing.

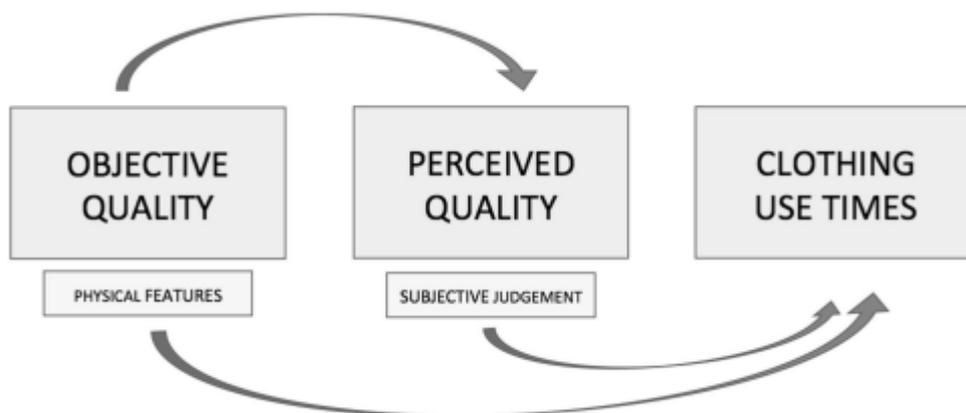


Figure 1: Relationship between quality and use time in the ready-made garments industry

Source: Aakko & Niinimäki, (2021).

The link between the two factors is the product's perceived quality. The objective quality of the product affects the product's perceived quality, and these two factors together determine how satisfied customers are. Customer satisfaction encourages customer loyalty and motivates people to consider making another purchase or extending their current one. Use time is a key predictor of consumer satisfaction, so it follows that clothing with a higher use time reflects higher consumer satisfaction (Aakko & Niinimäki, 2021).

## **1.2. Theories and models related to customer satisfaction**

### **Definition of customer satisfaction**

The dependent variable in this article is customer satisfaction because it will be examined how changes in customer satisfaction because of product quality.

Scholars, decision-makers, and marketing experts have studied consumer satisfaction extensively during the past few decades. When a certain quality of a product is acquired and employed, satisfaction is defined as a brief emotional response of varying intensity with a predetermined time of determination and finite duration (Blasco et al., 2014). Customer satisfaction has long been recognized as one of the most crucial elements and major marketing objectives. Customer satisfaction has a positive relationship with repeat purchases and customer loyalty (Linge et al., 2022).

Consumer satisfaction is a measure of a company's ability to meet or exceed customers' expectations with its goods and services. Because of this, customer satisfaction indicators show how well a business can supply clients with goods and services. Businesses must raise their levels of customer satisfaction since consumer pleasure has such a big impact on corporate performance (Fornell et al., 2006). At the microeconomic level, higher market share and profitability are correlated with customer happiness (Bhattacharya et al., 2020). According to studies, higher returns on investments, efficiency, value proposition, shareholder equity, and stock market performance are all related to customer pleasure (Fornell et al., 2006). Moreover, achieving and sustaining high levels of customer satisfaction strengthens customer loyalty and defends against expanding competition (Linge et al., 2022).

### The disconfirmation of expectations model

According to the Disconfirmation Model, the relationship between an item or service's performance and the consumer's level of anticipation affects customer satisfaction. It contends that customers will be happier if the perceived performance matches or exceeds their expectations. Positive disconfirmation is the term used for this. A decrease in satisfaction brought on by a perceived performance that doesn't meet the customer's expectations is referred to as "negative disconfirmation" (Zhang et al., 2021). As a result, the discrepancy between expectations and performance affects satisfaction. The Disconfirmation Model suggests that expectations and contentment have a negative relationship, with expectations rising as satisfaction declines. These standards are used as a benchmark for performance evaluation.

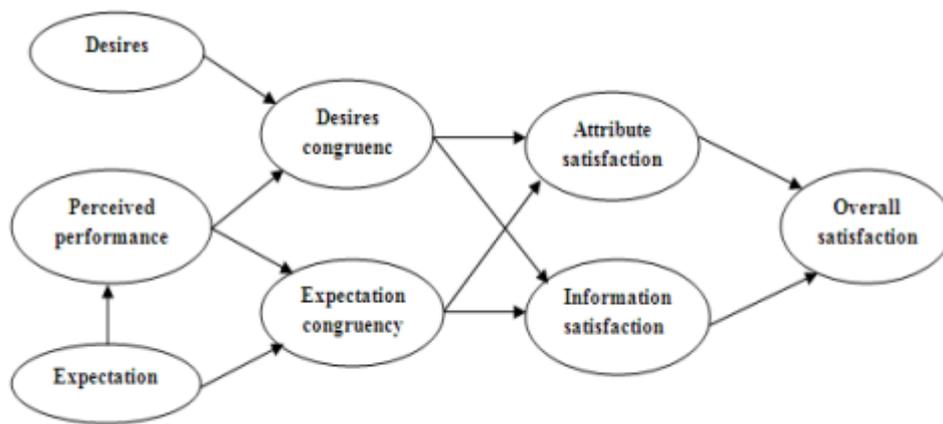


Figure 2: Expectancy Disconfirmation Model

Source: (Elkhani & Bakri, 2012).

The EDT model states that there are additional requirements that must be fulfilled in addition to customer expectations for goods or services (Elkhani & Bakri, 2012).

### **1.3. Impact of product quality on customer satisfaction**

A product's quality is determined by how closely it adheres to its requirements (Sitanggang et al., 2019). Customer happiness, employee satisfaction, and profitability may all be impacted by a product or service's dependability in terms of quality. The calibre of the goods provided has a significant impact on customer satisfaction. Customer happiness increases when the calibre of the provided goods and services rises. A higher level of customer satisfaction might generate revenue for the business. Customers that are happy with the service are more likely to use the firm once more.

Customer discontent happens when the output does not meet expectations whereas customer satisfaction is an after-sales review in which other possibilities are at least comparable to or surpass consumer expectations (Al-msallam, 2014). As a result, customer satisfaction may be defined as the behaviour a customer exhibits in reaction to a performance or actual outcome that differs from what was anticipated.

(Wu, 2013) asserts that an organization should prioritize customer satisfaction to build customer loyalty because it influences customers' potential behaviour and intentions positively. As a result, satisfied customers are more likely to make repeat purchases and, more importantly, to recommend their favourite products and services to their friends and family. Loyalty is a definite commitment to continue making future purchases of or subscriptions to a certain commodity or service, regardless of the circumstance or marketing tactics that may affect behaviour. Because the standards for determining whether something is of high quality are subjective, each person will give it a different grade. Its quality may be demonstrated by contrasting it with the calibre of comparable products from other manufacturers and judging them according to how simple they are to maintain (Budiman, 2021). Thus, when things are of great quality, consumers are drawn in, held in, and turned into devoted customers.



Figure 3: Impact of product quality on customer satisfaction

Source: (Ling & Mansori, 2018).

According to (Ling & Mansori, 2018) a customer can only make a second purchase of a good or service if and only if it lived up to their expectations. In other words, there must be some correlation between how well the product or service performed and what the customer had hoped it would accomplish. From the model, customer loyalty is a result of customer satisfaction, and that customer satisfaction is a result of company product quality. Product quality may be attained by having an adequate mix of Garvin's eight-dimensional model components.

## **2. RESEARCH METHODOLOGY**

This chapter's purpose is to demonstrate the collection of systematic methods that were employed in this study. This indicates a description of the research process, such as the research philosophy, research approach, type of research and method, questionnaire formulation method, sampling method and size, and analysis method for the findings. It also indicates the reliability of the research.

### **2.1. Overview about Methodology**

This research study was carried out using critical realism (CR). It is a philosophical foundation for social science that is beneficial. Critical realists, like many other academics, start with a specific problem or topic that has been influenced by theory. This scientific philosophy was chosen since the goal of the study was to determine the condition of the stated variables in the real world rather than their theoretical positions. This is since current theories may not correctly represent reality, and some hypotheses may be more precise than others. As a result of this attitude, the report was able to accept the use of existing theory as an initial point for empirical inquiry, avoid making any commitments to specific theories' substance, and acknowledge the conditional character of all its findings. The initial theory allows for a more in-depth investigation that can support, explain, or refute the theory, allowing for the development of a new and more precise interpretation of reality. With scepticism, it reaches knowledge. Natural world perceptions and interpretations, according to critical realism, can be perplexing and seldom mirror reality.

The target of this research is to better explain customer satisfaction in the RMG industry, particularly in Bangladesh, and the firms' product quality influence upon such satisfaction, it includes an inductive research element that will address the study's preliminary questions. The inductive technique's main purpose is to free research findings from the limits imposed by structured methodologies, enabling them to emerge from the raw data's frequent, dominant, or notable patterns. An inductive approach is used in many types of quantitative data analysis, including grounded theory. It follows a well-established pattern in quantitative data analysis, as

described by others. By producing summary themes or categories from raw data, inductive approaches aid in the understanding of meaning in complex data ("data reduction"). These approaches are used in most quantitative data research.

Furthermore, in this study, data were collected and assessed; outcomes were produced, and conclusions were made using quantitative approaches. This raises the quality of the analysis by ensuring accuracy, purity, transparency, usefulness, and uniformity. This type of research yields a more precise and comprehensive representation of the subject under investigation.

## **2.2. Overview of data collection and Analysis**

### **Questionnaire description**

A questionnaire survey was conducted to collect the primary data for the research. Surveys were conducted utilizing email and online social media platforms with strict supervision. The survey was conducted over three months, from September to November of the year 2022. The report's Appendices section contains the questionnaires that were used and the responses to most of the questionnaires.

To understand the impact of product quality on the satisfaction of both international and domestic customers, two sets of questionnaires were prepared, and surveys were conducted. The questionnaires were designed based on Garvin's eight-dimensional model and other customer satisfaction theories. They were designed to answer the initial questions of the research.

The questionnaire for the firms had two sections; section A asked the respondent about his/her designation within the organization, their product offerings, how often repeat purchases take place and whether it is increasing, and section B asked the respondents to rate the qualities of the products that satisfy their customers, which was designed using the chosen Garvin's model.

The questionnaire for domestic customers also had two sections; section A asked the respondents' demographical and social features, and section B asked the respondents to rate the qualities of the products that satisfy them, which was also designed using the chosen Garvin's model. Section B of both sets of questionnaires used the six-point Likert scale (Likert, 1932).

## **Sample description**

By analyzing a sample from a group, the survey seeks to conclude that population. The demographic of this study consists of Bangladeshi domestic consumers of apparel items and foreign corporations that source apparel from Bangladesh. Therefore, two sets of questionnaires were prepared for the research, one for domestic customers and another for export-oriented firms that could indicate the perspectives of foreign corporations who source apparel from Bangladesh. The two sets of samples for the research:

1. The First set of questionnaire surveys was collected by conducting 40 responses from the senior officials that are in key roles in some of the export-oriented RMG companies in Bangladesh. The confidence level for the sample was 95%. However, the margin of error was 15%, due to the fact surveying more than 40 participants could not possible for the lack of time and circumstances. Non-probabilistic sampling, more specifically convenience sampling method, was used as the sampling method.
2. Furthermore, 40 customers were selected for a questionnaire survey. The sample size was selected based on the consideration that there are approximately 166 000 000 customers for RMG in Bangladesh. The confidence level for the sample was 95%. However, the margin of error was also 15%. The sampling was done using non-probabilistic sampling, more specifically convenience sampling method.

The sample sizes were relatively smaller since the investigated market was beyond the boundaries of the researcher's current residence which made it more inconvenient. Furthermore, there was a lack of finance and time which acted as barriers to surveying a larger sample.

The primary data were also properly checked. Participants were given accurate information about their participation in the survey and in the survey itself. Throughout the survey, they were assisted. The participant's personal information, as well as any other information they consider private, was kept private.

*Sample set 1*

The followings are the description of the sample of respondents from among the export-oriented firms who participated in the survey, according to the responses from section A of the questionnaire which was designed for them:

1. Please state your designation within your organization.							
CEO	Marketing Executive	Production Executive	HR Executive	Finance Executive	Other		
7	19	4	5	3	2		
2. What are the products that you are offering to your customers?							
<b>Shirts</b>	<b>trousers</b>	<b>T Shirts</b>	<b>Denims</b>	<b>Jackets</b>	<b>Sweaters</b>	<b>sportswear</b>	<b>Others</b>
33	25	35	21	27	28	18	17
3. How often do your customers repeat purchase?							
Within 2weeks-1month	Within 1-3 months	Within 3-6 Months	Within 6 months-1 years	Within 1-3 years	Within 3-5years	Within 5 years	Never
2	4	11	13	7	2	1	0
4. Are the repeat purchases increasing?							
Yes			No			Unchanged	
27			8			5	

**Table 1: Responses from section A of the questionnaire that was designed for export-oriented firms**

Source: author

The presented chart summarizes the responses from the Section A of the questionnaire that was designed for the RMG companies' officials.

The first question was asked to understand the position of the respondents within their respective organizations. It was found that most of the respondents were marketing executives and Chief Executive Officers (CEO) who understand customer behaviour more adequately.

The second question was about the types of products that the respondents' companies offer to their foreign customers. All the companies offer a combination of products, such as shirts, trousers, T-shirts, denim, jackets, sweaters, sportswear and so on. If ranked, then the most exported products are shirts and T-shirts, followed by sweaters and jackets, then trousers and denim, and other various products, respectively.

The third question was about whether often customers repeat purchases from the respondents' companies. It was found that 24 companies out of the sample had a repeat purchase within 3 months to 1 year. 7 companies also had repeat purchases within 1-3 years. Only 4 companies were able to achieve repeat purchases within 1-3 months. Furthermore, only two companies out of the whole sample were able to achieve the fastest repeat purchase, that is, within a month. Also, a few companies had a repeat purchase within 3-5 years.

The last question within this section was about whether the repeat purchase was increasing. Upon such a question, it was found that most of the companies, more specifically 27 out of the sample, were witnessing an increase in their customers' repeat purchases. 5 of the companies were witnessing no change in their repeat purchases, whereas 8 of the companies indicated that their repeat purchases were decreasing.

*Sample Set 2*

This section of the questionnaire was aimed to study the domestic customers' demographical features, level of shopping and satisfaction level with RMG goods from Bangladesh.

1. Gender					
Male = 17 (42.25%)			Female = 23 (57.75%)		
2. Age					
11-20	21-30	31-40	41-50	51-60	Above 60
7	12	9	7	3	2
3. Education Level					
Primary School	Secondary School	Graduate	Postgraduate	Doctorate	Other
6	7	11	7	3	6
4. Profession or occupation					
Student	Homemaker	Businessperson	Service-holder	Others	
7	8	5	14	6	
5. Personal monthly income (Bangladesh Taka/BDT)					
5000-10000	11000-20000	21000-35000	36000-60000	Above 60000	
5	11	10	7	7	
6. Level as a shopper					
Loyal	Impulse	Discount	Need-based	Wandering	
8	8	11	9	4	
7. Are you satisfied with the RMG products in Bangladesh?					
Extremely Dissatisfied	Very Dissatisfied	Somewhat Dissatisfied	Somewhat Satisfied	Very Satisfied	Extremely Satisfied
0	1	5	14	11	9

Table 2: Responses from section A of the questionnaire for the domestic customers of Bangladesh

Source: author

The above chart presents the responses to section A of the questionnaire that were acquired from the questionnaire survey targeted at the customers.

The first question was about the gender of the respondents. It was found that among the respondents, 42.25% were male and 57.75% were female. This shows that the gender disparity was not much among the respondents.

The second question was about the age of the respondents. The questionnaire provided several ranges of ages to be selected from. From the responses, it can be witnessed that the majority of the respondents were early adults of age 21-30 years old. The next major group of respondents based on age range are those from 31-40 years. The number of respondents from the age ranges 11-20 and 41-50 were the same. However, the respondents from the age range 51-60 and above 60 were lower than others with the respondents from above 60 being the least.

The third question was about the educational level of the respondents. It was discovered that the majority of the respondents, or more specifically 11 out of 40, were graduates. The number of respondents having a post-graduation or secondary school level education was the same, which is 7 out of 40 each. 6 respondents had a primary-level education. There were only 3 respondents with a doctorate, whereas 6 out of 40 respondents had some other form of educational degree.

The fourth question was about the profession of the respondents. The respondents were provided with a range of professions to indicate their current occupation. It was found that most of the respondents were service holders, more specifically saying 14 out of 40 respondents. It was also found that homemakers and students were also contributing a large portion of responses, 8 and 7 out of the 40 respondents respectively. While 6 of the respondents were employed in various other professions, only 5 out of the 40 respondents were businesspeople.

The fifth question was about the personal monthly income of the respondents. The respondents were provided with a range of income in Bangladesh Taka (BDT) to indicate their typical monthly income. It was found that the majority of the respondents had an income between 11 000-35 000 BDT, more specifically 21 out of the 40 respondents. The next major group of respondents had an

income of 36 000-60 000 BDT and more, 14 out of the 40 respondents. The lowest earner group with an income of 5000-10 000 BDT consisted of 5 out of the 40 respondents.

### **Analysis method**

The analytical part of the dissertation used pattern analysis to study the responses. By identifying systematic regularity in the data and classifying it, pattern analysis allowed the research investigation to move further, leading to conclusions and suggestions. Furthermore, section B of both questionnaires were analysed using the weighted average method. The number of responses for each of the 'qualities' was multiplied by the weights as per the Likert scale and then the results were summed together to be divided by the total summation of weights. This allowed ranking the qualities of RMG products that the customers consider significant. The following formula was utilized to analyse this section.

$$W = \frac{\sum_{i=1}^n w_i X_i}{\sum_{i=1}^n w_i}$$

$W$  = weighted average  
 $n$  = number of terms to be averaged  
 $w_i$  = weights applied to x values  
 $X_i$  = data values to be averaged

Source: (Google, 2022)

The weighted average method is better than any other method for this thesis to calculate data sets and it is more accurate to find the weighted average. This formula allows for finding both firm's and the customer's data set's average.

### 3. Results

This part reflects about results and findings from the survey for both export-oriented firms and customers as an example both locally and internationally. Analysing the findings and creating the outcome.

#### 3.1. Findings

##### Results from the questionnaire for the export-oriented firms

###### *Analysing the responses from section B of sample 1*

This part of the questionnaire aimed to study the elements of product quality that the export-oriented firms consider are satisfying the customers currently. This part was designed based on Garvin's eight-dimensional model.

5. Rate the following qualities of the products that satisfy your customers:							
Qualities	Extremely Dissatisfied 1	Very Dissatisfied 2	Somewhat Dissatisfied 3	Somewhat Satisfied 4	Very Satisfied 5	Extremely Satisfied 6	Average Score
Performance	0	0	4x3=12	6x4=24	17x5=85	13x6=78	9.5
Features	0	4x2=8	9x3=27	5x4=20	13x5=65	9x6=54	8.3
Reliability	0	0	4x3=12	9x4=36	15x5=75	12x6=72	9.3
Conformance	1x1=1	2x2=4	8x3=24	12x4=48	10x5=50	7x6=42	8
Durability	0	2x2=4	8x3=24	10x4=40	11x5=55	9x6=54	8.4
Serviceability	0	2x2=4	6x3=18	13x4=52	10x5=50	9x6=54	8.5
Aesthetics	2x1=2	3x2=6	9x3=27	10x4=40	9x5=45	7x6=42	7.7
Perceived quality	2x1=2	3x2=6	8x3=24	11x4=44	8x5=40	8x6=48	7.8

### Table 3: Responses from section B of the questionnaire for export-oriented firms

Source: author

The above-presented chart is illustrated to show the responses of section B from the questionnaires designed for the firms. The responses were analysed using the weighted average method. After carrying out the calculations, the ranking might be as follows, Performance, Reliability, Serviceability, Durability, Features, Conformance, Perceived quality, and Aesthetics. While performance and reliability are the most significant qualities of RMG products that foreign buyers consider, perceived quality and aesthetics are the least significant qualities.

#### **Results from questionnaires for domestic customers**

##### ***Analysing the responses from Section B of Sample 2***

The sixth question was designed to understand the type of customer the respondents were. This question provided 5 types of customers for the respondents to select from. The 5 types of customers are as follows: Loyal and loyal customers, although being a small fraction of the customer base, account for a sizable share of sales; Impulse customers who buy things on the spur of the moment without having their eyes set on a certain item; Discount customers who often shop but largely rely on a reasonable or lower price to make purchases; Need-based customers who are motivated by a need to purchase a certain item; Wandering customers that are unsure about what they want to buy and are more experimental. From the survey, it was found that the majority of the respondents were discount shoppers, 11 out of the 40. It was also found that the disparity between the types of customers was not much significant. If ranked, the need-based shoppers were 9 out of 40, impulse shoppers were 8 out of 40, loyal shoppers were 8 out of the 40 and wandering customers, which are least among the respondents, were only 4 out of the 40 respondents.

The last question was about the overall satisfaction that the customer gets from RMG products. The responses were analysed using a Likert scale, upon which it was found that most of the respondents were satisfied with domestic RMG products. The majority of the respondents were somewhat satisfied with the products, 14 out of 40 respondents, whereas 20 respondents were either very satisfied or extremely satisfied with the products. Only 5 respondents were somewhat dissatisfied with the products and only one out of the 40 respondents was very dissatisfied.

***Analysing the responses from Section B of Sample 2***

This section of the questionnaire was aimed to study the extent to which each element of Garvin’s eight-dimensional model the domestic customer of Bangladesh thinks is satisfying.

1. Rate the following qualities of the products that satisfy you:							
Qualities	Extremel y Dissatisfi ed 1	Very Dissatisfi ed 2	Somewhat Dissatisfie d 3	Somewh at Satisfied 4	Very Satisfied 5	Extremel y Satisfied 6	Averag e Score
Performance	0	0	2x3=6	7x4=28	17x5=85	14x6=84	9.7
Features	0	3x2=9	4x3=12	6x4=24	16x5=80	11x6=66	9.1
Reliability	0	0	2x3=6	9x4=36	16x5=80	13x6=78	9.5
Conformanc e	1x1=1	3x2=6	9x3=27	10x4=40	9x5=45	8x6=48	8
Durability	0	1x2=2	8x3=24	13x4=52	10x5=50	7x6=42	8.1
Serviceabilit y	0	4x2=8	8x3=24	10x4=40	10x5=50	8x6=48	8.1
Aesthetics	1x1=1	3x2=6	12x3=36	11x4=44	8x5=40	5x6=30	7.5
Perceived quality	3x1=3	5x2=10	9x3=27	13x4=52	6x5=30	4x6=24	7

Table 4: Responses from the section B of the questionnaire for domestic customers

Source: author

The responses were analysed using the weighted average method. After carrying out the calculations, the ranking might be as follows, Performance, Reliability, Features, Durability, Serviceability, Conformance, Aesthetics, and Perceived quality. While performance, reliability and features are the most significant qualities of RMG products that domestic buyers consider, perceived quality is the least significant of all the eight qualities.

### **3.2. Discussion of the findings**

From the questionnaire survey on the export-oriented firms' senior officials, it was found that product qualities do have a positive impact on customer satisfaction.

As per analysis and findings from section A of the questionnaire it can be understood that customer satisfaction is high for most of the export-oriented RMG companies of Bangladesh. This is because a majority of the companies suggested that they usually have a repeat purchase within 3 months to 1 year. I can conclude this as repeat purchase is an indicator of customer satisfaction. Furthermore, even though there are several competitors in the international clothing industry, export-oriented companies are gaining repeat purchases. The majority of the companies are also witnessing a rise in the rate of their repeat purchases. Although Bangladesh's RMG industry's greatest assets are its affordable labour and competitive prices (Akter et al., 2022), the quality is also satisfactory in general. This is indicated by the findings of the research as well. The RMG sector of Bangladesh only offers a small range of products worldwide and still, repeat purchases are increasing.

The analytical part of this dissertation also indicated that foreign customers from the international B2B markets consider the performance and reliability of the RMG products to be the most significant among other qualities, and that perceived quality and aesthetics are the least significant qualities of such products.

From the questionnaire survey that was conducted on the domestic customers of Bangladesh, it was also found that the quality of the RMG products had a positive impact on customer satisfaction.

The analytical part revealed that most of the respondents were satisfied with the quality of the products, 34 out of the 40 respondents more specifically. The response had low gender disparity, which suggests that the majority of the male and female respondents agree with this. Furthermore, most of the respondents had some form of educational background above primary level, with the majority being a graduate, which suggests that most of the responses were well thought out. Most of the respondents were employed in some form, with the majority being service holders. The survey analysis also indicated that most of the respondents had a monthly earning of 11 000 - 35 000 BDT. Many respondents were earning 36 000 to above 60 000 BDT. These suggest that they can have the sufficient purchasing power to demand and purchase domestic and even foreign RMG products. Furthermore, the analysis also indicated that most of the respondents were discount

shoppers, but the amount of loyal and need-based customers was also high. This suggests that most of the respondents were cautious shoppers who are driven by necessity and value.

Upon analysing the second part of the survey on customers' questionnaires, it was found that Performance, reliability, and features are the top qualities of the RMG products from the customers' perspectives, while perceived quality is the lowest quality for such products.

When both questionnaire responses are studied together, some similarities and differences can be understood. Both the foreign customers of international B2B markets and domestic customers of Bangladesh indicate that there is a positive impact of product quality on customer satisfaction. When it comes to the RMG products of Bangladesh, both types of customers agree that the products had great performance and reliability. However, they also agree that perceived quality is the least significant quality of RMG products of Bangladesh. Among the differences, domestic customers considered that other qualities of the RMG products in Bangladesh were higher than that suggested by the international customers.

### **3.3. Recommendations and future study**

Upon the discovery from the analytical part of this dissertation, it can be indicated that to attract and satisfy more customers, become more competitive globally and sustainably grow in the international and domestic markets, RMG companies of Bangladesh should focus on improving the qualities of the product.

It was found that the least significant quality of RMG products in Bangladesh was perceived quality. Improving the perceived quality will require many of the other qualities to be enriched as well. To do so, firstly perceived quality should be understood from the theoretical and practical aspects. Secondly, the development and implementation of strategies should be done to enhance the perceived quality of RMG products.

#### **Enhancing perceived quality**

The quality of the product must be raised to utilize it to raise consumer satisfaction. Companies must raise the product's objective quality to achieve this, which will raise the product's subjective quality as a result. Undertaking the following strategies may increase the product's objective quality of the RMG products:

- i. When creating the newest style of a product, keep in mind that potential buyers are likely to be knowledgeable about the market and industry and that they have the right indicators for assessing the quality of the product. The companies should not forget to consider the clients' sociocultural, regional, psychographic, demographic, and behavioural characteristics. These factors will allow the company to see the garment design, client demand, and product quality from a balanced viewpoint (Garvin, 1987).
- ii. Enhance the product's behavioural component, which is based on its functional and aesthetically pleasing attributes, such as robustness, compatibility, and beauty. The level of technology in the textile industry will determine how things like material and stitch durability, colour stability, shrinkage, and other qualities are affected. Therefore, making investments to improve these technologies may result in the improvement of such features. This can be accomplished through funding research and development to create novel and competitive technologies or by funding the purchase of better-than-

market technology. Businesses may be able to achieve these advantages by hiring better suppliers and enhancing their supply chains (Connor-Crabb & Rigby, 2019).

- iii. The objective quality of a product is also recognized to be significantly influenced by branding and price. The brand value may be increased by implementing sustainable practices, disclosing those efforts every year, and implementing excellent CRM programs, marketing campaigns, and so on. However, pricing must be done so that it gives the client the most value while allowing the firm to turn a profit (Garvin, 1987).
- iv. A major strategic value for RMG organizations is the adoption of an efficient innovation strategy. The phrase "innovation strategy" refers to a strategy designed to promote improvements in technology or services, generally by sponsoring R&D efforts. Innovation is the effective creation, improvement, and application of new ideas into an organization through new products, systems, and practices, or the upgrading of current product lines, systems, and practices, to generate profitability, competitive edge, gain shareholder value, and support economic growth (Katz, 2007). Additionally, the business has to foster a culture of innovation inside itself. The innovation culture of a business may be defined as the set of shared inventive behaviours, viewpoints, and personas that all of its workers possess. This culture calls for the presence of creative managers and leaders, creative teams, and creative individuals, as well as a work environment that encourages creativity and many, straightforward links with the external world (Davies & Buisine, 2018).
- v. Businesses in the RMG sector should have an adaptable culture at their heart. When the context warrants it, organizations with adaptable cultures encourage their staff to undertake cultural changes. Adaptive cultures support the capacity for continual innovation and encourage the creation of new goods and services by establishing new values and beliefs. Cultures build in the formation stage to enhance the adaptability of the culture, which then facilitates the outcomes of product or service innovation. Cultures capture and incorporate changes through forces between organizational demands and environmental factors toward constant development (Sydow et al., 2009). Given the importance of reaction skills, organizations should adapt their organizational

structures and become flexible to take advantage of opportunities. The companies must utilize resources with multiple applications and cross-trained workers, and structural development must encourage a change in the prevailing culture. Organizations should include transformative characteristics into the fundamental core of their natural organizational structures, which necessitates innovative and transformational leadership. When routines change often, it is necessary to develop efficient procedures as well as successful company vision and management synchronization (Mas-Verdú et al., 2015).

Introduce sustainable business practices to increase consumer value. Common sustainability tactics include lengthening clothing's lifespan and maximizing its number of wears. Because of this, it is essential to build a product's physical durability, which includes its materials, components, and workmanship, as consistently as is practical. Focusing on improved garment quality allows for other uses and prolonged usage through renting, subletting, repairing, and resale choices in addition to increasing their durability and allowing for longer use periods (Ellen MacArthur Foundation, 2017).

### **Future study:**

While I was doing this research paper I find out there are a few things which can make this research more efficient and accurate. The time frame of this research was not long so perhaps instead of 3-4 months if I could use a few months more it can lead this research to better results. My data collection was quantitative so perhaps I could use more people in the survey then the results may come more accurate. My full research took part in Bangladesh so this was one of my limitations if I could use more location and culture then it could lead to better results. I found there was not much theory so I had to use old ones perhaps in the future more theories will come into this topic so it would be easier to use theory and evidence.

## CONCLUSION

The rivalry in the customer-oriented market is escalating quickly as the corporate world experiences rapid and extreme changes because of several external and internal phenomena and concerns, such as globalization, digitization, sustainability issues, and so on. This is also abundantly evident in Bangladesh's enormous ready-made clothing market. Customer satisfaction has turned into a top priority for every firm competing in the RMG industry to make sure that enterprises survive and expand sustainably in this sector. Therefore, organizations need to recognize and use the elements that raise consumer happiness. The quality of the product is one such element.

This paper aims to find out how product quality enhances customer satisfaction in the ready-made garment industry based on Bangladesh example or similar by answering the following questions:

1. What are the theoretical aspects between product quality and customer satisfaction?
2. What are the practical aspects between product quality and customer satisfaction in the garments industry of Bangladesh?
3. In which way product quality can be utilized to enhance customer satisfaction?

To answer the first question upon studying to understand the theoretical aspects between product quality and customer satisfaction, it was found that product quality is known to have a positive impact on customer satisfaction. This is also evident in the RMG sector of Bangladesh which was solidified by the analysis of the research survey's findings.

To answer the second research question through survey and analysis of survey findings, it was found that the RMG market of Bangladesh consists of mainly two types of customers, foreign B2B market customers and domestic customers. From the questionnaire survey that was conducted on the domestic customers of Bangladesh, it was also found that the quality of the RMG products had a positive impact on customer satisfaction. Upon analysing the second part of the survey on customers' questionnaires, it was found that Performance, reliability, and features are the top qualities of the RMG products from the customers' perspectives, while perceived quality is the lowest quality for such products.

To answer the third question of the research, perceived quality was singled out of all the other quality indicators to be improved to enhance customer satisfaction for RMG products in

Bangladesh. This is because it had the lowest score compared to other quality indicators, as per the survey findings. A product's perceived quality is both an objective and a subjective concept. Customer satisfaction rises when objective quality, which is based on physical characteristics, is improved, and subjective quality, which is based on customer expectations, experiences, and quality signals that they use to judge quality during usage and subsequently, is made easier. When these two factors are effectively and sustainably conditioned, they result in increased perceived value, which in turn results in customer pleasure and all its advantages. These advantages might include recurring business, consumer loyalty, extended usage periods, and more.

Therefore, to answer the third question of the research it was suggested that enhancing the perceived quality would result in higher customer satisfaction, which would enable the RMG companies to grow sustainably in the dynamic and competitive local and global RMG market. To do so, a business may invest more in technologies to increase the behavioural components, consider the preferences and features of the customers more keenly when producing new items, enhance their brand value, adopt innovation strategies at the core of the organizational operation, adopt and nurture adaptive cultures, and practice sustainability for dedicatedly.

Currently, the world is suffering from issues like the covid-19, Russia Ukraine war and so on, and it affected the global economy. people's lifestyles have changed because of this economic issue and scarcity start to move down. Customers review all the details before purchasing and trying to find the best quality product. Bangladeshi readymade garments exporters need to react to this situation and take the necessary step to make the customer happy with the product and its quality.

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# APPENDICES

## Appendix 1. Survey questionnaire

### Questionnaire for export-oriented firms

#### Section A:

1. Please state your designation within your organization.
2. What are the products that you are offering to your customers?
3. How often do your customers repeat purchase?
4. Are the repeat purchases increasing?

#### Section B:

Rate the following qualities of the products that satisfy your customers:

Qualities	Extremely Dissatisfied	Very Dissatisfied	Somewhat Dissatisfied	Somewhat Satisfied	Very Satisfied	Extremely Satisfied
Performance						
Features						
Reliability						
Conformance						
Durability						
Serviceability						
Aesthetics						
Perceived quality						

### Questionnaire for customers

1. Please state the followings:

- Gender
- Age
- Education level
- Profession or occupation
- Personal monthly income
- Level as a shopper.
- Are you satisfied with the RMG products of Bangladesh?

2. Rate the following qualities of an apparel product that satisfy you:

Qualities	Extremely Dissatisfied	Very Dissatisfied	Somewhat Dissatisfied	Somewhat Satisfied	Very Satisfied	Extremely Satisfied
Performance						
Features						
Reliability						
Conformance						
Durability						
Serviceability						
Aesthetics						
Perceived quality						

## Questionnaire answers transcripts

### Responses from the export-oriented RMG firms

(Questionnaire set 1, Sample set 1)

Sample size: 40

Response 1:

Section A:

Please state your designation within your organization.							
CEO	Marketing Executive	Production Executive	HR Executive	Finance Executive	Other		
✓							
What are the products that you are offering to your customers?							
Shirts	trousers	T Shirts	Denims	jackets	Sweaters	sportswear	Others
✓	✓	✓			✓		✓
How often do your customers repeat purchase?							
Within 2weeks-1month	Within 1-3 months	Within 3-6 Months	Within 6 months-1 years	Within 1-3 years	Within 3-5years	Within 5 years	Never
✓							
Are the repeat purchases increasing?							
Yes			No			Unchanged	
✓							

Section B:

Section B: Rate the following qualities of the products that satisfy your customers:						
Qualities	Extremel y Dissatisfi ed 1	Very Dissatisfi ed 2	Somewha t Dissatisfi ed 3	Somewhat Satisfied 4	Very Satisfied 5	Extremel y Satisfied 6
Performan ce						✓
Features				✓		
Reliability					✓	
Conforma nce				✓		
Durability					✓	
Serviceabil ity				✓		
Aesthetics			✓			
Perceived quality				✓		

Response 2:

Section A:

Please state your designation within your organization.							
CEO	Marketing Executive	Production Executive	HR Executive	Finance Executive	Other		
	✓						
What are the products that you are offering to your customers?							
Shirts	trousers	T Shirts	Denims	jackets	Sweaters	sportswear	Others
✓	✓	✓			✓		✓
How often do your customers repeat purchase?							
Within 2weeks-1month	Within 1-3 months	Within 3-6 Months	Within 6 months-1 years	Within 1-3 years	Within 3-5years	Within 5 years	Never
	✓						
Are the repeat purchases increasing?							
Yes			No			Unchanged	
✓							

Section B:

Section B: Rate the following qualities of the products that satisfy your customers:						
Qualities	Extremel y Dissatisfi ed 1	Very Dissatisfi ed 2	Somewha t Dissatisfi ed 3	Somewhat Satisfied 4	Very Satisfied 5	Extremel y Satisfied 6
Performan ce						✓
Features				✓		
Reliability						✓
Conforma nce				✓		
Durability					✓	
Serviceabil ity				✓		
Aesthetics				✓		
Perceived quality				✓		

Response 3:

Section A:

Please state your designation within your organization.							
CEO	Marketing Executive	Production Executive	HR Executive	Finance Executive	Other		
	✓						
What are the products that you are offering to your customers?							
Shirts	trousers	T Shirts	Denims	jackets	Sweaters	sportswear	Others
		✓				✓	✓
How often do your customers repeat purchase?							
Within 2weeks-1month	Within 1-3 months	Within 3-6 Months	Within 6 months-1 years	Within 1-3 years	Within 3-5years	Within 5 years	Never
			✓				
Are the repeat purchases increasing?							
Yes			No			Unchanged	
			✓				

Section B:

Section B: Rate the following qualities of the products that satisfy your customers:						
Qualities	Extremel y Dissatisfi ed 1	Very Dissatisfi ed 2	Somewha t Dissatisfi ed 3	Somewhat Satisfied 4	Very Satisfied 5	Extremel y Satisfied 6
Performan ce					✓	
Features				✓		
Reliability					✓	
Conforma nce			✓			
Durability					✓	
Serviceabil ity					✓	
Aesthetics			✓			
Perceived quality			✓			

Response 4:

Section A:

Please state your designation within your organization.							
CEO	Marketing Executive	Production Executive	HR Executive	Finance Executive	Other		
		✓					
What are the products that you are offering to your customers?							
Shirts	trousers	T Shirts	Denims	jackets	Sweaters	sportswear	Others
	✓		✓		✓	✓	
How often do your customers repeat purchase?							
Within 2weeks-1month	Within 1-3 months	Within 3-6 Months	Within 6 months-1 years	Within 1-3 years	Within 3-5years	Within 5 years	Never
			✓				
Are the repeat purchases increasing?							
Yes			No			Unchanged	
						✓	

Section B:

Section B: Rate the following qualities of the products that satisfy your customers:						
Qualities	Extremel y Dissatisfi ed 1	Very Dissatisfi ed 2	Somewha t Dissatisfi ed 3	Somewhat Satisfied 4	Very Satisfied 5	Extremel y Satisfied 6
Performan ce						✓
Features					✓	
Reliability					✓	
Conforma nce					✓	
Durability					✓	
Serviceabil ity				✓		
Aesthetics			✓			
Perceived quality				✓		

Response 5:

Section A:

Please state your designation within your organization.							
CEO	Marketing Executive	Production Executive	HR Executive	Finance Executive		Other	
				✓			
What are the products that you are offering to your customers?							
Shirts	trousers	T Shirts	Denims	jackets	Sweaters	sportswear	Others
✓			✓	✓		✓	
How often do your customers repeat purchase?							
Within 2weeks-1month	Within 1-3 months	Within 3-6 Months	Within 6 months-1 years	Within 1-3 years	Within 3-5years	Within 5 years	Never
				✓			
Are the repeat purchases increasing?							
Yes			No		Unchanged		
			✓				

Section B:

Section B: Rate the following qualities of the products that satisfy your customers:						
Qualities	Extremel y Dissatisfi ed 1	Very Dissatisfi ed 2	Somewha t Dissatisfi ed 3	Somewhat Satisfied 4	Very Satisfied 5	Extremel y Satisfied 6
Performan ce					✓	
Features				✓		
Reliability			✓			
Conforma nce		✓				
Durability				✓		
Serviceabil ity			✓			
Aesthetics			✓			
Perceived quality		✓				

Response 6:

Section A:

Please state your designation within your organization.							
CEO	Marketing Executive	Production Executive	HR Executive	Finance Executive	Other		
	✓						
What are the products that you are offering to your customers?							
Shirts	trousers	T Shirts	Denims	jackets	Sweaters	sportswear	Others
	✓		✓	✓	✓	✓	
How often do your customers repeat purchase?							
Within 2weeks-1month	Within 1-3 months	Within 3-6 Months	Within 6 months-1 years	Within 1-3 years	Within 3-5years	Within 5 years	Never
		✓					
Are the repeat purchases increasing?							
Yes			No			Unchanged	
✓							

Section B:

Section B: Rate the following qualities of the products that satisfy your customers:						
Qualities	Extremel y Dissatisfi ed 1	Very Dissatisfi ed 2	Somewha t Dissatisfi ed 3	Somewhat Satisfied 4	Very Satisfied 5	Extremel y Satisfied 6
Performan ce						✓
Features					✓	
Reliability					✓	
Conforma nce				✓		
Durability					✓	
Serviceabil ity				✓		
Aesthetics				✓		
Perceived quality						✓

Response 7:

Section A:

Please state your designation within your organization.							
CEO	Marketing Executive	Production Executive	HR Executive	Finance Executive	Other		
	✓						
What are the products that you are offering to your customers?							
Shirts	trousers	T Shirts	Denims	Jackets	Sweaters	sportswear	Others
		✓		✓	✓	✓	
How often do your customers repeat purchase?							
Within 2weeks-1month	Within 1-3 months	Within 3-6 Months	Within 6 months-1 years	Within 1-3 years	Within 3-5years	Within 5 years	Never
			✓				
Are the repeat purchases increasing?							
Yes			No			Unchanged	
✓							

Section B:

Section B: Rate the following qualities of the products that satisfy your customers:						
Qualities	Extremel y Dissatisfi ed 1	Very Dissatisfi ed 2	Somewha t Dissatisfi ed 3	Somewhat Satisfied 4	Very Satisfied 5	Extremel y Satisfied 6
Performan ce					✓	
Features				✓		
Reliability					✓	
Conforma nce				✓		
Durability				✓		
Serviceabil ity				✓		
Aesthetics			✓			
Perceived quality				✓		

Response 8:

Section A:

Please state your designation within your organization.							
CEO	Marketing Executive	Production Executive	HR Executive	Finance Executive	Other		
✓							
What are the products that you are offering to your customers?							
Shirts	trousers	T Shirts	Denims	Jackets	Sweaters	sportswear	Others
		✓		✓	✓		
How often do your customers repeat purchase?							
Within 2weeks-1month	Within 1-3 months	Within 3-6 Months	Within 6 months-1 years	Within 1-3 years	Within 3-5years	Within 5 years	Never
			✓				
Are the repeat purchases increasing?							
Yes			No		Unchanged		
					✓		

Section B:

Section B: Rate the following qualities of the products that satisfy your customers:						
Qualities	Extremel y Dissatisfi ed 1	Very Dissatisfi ed 2	Somewha t Dissatisfi ed 3	Somewhat Satisfied 4	Very Satisfied 5	Extremel y Satisfied 6
Performan ce				✓		
Features			✓			
Reliability					✓	
Conforma nce					✓	
Durability					✓	
Serviceabil ity			✓			
Aesthetics				✓		
Perceived quality			✓			

Response 9:

Section A:

Please state your designation within your organization.							
CEO	Marketing Executive	Production Executive	HR Executive	Finance Executive		Other	
				✓			
What are the products that you are offering to your customers?							
Shirts	trousers	T Shirts	Denims	Jackets	Sweaters	sportswear	Others
✓	✓	✓			✓		✓
How often do your customers repeat purchase?							
Within 2weeks-1month	Within 1-3 months	Within 3-6 Months	Within 6 months-1 years	Within 1-3 years	Within 3-5years	Within 5 years	Never
				✓			
Are the repeat purchases increasing?							
Yes			No			Unchanged	
			✓				

Section B:

Section B: Rate the following qualities of the products that satisfy your customers:						
Qualities	Extremel y Dissatisfi ed 1	Very Dissatisfi ed 2	Somewha t Dissatisfi ed 3	Somewhat Satisfied 4	Very Satisfied 5	Extremel y Satisfied 6
Performan ce			✓			
Features		✓				
Reliability				✓		
Conforma nce			✓			
Durability			✓			
Serviceabil ity				✓		
Aesthetics			✓			
Perceived quality		✓				

Response 10:

Section A:

Please state your designation within your organization.							
CEO	Marketing Executive	Production Executive	HR Executive	Finance Executive	Other		
	✓						
What are the products that you are offering to your customers?							
Shirts	trousers	T Shirts	Denims	Jackets	Sweaters	sportswear	Others
✓	✓	✓		✓	✓		✓
How often do your customers repeat purchase?							
Within 2weeks-1month	Within 1-3 months	Within 3-6 Months	Within 6 months-1 years	Within 1-3 years	Within 3-5years	Within 5 years	Never
		✓					
Are the repeat purchases increasing?							
Yes			No			Unchanged	
✓							

Section B:

Section B: Rate the following qualities of the products that satisfy your customers:						
Qualities	Extremel y Dissatisfi ed 1	Very Dissatisfi ed 2	Somewha t Dissatisfi ed 3	Somewhat Satisfied 4	Very Satisfied 5	Extremel y Satisfied 6
Performan ce						✓
Features						✓
Reliability				✓		
Conforma nce				✓		
Durability					✓	
Serviceabil ity					✓	
Aesthetics				✓		
Perceived quality				✓		

Response 11:

Section A:

Please state your designation within your organization.							
CEO	Marketing Executive	Production Executive	HR Executive	Finance Executive	Other		
	✓						
What are the products that you are offering to your customers?							
Shirts	trousers	T Shirts	Denims	Jackets	Sweaters	sportswear	Others
✓			✓	✓		✓	
How often do your customers repeat purchase?							
Within 2weeks-1month	Within 1-3 months	Within 3-6 Months	Within 6 months-1 years	Within 1-3 years	Within 3-5years	Within 5 years	Never
			✓				
Are the repeat purchases increasing?							
Yes			No			Unchanged	
✓							

Section B:

Section B: Rate the following qualities of the products that satisfy your customers:						
Qualities	Extremel y Dissatisfi ed 1	Very Dissatisfi ed 2	Somewha t Dissatisfi ed 3	Somewhat Satisfied 4	Very Satisfied 5	Extremel y Satisfied 6
Performan ce						✓
Features						✓
Reliability						✓
Conforma nce				✓		
Durability					✓	
Serviceabil ity			✓			
Aesthetics				✓		
Perceived quality						✓

Response 12:

Section A:

Please state your designation within your organization.							
CEO	Marketing Executive	Production Executive	HR Executive	Finance Executive	Other		
	✓						
What are the products that you are offering to your customers?							
Shirts	trousers	T Shirts	Denims	Jackets	Sweaters	sportswear	Others
✓			✓	✓		✓	
How often do your customers repeat purchase?							
Within 2weeks-1month	Within 1-3 months	Within 3-6 Months	Within 6 months-1 years	Within 1-3 years	Within 3-5years	Within 5 years	Never
					✓		
Are the repeat purchases increasing?							
Yes			No			Unchanged	
			✓				

Section B:

Section B: Rate the following qualities of the products that satisfy your customers:						
Qualities	Extremel y Dissatisfi ed 1	Very Dissatisfi ed 2	Somewha t Dissatisfi ed 3	Somewhat Satisfied 4	Very Satisfied 5	Extremel y Satisfied 6
Performan ce				✓		
Features			✓			
Reliability			✓			
Conforma nce			✓			
Durability				✓		
Serviceabil ity		✓				
Aesthetics		✓				
Perceived quality		✓				

Response 13:

Section A:

Please state your designation within your organization.							
CEO	Marketing Executive	Production Executive	HR Executive	Finance Executive	Other		
			✓				
What are the products that you are offering to your customers?							
Shirts	trousers	T Shirts	Denims	Jackets	Sweaters	sportswear	Others
✓		✓				✓	✓
How often do your customers repeat purchase?							
Within 2weeks-1month	Within 1-3 months	Within 3-6 Months	Within 6 months-1 years	Within 1-3 years	Within 3-5years	Within 5 years	Never
				✓			
Are the repeat purchases increasing?							
Yes			No			Unchanged	
✓							

Section B:

Section B: Rate the following qualities of the products that satisfy your customers:						
Qualities	Extremel y Dissatisfi ed 1	Very Dissatisfi ed 2	Somewha t Dissatisfi ed 3	Somewhat Satisfied 4	Very Satisfied 5	Extremel y Satisfied 6
Performan ce					✓	
Features						✓
Reliability						✓
Conforma nce					✓	
Durability					✓	
Serviceabil ity			✓			
Aesthetics			✓			
Perceived quality					✓	

Response 14:

Section A:

Please state your designation within your organization.							
CEO	Marketing Executive	Production Executive	HR Executive	Finance Executive	Other		
		✓					
What are the products that you are offering to your customers?							
Shirts	trousers	T Shirts	Denims	Jackets	Sweaters	sportswear	Others
✓	✓	✓	✓	✓	✓		
How often do your customers repeat purchase?							
Within 2weeks-1month	Within 1-3 months	Within 3-6 Months	Within 6 months-1 years	Within 1-3 years	Within 3-5years	Within 5 years	Never
			✓				
Are the repeat purchases increasing?							
Yes			No		Unchanged		
					✓		

Section B:

Section B: Rate the following qualities of the products that satisfy your customers:						
Qualities	Extremel y Dissatisfi ed 1	Very Dissatisfi ed 2	Somewha t Dissatisfi ed 3	Somewhat Satisfied 4	Very Satisfied 5	Extremel y Satisfied 6
Performan ce						✓
Features					✓	
Reliability				✓		
Conforma nce					✓	
Durability						✓
Serviceabil ity				✓		
Aesthetics				✓		
Perceived quality				✓		

Response 15:

Section A:

Please state your designation within your organization.							
CEO	Marketing Executive	Production Executive	HR Executive	Finance Executive	Other		
	✓						
What are the products that you are offering to your customers?							
Shirts	trousers	T Shirts	Denims	Jackets	Sweaters	sportswear	Others
✓		✓				✓	✓
How often do your customers repeat purchase?							
Within 2weeks-1month	Within 1-3 months	Within 3-6 Months	Within 6 months-1 years	Within 1-3 years	Within 3-5years	Within 5 years	Never
			✓				
Are the repeat purchases increasing?							
Yes			No			Unchanged	
✓							

Section B:

Section B: Rate the following qualities of the products that satisfy your customers:						
Qualities	Extremel y Dissatisfi ed 1	Very Dissatisfi ed 2	Somewha t Dissatisfi ed 3	Somewhat Satisfied 4	Very Satisfied 5	Extremel y Satisfied 6
Performan ce						✓
Features			✓			
Reliability						✓
Conforma nce						✓
Durability						✓
Serviceabil ity				✓		
Aesthetics					✓	
Perceived quality					✓	

Response 16:

Section A:

Please state your designation within your organization.							
CEO	Marketing Executive	Production Executive	HR Executive	Finance Executive	Other		
	✓						
What are the products that you are offering to your customers?							
Shirts	trousers	T Shirts	Denims	Jackets	Sweaters	sportswear	Others
✓		✓		✓	✓	✓	
How often do your customers repeat purchase?							
Within 2weeks-1month	Within 1-3 months	Within 3-6 Months	Within 6 months-1 years	Within 1-3 years	Within 3-5years	Within 5 years	Never
			✓				
Are the repeat purchases increasing?							
Yes			No			Unchanged	
✓							

Section B:

Section B: Rate the following qualities of the products that satisfy your customers:						
Qualities	Extremel y Dissatisfi ed 1	Very Dissatisfi ed 2	Somewha t Dissatisfi ed 3	Somewhat Satisfied 4	Very Satisfied 5	Extremel y Satisfied 6
Performan ce					✓	
Features						✓
Reliability						✓
Conforma nce				✓		
Durability						✓
Serviceabil ity						✓
Aesthetics					✓	
Perceived quality					✓	

Response 17:

Section A:

Please state your designation within your organization.							
CEO	Marketing Executive	Production Executive	HR Executive	Finance Executive	Other		
✓							
What are the products that you are offering to your customers?							
Shirts	trousers	T Shirts	Denims	Jackets	Sweaters	sportswear	Others
✓	✓	✓		✓	✓		✓
How often do your customers repeat purchase?							
Within 2weeks-1month	Within 1-3 months	Within 3-6 Months	Within 6 months-1 years	Within 1-3 years	Within 3-5years	Within 5 years	Never
✓							
Are the repeat purchases increasing?							
Yes			No			Unchanged	
✓							

Section B:

Section B: Rate the following qualities of the products that satisfy your customers:						
Qualities	Extremel y Dissatisfi ed 1	Very Dissatisfi ed 2	Somewha t Dissatisfi ed 3	Somewhat Satisfied 4	Very Satisfied 5	Extremel y Satisfied 6
Performan ce						✓
Features						✓
Reliability						✓
Conforma nce				✓		
Durability						✓
Serviceabil ity			✓			
Aesthetics				✓		
Perceived quality						✓

Response 18:

Section A:

Please state your designation within your organization.							
CEO	Marketing Executive	Production Executive	HR Executive	Finance Executive	Other		
							✓
What are the products that you are offering to your customers?							
Shirts	trousers	T Shirts	Denims	Jackets	Sweaters	sportswear	Others
✓		✓	✓	✓	✓	✓	
How often do your customers repeat purchase?							
Within 2weeks-1month	Within 1-3 months	Within 3-6 Months	Within 6 months-1 years	Within 1-3 years	Within 3-5years	Within 5 years	Never
			✓				
Are the repeat purchases increasing?							
Yes			No			Unchanged	
✓							

Section B:

Section B: Rate the following qualities of the products that satisfy your customers:						
Qualities	Extremel y Dissatisfi ed 1	Very Dissatisfi ed 2	Somewha t Dissatisfi ed 3	Somewhat Satisfied 4	Very Satisfied 5	Extremel y Satisfied 6
Performan ce				✓		
Features					✓	
Reliability					✓	
Conforma nce				✓		
Durability			✓			
Serviceabil ity			✓			
Aesthetics				✓		
Perceived quality				✓		

Response 19:

Section A:

Please state your designation within your organization.							
CEO	Marketing Executive	Production Executive	HR Executive	Finance Executive	Other		
			✓				
What are the products that you are offering to your customers?							
Shirts	trousers	T Shirts	Denims	Jackets	Sweaters	sportswear	Others
✓	✓	✓			✓	✓	
How often do your customers repeat purchase?							
Within 2weeks-1month	Within 1-3 months	Within 3-6 Months	Within 6 months-1 years	Within 1-3 years	Within 3-5years	Within 5 years	Never
					✓		
Are the repeat purchases increasing?							
Yes			No			Unchanged	
			✓				

Section B:

Section B: Rate the following qualities of the products that satisfy your customers:						
Qualities	Extremel y Dissatisfi ed 1	Very Dissatisfi ed 2	Somewha t Dissatisfi ed 3	Somewhat Satisfied 4	Very Satisfied 5	Extremel y Satisfied 6
Performan ce			✓			
Features		✓				
Reliability				✓		
Conforma nce			✓			
Durability				✓		
Serviceabil ity				✓		
Aesthetics		✓				
Perceived quality	✓					

Response 20:

Section A:

Please state your designation within your organization.							
CEO	Marketing Executive	Production Executive	HR Executive	Finance Executive	Other		
	✓						
What are the products that you are offering to your customers?							
Shirts	trousers	T Shirts	Denims	Jackets	Sweaters	sportswear	Others
✓		✓		✓	✓		
How often do your customers repeat purchase?							
Within 2weeks-1month	Within 1-3 months	Within 3-6 Months	Within 6 months-1 years	Within 1-3 years	Within 3-5years	Within 5 years	Never
			✓				
Are the repeat purchases increasing?							
Yes			No			Unchanged	
✓							

Section B:

Section B: Rate the following qualities of the products that satisfy your customers:						
Qualities	Extremel y Dissatisfi ed 1	Very Dissatisfi ed 2	Somewha t Dissatisfi ed 3	Somewhat Satisfied 4	Very Satisfied 5	Extremel y Satisfied 6
Performan ce					✓	
Features			✓			
Reliability					✓	
Conforma nce			✓			
Durability						✓
Serviceabil ity				✓		
Aesthetics				✓		
Perceived quality					✓	

Response 21:

Section A:

Please state your designation within your organization.							
CEO	Marketing Executive	Production Executive	HR Executive	Finance Executive	Other		
	✓						
What are the products that you are offering to your customers?							
Shirts	trousers	T Shirts	Denims	Jackets	Sweaters	sportswear	Others
✓		✓		✓		✓	✓
How often do your customers repeat purchase?							
Within 2weeks-1month	Within 1-3 months	Within 3-6 Months	Within 6 months-1 years	Within 1-3 years	Within 3-5years	Within 5 years	Never
	✓						
Are the repeat purchases increasing?							
Yes			No			Unchanged	
✓							

Section B:

Section B: Rate the following qualities of the products that satisfy your customers:						
Qualities	Extremel y Dissatisfi ed 1	Very Dissatisfi ed 2	Somewha t Dissatisfi ed 3	Somewhat Satisfied 4	Very Satisfied 5	Extremel y Satisfied 6
Performan ce						✓
Features					✓	
Reliability				✓		
Conforma nce					✓	
Durability						✓
Serviceabil ity				✓		
Aesthetics					✓	
Perceived quality						✓

Response 22:

Section A:

Please state your designation within your organization.							
CEO	Marketing Executive	Production Executive	HR Executive	Finance Executive	Other		
	✓						
What are the products that you are offering to your customers?							
Shirts	trousers	T Shirts	Denims	Jackets	Sweaters	sportswear	Others
✓		✓			✓	✓	✓
How often do your customers repeat purchase?							
Within 2weeks-1month	Within 1-3 months	Within 3-6 Months	Within 6 months-1 years	Within 1-3 years	Within 3-5years	Within 5 years	Never
				✓			
Are the repeat purchases increasing?							
Yes			No			Unchanged	
✓							

Section B:

Section B: Rate the following qualities of the products that satisfy your customers:						
Qualities	Extremel y Dissatisfi ed 1	Very Dissatisfi ed 2	Somewha t Dissatisfi ed 3	Somewhat Satisfied 4	Very Satisfied 5	Extremel y Satisfied 6
Performan ce						✓
Features						✓
Reliability					✓	
Conforma nce					✓	
Durability					✓	
Serviceabil ity				✓		
Aesthetics				✓		
Perceived quality					✓	

Response 23:

Section A:

Please state your designation within your organization.							
CEO	Marketing Executive	Production Executive	HR Executive	Finance Executive	Other		
	✓						
What are the products that you are offering to your customers?							
Shirts	trousers	T Shirts	Denims	Jackets	Sweaters	sportswear	Others
✓		✓		✓	✓		
How often do your customers repeat purchase?							
Within 2weeks-1month	Within 1-3 months	Within 3-6 Months	Within 6 months-1 years	Within 1-3 years	Within 3-5years	Within 5 years	Never
				✓			
Are the repeat purchases increasing?							
Yes			No		Unchanged		
					✓		

Section B:

Section B: Rate the following qualities of the products that satisfy your customers:						
Qualities	Extremel y Dissatisfi ed 1	Very Dissatisfi ed 2	Somewha t Dissatisfi ed 3	Somewhat Satisfied 4	Very Satisfied 5	Extremel y Satisfied 6
Performan ce				✓		
Features			✓			
Reliability					✓	
Conforma nce				✓		
Durability					✓	
Serviceabil ity		✓				
Aesthetics			✓			
Perceived quality			✓			

Response 24:

Section A:

Please state your designation within your organization.							
CEO	Marketing Executive	Production Executive	HR Executive	Finance Executive	Other		
		✓					
What are the products that you are offering to your customers?							
Shirts	trousers	T Shirts	Denims	Jackets	Sweaters	sportswear	Others
✓		✓		✓	✓	✓	
How often do your customers repeat purchase?							
Within 2weeks-1month	Within 1-3 months	Within 3-6 Months	Within 6 months-1 years	Within 1-3 years	Within 3-5years	Within 5 years	Never
			✓				
Are the repeat purchases increasing?							
Yes			No			Unchanged	
✓							

Section B:

Section B: Rate the following qualities of the products that satisfy your customers:						
Qualities	Extremel y Dissatisfi ed 1	Very Dissatisfi ed 2	Somewha t Dissatisfi ed 3	Somewhat Satisfied 4	Very Satisfied 5	Extremel y Satisfied 6
Performan ce						✓
Features					✓	
Reliability					✓	
Conforma nce						✓
Durability						✓
Serviceabil ity				✓		
Aesthetics					✓	
Perceived quality						✓

Response 25:

Section A:

Please state your designation within your organization.							
CEO	Marketing Executive	Production Executive	HR Executive	Finance Executive	Other		
							✓
What are the products that you are offering to your customers?							
Shirts	trousers	T Shirts	Denims	Jackets	Sweaters	sportswear	Others
✓		✓	✓	✓			
How often do your customers repeat purchase?							
Within 2weeks-1month	Within 1-3 months	Within 3-6 Months	Within 6 months-1 years	Within 1-3 years	Within 3-5years	Within 5 years	Never
				✓			
Are the repeat purchases increasing?							
Yes			No			Unchanged	
						✓	

Section B:

Section B: Rate the following qualities of the products that satisfy your customers:						
Qualities	Extremel y Dissatisfi ed 1	Very Dissatisfi ed 2	Somewha t Dissatisfi ed 3	Somewhat Satisfied 4	Very Satisfied 5	Extremel y Satisfied 6
Performan ce					✓	
Features			✓			
Reliability					✓	
Conforma nce				✓		
Durability						✓
Serviceabil ity				✓		
Aesthetics			✓			
Perceived quality				✓		

Response 26:

Section A:

Please state your designation within your organization.							
CEO	Marketing Executive	Production Executive	HR Executive	Finance Executive	Other		
		✓					
What are the products that you are offering to your customers?							
Shirts	trousers	T Shirts	Denims	Jackets	Sweaters	sportswear	Others
✓		✓	✓	✓	✓	✓	
How often do your customers repeat purchase?							
Within 2weeks-1month	Within 1-3 months	Within 3-6 Months	Within 6 months-1 years	Within 1-3 years	Within 3-5years	Within 5 years	Never
		✓					
Are the repeat purchases increasing?							
Yes			No			Unchanged	
✓							

Section B:

Section B: Rate the following qualities of the products that satisfy your customers:						
Qualities	Extremel y Dissatisfi ed 1	Very Dissatisfi ed 2	Somewha t Dissatisfi ed 3	Somewhat Satisfied 4	Very Satisfied 5	Extremel y Satisfied 6
Performan ce					✓	
Features						✓
Reliability						✓
Conforma nce						✓
Durability				✓		
Serviceabil ity					✓	
Aesthetics						✓
Perceived quality				✓		

Response 27:

Section A:

Please state your designation within your organization.							
CEO	Marketing Executive	Production Executive	HR Executive	Finance Executive		Other	
				✓			
What are the products that you are offering to your customers?							
Shirts	trousers	T Shirts	Denims	Jackets	Sweaters	sportswear	Others
✓		✓	✓	✓	✓		
How often do your customers repeat purchase?							
Within 2weeks-1month	Within 1-3 months	Within 3-6 Months	Within 6 months-1 years	Within 1-3 years	Within 3-5years	Within 5 years	Never
						✓	
Are the repeat purchases increasing?							
Yes			No			Unchanged	
			✓				

Section B:

Section B: Rate the following qualities of the products that satisfy your customers:						
Qualities	Extremel y Dissatisfi ed 1	Very Dissatisfi ed 2	Somewha t Dissatisfi ed 3	Somewhat Satisfied 4	Very Satisfied 5	Extremel y Satisfied 6
Performan ce			✓			
Features		✓				
Reliability			✓			
Conforma nce	✓					
Durability		✓				
Serviceabil ity					✓	
Aesthetics	✓					
Perceived quality	✓					

Response 28:

Section A:

Please state your designation within your organization.							
CEO	Marketing Executive	Production Executive	HR Executive	Finance Executive	Other		
✓							
What are the products that you are offering to your customers?							
Shirts	trousers	T Shirts	Denims	Jackets	Sweaters	sportswear	Others
✓	✓	✓			✓		✓
How often do your customers repeat purchase?							
Within 2weeks-1month	Within 1-3 months	Within 3-6 Months	Within 6 months-1 years	Within 1-3 years	Within 3-5years	Within 5 years	Never
		✓					
Are the repeat purchases increasing?							
Yes			No			Unchanged	
✓							

Section B:

Section B: Rate the following qualities of the products that satisfy your customers:						
Qualities	Extremel y Dissatisfi ed 1	Very Dissatisfi ed 2	Somewha t Dissatisfi ed 3	Somewhat Satisfied 4	Very Satisfied 5	Extremel y Satisfied 6
Performan ce					✓	
Features					✓	
Reliability						✓
Conforma nce					✓	
Durability						✓
Serviceabil ity						✓
Aesthetics					✓	
Perceived quality						✓

Response 29:

Section A:

Please state your designation within your organization.							
CEO	Marketing Executive	Production Executive	HR Executive	Finance Executive	Other		
	✓						
What are the products that you are offering to your customers?							
Shirts	trousers	T Shirts	Denims	Jackets	Sweaters	sportswear	Others
✓	✓	✓	✓		✓	✓	
How often do your customers repeat purchase?							
Within 2weeks-1month	Within 1-3 months	Within 3-6 Months	Within 6 months-1 years	Within 1-3 years	Within 3-5years	Within 5 years	Never
				✓			
Are the repeat purchases increasing?							
Yes			No			Unchanged	
			✓				

Section B:

Section B: Rate the following qualities of the products that satisfy your customers:						
Qualities	Extremel y Dissatisfi ed 1	Very Dissatisfi ed 2	Somewha t Dissatisfi ed 3	Somewhat Satisfied 4	Very Satisfied 5	Extremel y Satisfied 6
Performan ce			✓			
Features		✓				
Reliability			✓			
Conforma nce			✓			
Durability			✓			
Serviceabil ity					✓	
Aesthetics		✓				
Perceived quality			✓			

Response 30:

Section A:

Please state your designation within your organization.							
CEO	Marketing Executive	Production Executive	HR Executive	Finance Executive	Other		
✓							
What are the products that you are offering to your customers?							
Shirts	trousers	T Shirts	Denims	Jackets	Sweaters	sportswear	Others
✓	✓	✓					✓
How often do your customers repeat purchase?							
Within 2weeks-1month	Within 1-3 months	Within 3-6 Months	Within 6 months-1 years	Within 1-3 years	Within 3-5years	Within 5 years	Never
	✓						
Are the repeat purchases increasing?							
Yes			No			Unchanged	
✓							

Section B:

Section B: Rate the following qualities of the products that satisfy your customers:						
Qualities	Extremel y Dissatisfi ed 1	Very Dissatisfi ed 2	Somewha t Dissatisfi ed 3	Somewhat Satisfied 4	Very Satisfied 5	Extremel y Satisfied 6
Performan ce						✓
Features					✓	
Reliability						✓
Conforma nce						✓
Durability				✓		
Serviceabil ity						✓
Aesthetics						✓
Perceived quality						✓

Response 31:

Section A:

Please state your designation within your organization.							
CEO	Marketing Executive	Production Executive	HR Executive	Finance Executive	Other		
			✓				
What are the products that you are offering to your customers?							
Shirts	trousers	T Shirts	Denims	Jackets	Sweaters	sportswear	Others
✓		✓	✓	✓	✓	✓	
How often do your customers repeat purchase?							
Within 2weeks-1month	Within 1-3 months	Within 3-6 Months	Within 6 months-1 years	Within 1-3 years	Within 3-5years	Within 5 years	Never
			✓				
Are the repeat purchases increasing?							
Yes			No			Unchanged	
✓							

Section B:

Section B: Rate the following qualities of the products that satisfy your customers:						
Qualities	Extremel y Dissatisfi ed 1	Very Dissatisfi ed 2	Somewha t Dissatisfi ed 3	Somewhat Satisfied 4	Very Satisfied 5	Extremel y Satisfied 6
Performan ce						✓
Features						✓
Reliability						✓
Conforma nce					✓	
Durability				✓		
Serviceabil ity						✓
Aesthetics						✓
Perceived quality				✓		

Response 32:

Section A:

Please state your designation within your organization.							
CEO	Marketing Executive	Production Executive	HR Executive	Finance Executive	Other		
	✓						
What are the products that you are offering to your customers?							
Shirts	trousers	T Shirts	Denims	Jackets	Sweaters	sportswear	Others
✓		✓	✓	✓	✓		
How often do your customers repeat purchase?							
Within 2weeks-1month	Within 1-3 months	Within 3-6 Months	Within 6 months-1 years	Within 1-3 years	Within 3-5years	Within 5 years	Never
			✓				
Are the repeat purchases increasing?							
Yes			No			Unchanged	
✓							

Section B:

Section B: Rate the following qualities of the products that satisfy your customers:						
Qualities	Extremel y Dissatisfi ed 1	Very Dissatisfi ed 2	Somewha t Dissatisfi ed 3	Somewhat Satisfied 4	Very Satisfied 5	Extremel y Satisfied 6
Performan ce					✓	
Features					✓	
Reliability						✓
Conforma nce						✓
Durability				✓		
Serviceabil ity					✓	
Aesthetics					✓	
Perceived quality					✓	

Response 33:

Section A:

Please state your designation within your organization.							
CEO	Marketing Executive	Production Executive	HR Executive	Finance Executive	Other		
	✓						
What are the products that you are offering to your customers?							
Shirts	trousers	T Shirts	Denims	Jackets	Sweaters	sportswear	Others
✓	✓	✓	✓	✓			✓
How often do your customers repeat purchase?							
Within 2weeks-1month	Within 1-3 months	Within 3-6 Months	Within 6 months-1 years	Within 1-3 years	Within 3-5years	Within 5 years	Never
		✓					
Are the repeat purchases increasing?							
Yes			No			Unchanged	
✓							

Section B:

Section B: Rate the following qualities of the products that satisfy your customers:						
Qualities	Extremel y Dissatisfi ed 1	Very Dissatisfi ed 2	Somewha t Dissatisfi ed 3	Somewhat Satisfied 4	Very Satisfied 5	Extremel y Satisfied 6
Performan ce					✓	
Features					✓	
Reliability					✓	
Conforma nce					✓	
Durability			✓			
Serviceabil ity					✓	
Aesthetics					✓	
Perceived quality				✓		

Response 34:

Section A:

Please state your designation within your organization.							
CEO	Marketing Executive	Production Executive	HR Executive	Finance Executive	Other		
	✓						
What are the products that you are offering to your customers?							
Shirts	trousers	T Shirts	Denims	Jackets	Sweaters	sportswear	Others
✓		✓	✓	✓			
How often do your customers repeat purchase?							
Within 2weeks-1month	Within 1-3 months	Within 3-6 Months	Within 6 months-1 years	Within 1-3 years	Within 3-5years	Within 5 years	Never
		✓					
Are the repeat purchases increasing?							
Yes			No			Unchanged	
✓							

Section B:

Section B: Rate the following qualities of the products that satisfy your customers:						
Qualities	Extremel y Dissatisfi ed 1	Very Dissatisfi ed 2	Somewha t Dissatisfi ed 3	Somewhat Satisfied 4	Very Satisfied 5	Extremel y Satisfied 6
Performan ce					✓	
Features						✓
Reliability						✓
Conforma nce					✓	
Durability				✓		
Serviceabil ity					✓	
Aesthetics						✓
Perceived quality			✓			

Response 35:

Section A:

Please state your designation within your organization.							
CEO	Marketing Executive	Production Executive	HR Executive	Finance Executive	Other		
			✓				
What are the products that you are offering to your customers?							
Shirts	trousers	T Shirts	Denims	Jackets	Sweaters	sportswear	Others
✓	✓	✓	✓	✓	✓		✓
How often do your customers repeat purchase?							
Within 2weeks-1month	Within 1-3 months	Within 3-6 Months	Within 6 months-1 years	Within 1-3 years	Within 3-5years	Within 5 years	Never
		✓					
Are the repeat purchases increasing?							
Yes			No			Unchanged	
✓							

Section B:

Section B: Rate the following qualities of the products that satisfy your customers:						
Qualities	Extremel y Dissatisfi ed 1	Very Dissatisfi ed 2	Somewha t Dissatisfi ed 3	Somewhat Satisfied 4	Very Satisfied 5	Extremel y Satisfied 6
Performan ce					✓	
Features			✓			
Reliability					✓	
Conforma nce				✓		
Durability				✓		
Serviceabil ity						✓
Aesthetics					✓	
Perceived quality			✓			

Response 36:

Section A:

Please state your designation within your organization.							
CEO	Marketing Executive	Production Executive	HR Executive	Finance Executive	Other		
	✓						
What are the products that you are offering to your customers?							
Shirts	trousers	T Shirts	Denims	Jackets	Sweaters	sportswear	Others
✓		✓	✓	✓	✓		
How often do your customers repeat purchase?							
Within 2weeks-1month	Within 1-3 months	Within 3-6 Months	Within 6 months-1 years	Within 1-3 years	Within 3-5years	Within 5 years	Never
		✓					
Are the repeat purchases increasing?							
Yes			No			Unchanged	
✓							

Section B:

Section B: Rate the following qualities of the products that satisfy your customers:						
Qualities	Extremel y Dissatisfi ed 1	Very Dissatisfi ed 2	Somewha t Dissatisfi ed 3	Somewhat Satisfied 4	Very Satisfied 5	Extremel y Satisfied 6
Performan ce					✓	
Features					✓	
Reliability				✓		
Conforma nce			✓			
Durability			✓			
Serviceabil ity						✓
Aesthetics						✓
Perceived quality			✓			

Response 37:

Section A:

Please state your designation within your organization.							
CEO	Marketing Executive	Production Executive	HR Executive	Finance Executive	Other		
✓							
What are the products that you are offering to your customers?							
Shirts	trousers	T Shirts	Denims	Jackets	Sweaters	sportswear	Others
✓		✓	✓	✓	✓		✓
How often do your customers repeat purchase?							
Within 2weeks-1month	Within 1-3 months	Within 3-6 Months	Within 6 months-1 years	Within 1-3 years	Within 3-5years	Within 5 years	Never
	✓						
Are the repeat purchases increasing?							
Yes			No			Unchanged	
✓							

Section B:

Section B: Rate the following qualities of the products that satisfy your customers:						
Qualities	Extremel y Dissatisfi ed 1	Very Dissatisfi ed 2	Somewha t Dissatisfi ed 3	Somewhat Satisfied 4	Very Satisfied 5	Extremel y Satisfied 6
Performan ce					✓	
Features					✓	
Reliability					✓	
Conforma nce						✓
Durability			✓			
Serviceabil ity						✓
Aesthetics						✓
Perceived quality						✓

Response 38:

Section A:

Please state your designation within your organization.							
CEO	Marketing Executive	Production Executive	HR Executive	Finance Executive	Other		
✓							
What are the products that you are offering to your customers?							
Shirts	trousers	T Shirts	Denims	Jackets	Sweaters	sportswear	Others
✓		✓	✓	✓	✓		
How often do your customers repeat purchase?							
Within 2weeks-1month	Within 1-3 months	Within 3-6 Months	Within 6 months-1 years	Within 1-3 years	Within 3-5years	Within 5 years	Never
		✓					
Are the repeat purchases increasing?							
Yes			No			Unchanged	
✓							

Section B:

Section B: Rate the following qualities of the products that satisfy your customers:						
Qualities	Extremel y Dissatisfi ed 1	Very Dissatisfi ed 2	Somewha t Dissatisfi ed 3	Somewhat Satisfied 4	Very Satisfied 5	Extremel y Satisfied 6
Performan ce					✓	
Features					✓	
Reliability				✓		
Conforma nce						✓
Durability				✓		
Serviceabil ity						✓
Aesthetics						✓
Perceived quality			✓			

Response 39:

Section A:

Please state your designation within your organization.							
CEO	Marketing Executive	Production Executive	HR Executive	Finance Executive	Other		
			✓				
What are the products that you are offering to your customers?							
Shirts	trousers	T Shirts	Denims	Jackets	Sweaters	sportswear	Others
✓	✓	✓	✓		✓		✓
How often do your customers repeat purchase?							
Within 2weeks-1month	Within 1-3 months	Within 3-6 Months	Within 6 months-1 years	Within 1-3 years	Within 3-5years	Within 5 years	Never
		✓					
Are the repeat purchases increasing?							
Yes			No			Unchanged	
✓							

Section B:

Section B: Rate the following qualities of the products that satisfy your customers:						
Qualities	Extremel y Dissatisfi ed 1	Very Dissatisfi ed 2	Somewha t Dissatisfi ed 3	Somewhat Satisfied 4	Very Satisfied 5	Extremel y Satisfied 6
Performan ce				✓		
Features			✓			
Reliability				✓		
Conforma nce			✓			
Durability			✓			
Serviceabil ity						✓
Aesthetics					✓	
Perceived quality					✓	

Response 40:

Section A:

Please state your designation within your organization.							
CEO	Marketing Executive	Production Executive	HR Executive	Finance Executive	Other		
	✓						
What are the products that you are offering to your customers?							
Shirts	trousers	T Shirts	Denims	Jackets	Sweaters	sportswear	Others
✓		✓	✓	✓	✓		✓
How often do your customers repeat purchase?							
Within 2weeks-1month	Within 1-3 months	Within 3-6 Months	Within 6 months-1 years	Within 1-3 years	Within 3-5years	Within 5 years	Never
		✓					
Are the repeat purchases increasing?							
Yes			No			Unchanged	

Section B:

Section B: Rate the following qualities of the products that satisfy your customers:						
Qualities	Extremel y Dissatisfi ed 1	Very Dissatisfi ed 2	Somewha t Dissatisfi ed 3	Somewhat Satisfied 4	Very Satisfied 5	Extremel y Satisfied 6
Performan ce				✓		
Features			✓			
Reliability				✓		
Conforma nce		✓				
Durability				✓		
Serviceabil ity					✓	
Aesthetics	✓					
Perceived quality	✓					

**Responses from the domestic customers**

**(Questionnaire set 2, Sample set 2)**

**Sample size: 40**

Response 1:

Section A

Gender					
Male			Female		
Age					
11-20	21-30	31-40	41-50	51-60	Above 60
	<input checked="" type="checkbox"/>				
Education Level					
Primary School	Secondary School	Graduate	Postgraduate	Doctorate	Other
		<input checked="" type="checkbox"/>			
Profession or occupation					
Student	Homemaker	Businessperson	Service-holder	Others	
			<input checked="" type="checkbox"/>		
Personal monthly income (Bangladesh Taka/BDT)					
5000-10000	11000-20000	21000-35000	36000-60000	Above 60000	
	<input checked="" type="checkbox"/>				
Level as a shopper					
Loyal	Impulse	Discount	Need-based	Wandering	
		<input checked="" type="checkbox"/>			
Are you satisfied with the RMG products of Bangladesh?					

Extremel y Dissatisfi ed	Very Dissatisfied	Somewhat Dissatisfied	Somewhat Satisfied	Very Satisfied	Extremely Satisfied
				<input checked="" type="checkbox"/>	

Section B: Rate the following qualities of the products that satisfy you:						
Qualities	Extremel y Dissatisfi ed 1	Very Dissatisfi ed 2	Somewhat Dissatisfie d 3	Somewh at Satisfied 4	Very Satisfied 5	Extremel y Satisfied 6
Performance						<input checked="" type="checkbox"/>
Features					<input checked="" type="checkbox"/>	
Reliability					<input checked="" type="checkbox"/>	
Conformanc e				<input checked="" type="checkbox"/>		
Durability					<input checked="" type="checkbox"/>	
Serviceabilit y				<input checked="" type="checkbox"/>		
Aesthetics				<input checked="" type="checkbox"/>		
Perceived quality				<input checked="" type="checkbox"/>		

Response 2:

Section A

Gender					
Male			Female		
Age					
11-20	21-30	31-40	41-50	51-60	Above 60
		<input checked="" type="checkbox"/>			
Education Level					
Primary School	Secondary School	Graduate	Postgraduate	Doctorate	Other
		<input checked="" type="checkbox"/>			
Profession or occupation					
Student	Homemaker	Businessperson	Service-holder	Others	
		<input checked="" type="checkbox"/>			
Personal monthly income (Bangladesh Taka/BDT)					
5000-10000	11000-20000	21000-35000	36000-60000	Above 60000	
			<input checked="" type="checkbox"/>		
Level as a shopper					
Loyal	Impulse	Discount	Need-based	Wandering	
<input checked="" type="checkbox"/>					
Are you satisfied with the RMG products of Bangladesh?					
Extremely Dissatisfied	Very Dissatisfied	Somewhat Dissatisfied	Somewhat Satisfied	Very Satisfied	Extremely Satisfied
				<input checked="" type="checkbox"/>	

Section B: Rate the following qualities of the products that satisfy you:						
Qualities	Extremely Dissatisfied 1	Very Dissatisfied 2	Somewhat Dissatisfied 3	Somewhat Satisfied 4	Very Satisfied 5	Extremely Satisfied 6
Performance						<input checked="" type="checkbox"/>
Features					<input checked="" type="checkbox"/>	
Reliability						<input checked="" type="checkbox"/>
Conformance				<input checked="" type="checkbox"/>		
Durability					<input checked="" type="checkbox"/>	
Serviceability				<input checked="" type="checkbox"/>		
Aesthetics			<input checked="" type="checkbox"/>			
Perceived quality				<input checked="" type="checkbox"/>		

Response 3:

Section A

Gender					
Male			Female		
Age					
11-20	21-30	31-40	41-50	51-60	Above 60
		<input checked="" type="checkbox"/>			
Education Level					
Primary School	Secondary School	Graduate	Postgraduate	Doctorate	Other
	<input checked="" type="checkbox"/>				
Profession or occupation					
Student	Homemaker	Businessperson	Service-holder	Others	
	<input checked="" type="checkbox"/>				
Personal monthly income (Bangladesh Taka/BDT)					
5000-10000	11000-20000	21000-35000	36000-60000	Above 60000	
		<input checked="" type="checkbox"/>			
Level as a shopper					
Loyal	Impulse	Discount	Need-based	Wandering	
			<input checked="" type="checkbox"/>		
Are you satisfied with the RMG products of Bangladesh?					
Extremely Dissatisfied	Very Dissatisfied	Somewhat Dissatisfied	Somewhat Satisfied	Very Satisfied	Extremely Satisfied
			<input checked="" type="checkbox"/>		

Section B: Rate the following qualities of the products that satisfy you:						
Qualities	Extremel y Dissatisfi ed 1	Very Dissatisfi ed 2	Somewhat Dissatisfie d 3	Somewh at Satisfied 4	Very Satisfied 5	Extremel y Satisfied 6
Performance					<input checked="" type="checkbox"/>	
Features				<input checked="" type="checkbox"/>		
Reliability				<input checked="" type="checkbox"/>		
Conformanc e				<input checked="" type="checkbox"/>		
Durability					<input checked="" type="checkbox"/>	
Serviceabilit y			<input checked="" type="checkbox"/>			
Aesthetics			<input checked="" type="checkbox"/>			
Perceived quality				<input checked="" type="checkbox"/>		

Response 4:

Section A

Gender					
Male			Female		
Age					
11-20	21-30	31-40	41-50	51-60	Above 60
<input checked="" type="checkbox"/>					
Education Level					
Primary School	Secondary School	Graduate	Postgraduate	Doctorate	Other
<input checked="" type="checkbox"/>					
Profession or occupation					
Student	Homemaker	Businessperson	Service-holder	Others	
<input checked="" type="checkbox"/>					
Personal monthly income (Bangladesh Taka/BDT)					
5000-10000	11000-20000	21000-35000	36000-60000	Above 60000	
<input checked="" type="checkbox"/>					
Level as a shopper					
Loyal	Impulse	Discount	Need-based	Wandering	
	<input checked="" type="checkbox"/>				
Are you satisfied with the RMG products of Bangladesh?					
Extremely Dissatisfied	Very Dissatisfied	Somewhat Dissatisfied	Somewhat Satisfied	Very Satisfied	Extremely Satisfied
		<input checked="" type="checkbox"/>			

Section B: Rate the following qualities of the products that satisfy you:						
Qualities	Extremely Dissatisfied 1	Very Dissatisfied 2	Somewhat Dissatisfied 3	Somewhat Satisfied 4	Very Satisfied 5	Extremely Satisfied 6
Performance				<input checked="" type="checkbox"/>		
Features				<input checked="" type="checkbox"/>		
Reliability			<input checked="" type="checkbox"/>			
Conformance			<input checked="" type="checkbox"/>			
Durability				<input checked="" type="checkbox"/>		
Serviceability			<input checked="" type="checkbox"/>			
Aesthetics		<input checked="" type="checkbox"/>				
Perceived quality		<input checked="" type="checkbox"/>				

Response 5:

Section A

Gender					
Male			Female		
Age					
11-20	21-30	31-40	41-50	51-60	Above 60
			<input checked="" type="checkbox"/>		
Education Level					
Primary School	Secondary School	Graduate	Postgraduate	Doctorate	Other
			<input checked="" type="checkbox"/>		
Profession or occupation					
Student	Homemaker	Businessperson	Service-holder	Others	
		<input checked="" type="checkbox"/>			
Personal monthly income (Bangladesh Taka/BDT)					
5000-10000	11000-20000	21000-35000	36000-60000	Above 60000	
		<input checked="" type="checkbox"/>			
Level as a shopper					
Loyal	Impulse	Discount	Need-based	Wandering	
<input checked="" type="checkbox"/>					
Are you satisfied with the RMG products of Bangladesh?					
Extremely Dissatisfied	Very Dissatisfied	Somewhat Dissatisfied	Somewhat Satisfied	Very Satisfied	Extremely Satisfied
					<input checked="" type="checkbox"/>

Section B: Rate the following qualities of the products that satisfy you:						
Qualities	Extremely Dissatisfied 1	Very Dissatisfied 2	Somewhat Dissatisfied 3	Somewhat Satisfied 4	Very Satisfied 5	Extremely Satisfied 6
Performance						<input checked="" type="checkbox"/>
Features					<input checked="" type="checkbox"/>	
Reliability						<input checked="" type="checkbox"/>
Conformance						<input checked="" type="checkbox"/>
Durability						<input checked="" type="checkbox"/>
Serviceability				<input checked="" type="checkbox"/>		
Aesthetics				<input checked="" type="checkbox"/>		
Perceived quality						<input checked="" type="checkbox"/>

Response 6:

Section A

Gender					
Male			Female		
Age					
11-20	21-30	31-40	41-50	51-60	Above 60
<input checked="" type="checkbox"/>					
Education Level					
Primary School	Secondary School	Graduate	Postgraduate	Doctorate	Other
<input checked="" type="checkbox"/>					
Profession or occupation					
Student	Homemaker	Businessperson	Service-holder	Others	
<input checked="" type="checkbox"/>					
Personal monthly income (Bangladesh Taka/BDT)					
5000-10000	11000-20000	21000-35000	36000-60000	Above 60000	
<input checked="" type="checkbox"/>					
Level as a shopper					
Loyal	Impulse	Discount	Need-based	Wandering	
				<input checked="" type="checkbox"/>	
Are you satisfied with the RMG products of Bangladesh?					
Extremely Dissatisfied	Very Dissatisfied	Somewhat Dissatisfied	Somewhat Satisfied	Very Satisfied	Extremely Satisfied
				<input checked="" type="checkbox"/>	

Section B: Rate the following qualities of the products that satisfy you:						
Qualities	Extremely Dissatisfied 1	Very Dissatisfied 2	Somewhat Dissatisfied 3	Somewhat Satisfied 4	Very Satisfied 5	Extremely Satisfied 6
Performance						<input checked="" type="checkbox"/>
Features					<input checked="" type="checkbox"/>	
Reliability					<input checked="" type="checkbox"/>	
Conformance				<input checked="" type="checkbox"/>		
Durability						<input checked="" type="checkbox"/>
Serviceability				<input checked="" type="checkbox"/>		
Aesthetics				<input checked="" type="checkbox"/>		
Perceived quality					<input checked="" type="checkbox"/>	

Response 7:

Section A

Gender					
Male			Female		
Age					
11-20	21-30	31-40	41-50	51-60	Above 60
					<input checked="" type="checkbox"/>
Education Level					
Primary School	Secondary School	Graduate	Postgraduate	Doctorate	Other
	<input checked="" type="checkbox"/>				
Profession or occupation					
Student	Homemaker	Businessperson	Service-holder	Others	
					<input checked="" type="checkbox"/>
Personal monthly income (Bangladesh Taka/BDT)					
5000-10000	11000-20000	21000-35000	36000-60000	Above 60000	
	<input checked="" type="checkbox"/>				
Level as a shopper					
Loyal	Impulse	Discount	Need-based	Wandering	
			<input checked="" type="checkbox"/>		
Are you satisfied with the RMG products of Bangladesh?					
Extremely Dissatisfied	Very Dissatisfied	Somewhat Dissatisfied	Somewhat Satisfied	Very Satisfied	Extremely Satisfied
					<input checked="" type="checkbox"/>

Section B: Rate the following qualities of the products that satisfy you:						
Qualities	Extremel y Dissatisfi ed 1	Very Dissatisfi ed 2	Somewhat Dissatisfie d 3	Somewh at Satisfied 4	Very Satisfied 5	Extremel y Satisfied 6
Performance						<input checked="" type="checkbox"/>
Features						<input checked="" type="checkbox"/>
Reliability					<input checked="" type="checkbox"/>	
Conformanc e					<input checked="" type="checkbox"/>	
Durability						<input checked="" type="checkbox"/>
Serviceabilit y					<input checked="" type="checkbox"/>	
Aesthetics					<input checked="" type="checkbox"/>	
Perceived quality						<input checked="" type="checkbox"/>

Response 8:

Section A

Gender					
Male			Female		
Age					
11-20	21-30	31-40	41-50	51-60	Above 60
			<input checked="" type="checkbox"/>		
Education Level					
Primary School	Secondary School	Graduate	Postgraduate	Doctorate	Other
				<input checked="" type="checkbox"/>	
Profession or occupation					
Student	Homemaker	Businessperson	Service-holder	Others	
			<input checked="" type="checkbox"/>		
Personal monthly income (Bangladesh Taka/BDT)					
5000-10000	11000-20000	21000-35000	36000-60000	Above 60000	
				<input checked="" type="checkbox"/>	
Level as a shopper					
Loyal	Impulse	Discount	Need-based	Wandering	
	<input checked="" type="checkbox"/>				
Are you satisfied with the RMG products of Bangladesh?					
Extremely Dissatisfied	Very Dissatisfied	Somewhat Dissatisfied	Somewhat Satisfied	Very Satisfied	Extremely Satisfied
	<input checked="" type="checkbox"/>				

Section B: Rate the following qualities of the products that satisfy you:						
Qualities	Extremel y Dissatisfi ed 1	Very Dissatisfi ed 2	Somewhat Dissatisfie d 3	Somewh at Satisfied 4	Very Satisfied 5	Extremel y Satisfied 6
Performance			<input checked="" type="checkbox"/>			
Features		<input checked="" type="checkbox"/>				
Reliability			<input checked="" type="checkbox"/>			
Conformanc e		<input checked="" type="checkbox"/>				
Durability			<input checked="" type="checkbox"/>			
Serviceabilit y		<input checked="" type="checkbox"/>				
Aesthetics	<input checked="" type="checkbox"/>					
Perceived quality	<input checked="" type="checkbox"/>					

Response 9:

Section A

Gender					
Male			Female		
Age					
11-20	21-30	31-40	41-50	51-60	Above 60
		<input checked="" type="checkbox"/>			
Education Level					
Primary School	Secondary School	Graduate	Postgraduate	Doctorate	Other
		<input checked="" type="checkbox"/>			
Profession or occupation					
Student	Homemaker	Businessperson	Service-holder	Others	
				<input checked="" type="checkbox"/>	
Personal monthly income (Bangladesh Taka/BDT)					
5000-10000	11000-20000	21000-35000	36000-60000	Above 60000	
	<input checked="" type="checkbox"/>				
Level as a shopper					
Loyal	Impulse	Discount	Need-based	Wandering	
		<input checked="" type="checkbox"/>			
Are you satisfied with the RMG products of Bangladesh?					
Extremely Dissatisfied	Very Dissatisfied	Somewhat Dissatisfied	Somewhat Satisfied	Very Satisfied	Extremely Satisfied
			<input checked="" type="checkbox"/>		

Section B: Rate the following qualities of the products that satisfy you:						
Qualities	Extremel y Dissatisfi ed 1	Very Dissatisfi ed 2	Somewhat Dissatisfie d 3	Somewh at Satisfied 4	Very Satisfied 5	Extremel y Satisfied 6
Performance					<input checked="" type="checkbox"/>	
Features			<input checked="" type="checkbox"/>			
Reliability				<input checked="" type="checkbox"/>		
Conformanc e				<input checked="" type="checkbox"/>		
Durability				<input checked="" type="checkbox"/>		
Serviceabilit y			<input checked="" type="checkbox"/>			
Aesthetics				<input checked="" type="checkbox"/>		
Perceived quality				<input checked="" type="checkbox"/>		

Response 10:

Section A

Gender					
Male			Female		
Age					
11-20	21-30	31-40	41-50	51-60	Above 60
	<input checked="" type="checkbox"/>				
Education Level					
Primary School	Secondary School	Graduate	Postgraduate	Doctorate	Other
		<input checked="" type="checkbox"/>			
Profession or occupation					
Student	Homemaker	Businessperson	Service-holder	Others	
<input checked="" type="checkbox"/>					
Personal monthly income (Bangladesh Taka/BDT)					
5000-10000	11000-20000	21000-35000	36000-60000	Above 60000	
	<input checked="" type="checkbox"/>				
Level as a shopper					
Loyal	Impulse	Discount	Need-based	Wandering	
				<input checked="" type="checkbox"/>	
Are you satisfied with the RMG products of Bangladesh?					
Extremely Dissatisfied	Very Dissatisfied	Somewhat Dissatisfied	Somewhat Satisfied	Very Satisfied	Extremely Satisfied
			<input checked="" type="checkbox"/>		

Section B: Rate the following qualities of the products that satisfy you:						
Qualities	Extremel y Dissatisfi ed 1	Very Dissatisfi ed 2	Somewhat Dissatisfie d 3	Somewh at Satisfied 4	Very Satisfied 5	Extremel y Satisfied 6
Performance						<input checked="" type="checkbox"/>
Features					<input checked="" type="checkbox"/>	
Reliability				<input checked="" type="checkbox"/>		
Conformanc e			<input checked="" type="checkbox"/>			
Durability				<input checked="" type="checkbox"/>		
Serviceabilit y			<input checked="" type="checkbox"/>			
Aesthetics			<input checked="" type="checkbox"/>			
Perceived quality			<input checked="" type="checkbox"/>			

Response 11:

Section A

Gender					
Male			Female		
Age					
11-20	21-30	31-40	41-50	51-60	Above 60
					<input checked="" type="checkbox"/>
Education Level					
Primary School	Secondary School	Graduate	Postgraduate	Doctorate	Other
	<input checked="" type="checkbox"/>				
Profession or occupation					
Student	Homemaker	Businessperson	Service-holder	Others	
	<input checked="" type="checkbox"/>				
Personal monthly income (Bangladesh Taka/BDT)					
5000-10000	11000-20000	21000-35000	36000-60000	Above 60000	
		<input checked="" type="checkbox"/>			
Level as a shopper					
Loyal	Impulse	Discount	Need-based	Wandering	
		<input checked="" type="checkbox"/>			
Are you satisfied with the RMG products of Bangladesh?					
Extremely Dissatisfied	Very Dissatisfied	Somewhat Dissatisfied	Somewhat Satisfied	Very Satisfied	Extremely Satisfied
			<input checked="" type="checkbox"/>		

Section B: Rate the following qualities of the products that satisfy you:						
Qualities	Extremel y Dissatisfi ed 1	Very Dissatisfi ed 2	Somewhat Dissatisfie d 3	Somewh at Satisfied 4	Very Satisfied 5	Extremel y Satisfied 6
Performance					<input checked="" type="checkbox"/>	
Features				<input checked="" type="checkbox"/>		
Reliability				<input checked="" type="checkbox"/>		
Conformanc e			<input checked="" type="checkbox"/>			
Durability				<input checked="" type="checkbox"/>		
Serviceabilit y			<input checked="" type="checkbox"/>			
Aesthetics			<input checked="" type="checkbox"/>			
Perceived quality			<input checked="" type="checkbox"/>			

Response 12:

Section A

Gender					
Male			Female		
Age					
11-20	21-30	31-40	41-50	51-60	Above 60
		<input checked="" type="checkbox"/>			
Education Level					
Primary School	Secondary School	Graduate	Postgraduate	Doctorate	Other
			<input checked="" type="checkbox"/>		
Profession or occupation					
Student	Homemaker	Businessperson	Service-holder	Others	
			<input checked="" type="checkbox"/>		
Personal monthly income (Bangladesh Taka/BDT)					
5000-10000	11000-20000	21000-35000	36000-60000	Above 60000	
			<input checked="" type="checkbox"/>		
Level as a shopper					
Loyal	Impulse	Discount	Need-based	Wandering	
	<input checked="" type="checkbox"/>				
Are you satisfied with the RMG products of Bangladesh?					
Extremely Dissatisfied	Very Dissatisfied	Somewhat Dissatisfied	Somewhat Satisfied	Very Satisfied	Extremely Satisfied
		<input checked="" type="checkbox"/>			

Section B: Rate the following qualities of the products that satisfy you:						
Qualities	Extremel y Dissatisfi ed 1	Very Dissatisfi ed 2	Somewhat Dissatisfie d 3	Somewh at Satisfied 4	Very Satisfied 5	Extremel y Satisfied 6
Performance				<input checked="" type="checkbox"/>		
Features			<input checked="" type="checkbox"/>			
Reliability				<input checked="" type="checkbox"/>		
Conformanc e		<input checked="" type="checkbox"/>				
Durability			<input checked="" type="checkbox"/>			
Serviceabilit y		<input checked="" type="checkbox"/>				
Aesthetics		<input checked="" type="checkbox"/>				
Perceived quality			<input checked="" type="checkbox"/>			

Response 13:

Section A

Gender					
Male			Female		
Age					
11-20	21-30	31-40	41-50	51-60	Above 60
				<input checked="" type="checkbox"/>	
Education Level					
Primary School	Secondary School	Graduate	Postgraduate	Doctorate	Other
<input checked="" type="checkbox"/>					
Profession or occupation					
Student	Homemaker	Businessperson	Service-holder	Others	
				<input checked="" type="checkbox"/>	
Personal monthly income (Bangladesh Taka/BDT)					
5000-10000	11000-20000	21000-35000	36000-60000	Above 60000	
			<input checked="" type="checkbox"/>		
Level as a shopper					
Loyal	Impulse	Discount	Need-based	Wandering	
			<input checked="" type="checkbox"/>		
Are you satisfied with the RMG products of Bangladesh?					
Extremely Dissatisfied	Very Dissatisfied	Somewhat Dissatisfied	Somewhat Satisfied	Very Satisfied	Extremely Satisfied
				<input checked="" type="checkbox"/>	

Section B: Rate the following qualities of the products that satisfy you:						
Qualities	Extremel y Dissatisfi ed 1	Very Dissatisfi ed 2	Somewhat Dissatisfie d 3	Somewh at Satisfied 4	Very Satisfied 5	Extremel y Satisfied 6
Performance					<input checked="" type="checkbox"/>	
Features					<input checked="" type="checkbox"/>	
Reliability					<input checked="" type="checkbox"/>	
Conformanc e				<input checked="" type="checkbox"/>		
Durability						<input checked="" type="checkbox"/>
Serviceabilit y						<input checked="" type="checkbox"/>
Aesthetics						<input checked="" type="checkbox"/>
Perceived quality					<input checked="" type="checkbox"/>	

Response 14:

Section A

Gender					
Male			Female		
Age					
11-20	21-30	31-40	41-50	51-60	Above 60
<input checked="" type="checkbox"/>					
Education Level					
Primary School	Secondary School	Graduate	Postgraduate	Doctorate	Other
<input checked="" type="checkbox"/>					
Profession or occupation					
Student	Homemaker	Businessperson	Service-holder	Others	
<input checked="" type="checkbox"/>					
Personal monthly income (Bangladesh Taka/BDT)					
5000-10000	11000-20000	21000-35000	36000-60000	Above 60000	
<input checked="" type="checkbox"/>					
Level as a shopper					
Loyal	Impulse	Discount	Need-based	Wandering	
	<input checked="" type="checkbox"/>				
Are you satisfied with the RMG products of Bangladesh?					
Extremely Dissatisfied	Very Dissatisfied	Somewhat Dissatisfied	Somewhat Satisfied	Very Satisfied	Extremely Satisfied
		<input checked="" type="checkbox"/>			

Section B: Rate the following qualities of the products that satisfy you:						
Qualities	Extremel y Dissatisfi ed 1	Very Dissatisfi ed 2	Somewhat Dissatisfie d 3	Somewh at Satisfied 4	Very Satisfied 5	Extremel y Satisfied 6
Performance				<input checked="" type="checkbox"/>		
Features		<input checked="" type="checkbox"/>				
Reliability				<input checked="" type="checkbox"/>		
Conformanc e		<input checked="" type="checkbox"/>				
Durability			<input checked="" type="checkbox"/>			
Serviceabilit y		<input checked="" type="checkbox"/>				
Aesthetics		<input checked="" type="checkbox"/>				
Perceived quality		<input checked="" type="checkbox"/>				

Response 15:

Section A

Gender					
Male			Female		
Age					
11-20	21-30	31-40	41-50	51-60	Above 60
	<input checked="" type="checkbox"/>				
Education Level					
Primary School	Secondary School	Graduate	Postgraduate	Doctorate	Other
	<input checked="" type="checkbox"/>				
Profession or occupation					
Student	Homemaker	Businessperson	Service-holder	Others	
	<input checked="" type="checkbox"/>				
Personal monthly income (Bangladesh Taka/BDT)					
5000-10000	11000-20000	21000-35000	36000-60000	Above 60000	
		<input checked="" type="checkbox"/>			
Level as a shopper					
Loyal	Impulse	Discount	Need-based	Wandering	
				<input checked="" type="checkbox"/>	
Are you satisfied with the RMG products of Bangladesh?					
Extremely Dissatisfied	Very Dissatisfied	Somewhat Dissatisfied	Somewhat Satisfied	Very Satisfied	Extremely Satisfied
			<input checked="" type="checkbox"/>		

Section B: Rate the following qualities of the products that satisfy you:						
Qualities	Extremel y Dissatisfi ed 1	Very Dissatisfi ed 2	Somewhat Dissatisfie d 3	Somewh at Satisfied 4	Very Satisfied 5	Extremel y Satisfied 6
Performance					<input checked="" type="checkbox"/>	
Features					<input checked="" type="checkbox"/>	
Reliability			<input checked="" type="checkbox"/>			
Conformanc e			<input checked="" type="checkbox"/>			
Durability				<input checked="" type="checkbox"/>		
Serviceabilit y			<input checked="" type="checkbox"/>			
Aesthetics			<input checked="" type="checkbox"/>			
Perceived quality			<input checked="" type="checkbox"/>			

Response 16:

Section A

Gender					
Male			Female		
Age					
11-20	21-30	31-40	41-50	51-60	Above 60
			<input checked="" type="checkbox"/>		
Education Level					
Primary School	Secondary School	Graduate	Postgraduate	Doctorate	Other
			<input checked="" type="checkbox"/>		
Profession or occupation					
Student	Homemaker	Businessperson	Service-holder	Others	
		<input checked="" type="checkbox"/>			
Personal monthly income (Bangladesh Taka/BDT)					
5000-10000	11000-20000	21000-35000	36000-60000	Above 60000	
				<input checked="" type="checkbox"/>	
Level as a shopper					
Loyal	Impulse	Discount	Need-based	Wandering	
			<input checked="" type="checkbox"/>		
Are you satisfied with the RMG products of Bangladesh?					
Extremely Dissatisfied	Very Dissatisfied	Somewhat Dissatisfied	Somewhat Satisfied	Very Satisfied	Extremely Satisfied
					<input checked="" type="checkbox"/>

Section B: Rate the following qualities of the products that satisfy you:						
Qualities	Extremel y Dissatisfi ed 1	Very Dissatisfi ed 2	Somewhat Dissatisfie d 3	Somewh at Satisfied 4	Very Satisfied 5	Extremel y Satisfied 6
Performance						<input checked="" type="checkbox"/>
Features						<input checked="" type="checkbox"/>
Reliability						<input checked="" type="checkbox"/>
Conformanc e						<input checked="" type="checkbox"/>
Durability					<input checked="" type="checkbox"/>	
Serviceabilit y					<input checked="" type="checkbox"/>	
Aesthetics					<input checked="" type="checkbox"/>	
Perceived quality						<input checked="" type="checkbox"/>

Response 17:

Section A

Gender					
Male			Female		
Age					
11-20	21-30	31-40	41-50	51-60	Above 60
		<input checked="" type="checkbox"/>			
Education Level					
Primary School	Secondary School	Graduate	Postgraduate	Doctorate	Other
		<input checked="" type="checkbox"/>			
Profession or occupation					
Student	Homemaker	Businessperson	Service-holder	Others	
		<input checked="" type="checkbox"/>			
Personal monthly income (Bangladesh Taka/BDT)					
5000-10000	11000-20000	21000-35000	36000-60000	Above 60000	
			<input checked="" type="checkbox"/>		
Level as a shopper					
Loyal	Impulse	Discount	Need-based	Wandering	
		<input checked="" type="checkbox"/>			
Are you satisfied with the RMG products of Bangladesh?					
Extremely Dissatisfied	Very Dissatisfied	Somewhat Dissatisfied	Somewhat Satisfied	Very Satisfied	Extremely Satisfied
				<input checked="" type="checkbox"/>	

Section B: Rate the following qualities of the products that satisfy you:						
Qualities	Extremely Dissatisfied 1	Very Dissatisfied 2	Somewhat Dissatisfied 3	Somewhat Satisfied 4	Very Satisfied 5	Extremely Satisfied 6
Performance						<input checked="" type="checkbox"/>
Features					<input checked="" type="checkbox"/>	
Reliability						<input checked="" type="checkbox"/>
Conformance					<input checked="" type="checkbox"/>	
Durability					<input checked="" type="checkbox"/>	
Serviceability					<input checked="" type="checkbox"/>	
Aesthetics					<input checked="" type="checkbox"/>	
Perceived quality				<input checked="" type="checkbox"/>		

Response 18:

Section A

Gender					
Male			Female		
Age					
11-20	21-30	31-40	41-50	51-60	Above 60
				<input checked="" type="checkbox"/>	
Education Level					
Primary School	Secondary School	Graduate	Postgraduate	Doctorate	Other
			<input checked="" type="checkbox"/>		
Profession or occupation					
Student	Homemaker	Businessperson	Service-holder	Others	
		<input checked="" type="checkbox"/>			
Personal monthly income (Bangladesh Taka/BDT)					
5000-10000	11000-20000	21000-35000	36000-60000	Above 60000	
				<input checked="" type="checkbox"/>	
Level as a shopper					
Loyal	Impulse	Discount	Need-based	Wandering	
<input checked="" type="checkbox"/>					
Are you satisfied with the RMG products of Bangladesh?					
Extremely Dissatisfied	Very Dissatisfied	Somewhat Dissatisfied	Somewhat Satisfied	Very Satisfied	Extremely Satisfied
				<input checked="" type="checkbox"/>	

Section B: Rate the following qualities of the products that satisfy you:						
Qualities	Extremely Dissatisfied 1	Very Dissatisfied 2	Somewhat Dissatisfied 3	Somewhat Satisfied 4	Very Satisfied 5	Extremely Satisfied 6
Performance						<input checked="" type="checkbox"/>
Features						<input checked="" type="checkbox"/>
Reliability						<input checked="" type="checkbox"/>
Conformance						<input checked="" type="checkbox"/>
Durability					<input checked="" type="checkbox"/>	
Serviceability				<input checked="" type="checkbox"/>		
Aesthetics				<input checked="" type="checkbox"/>		
Perceived quality					<input checked="" type="checkbox"/>	

Response 19:

Section A

Gender					
Male			Female		
Age					
11-20	21-30	31-40	41-50	51-60	Above 60
	<input checked="" type="checkbox"/>				
Education Level					
Primary School	Secondary School	Graduate	Postgraduate	Doctorate	Other
		<input checked="" type="checkbox"/>			
Profession or occupation					
Student	Homemaker	Businessperson	Service-holder	Others	
			<input checked="" type="checkbox"/>		
Personal monthly income (Bangladesh Taka/BDT)					
5000-10000	11000-20000	21000-35000	36000-60000	Above 60000	
		<input checked="" type="checkbox"/>			
Level as a shopper					
Loyal	Impulse	Discount	Need-based	Wandering	
				<input checked="" type="checkbox"/>	
Are you satisfied with the RMG products of Bangladesh?					
Extremely Dissatisfied	Very Dissatisfied	Somewhat Dissatisfied	Somewhat Satisfied	Very Satisfied	Extremely Satisfied
			<input checked="" type="checkbox"/>		

Section B: Rate the following qualities of the products that satisfy you:						
Qualities	Extremel y Dissatisfi ed 1	Very Dissatisfi ed 2	Somewhat Dissatisfie d 3	Somewh at Satisfied 4	Very Satisfied 5	Extremel y Satisfied 6
Performance					<input checked="" type="checkbox"/>	
Features			<input checked="" type="checkbox"/>			
Reliability					<input checked="" type="checkbox"/>	
Conformanc e					<input checked="" type="checkbox"/>	
Durability				<input checked="" type="checkbox"/>		
Serviceabilit y				<input checked="" type="checkbox"/>		
Aesthetics			<input checked="" type="checkbox"/>			
Perceived quality			<input checked="" type="checkbox"/>			

Response 20:

Section A

Gender					
Male			Female		
Age					
11-20	21-30	31-40	41-50	51-60	Above 60
	<input checked="" type="checkbox"/>				
Education Level					
Primary School	Secondary School	Graduate	Postgraduate	Doctorate	Other
	<input checked="" type="checkbox"/>				
Profession or occupation					
Student	Homemaker	Businessperson	Service-holder	Others	
	<input checked="" type="checkbox"/>				
Personal monthly income (Bangladesh Taka/BDT)					
5000-10000	11000-20000	21000-35000	36000-60000	Above 60000	
		<input checked="" type="checkbox"/>			
Level as a shopper					
Loyal	Impulse	Discount	Need-based	Wandering	
			<input checked="" type="checkbox"/>		
Are you satisfied with the RMG products of Bangladesh?					
Extremely Dissatisfied	Very Dissatisfied	Somewhat Dissatisfied	Somewhat Satisfied	Very Satisfied	Extremely Satisfied
			<input checked="" type="checkbox"/>		

Section B: Rate the following qualities of the products that satisfy you:						
Qualities	Extremel y Dissatisfi ed 1	Very Dissatisfi ed 2	Somewhat Dissatisfie d 3	Somewh at Satisfied 4	Very Satisfied 5	Extremel y Satisfied 6
Performance					<input checked="" type="checkbox"/>	
Features				<input checked="" type="checkbox"/>		
Reliability					<input checked="" type="checkbox"/>	
Conformanc e					<input checked="" type="checkbox"/>	
Durability					<input checked="" type="checkbox"/>	
Serviceabilit y			<input checked="" type="checkbox"/>			
Aesthetics			<input checked="" type="checkbox"/>			
Perceived quality				<input checked="" type="checkbox"/>		

Response 21:

Section A

Gender					
Male			Female		
Age					
11-20	21-30	31-40	41-50	51-60	Above 60
		<input checked="" type="checkbox"/>			
Education Level					
Primary School	Secondary School	Graduate	Postgraduate	Doctorate	Other
					<input checked="" type="checkbox"/>
Profession or occupation					
Student	Homemaker	Businessperson	Service-holder	Others	
	<input checked="" type="checkbox"/>				
Personal monthly income (Bangladesh Taka/BDT)					
5000-10000	11000-20000	21000-35000	36000-60000	Above 60000	
		<input checked="" type="checkbox"/>			
Level as a shopper					
Loyal	Impulse	Discount	Need-based	Wandering	
	<input checked="" type="checkbox"/>				
Are you satisfied with the RMG products of Bangladesh?					
Extremely Dissatisfied	Very Dissatisfied	Somewhat Dissatisfied	Somewhat Satisfied	Very Satisfied	Extremely Satisfied
		<input checked="" type="checkbox"/>			

Section B: Rate the following qualities of the products that satisfy you:						
Qualities	Extremel y Dissatisfi ed 1	Very Dissatisfi ed 2	Somewhat Dissatisfie d 3	Somewh at Satisfied 4	Very Satisfied 5	Extremel y Satisfied 6
Performance				<input checked="" type="checkbox"/>		
Features		<input checked="" type="checkbox"/>				
Reliability				<input checked="" type="checkbox"/>		
Conformanc e	<input checked="" type="checkbox"/>					
Durability			<input checked="" type="checkbox"/>			
Serviceabilit y			<input checked="" type="checkbox"/>			
Aesthetics			<input checked="" type="checkbox"/>			
Perceived quality	<input checked="" type="checkbox"/>					

Response 22:

Section A

Gender					
Male			Female		
Age					
11-20	21-30	31-40	41-50	51-60	Above 60
<input checked="" type="checkbox"/>					
Education Level					
Primary School	Secondary School	Graduate	Postgraduate	Doctorate	Other
	<input checked="" type="checkbox"/>				
Profession or occupation					
Student	Homemaker	Businessperson	Service-holder	Others	
<input checked="" type="checkbox"/>					
Personal monthly income (Bangladesh Taka/BDT)					
5000-10000	11000-20000	21000-35000	36000-60000	Above 60000	
	<input checked="" type="checkbox"/>				
Level as a shopper					
Loyal	Impulse	Discount	Need-based	Wandering	
	<input checked="" type="checkbox"/>				
Are you satisfied with the RMG products of Bangladesh?					
Extremely Dissatisfied	Very Dissatisfied	Somewhat Dissatisfied	Somewhat Satisfied	Very Satisfied	Extremely Satisfied
		<input checked="" type="checkbox"/>			

Section B: Rate the following qualities of the products that satisfy you:						
Qualities	Extremel y Dissatisfi ed 1	Very Dissatisfi ed 2	Somewhat Dissatisfie d 3	Somewh at Satisfied 4	Very Satisfied 5	Extremel y Satisfied 6
Performance			<input checked="" type="checkbox"/>			
Features			<input checked="" type="checkbox"/>			
Reliability				<input checked="" type="checkbox"/>		
Conformanc e			<input checked="" type="checkbox"/>			
Durability		<input checked="" type="checkbox"/>				
Serviceabilit y		<input checked="" type="checkbox"/>				
Aesthetics			<input checked="" type="checkbox"/>			
Perceived quality	<input checked="" type="checkbox"/>					



Response 23:

Section A

Gender					
Male			Female		
Age					
11-20	21-30	31-40	41-50	51-60	Above 60
				<input checked="" type="checkbox"/>	
Education Level					
Primary School	Secondary School	Graduate	Postgraduate	Doctorate	Other
	<input checked="" type="checkbox"/>				
Profession or occupation					
Student	Homemaker	Businessperson	Service-holder	Others	
	<input checked="" type="checkbox"/>				
Personal monthly income (Bangladesh Taka/BDT)					
5000-10000	11000-20000	21000-35000	36000-60000	Above 60000	
		<input checked="" type="checkbox"/>			
Level as a shopper					
Loyal	Impulse	Discount	Need-based	Wandering	
		<input checked="" type="checkbox"/>			
Are you satisfied with the RMG products of Bangladesh?					
Extremely Dissatisfied	Very Dissatisfied	Somewhat Dissatisfied	Somewhat Satisfied	Very Satisfied	Extremely Satisfied
				<input checked="" type="checkbox"/>	

Section B: Rate the following qualities of the products that satisfy you:						
Qualities	Extremel y Dissatisfi ed 1	Very Dissatisfi ed 2	Somewhat Dissatisfie d 3	Somewh at Satisfied 4	Very Satisfied 5	Extremel y Satisfied 6
Performance					<input checked="" type="checkbox"/>	
Features						<input checked="" type="checkbox"/>
Reliability						<input checked="" type="checkbox"/>
Conformanc e						<input checked="" type="checkbox"/>
Durability						<input checked="" type="checkbox"/>
Serviceabilit y						<input checked="" type="checkbox"/>
Aesthetics					<input checked="" type="checkbox"/>	
Perceived quality					<input checked="" type="checkbox"/>	

Response 24:

Section A

Gender					
Male			Female		
Age					
11-20	21-30	31-40	41-50	51-60	Above 60
			<input checked="" type="checkbox"/>		
Education Level					
Primary School	Secondary School	Graduate	Postgraduate	Doctorate	Other
				<input checked="" type="checkbox"/>	
Profession or occupation					
Student	Homemaker	Businessperson	Service-holder	Others	
			<input checked="" type="checkbox"/>		
Personal monthly income (Bangladesh Taka/BDT)					
5000-10000	11000-20000	21000-35000	36000-60000	Above 60000	
				<input checked="" type="checkbox"/>	
Level as a shopper					
Loyal	Impulse	Discount	Need-based	Wandering	
	<input checked="" type="checkbox"/>				
Are you satisfied with the RMG products of Bangladesh?					
Extremely Dissatisfied	Very Dissatisfied	Somewhat Dissatisfied	Somewhat Satisfied	Very Satisfied	Extremely Satisfied
			<input checked="" type="checkbox"/>		

Section B: Rate the following qualities of the products that satisfy you:						
Qualities	Extremel y Dissatisfi ed 1	Very Dissatisfi ed 2	Somewhat Dissatisfie d 3	Somewh at Satisfied 4	Very Satisfied 5	Extremel y Satisfied 6
Performance					<input checked="" type="checkbox"/>	
Features				<input checked="" type="checkbox"/>		
Reliability				<input checked="" type="checkbox"/>		
Conformanc e			<input checked="" type="checkbox"/>			
Durability			<input checked="" type="checkbox"/>			
Serviceabilit y			<input checked="" type="checkbox"/>			
Aesthetics			<input checked="" type="checkbox"/>			
Perceived quality		<input checked="" type="checkbox"/>				

Response 25:

Section A

Gender					
Male			Female		
Age					
11-20	21-30	31-40	41-50	51-60	Above 60
<input checked="" type="checkbox"/>					
Education Level					
Primary School	Secondary School	Graduate	Postgraduate	Doctorate	Other
<input checked="" type="checkbox"/>					
Profession or occupation					
Student	Homemaker	Businessperson	Service-holder	Others	
<input checked="" type="checkbox"/>					
Personal monthly income (Bangladesh Taka/BDT)					
5000-10000	11000-20000	21000-35000	36000-60000	Above 60000	
<input checked="" type="checkbox"/>					
Level as a shopper					
Loyal	Impulse	Discount	Need-based	Wandering	
		<input checked="" type="checkbox"/>			
Are you satisfied with the RMG products of Bangladesh?					
Extremely Dissatisfied	Very Dissatisfied	Somewhat Dissatisfied	Somewhat Satisfied	Very Satisfied	Extremely Satisfied
			<input checked="" type="checkbox"/>		

Section B: Rate the following qualities of the products that satisfy you:						
Qualities	Extremely Dissatisfied 1	Very Dissatisfied 2	Somewhat Dissatisfied 3	Somewhat Satisfied 4	Very Satisfied 5	Extremely Satisfied 6
Performance					<input checked="" type="checkbox"/>	
Features					<input checked="" type="checkbox"/>	
Reliability					<input checked="" type="checkbox"/>	
Conformance			<input checked="" type="checkbox"/>			
Durability				<input checked="" type="checkbox"/>		
Serviceability				<input checked="" type="checkbox"/>		
Aesthetics			<input checked="" type="checkbox"/>			
Perceived quality		<input checked="" type="checkbox"/>				

Response 26:

Section A

Gender					
Male			Female		
Age					
11-20	21-30	31-40	41-50	51-60	Above 60
<input checked="" type="checkbox"/>					
Education Level					
Primary School	Secondary School	Graduate	Postgraduate	Doctorate	Other
<input checked="" type="checkbox"/>					
Profession or occupation					
Student	Homemaker	Businessperson	Service-holder	Others	
<input checked="" type="checkbox"/>					
Personal monthly income (Bangladesh Taka/BDT)					
5000-10000	11000-20000	21000-35000	36000-60000	Above 60000	
<input checked="" type="checkbox"/>					
Level as a shopper					
Loyal	Impulse	Discount	Need-based	Wandering	
	<input checked="" type="checkbox"/>				
Are you satisfied with the RMG products of Bangladesh?					
Extremely Dissatisfied	Very Dissatisfied	Somewhat Dissatisfied	Somewhat Satisfied	Very Satisfied	Extremely Satisfied
			<input checked="" type="checkbox"/>		

Section B: Rate the following qualities of the products that satisfy you:						
Qualities	Extremel y Dissatisfi ed 1	Very Dissatisfi ed 2	Somewhat Dissatisfie d 3	Somewh at Satisfied 4	Very Satisfied 5	Extremel y Satisfied 6
Performance						<input checked="" type="checkbox"/>
Features				<input checked="" type="checkbox"/>		
Reliability					<input checked="" type="checkbox"/>	
Conformanc e			<input checked="" type="checkbox"/>			
Durability			<input checked="" type="checkbox"/>			
Serviceabilit y				<input checked="" type="checkbox"/>		
Aesthetics			<input checked="" type="checkbox"/>			
Perceived quality	<input checked="" type="checkbox"/>					

Response 27:

Section A

Gender					
Male			Female		
Age					
11-20	21-30	31-40	41-50	51-60	Above 60
<input checked="" type="checkbox"/>					
Education Level					
Primary School	Secondary School	Graduate	Postgraduate	Doctorate	Other
					<input checked="" type="checkbox"/>
Profession or occupation					
Student	Homemaker	Businessperson	Service-holder	Others	
				<input checked="" type="checkbox"/>	
Personal monthly income (Bangladesh Taka/BDT)					
5000-10000	11000-20000	21000-35000	36000-60000	Above 60000	
	<input checked="" type="checkbox"/>				
Level as a shopper					
Loyal	Impulse	Discount	Need-based	Wandering	
	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>			
Are you satisfied with the RMG products of Bangladesh?					
Extremely Dissatisfied	Very Dissatisfied	Somewhat Dissatisfied	Somewhat Satisfied	Very Satisfied	Extremely Satisfied
				<input checked="" type="checkbox"/>	

Section B: Rate the following qualities of the products that satisfy you:						
Qualities	Extremely Dissatisfied 1	Very Dissatisfied 2	Somewhat Dissatisfied 3	Somewhat Satisfied 4	Very Satisfied 5	Extremely Satisfied 6
Performance						<input checked="" type="checkbox"/>
Features						<input checked="" type="checkbox"/>
Reliability						<input checked="" type="checkbox"/>
Conformance				<input checked="" type="checkbox"/>		
Durability					<input checked="" type="checkbox"/>	
Serviceability					<input checked="" type="checkbox"/>	
Aesthetics				<input checked="" type="checkbox"/>		
Perceived quality				<input checked="" type="checkbox"/>		

Response 28:

Section A

Gender					
Male			Female		
Age					
11-20	21-30	31-40	41-50	51-60	Above 60
	<input checked="" type="checkbox"/>				
Education Level					
Primary School	Secondary School	Graduate	Postgraduate	Doctorate	Other
	<input checked="" type="checkbox"/>				
Profession or occupation					
Student	Homemaker	Businessperson	Service-holder	Others	
			<input checked="" type="checkbox"/>		
Personal monthly income (Bangladesh Taka/BDT)					
5000-10000	11000-20000	21000-35000	36000-60000	Above 60000	
		<input checked="" type="checkbox"/>			
Level as a shopper					
Loyal	Impulse	Discount	Need-based	Wandering	
		<input checked="" type="checkbox"/>			
Are you satisfied with the RMG products of Bangladesh?					
Extremely Dissatisfied	Very Dissatisfied	Somewhat Dissatisfied	Somewhat Satisfied	Very Satisfied	Extremely Satisfied
			<input checked="" type="checkbox"/>		

Section B: Rate the following qualities of the products that satisfy you:						
Qualities	Extremel y Dissatisfi ed 1	Very Dissatisfi ed 2	Somewhat Dissatisfie d 3	Somewh at Satisfied 4	Very Satisfied 5	Extremel y Satisfied 6
Performance					<input checked="" type="checkbox"/>	
Features					<input checked="" type="checkbox"/>	
Reliability					<input checked="" type="checkbox"/>	
Conformanc e			<input checked="" type="checkbox"/>			
Durability			<input checked="" type="checkbox"/>			
Serviceabilit y				<input checked="" type="checkbox"/>		
Aesthetics				<input checked="" type="checkbox"/>		
Perceived quality			<input checked="" type="checkbox"/>			

Response 29:

Section A

Gender					
Male			Female		
Age					
11-20	21-30	31-40	41-50	51-60	Above 60
			<input checked="" type="checkbox"/>		
Education Level					
Primary School	Secondary School	Graduate	Postgraduate	Doctorate	Other
		<input checked="" type="checkbox"/>			
Profession or occupation					
Student	Homemaker	Businessperson	Service-holder	Others	
			<input checked="" type="checkbox"/>		
Personal monthly income (Bangladesh Taka/BDT)					
5000-10000	11000-20000	21000-35000	36000-60000	Above 60000	
			<input checked="" type="checkbox"/>		
Level as a shopper					
Loyal	Impulse	Discount	Need-based	Wandering	
<input checked="" type="checkbox"/>					
Are you satisfied with the RMG products of Bangladesh?					
Extremely Dissatisfied	Very Dissatisfied	Somewhat Dissatisfied	Somewhat Satisfied	Very Satisfied	Extremely Satisfied
				<input checked="" type="checkbox"/>	

Section B: Rate the following qualities of the products that satisfy you:						
Qualities	Extremel y Dissatisfi ed 1	Very Dissatisfi ed 2	Somewhat Dissatisfie d 3	Somewh at Satisfied 4	Very Satisfied 5	Extremel y Satisfied 6
Performance						<input checked="" type="checkbox"/>
Features						<input checked="" type="checkbox"/>
Reliability						<input checked="" type="checkbox"/>
Conformanc e					<input checked="" type="checkbox"/>	
Durability					<input checked="" type="checkbox"/>	
Serviceabilit y					<input checked="" type="checkbox"/>	
Aesthetics				<input checked="" type="checkbox"/>		
Perceived quality					<input checked="" type="checkbox"/>	

Response 30:

Section A

Gender					
Male			Female		
Age					
11-20	21-30	31-40	41-50	51-60	Above 60
		<input checked="" type="checkbox"/>			
Education Level					
Primary School	Secondary School	Graduate	Postgraduate	Doctorate	Other
			<input checked="" type="checkbox"/>		
Profession or occupation					
Student	Homemaker	Businessperson	Service-holder	Others	
	<input checked="" type="checkbox"/>				
Personal monthly income (Bangladesh Taka/BDT)					
5000-10000	11000-20000	21000-35000	36000-60000	Above 60000	
		<input checked="" type="checkbox"/>			
Level as a shopper					
Loyal	Impulse	Discount	Need-based	Wandering	
			<input checked="" type="checkbox"/>		
Are you satisfied with the RMG products of Bangladesh?					
Extremely Dissatisfied	Very Dissatisfied	Somewhat Dissatisfied	Somewhat Satisfied	Very Satisfied	Extremely Satisfied
				<input checked="" type="checkbox"/>	

Section B: Rate the following qualities of the products that satisfy you:						
Qualities	Extremel y Dissatisfi ed 1	Very Dissatisfi ed 2	Somewhat Dissatisfie d 3	Somewh at Satisfied 4	Very Satisfied 5	Extremel y Satisfied 6
Performance						<input checked="" type="checkbox"/>
Features						<input checked="" type="checkbox"/>
Reliability					<input checked="" type="checkbox"/>	
Conformanc e					<input checked="" type="checkbox"/>	
Durability					<input checked="" type="checkbox"/>	
Serviceabilit y					<input checked="" type="checkbox"/>	
Aesthetics				<input checked="" type="checkbox"/>		
Perceived quality				<input checked="" type="checkbox"/>		

Response 31:

Section A

Gender					
Male			Female		
Age					
11-20	21-30	31-40	41-50	51-60	Above 60
	<input checked="" type="checkbox"/>				
Education Level					
Primary School	Secondary School	Graduate	Postgraduate	Doctorate	Other
		<input checked="" type="checkbox"/>			
Profession or occupation					
Student	Homemaker	Businessperson	Service-holder	Others	
			<input checked="" type="checkbox"/>		
Personal monthly income (Bangladesh Taka/BDT)					
5000-10000	11000-20000	21000-35000	36000-60000	Above 60000	
	<input checked="" type="checkbox"/>				
Level as a shopper					
Loyal	Impulse	Discount	Need-based	Wandering	
		<input checked="" type="checkbox"/>			
Are you satisfied with the RMG products of Bangladesh?					
Extremely Dissatisfied	Very Dissatisfied	Somewhat Dissatisfied	Somewhat Satisfied	Very Satisfied	Extremely Satisfied
			<input checked="" type="checkbox"/>		

Section B: Rate the following qualities of the products that satisfy you:						
Qualities	Extremel y Dissatisfi ed 1	Very Dissatisfi ed 2	Somewhat Dissatisfie d 3	Somewh at Satisfied 4	Very Satisfied 5	Extremel y Satisfied 6
Performance					<input checked="" type="checkbox"/>	
Features					<input checked="" type="checkbox"/>	
Reliability					<input checked="" type="checkbox"/>	
Conformanc e				<input checked="" type="checkbox"/>		
Durability				<input checked="" type="checkbox"/>		
Serviceabilit y					<input checked="" type="checkbox"/>	
Aesthetics				<input checked="" type="checkbox"/>		
Perceived quality			<input checked="" type="checkbox"/>			

Response 32:

Section A

Gender					
Male			Female		
Age					
11-20	21-30	31-40	41-50	51-60	Above 60
			<input checked="" type="checkbox"/>		
Education Level					
Primary School	Secondary School	Graduate	Postgraduate	Doctorate	Other
				<input checked="" type="checkbox"/>	
Profession or occupation					
Student	Homemaker	Businessperson	Service-holder	Others	
			<input checked="" type="checkbox"/>		
Personal monthly income (Bangladesh Taka/BDT)					
5000-10000	11000-20000	21000-35000	36000-60000	Above 60000	
				<input checked="" type="checkbox"/>	
Level as a shopper					
Loyal	Impulse	Discount	Need-based	Wandering	
<input checked="" type="checkbox"/>					
Are you satisfied with the RMG products of Bangladesh?					
Extremely Dissatisfied	Very Dissatisfied	Somewhat Dissatisfied	Somewhat Satisfied	Very Satisfied	Extremely Satisfied
					<input checked="" type="checkbox"/>

Section B: Rate the following qualities of the products that satisfy you:						
Qualities	Extremel y Dissatisfi ed 1	Very Dissatisfi ed 2	Somewhat Dissatisfie d 3	Somewh at Satisfied 4	Very Satisfied 5	Extremel y Satisfied 6
Performance						<input checked="" type="checkbox"/>
Features						<input checked="" type="checkbox"/>
Reliability						<input checked="" type="checkbox"/>
Conformanc e						<input checked="" type="checkbox"/>
Durability						<input checked="" type="checkbox"/>
Serviceabilit y						<input checked="" type="checkbox"/>
Aesthetics						<input checked="" type="checkbox"/>
Perceived quality						<input checked="" type="checkbox"/>

Response 33:

Section A

Gender					
Male			Female		
Age					
11-20	21-30	31-40	41-50	51-60	Above 60
			<input checked="" type="checkbox"/>		
Education Level					
Primary School	Secondary School	Graduate	Postgraduate	Doctorate	Other
Profession or occupation					
Student	Homemaker	Businessperson	Service-holder	Others	
	<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>		
Personal monthly income (Bangladesh Taka/BDT)					
5000-10000	11000-20000	21000-35000	36000-60000	Above 60000	
			<input checked="" type="checkbox"/>		
Level as a shopper					
Loyal	Impulse	Discount	Need-based	Wandering	
			<input checked="" type="checkbox"/>		
Are you satisfied with the RMG products of Bangladesh?					
Extremely Dissatisfied	Very Dissatisfied	Somewhat Dissatisfied	Somewhat Satisfied	Very Satisfied	Extremely Satisfied
					<input checked="" type="checkbox"/>

Section B: Rate the following qualities of the products that satisfy you:						
Qualities	Extremely Dissatisfied 1	Very Dissatisfied 2	Somewhat Dissatisfied 3	Somewhat Satisfied 4	Very Satisfied 5	Extremely Satisfied 6
Performance					<input checked="" type="checkbox"/>	
Features						<input checked="" type="checkbox"/>
Reliability						<input checked="" type="checkbox"/>
Conformance					<input checked="" type="checkbox"/>	
Durability						<input checked="" type="checkbox"/>
Serviceability						<input checked="" type="checkbox"/>
Aesthetics						<input checked="" type="checkbox"/>
Perceived quality					<input checked="" type="checkbox"/>	

Response 34:

Section A

Gender					
Male			Female		
Age					
11-20	21-30	31-40	41-50	51-60	Above 60
		<input checked="" type="checkbox"/>			
Education Level					
Primary School	Secondary School	Graduate	Postgraduate	Doctorate	Other
					<input checked="" type="checkbox"/>
Profession or occupation					
Student	Homemaker	Businessperson	Service-holder	Others	
				<input checked="" type="checkbox"/>	
Personal monthly income (Bangladesh Taka/BDT)					
5000-10000	11000-20000	21000-35000	36000-60000	Above 60000	
	<input checked="" type="checkbox"/>				
Level as a shopper					
Loyal	Impulse	Discount	Need-based	Wandering	
		<input checked="" type="checkbox"/>			
Are you satisfied with the RMG products of Bangladesh?					
Extremely Dissatisfied	Very Dissatisfied	Somewhat Dissatisfied	Somewhat Satisfied	Very Satisfied	Extremely Satisfied
			<input checked="" type="checkbox"/>		

Section B: Rate the following qualities of the products that satisfy you:						
Qualities	Extremel y Dissatisfi ed 1	Very Dissatisfi ed 2	Somewhat Dissatisfie d 3	Somewh at Satisfied 4	Very Satisfied 5	Extremel y Satisfied 6
Performance					<input checked="" type="checkbox"/>	
Features					<input checked="" type="checkbox"/>	
Reliability					<input checked="" type="checkbox"/>	
Conformanc e					<input checked="" type="checkbox"/>	
Durability				<input checked="" type="checkbox"/>		
Serviceabilit y					<input checked="" type="checkbox"/>	
Aesthetics				<input checked="" type="checkbox"/>		
Perceived quality			<input checked="" type="checkbox"/>			

Response 35:

Section A

Gender					
Male			Female		
Age					
11-20	21-30	31-40	41-50	51-60	Above 60
		<input checked="" type="checkbox"/>			
Education Level					
Primary School	Secondary School	Graduate	Postgraduate	Doctorate	Other
					<input checked="" type="checkbox"/>
Profession or occupation					
Student	Homemaker	Businessperson	Service-holder	Others	
			<input checked="" type="checkbox"/>		
Personal monthly income (Bangladesh Taka/BDT)					
5000-10000	11000-20000	21000-35000	36000-60000	Above 60000	
			<input checked="" type="checkbox"/>		
Level as a shopper					
Loyal	Impulse	Discount	Need-based	Wandering	
<input checked="" type="checkbox"/>					
Are you satisfied with the RMG products of Bangladesh?					
Extremely Dissatisfied	Very Dissatisfied	Somewhat Dissatisfied	Somewhat Satisfied	Very Satisfied	Extremely Satisfied
				<input checked="" type="checkbox"/>	

Section B: Rate the following qualities of the products that satisfy you:						
Qualities	Extremel y Dissatisfi ed 1	Very Dissatisfi ed 2	Somewhat Dissatisfie d 3	Somewh at Satisfied 4	Very Satisfied 5	Extremel y Satisfied 6
Performance					<input checked="" type="checkbox"/>	
Features					<input checked="" type="checkbox"/>	
Reliability						<input checked="" type="checkbox"/>
Conformanc e					<input checked="" type="checkbox"/>	
Durability					<input checked="" type="checkbox"/>	
Serviceabilit y					<input checked="" type="checkbox"/>	
Aesthetics					<input checked="" type="checkbox"/>	
Perceived quality				<input checked="" type="checkbox"/>		

Response 36:

Section A

Gender					
Male			Female		
Age					
11-20	21-30	31-40	41-50	51-60	Above 60
	<input checked="" type="checkbox"/>				
Education Level					
Primary School	Secondary School	Graduate	Postgraduate	Doctorate	Other
					<input checked="" type="checkbox"/>
Profession or occupation					
Student	Homemaker	Businessperson	Service-holder	Others	
			<input checked="" type="checkbox"/>		
Personal monthly income (Bangladesh Taka/BDT)					
5000-10000	11000-20000	21000-35000	36000-60000	Above 60000	
	<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>		
Level as a shopper					
Loyal	Impulse	Discount	Need-based	Wandering	
		<input checked="" type="checkbox"/>			
Are you satisfied with the RMG products of Bangladesh?					
Extremely Dissatisfied	Very Dissatisfied	Somewhat Dissatisfied	Somewhat Satisfied	Very Satisfied	Extremely Satisfied
					<input checked="" type="checkbox"/>

Section B: Rate the following qualities of the products that satisfy you:						
Qualities	Extremel y Dissatisfi ed 1	Very Dissatisfi ed 2	Somewhat Dissatisfie d 3	Somewh at Satisfied 4	Very Satisfied 5	Extremel y Satisfied 6
Performance					<input checked="" type="checkbox"/>	
Features						<input checked="" type="checkbox"/>
Reliability						<input checked="" type="checkbox"/>
Conformanc e						<input checked="" type="checkbox"/>
Durability				<input checked="" type="checkbox"/>		
Serviceabilit y						<input checked="" type="checkbox"/>
Aesthetics						<input checked="" type="checkbox"/>
Perceived quality				<input checked="" type="checkbox"/>		

Response 37:

Section A

Gender					
Male			Female		
Age					
11-20	21-30	31-40	41-50	51-60	Above 60
	<input checked="" type="checkbox"/>				
Education Level					
Primary School	Secondary School	Graduate	Postgraduate	Doctorate	Other
					<input checked="" type="checkbox"/>
Profession or occupation					
Student	Homemaker	Businessperson	Service-holder	Others	
				<input checked="" type="checkbox"/>	
Personal monthly income (Bangladesh Taka/BDT)					
5000-10000	11000-20000	21000-35000	36000-60000	Above 60000	
	<input checked="" type="checkbox"/>				
Level as a shopper					
Loyal	Impulse	Discount	Need-based	Wandering	
			<input checked="" type="checkbox"/>		
Are you satisfied with the RMG products of Bangladesh?					
Extremely Dissatisfied	Very Dissatisfied	Somewhat Dissatisfied	Somewhat Satisfied	Very Satisfied	Extremely Satisfied
			<input checked="" type="checkbox"/>		

Section B: Rate the following qualities of the products that satisfy you:						
Qualities	Extremel y Dissatisfi ed 1	Very Dissatisfi ed 2	Somewhat Dissatisfie d 3	Somewh at Satisfied 4	Very Satisfied 5	Extremel y Satisfied 6
Performance				<input checked="" type="checkbox"/>		
Features					<input checked="" type="checkbox"/>	
Reliability					<input checked="" type="checkbox"/>	
Conformanc e				<input checked="" type="checkbox"/>		
Durability				<input checked="" type="checkbox"/>		
Serviceabilit y					<input checked="" type="checkbox"/>	
Aesthetics				<input checked="" type="checkbox"/>		
Perceived quality			<input checked="" type="checkbox"/>			

Response 38:

Section A

Gender					
Male			Female		
Age					
11-20	21-30	31-40	41-50	51-60	Above 60
	<input checked="" type="checkbox"/>				
Education Level					
Primary School	Secondary School	Graduate	Postgraduate	Doctorate	Other
			<input checked="" type="checkbox"/>		
Profession or occupation					
Student	Homemaker	Businessperson	Service-holder	Others	
			<input checked="" type="checkbox"/>		
Personal monthly income (Bangladesh Taka/BDT)					
5000-10000	11000-20000	21000-35000	36000-60000	Above 60000	
				<input checked="" type="checkbox"/>	
Level as a shopper					
Loyal	Impulse	Discount	Need-based	Wandering	
<input checked="" type="checkbox"/>					
Are you satisfied with the RMG products of Bangladesh?					
Extremely Dissatisfied	Very Dissatisfied	Somewhat Dissatisfied	Somewhat Satisfied	Very Satisfied	Extremely Satisfied
					<input checked="" type="checkbox"/>

Section B: Rate the following qualities of the products that satisfy you:						
Qualities	Extremel y Dissatisfi ed 1	Very Dissatisfi ed 2	Somewhat Dissatisfie d 3	Somewh at Satisfied 4	Very Satisfied 5	Extremel y Satisfied 6
Performance					<input checked="" type="checkbox"/>	
Features					<input checked="" type="checkbox"/>	
Reliability					<input checked="" type="checkbox"/>	
Conformanc e						<input checked="" type="checkbox"/>
Durability				<input checked="" type="checkbox"/>		
Serviceabilit y						<input checked="" type="checkbox"/>
Aesthetics						<input checked="" type="checkbox"/>
Perceived quality				<input checked="" type="checkbox"/>		

Response 39:

Section A

Gender					
Male			Female		
Age					
11-20	21-30	31-40	41-50	51-60	Above 60
	<input checked="" type="checkbox"/>				
Education Level					
Primary School	Secondary School	Graduate	Postgraduate	Doctorate	Other
			<input checked="" type="checkbox"/>		
Profession or occupation					
Student	Homemaker	Businessperson	Service-holder	Others	
			<input checked="" type="checkbox"/>		
Personal monthly income (Bangladesh Taka/BDT)					
5000-10000	11000-20000	21000-35000	36000-60000	Above 60000	
				<input checked="" type="checkbox"/>	
Level as a shopper					
Loyal	Impulse	Discount	Need-based	Wandering	
<input checked="" type="checkbox"/>					
Are you satisfied with the RMG products of Bangladesh?					
Extremely Dissatisfied	Very Dissatisfied	Somewhat Dissatisfied	Somewhat Satisfied	Very Satisfied	Extremely Satisfied
					<input checked="" type="checkbox"/>

Section B: Rate the following qualities of the products that satisfy you:						
Qualities	Extremel y Dissatisfi ed 1	Very Dissatisfi ed 2	Somewhat Dissatisfie d 3	Somewh at Satisfied 4	Very Satisfied 5	Extremel y Satisfied 6
Performance					<input checked="" type="checkbox"/>	
Features						<input checked="" type="checkbox"/>
Reliability						<input checked="" type="checkbox"/>
Conformanc e						<input checked="" type="checkbox"/>
Durability				<input checked="" type="checkbox"/>		
Serviceabilit y						<input checked="" type="checkbox"/>
Aesthetics					<input checked="" type="checkbox"/>	
Perceived quality				<input checked="" type="checkbox"/>		

Response 40:

Section A

Gender					
Male			Female		
Age					
11-20	21-30	31-40	41-50	51-60	Above 60
	<input checked="" type="checkbox"/>				
Education Level					
Primary School	Secondary School	Graduate	Postgraduate	Doctorate	Other
		<input checked="" type="checkbox"/>			
Profession or occupation					
Student	Homemaker	Businessperson	Service-holder	Others	
			<input checked="" type="checkbox"/>		
Personal monthly income (Bangladesh Taka/BDT)					
5000-10000	11000-20000	21000-35000	36000-60000	Above 60000	
	<input checked="" type="checkbox"/>				
Level as a shopper					
Loyal	Impulse	Discount	Need-based	Wandering	
			<input checked="" type="checkbox"/>		
Are you satisfied with the RMG products of Bangladesh?					
Extremely Dissatisfied	Very Dissatisfied	Somewhat Dissatisfied	Somewhat Satisfied	Very Satisfied	Extremely Satisfied
			<input checked="" type="checkbox"/>		

Section B: Rate the following qualities of the products that satisfy you:						
Qualities	Extremel y Dissatisfi ed 1	Very Dissatisfi ed 2	Somewhat Dissatisfie d 3	Somewh at Satisfied 4	Very Satisfied 5	Extremel y Satisfied 6
Performance				<input checked="" type="checkbox"/>		
Features					<input checked="" type="checkbox"/>	
Reliability					<input checked="" type="checkbox"/>	
Conformanc e					<input checked="" type="checkbox"/>	
Durability				<input checked="" type="checkbox"/>		
Serviceabilit y						<input checked="" type="checkbox"/>
Aesthetics					<input checked="" type="checkbox"/>	
Perceived quality				<input checked="" type="checkbox"/>		

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