CUSTOMER SATISFACTION STRATEGIES ON EMERGING EUROPEAN SPORTSWEAR RETAILERS

Sanjana Nagendra
Master of Science in International Business

National College of Ireland Submitted to National College of Ireland, August 2024

Submission of Thesis and Dissertation
National College of Ireland
Research Students Declaration Form
(Thesis/Author Declaration Form)

Name: Sanjana Nagendra
Student Number: x22219854
Degree for which thesis is submitted: International Business
Title of Thesis: Customer Satisfaction Strategies on European Sportswear Retailers
Date: 9th August 2024

Material submitted for award

    A. I declare that this work submitted has been composed by myself. ☐

    B. I declare that all verbatim extracts contained in the thesis have been distinguished by quotation marks and the sources of information specifically acknowledged.
☐

    C. I agree to my thesis being deposited in the NCI Library online open access repository NORMA. ☐

    D. *Either* *I declare that no material contained in the thesis has been used in any other submission for an academic award.
Or *I declare that the following material contained in the thesis formed part of a submission for the award of

_____

(State the award and the awarding body and list the material below) ☐

National College of Ireland

Project Submission Sheet

Student Name: Sanjana Nagendra

Student ID: X22219854

Programme: International Business   **Year:**
                                                2024

Module: Dissertation

Lecturer: Paul Hanly

**Submission Due
Date:**
                10th August 2024

Project Title: Customer Satisfaction strategies on emerging European Retailers

Word Count: 16945

Signature: Sanjana Nagendra

Date: 9th August 2024

PLEASE READ THE FOLLOWING INSTRUCTIONS:

1. Please attach a completed copy of this sheet to each project (including multiple copies).

2. Projects should be submitted to your Programme Coordinator.

3. **You must ensure that you retain a HARD COPY of ALL projects**, both for your own reference and in case a project is lost or mislaid. It is not sufficient to keep a copy on computer. Please do not bind projects or place in covers unless specifically requested.

4. You must ensure that all projects are submitted to your Programme Coordinator on or before the required submission date. **Late submissions will incur penalties.**

5. All projects must be submitted and passed in order to successfully complete the year. **Any project/assignment not submitted will be marked as a fail.**

Office Use Only	
Signature:	
Date:	
Penalty Applied (if applicable):	

AI Acknowledgement Supplement

Your Name/Student Number	Course	Date
Sanjana Nagendra – x22219854	International Business	9th August 2024

This section is a supplement to the main assignment, to be used if AI was used in any capacity in the creation of your assignment; if you have queries about how to do this, please contact your lecturer. For an example of how to fill these sections out, please click here.

AI Acknowledgment

This section acknowledges the AI tools that were utilized in the process of completing this assignment.

Tool Name	Brief Description	Link to tool
Quilbot	I have used Quilbot tool inorder to re phrase the sentences.	https://quillbot.com/paraphrasing-tool

Description of AI Usage

This section provides a more detailed description of how the AI tools were used in the assignment. It includes information about the prompts given to the AI tool, the responses received, and how these responses were utilized or modified in the assignment. **One table should be used for each tool used**.

Chatgpt	
To get an idea of the framework for my thesis, this tool was used.	
Please provide a framework for the thesis topic " customer satisfaction strategies on European sportswear retailer" with a word count for each section.	**Abstract (250 words)** **Chapter 1: Introduction (1,500 words)** 1.1. Background of the Study 1.2. Research Problem and Objectives 1.3. Significance/ Purpose of the Study 1.4. Research Questions and Hypotheses 1.5. Structure of the Thesis **Chapter 2: Literature Review (3000 words)** 2.1. Introduction Or Overview

	References
	Appendices

Evidence of AI Usage

This section includes evidence of significant prompts and responses used or generated through the AI tool. It should provide a clear understanding of the extent to which the AI tool was used in the assignment. Evidence may be attached via screenshots or text.

ACKNOWLEDGEMENTS

I would like to thank Paul Hanly, my thesis advisor, from the bottom of my heart for his constant support and direction during this dissertation. At every turn, Paul was willing to share his knowledge and give guidance. Since I respect his teaching style, I am grateful for the chance to collaborate with him again. Even though I don't have a background in business, his exceptional knowledge delivery during the Master's program's Economics module has made it my favourite topic.

Finally, my presence here in Dublin would not have been possible without the support of my family and friends for which I am grateful.

List of Figures

List of Tables

Table of Contents

Abstract

One of the main elements for enhanced customer satisfaction is purchasing behaviour, which has both positive and negative effects on the brand value of a company. A comprehensive idea regarding the elements of a retail sector is established in the following sections that are responsible for developing a quantitative analysis of customer satisfaction within retail sectors. Increased competition within retail sectors is also a major factor that is responsible for changing purchasing behaviour within retail sectors. The hypotheses provided in the following sections are critical for isolating effective solutions for improved customer satisfaction within retail sectors. The SERVQUAL theory is highlighted in the literature review section which is necessary for the assessment of the efficacy of the study. Moreover, the research questions and objective of the study are critical for the effective enumeration of the respective context. The research design for the chapter provides a comprehensive analysis regarding the questionnaire for the data collection process of the research. The data analysis is performed with the help of IBM SPSS where both parametric and non-parametric tests are completed for the enumeration of the survey questionnaires. A comprehensive overview is provided in the following section for the quantitative estimation of the dataset using both parametric and non-parametric estimations. Tests like normality, reliability, and validity have been provided. Moreover, linear and binomial regression for the analysis have been performed. It is conclusive that there is a definite need for customer satisfaction within the retail sector that is working within emerging European sectors. However, the results and discussion of the analysis are provided in both a qualitative and quantitative manner allowing for a comprehensive analysis of the study. It is therefore critical that customer satisfaction within retail sectors is assessed for the appropriate enumeration of the volatile market and antecedents.

CHAPTER 1: INTRODUCTION

1.1 Background of the Study

The dynamics of the development associated with the retail industry are continuing rapidly in the modern era. The retail sectors are considered a popular space for several nations globally (Gani and Oroh, 2021). The service quality within retail sectors is a critical factor that has made a critical impact on companies. However, the retail sectors are considered extremely turbulent when it comes to the fiercely competitive nature of the companies. It is critical to have a clear and comprehensive idea regarding the customer perceptions and ideologies that are associated with the brand values within companies in retail sectors. It is evident from several studies that the development of an innovative framework for enhanced service quality gives rise to enhanced market share for companies and customer engagement is significantly increased with such prospects accordingly. Critical factors that are necessary for increasing the market share for companies within retail clothing sectors include customer satisfaction and loyalty towards a particular brand.

European retail sectors have been under constant subjectification from increased competition. Moreover, the quality of the products has always been a major priority for companies within the retail clothing sector. An example of such a competitive market is the Portuguese retail sector which is considered competitive in terms of productivity and profitability (Faria *et al.* 2022). Understanding customer behaviour and perception towards retail sectors is a critical task where opening new stores and revamping the strategic frameworks are some of the choices that companies manifest to ensure higher productivity within companies of retail sectors. These approaches are beneficial in increasing the overall competitiveness of the markets within a volatile situation. Moreover, differentiation of the marketing elements to gather higher levels of profits is possible. These techniques are isolated for the Portuguese retail sectors and proved to be advantageous for the market. It is therefore crucial to isolate key performance indicators (KPIs) and variables that promote differentiation and delivering products to the customers within a retail market.

The degree to which customers are content and satisfied with their shopping experiences within a company is the simplest definition of customer satisfaction. It is necessary to isolate the key antecedents that are necessary for isolating consumption experience-based products that are necessary for comparing perceived quality within a company. Researchers and practitioners view customer satisfaction as a natural reaction that is responsible for the overall behaviour of individuals within a retail sector. Thai attributes their behaviour in terms of customer purchasing and overall intention towards products. Furthermore, several

organizations within the retail clothing sector agree that customer satisfaction is a cumulative effect of both cognitive and affective responses towards a service incident (Saricam, 2022). This affects the overall service relationship with individuals and with the commitment towards a product, this leads to the overall success of a company. Therefore, customer satisfaction and perception are visualized as distinct parameters that are responsible for understanding the purchasing behaviours of customers within a diverse population.

A significant element that has a positive and negative effect on customer satisfaction is the price and its cumulative effect on customer satisfaction. It is considered as a unit commodity that affects the counter performances of the producers within the retail clothing sector. According to economic theory, the price of a product in terms of goods or services within a competitive market is determined through the supply and demand of the products (Prasilowati *et al.* 2021). It is evident within several markets that customers prefer products that are aggressively priced to meet all the customer demands within a particular region. The bargaining capacity of individuals within a community also has a major effect on the customer's purchasing behaviour. Therefore, one of the most significant elements for maintaining the overall costs within a retail sector is the formation of an efficient supply and demand for isolating better derivatives for an organization.

1.2 Research Problem and Objectives

One of the significant research problems that is associated with customer satisfaction within the retail clothing sector is the overall process of customer evaluation that governs the overall services within a company. The objectives for the study are provided in the following sections;

- To achieve customer satisfaction with relation to quality and prices of the products within the clothing retail sector.

- To isolate characteristic features of brand recognition within a plethora of companies within the retail sector for enhanced customer satisfaction.

- To necessitate the need for digital technologies in terms of social media for increased customer satisfaction within retail clothing sectors.

- To isolate the role of customer service for effective customer satisfaction within the retail clothing sector.

1.3 Significance of the Study

One of the critical elements within the retail-clothing sector is customer satisfaction, which is necessary for building customer loyalty within an organization, Moreover, this also the brand

value for the company. Modern society is considered fast-paced lifestyle and high mobility. The lifestyle perspectives of individuals who belong to this society involve two types of groups, which usually include Gen Z and millennials (Dewi *et al.* 2021). These are the two major groups that constitute a modern community. Both the population groups have distinctive characteristics and have purchasing behaviours that are analogous to each other. It is evident that purchasing behaviour and customer preferences for both millennials and Gen Zs are different in terms of brand and product quality, Value for a product is often described as two separate entities when it comes to two groups. Therefore, understanding the people and their purchasing behaviour is necessary for increasing brand value for a company.

The development of innovative solutions and affordable pricing for customers within retail sectors is necessary for providing the best possible products to customers in terms of product quality and purchasing intentions. The retail clothing sectors are considered one of the most competitive industries of production and customer retention, Maintaining the brand value for retaining customers within an environment is considered fundamental for companies within the clothing sector (Cunningham and De Meyer-Heydenrych, 2021). Retailers within clothing segments develop strategies that are useful in harnessing a long-term relationship with their customers and increasing the overall profitability within the market. The development of a positive customer experience is essential for establishing a profitable market. However, an optimal customer experience is regarded as a valuable element within the retail sector.

The development of a retail company is dependent on manifesting potential uses of digital platforms and cutting-edge tools for enhanced productivity. The development of sector-based management is based on using tools a prospect offered by electronic services within retail sectors. However, maintaining the overall quality of electronic media and services is a tenacious task and requires the use of several employees and resources. However, the usability of the fields is also affected by the overall capacity to function within a novel environment. One of the major challenges that is evident with the use of electronic services within retail sectors is the utilization of buyers and sellers on the same platform for similar timeframes. Five particular pillars are disembarked with electronic service: responsiveness, trust, personalization, reliability and website designing (Fared et al. 2021). Trust is considered an essential element associated with a customer's willingness to accept vulnerabilities within an online marketplace. Moreover, personalisation is responsible for increasing the overall engagement rate of individuals within a competitive market space.

A majority of services that are offered by retail sectors are governed by multichannel retailing, which is one of the most proficient ways of establishing quality derivatives for clothing sectors. The SERVQUAL model is one of the most critical models that is used for understanding the parameters and antecedents that are associated with customer-centred services (Patten *et al.* 2020). The concept behind the model is the gap that is present between service expectation and service perception. Moreover, service quality is a major element of online services and has an imminent role in increasing the overall brand value of a company. Most of the companies within retail clothing sectors have an inherently higher level of service [perception for their products that contemplates their services within a competitive market. However online services that are prone a higher competition contemplate the need for an enhanced service model for enhanced customer satisfaction.

1.4 Research Questions and Hypothesis

1. How does the relationship between the quality and prices of products within retail sectors affect effective customer satisfaction?

2. What are the characteristics and features that are responsible for brand recognition within a retail sector for achieving increased customer satisfaction?

3. How do cutting-edge technologies like social media influence overall customer satisfaction within retail sectors?

4. How does customer service have an impact on customer satisfaction within retail clothing sectors?

H_0 = Improved service quality and elements like brand value, pricing along product quality do not have a positive impact on customer satisfaction within retail clothing sectors.

H_1 = Improved service quality and elements like brand value, pricing along product quality have a positive impact on customer satisfaction within retail clothing sectors.

1.5 Structure of the Thesis
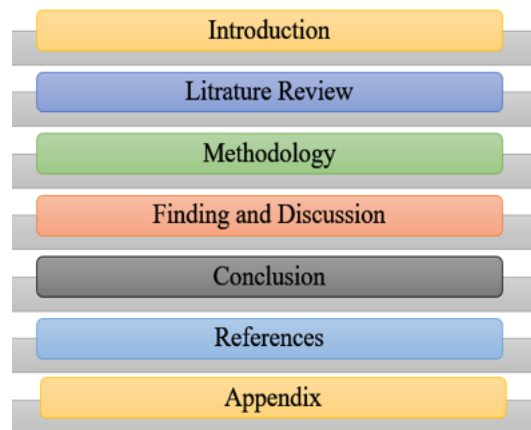
Figure 1.1: Diagrammatic representation of the structure of the thesis

(Source: Self-created)

CHAPTER 2: LITERATURE REVIEW

2.1. Overview

The objective of this chapter is to provide a thorough analysis of recent research on consumer satisfaction in the athletic retail sector, with a focus on developing European markets. The purpose of this chapter is to establish the theoretical foundation for understanding the factors which impact these retailers' customer loyalty and satisfaction. This chapter will analyse consumer behaviour trends, explore various retailer strategies, identify key drivers of customer happiness and loyalty, and highlight methodological approaches employed in recent research by evaluating recent literature.

The European sportswear market is facilitated by the developing popularity of e-commerce as well as direct-to-customer. Those companies are well positioned to optimise the increasing demand for sportswear products.

Customer satisfaction strategies mainly focus on the experience of the customer with a retail brand, it can include understanding customer's likes, dislikes, and how they want to interact. This can assist stitcher exchanges and offerings to meet individual requirements and preferences. Customer satisfaction also provides exceptional service such as offering aggressive, multi-channel reinforcement and reacting fast to customer feedback. This can contain "phone, live chat, email, website, and social media support". During the research, it has been identified that it can create a customer-centric culture such as embedding a customer-first philosophy within the company ethos. It is also identified that personalizing the

customer experience such as 80% of customers convey that the company is more likely to purchase from a brand that personalizes the experience of the customer.

2.2. Overview of the European Sportswear Market

The European sportswear market is anticipated to extend steadily and deliver opportunities for business players in the industry. The European sportswear market is developing properly and is anticipated to achieve "€83 billion by 2026", with a "compound annual growth rate (CAGR)" of 6.7% from 2022 to 2026 (euromonitor.com, 2022). Customers are increasingly interested in experiencing sports and exercise, reinforcing the request for sportswear.

Figure 2.1: Fashion sportswear import in Europe in 2020

(Source: cbi.eu, 2022)

Europe is one of the world's largest importers of fashion sportswear, according to cbi.eu (2022). Imports of fashionable sportswear into Europe were valued at "€12.1 billion" in 2020, up from "€10.6 billion" in 2015. It is anticipated that the demand for fashion sportswear will continue to evolve at a high rate. As the urban population expands, so does the consumption of sportswear as people evolve more engaged in fitness conditioning. Sportswear is evolving more widely as a fashion item and comfortable casualwear choice. Some major players in the European sportswear market include "Adidas, Lululemon, Nike, and Puma". However, there are also other outstanding brands and emerging participants that contest in niche segments or contribute distinctive value propositions.

Customers are increasingly inquisitive about health and wellbeing, which may lead to more requests for sportswear and other exercise garments and footwear. On the other hand, there is a growing need for sustainable sporting goods. The primary distribution channels for this

European sportswear market include department stores, hypermarkets, supermarkets, hard discounters, internet retailers, specialists in apparel, footwear, accessories, and so on (globaldata.com, 2022). This sportswear import market delivers valuable potential for importers who can adopt the trend of this market by delivering high-quality import data.
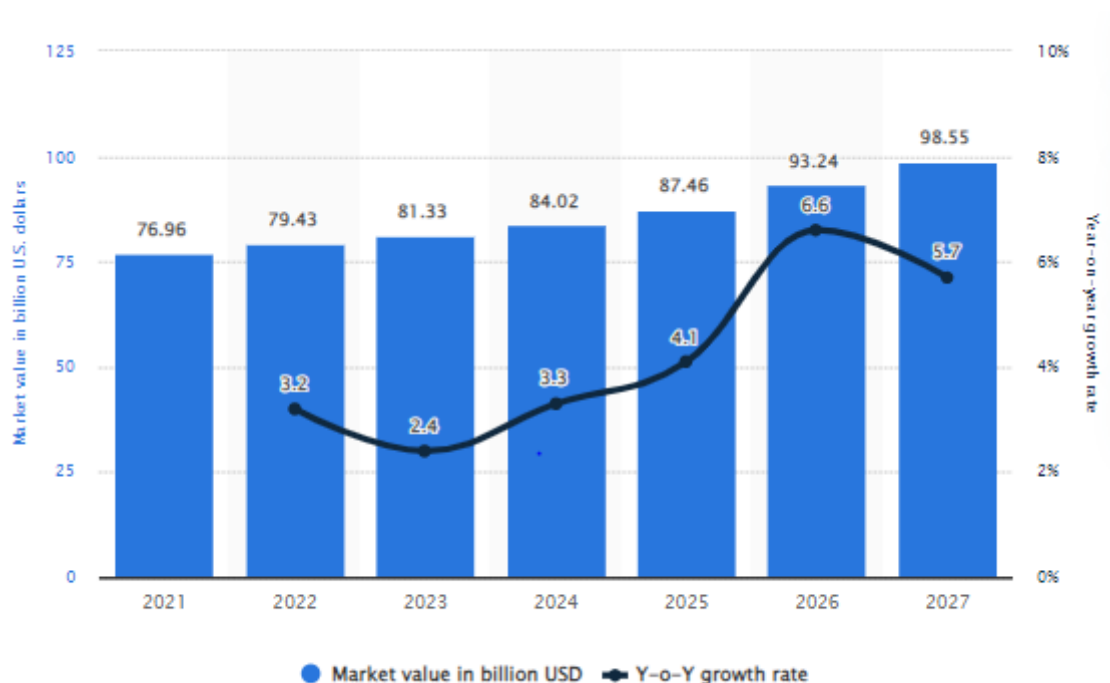
Figure 2.2: Market valuation and growth rate per year of the sportswear market in Europe in 2021, including a prediction up to 2027

(Source: statista.com, 2023)

This figure depicts the anticipation value of the European sports market from 2021 to 2027. In 2021, the sportswear market was forecasted to be "77 billion US dollars" whereas the estimated valuation will be "100 billion US dollars in 2027" (statista.com, 2023). Furthermore, "Germany, France, Italy, United Kingdom, Spain, and the Netherlands" are the top importers of sportswear into the EU, accounting for 72.3% of total imports (srilankabusiness.com, 2022). This development is reinforced by the favour of sportswear as a fashion item and satisfied wear, as well as the growing injunction for sportswear and footwear as people participate in more sports and activities.

The market analyst has considered an expansion of e-commerce channels to gain more customers within a limited period. This can indicate how satisfied customers are with sports products. Moreover, it can show if they are good at selling sportswear products at high prices or dealing products at lower prices in higher abundance. Optimistic word-of-mouth can help European sports businesses stand out in a crowded marketplace like Europe.

2.3. Theoretical Framework

SERVQUAL Model

The SERVQUAL model, or Service Quality model, is a tool that estimates service quality by evaluating customer perceptions of five fundamental dimensions such as "Tangibles, Reliability, Responsiveness, Assurance, Empathy" (Parasuraman et al., 1988). The model is established on the belief that customer perceptions are the most promising visionaries of service quality. It is also understood as the gaps model because it analyzes the gap between customer expectations and a service provider's performance (Saricam, 2022). For instance, a service provider sector energy utilises the standard to compare customer expectations for queue management to how the hospital typically manages queues. Apart from these, The SERVQUAL model uses a questionnaire with paired statements for each dimension to gather information. The questionnaire is usually employed in intersection with other dimensions of assistance quality and customer happiness. Researchers have completed verification studies and head testing to enhance the questionnaire's relevance and effectiveness (Berber, and Mollaoğulları, 2020). The consequences of these industries have been publicised in academic periodicals, supporting the SERVQUAL model to achieve approval as a common gauge of assistance distinction across multiple industries.

Kano Model

The Kano model is an instrument that permits expansion teams to understand how consumers think about consequences or branches, and how those sentiments impact their reactions in Sportswear Retailer in Europe. It can support couples to prioritize features based on customer reactions and identify establishments for progress (Al Rabaiei, *et al.*, 2021). The standard was developed by "Dr. Noriaki Kano", a quality management professor at "Tokyo University of Science and disseminated in 1984".

The Kano model primarily identifies three types of customer needs such as

1. Normal needs: These are the wishes or satisfiers that support a supplier in the industry.

2. Exciting needs: These grades go above what consumers might desire. For instance, a heads-up presentation, ahead-and rear-facing radars, or a 100,000-mile guarantee.

3. Threshold attributes: These are important features that a development or assistance must have.

The model also assigns five categories to product features such as

1. Must-be: Essential Features.

2. Performance: Features that can be provided at a competitive price.

3. Attractive: Components that satisfy customers.

4. Indifferent: Components that don't affect consumer satisfaction.

5. Reverse Components that customer's desert and that can damage a company's appearance.

Expectation-Confirmation Theory

Expectation Confirmation Theory essentially describes how individuals' post-purchase satisfaction and repurchase intentions turn on the pre-purchase anticipations and subsequent adventures with products or services in Sportswear retailers in Europe. It is also determined that Expectation Perception Theory, also known as Expectation Confirmation Theory, especially states that customer satisfaction is defined by corresponding a consequence or service's interpretation to their anticipations for Sportswear Retailers (Juliana *et al.*,2021). It is necessary because comprehending customer anticipation can assist businesses enhance their outcomes and services, and eventually, it can increase customer satisfaction.

Customer expectations: Predetermined standards of implementation that consumers have for a consequence or usefulness.

Customer perception: The feel of customers about the service they obtain.

Customer satisfaction: The development of reaching a customer's perception of a benefit to their anticipations.

Factors affecting customer perception Customer perception is affected by a combination of factors, including Product or assistance components and features, Customer feelings, Customer perceptions of justice, and Brand image.

2.4. Defining Customer Satisfaction

"Customer satisfaction (CSAT)" is a dimension of how satisfied customers are with a company's "products, services, and capabilities". It contains a customer's sensed "quality, value, and expectations" of a corporation and what it delivers. CSAT can assist companies in deciding what is performing well with their effects, benefits, and internal operations, and determine locations for advancement or modification (Hamzah, and Shamsudin, 2020). Sportswear retailers utilise customer satisfaction knowledge, including surveys and ratings, to obtain feedback from customers.

Since customer satisfaction is a marketing word that measures how well a company's goods and services correspond to or exceed consumer expectations, sportswear retailers in Europe are obliged to strongly emphasize it. High customer satisfaction can result in improved customer retention and a higher lifetime value for sportswear retailers in Europe, which makes it crucial for these businesses as it fosters customer loyalty (Hallencreutz and Parmler, 2021). The Sportswear retailer sector also can focus on improving brand reputation; satisfied customers can become advocates for a brand and generate positive word-of-mouth. Guide management and operations through this approach Sportswear retailers determined that CSAT can help businesses differentiate themselves from competitors and identify areas for improvement. Drive business growth when customer satisfaction metrics are good, businesses can see an increase in revenue.

Sportswear Retailer in Europe focused on some ways to measure customer satisfaction

One of the most natural and effective methods to measure customer satisfaction is to conduct surveys. Sportswear retailer leaders can request straightforward inquiries about customers' pieces of knowledge and assemble data that can be utilised to determine areas for advancement. Leaders of Sportswear retailers can conduct surveys through "email, phone, or in-person" exchanges (Gonda *et al.*, 2020). The industry also can ask consumers to rate their happiness level with a development or service on a ranking from 1-5, 1-7, or 1-10. "Net Promoter Score (NPS)" is another way NPS is a method to gauge customer satisfaction by asking customers how possible they are to suggest a business to an individual. Their responses are then provided as a measure to produce a formation utilised for versatile benchmarking.

"Customer Effort Score (CES)" is another way to measure customer satisfaction; CES is a way of evaluating customer satisfaction by evaluating all elements of the customer experience. This firm can estimate CES by interviewing consumers about their happiness with their knowledge or by surveying them regarding how comfortable they are with the company's assistance (Cunningham *et al.*, 2021). Social media is another way Social media "ratings and reviews" can be an effective method to measure customer satisfaction. A high number of positive considerations and comments can be a good needle that this sector of customer service is functioning well. Apart from these, social media can be utilised to manage customer feedback in real-time.

2.5. Key Drivers of Customer Satisfaction

Customer service

When customers feel appreciated and attended to, they have more potential to be comfortable. Businesses that invariably meet or outshine consumer expectations can construct dedicated customer relationships. Comfortable customers are more likely to construct repeat purchases, suggest the business to others, and evolve brand advocates. This can support building trust and credibility and donate to a steady and predictable income stream (Ginting *et al.,* 2023). Customer service exchanges can furnish valuable insights into areas for improvement, which can benefit businesses purify their offerings and methodologies. Exceptional customer service can dissolve a business from its candidates and put it in a coalition of its own.

Customer feedback

Collecting and conducting customer feedback can support businesses to push product improvements and prompt customer happiness, loyalty, and favourable word-of-mouth. Customer feedback is any notification, opinion, or response that a customer nourishes about their adventure with a product or service. It can be positive or negative and can include insights, issues, and input (Dam and Dam, 2021). Businesses use consumer feedback to enhance the customer experience and make their products and services more effective. When customers are given the opportunity to post considerations about a product or service, it can help them comprehend what changes need to be constructed.

Employee empowerment

Entrusting workers to unravel problems and deliver exceptional service can enhance customer satisfaction. Certified employees are more industrious, motivated, and careful about customer needs, which can result in better consumer experiences and improved commitment. When employees feel cherished and respected, they are more likely to remain with the organisation and develop generative in their forte (Vu, 2020). This authorises the organisation to concentrate on enhancing the quality of its usefulness, which can supplement customer satisfaction. When employees feel valued and respected, they are more likely to stay with the company and become more productive in their speciality. This permits the establishment to concentrate on enhancing the differentia of its services, which can improve customer delight.

Repeat purchases

Repeat purchases can lead to a higher customer lifetime value and the likelihood they will recommend the brand to others. Recurrence purchases are characteristic of customer loyalty and happiness. Replication customers are more likely to become devoted consumers who are volitional to pay more for items. They may also delegate the trademark enough to buy more costly products or kindnesses. Comfortable customers are more likely to assemble repeat investments, suggest the business to others, and evolve brand advocates. This can support building trust and credibility and contribute to an undisturbed and predictable income rivulet.

2.6. Findings and Discussion

The "staff service concept" entails customers recreating an active role, while the staff resolves problems, administers pre-purchase knowledge, and handles technical and after-sales issues. Since online shopping is the norm, staff service is conducted online, and consumers can only assess the service received and the problem resolution (Pei *et al.,* 2020). Store shopping, however, mandates higher standards for staff service, and decisions are made based on service outcomes as well as the alignment of a stock and its staff with consumer anticipations. Customers' experiences are related to the consumer feelings in the context of different levels such as rationale, emotion, mentality and psychology as well.

Sportswear retailers are not only competing in presenting innovative products but also in terms of marketing activities. In retail stores specializing in sportswear, the service provided with the product is just as crucial as the product features due to the increasing competition. Augmented products, which combine products and services, offer numerous benefits that cater to customer needs (Saricam, 2022). Today's more knowledgeable and discerning customers demand high-quality service alongside high-quality products, driven by better education and improved communication.

Price has a positive impact on customer satisfaction. The service quality has a positive impact as well as a considerable impact on customer satisfaction. Maintaining product and service quality can enhance customer loyalty by expanding the company's market share. Businesses that invariably meet or outshine consumer expectations can complete dedicated customer connections. Relaxing customers are more conceivable to assemble repeat purchases, present the business to others, and develop brand patrons. When customers consider buying a product, price is a critical factor in their decision-making. Price develops expectations for the product's quality and value, and consumers are more likely to be delighted if they perceive the price as fair and appropriate (Chaerudin and Syafarudin, 2021). If the price corresponds to what customers think it's worth, it can lead to a positive

customer experience. Nevertheless, if customers discern, that they are overpaying, they may be disappointed.

Social media can help Sportswear retailers comprehend customer satisfaction by delivering a platform for consumers to share honest feedback. Businesses can utilize social media analytics to interpret customer feedback and address problems before other consumers have the same problem. Some ways social media can support Sportswear Retail companies enhance customer happiness. A retail sector can Monitor the customer base the firm can use social media to monitor a larger portion of its potential customer base. Respond to concerns the companies can provide immediate responses to customer relations on social media (Uzir *et al.*, 2020). Understanding customer expectations is a critical aspect Companies can use social media to understand customer perspectives, opinions, requirements, want, and expectations. Building a trademark reputation permits a strong social media company can assist build a brand's importance and support brand loyalty. Increase brand awareness characters can interact with an additional exhaustive audience on social media to enhance brand awareness and reach new consumers.

Therefore, social media can assist in improving customer satisfaction by providing a direct channel for support and communication. It can also support the Sportswear retail industry in Europe and can understand their expectation of customers, requirements, and wants. When Sportswear retail companies can respond to customer queries and feedback on social media, also they can help to build "trust and loyalty". The firm remarked that customers who have a good or positive experience with this sector usually communicate their satisfaction by writing a positive online review (Majeed *et al.*, 2022). Therefore, social media can assist all ages, and customers, identify issues, and provide personalized support. When the company uses social media it allows it to observe a large portion of its possible customer ground and react to concerns immediately. It is also identified that the Sportswear retail sector utilises social media analytics to interpret feedback and problems that occur in discussions with customers. This can assist them develop strategies to manage these problems before other clients have the same issue.

Brand Recognition is also important for customer satisfaction trademark distinction is necessary for customer satisfaction because it can assist in "building trust, emotional connections, and positive associations" with a brand of Emerging Sportswear Retailer in Europe. When consumers are faced with many options, they often choose brands they recognize and depend on. This can lead to improved customer dedication and repeat investments (Adam *et al.*, 2020). Some ways to build brand recognition such as the use of audio and visual marketing cues such as "packaging, colour choices, taglines, and jingles" to

differentiate the Sportswear brand from others. For customer satisfaction, the retail company is required to create a memorable name and select a unique, easy-to-pronounce name that resonates with Sportware Company's target audience. The company also developed high quality, relevant content that specifically provides value to its audience.

It is also determined that brand distinction can deliver a positive influence on customer satisfaction by developing a definition of "trust and loyalty". When consumers are acquainted with a brand, they are more likely to examine its products or services and are additional likely to select them over opponents (Zia *et al.*, 2021). This can lead to improved sales and repeat purchases and can help a company stand out in a competitive demand. Apart from these, Brand recognition can be accomplished through a combination of transaction alerts, including packaging, colour options, catchphrases, and tinkles. It is also identified that it's essential for a brand to invariably produce on its commitments to customers. When consumers trust a brand, they have more potential to be available to new developments and services from that business.

According to Uzir *et al.*, 2020), social media such as Facebook, Pinterest, Instagram and WhatsApp can influence customer satisfaction, by affecting customer behaviour by impacting their preferences, experiences and recommendations. As UK had 56.2 million active social media users in January, the sportswear brands can use the social media influence capability to increase customer satisfaction levels (statista.com, 2024). As per the implementation confirmation theory, customer satisfaction is related to their expectation from the brand's product, which is determined by the previous customer's experience. The companies bused social media platforms to gather and display positive reviews of their brand and product to influence the customer's choices. The positive description affected the customer's experience, which increased the satisfaction level. As customers are influenced by other's points of view, the brand description representation and reviews can affect customer satisfaction. By using these interactive computer-mediated technologies, the brands establish communication with customer's can display the product processes, quality reviews, existing customer experiences and terrier services which also can impact the satisfaction model.

By using social media platforms the brands can understand the customer's opinions, experiences and preferences, which can enable them to increase customer satisfaction. Through this understanding, the brands can carry out their activities, implement policies, launch products and improve their management and services to meet the customer's expectations. The concerns and issues of customers not only able the brand to improve them but also enables them to attract more customers and increase sales. As per (Jamil *et*

al., 2022), social media have evolved as a powerful tool for marketing, which brands use to succeed in online marketplaces. In order to get a loyal customer base, sports brands use social media marketing activities to affect the customer's satisfaction. Through innovative and creative social media advertisements, brands can influence their customer's choices and expectations, and their opinions, which can diversity, affect the customer's satisfaction level.

According to Ding., (2022), customers' satisfaction is caused by their customer's repurchasing, where social media advertisement can play an effective role. Through content marketing, influencer marketing, onion advertising and AI usage, it can post other's usage experiences to influence the customer's preference. Also by knowing customer preferences, the brands implement marketing activities to interact with their customers. Social media marketing can affect a customer's perception of product quality and services, by visualising emotional or opinion leaders in their brand's advertisements. Nagaraj and Gopal., (2022) said that 86% of customers thought that social media can provide them the accurate and effective information about the brand and its product or services, which for the brand uses social media to build trust among the customers. In addition, the author discussed that there are some ways to establish customer satisfaction, such as by influencing their expectation and meeting them, pre-sale communication etc. In conclusion, the researcher explains that social media platforms can provide the communication scope, enable the brands to share information, and change the customer's expectations through marketing, which can it considered as an effective tool for influencing customer satisfaction.

Customer service is the process of meeting the customer's expectations and needs, which can diversely affect and increase the customer's satisfaction. The brands provide professional and high-quality services considering customer's needs to meet terrier requirements. As customer satisfaction relies on the fulfilment t of the customer's needs and expectations, the brands have implemented systems to deliver effective services to the customers. Customer services also included the communication process through phone, email and other media to know the requirements and demands of the customers and build an effective relationship with them. This benefit of customer service can ensure and implement an interactive relationship with the existing customers and ensure their satisfaction level.

The follow-up process of customer service can enable the brand to know about the customer's training, issues and problems related to the brand or brand's product; which through the company can provide effective services or implement strategies to mitigate it. The customer helpline communication system enables the organization to interact with

dissatisfied customers, know about their dissatisfaction and solve it by implementing personalised recommendations or provisioning gifts to them, which can able to increase their satisfaction level towards the brand and improve the brand image. According to (Lee and Lee., 2020), the service-providing speed of the brand can affect the brand image and customer satisfaction. For example, it explains that a quick response to a customer's problem or complaint can positively impact the customer's thoughts about the brand.

Nike is considered one of the leading brands in the sports market, which provides effective customer services to ensure its custom's satisfaction. The customer team of Nike serves as a contact facility for customers, where they can interact with the brand through its phone number, email ID or form submission. Nike promised to respond to the customer's queries or issues related to the brand's product or service, which can create a positive impact on its customers (MARIA FERNANDEZ *et al.*, 2023). Through the policies of Nike, it provides timely assistance to the customers and implements strategies to ensure its customer support process, which for the customers can provide their opinions and feedback to the company. This customer's information not only able the brand to ensure their services and product quality but also visualised the brand the way to fulfilling the customer's expectations.

Whereas Puma provides a separate page in their website application, where the customers can submit their queries and difficulties. Through phone, email and social media platforms, customers can interact with the Puma brand. It is delivery tracking, return policies, exchange systems and cancelling processes that accurately the customer about the brand's sincerity towards customers. The brand image and customer services of Puma can able to influence customer satisfaction (Silva *et al.*, 2020). In conclusion, the researcher explains that social media influence, customer services, brand image or recognition, product quality and product price can influence customer behaviour, affect their opinion, affect their expectation and affect their satisfaction level which diversity can increase or reduce the sportswear brand's sales and revenue.

CHAPTER 3: METHODOLOGY

3.1 Introduction

This chapter offers a thorough explanation of the research methods used to look into customer satisfaction in the retail sportswear and clothing industries. The main research topics and accompanying hypotheses that direct the investigation are first presented. In order to provide an organised approach, the research framework is then described, followed by a discussion of the chosen research philosophy and design. The chapter emphasises the

use of quantitative approaches while outlining the study plan and methodology. It also outlines the procedure for gathering data, which includes creating questionnaires and carrying out a pilot study. The integrity and validity of the research are ensured by addressing potential limits and ethical considerations. The collected data is examined statistically in order to derive significant conclusions regarding customer satisfaction.

3.2 Research Question

1. How does the relationship between the quality and prices of products within retail sectors affect effective customer satisfaction?

2. What are the characteristics and features that are responsible for brand recognition within a retail sector for achieving increased customer satisfaction?

3. How do cutting-edge technologies like social media influence overall customer satisfaction within retail sectors?

4. How does customer service have an impact on customer satisfaction within retail clothing sectors?

3.3 Hypothesis

Hypothesis	Null Hypothesis	Alternate hypothesis
H 1.1	Improved service quality has a negative association with customer satisfaction within the retail clothing sectors.	Improved service quality has a positive association with customer satisfaction within retail clothing sectors.
H 1.2	Enhanced brand value has a negative impact on customer satisfaction.	Enhanced brand value has a positive impact on customer satisfaction.
H 1.3	Customer satisfaction is negatively impacted by product quality.	Customer satisfaction is positively impacted by product quality.
H 1.4	Competitive markets have a negative impact on the overall traffic within retail sectors.	Competitive markets have a positive impact on the overall traffic within retail sectors.

H 1.5	Purchasing decisions are volatile due to the availability of a large number of retailers.	Purchasing decisions within retail sectors are stable with the presence of a large number of retailers.
H 1.6	Sportswear apparel sectors have a negative impact on product quality to cope with increasing demands.	Sportswear apparel sectors have a positive impact on product quality to cope with increasing demands.
H 1.7	Customer engagement is low within the sports retail sectors.	Customer engagement is high within the sports retail sectors.
H 1.8	Prioritization of marketing tasks for meeting customer demands are not commenced by sportswear sectors.	Prioritization of marketing tasks for meeting customer demands is effectively commenced by sportswear sectors.
H 1.9	Sustainable goals are not attained by retail sectors.	Sustainable goals are attained by retail sectors.

Table 3.1: Hypothesis table showing all the prominent hypotheses for the analysis

(Source: Self-created)

3.4 Research Framework

Nazirova and Tursunov's (2023) "Research Onion Model" is used in this study to ensure the validity and reliability of the research design. The model is composed of several layers, each of which focuses on a certain phase of the research process.

The research philosophy, which establishes the fundamental ideas and assumptions regarding knowledge applicable to this research, is the main emphasis of the outermost layer. Making the research philosophy clear assures a unified framework that directs the entire strategy. The interpretive philosophy is employed in this study to comprehend customer satisfaction strategies within their respective settings. The research approach, which can be either rational or conductive, is the subject of the following layer. Rather than evaluating established theories, this study takes an inductive method, allowing new insights to arise from the data collected.

The methodological decision like quantitative is discussed. Here, a quantitative method strategy is used to verify results and improve overall validity by integrating qualitative research and quantitative surveys. Surveys and case studies are part of the research strategy layer, which offers a variety of data sources to reduce bias and increase dependability. Lastly, the time horizon, which is the innermost layer, uses a cross-sectional methodology to take a picture of the customer satisfaction tactics that are now being used by up-and-coming European sportswear stores. The research ensures a strong and well-founded research design, which produces reliable and believable results, by methodically addressing each layer of the Research Onion Model.

3.5 Research Philosophy

In this research, realism research philosophy has been considered by the investigator to deliver a proper philosophical approach It was identified that the mechanism of customer satisfaction in the sportswear industry is generated through observed phenomena (Lavarda and Bellucci, 2022). This philosophy assumes a scientific approach to the development of proper knowledge.

3.6 Research Design and Strategy

Research philosophy, strategy, layout, and data gathering are essential components that guide the entire study process. The research onion model encapsulates these elements. The research onion includes these components. The research design is the overall plan that guides the research process by including methods as well as techniques (Al-Ababneh, 2020). This study employs a descriptive research design rather than an experimental one. This design is appropriate as it aims to collect data for analyzing and understanding customer satisfaction strategies among emerging European sportswear retailers. The descriptive approach helps in observing and describing the behavior of the subjects without influencing them, ensuring that the findings are accurate and reflective of real-world scenarios.

3.7 Research Approach

The established theory has been contemplated to get a proper outcome within a limited period. Because the quantitative data gathering method is connected to this research approach, the deductive approach has been taken into consideration. Multiple participants are taken into consideration during the structured survey procedure that collects the data. The researcher was able to obtain accurate data on customer satisfaction inside the sportswear business by utilising the top-down strategy (Pandey and Pandey, 2021).

The primary data collection process was conducted by which proper statistical analysis has evolved. The survey has evolved by considering 123 participants based on survey questionnaires in the context of customer satisfaction in the sportswear industry. The survey has been considered because this approach is cost-effective, and this approach has collected a wide range of insights from different demographics across the UK. The survey has been designed carefully which has provided insights from the large population (Stantcheva, 2023). This approach leads to great statistical power regarding customer satisfaction in the context of the UK sportswear industry.

Drawing from the previously mentioned discourse, it is evident that the research question and objectives are interconnected with the research methodology in order to get the intended result within a constrained timeframe. In order to perform this quantitative research method, survey data was gathered and analysed numerically. In the context of the UK sportswear sector, identifying consumer satisfaction tactics is one real-world phenomenon that this study aim helps to tackle.

This empirical design has been evaluated because the goal is to collect data for constructing decisions and selecting facts (Cash *et al.,* 2022). A practical research design was employed to achieve the research process sufficiently. The research structure is the overall strategy that recommends the research process by incorporating methods as well as methods. This plan has delivered the activity of searching for exploring as well as assessing information uncovered.

This perspective strives to understand the globe and identify causality in this research. The data is accumulated through a structured survey process regarding a considerable number of participants. It has employed the "top-down method" by which I have obtained appropriate data on customer satisfaction in the context of the sportswear industry. Moreover, this research is focused on answering future-facing questions based on long-term direction as well as a roadmap.

3.8 Population and Sampling

This is a cross-sectional study that used non-probability sampling methods, specifically convenience and snowball techniques in data collection. Convenience sampling inherently selects for individuals who have the time, accessibility and willingness to participate in a study — making it more practical when work is limited by both time and resource. Snowball sampling is also used, i.e., participants of an existing study are asked to invite other potentially suitable research subjects from their network. This approach is especially useful

for targeting members of niche markets or organizations; e.g., European sportswear buyers, emerging.

This study included responses from 123 participants. While these methods do not allow for every member of the population being studied to have an equal chance at selection, they are suitable options when conducting exploratory research that targets particular segments of a population or study sample. Inversely, convenience sampling helps to efficiently collect a wide array of different responses whereas snowball recruiting makes it possible for individuals who would otherwise be untouchable.

Given the premise of generalising a variety response, selection these sampling methods are important which allows for broadening strategies to cater different customer satisfactions. Although these approaches are non probabilistic and thus have inherent limitations such as potential biases and lack of generalisability, this study is largely exploratory, allowing them more flexibility (Sharma 2022).

Population - 123	
Confidence Level - 95%	
Margin of Error (%)	Sample Size
1	110
2	104
3	71
4	93
5	118
6	111
7	51

8	71
9	69
10	81

Table 3.1: Sample Size Calculations

(Source: Self-created)

For this study, the inclusion criteria are as follows:

1. Respondents are from the following UK cities: Liverpool, Nottingham, and Birmingham.

2. Respondents must buy products from UK sportswear companies.

3. Respondents must be aged 18 and above.

The survey method involves a population by selecting an appropriate sampling method and developing proper questionnaires. Additionally, distinct variables such as gender, age, education, income, marital status, trust, function; emotion, social persuasion, and customer perceived value were established. Question development is a widespread research method for this research because they can quickly and efficiently collect large amounts of information from a considerable sample size.

3.9 Data Collection

With 500 participants, a survey method was used to collect primary data in order to guarantee objective, representative insights into sportswear customer satisfaction (Smith, 2019). Surveys are a useful tool for gathering and analysing a wide range of customer preferences (Smith, 2019). By reducing unnecessary variables, this approach enables exact analysis (Jones and Liu, 2021). Despite being time-consuming, the survey has proven invaluable in identifying the elements that impact customer happiness and loyalty, aiding in the prioritisation of areas for keeping devoted clients (Brown et al., 2022). This method offers precise information that is directly relevant to the study's goals, which is crucial for a thorough examination of consumer behaviour.

Convenience sampling was employed in this study, meaning that participants were chosen on the basis of their accessibility and willingness to participate, compared to having an equal probability of selection for every member of the population. The practicality of this technique is recognised, particularly in situations where resources and time are limited. It is important

to acknowledge that convenience sampling may introduce biases associated with non-representativeness, potentially affecting the generalizability of the findings.
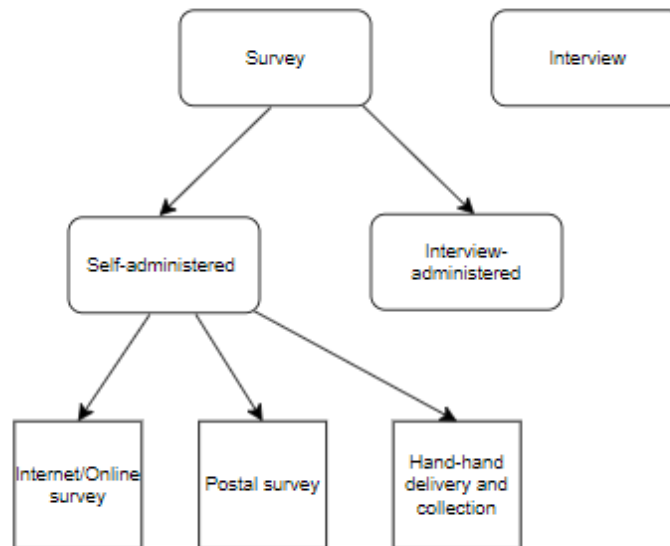
Figure 3.1: Data collection method

(Source: Self-created)

The study has been conducted using an empirical research design. The research framework functions as a comprehensive plan that directs all of the methodologies and procedures used throughout the research process. These have been used to evaluate a variety of elements, including beliefs, attitudes, actions, interpretations, and personal reactions. Additionally, by using a combination of closed-ended and open-ended questions, surveys have been utilised to gather quantitative data. The aim of this study is to examine actual occurrences, with a particular focus on identifying customer satisfaction tactics in the UK sportswear sector. The investigation's conclusions are guided by a variety of approaches, which are outlined in the research methodology.

3.10 Questionnaire Design

A key tool in this study were the questionnaires, which were carefully created to incorporate a variety of closed-ended questions. This format was selected to ensure consistency in the replies from the sample while facilitating the effective gathering of quantitative data. The way the questions were constructed was essential to getting participants to provide thoughtful, in-depth answers that captured their viewpoints, experiences, and opinions. Deep insights into the attitudes, tastes, and behaviours of the respondents have been revealed by these

responses, and these insights are crucial for comprehending the subtleties of customer satisfaction in the sportswear sector.

Such structured questionnaires, as argued by Aithal and Aithal (2020) and corroborated by Siedlecki (2020), are crucial to empirical research when assessing particular attributes and results. They make it possible for researchers to measure abstract ideas like perception and satisfaction, turning personal experiences into objective information that can be statistically examined.

This methodical approach made it easier to conduct a thorough analysis of the major variables affecting consumer happiness. The study's objectives were closely aligned with its methodical approach to data collection and analysis, which allowed it to rigorously explore real-world events via an empirical lens. In addition to improving the data's validity and reliability, the use of a structured questionnaire made sure that the conclusions could be applied to a larger industry context. This methodological rigour makes a substantial contribution to the area of marketing research and advances our understanding of complicated consumer dynamics. These well-designed questions have provided information from respondents about their experience.

This contemporary study has considered structured questions.

- The preliminary questions capture information regarding socio-demographic factors such as gender, age, education qualification, social status, income and marital status.

- A series of questions are developed by considering several dimensions tangible, Reliability, Responsiveness, Assurance, and Empathy.

- Some questions are developed based on overall customer satisfaction with the sportswear industry in the UK.
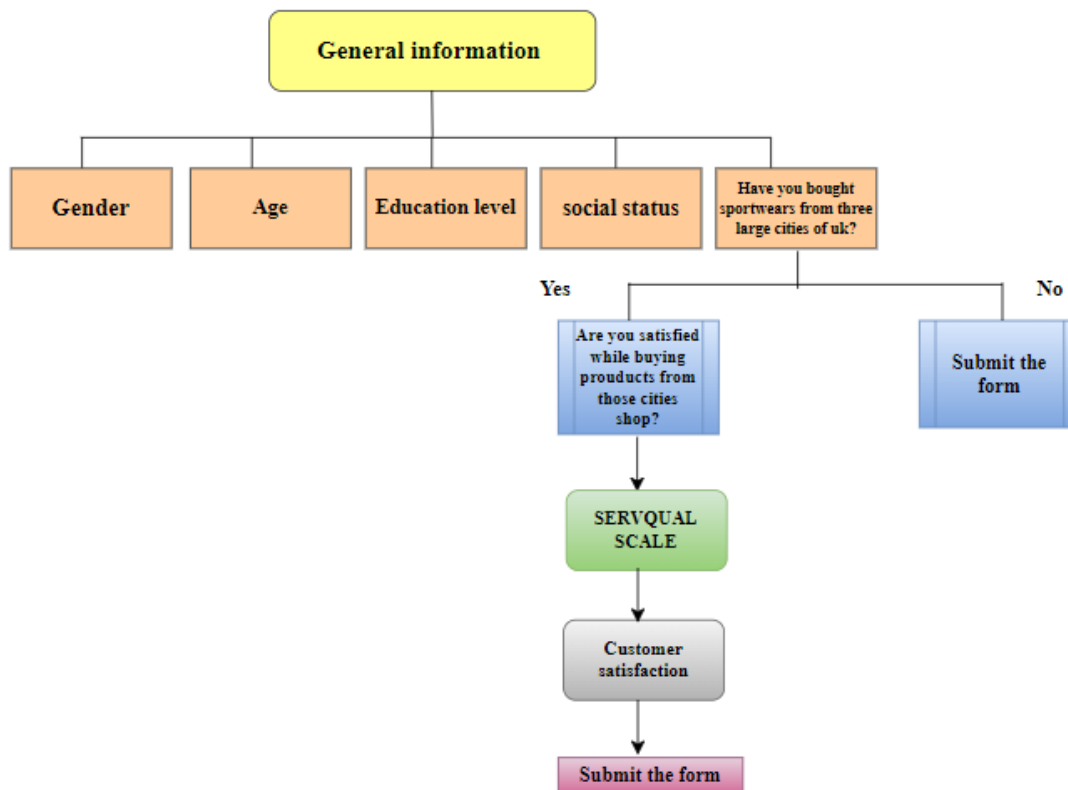
Figure 3.2: Questionnaires flow

(Source: Self-created)

The survey has been considered because this approach is cost-effective and this approach has collected a wide range of insights from different demographics across the UK. The survey has been developed carefully which has provided insights from the large population.

Sociodemographic information including gender, age, level of education, social standing, income, and marital status is gathered in the first section of the questionnaire. The significance of these variables lies in their ability to segment data, a crucial step in analysing trends and variances among different demographic groups. The approach is corroborated by Thompson and Subramaniam's (2022) research, which emphasises the significance of demographic characteristics in understanding patterns of consumer behaviour.

The tangibility, reliability, responsiveness, assurance, and empathy characteristics of service quality were the basis for the subsequent question design. The SERVQUAL model, which has been revised and is a recognised approach for assessing service quality and its impact on customer satisfaction, is the source of these aspects, which Zhang and Gupta (2021) address. Every dimension focusses on a different component of the service that can affect how satisfied or perceived a customer is.

38

Additional questions measure general consumer satisfaction with the sportswear sector. Using the theoretical framework developed by Lee and Ashton (2023), who address the determinants of consumer satisfaction and its implications for loyalty and repurchase intentions, these questions are intended to measure overall satisfaction with product offerings, service quality, and company image.

Additionally, store-specific questions about staff appearance, retail layout, accessibility, and company reputation are included in the questionnaire. These factors are essential because they have a direct impact on the shopping experience and are frequently used to gauge the calibre of retail services. Morrison and Crane's (2022) research establishes the foundation for including such components by showcasing their influence on consumer perceptions and satisfaction.

The objectiveness and responsiveness ideas covered in Harper and Greene's writings are reflected in the company's response to complaints and consistency in service delivery (2021). These academics stress that prompt and equitable service is essential to building trust and satisfying customers.

LABEL	VALUES	MEASURES
Gender	Female Male	Nominal
Age	18-25 26-35 36-45 46-55 56 or older	Ordinal
Education level	Secondary Secondary with a vocational qualification College	Ordinal

	University	
	Other (please specify):	
Social status	Student	Nominal
	Working part-time	
	Working full-time	
	Unemployed	
	Retired	
	Other (please specify):	
Income level	Less than 500 EUR	Ordinal
	500-1000 EUR	
	1000-1500 EUR	
	1500-2000 EUR	
	2000-2500 EUR	
	More than 2500 EUR	
Marital Status	Single	Nominal
	In partnership	
	Married	
	Divorced	
The store is in a good location and easily accessible.	Strongly Disagree	Ordinal (5-point Likert scale)
	Disagree	
	Neutral	
	Agree	
	Strongly Agree	

The interior of the store is tasteful and attractive.	Strongly Disagree Disagree Neutral Agree Strongly Agree	
The store layout is neat and comfortable.	Strongly Disagree Disagree Neutral Agree Strongly Agree	
The appearance of the staff is always pleasant and tidy.	Strongly Disagree Disagree Neutral Agree Strongly Agree	
The company's brand is seen positively in society.	Strongly Disagree Disagree Neutral Agree Strongly Agree	
Company advertising and published information always correspond to the services provided.	Strongly Disagree Disagree Neutral	

	Agree Strongly Agree	
Company employees provide professional and error-free services.	Strongly Disagree Disagree Neutral Agree Strongly Agree	
All company's employees serve and provide services equally well.	Strongly Disagree Disagree Neutral Agree Strongly Agree	
I always hope to buy a quality product when buying here.	Strongly Disagree Disagree Neutral Agree Strongly Agree	
The company always responds promptly and kindly to customer complaints.	Strongly Disagree Disagree Neutral Agree Strongly Agree	

3.11 Pilot Test

Before the study design is fully implemented, doing a pilot test is a critical step in the research process that is necessary for assessing and improving it. To ensure that every member had an equal chance of selection, I started by determining the size of the population and removing biases. Having family and friends test the survey gave vital input that helped discover and fix problems like unclear questions. I changed the survey titles and included an option for respondents who prefer to purchase online in response to their feedback, which filled in a gap in the original focus on in-store experiences.

Pilot testing ensures solid data collection by identifying potential problems and improving study techniques. The basic data collection was time consuming but essential for precise and pertinent outcomes. Understanding client satisfaction with athletic products and services was a critical component of retaining customer loyalty and was successfully achieved through the use of this survey.

The pilot test proved to be quite helpful in refining the research process, reducing bias, and guaranteeing data accuracy. Because of the meticulous methodology that produced dependable data and improved the study's overall validity, the pilot test is one of the most important phases in the research process.

3.12 Ethical Consideration

The goal, design, and any possible risks or advantages of the study have all been properly disclosed to the participants. The rights and welfare of research participants have been safeguarded, and the authenticity and dependability of research findings are ensured. The researcher has gained valuable insights into customer satisfaction within the sportswear industry thanks to the insightful replies provided by the participants. It is important to strike a balance between the goals of the research and moral approaches and practices in order to prevent long-term or severe harm to instrumentalists. To acknowledge ethical considerations, the researcher has considered the "institutional review board." By tackling problems like lying, coercion, and physical and psychological stress, they have made sure that this research is protected.

It is ensured that the protection of participants of humans involved in the research process. In light of the discussion above, it is evident that the research question and objectives are linked to the research methodology in order to get the intended results in a condensed

amount of time. Numerical data from a survey was gathered and analysed as part of this quantitative research approach. In light of the discussion above, it is evident that the research question and objectives are linked to the research methodology in order to get the intended results in a condensed amount of time. Numerical data from a survey was gathered and analysed as part of this quantitative research approach.

3.13 Research Design Limitations

To fully understand the impact on the research findings, it is necessary to acknowledge and address the fundamental limitations of the main research undertaken as part of this study.

Before the primary data collection phase, a thorough pilot test was carried out to guarantee the validity of the questionnaire employed in this study. This initial testing was essential for detecting and fixing any poorly worded or inefficient questions that failed to generate insightful answers. The feedback received during this phase was crucial in enabling the necessary modifications to improve the questions' clarity and relevance, guaranteeing that every item was properly crafted to measure the intended constructions with accuracy. Validity of the questions must be rigorously tested in order to produce data that can be trusted and studied with confidence.

When it comes to research, reliability is the degree to which the findings produced by the methodologies and procedures would hold up in a replication of the study conducted in a same setting. During the pilot phase, the study included repeated trials and consistency checks to address this. This meticulous procedure was essential for improving the techniques for gathering data and guaranteeing that the survey devices were dependable and able to reliably capture the necessary data with negligible fluctuation. These reliability tests helps in verifying the strength and consistency of the study's conclusions.

In primary research, error is a serious problem that can take many different forms, such as response bias, sample bias, and researcher bias. The representativeness of the sample is naturally impacted when non-probabilistic sampling techniques are used, such as convenience sampling. These techniques make data gathering simpler and faster, but they might not adequately represent the features of the larger population, which could distort the study's findings.

One of the most important aspects of the study's limitations is the sample's representativeness. It's possible that the sample's psychological factors and demographic range does not fully represent the whole population of UK sportswear buyers. This restriction affects the study's generality because the findings might not apply to any other sample in addition to the one under study. In order to address this problem, the study's conclusions

and scope are carefully framed in the context of the population that was sampled, and any projections are done so cautiously.

3.14 Conclusion

Based on the overall discussion, it is stated that the purpose of the previous chapter was to produce a proper and adequate analysis of the current investigation of customer satisfaction in the sports retail sector based on theories and variables. Strategic research proclaims customer decisions that have strategic value. Customer satisfaction strategies are mainly crystallized on the consumer's knowledge of a retail sports brand. This chapter will mainly emphasize the data collection procedure to accumulate information adequately. Furthermore, a pilot test procedure to understand small-scale research through a foundational experiment has been carried out in this chapter.

Based on the discussion above, it is abundantly evident that the aims and research question are linked to the research methodology to get the intended results in a condensed amount of time. Using information gathered from neutral and pure observation, this study technique has described working in the real world. A research design comprises methodologies and methods, and the overarching plan directs the research process. Using a population, the survey method creates acceptable questionnaires and chooses a suitable sample technique. A survey's numerical data was gathered and analysed as part of this quantitative research approach.

CHAPTER 4: STATISTICAL ANALYSIS

This chapter details the statistical methods employed to ensure the reliability and validity of the research findings. Key analyses include reliability tests, the Mann-Whitney test, the Kruskal-Wallis test, the Spearman test, and regression analysis, each crucial for examining and interpreting the data accurately.

4.1 Reliability Test

The reliability test is one of the most used statistical methods for assessing the overall consistency along with the dependability and stability of a system. To isolate consistent data for an investigation, it is helpful to list the whole measurement range. Four major ways are used for assessing the overall reliability of a statistical test. This includes the split-half reliability method, test-retest reliability method, parallel form's reliability method, and inter-rater reliability method (Bobbitt, 2022). The reliability coefficient is also a major element for

quantitative estimation which represents the true score for quantitative data in cases of repeated data. It is enumerated with the help of the following formula :

[$SE_m = s\sqrt{1-R}$]

Where,

   s: Standard deviation of measurements

   R: Reliability coefficient for the test

4.2 Mann-Whitney Test

It is one of the most used non-parametric analyses and is a common alternative against independent sample T-tests. A critical application is the enumeration of the comparison that is estimated from the same population. It is often used to test whether or not two samples are equal. Some of the key assumptions for the analysis include random isolation from a varying population, presence of independence within the samples and mutual independence for the samples are also assumed for the analysis. Moreover, an ordinary measurement scale for the analysis is assumed for effective statistical estimation (statisticssolutions.com, 2024). However, the test does not assume the overall distribution scores for an analysis. The primary utility of the test is having a proper comparison of different independent variables for an analysis. The formula for the Mann-Whitney test is as follows :

$$U = n_1 n_2 + \frac{n_2(n_2+1)}{2} - \sum_{i=n_1+1}^{n_2} R_i$$

Where;

   U=Mann-Whitney U test

N1 = sample size one

N2= Sample size two

R_i = Rank of the sample size

4.3 Kruskal-Wallis Test

It is a non-parametric statistical analysis using two or more groups for continuous or discreet variables. No particular distribution is assumed for the distribution of the data and is often considered a one-way analysis of variance (ANOVA). The first step for the analysis is to present both the null and alternate hypotheses. Step 2 is the effective sorting and assigning

of ranks within a dataset. This is followed by the appropriate addition of ranks for the analysis. This is also followed by calculating the H-statistics for the analysis and obtaining and interpreting the p-value for the analysis. Some of the key assumptions for the test include; normal or skewed data are assumed, variable should have two or more independent groups, data assumed to make a similar distribution across the groups.

4.4 Spearman Test

Spearman rank correlation is the non-parametric estimation of the Pearson product-moment correlation; the measurement displays the strength and direction of the overall association between two ranked variables. Two variables that are either ordinal, interval or ratio are used for the analysis. One of the major implementations for the test is when there are cases of violation of Pearson's correlation test. The Spearman correlation for a dataset is provided in the following sections :

Spearman ρ	Correlation
>0.70	Very strong relationship
0.40-0.69	Strong relationship
0.30-0.39	Moderate relationship
0.20-0.29	Work relationship
0.10-0.19	No or negligible relationship

Table 4.1: Spearman correlation scale

(Source: Self-created)

4.5 Regression

Regression analysis is used for determining the statistical analysis for determining the structure if the relationship between two variables. This is a single linear regression where two or more variables are used for the analysis. The primary aim of the regression analysis is to isolate the magnitude and structure of the variables. Moreover, forecasting of the variables based on information provided within a dataset is also enumerated using the

decision process steps of regression analysis (hbs.edu, 2021). Regression analysis is used for understanding the structure of the relationship and provides the database estimation for the relationship. Moreover, the analysis is usually estimated with the help of a scatter plot for visualizing the overall association between the independent variables with the dependent variable within a dataset.

CHAPTER 5: DATA ANALYSIS

5.1 Introduction

The data analysis is conducted with the help of IBM SPSS where both parametric and non-parametric tests are conducted for the enumeration of the survey questionnaires. A comprehensive overview is provided in the following section for the quantitative enumeration of the dataset.

5.2 Descriptive Statistics

Statistics

		The store is in a good location and easily accessible.	The interior of the store is tasteful and attractive.	The store layout is neat and comfortable.	The appearance of the staff is always pleasant and tidy	The company's brand is seen positively in society	Company advertising and published information always correspond to the services provided.	Company employees provide professional and error-free services	All company's employees serve and provide services equally well.	I always hope to buy a quality product when buying here.	The company always responds promptly and kindly to customer complaints.	I get immediate help at the sportwear store, if necessary.	Company's employees are always willing and helpful to their clients.	Company's employees always provide all the necessary information about the products.	In the event of a problem, company's employees are always quick to try to solve it.	Shopping here is always fast and enjoyable.	The sportwear store is conveniently located, easily accessible by both public transport and a private car.	Information about sportwear stores and the products are clear and easy to find.	The company employs only competent staff.	Company's employees always provide correct, clear, and useful information.	I feel sincere company's interest in my needs and interests.	I feel that company's employees are always willing to help me.	Sportswear store's working hours are convenient to me.
N	Valid	120	120	120	120	118	120	119	118	117	117	117	117	117	117	117	117	117	117	117	117	117	117
	Missing	0	0	0	0	2	0	1	2	3	3	3	3	3	3	3	3	3	3	3	3	3	3
Mean		3.9250	3.8417	4.0000	3.9417	4.1186	3.9833	4.0000	3.9407	4.1111	3.9060	3.7949	3.9231	3.8291	3.9573	3.9316	3.9316	3.9829	3.9145	3.8291	3.8974	3.9829	3.9829
Std. Error of Mean		.08298	.07850	.07295	.06514	.06720	.07099	.07161	.06624	.07846	.07077	.07633	.06990	.07987	.07119	.06945	.07935	.06647	.07539	.07800	.06580	.06647	.06647
Mode		4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00
Std. Deviation		.90899	.85990	.79916	.71356	.72994	.77766	.78113	.71960	.84871	.76545	.82565	.75605	.86394	.77006	.75117	.85829	.71899	.81550	.84375	.71178	.71899	.71899
Variance		.826	.739	.639	.509	.533	.605	.610	.518	.720	.586	.682	.572	.746	.593	.564	.737	.517	.665	.712	.507	.517	.517
Skewness		-1.489	-1.219	-1.406	-1.185	-.858	-.962	-.868	-.891	-1.679	-1.012	-.815	-1.210	-1.129	-.848	-.880	-.866	-1.107	-.811	-1.242	-1.016	-1.107	-1.390
Std. Error of Skewness		.221	.221	.221	.221	.223	.221	.222	.223	.224	.224	.224	.224	.224	.224	.224	.224	.224	.224	.224	.224	.224	.224
Kurtosis		2.935	2.487	3.770	3.877	2.022	1.765	1.521	2.245	4.459	2.578	1.314	2.541	1.516	1.586	1.840	.844	2.923	1.056	2.317	2.548	2.923	4.526
Std. Error of Kurtosis		.438	.438	.438	.438	.442	.438	.440	.442	.444	.444	.444	.444	.444	.444	.444	.444	.444	.444	.444	.444	.444	.444
Range		4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00
Minimum		1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00
Maximum		5.00	5.00	5.00	5.00	5.00	5.00	5.00	5.00	5.00	5.00	5.00	5.00	5.00	5.00	5.00	5.00	5.00	5.00	5.00	5.00	5.00	5.00
Sum		471.00	461.00	480.00	473.00	486.00	478.00	476.00	465.00	481.00	457.00	444.00	459.00	448.00	463.00	460.00	460.00	466.00	458.00	448.00	456.00	466.00	466.00

Figure 5.1: Descriptive statistics for the frequency distributions

(Source: Self-created)

The mean for the independent variables that are used for the analysis is between 3 and 4. The skewness values for the analysis are found to be in negative value. Moreover, the standard deviation values for the analysis are less according to the independent variables.

5.1 Reliability analysis

Dimension	Number of questions	Range of values
Store quality	2	1 to 5
Store appearances	3	1 to 5
Company branding	5	1 to 5
Employees professionalism	4	1 to 5
Quality product	2	1 to 5
Sportswear	6	1 to 5

Table 5.1: Likert scaling for independent variables analyzed in the study

(Source: Self-created)

The table provided in the above sections shows the dimensions for the analysis that different dimensions and parameters are taken, and a range of values is used for the enumeration of data. Likert scaling was conducted using IBM SPSS and reverse coding was commenced for the independent variables. The close-ended questions used for the analysis were reverse-coded to reverse all the independent variables for the analysis. Moreover, this allows for efficient reliability analysis and removal of redundancy from the dataset. The range of vales signifies Strongly disagree (1) to strongly agree (5).

Case Processing Summary

		N	%
Cases	Valid	116	96.7
	Excluded[a]	4	3.3
	Total	120	100.0

a. Listwise deletion based on all variables in the procedure.

Figure 5.3: Case processing summary table for reliability testing

(Source: Self-created)

The case processing table shows that there are a total of 116 number of observations are considered for the analysis. Moreover, four observations were excluded from the analysis

and for maintaining the overall efficacy of the analysis. The total number of respondents for the analysis is 120 and therefore the overall percentage of respondents that were used for the reliability analysis was 96.7%.

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.933	.934	22

Figure 5.4: Cronbach's alpha on standardized items for reliability analysis

(Source: Self-created)

Cronbach's alpha is also considered as the measure of internal consistency for a set of values. It is a critical scale for assessing the overall reliability of a quantitative dataset. The standardised value for Cronbach's alpha is 0.6 or above, the analysis extracted a Cronbach value of 0.933. This enumerates that there is a higher reliability for the dataset with higher consistency among the independent variables.

Summary Item Statistics

	Mean	Minimum	Maximum	Range	Maximum / Minimum	Variance	N of Items
Item Means	3.941	3.793	4.121	.328	1.086	.007	22

Figure 5.5: Summary items statistics for reliability analysis

(Source: Self-created)

The summary statistics table for the analysis shows that the mean for the items is 3.941 and the range is 0.328 which is lower. The variance among the items is also less with an enumerated value of 0.007 which is evident for the 22 items for the reliability analysis. The reliability analysis shows that the dataset with the 22 items is statistically reliable with a minimal level of contravention.

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
The store is in a good location and easily accessible.	82.7845	117.701	.372	.435	.934
The interior of the store is tasteful and attractive.	82.8707	114.514	.574	.673	.930
The store layout is neat and comfortable.	82.7069	115.774	.548	.535	.931
The appearance of the staff is always pleasant and tidy	82.7672	116.198	.594	.565	.930
The company's brand is seen positively in society.	82.5862	115.340	.641	.663	.929
Company advertising and published information always correspond to the services provided.	82.7241	114.688	.632	.645	.929
Company employees provide professional and error-free services	82.7069	115.079	.607	.647	.929
All company's employees serve and provide services equally well.	82.7672	114.337	.719	.769	.928
I always hope to buy a quality product when buying here.	82.5948	113.878	.627	.584	.929
The company always responds promptly and kindly to customer complaints.	82.8017	115.099	.626	.659	.929
I get immediate help at the sportwear store, if necessary.	82.9138	113.314	.681	.632	.928
Company's employees are always willing and helpful to their clients.	82.7845	116.605	.539	.657	.931
Company's employees always provide all the necessary information about the products.	82.8793	115.046	.549	.739	.931
In the event of a problem, company's employees are always happy and quick to try to solve it.	82.7500	115.998	.566	.734	.930
Shopping here is always fast and enjoyable.	82.7759	116.454	.552	.568	.930
The sportwear store is conveniently located, easily accessible by both public transport and a private car.	82.7759	113.515	.640	.587	.929
Information about sportwear stores and the products are clear and easy to find.	82.7241	116.149	.601	.559	.930
The company employs only competent staff.	82.7931	113.974	.650	.691	.929
Company's employees always provide correct, clear, and useful information.	82.8793	113.916	.629	.657	.929
I feel sincere company's interest in my needs and interests.	82.8103	115.459	.654	.610	.929
I feel that company's employees are always willing to help me.	82.7241	115.732	.628	.636	.929
Sportswear store's working hours are convenient to me.	82.7241	115.419	.649	.706	.929

The items if deleted section for a reliability test is considered significant for a statistical dataset. It indicates the probable values for the independent variables when there is a missing variable from the list that is analysed for reliability. It is evident that there is a slight variation within the values however, there is no significant drop in the values if there are items deleted with the lowest value of 0.929.

5.4 Normality analysis

Tests of Normality

	The store layout is neat and comfortable.	Kolmogorov-Smirnov[a]			Shapiro-Wilk		
		Statistic	df	Sig.	Statistic	df	Sig.
Social status	Strongly agree	.	3	.	.	3	.
	Agree	.260	2	.			
	Neutral	.356	14	<.001	.637	14	<.001
	Disagree	.352	70	<.001	.704	70	<.001
	Strongly disagree	.242	27	<.001	.797	27	<.001

a. Lilliefors Significance Correction

Figure 5.7: Tests for normality

(Source: Self-created)

The test is conducted with a total sample size of more than 50 and therefore Kolmogorov Smirnov tests are used for the analysis. The significance level for the analysis is <0.001 therefore the dataset is not normally distributed for the dataset.
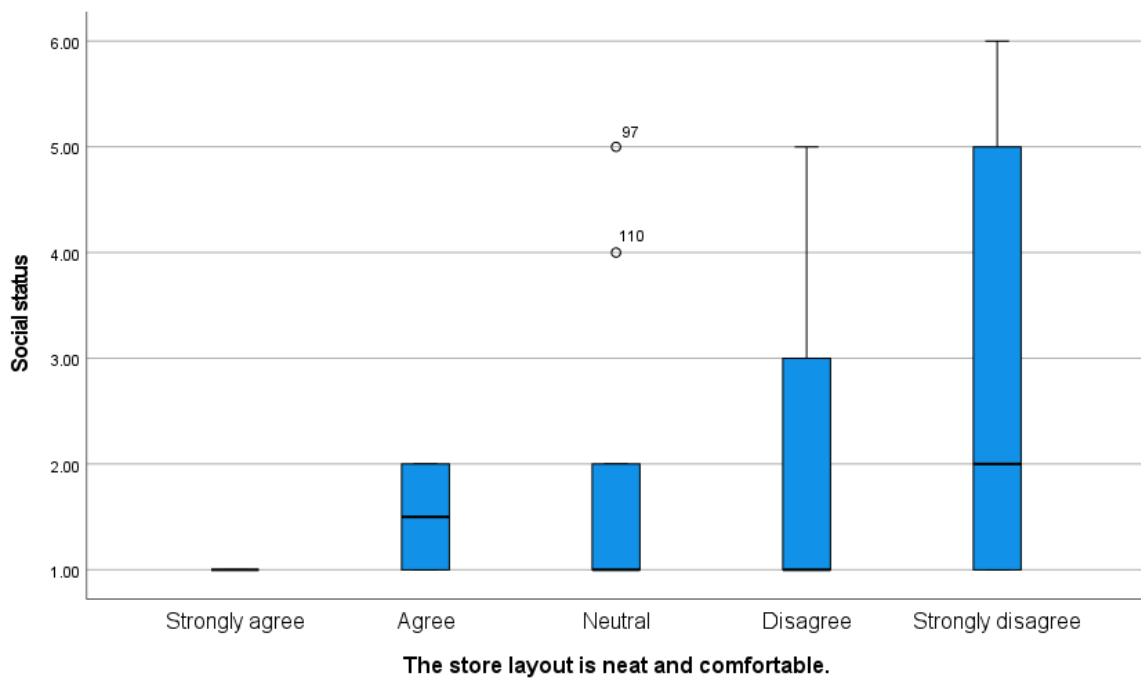
Figure 5.8: Plots displaying the outputs of variables within the dataset for the respective variable

(Source: Self-created)

The plots display that there are a large number of respondents disagreed and strongly disagreed with the fact that the store is neat and comfortable. There are a few participants who agreed and strongly agreed to the fact that the stores are neat and comfortable for the customers.

5.5 Univariate tests

5.5.1 Non-parametric testing (Independent Samples Mann-Whitney U test)

Independent-Samples Mann-Whitney U Test Summary

Total N	120
Mann-Whitney U	1662.500
Wilcoxon W	2790.500
Test Statistic	1662.500
Standard Error	162.539
Standardized Test Statistic	-.326
Asymptotic Sig.(2-sided test)	.744

The Mann-Whitney U test is a non-parametric analysis that is used for the assessment of two sampled groups from the same population. It is used for analysing the null hypothesis and alternate hypothesis for the analysis and it is estimated that the value is 1662.5 for the Mann-Whitney test and 2790.5 for the Wilcoxon W test. It is estimated that the standardised statistic test is -.326 and the asymptotic significance for the non-parametric analysis is 0.744.
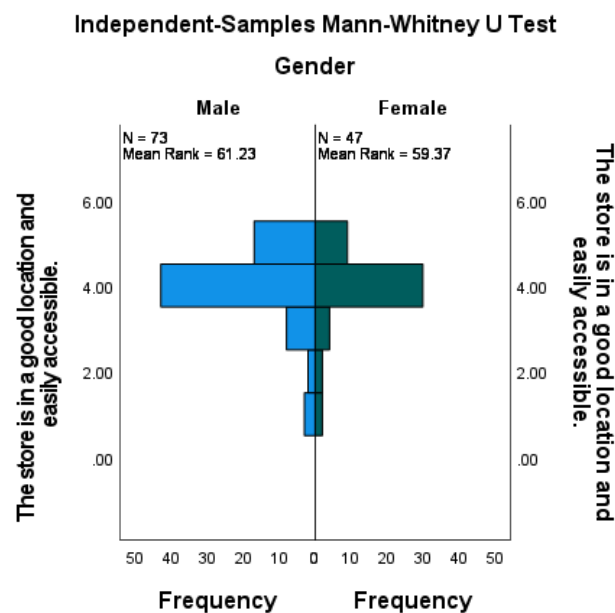
Figure 5.10: Graphical representation for group-wise classification for the independent variable (store location) for gender.

(Source: Self-created)

The graphical analysis for the test shows that there is a higher number of males who agreed with the fact that the store is in an accessible location compared to the number of females who responded to the survey. It is evident from the mean rank for males is 61.23 and the mean rank for females is 59.37.

Continuous Field Information The store is in a good location and easily accessible.

N = 120
Min = 1.00
Max = 5.00
Mean = 3.925
Std. Dev. = .9090
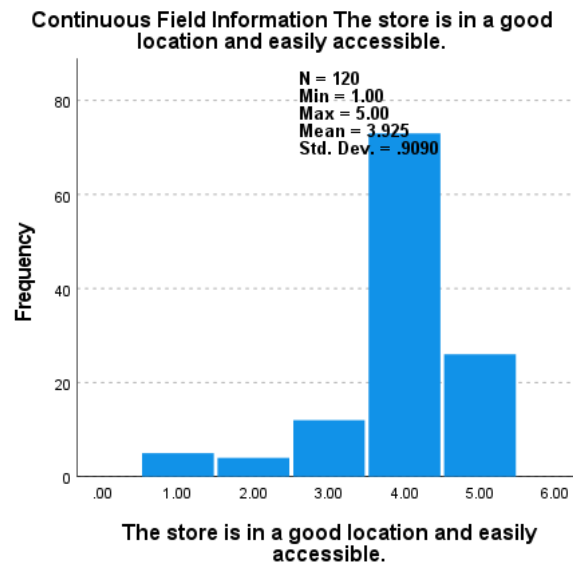
Figure 5.11: Histogram for the store location from the non-parametric analysis

(Source: Self-created)

The histogram displays that a few survey respondents agreed and strongly agreed with the independent variable compared to the fact that there was a large number of respondents who disagreed and strongly disagreed with the fact that store location is accessible.

Independent-Samples Mann-Whitney U Test Summary

Total N	117
Mann-Whitney U	1508.000
Wilcoxon W	2543.000
Test Statistic	1508.000
Standard Error	150.078
Standardized Test Statistic	-.746
Asymptotic Sig.(2-sided test)	.455

Figure 5.12: Mann Whitney U test summary table

(Source: Self-created)

The Mann-Whitney U test shows that the value is estimated to be 1508 and the Wilcoxon test is 2543. The standardized tests for the analysis are -.746. There are a total number of 117 respondents and the asymptotic significance is 0.455.
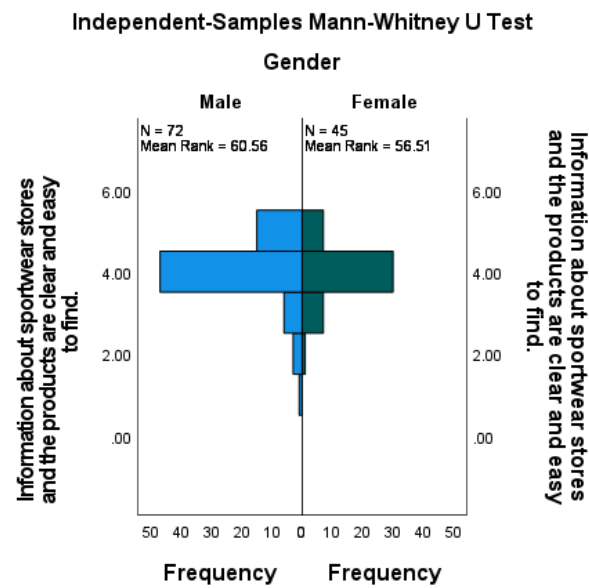
Figure 5.13: Graphical representation for group-wise classification for the independent variable (information regarding sportswear shops) for gender.

(Source: Self-created)

The graphical analysis shows that there are a large number of males participated in the survey compared to the females. The mean rank for males for the analysis isolated from the analysis is 60.56 and females have a mean rank of 58.51.
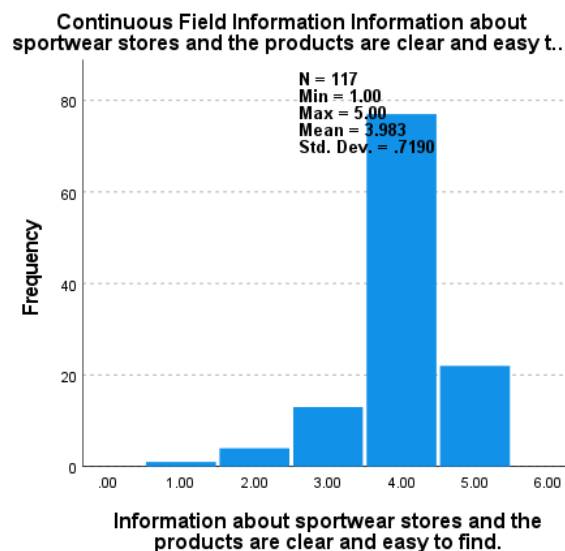
The histogram for the responses shows that there are a large number of mean respondents disagreed and strongly disagreed with the fact that information regarding sportswear is clear and easy to find. There are a few respondents who agreed and strongly agreed with the fact that there is minimal information regarding the sportswear products that are easy to find.

5.5.2 Nonparametric analysis (Independent samples Kruskal-Wallis test)

Independent-Samples Kruskal-Wallis Test Summary

Total N	119
Test Statistic	3.149[a,b]
Degree Of Freedom	1
Asymptotic Sig.(2-sided test)	.076

a. The test statistic is adjusted for ties.

b. Multiple comparisons are not performed because the overall test does not show significant differences across samples.

Figure 5.15: Kruskal-Wallis test for non-parametric analysis

(Source: Self-created)

The Kruskal-Wallis tests are used for comparing two or more groups for continuous and discrete variables. One of the factors for such non-parametric analysis is the overall assumptions over the lack of overall distribution for an analogous dataset. The total number of responses analysed is 119 and the test statistics for the analysis is 3.149 with 1 degree of freedom. This is substantiated by the asymptotic significance of 0.076. The test statistics are adjusted for ties.
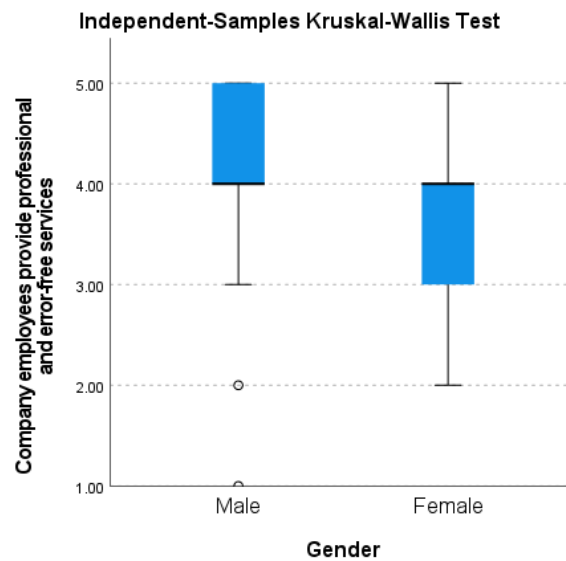
Figure 5.16: Plots showing the extent of employees' provision of professional and error-free

services

(Source: Self-created)

The graphical plots with error bars show that there is a variation among the participant's contribution towards the survey responses and the female responses are distributed compared to the male respondents. This shows that there is a variation among the perspectives of company employees for providing professional and error-free service.

Independent-Samples Kruskal-Wallis Test Summary

Total N	117
Test Statistic	2.017[a,b]
Degree Of Freedom	1
Asymptotic Sig.(2-sided test)	.156

a. The test statistic is adjusted for ties.

b. Multiple comparisons are not performed because the overall test does not show significant differences across samples.

The significance value for the analysis is 0.156 and the degree of freedom is 1. The test statistics for the independent sample Kruskal Wallis test is 2.017 which is adjusted for determination of the ties.
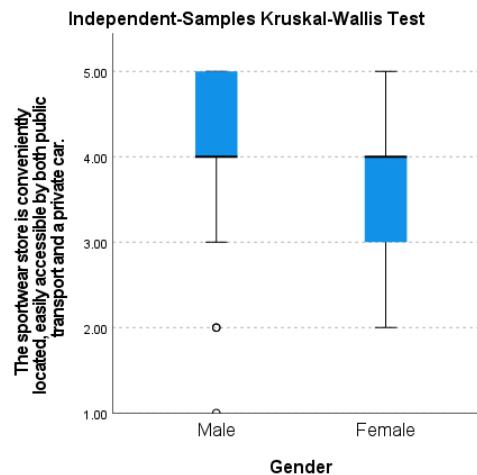
Figure 5.18: Plots displaying the position of sportswear stores and accessibility by both public and transport car

(Source: Self-created)

The graphical plots with error bars reveal that there is a divergence among the participant's assistance towards the survey responses and the female responses are distributed compared to the male respondents. This shows a large number of variations in the aspect of sportswear store position within a competitive environment for feasible transportation purposes.

5.6 Validity analysis (Correlation)

Figure 5.19: Correlation matrix

(Source: Self-created)

The correlation matrices were used for analysing the overal correlation among the independent variables for the analysis. This is evident that there is a positive correlation among the independent variables, and it is evident with the analysis. The correlation matrix allows us to understand the relationship among the independent variables for the analysis.

5.7 Regression analysis (Linear Regression)

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics					Durbin-Watson
					R Square Change	F Change	df1	df2	Sig. F Change	
1	.496[a]	.246	.067	1.23250	.246	1.378	22	93	.147	1.926

a. Predictors: (Constant), Sportswear store's working hours are convenient to me. , The store is in a good location and easily accessible. , The company always responds promptly and kindly to customer complaints., Company's employees are always willing and helpful to their clients. , The store layout is neat and comfortable. , Company employees provide professional and error-free services, Shopping here is always fast and enjoyable. , The sportwear store is conveniently located, easily accessible by both public transport and a private car. , The appearance of the staff is always pleasant and tidy, I feel sincere company's interest in my needs and interests. , The company's brand is seen positively in society. , Information about sportwear stores and the products are clear and easy to find. , The company employs only competent staff. , I always hope to buy a quality product when buying here. , I feel that company's employees are always willing to help me. , Company's employees always provide correct, clear, and useful information. , I get immediate help at the sportwear store, if necessary. , Company advertising and published information always correspond to the services provided. , The interior of the store is tasteful and attractive., In the event of a problem, company's employees are always happy and quick to try to solve it. , Company's employees always provide all the necessary information about the products. , All company's employees serve and provide services equally well.

b. Dependent Variable: Qualification

Figure 5.20: Model summary table for linear regression

(Source: Self-created)

The model summary for the linear regression shows that the adjusted R square value for the analysis is 0.067 and the significance F change for the analysis is 0.147. The F-value for the analysis is lower than the standard value of 2.5, Therefore, the null hypothesis is not rejected for the analysis. The Dublin Watson value for the analysis is 1.926. This is lower than the standard value of 2 and therefore it is a case of negative autocorrelation.

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	46.039	22	2.093	1.378	.147[b]
	Residual	141.271	93	1.519		
	Total	187.310	115			

a. Dependent Variable: Qualification

b. Predictors: (Constant), Sportswear store's working hours are convenient to me. , The store is in a good location and easily accessible. , The company always responds promptly and kindly to customer complaints., Company's employees are always willing and helpful to their clients. , The store layout is neat and comfortable. , Company employees provide professional and error-free services, Shopping here is always fast and enjoyable. , The sportwear store is conveniently located, easily accessible by both public transport and a private car. , The appearance of the staff is always pleasant and tidy, I feel sincere company's interest in my needs and interests. , The company's brand is seen positively in society. , Information about sportwear stores and the products are clear and easy to find. , The company employs only competent staff. , I always hope to buy a quality product when buying here. , I feel that company's employees are always willing to help me. , Company's employees always provide correct, clear, and useful information. , I get immediate help at the sportwear store, if necessary. , Company advertising and published information always correspond to the services provided. , The interior of the store is tasteful and attractive., In the event of a problem, company's employees are always happy and quick to try to solve it. , Company's employees always provide all the necessary information about the products. , All company's employees serve and provide services equally well.

The analysis enumerates that the regression value is 46.039 and the F value is 1.378 with a significance value of 0.147 which shows that the null hypothesis is not rejected for the analysis.
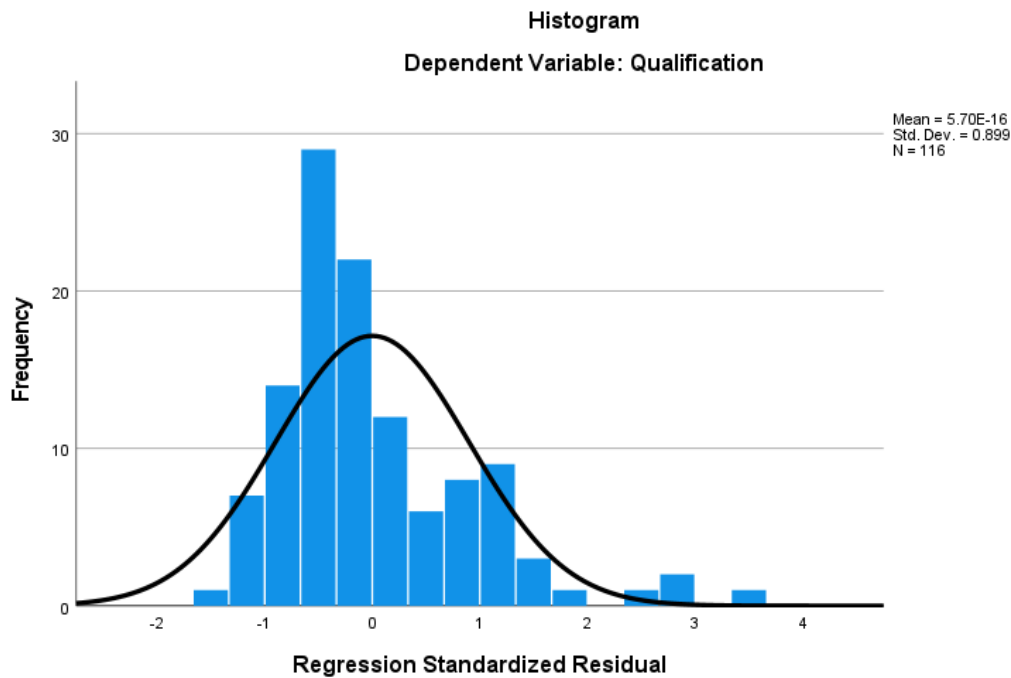
Figure 5.22: Histogram for regression of standardized residuals

(Source: Self-created)

The histogram shows that there is a variation within the responses of the participants. It is evident that there is a positive skewness for the histogram and the responses are not normally distributed. This shows that there is leptokurtic behaviour in the graph.

5.8 Binomial Regression

Case Processing Summary

Unweighted Cases[a]		N	Percent
Selected Cases	Included in Analysis	116	96.7
	Missing Cases	4	3.3
	Total	120	100.0
Unselected Cases		0	.0
Total		120	100.0

a. If weight is in effect, see classification table for the total number of cases.

The binomial regression is analysed according to the block (method) for estimating the independent variables. The case processing summary table shows that there are a total of 116 respondents that are analysed and 4 of the missing values are not analysed.

Omnibus Tests of Model Coefficients

		Chi-square	df	Sig.
Step 1	Step	134.502	73	<.001
	Block	134.502	73	<.001
	Model	134.502	73	<.001

Figure 5.24: Tests for model coefficients

(Source: Self-created)

The omnibus tests for model coefficients show a value of 134.502 with a significance value of less than <0.001. This is one of the critical parameters for isolating the binomial regression analysis for the independent variables within the dataset.

Model Summary

Step	-2 Log likelihood	Cox & Snell R Square	Nagelkerke R Square
1	19.483[a]	.686	.934

a. Estimation terminated at iteration number 20 because maximum iterations has been reached. Final solution cannot be found.

Figure 5.25: Model summary for binomial regression

(Source: Self-created)

The estimation is terminated at an iteration number of 20 because maximum iterations are reached at this point and therefore the final solution for likelihood is not analysed. Theoretically, the likelihood value is calculated based on the baseline model and theoretically the value is more than one even for a perfect model. The Cox and Snell R^2 is based on comparing the log-likelihood for a particular baseline. Theoretically, the value is less than 1 which is evident from the analysis with an estimated value of 0.686. The Negelkerske's R^2 value is 0.934 which lies between 0 and 1.

Classification Table[a]

			Predicted		
			Gender		Percentage Correct
Observed			Male	Female	
Step 1	Gender	Male	72	0	100.0
		Female	5	39	88.6
	Overall Percentage				95.7

a. The cut value is .500

Figure 5.26: Classification table for binomial regression

(Source: Self-created)

The classification table is used for enumerating the binomial regression analysis provided in the following sections the total number of females for the analysis is 72 and the number of males is 5. Both observed and predicted values for the analysis are enumerated using the dataset. The cut value for the analysis is 0.500 which indicates that the overall predicted probability for the analysis is more than 0.5 or in some cases equal to the standard value.

```
        Step number: 1

        Observed Groups and Predicted Probabilities


      80 +                                                              +
         I                                                              I
         I                                                              I
   F     I                                                              I
   R   60 +M                                                            +
   E     IM                                                             I
   Q     IM                                                             I
   U     IM                                                             I
   E   40 +M                                                           F+
   N     IM                                                           FI
   C     IM                                                           FI
   Y     IM                                                           FI
      20 +M                                                           F+
         IM                                                           FI
         IM                      M                                    FI
         IM                      M     F                              FI
Predicted ---------+---------+---------+---------+---------+---------+---------+---------+---------+----------
   Prob:  0    .1    .2    .3    .4    .5    .6    .7    .8    .9    1
  Group:  MMMMMMMMMMMMMMMMMMMMMMMMMMMMMMMMMMMMMMMMMMMFFFFFFFFFFFFFFFFFFFFFFFFFFFFFFFFFFFFFFFFFFFFFFFFFFFFFFFFFFF

        Predicted Probability is of Membership for Female
        The Cut Value is .50
        Symbols: M - Male
                 F - Female
        Each Symbol Represents 5 Cases.
```

Figure 5.27: Diagrammatic representation for binary logistic regression

(Source: Self-created)

The cut-off value of 0.5 is essential for the enumeration of binomial logistic regression, The prediction for males has a low probability compared to the females. Moreover, the higher probability for the females is evident from the diagram and it shows that males are inclined to

zero therefore it is evident that predicted probabilities between males and females are analysed using the binomial logistic regression.

CHAPTER 6: DISCUSSION AND IMPLICATIONS

6.1: Introduction

The following sections provide a comprehensive understanding of the critical elements for the establishment of sportswear sectors within a retail sector. The role of managers for retail sectors is critical for isolating higher efficiency in terms of business profitability. There are various elements for safeguarding customer satisfaction within retail sectors that are mentioned in the following sections. The chapter initiates with a descriptive analysis of the binary logistics regression model that is provided in the previous sections. This is followed by the managerial implications that are necessary for the development of promotional tools and customer loyalty within a particular organization struggling with changing customer preferences.

6.2 Discussion on Binary Logistics Regression Model

The hypothesis testing conducted with the help of binary logistics regression shows that there is a significant distribution among the independent variables within the dataset. According to *et al.* (2021). Some of the critical elements for increasing productivity within a retail sector include improved customer insight, satisfaction and purchasing preferences. It is evident from the previous enumeration that improved service quality does not have a positive impact on customer satisfaction within the retail sector. Likert scaling for the analysis leads to the reverse coding of the data for the respondents and therefore, the null hypothesis is retained for the analysis. The Cox and Snell R square and Nagelkerke R square for the analysis are conducted where the values for the analysis are estimated to be within the standardized thresholds for the values and theoretically, the dataset is significant. The classification table for the analysis provides evidence that there is an unequal division of both males and females within the dataset. This leads to the variation within the diagrammatic representation for binary logistic regression. Males are placed close to the zero in the sack indicating a higher probability for females compared to males.

Respondents believe that there is development in the sustainable goals for effective development of enhanced customer service is proficient for retail sectors. Most of the respondents in the survey suggested that efficient support systems are necessary for developing policies for sustainable development within the retail sector. Focus within the sportswear sector is critical for the overall development of the primary requisites of customer

satisfaction and purchasing perceptions. The store atmosphere is one of the critical elements for increasing the visual appeal of the products offered by the store. Factors that are responsible for the development of a comfortable purchasing environment include visuals, arrangements, light and more. The overall store atmosphere is considered a critical physical layout for a retail organization (Qomariah *et al.* 2020). Therefore, the elements for developing customer satisfaction are considered critical for the overall development of a store within a competitive environment.

6.3 Managerial Implications

The role of managers within retail sectors is critical for the enhancement of overall production. The process of retail management deals with running and managing outlets within different areas. The overall process for the mechanism is based on maintaining the overall customer purchasing retention for services within the retail sector. One of the major implications for managers within retail sectors and sportswear organizations is the identification of the critical problems associated with business organizations. The overall development of the prototype products within new market territories is critical for retail sectors. Moreover, this also enables venturing within marketplaces that have some form of supply management for efficient management. Appropriate address of legal and financial matters for the company is also considered critical for the development of retail sectors. Harnessing the elements for safety inspections and compliance audits is critical for the overall development. Several labelling and policy requirements are associated with the business behaviours of the retail sector.

It is evident from the previous sections that there is a definite need for strong compliance strategies for managing sportswear quality within the retail sector. Policy regulations are critical elements within the retail sportswear sector that are analysed from the dataset. The use of digital technologies has enabled customers and retailers to improve their customer relations management resulting in increasing productivity. There is a specific requirement for increasing the overall customer relations within various levels of the retail sector. The use of digital technologies within retail sectors has an overall positive effect on the productivity of an organization.

Managers have a critical role in promoting the brand and retailing the products and services of the company. The primary objective for managers is to ensure that advertisements of the products have been efficiently managed with the help of digital technologies. Efficient decision-making is emphasized with the help of effective management, and this ensures that open communication between the employees must be maintained to ensure higher productivity (Ahmad *et al.* 2020). This enables driving the overall awareness of the products

and services is the primary target for managers. The majority of the respondents in the services have shown evidence that there are inefficacies within the overall retail sectors offering sportswear products. It is, therefore, necessary to have a customer-friendly attitude within the store to provide overall assistance in the retail sector. Malfunctions within the retail sector are a common phenomenon that is evident in the analysis and therefore, maintaining open communication and a collaborative attitude towards the organization is critical for the success of an organization.

6.4 Literature Implications

The European sportswear market has enhanced in the last couple of years with the help of digital technologies. One of the critical sections for businesses that are dealing with sportswear industries is brand positioning. Customer satisfaction is one of the critical strategies for businesses within the retail sector. Understanding the customer-centric approach for businesses and enumeration of purchasing intentions are necessary for evaluating the overall success of a retail sector. It is evident from the previous sections that the European market is one of the major importers of fashion sportswear and the overall valuation of the retail sector has skyrocketed in the last decade. This implies that there is an increasing demand for retail sectors within the nation. Moreover, the need for evolving within the fitness condition has also been considered a critical element for retail sectors.

The theoretical modelling within the literature review section highlights one of the critical models that are necessary for the appropriate enumeration of the sportswear sectors. It is implied that the SERVQUAL model has enabled for evaluating the service quality and customer perceptions for some of the critical dimensions for business organizations. Tangibles, reliability and responsiveness for assurance and empathy allow for increasing the overall service quality within an organization. Moreover, the Kano model allows for understanding the consequences that are faced by retail sectors within a competitive environment. Three types of customer needs are evident with the Kano model which includes the normal needs, exciting neds and threshold attributes for the business organizations. Normal needs for a business are critical for maintaining the overall efficacy of retailers and customers within a competitive environment. Threshold features on the other hand also allow for effective development and assistance of the services provided by retail sectors.

Parameters for maintaining higher levels of efficacy within retail sectors are discussed where it is implied that customer satisfaction is considered a critical factor that is critical for enhancing the overall quality, value, capabilities and services of a company. Retailers within sportswear sectors allow for focusing on the customer satisfaction of the employees and it is

directly proportionate to the marketing terms increasing the overall brand positioning of a company within a competitive environment.

CHAPTER 7: CONCLUSION

7.1 Limitation and Future Scope

The present study provides a comprehensive overview of the necessary parameters for elucidating the role of customer satisfaction within retail sectors. However, antecedents and external factors for better operation are not emphasized. Some highlight lighting limitations are responsible for reducing the overall efficacy of the study within competitive sectors. The study is conducted within the markets of Europe and therefore the data collected are not widely distributed due to lack of variances. Moreover, the novel sorting sectors dealing with contemporary sports are not discussed due to the lack of data.

The overall aim of the study was to assess the factors for enhanced customer satisfaction within retail sectors. Customers and retailers along with their interactive performances within a competitive environment are critical for empowering the overall role of businesses within business sectors. The future outlook for the study should be focused on deploying digital tools and techniques for automating general tasks within a business organization. Moreover, the need for a collaborative approach toward safeguarding customer preferences and perspectives over the company is critical for enhancing the overall productivity of the company.

7.2 Conclusion

Customer satisfaction within retail sectors has improved in the last couple of years due to the implementation of digital technologies within retail sectors. It is conclusive from the study that there is an increasing need for digital technologies like social media platforms within retail sectors to secure the overall demand for customer services. The overall purchasing intentions of customers within sportswear sectors have changed whereas their sectors within retail sectors are struggling with volatile marketing challenges and stringent competition. The role of managers within the retail sector has been prevalent due to the need for better production efficiency and customer management. The theoretical frameworks that were used for the analysis show that they can help secure overall customer satisfaction within retail sectors. The statistical analysis that is analyzed with parametric and non-parametric estimation shows that there are variances within the dataset and the respondents have made clear and precise implications regarding the survey questionnaires. The need for an enhanced customer management system is critical for developing an optimal operational

framework for companies within retail sectors. Future implications for the study show that there is a definite need for efficient managerial functioning within a retail sector for better performances within a competitive sector. Moreover, some of the critical elements that are conclusive from the study include customer loyalty and brand positioning that plays a fundamental role in the overall success of an organization.

References

Adam, M., Ibrahim, M., Ikramuddin, I. and Syahputra, H., 2020. The role of digital marketing platforms on supply chain management for customer satisfaction and loyalty in small and medium enterprises (SMEs) at Indonesia. International Journal of Supply Chain Management, 9(3), pp.1210-1220.

Ahmad, S., Miskon, S., Alabdan, R. and Tlili, I., 2020. Towards sustainable textile and apparel industry: Exploring the role of business intelligence systems in the era of industry 4.0. Sustainability, 12(7), p.2632.

Aithal, A. and Aithal, P.S., 2020. Development and validation of survey questionnaire & experimental data–a systematical review-based statistical approach. International Journal of Management, Technology, and Social Sciences (IJMTS), 5(2), pp.233-251.

Al Rabaiei, K., Alnajjar, F. and Ahmad, A., 2021. Kano model integration with data mining to predict customer satisfaction. Big data and cognitive computing, 5(4), p.66.

Al-Ababneh, M., 2020. Linking ontology, epistemology and research methodology. Science & Philosophy, 8(1), pp.75-91.

Berber, U. and Mollaoğulları, H., 2020. The effect of service quality on satisfaction of athletes participating in sport programmes. European Journal of Physical Education and Sport Science.

BobbittHey, Z. (2022) What is reliability analysis? (definition & example), Statology. Available at: https://www.statology.org/reliability-analysis/

Cash, P., Isaksson, O., Maier, A. and Summers, J., 2022. Sampling in design research: Eight key considerations. Design studies, 78, p.101077.

cbi.eu, 2022. Available at: https://www.cbi.eu/market-information/apparel/sportswear/market-potential [Accessed on: 26.06.2024]

Chaerudin, S.M. and Syafarudin, A., 2021. The effect of product quality, service quality, price on product purchasing decisions on consumer satisfaction. Ilomata International Journal of Tax and Accounting, 2(1), pp.61-70.

Cunningham, N. and De Meyer-Heydenrych, C., 2021. Premium versus affordable clothing retailers: what are customer expectations for satisfaction and repurchase intentions?. International Journal of Retail & Distribution Management, 49(6), pp.752-771.

Dam, S.M. and Dam, T.C., 2021. Relationships between service quality, brand image, customer satisfaction, and customer loyalty. The Journal of Asian Finance, Economics and Business, 8(3), pp.585-593.

Ding, Y., 2022. The impact of social media marketing on customer satisfaction at hermes in China. *BCP Business & Management*, *20*, pp.797-802.

euromonitor.com, 2022. Available at: https://www.euromonitor.com/sportswear-in-western-europe/report#:~:text=Positive%20growth%20expected%20in%202021,item%20or%20comfortable%20casualwear%20option. [Accessed on: 26.06.2024]

Ginting, Y., Chandra, T., Miran, I. and Yusriadi, Y., 2023. Repurchase intention of e-commerce customers in Indonesia: An overview of the effect of e-service quality, e-word of mouth, customer trust, and customer satisfaction mediation. International Journal of Data and Network Science, 7(1), pp.329-340.

globaldata.com, 2022. Available at: https://www.globaldata.com/store/report/europe-sportswear-market-analysis/#:~:text=size%20in%202021%3F-,The%20Europe%20sportswear%20market%20size%20was%20valued%20at%20EUR80.,5%25%20during%202021%2D2026. [Accessed on: 26.06.2024]

Gonda, G., Gorgenyi-Hegyes, E., Nathan, R.J. and Fekete-Farkas, M., 2020. Competitive factors of fashion retail sector with special focus on SMEs. Economies, 8(4), p.95.

Hallencreutz, J. and Parmler, J., 2021. Important drivers for customer satisfaction–from product focus to image and service quality. Total quality management & business excellence, 32(5-6), pp.501-510.

Hamzah, A.A. and Shamsudin, M.F., 2020. Why customer satisfaction is important to business?. Journal of Undergraduate Social Science and Technology, 1(1).

hbs.edu (2021) What is regression analysis in business analytics?, Business Insights Blog. Available at: https://online.hbs.edu/blog/post/what-is-regression-analysis (Accessed: 26 July 2024).

Jamil, K., Dunnan, L., Gul, R.F., Shehzad, M.U., Gillani, S.H.M. and Awan, F.H., 2022. Role of social media marketing activities in influencing customer intentions: a perspective of a new emerging era. *Frontiers in Psychology*, *12*, p.808525.

Juliana, J., Stella, B., Austine, C.V., Budiono, E.D. and Klarissa, K., 2021. Antecedents on customer satisfaction Tuku Coffee Shop: A perspective expectation-confirmation theory and Kano's model. International Journal of Social, Policy and Law, 2(3), pp.1-11.

Lavarda, R.B. and Bellucci, C.F., 2022. Case study as a suitable method to research strategy as practice perspective. The Qualitative Report, 27(2), pp.539-555.

Lee, S.M. and Lee, D., 2020. "Untact": a new customer service strategy in the digital age. *Service Business*, *14*(1), pp.1-22.

Majeed, M., Asare, C., Fatawu, A. and Abubakari, A., 2022. An analysis of the effects of customer satisfaction and engagement on social media on repurchase intention in the hospitality industry. Cogent Business & Management, 9(1), p.2028331.

MARIA FERNANDEZ, T.R.E.E.S.A., RAJ, J. and KA, R., 2023. *A study on CUSTOMER SATISFACTION TOWARDS NIKE BRAND WITH SPECIAL REFERENCE TO COCHIN CITY* (Doctoral dissertation, St Terasa's (autonomous) Ernakulam).

McClenaghan, E. (2024) The kruskal–wallis test, Informatics from Technology Networks. Available at: https://www.technologynetworks.com/informatics/articles/the-kruskal-wallis-test-370025

Nagaraj, H.R. and Gopal, K., 2022. THE IMPACT OF SOCIAL MEDIA MARKETING ON CUSTOMER SATISFACTION: A STUDY AMONGST WORKING ADULTS IN MALAYSIA. *Electronic Journal of Business and Management*, *7*(4), pp.41-54.

Nazirova, E.S. and Tursunov, J.A., 2023. ANALYSIS OF SCIENTIFIC RESEARCH METHODOLOGY. Oriental renaissance: Innovative, educational, natural and social sciences, 3(8), pp.17-24.

Pandey, P. and Pandey, M.M., 2021. Research methodology tools and techniques. Bridge Center.

Parasuraman, A.P., Zeithaml, V., Berry, L., 1988. SERVQUAL: A multiple- Item Scale for measuring consumer perceptions of service quality. J. Retail.

Pei, X.L., Guo, J.N., Wu, T.J., Zhou, W.X. and Yeh, S.P., 2020. Does the effect of customer experience on customer satisfaction create a sustainable competitive advantage? A comparative study of different shopping situations. Sustainability, 12(18), p.7436.

Qomariah, N., Fahrurrozi, A. and Rozzaid, Y., 2020. Efforts to Increase Retail Customer Satisfaction. International Journal of Economics and Management Studies (SSRG-IJEMS), 7(7), pp.25-31.

Saricam, C., 2022. Analysing service quality and its relation to customer satisfaction and loyalty in sportswear retail market. Autex Research Journal, 22(2), pp.184-193.

Saricam, C., 2022. Analysing service quality and its relation to customer satisfaction and loyalty in sportswear retail market. Autex Research Journal, 22(2), pp.184-193.

Sharma, H., 2022. How short or long should be a questionnaire for any research? Researchers dilemma in deciding the appropriate questionnaire length. Saudi journal of anaesthesia, 16(1), pp.65-68.

Siedlecki, S.L., 2020. Understanding descriptive research designs and methods. Clinical Nurse Specialist, 34(1), pp.8-12.

Silva, K.D., Madhushani, A.A.L. and Jayalath, S.D.S., 2020. The Impact of Brand Loyalty on Customer Purchase Intention: An Empirical Study on Basketball Shoe Brands of Adidas, Nikeand Puma. *Journal of Physical Education and Sports Management*, *7*(2), pp.17-25.

srilankabusiness.com, 2022. Available at: https://www.srilankabusiness.com/reports/cbi/apparel/cbi-sportswear.pdf#:~:text=The%20top%20sportswear%20import%20markets%20in%20the,per%20year%20in%20the%20last%20five%20years. [Accessed on: 26.06.2024]

Stantcheva, S., 2023. How to run surveys: A guide to creating your own identifying variation and revealing the invisible. Annual Review of Economics, 15(1), pp.205-234.

statista.com (2024). Available at: https://www.statista.com/statistics/507405/uk-active-social-media-and-mobile-social-media-users/#:~:text=The%20United%20Kingdom%20(UK)%20was,the%20population%20of%20the%20UK.

statista.com, 2023. Available at: https://www.statista.com/statistics/1357855/value-and-growth-of-the-european-sportswear-market/ [Accessed on: 26.06.2024]

statisticssolutions.com (2024) Mann-Whitney U Test, Statistics Solutions. Available at: https://www.statisticssolutions.com/free-resources/directory-of-statistical-analyses/mann-whitney-u-test/#:~:text=Mann%2DWhitney%20U%20test%20is,means%20are%20equal%20or%20not

Uzir, M.U.H., Jerin, I., Al Halbusi, H., Hamid, A.B.A. and Latiff, A.S.A., 2020. Does quality stimulate customer satisfaction where perceived value mediates and the usage of social media moderates?. Heliyon, 6(12).

Uzir, M.U.H., Jerin, I., Al Halbusi, H., Hamid, A.B.A. and Latiff, A.S.A., 2020. Does quality stimulate customer satisfaction where perceived value mediates and the usage of social media moderates?. *Heliyon*, *6*(12).

Vu, H.M., 2020. Employee empowerment and empowering leadership: A literature review.

Ying, S., Sindakis, S., Aggarwal, S., Chen, C. and Su, J., 2021. Managing big data in the retail industry of Singapore: Examining the impact on customer satisfaction and organizational performance. European Management Journal, 39(3), pp.390-400.

Zia, A., Younus, S. and Mirza, F., 2021. Investigating the impact of brand image and brand loyalty on brand equity: the mediating role of brand awareness. International Journal of Innovation, Creativity and Change, 15(2), pp.1091-1106.

Appendix

Inter-Item Correlation Matrix

	The store is in a good location and easily accessible.	The interior of the store is tasteful and attractive.	The store layout is neat and comfortable.	The appearance of the staff is always pleasant and tidy	The company's brand is seen positively in society.	Company advertising and published information always correspond to the services provided.	Company employees provide professional and error-free services.	All company's employees serve and provide services equally well.	I always hope to buy a quality product when buying here.	The company always responds promptly and kindly to customer complaints.	I get immediate help at the sportwear store, if necessary.	Company's employees are always willing and helpful to their clients.	Company's employees always provide all the necessary information about the products.	In the event of a problem, company's employees are always happy and quick to try to solve it.	Shopping here is always fast and enjoyable.	The sportwear store is conveniently located, easily accessible by both public transport and a private car.	Information about sportwear stores and the products are clear and easy to find.	The company employs only competent staff.	Company's employees always provide correct, clear, and useful information.	I feel sincere company's interest in my needs and interests.	I feel that company's employees are always willing to help me.	Sportwear store's working hours are convenient to me.
The store is in a good location and easily accessible.	1.000	.447	.255	.213	.295	.307	.345	.239	.441	.124	.240	.140	.059	.239	.279	.408	.245	.140	.094	.251	.180	.167
The interior of the store is tasteful and attractive.	.447	1.000	.526	.546	.396	.511	.528	.368	.480	.352	.289	.190	.226	.247	.378	.400	.230	.272	.372	.376	.423	.230
The store layout is neat and comfortable.	.255	.526	1.000	.486	.349	.311	.267	.290	.402	.306	.335	.211	.247	.277	.241	.410	.518	.353	.429	.374	.444	.430
The appearance of the staff is always pleasant and tidy	.213	.546	.486	1.000	.486	.468	.424	.472	.503	.426	.413	.339	.315	.290	.262	.313	.280	.357	.308	.440	.346	.396
The company's brand is seen positively in society.	.295	.396	.349	.486	1.000	.558	.478	.567	.519	.558	.355	.344	.360	.483	.250	.465	.397	.320	.340	.404	.364	.429
Company advertising and published information always correspond to the services provided.	.307	.511	.311	.468	.558	1.000	.653	.619	.596	.412	.392	.200	.198	.212	.377	.521	.441	.414	.320	.381	.334	.350
Company employees provide professional and error-free services.	.345	.528	.297	.424	.478	.653	1.000	.621	.477	.357	.371	.217	.203	.158	.437	.408	.411	.389	.298	.415	.441	.350
All company's employees serve and provide services equally well.	.239	.368	.280	.472	.567	.619	.621	1.000	.503	.707	.543	.388	.439	.352	.389	.480	.429	.576	.464	.474	.446	.363
I always hope to buy a quality product when buying here.	.441	.480	.402	.503	.519	.596	.477	.503	1.000	.375	.390	.255	.250	.245	.404	.484	.413	.313	.292	.319	.395	.469
The company always responds promptly and kindly to customer complaints.	.124	.352	.306	.426	.558	.412	.357	.707	.375	1.000	.460	.315	.510	.417	.259	.397	.373	.443	.469	.520	.436	.342
I get immediate help at the sportwear store, if necessary.	.240	.289	.335	.413	.355	.392	.371	.543	.390	.460	1.000	.624	.555	.528	.533	.454	.444	.537	.432	.389	.459	.502
Company's employees are always willing and helpful to their clients.	.140	.190	.211	.339	.344	.200	.217	.388	.255	.315	.624	1.000	.692	.661	.481	.257	.267	.395	.385	.338	.299	.394
Company's employees always provide all the necessary information about the products.	.059	.226	.247	.315	.360	.198	.203	.439	.250	.510	.555	.692	1.000	.624	.460	.170	.245	.322	.492	.518	.301	.412
In the event of a problem, company's employees are always happy and quick to try to solve it.	.239	.247	.277	.290	.483	.212	.158	.352	.245	.417	.528	.661	.624	1.000	.531	.322	.326	.488	.347	.401	.232	.341
Shopping here is always fast and enjoyable.	.279	.378	.241	.262	.250	.377	.437	.389	.404	.259	.533	.481	.460	.531	1.000	.314	.365	.370	.267	.293	.269	.365
The sportwear store is conveniently located, easily accessible by both public transport and a private car.	.408	.400	.410	.313	.465	.521	.408	.480	.484	.397	.454	.257	.170	.322	.314	1.000	.557	.533	.498	.396	.459	.431
Information about sportwear stores and the products are clear and easy to find.	.245	.230	.518	.280	.397	.441	.411	.429	.413	.373	.444	.267	.245	.326	.365	.557	1.000	.483	.407	.401	.416	.533
The company employs only competent staff.	.140	.272	.353	.357	.320	.414	.389	.576	.313	.443	.537	.395	.322	.488	.370	.533	.483	1.000	.605	.519	.497	.556
Company's employees always provide correct, clear, and useful information.	.094	.372	.429	.308	.340	.320	.298	.464	.292	.469	.432	.385	.492	.347	.267	.498	.407	.605	1.000	.573	.606	.606
I feel sincere company's interest in my needs and interests.	.251	.376	.374	.440	.404	.381	.415	.474	.319	.520	.389	.338	.518	.401	.293	.398	.401	.519	.573	1.000	.569	.536
I feel that company's employees are always willing to help me.	.180	.423	.444	.346	.364	.334	.441	.446	.395	.436	.459	.299	.301	.232	.269	.459	.416	.497	.606	.569	1.000	.650
Sportwear store's working hours are convenient to me.	.167	.230	.430	.396	.429	.350	.350	.363	.469	.342	.502	.394	.412	.341	.365	.431	.533	.556	.606	.536	.650	1.000

Figure A1: Correlation matrix

(Source: Self-created)

Independent-Samples Mann-Whitney U Test Summary

Total N	120
Mann-Whitney U	1501.000
Wilcoxon W	2629.000
Test Statistic	1501.000
Standard Error	164.175
Standardized Test Statistic	-1.307
Asymptotic Sig.(2-sided test)	.191

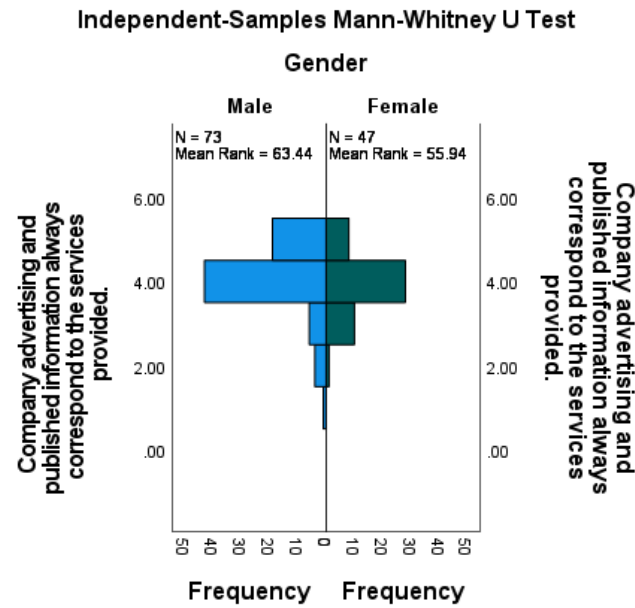*Figure A2: Mann-Whitney U test*

(Source: Self-created)

Figure A3: Graphical representation for Mann Whitney U test
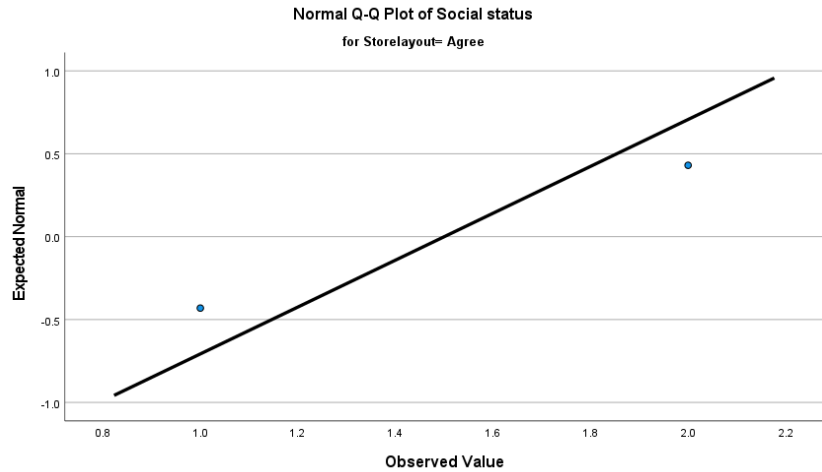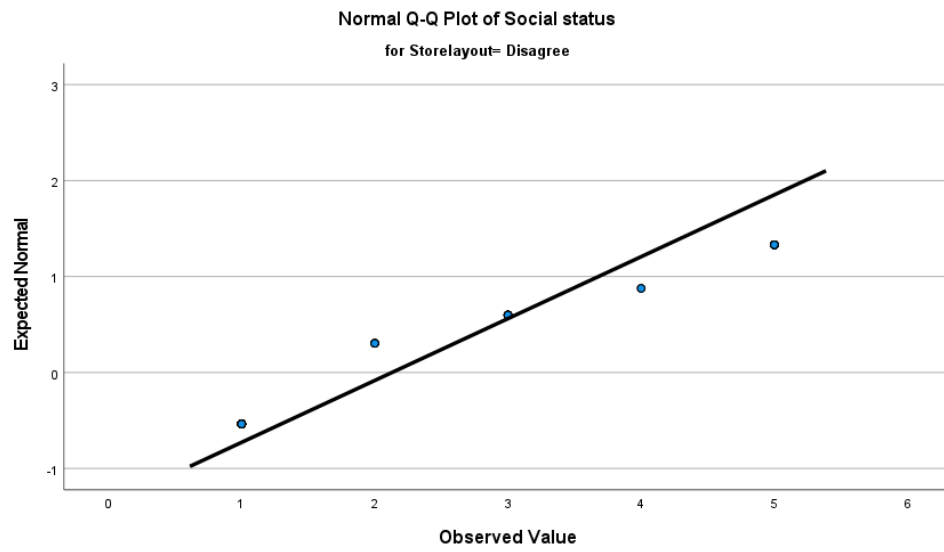
(Source: Self-created)

Figure A5: Scatter plot

(Source: Self-created)

Figure A6: Scatter plot
(Source: Self-created)