LEVERAGING TECHNOLOGY TO ENHANCE CUSTOMER EXPERIENCE AND GAIN COMPETITIVE ADVANTAGE IN PAKISTAN'S TEXTILE INDUSTRY

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ABSTRACT

Many different businesses see and apply a business-centric approach as a means of gaining a competitive edge in the dynamic business climate of today. The aim of this study was to investigate the association between customer satisfaction and service quality in the Pakistani textile industry. The participants in this study were all consumers with prior textile industry expertise, living in the Faisalabad district. Sample of 100 customers was selected from Chiniot bazaar and Montgomery bazaar district Faisalabad. In order to conduct this investigation, a questionnaire was used as an instrument. The material of the product or service received an average rating of 1.83 stars out of 5. The fact that the standard deviation of the ratings that surrounded this average rating is only 0.79 indicates that the ratings given for the material were generally low and that there was not much of a range in the ratings. 1.90 is the average rating given to the services that are associated with the product or service. The fact that the standard deviation of the ratings surrounding this average rating is only 0.75 indicates that the ratings given for the services were not very high and that there was not much of a range in the ratings. As a result, the hypothesis H0 was accepted, but the hypothesis H1 was not. Organizations in the textile industry should make use of technology in order to improve the overall customer experience. Implementing platforms for online shopping, delivering customer service through social media channels, and utilising data analytics to gain an understanding of customer preferences and behaviour are all viable options for accomplishing this goal.

Keywords: organization, textile industry, garments, Pakistan etc.

Introduction

Service quality has emerged as an important component of service marketing as a means of determining which businesses will thrive and which will fail, particularly in the volatile emerging business environment. As a result, one of the most important goals of service companies today is to gain an understanding of the perspectives of their clients regarding the quality of the services provided by their organisations. Having a good service quality has been shown in a number of previous studies to have a

Title: Leveraging Technology to Enhance Customer Experience and Gain Competitive Advantage in Pakistan's Textile Industry

1

number of positive outcomes, including an increase in market share and sales, as well as an increase in customer satisfaction and loyalty.

A business-centric approach is understood and utilised by many different organisations in order to gain a competitive advantage in today's ever-changing business environment. In the fiercely competitive and ever-evolving business world of today, marketing professionals are doing everything in their power to turn ideas into reality through programmes that are thought to meet the needs of current clients and establish a lasting, ongoing relationship with them. This is an attempt to perform to the best of their abilities in a setting that is thought to be dynamic and competitive. It's easier to see your current clientele than to attract new ones in this day and age when people's purchasing habits are always changing. This is a result of the constantly evolving consumption patterns of the people in our day.

Background of the Study

In the majority of developed nations, economic expansion and prosperity are largely attributable to the contributions made by the service sector, which includes the textile industry (Omar et al., 2010). In a similar vein, Pakistan's textile industry plays a significant role in the nation's economic growth; meanwhile, the country's financial institutions are constantly growing and diversifying their product lines to include a wide variety of financial services and opportunities for investment both inside and outside the nation, thereby contributing to even more economic expansion (Khalid & Irshad, 2010). However, the quality of the product is also very important to the satisfaction of the customer.

Customers now have a greater awareness of the necessary quality standards and are placing increased demands on businesses to meet those standards. According to Lee and Lin (2005), providing high-quality services is therefore vital for a business to succeed. Furthermore, service providers ought to endeavour to preserve favourable connections with their clientele (Panda, 2003), given that the calibre of these associations dictates the extent to which customers are content with the establishment and exhibit fidelity towards it (Joseph et al., 2005). Numerous researchers have found that an organization's performance (Portela & Thanassoulis, 2005), market share (Fisher, 2001), sales profit (Duncan & Elliot, 2002), and customer loyalty (Duncan & Elliot, 2002) are all impacted by the quality of services it provides.

Evidence has been offered by Caruana (2002) to show the relationship between client happiness, loyalty, and the calibre of the services received. Furthermore, as technology has spread throughout the service industry, client expectations of service providers have grown (Al-Eisa & Alhemoud, 2009). For this reason, using the right technology to provide clients with high-quality products and keeping strong relationships with those customers are just as crucial to a business's survival as any other factor. Despite the existence of published material regarding service quality, there remains a gap in the research. Neither the direct impact of service quality on customer loyalty nor the indirect impact through intermediaries has been thoroughly studied in the context of a developing nation such as Pakistan. This is due to the fact that measuring either of these impacts is more challenging.

Enterprises worldwide are always seeking innovative and progressive methods to broaden their clientele and increase their earnings. One of the most crucial elements influencing a business's success is its customers' satisfaction with the services they receive. 96% of consumers worldwide think that a brand's ability to maintain their loyalty is mostly dependent on the calibre of the services they receive. Seventy

Title: Leveraging Technology to Enhance Customer Experience and Gain Competitive Advantage in Pakistan's Textile Industry

2

percent of consumers claim that the superior customer service they receive from brands is the reason they stick with them. 52% of customers claim to have purchased more goods from a business only as a result of receiving excellent service from that business in the past (Hayes, 2013). These figures show that a company's ability to turn a profit depends on a number of variables, including service quality, customer satisfaction, and brand loyalty. Furthermore, acquiring and retaining these kinds of elements is still, and has always been, a major difficulty for businesses.

Sufficient service quality, which is defined as the customer's assessment of the company's long-term service performance, frequently has the impact of increasing customer happiness (Brimpong, 2008). According to Agus et al. (2007), customers' perceptions of service quality frequently take into account the calibre of the good or service itself, the manner and conduct of the staff, and the company's willingness to be adaptable and responsive. Moreover, it has long been maintained that customer retention and service quality are related, and that brand loyalty is frequently positively impacted by high-quality services (Akbar & Parvez, 2009).

Problem Statement

What are some of the most significant elements in Pakistan's textile sector that support higher levels of client satisfaction and service quality? Following the research's successful completion, the investigator makes an effort to pinpoint the result for the aforementioned claim. By finding the answer, the researchers were able to effectively address the crucial elements of customer satisfaction that support Pakistan's acquisition of high-quality services.

Research Gap

In Pakistan, the textile industries hold the utmost significance. The productivity of the industry as a whole as well as the calibre of the products have received a lot of attention in recent years. Not only have these industries accounted for 46% of manufacturing revenue, but they have also generated over 67% of export revenue (TA, 2011). The textile industry in Pakistan has worked very hard to enhance the fabric's visual appeal as well as how comfortable it is to wear as clothing. The textile business in Pakistan has changed dramatically in the last few years.

Thanks to the observable improvements in both appearance and quality, the textile industry has seen an increase in sales (Memon, 2011). Islam et al. (2012) state that some of the most important factors affecting how customers perceive and are satisfied with the clothing wear market are the look, feel, and quality of the textile. One possible result of this is that it may have an impact on consumer pronouncements regarding purchases. Pakistan's textile sector is considered one of the most successful in the country's apparel business, both domestically and internationally.

Research Questions

The research question of this research is

1. How do service quality and customer satisfaction relate to each other in Pakistan's textile industry?

2. What effect does service quality have on customer satisfaction?

Title: Leveraging Technology to Enhance Customer Experience and Gain Competitive Advantage in Pakistan's Textile Industry

3

Research Objectives

The objective of this research is

- To examined the relationship between customer satisfaction and service quality in Textile Industry in Pakistan.
- To Investigating the correlation between customer satisfaction and service quality in Textile Industry in Pakistan.

Significance of the Study

The successful conclusion of the current research is of significant assistance to the policy makers and managers in the textile industry. In addition, the study provides assistance to marketers in their efforts to gain a better understanding of the critical factors that influence the purchasing decision of consumers. In addition, the research supplies the decision-makers in the industry with references that they can use to modify any strategies if the need arises. Additionally, it helps in the process of determining the level of customer satisfaction through research that has been reviewed and documented. This is done so as part of the correspondence process. Most importantly, the current study is of great use to both business owners and managers because it discusses and identifies important factors that contribute to a company's high level of productivity. In addition, the current study is useful for academics because it contributes by providing additional knowledge on the topic at hand. This makes the study beneficial for academics.

Literature Review

In the current competitive environment, the most important questions that marketing managers need to consider are: what factors influence customer satisfaction? How can these variables be managed? For which segments can these activities be created? It is evident that the answers to these questions are critical for the companies, particularly considering that retaining current consumers is four times more expensive than bringing in new ones.

Rahman (2011) defines customer satisfaction as the degree to which a customer feels that a product or service met or exceeded their expectations. Accordingly, satisfaction is defined by Kotler and Keller (2012) as the emotion that arises from comparing the performance of a product to an individual's expectations, either positive or negative. One of the most crucial elements that companies and organisations consider in order to prosper and keep a competitive advantage is customer satisfaction. On the other hand, Abdallat and Emam (2006) argue that customer happiness is a process that starts before to a purchase and materialises following the use of a good or service.

Increased customer satisfaction is crucial for boosting a business's sales because loyal customers are more inclined to purchase a product, claim Alauddin et al. (2013). Furthermore, Bai et al. (2008) attest that loyal clients usually don't care how much a commodity or service costs and don't pay much attention to competing businesses' marketing initiatives. As per Jamal and Naser (2003), the company's ability to cater to its loyal clients can also be attributed to their satisfaction with prior purchases and familiarity with the company's merchandise. Customers are more inclined to refer a business to others when they obtain a product or service that beyond their expectations, providing free and creative marketing for the company.

Title: Leveraging Technology to Enhance Customer Experience and Gain Competitive Advantage in Pakistan's Textile Industry

4

Every consumer is valued and crucial to the business since they have the ability to make purchases, which helps the business create money, according to the Texas (2001) study. The study continues by stating that satisfied clients are the foundation of successful promotion for a business's goods or services since they can recommend the same to others in their social circle. Because buyer satisfaction has a high association with the quality of the goods, Decker (2001) claims that it is primarily tied to a variety of elements.

A study conducted by Fornell et al. (2006) found that customer satisfaction is critical to an organization's success since it helps owners of businesses boost sales and profitability. Furthermore, as the notion is often seen as being of the highest significance by enterprises, customer satisfaction represents the accomplishment of the requirements and wishes of the consumer. Gustafsson et al. (2005) found that customer satisfaction is a reliable indicator of a client's loyalty and propensity to make more purchases in the times to come. The likelihood that a consumer would utilise or purchase a service or product is indicated by their level of satisfaction. Customer satisfaction directly leads to client loyalty, which is acknowledged as a useful strategy for marketers looking to boost output and revenue. Furthermore, customer happiness is essentially a differentiator because it demonstrates a client's interest in and preferences for a specific product, according to research by Decker (2001).

According to Texas (2001), customer satisfaction reduces customer churn since it creates a rift between the company's client-base. Furthermore, as satisfied consumers are more inclined to promote the relevant product in their varied social circles, customer satisfaction is an essential instrument that helps consumers reduce unfavourable word of mouth. They may also have a big impact on drawing in new potential clients, which will aid in the company's customer acquisition and product and service marketing. Research by Luo and Bhattacharya (2006) indicates that attracting new consumers through promotions and advertising is more expensive than keeping existing ones through customer satisfaction. But as Jamal and Naser (2003) point out, maintaining happy clients is crucial for business since it can significantly affect how successfully an organisation operates. Business owners can evaluate their market position by measuring the satisfaction of their customers. Gustafsson et al. (2005) went on to say that getting input from clients via surveys enables companies to gauge client satisfaction levels, which in turn provides guidance for modifying and enhancing their operations and tactics.

To achieve customer satisfaction, for instance, Alauddin et al. (2013) suggests that a number of factors are essential, including product quality, production costs, the acceptable quality level, product security measurement, on-time shipment, communication and services, employee expertise, and product sampling. Schiffman and Kanuk (2007) assert that a multitude of factors may influence the degree of customer satisfaction, which in turn may influence the decision to buy. Furthermore, Shirani et al. (2014) state that when these elements are in line with customer satisfaction, they create a favourable link with the brand that affects the buyer's choice to buy. A customer's decision to buy a particular product can be characterised as a purchase (Suroto et al., 2013).

The first step in a buyer's decision to buy, according to Sumaedi et al. (2011), is the recognition of a need. This recognition could come from an indication of an exterior stimulus (like advertising) or from internal sensations like hunger or thirst. Additionally, Suroto et al. (2013) advised the buyer to conduct research on the subject in order to locate and categorise sources that are relevant to the purchase after

Title: Leveraging Technology to Enhance Customer Experience and Gain Competitive Advantage in Pakistan's Textile Industry

5

determining the need. Following the acquisition of the relevant data, the buyer assesses the items according to their unique features before deciding on one that meets the needs. At this point, customers typically compare the products to their pre-established expectations and express satisfaction or dissatisfaction with the outcome. As a result, the last phase of the post-purchase behaviour aids businesses in retaining their current clientele.

The supply chain process has a major impact on both the consumer's behaviour and the production process (Kot et al., 2019). Although supply chain management is an essential tool for business management, small and medium-sized enterprises seem to employ it more frequently (Kot et al., 2019). It is therefore the final evaluation phase that takes place following a purchase decision and is associated with determining consumer satisfaction. A study by Rajput et al. (2012) found that customer happiness is influenced by product accessibility. The writers claim that when a product is made available at the appropriate moment, customers are immediately satisfied with the good or service. Additionally, the availability of the product influences both customer and product or service satisfaction.

As to the findings of Gustafsson et al. (2005), there exist several other elements that might also impact the level of customer satisfaction within the garment industry. Among these are manufacturing rates and product lead times in the apparel industry. Customers will, however, unavoidably be happier when production lead times and speeds are reasonable. Customer satisfaction is an essential component of every business, according to Decker (2001), hence it is critical for business owners to think through and evaluate the variables that may have an impact on customer satisfaction. One of the things that can influence a customer's choice to purchase a product is its adaptability; customers find satisfaction in utilising adaptable products or devices.

Banks need to create strategies that will enable them to compete in a crowded industry. Banks may achieve this by concentrating on offering excellent customer service and a productive delivery system. According to Caruana (2002), providing excellent customer service increases customer happiness and encourages customer loyalty. A service is an offered, intangible performance (Kotler & Keller, 2006). A service has several attributes, such as being incorporeal, having components that cannot be separated, being impossible to measure with a physical instrument, and being variable in that it cannot be offered in the same manner at various times (Saunders et al., 2011). There are several parameters to assess the calibre of the services. This scale has undergone a few modifications throughout the years, and the measurement device is now referred to as SERVQUAL. Here are its five dimensions:

i. Tangibles: Tools and other elements of the physical world.
ii. Reliability: The ability to deliver on promises.
iii. Response: Consideration for customers' issues and prompt service provision.
iv. Assurance: The impression of decency, safety, and competence assurance offered by employees.
v. Empathy: How companies and their staff members show they are aware of the needs of customers.

2.2 Theoretical Framework

In Pakistan, the textile industry employs millions of people and brings in a substantial sum of money. One of the most important success elements for the textile business is its capacity to provide high-quality products and services that either meet or surpass the expectations of its clients. This means that

Title: Leveraging Technology to Enhance Customer Experience and Gain Competitive Advantage in Pakistan's Textile Industry

6

the focus of this theoretical framework is on the level of customer satisfaction and service quality in the textile sector. The theoretical basis for customer satisfaction and service quality in the textile sector is the SERVQUAL model, developed by Zeithaml et al. (1993). The SERVQUAL model comprises five elements related to service quality:

i.   Tangibles: A product or service's physical features include things like the fabric's quality, the design of the item, and its packaging.

ii. Reliability: Reliability is the company's capacity to fulfil orders from clients and provide goods or services on schedule.

iii. Responsiveness: The capacity of an organisation to promptly address the demands and inquiries of its clientele.

iv. Assurance: The level of confidence a client has in a business's capacity to deliver a superior good or service.

v.   Empathy: An organization's ability to recognise and respond to the wants and requirements of its clients.

In the textile sector, customer happiness and service quality are theoretically underpinned by the SERVQUAL model. Textile companies need to focus on meeting or beyond consumer expectations regarding product quality, delivery time, packaging, and customer service experience in order to attain high customer satisfaction and loyalty. Applying SERVQUAL and focusing on these critical areas can help textile companies become more competitive and successful in the global market depicted in the below graphic.

Figure 1

Theoretical Framework
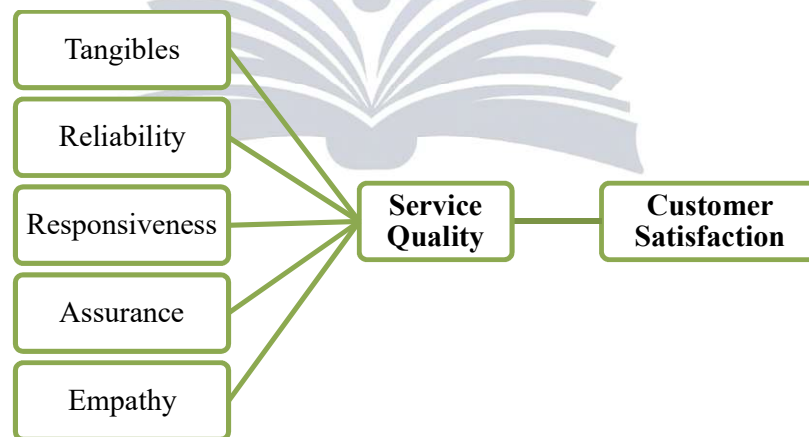
Hypotheses

H0: In Pakistan's textile business, there is a considerable correlation between customer satisfaction and service quality.

H1: In Pakistan's textile business, there is no discernible correlation between customer happiness and service quality.

Title: Leveraging Technology to Enhance Customer Experience and Gain Competitive Advantage in Pakistan's Textile Industry

7

Research Methodology

An overview of the numerous approaches that were taken into account in an effort to determine the type of relationships that exist between the suggested variables can be found in this chapter. This is to show how various versions are impacting one another in a methodical manner. This is meant to serve as an example of that. The procedures for gathering data, determining sample and population sizes, and testing the dependability of the instruments are all covered in the methodology.

Research Design

A researcher's intended course of action or approach for conducting an investigation is known as the "research design." To ensure that the study meets its objectives and yields accurate and dependable data, the research method must be carefully prepared while investigating customer satisfaction and service quality in the textile business. Customers who had previously done business with the textile sector were given a questionnaire to complete independently as part of this quantitative research approach (a survey). The inductive approach, which use the survey, has been found to be the most suitable approach to apply in this investigation.

Population, Sample Size, and Sampling

The participants in this study were all consumers with prior textile industry expertise, living in the Faisalabad district. A sample of one hundred clients was chosen from the districts of Chiniot and Montgomery bazaars in Faisalabad. Sekaran and Bougie (2016) state that for social science investigations, a sample size of 100–120 would be appropriate and suitable which is endorsed by many scholars (Asghar et al., 2011; Asghar et al., 2015). Convenience and purposive sampling were used in this research.

Research Instrument

In order to conduct this investigation, a questionnaire was used as an instrument. The instrument could be broken down into three distinct parts. The interviewees' demographic information is presented in Section A of the questionnaire. The components that are relevant to the aspects of service quality that are discussed in Section B are tangibles, dependability, assurance, empathy, and responsiveness. Items that relate to the level of satisfaction experienced by the consumer can be found in Section C.

The purpose of the demographic inquiries asked in Section A was to collect information about the respondents' ages as well as their genders. The focus of Section B is on the particular aspects of service quality, which have been broken down into five different components thanks to the work of Parasuraman et al (1988). The survey questions for Section B were graded using a Likert-type scale with a total of five points: 1 for "Strongly Agree," 2 for "Agree," 3 for "Satisfied," 4 for "Disagree," and 5 for "Strongly Disagree."

The items in Section C have been adapted from Oliver (1997), which measured customer satisfaction on a five-point Likert-type scale. On this scale, a score of 1 indicates "Very Satisfied," a score of 2 represents "Satisfied," a score of 3 represents "Somewhat Satisfied," a score of 4 represents "Dissatisfied," and a score of 5 indicates "Very Dissatisfied." Section C is about the customers' satisfaction.

Instrument Reliability

Title: Leveraging Technology to Enhance Customer Experience and Gain Competitive Advantage in Pakistan's Textile Industry

8

One is able to conduct an analysis of the properties of the scale that is being used for the measurement of the variable, as well as an analysis of the components that make up the scale, by utilising reliability analysis. It is useful in determining whether or not the variables in question have any kind of connection with one another and in determining whether or not the variables' internal consistency is consistent with one another. We refer to something as being reliable when it consistently produces the same results, regardless of the conditions being measured in. When the value of Cronbach's Alpha is equal to or greater than 0.7, the reliability of the information is considered to be high. The reliability of an instrument to measure the construct being studied increases proportionately with the value of Cronbach's Alpha. If the value of the construct-measuring instrument's Cronbach's Alpha is less than 0.7, then the instrument is not considered reliable for use in the measurement of the construct. Table 3.1 indicated the research instrument have value .793 that is acceptable (Asif et al., 2019).

Table 1

Reliability Statistics

Cronbach's Alpha	No. of Items
.793	24

Data Analysis

Table 2

Gender Analysis

		Frequency	Percent
Gender	Male	69	69.0
	Female	31	31.0
	Total	100	100.0

Table 3

Respondent's Age Distribution

		Frequency	Percent
Age	20-29	29	29.0
	30-39	38	38.0
	40-49	33	33.0
	Total	100	100.0

Table 4

Descriptive Statistics of Dimensions of Service Quality

	Mean	Std. Deviation
Tangibles	2.7433	.41804
Reliability	2.5267	.54264
Responsiveness	1.7900	.36285
Assurance	3.0667	.59175
Empathy	2.0333	.42243

Title: **Leveraging Technology to Enhance Customer Experience and Gain Competitive Advantage in Pakistan's Textile Industry**

9

Table 5

Descriptive Statistics of Dimensions of Customer Satisfaction (CS)

	Mean	Std. Deviation
Quality	4.5900	.49431
Price	3.7500	1.12254
Designs	1.7300	.44620
Collection	2.0300	1.11423
Colour	1.5900	.87727
Material	1.8300	.79207
Services	1.9000	.74536

Table 6

Correlation between Customer Satisfaction (CS) and Service Quality (SQ)

	SQ	CS
SQ	1	
CS	.288**	1

**. Correlation is significant at the 0.01 level (2-tailed).

Data Interpretations

The number of people who fall into each classification is detailed in table 2. There are 69 males and 31 females participating in this study, with males accounting for 69% of the samples and females accounting for 31% of the samples respectively. There are three age groups: those between the ages of 20 and 29, 30 and 39, and 40 and 49. In this particular instance, the age group ranging from 20 to 29 years old accounts for 29% of the samples, the age range ranging from 30 to 39 years old accounts for 38% of the samples, and the age range ranging from 40 to 49 years old accounts for 33% of the samples in the table 3.

According to table 4, the mean score for the Tangibles dimension is 2.7433, which shows that respondents, on average, gave a positive rating to the aspect of the service quality that dealt with tangibles. The Responsiveness dimension has a standard deviation of.36285, which indicates that the scores for this dimension were reasonably consistent and closely clustered around the mean score of 1.7900. The Responsiveness dimension also has a mean score of 1.7900. The value of.59175 for the standard deviation of the score on the variable Confidence indicates that the values for this variable are distributed in a fairly wide range.

According to what was found in Table 5, the overall quality of the product or service was given an average rating of 4.59. The fact that the standard deviation of the ratings that surrounded this average rating is only 0.49 indicates that the majority of respondents gave a high ranking for quality, and the ratings did not vary greatly from one another. 3.75 out of 5 stars is how customers have rated the price of the product or service on average. The fact that the responses surrounding this average rating have a standard variation of 1.12 indicates that the ratings given for price were more dispersed than the ratings

Title: Leveraging Technology to Enhance Customer Experience and Gain Competitive Advantage in Pakistan's Textile Industry

10

given for quality. It's possible that some of the respondents thought the price was too high, while others thought it was within their price range.

The designs of the product or service have been given an average rating of 1.73 stars. The fact that the standard deviation of the ratings given around this average rating is only 0.45 indicates that the ratings given for the designs were not very high and that there was not much variation in the ratings given. The collection of ratings for the product or service has an average score of 2.03 out of 5. The responses surrounding this average rating have a standard deviation of 1.11, which indicates that the ratings for collection were also spread out in a variety of ways. It's possible that some respondents gave the collection high marks for being extensive and diverse, while others gave it lower marks for being limited.

The colour of the product or service received an average evaluation of 1.59 out of 5 stars. The fact that the standard deviation of the ratings surrounding this average rating is only 0.88 indicates that the ratings given for colour were generally low and that there was not much of a range in the ratings overall. The material of the product or service received an average rating of 1.83 stars out of 5. The fact that the standard deviation of the ratings that surrounded this average rating is only 0.79 indicates that the ratings given for the material were generally low and that there was not much of a range in the ratings. 1.90 is the average rating given to the services that are associated with the product or service. The fact that the standard deviation of the ratings surrounding this average rating is only 0.75 indicates that the ratings given for the services were not very high and that there was not much of a range in the ratings.

The correlation coefficient can range anywhere from -1 to +1, with -1 indicating a perfect negative correlation, 0 indicating there is no correlation, and +1 indicating a perfect positive correlation. This information can be found in table 6. According to table 6, the correlation coefficient between SQ and CS is.288. This information can be found by looking at the table. The presence of a positive correlation between the two variables is demonstrated by this number. The positive correlation between the variables is indicated by a correlation coefficient that is closer in value to one, which indicates a stronger correlation. The level of significance of the correlation is also presented in the table formatted as an asterisk (**). There is a correlation, and this correlation is significant at the 0.01 level (2-tailed). This indicates that the correlation coefficient of.288 is statistically significant at the 0.01 level, which indicates that there is a low probability that this correlation occurred by chance. This is because the 0.01 level is the lowest level at which statistical significance can be achieved. To summaries, looking at the data presented in the table, we can deduce that there is a statistically significant positive correlation between the variables SQ and CS, and this correlation is significant at the 0.01 level. As a result, the hypothesis H0 was accepted, but the hypothesis H1 was not.

Discussions

The results support the study of Hisham et al. (2016), which showed that all three retail enterprises operating in the selected Indian cities had the following characteristics: tangibility, reliability, responsiveness, assurance, and empathy. The study by Kundi et al. (2014), which found positive and substantial connections between all of the service quality aspects and customer satisfaction, was only partially supported by the current data. The results of the current study, however, indicated that customer pleasure and assurance were negatively correlated.

Title: Leveraging Technology to Enhance Customer Experience and Gain Competitive Advantage in Pakistan's Textile Industry

11

A plausible explanation for this phenomena could be because the particular clothing brand in question has not yet gained the full trust of its customer base. These customers can have doubts about the accuracy of the data and guarantees offered by the textile sector, which made the one-dimension accountable for the unfavourable results. The results of this study were contrasted with those of Whingan and Ogundare (2018), who found a positive significant association between customer satisfaction and three (3) dimensions of service quality: assurance, empathy, and reliability. It was discovered that the results of this investigation disagreed with those of Whingan and Ogundare (2018).

Furthermore, Ahmad et al. (2019) found that certainty, responsiveness, and tangibility all significantly and favourably impact the degree of consumer satisfaction. However, visitors' degree of satisfaction is not much impacted by dependability or empathy. Furthermore, Omar et al. (2016) showed that tangibles, assurance, and empathy have a strong positive link with customer happiness; on the other hand, they discovered that responsiveness and reliability had no discernible impact on customer satisfaction in the establishment.

The discussion that just concluded has made it abundantly evident that different consumers across a range of sectors and businesses have distinctly different perspectives regarding the service quality component. The study's encouraging results support the notion that consumers in a certain textile industry are probably happy with the services offered by companies in that industry that provide high-quality goods at fair prices, cosy interiors, and safe surroundings. The tangible impact of the services rendered on the total degree of customer satisfaction was clarified by this study (Aurangzeb et al., 2021).

Because of this, it was evident that the staff members of that specific clothing brand were informed about the company's goods and services and could therefore respond to questions from clients. Reliability and assurance, however, produced unfavourable outcomes, which compelled the textile industry's management to obtain more trustworthy data on the goods (material composition, cost, and delivery charges) that are to be featured on social media platforms like Facebook, Instagram, and the internet. This was done in order to give customers direct access to the information on the internet and to ensure that their needs could be addressed (Mushtaque et al., 2021). In conclusion, the textile sector should prioritise focusing on the several identified areas of service quality in its marketing strategy in order to attain profitability. This suggestion is offered since outperforming rivals in the marketplace requires raising the calibre of services provided. The aforementioned benefits are expected to yield notable results in terms of both customer acquisition and retention.

Conclusion

The main goal of this research was to examine the connections between the textile industry's service quality and customer satisfaction from the viewpoint of its clients in Faisalabad, with a particular emphasis on the five relationship pillars of tangibility, reliability, assurance, empathy, and responsiveness. The results of the correlation analysis showed that the variables SQ and CS have a positive connection, which is statistically significant at the 0.01 level. Consequently, it was decided to accept hypothesis H0 while rejecting hypothesis H1.

Recommendations

In light of the findings of the research, the following suggestions are offered:

Title: Leveraging Technology to Enhance Customer Experience and Gain Competitive Advantage in Pakistan's Textile Industry

12

1. Organizations in the textile industry should work to cultivate a culture that places a priority on satisfying the requirements and requirements of their clientele. This can be accomplished by providing employees with instruction in customer service, putting customer feedback mechanisms into place, and offering incentives based on the level of customer satisfaction. Organizations that are involved in the textile industry need to priorities the enhancement of the level of service they offer their clientele. This can be accomplished by developing and implementing standards for service quality, ensuring that employees possess the necessary skills and knowledge to perform high-quality service, and monitoring and evaluating service quality on a consistent basis.

2. Organizations within the textile industry should make it a routine practice to receive feedback from customers on a regular basis through the use of surveys, focus groups, and other feedback mechanisms. This feedback can be utilised to identify areas within the organization's service quality that require development, as well as to benchmark the organization's service quality performance in comparison to industry standards.

3. Organizations in the textile industry should make use of technology in order to improve the overall customer experience. Implementing platforms for online shopping, delivering customer service through social media channels, and utilising data analytics to gain an understanding of customer preferences and behaviour are all viable options for accomplishing this goal.

4. Organizations that are involved in the textile industry should maintain close relationships with their suppliers in order to ensure that they provide high-quality materials and inputs. This can help to improve the overall standard of the finished product and increase the level of satisfaction experienced by customers.

Limitations and Future Directions

This study contains several significant flaws. First off, because purposeful sampling is not based on probability, the researchers' sample strategy meant that the research's conclusions could not be broadly applied. Further research using probability sampling techniques in a comparable setting is highly recommended, as this will improve the findings' generalizability. Secondly, this study's focus was restricted to one textile industry's current clientele. As a result, various stakeholder groups in various configurations (e.g., employees, potential customers) should be included in future study. Comparing other apparel firms' brands or other service industries is an interesting way to provide new perspectives to the field of marketing research. In order to improve the area of service marketing, future research can therefore incorporate additional outcome variables that have been recommended by the literature, such as trust, customer loyalty, and demographic characteristics, to examine the moderating and mediating impacts of the model (Ishfaq et al., 2022). To be more precise, this can be achieved by adding customer loyalty as a mediating variable and trust as a moderating variable.

Practical Contributions

The correlation study can be helpful to managers and owners in the textile industry in understanding how important it is to provide high-quality service in order to increase customer satisfaction. They can develop strategies for improving the service quality provided to customers by using the findings of the study as a basis. This may result in increased levels of customer satisfaction. The study can also assist organisations within the textile industry in gaining a competitive advantage by providing

Title: Leveraging Technology to Enhance Customer Experience and Gain Competitive Advantage in Pakistan's Textile Industry

13

higher quality services than their rivals in the industry. The findings can be used to benchmark their service quality performance against the standards of the industry and identify areas in which they can improve. Through an increase in the level of service they provide, organisations in the textile industry may be able to win back more loyal customers with the help of this study. Customers who are committed to a single company are more likely to make additional purchases there and to also encourage the company to their friends and family.

Theoretical contributions

This study makes a contribution to the service quality theory by providing empirical evidence of the positive correlation between high service quality and high levels of customer satisfaction. The findings of this study lend credence to the pre-existing theoretical framework, which maintains that the level of service provided is a primary factor in determining the level of customer satisfaction. The study also makes a contribution to the customer satisfaction theory by offering empirical evidence of the factors that contribute to customer satisfaction in the textile industry in Pakistan. This is relevant to the context of Pakistan. Researchers may be able to gain a better understanding of the factors that influence customer satisfaction in the textile industry with the help of the study. This study provides research findings that have been contextualised with regard to the textile industry in Pakistan. The findings have the potential to be used to inform future research in the area of service quality and customer satisfaction in the textile industry in Pakistan and other contexts that are comparable to these.

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14

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APPENDIX
Questionnaire

Topic: Investigating the Correlation Between Customer Satisfaction and Service Quality in Textile Industry

Section A: Demographic Profile

Gender: Male / Female

Age: 20-29 / 30-39 / 40-49

Section B: Service Quality

Sr. No.		1	2	3	4	5
	Tangibles					
T1	Textile Industry should have up-to-date equipment.					
T2	Textile Industry's physical facilities should be visually appealing.					
T3	Textile Industry's employees should be well dressed and appear neat.					
	Reliability					
R1	When textile industry promises to do something by a certain time, they should do so.					
R2	When customers have problems, textile industry should be sympathetic and reassuring.					
R3	Textile industry should be dependable.					
	Responsiveness					
Re1	Textile industry shouldn't be expected to tell customers exactly when services will be performed.					
Re2	It is not realistic for customers to expect prompt service from employees of textile industry.					
Re3	Textile industry's employees don't always have to be willing to help customers.					

Title: Leveraging Technology to Enhance Customer Experience and Gain Competitive Advantage in Pakistan's Textile Industry

17

	Assurance					
A1	Customers should be able to trust employees of textile industry.					
A2	Customers should be able to feel safe in their transactions with textile industry's employees.					
A3	Textile industry's employees should be polite.					
	Empathy					
E1	Textile industry should not be expected to give customers individual attention.					
E2	Employees of textile industry cannot be expected to give customers personal attention.					
E3	It is unrealistic to expect employees to know what the needs of their customers are.					

Section C: Customer Satisfaction

	1	2	3	4	5
How do you feel about the following aspects?					
Quality					
Price					
Designs					
Collections					
Colour					
Material					
Services					