

# A Study on Customer Satisfaction Towards Raymond's Fashion Wear with Reference to Coimbatore City

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**Abstract** – Customer satisfaction is an expression often worn in selling. It is ready to lend a hand to determine of how goods and services of the corporation get together consumer satisfaction. This revise for the most part deals with the buyer approval towards Raymond clothes with favorite by respondents in Coimbatore city. Primary data was together all the way through a structured questionnaire of 150 respondents and the type of sampling was convenient sampling. Based on this study the main factors that affects the customer satisfaction level are design, Price, colour, brand name, diversity, and console of the item for consumption which plays a significant role in enhancing the satisfaction level.

**Index Terms** – Customer Satisfaction, Quality

## I. INTRODUCTION

Customer satisfaction is taken as a whole essence of the feeling concerning the dealer by the consumers. This helps the purchaser to create strong estimation about the supplier which as a final point results in satisfaction or dissatisfaction. Customer satisfaction, a term frequently used in marketing, is a determine of how products and services abounding by a corporation meet or surpasses customer expectation. Customer satisfaction is measured at the individual level, but it is approximately always reported at a combined level. The level of approval can also vary depending on additional options the purchaser may have and other products against which the customer can compare the organization's products.

## II. REVIEW OF LITERATURE

Anglin, (2020)<sup>1</sup> inclusion is regarded as a precondition for accomplishment in market subject to climatic limits. Attachment not merely offers shoppers protection from the basics, but also the noise, traffic and odours that often characterize the shopping strip.

Moreover, by creating a privileged, enjoyable surroundings, it can give confidence shoppers to slow down and enjoy the shopping experience itself.

Pashigian and Gould (2019)<sup>2</sup> stated that consumers are paying attention to malls since the occurrence of well-recognized anchors – subdivision stores with familiar names. Anchors produce mall traffic that indirectly increases the sales of lesser-known mall stores. Lesser-known stores can free ride off of the reputations of better-known stores. Mall developers internalize these externalities by offering rent subsidies to anchors and by charging rent premiums to other mall tenants.

## III. STATEMENT OF THE PROBLEM

Product knowledge is one of the most ordinary reasons for rebranding. Let's travel around some of the majority common awareness problems that we deal with on a day-to-day basis. Fashion apparel industry is a very unpredictable one. In India it is at the development stage, where new outlets come out very often. There is a high amount of struggle among the companies within the industry to stand out from the rest and to be the best of the country. People within Coimbatore area limits lead busy lifestyles and often seek for convenience.

## IV. OBJECTIVES OF THE STUDY

- To study the socio economic and demographic profile of the respondents towards Raymond clothes users in Coimbatore city
- To understand the factors which influence the purchase of Raymond clothes
- To know the level of satisfaction of customer towards Raymond clothes

V.METHODOLOGY OF THE STUDY

Descriptive research is used to find information on the subject of Raymond’s Clothing and Coimbatore as a place of research. Primary data was collected from the sample respondents of 150 through structured questionnaire. The secondary data is collected from direct interview with self-help group members, books, journals, magazines and internet etc. A convenience sampling method was adopted to select the sample respondents.

VI.ANALYSIS AND INTERPRETATION

Table-1 PREFERRED RAYMOND FASHION

S.No	Preferred Raymond fashion	Number of Respondents	Percentage (%)
1	Siyarams	19	13
2	Color plus	33	22
3	Parx	54	36
4	Peter England	44	29
	Total	150	100

INTERPRETATION

The above table shows that 13% of the respondents say Siyarams, 22% of the respondents say Color plus, 36% of the respondents say Parx and 29% of the respondents say Peter England.

CHI-SQUARE ANALYSIS:

Table-2 ANALYSIS BETWEEN DURATION OF USAGE AND FEEL AFTER PURCHASE

Feel/Usage duration	Very Good	Good	Average	Bad	Total
1 month	4	3	1	8	16
2 - 4 months	1	8	2	4	15
5 - 6 months	7	2	7	3	19
More than 1 year	2	16	2	5	25
Total	14	29	12	20	150

HYPOTHESIS (H0): There is no significant relationship between duration of usage and feel after purchase.

Chi-Square Tests

	Calculation Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	21.551 <sup>a</sup>	8	.006
Likelihood Ratio	22.160	8	.005
Linear-by-Linear Association	4.485	1	.034
N of Valid Cases	150		

INTERPRETATION:

Hence the p value is grater then 0.05, so, null hypothesis is accepted which states that there is no significant difference between duration of usage and feel after purchase.

RANK ANALYSIS

Table-3 RANK THE FEATURES INFLUENCED TO BUY RAYMOND PRODUCTS

Factors	6	5	4	3	2	1	Total	Rank
Quality	32	77	6	11	15	9	670	4
	192	385	24	33	30	6		
Brand image	22	11	41	55	15	6	552	6
	132	55	164	165	30	6		
Colour	17	59	23	39	6	6	624	5
	102	295	92	117	12	6		
Fitness	54	47	22	11	10	6	706	3
	324	235	88	33	20	6		
Price	67	44	9	22	4	4	745	1
	402	220	36	66	8	13		
Service	77	31	13	8	15	6	729	2
	462	155	52	24	30	6		

INTERPRETATION

The above table result it is found that price ranks 1, service ranks 2, Fitness ranks 3, Quality ranks 4, Colour ranks 5 and Brand image ranks 6.

VII.FINDINGS

- Here mostly 36% of the respondents prefer part.
- That there is no significant difference between duration of usage and feel after purchase.
- Majority of the respondents say that price ranks 1.

VIII.SUGGESTIONS

- After conducting the survey and knowing the market, Most of the costumers are price sensitive. So if the dress price reduces, it will increase the demand in the rural areas.
- In order to increase the sales of Raymond’s variety of advertisement should be introduced.
- Customer’s satisfaction level of Raymond’s should analyze periodic through surveys. Periodic surveys can treat customer satisfaction directly.
- Most of the customers are motivated only by friends & relatives and outdoor ads. So,

advertising in print media and audio-visual media can be done.

- Feedback should be taken from the consumers. So, the quality and the price of the products can be changed according to the consumer's opinion. This will increase the sale of Raymond's.

#### IX.CONCLUSION

It has been pragmatic that the majority customers are content with pre-sale services likewise the majority of these patrons are disgruntled with the after-sale service in case of injured product. Variety of Raymond's should introduce to attract more customers. High customer satisfaction level helps to retain its existing customer as well as generate new customer through word to mouth publicity.

#### REFERENCES

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