



A STUDY ON CUSTOMER SATISFACTION TOWARDS RAMRAJ COTTONS WITH SPECIAL REFERENCE TO COIMBATORE CITY

Dr. C. Eahambaram¹, Mr. R. Divakar²

¹Associate Professor, Department of Commerce with Computer Applications

DR. N. G. P Arts and Science College, Coimbatore-48.

²Student of III B COM (CA), Department of Commerce with Computer Applications

Dr. N. G. P Arts and Science College, Coimbatore-48.

ABSTRACT

This study aims to determine consumer satisfaction with Ramraj cotton with particular reference to the city of Coimbatore. Consumer satisfaction is the overall impression of consumer about the provider and the products and services delivered by the supplier. The study's objectives are to identify the attitudes and behaviours of customers who favour Ramraj cotton. Also, to examine various factors that are influencing the satisfactory level of Ramraj cotton. In addition, to research customer attitudes towards price, quality, and hospitality. A total of 140 people participated in the study. Percentage analysis, Likert scale analysis and Ranking Correlation were employed for the investigation. The current study examines customer satisfaction with ramraj cotton, with a focus on Coimbatore.

KEYWORDS: Customer Satisfaction, Quality, Price.

INTRODUCTION OF THE STUDY

The customer is always right that is why it makes smart business sense to regularly get feedback from your current clients and customers. Online consumer satisfaction surveys can accomplish this task easily and affordably. Consumer satisfaction surveys cover the core issues important to your organization. They identify areas that necessitate improvement and can enhance the effectiveness of your marketing strategies. At the same time, consumer satisfaction surveys can increase customer loyalty by showing your customers that you care about meeting their needs.

OBJECTIVES OF THE STUDY

- To study the socio-economic characteristics of respondents.
- To study the factors which influence the purchase of ramraj cotton.
- To know the preference of the customers in buying ramraj cotton
- To study the brand position and customers preference towards ramraj cotton.
- To study is all about studying the usage & attitude of the consumers
- To determine overall customer satisfaction with ramraj cotton services

LIMITATIONS OF THE STUDY

- Time taken for the study is very limited.
- Sample size is limited to 120.

- The results of the analysis made in this study in fully based on the answers given by the respondents.
- All the findings and observations related to service are purely based on respondents answer; the response may be due to personal factor

REVIEW OF LITERATURE

Anglin, (2022), enclosure is regarded as a prerequisite for success in markets subject to climatic extremes. Enclosure not only offers shoppers protection from the elements, but also the noise, traffic and odours that often characterise the shopping strip. Moreover, by creating a sheltered, pleasant environment, it can encourage shoppers to relax and enjoy the shopping experience itself.

Pashigian and Gould (2022) stated that consumers are attracted to malls because of the presence of well-known anchors – department stores with recognized names. Anchors generate 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.

Benedict et al. (2021) opined that because of the increasing time pressure they face, many consumers are becoming more concerned about the efficiency of their shopping patterns. Retailers have recognized this trend and have improved shopping convenience by offering greater variety in product categories and making it easier for consumers to combine visits



to multiple stores. The authors observed that the tendency of consumers to combine purchases differs from category to category and depends on category availability.

Syed Tabrez Hassan (2021) in his article " A Study of Customer Perception of Youth Towards Branded Fashion Apparels In Coimbatore City " stated that from business point of view, we must be aware about the customer needs & wants & what a consumer expects from a company. We should have this information or a customer database if we want to stay in the market and to develop a competitive edge in the market. After conducting this study, we must be able to understand what customers want from a brand, why they switch to other brand, what are the factors which force them to purchase branded apparels. By these, company can formulate the strategies as per the customer needs & deliver them the products which consumer wants from the company, which will be profitable for the company. Customer has undergone a remarkable transformation.

Lakshmi Narayana (2020) in her article " A Study on Consumer Satisfaction Towards Branded Apparels with Reference To Bangalore City. " stated that competitive and profitable in present marketplace, the apparel industry must continue to expand its capability to respond to the needs and wants of customers. Since last few years the apparel market has seen substantial change with respect to dressing design, style, usage of branded items and choice of fibres and awareness of modern trends. The Indian textile industry is a sector which has created employment in large scale and it stands next only to agriculture by providing employment to about while on the other hand a slowdown in Chinese exports will offer an opportunity to exporters to fill the void, provided they are able to measure up and match the expectations of the consumers, With this potential, India will appear as a preferred place for investment in textile and apparel sectors, both by Indian and global companies, the report

DATA ANALYSIS AND INTERPRETATION

FACTORS	OPTION	NO.OF RESPONDENTS	PERCENTAGE
GENDER	Male	70	58
	Female	50	42
AGE	Below 20	31	26
	20 - 30	49	41
	31 - 40	32	27
	Above 40	6	5
MARITAL STATUS	Married	65	54
	Unmarried	55	46
EDUCATIONAL QUALIFICATIONS	School level	18	15
	Under Graduate	55	46
	Post Graduate	20	17
	Professional	26	22
OCCUPATION	Student	13	11
	Employee	71	59
	Business	11	9
	Professional	25	21
FAMILY SIZE	Upto 2 members	61	51
	2 - 4 members	16	13
	5 - 6 members	35	29
	Above 6 members	8	7
MONTHLY INCOME	Rs.10,000 to 20,000	68	57
	Rs.20, 000 to 50,000	30	25
	Above rs.50,000	20	17
FAMILY TYPE	Nuclear	50	42
	Joint	70	58
RESIDENTIAL AREA	Installment	23	19
	Financial assistance	78	65
	Cash	20	17
SOURCE OF AWARENESS	Television	17	14
	Magazine	53	44
	Newspaper	44	37
	Friends	6	5
	The week	13	11



MAGAZINE YOU SAW ABOUT RAMRAJ COTTON FASHION WEAR	Business India	19	16
	Business Today	53	44
	Others	35	29
FREQUENCY OF PURCHASE	Once in six month	0	0
	Yearly once	17	14
	occasionally	68	57
	Rarely	35	29
DURATION OF USING RAMRAJ COTTONS	Less than 1 year	53	44
	2 - 4 years	42	35
	5 - 6 years	18	15
	More than 6 years	8	7
PREFERRED WEAR	Park Avenue	29	24
	Color plus	17	14
	Parx	44	37
	Ethnix	30	25
NO OF SHIRTS BUY AT A TIME	One	26	22
	Two	53	44
	3 to 5	23	19
	5 & More	18	15
COMPETITORS OF RAMRAJ	VAN Heusen	22	18
	Allen Solly	59	49
	Louis Philippe	11	9
	Softwood	29	24
PLACE OF PURCHASE	Online	16	13
	Showroom	53	44
	Retailer	29	24
	Local supplier	23	19
FEEL AFTER PURCHASE	Very Good	71	59
	Good	23	19
	Average	8	7
	Bad	18	15
SATISFACTION LEVEL	Highly satisfied	62	52
	Satisfied	28	23
	Neutral	18	15
	Dissatisfied	13	11
RECOMMENDATION	Yes	112	93
	No	8	7
BRAND NAME AWARENESS	Very Popular	61	51
	Popular	40	33
	Not popular	19	16

FINDINGS

- Here majority 58% of the respondents were male.
- Here mostly 41% of the respondent's age is 20 to 30 years.
- Here majority 54% of the respondents were married.
- Here mostly 46% of the respondent's education level is under graduate.
- Here majority 59% of the respondents were employees.
- Here majority 51% of the respondents have up to 2 members in their family.
- Here majority 57% of the respondents income is Rs 10,000 to 20,000.
- Here majority 58% of the respondents were from Joint family.
- Here majority 5% of the respondents say financial assistance.
- Here mostly 44% of the respondents aware through magazine.
- Here mostly 44% of the respondents saw about Ramraj Cotton in business today magazine.



- Here majority 57 % of the respondents purchase from Ramraj Cotton fashion wear occasionally.
- Here mostly 44% of the respondents purchase Ramraj Cotton fashion wear for less than 1 year.
- Here mostly 37% of the respondents prefer to buy Parx.
- Here mostly 44% of the respondents buy one shirt at a time.
- Here mostly 49% of the respondents feel that major competitor is Allen Solly.
- Here mostly 44% of the respondents purchase Ramraj Cotton fashion wear products from company showroom.
- Here majority 59% of the respondents feel very good about Ramraj Cotton fashion wear products.
- Here majority 52% of the respondents were satisfied about Ramraj Cotton fashion wear's fashion wear.
- Here majority 93% of the respondents were ready to recommending others.
- Here majority 51% of the respondents feel Ramraj Cotton brand is very popular.

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 Ramraj Cotton variety of advertisement should be introduced.
- Customer's satisfaction level of Ramraj Cotton 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 Ramraj Cotton.
- Conduct market research every year or twice in a year.
- Various sales promotion techniques are essential to increase the sales.

CONCLUSION

The study is an attempt to focus attention of the customer satisfaction towards Raymond clothes in Coimbatore city. Most of the people like and satisfied Raymond clothes due to its quality and material texture. In the present study, it is found that the cost of the Raymond clothes is high and people though like the quality of clothes without hesitating to buy only for this reason. The study concluded that by improving more designs and variety of collection will induce the people to choose this brand and it will help them to defeat the competitors. Most The people like and prefer Ramraj Cotton suiting due to its quality and its good brand image .People use Ramraj Cotton product because it has certain

image in the minds of people and they think that by wearing Ramraj Cotton product their standard of living will enhanced. By this report it can be said that most of the respondents comes to know about the Ramraj Cotton product by television advertisement and the customers of Ramraj Cotton reaming faithful to the company because the products of it provide high quality.

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