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# A STUDY ON CONSUMER SATISFACTION TOWARDS THE CHENNAI SILKS IN COIMBATORE CITY

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**ABSTRACT**

*This study explores consumer satisfaction with Chennai silks in Coimbatore, investigating factors influencing their experiences. Through surveys and analysis, it aims to provide insights into customer preferences, service quality, and potential areas for improvement in the textile retail sector.This research delves into assessing consumer satisfaction with Chennai silks in Coimbatore city. Through surveys and analysis, it aims to discern key factors impacting customer contentment, thereby offering valuable insights for enhancing the overall Chennai silks experience in the city.*

## INTRODUCTION

The retail industry is highly competitive, driven by consumer preferences and satisfaction. In this context, understanding consumer satisfaction becomes imperative for retailers to retain their market share and enhance their brand loyalty. The Chennai Silks, a renowned name in the retail textile industry, has been serving customers for decades with a diverse range of clothing options and services. With its presence in Coimbatore city, a significant textile hub in India, assessing consumer satisfaction towards The Chennai Silks becomes crucial for both the retailer and the consumer.

Coimbatore city, known for its textile heritage and discerning consumer base, offers a unique setting to explore the dynamics of consumer satisfaction. Through this study, we aim to delve into the factors influencing consumer satisfaction towards The Chennai Silks in Coimbatore city. By understanding these factors, the retailer can identify areas for improvement and tailor their offerings to better meet consumer expectations, thereby fostering long-term relationships and brand loyalty.

## STATEMENT OF THE PROBLEM

- The textile retail sector in Coimbatore city faces a pressing challenge as it grapples with understanding and addressing factors influencing customer satisfaction.
- Despite the city's vibrant textile market, there is a need to identify and explore specific issues such as service quality, product variety, pricing, and overall Chennai silks experience that might impact customers' contentment within these establishments.
- This research seeks to articulate and analyze the multifaceted problems contributing to customer dissatisfaction, aiming to provide actionable insights for the improvement of Chennai silks in Coimbatore.

## OBJECTIVES OF THE STUDY

- To assess the overall satisfaction levels of consumers towards The Chennai Silks in Coimbatore.
- To analyze the relationship between various demographic variables and consumer satisfaction.

## SCOPE OF THE STUDY

- **Service Quality:** Assessing the service standards offered by Chennai silks, including staff behavior, responsiveness, and overall customer service experience.
- **Product Assortment:** Examining the variety, quality, and availability of textile products to understand how they contribute to customer satisfaction.
- **Pricing Strategies:** Investigating the impact of pricing models, discounts, and promotions on customers' satisfaction levels.
- **Shopping Environment:**Analyzing the physical and ambient aspects of the stores, such as cleanliness, layout, and ambiance, and their influence on customer satisfaction.

## RESEARCH METHODOLOGY

### RESEARCH DESIGN

This study will employ a mixed-methods approach, combining quantitative and qualitative research methods to obtain a comprehensive understanding of customer satisfaction towards textile shops in Coimbatore.

### SOURCES OF DATA

Data for this study are collected through both primary and secondary data.

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**PRIMARY DATA**

The primary data are those which are collected for a fresh and for the first time and thus happen to be originated in character. Primary data were collected through questionnaire. Questionnaires were distributed to the customers or some other persons and the no of data collected-146.

**SECONDARY DATA**

Secondary data is very useful because the involved time and cost is very loss, when compared to primary data. Secondary data for this study were collected through websites, newspaper, journals, magazines etc.

**SAMPLING STRATEGY**

- **POPULATION:** Customers frequenting textile shops in Coimbatore city.
- **SAMPLING METHOD:** Stratified random sampling based on demographic factors such as age, gender, and shopping frequency to ensure representation.

**DATA ANALYSIS**

- **QUANTITATIVE ANALYSIS:** Statistical tools like regression analysis and descriptive statistics to analyze survey data.
- **QUALITATIVE ANALYSIS:** Thematic analysis of interview transcripts to extract patterns and themes.

**LIMITATIONS OF THE STUDY**

- **Sampling Bias:** The study may be limited by a potential bias in the sampling process, as it might not fully represent the diverse demographic and socioeconomic backgrounds of Coimbatore city's population.
- **Subjectivity in Responses:** Customer satisfaction is subjective, and responses may be influenced by individual experiences, making it challenging to derive universally applicable conclusions.

**REVIEW OF LITERATURE**

1. **Meldrum And Mcdonald (2007)** Important of the market mix can be explained in a way, successful marketing depends on consumers being aware of the products or service on other finding them available in favorably judging that practitioner of the offering in the teams of both price and performance
2. **Shital Vakhariya and Vilas Chopde (2021)** have made a study on the consumer preference of private labels over national labels in apparel segment of the departmental stores. They tried to investigate consumer brand preference for national versus store brands in Apparel Segment and to study the influence of quality, price, variety, availability and current trend on brand preference for national versus store brands. The study found that the customers felt that quality and advertisement of national brands is better than the store brands while store brands are priced lower than the national brands. They have special preference for a particular store destination for variety of product available, quality, convenient location and discounts & offers. It is also found that the customers are buying apparels anytime without any specific reason.

## SOURCE OF SATISFACTION OF THE RESPONDENT

The following table highlights the source of Satisfaction of the respondents.

**TABLE SHOWING THE FREQUENTLY SHOP AT THE CHENNAI SILKS IN COIMBATORE**

| FREQUENTLY SHOP AT THE CHENNAI SILKS | NO. OF. RESPONDENTS | PERCENTAGEOF RESPONDENTS |
|---|---|---|
| Very Frequently | 16 | 10.9% |
| Occasionally | 39 | 26.7% |
| Rarely | 69 | 47.2% |
| Never | 22 | 15% |
| **TOTAL** | **146** | **100%** |

**INTERPRETATION**

From this Table we know that 16 (10.9%) respondents have been frequently shop at Chennai silks very frequently through occasionally and 39(26.7%) respondents have been frequently shop at the Chennai silks through rarely and 69 (47.2%) respondents have been frequently shop at Chennai silks through never 22(15%). Majority of the respondents have been frequently shop at Chennai silks through rarely.

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**CHART SHOWING THE FREQUENTLY SHOP AT THE CHENNAI SILKS IN COIMBATORE**




**TABLE SHOWING PERCEPTION TOWARDS ECO-FRIENDLINESS SUSTAINABILITY**

| IMPORTANT IS SUSTAINABILITY | NO. OF. RESPONDENTS | PERCENTAGE OF RESPONDENTS |
|---|---|---|
| Not Important At All | 19 | 13% |
| Slightly Important | 25 | 17.1% |
| Neutral | 42 | 28.7% |
| Important | 36 | 24.6% |
| Very Important | 24 | 16.4% |
| **TOTAL** | **146** | **100%** |

**INTERPRETATION**

The above table reveals important is sustainability of the respondents from that 19 (13%) of the respondents were not important at all,25(17.1%) of the respondents were slightly important, 42 (28.7%) of the respondents were neutral ,36 (24.6%) of the respondents were important and 24 (16.4%) of the respondents were very important.

**CHART SHOWINGPERCEPTION TOWARDS ECO-FRIENDLINESS SUSTAINABILITY**

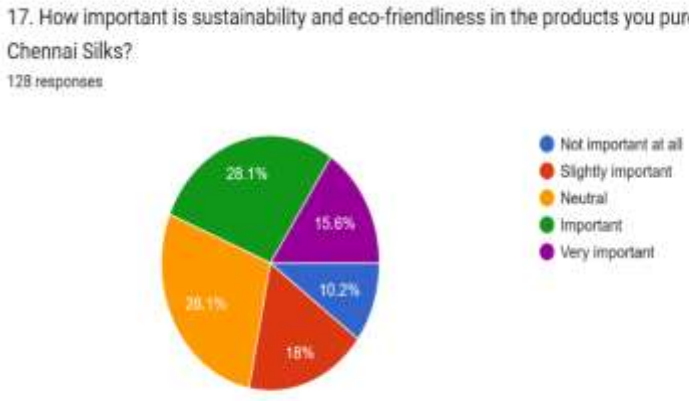



**TABLE SHOWING THE SATISFACTION LEVEL WITH CHENNAI SILKS**

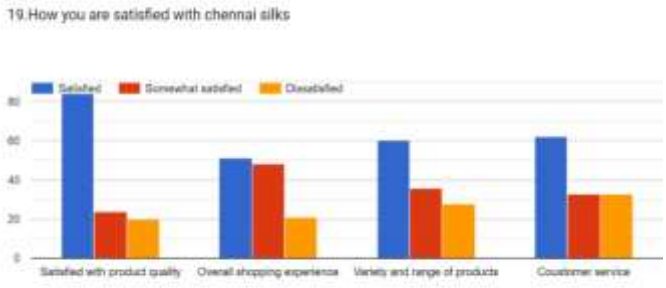
| CHENNAI SILKS | SATISFIED | SOME WHAT SATISFIED | DISSATISFIED |
|---|---|---|---|
| Satisfied With Product Quality | 56% | 16% | 13.3% |
| Overall Shopping Experience | 34% | 32% | 14% |
| Variety And Range Of Products | 40% | 24% | 18.6% |
| Customer Service | 22% | 22% | 41.3% |

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**INTERPRETATION**

The above results show that 42.8% customers are satisfied of Chennai silks, 23.5% customers are some what satisfied and only 17% customers are dissatisfied of Chennai silks. So most of the customers are satisfied with the Chennai silks.

**CHART SHOWING THE SATISFACTION LEVEL WITH CHENNAI SILKS**




## FINDINGS

- Majority of shop frequently at the Chennai silks in Coimbatore are rarely (47.2%)
- Most of the respondents Perception Towards the pricing of products of Comparable (31.5%).
- Most of the respondents Perception towards Eco-Friendliness sustainability is Neutral (28.7%).
- Most of the respondents satisfaction level with Chennai silks of customer service (41.3%)

## SUGGESTIONS

- The Chennai Silks should provide competitive price for its brand items to attract the consumers.
- The Chennai Silks should provide offers to attract the customers.
- Now a day's mostly prefer jeans and modern dress, so to increase the variety of collection and reduce the price.
- The Chennai Silks should concentrate on other factors of dress purchase like package, price, collection, colours and availability etc.,

## CONCLUSION

In conclusion, studying consumer satisfaction towards The Chennai Silks in Coimbatore city reveals valuable insights into customer preferences and experiences. Through surveys, feedback, and observations, it's evident that customers appreciate aspects such as product quality, variety, and service. Identifying areas for improvement, such as pricing strategies or store ambiance, can further enhance satisfaction levels. Overall, this study highlights the importance of continuously meeting customer expectations to maintain loyalty and competitiveness in the market.