A STUDY ON CONSUMER SATISFACTION TOWARDS RAMRAJ COTTON WITH SPECIAL REFERENCE TO COIMBATORE CITY

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ABSTRACT

This study aims to find out the consumer satisfaction towards the Ramraj cotton with special reference to Coimbatore city.Consumer satisfaction is the overall limpression of customer about the supplier and the products and services delivered by the supplier. Objectives of the study is to identify the attitude and behavior of the customers preference towards Ramraj cotton. Also, to examine various factors that are influencing the satisfactory level of Ramraj cotton. And, to the study the opinion of the customer towards price, quality and hospitality. The study was analysed with 140 respondents. Percentage analysis, Likert scale analysis and Ranking Correlation were used for the study. The present study deals with the analysis of satisfaction towards ramraj cotton with special reference to Coimbatore city.

KEYWORDS: *Customer satisfaction, quality, price.*

INTRODUCTION

Customer satisfaction, a business term is a measure of how products and service supplied by a company meet or surpass customer expectation. It is seen as a key performance indicator within business and it is part of the four of a balanced scorecard. In today's competition condition, which factors cause satisfaction, which variables changes customers satisfaction which ways and how these variables can be merged for which segments which activities can be designed that marketing managers must consider.

STATEMENT OF THE PROBLEM

Understanding of the brand preference is essential aspects as it reflect the customer's choice, purchase of particular brand, performance, style and satisfaction of the customers. The task becomes even harder when it comes to consumer durables. The study is restricted to Coimbatore city, which is no doubt an economically richest and tremendous potential for all the product and service because people of various religions, languages, and cultural background and socio-economic characteristics live in this area. Understanding consumer's choice regarding purchase of any goods and service is difficult task. Very limited numbers of studies have been done to examine the brand preference of consumers of mostly used consumer durables.

OBJECTIVES OF THE STUDY

- To identify the attitude and behavior of customers towards the organized Ramraj cotton.
- To study the brand position and customers preference towards Ramraj cotton.
- To study the opinion of the customers towards price, quality, hospitality etc.,
- To identify the problem faced by the respondents while using Ramraj cotton.

RESEARCH METHODOLOGY
PRIMARY DATA

The primary data are collected with specific set of objectives to assess the current status of any variable studied. The primary data were collected using structure questionnaire in Google form.

SECONDARY DATA

The secondary data has been collected from magazines, books and websites. Sampling method has been used in the study for the purpose of making analysis. Simple percentage analysis has been adopted in the study.

SAMPLE SIZE

The sample size used for the study is 140 respondents.

SAMPLING TECHNIQUE

The sampling technique used for this study is convenient sampling.

AREA OF STUDY

The study is conducted only in Coimbatore city.

STATISTICAL TOOLS USED

• Percentage Analysis
• Likert Analysis
• Ranking correlation

REVIEW OF LITERATURE

UMA MAHESHWARI, R. BHUVANESHWARI AND V. BHUVANESHWARI (2014)[3] Indian textile industry is one of the leading textile industries in the world. The needs of the people are increasing day-by-day. People are more interested to dress nearly and make them purchase more and more from the retail outlets. The data was collected from 100 respondents using questionnaires method. Simple percentages analysis has been used in the study. It was found from the study that respondents are seen to give more preference to the collection while choosing the showroom. Hence the outer retailers can also increase their new varieties of collection and the retailers must make an extra effort to create more awareness of their products to the general public and they can do it by making it innovative advertisements that may influence more customers to purchase to visit their showrooms.

B. CHITRA (2014)[4]Textile industry in India is providing one of the most basic needs of people and is the second largest employment after agriculture. Coimbatore, the hub of spinning and weaving mills is known as Manchester of South India. The textile industry has been involved in manufacturing more variety of garments. In this study an attempt is being made to study the consumer attitudes towards the garments to know the various modes of payment and their preference and expectations over the Garments product in Sri Devi textile,.Coimbatore

OZLEM KAYA AND FATMA (2014)[4]Now a day's most of the firm understood the importance of obtaining competitive advantages of inter-enterprise relation and started to re-establish the relation of both suppliers and customers depending on the basis of cooperation and gain. The study was applied 497 active textile clothing industry some variables have been reached in relation to supply chain.

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[3]Umamaheshwari, R.Bhuvaneshwari and V. Bhuvaneshwari (2014) A study on consumer preference towards textile retail outlets with special reference to selected textile outlets in Coimbatore city, International journal of management, Information technology and engineering. Pp-33-41.

[4]Chitra(2014) A study on consumer attitude towards buying in Sri Devi textiles, International journal of business and management invention pp-35-40.

[5]Ozlem Kaya and Fatma (2014) A research on the application of supply chain in textiles, clothing industry, International journal of innovation, Management and technology.pp-334-338.

DATA ANALYSIS AND INTERPRETATION
SIMPLE PERCENTAGE METHOD
TABLE SHOWS THE SOURCES INFORMATION OF THE RESPONDENTS

S.NO	INFORMATION SOURCES	NO OF RESPONDENTS	PERCENTAGE
1	Magazines	5	4
2	Pamphlets	5	4
3	Friends/Relatives	22	16
4	Television/Internet	108	77
5	Others	0	0
	TOTAL	140	100

(Sources: primary data)

INTERPRETATION
The table shows that out of 140 respondents 4% of the respondents are influenced through magazines and pamphlets, 16% of the respondents are influenced through friends/relatives, and 77% of the respondents are influenced through television.

INFERENCE
Hence, Majority 77% of the respondents are influenced through Television/internet.

LIKERT SCALE ANALYSIS
TABLE SHOWS THE COLLECTION SATISFACTION LEVEL OF THE RESPONDENT

S.NO	FACTORS	NO OF RESPONDENTS	LIKERT SCALE VALUE	TOTAL SCALE
1	Highly satisfied	16	5	80
2	Satisfied	106	4	424
3	Neutral	12	3	36
4	Dissatisfaction	1	2	2
5	Highly Dissatisfaction	5	1	5
	TOTAL	140		547

(Sources: primary data)

Likert Value= FX /No. Of Respondents
= 547/140
= 3.90

INTERPRETATION
The table shows that the level of satisfaction shows Likert scale value is 3.90 which is greater than the mid value (3)

INFERENCE
Hence the customer is highly satisfaction of collection.

RANKING CORRELATION
TABLES SHOWS THE RESPONDENTS RATING OF THE PRODUCT

S.NO	PRODUCT	RANK I	RANK II	RANK III	RANK IV	RANK V	TOTAL	RANK
1	Sarees	10(5) 50	9(4) 36	73(3) 219	41(2) 82	7(1) 7	394	1
2	Kids wear	5(5) 25	15(4) 60	72(3) 216	43(2) 86	5(1) 5	392	2
3	Dhoti	4(5) 20	6(4) 24	39(3) 117	77(2) 154	14(1) 14	329	4
4	Shirts	5(5) 25	4(4) 16	33(3) 99	83(2) 166	15(1) 15	321	5
5	Inner wear	2(5) 10	6(4) 24	78(3) 234	40(2) 80	14(1) 14	362	3

(Sources: primary data)

INTERPRETATION
The tables shows out of 140 respondents, sarees is in the rank, kids wear is in the rank 2, Inner wear is in the rank 3, Dhoti is in the rank 4 and Shirts in the rank 5.

INFERENCE
Sarees is the first rank I Ramraj cotton.

FINDINGS, SUGGESTION AND CONCLUSION
FINDINGS OF SIMPLE PERCENTAGE
- Majority 96% of the respondents are below the age of 20 years.
- Majority of 94% of the respondents are Male.
- Majority of 91% of the respondents are unmarried.
- Majority 83% of the respondents are students.
- Majority 54% of the respondents are earning Up to Rs 20,000.
- Majority 84% of the respondents are nuclear family**.**
- Majority 86% of the respondents are college level.
- Majority 77% of the respondents are influenced through Television/internet.
- Majority 59% of the respondents visiting 1 year.
- Majority 64% the respondents are considering Quality.
- Majority 51% of the respondents are visiting Festival time.
- Majority 56% of the respondent voted Average.
- Majority 47% of the respondent voted May be.
- Majority 51% of respondents insist by Quality.

- Majority 35% of the respondents purchase during festival time.
- Majority 82% of the respondent voted Good.

RANKING ANALYSIS
- This is resulted that sarees is in the Rank1 that respondents.

LIKERT SCALE ANALYSIS
- Hence the customer is highly satisfaction of price.
- Hence the customer is highly satisfaction of design.
- Hence the customer is highly satisfaction of availability.
- Hence the customer is highly satisfaction of quality.
- Hence the customer is highly satisfaction of collection.

SUGGESTIONS
- Ram Raj Cotton has to improve awareness even for   females.
- They are focusing more only on shirts and dhotis.
- Ram Raj Cotton may create awareness among youths also.
- Ram Raj Cotton shall attract urban area people also.
- Ram Raj Cotton increases even more colors and styles.
- Quality of the product may attract the people.
- Ram Raj Cotton shall be given even more discount and offers**.**

CONCLUSION
The study has basically helped to find out consumer's satisfaction towards Ramraj cotton and factor influencing the buying behavior of consumer.

Consumers feel that dhotis and shirts have variety of colors, models and quality compared to other dress materials in Ramraj. Consumer shall aware that ram raj cotton producing the sarees also. If the suggestion will implemented, the product can increase its growth and marketing level at the right time.

REFERENCE

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2. *Chitra (2014) A study on consumer attitude towards buying in Sri Devi textiles, International journal of business and management invention pp-35-40.*
3. *Ozlem Kaya and Fatma (2014) A research on the application of supply chain in textiles, clothing industry, International journal of innovation, Management and technology.pp-334-338*