



# A STUDY OF CUSTOMER SATISFACTION AND PERCEPTION TOWARDS MAX FASHION BRAND (WITH SPECIAL REFERENCE TO COIMBATORE CITY)

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## ABSTRACT

*Max has become a trending fashionable products at affordable prize with high quality fabrics with great range of all type of wears. The target audience for max India is primarily contemporary middle class family and young working couple with in age group of 25 to 35 years. Every season it introduced a fresh collection of international designs specially customized to the Indian market. The brand adapts to the changing needs of the shopper every season and accordingly introduces new designs, silhouettes & fabrics. Today, MAX is the largest value fashion brand with over 200 stores across 15 countries. As Max has positioned itself as a youth brand, it also targets teenagers and college student within the age group of 18 to 24 years.it makes the perfect destination for all the people. This study was analysed were used for this study. The conclusion of the people strongly prefer the max fashion brand based on their routine life.*

**KEYWORDS:** Max fashion brand customer satisfaction.

## INTRODUCTION

There has been a long standing interest from marketers to understand how customers give preference towards a specific brand max. Brand preference is closely related to brand choice that can help consumer in decision making and activate brand purchase. The importance of clothing is to protect, cover, make us feel attractive and help us to move around in comfort. Clothing brings confidences and reflected the personality of the person. It helps a human body to survive the harsh weather conditions. Protection-Human skin is quit sensitive. Brand preference is defined variously as the consumer predispositions toward a brand that varies depending on the salient beliefs that are activated at a given time.

## STATEMENT OF PROBLEM

Understanding consumer's choice regarding purchase of any goods and service is difficult task. The task become even harder when it comes to consumer durables. Understanding of the brand preference is essential aspects as it reflect the customer's choice, purchase, style and satisfaction of the customer. The study is restricted to Coimbatore city. This study will help us to understand the customer satisfaction level and their expectation and

their preference.

## OBJECTIVES OF STUDY

- To identify the brand awareness of the respondent to purchase the brand of MAX FASHION.
- To know about the service provided by the company having more customer preference.
- To study the customer satisfaction towards using MAX FASHION.
- To identify the customers opinion about the quality of the product offered by MAX FASHION brand.

## RESEARCH METHODOLOGY DATA COLLECTION

Data was collected through both primary and secondary data source.

### PRIMARY DATA

The data was collected through a questionnaire. The questions were in the form of the multiple choices. The survey was adopted and the information was collected from the Coimbatore city.



## SECONDARY DATA

Secondary data consist of information that already exists somewhere, was collected from different sources like news paper, magazines, journals, books and website.

## RESEARCH DESIGN

The present study intends to examine the issue framed in the objectives relating to the max fashion brand in Coimbatore city. The required primary data have been collected from the sample respondents.

## SAMPLE PLANNING

The customers will be interviewed or asked to fill up the questionnaire at customer service disk and cashiering counter. The respondents, i.e., the customer at max are scarified according to certain partner such as their age gender. The sample size should be around 122 customers. This involves converting raw data into useful information. It involves tabulation of data, using statistical measures on them for developing frequency distribution and calculating the average and dispersions.

## SAMPLE SIZE

The sample of 122 respondents was chosen for the study.

## AREA OF THE STUDY

This study is conducted within the Coimbatore city

## TOOLS USED FOR ANALYSIS

- Simple percentage analysis
- Likert scale analysis

## LITERATURE REVIEW

It is essential for a research scholar to do a review on the related on the literature for his study to have a comprehensive knowledge about the research. It helps the research to take the initial step of fixing the problem on which the study is to be done. The review of literature gives the researcher, a broader outlook on the background and situations under which the study has been conducted.

**LEUHESSER (1988)**<sup>1</sup> Behaviours on the part of the brand consumers, channel members and parent corporations permits the brand to earn greater volume or greater margins that it would without the branch name and that gives us strong, sustainable, and differentiate advantage over competitors

**AAKER (1991)**<sup>2</sup> The value consumer association with a brand, as reflected and in international referred

research journal dimensions of brand awareness brand associations, perceived quality, brand loyalty.

**RADHAKRISHANAN and SHYLAJAN (2007)**<sup>3</sup> has proposed a conceptual model and considered the influence of various marketing demographic factors on customer habitual buying behaviours towards branded products. **DOLEKOGLU (2008)** the main determining factor affecting consumer behaviour or quality, price, trust, availability of alternative packaging frequent advertisement, sales promotion, imitations, availability, brand image, prestige, freshness and habits.

**RAVILOCHANAN (2012)**<sup>4</sup> a research effort is undertaken with the specific objective of analysing buyer behaviour in different retail outlets aimed to identify the factors that influence the buyer behaviour of the customer with the status of customer experience in this format of retail business could accessed which would also serve the purpose of determining relative strength of each of the retailstores.

<sup>1</sup> LEUTHESSER (1988) an analysis on customer perception towards service quality variables, vol, 2, 2319-4421.

<sup>2</sup> AAKER, JONES, A., DAVID&MORGAN,J. (1971)<sup>2</sup>.modelling store choice behaviour. Journal of marketing research, VIII 38-42

<sup>3</sup>RADHA KRISHNAN P and SHYLAJAN, C.S., (2007) determinants of habitual buying behaviour.a study of branded apparels. The ICFAL journal of marketing management, vol.VI, No.3, pp,6-21.

<sup>4</sup> RAVILOCHANAN P (2012) analysis of customer preference in organized retail stores, international journal of trade, economics and finance, vol 3 209-212.



**DATA ANALYSIS AND INTERPRETATION  
 SIMPLE PERCENTAGE METHOD**

**TABLE SHOWING GENDER OF THE RESPONDENTS**

S.NO	GENDER	NO.OF RESPONDENTS	PERCENTAGE
1	Male	50	41
2	Female	72	59
	Total	122	100

(Source: Primary Data)

**INTERPRETATION**

Majority 59% of the respondent are female.

The table shows that 41 % of the respondent are male and the 59 % of the respondents are female.

**LIKERT SCALE ANALYSIS**

**TABLE SHOWING THE SATISFACTION TOWARDS THE MAX FASHION BRAND OF THE RESPONDENT**

SI.NO	FACTORS	NO.OF RESPONDENTS	LIKERT SCALE VALUE(X)	TOTAL
1	HIGHLY SATISFIED	21	5	105
2	SATISFIED	32	4	128
3	NEUTRAL	32	3	96
4	DISSATISFIED	12	2	24
5	HIGHLY DISSATISFIED	25	1	25
	TOTAL	122		378

(Source: Primary Data)

Likert value FX/ No.of respondents  
 = 378/122  
 =3.09

**INTERPRETATION**

Table shows that the level of satisfaction shows likert scale value is 3.09 which is greater then the mid value (3)

Hence the customer is highly satisfied by price

**FINDINGS, SUGGESTIONS AND CONCLUSION**

**FINDINGS**

Findings of simple percentage analysis:

- Majority 59% of the respondents are female.
- Majority 48% of the respondent are 21-30 years.
- Majority of 69% of the respondents are unmarried.
- Majority 39% of the respondents are HSC.
- Majority 36% of the respondents are student.
- Majority 42% of the respondents are earning monthly Rs.20001-Rs.30000.

- 50% of the respondents are brand conscious and 50% of the respondents are not.
- Majority 53% of the respondents are joint family.
- Majority 100% of the respondents are shopping mall preferer.
- Majority 48% of the respondents are festival time purchaser.
- Majority 58 % of the respondents are recommend their family and friend.
- Majority 46% of the respondents are come across from television.
- Majority 39% of the respondents are classic users.
- Majority 37% of the respondents are like price.
- Majority 42% of the respondents are from display posters
- Majority 54% of the respondents are yes advertisements are unrealistic.



- Majority 54% of the respondents are no motivation to buy.
- Majority 57% of the respondents are no more well setup .  
Finding of likert scale analysis:
- Hence the customer is highly satisfied by price

## SUGGESTIONS

- Make people aware about the importance and presence of high percentage design garments at max fashion compared to other brands.
- There is no need to improve the performance of distribution channel, hence reach the max fashion product in the hand of the customer remote area.
- Provide the more and more promotional and beneficial schemes to attract dealer and other consumers.

## CONCLUSION

The study was conducted for analyzing the influence of customer satisfaction in the marketing of the product of MAX- FASHION. The consumers are attracted to purchase the product because of its quality reputation retained by MAX FASHION. The company is also maintains better customer relationship. Changing trend and preference influence the marketing of the product. the company provide promotional measure and advertisement to attract more customers. Customer feels that the brand, price, models and variety are really good.

By making the research is should be proved that the satisfaction of customer highly influenced the marketing of the product. This is the hypothesis set earlier, is to proved. When one customer purchases the product and uses it and he satisfied in it, the purchases the same branded product, thus customer satisfaction is a major influencing factor on the marketing and sales of the product.

## REFERENCE

1. LEUTHESSER (1988) *an analysis on customer perception towards service quality variables*, vol. 2, 2319-4421.
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