



A STUDY ON CUSTOMER SATISFACTION TOWARDS RAYMOND CLOTHES WITH SPECIAL REFERENCE TO COIMBATORE CITY

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ABSTRACT

Customer satisfaction is a term frequently used in marketing. It is helpful to measure of how products and services of the company meet customer satisfaction. This study mainly deals with the customer satisfaction towards Raymond clothes with preferred by respondents in Coimbatore city. Primary data was collected through a structured questionnaire of 120 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,brandname, variety and comfort of the product which plays a significant role in enhancing the satisfaction level.

KEYWORDS: *customer satisfaction, quality, tool for analysis.*

INTRODUCTION OF THE STUDY

Customer satisfaction is the overall essence of the impression about the supplier by the customers. This helps the customer to make strong opinion about the supplier which finally results in satisfaction or dissatisfaction. Customer satisfaction, a term frequently used in marketing, is a measure of how products and services supplied by a company meet or surpass customer expectation. Customer satisfaction is measured at the individual level, but it is almost always reported at an aggregate level. The level of satisfaction can also vary depending on other options the customer may have and other products against which the customer can compare the organization's products.

STATEMENT OF THE PROBLEM

Raymond clothes play a vital role in marketing. The success of the product depends not only, the marketing but also the customers satisfaction pattern towards their products. The study is conducted based on customer needs and wants regard to the Raymond clothes. Customer satisfaction

is one of the basic forms of any organization and is used to evaluate products and service. This study identified the satisfaction level of customer.

SCOPE OF THE STUDY

- The study also helps to know about the customers opinions on buying Raymond's in Coimbatore city.
- It also help us to know the changing needs of customer time to time. To evaluate and find out the factors which influence the customers.
- With the study we can give suggestions regarding customers satisfaction, and how far it is going to the customers opinion and to retain the existing customer as well as attracting the new potential customer.

OBJECTIVES OF THE STUDY

- To know the level of satisfaction of customer towards Raymond clothes



- To understand the factors which influence the purchase of Raymond clothes
- To study the customer opinions regarding the Raymond clothes

METHOD OF DATA COLLECTION

This study is based on both primary and secondary data.

- **Primary data**
In primary data, the data been collected through the questionnaire.
- **Secondary data**
The secondary data was collected by going through websites, marketing journals and articles.

RESEARCH METHODOLOGY

- **Research design**
The descriptive research design was applied in the research methodology of the study.
- **Sample size**
Sample size taken in this study is 120.
- **Tools used**
The following are the tools which are used in this study to validate the data:
 - Simple percentage analysis
 - Likert scale analysis
 - Rank analysis

REVIEW OF LITERATURE

Mr. S. Thangavel and Dr. P. Arumugaswamy (2017) in their article of “A study on consumer satisfaction and preference of branded clothing of men with special reference towards Coimbatore city”. The main objective of the study is to identify the factors affects the purchase behavior of consumer. The authors found that majority 70% of the respondents need a branded cloths is for satisfaction and trust in their brands. And also the respondent felt better quality is the important factor in purchase cloths. The authors conclude that by identifying the brand personalities that attract the customers, companies can identify what customers look for in a product, which may help to improve the image of the product.

T. Sreerexha and S. Praveen kumar (2018)¹ in their study titled “Consumer preference towards branded apparel purchase in coimbatore city”. The main objective of the study is to Indian apparel market in terms of market size and growth, focusing on men apparel market, women apparel market, boys and girls apparel market and to study the demographic, psychological and socio-economic factors which have influence the consumer purchase behaviour for apparel. The authors suggested that retailers an idea about the consumer decision process on apparels such a way they will plan their future strategies which will boost up their sales. The authors conclude that overall the consumer decision offer apparel purchase among their preference on apparel purchase at different occasion.

ANALYSIS

TABLE SHOWING THAT WHO INFLUENCED TO BUY RAYMOND CLOTHES

S.NO	INFLUENCE	NO OF RESPONDENTS	PERCENTAGE
1	Friends	31	25.8
2	Co-workers	3	2.5
3	Family	21	17.5
4	Brand itself	59	49.2
5	Others	6	5
	TOTAL	120	100

(Source: primary data)

INTERPRETATION

The above table shows that 25.8% of the respondents are influenced by friends, 2.5% of the respondents are influenced by co-wokers, 17.5% of the respondents are influenced by family, 49.2% of

the respondents are influenced by brand itself, 5% of the respondents are influenced by others.

Majority 49.2% of the respondents are influenced by brand itself.

**TABLES SHOWING THAT DESIGN FACTOR AFFECTING THE PURCHASE DECISION OF RAYMOND CLOTHES**

Factors	No. of Respondents	Likert Scale	Total Score (fx)
Strongly agree	39	5	195
Agree	47	4	188
Neutral	27	3	81
Strongly disagree	7	2	14
Disagree	0	1	0
Total	120	15	478

*(Source: Primary Data)***FORMULA**

$$\begin{aligned} \text{Likert scale} &= \sum(\text{fx}) / \text{Total number respondents} \\ &= 478/120 \\ &= 3.98 \end{aligned}$$

INTERPRETATION

Likert scale value is 3.98 is greater than the mid value (3). Hence the majority of the respondents are Agree the design.

TABLE SHOWS THE SATISFACTORY RATE OF RAYMOND CLOTHES

S.NO	FACTORS	RANK I	RANK II	RANK III	RANK IV	RANK V	TOTAL SCORE	RANK
1	Texture	28(5)	24(4)	20(3)	26(2)	22(1)	370	1
2	Comfort	16(5)	24(4)	28(3)	24(2)	28(1)	336	5
3	Material quality	24(5)	16(4)	26(3)	21(2)	33(1)	337	4
4	Usability of the product at different occasions	17(5)	29(4)	20(3)	38(2)	16(1)	353	3
5	Novelty value that the product provides	22(5)	28(4)	23(3)	31(2)	16(1)	369	2

*(Source: Primary data)***INTERPRETATION**

The table 4.3.1 shows that the out of 120 respondents, Texture is in the rank1, Novelty value that the product provides is in the rank 2, Usability of the product at different occasions is in the rank 3, Material quality is in rank 4 and comfort is in the rank 5.

INFERENCE: It resulted that Texture is in rank 1 of satisfactory rate of Raymond clothes.

FINDINGS**➤ SIMPLE PERCENTAGE ANALYSIS**

- The study found out of 55.8% of the respondents were female.
- The survey states that out 80% of the respondents were unmarried.
- The table showing 75.8% of the respondents are their annual income is below 3 lakhs.
- The research states that 38.3% of the respondents are known by advertisement.
- Majority 53.3% of the respondents are purchase special occasion.



- Majority 49.2% of the respondents are influenced by brand itself.
- The table shows that 53.3% of the respondents says product quality.
- It is found that 56.7% of the respondents are satisfied high.
- The study found out of 44.2% of the respondents says excellent.
- Majority 78.3% of the respondents are purchase cotton.
- The study infers that 62.5% of the respondents says very well.
- It is found that 56.7% of the respondents says quality.
- The study finally found that 92.5% of the respondents are recommend Raymond clothes to others.

➤ **LIKERT SCALE ANALYSIS**

- Likert scale value is 3.98 is greater than the mid value (3). Hence the majority of the respondents are Agree the design.
- Likert scale value is 4.18 is greater than the mid value (3). Hence the majority of the respondents are Agree the quality factor.
- Likert scale value is 3.97 is greater than the mid value (3). Hence the majority of the respondents are Agree the price factor.
- Likert scale value is 3.93 is greater than the mid value (3). Hence the majority of the respondents are Agree the comfort factor.
- Likert scale value is 4.13 is greater than the mid value (3). Hence the majority of the respondents are Agree the brand name.
- Likert scale value is 4.13 is greater than the mid value (3). Hence the majority of the respondents are Agree the colour factor.
- Likert scale value is 3.7 is greater than the mid value (3). Hence the majority of the respondents are Agree the variety factor.

➤ **RANK ANALYSIS**

- It resulted that Texture is in rank 1 of satisfactory rate of Raymond clothes.

SUGGESTIONS

- Some of the respondents feels that the price of the Raymond is very high. So the price of the brand needs to reduce.
- The customers expecting more variety of design and fashion collection in the Raymond
- Raymond should give more emphasis on new generation as they have much concern

towards their clothes and can be their prospective customers.

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.

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