



A STUDY ON CUSTOMER SATISFACTION TOWARDS RAYMOND'S FASHION WEAR IN MADURAI DISTRICT

AJAYKARTHICK.M

III B. COM (CA) MANNAR THIRUMALAI NAICKER COLLEGE, MADURAI.

DR. G. THENMOZHI

M. COM (CA), M. PHIL., PH.D., ASSISTANT PROFESSOR, DEPARTMENT OF COMMERCE WITH COMPUTER APPLICATIONS, MANNARTHIRUMALAINAICKER COLLEGE, MADURAI.

ABSTRACT:

The main purpose of this is to examine customer satisfaction regarding "Raymond Fashion Clothing" in Madurai city. The sampling technique used for this purpose is random sampling. Raymond's intangible concept of customer satisfaction refers to the overall sense of satisfaction and satisfaction that customers experience when using Raymond's products or services. This includes a combination of product quality, customer service, brand awareness and overall experience. Understanding and improving customer satisfaction is important for a company like Redmond because it often leads to customer loyalty, word of mouth, and continued success in business. Discover important things like product quality, customer service and product knowledge through research and reviews. The findings will help understand customer preferences and add strategies to increase satisfaction in the apparel industry.

KEYWORDS:

RAYMOND, FASHIONWEAR, CUSTOMER SATISFACTION, BUYING DECISION, BRAND AWARENESS.

1.1 INTRODUCTION

The term "customer satisfaction" is often used in the business world. It evaluates whether the company's products and services meet customer expectations. The percentage of customers or the percentage of all customers who express a positive experience with a business, its products or services, or its ratings is called customer satisfaction. The degree to which the product or service meets the customer's needs or desires is called customer satisfaction. The customer is dissatisfied when he sees that his needs are met and his expectations are exceeded. Customer satisfaction is often used as a metric to evaluate business performance and can be an important factor in repeat business. Product quality, price, functionality, design and customer service are factors that affect customer satisfaction with a product. Customer satisfaction can be measured using a variety of techniques, including surveys, interviews, focus groups, and observational studies. To increase customer satisfaction and loyalty, businesses can use this information to improve their products and services, launch new marketing campaigns, and analyze trend problems.

1.2 STATEMENT OF THE PROBLEM

Raymond Clothing plays an important role in business life. The success of the product depends not only on the satisfaction of the business, but also on the customer's satisfaction with the product. The research is based on customers' needs and requirements for Raymond Clothing. Customer Satisfaction Reports submitted to Raymond may address topics such as identifying specific factors that influence satisfaction, measuring service quality, or understanding users' product needs and experiences. It is

intended to provide a clear overview of the problem to guide research or development.

1.3 REVIEW OF LITERATURE

Dr. Irfan Mumtaz K.S. (2019) he attempts to describe the effect of retailers' brand on the purchasing decision of the consumers. He opines that during brand development, brand awareness is an essential tool to stand out in the market place. Retailers by launching their own brand could tap the untapped and create positive brand awareness among consumers about their products

Leena Janeja, R. Mohan Kumar, Jagbir Singh Kadyan (2019) Socio economic factors influencing the buying behaviour with special reference to selected garments retail outlet in Chennai. They have found out that the income level of a consumer influences his buying behaviour. Customer delight depends on facilities available in the store like fabric varieties, use of credit cards, parking facilities, seasonal offers, discounts and so on. Consumer attributes like involvement, fashion brand consciousness, loyalty, emotions differ from person to person. So to attract and retain customers a firm has to build up trust, reputation, and satisfaction in the minds of customers which has a greater impact on apparel buying behaviour.

Prof. Ram Mohan (2014) In his study, Influence of product and place factors on consumer Buying behaviour in Formal footwear sector, has found out that comfort, quality, durability, and brand are product factors which influence the customer to buy a product. Along with this, it is also the location of purchase and convenience in buying the influences frequency of purchase.

1.4 OBJECTIVES OF THE STUDY

- 1) To understand the level of customer satisfaction with respect to Raymond features in Madurai City.
- 2) To know about functions to provides satisfaction to the customer.
- 3) To review customer satisfaction with the usage of cloths.

1.5 RESEARCH DESIGN

The present study is empirical research based on the survey method, and it is purely based on primary data. For this, 50 samples of Raymond fashion wears customer satisfaction decisions in selected from Madurai district by using the Non-probability convenient sampling technique. But it is not possible to get such data. Because of this, it is decided to use the no probability convenient sample method. A well-structured questionnaire has been used to collect the required primary data from 50 sample respondents in Madurai district. The statistical tools Percentage analysis, Rank analysis test.

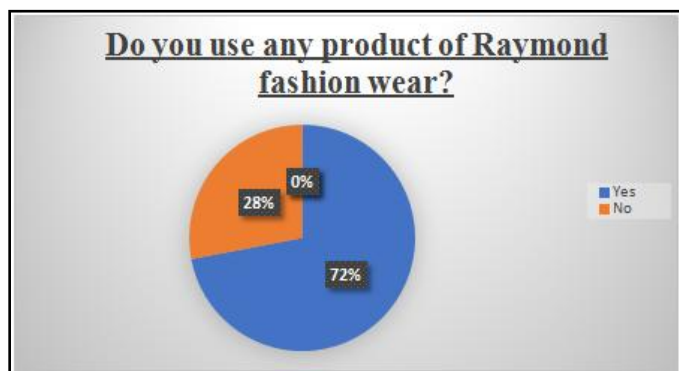
1.6 DATA ANALYSISAND DISCUSSION

TABLE - 1

USE ANY PRODUCT OF RAYMOND FASHION WEAR

USE ANY PRODUCT OF RAYMOND FASHION WEAR.	NO. OF RESPONDENTS N=50	PERCENTAGE (%)
Yes	36	72%
No	14	28%
Total	50	100%

CHART- 1



In the above table 1 shows that useof any product of Raymond fashion wear. 72% of respondents Yes for using Raymond fashion wear products and 28% of respondents no using Raymond fashion wear products.

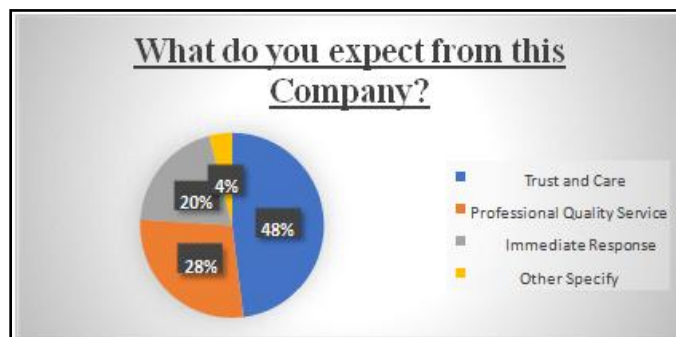
TABLE -2

CUSTOMER EXPECTATION FROM RAYMONDFASHION WEARS

EXPECTATION	NO. OF RESPONDENTS	PERCENTAGE (%)
Trust and Care	24	49%

Professional & Quality Service	14	29%
Immediate Response	10	20%
Other Specify	2	2%
Total	50	100%

CHART- 2



In the table2 shows that Customer expectation from Raymond Fashion wears. 72% of respondents Yes for using Raymond fashion wear products and 28% of respondents no using Raymond fashion wear products.

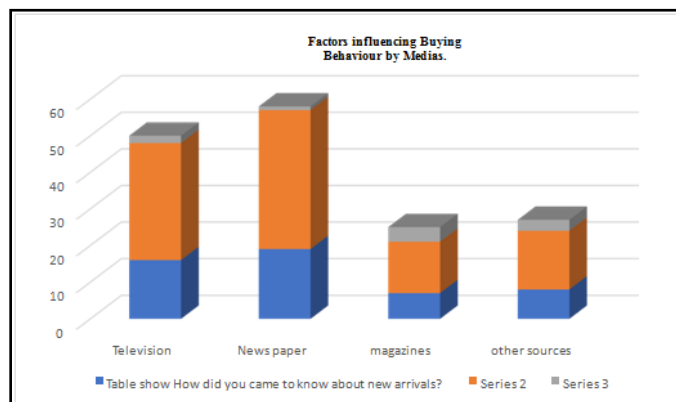
TABLE-3

FACTORS INFLUENCING BUYING BEHAVIOUR BY MEDIA.

FACTORS INFLUENCING	NO. OF RESPONDENTS	PERCENTAGE (%)	RANK
Television	16	32%	2
News paper	19	38%	1
Magazines	7	14%	4
Other sources	8	16%	3
Total	50	100%	

CHART -3

FACTORS INFLUENCING BUYING BEHAVIOUR BY MEDIAS.



In the table 3 shows that Factors influencing Buying Behaviour by media 1st rank is newspaper and 2nd rank is Television and 3rd rank is other sources and 4th rank is magazines. There so maximum of respondents are

influenced by newspaper and minimum of respondents are influenced by magazines.

1.7 FINDINGS & CONCLUSION

- The 72% majority of respondents use Raymond fashion wears.
- The 49% of respondents are trust the Raymond Company.
- The 38% of respondents are known about newspapers.
- The 60% of respondents are purchase in festival season.

Raymond which indicates the maximum frequency of brand downloads. It is the most recognized and popular brand among brand conscious consumers as well, specifically in the context of India. Finally, men and women have no significant differences in brand awareness, shopping frequency and shopping expenditure. Men are just as interested in going shopping as women and also spend more money while shopping than their female counterparts. the frequency of men going shopping with their partners increased over time and reached almost the same level as women. Men's attitude to clothing is different from women's. Two factors are identified when

measuring consumer attitudes towards branded clothing, intrinsic pleasure and prestige and status. Intrinsic gratification included pleasure and meaning as well as prestige and status integrated status, impression and acceptance of branded products.

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