

A STUDY ON CUSTOMER SATISFACTION AND BUYING BEHAVIOUR ON CLOTHING WITH SPECIAL REFERENCE TO RAYMOND IN COIMBATORE CITY

Dr.N.Vijaiitha Christy ¹; Dr. Angeline Sheba Albert²

¹Assistant Professor in Commerce, Kovai kalaimagal College of Arts & Science, Coimbatore

²Assistant Professor in Commerce, Government Arts and Science College, Nagercoil

ABSTRACT

This study helps in selecting the best and suitable cloths according to the customer preferences and satisfaction, also to study about buying behavior of Raymond cloth in Coimbatore City. The present study was based on Occupation, age group, Gender, Purchase occasion, Preferring brand, Quality of Raymond clothes. The researchers have analysed through primary data by comprehensive interview schedule and secondary data have been collected from Books, Journals and Websites. This study was carried out for the period of one month. The data which were collected from the respondents were analyse by using Percentage, and Likert's scale analysis. These research finding suggested to buying behavior of Raymond Clothes.

Keywords: *Raymond Clothing, Brand Preference, Textile Industry*

INTRODUCTION

Raymond group is an Indian Branded fabric and fashion retailer, incorporated 1925. Raymond Ltd is one of India's and World's leading producers. Vijaypat Singhania took over the company in 1980, became credited with developing the company into a modern, industrial group. The company's new strategy involved building its capacity and its technology to become a world-class textile producer. Raymond marks its 92nd year in business with the same ideals that the company was founded on; integrity, quality, and innovation. The Raymond shops in Coimbatore showcases a commodious and well-maintained showroom. The shop is visited by an ample number of customers every day out of which many are local residents and many belong to the surrounding localities. The company puts a great degree of emphasis on the quality and hence every piece of cloth is stitched from premium quality threads.

OBJECTIVES OF THE STUDY

1. To study the customer's Profile of buying behavior in Raymond cloths.
2. To analyse the customer's opinion about Raymond cloths.

STATEMENT OF THE PROBLEM

The client is the end goal of business, in early days, the men are not much aware about the branded suites, especially Raymond. But now a days men are given more importance for their branded suites. Since it is the customer who pays for supply and creates demand. Businesses often follow the adage that “the customer is always right “because happy customers will continue to buy goods and services. In today’s competitive business environment, customer satisfaction is an increasingly important component of an effective industry. Customer satisfaction is a key component of a successful and prosperous industry. It has been linked to higher profit margins and greater employee satisfaction, customer loyalty, customer retention, and repeat purchases. Customer Satisfaction survey is a systematic process for collecting customer data, analyzing this data to make it into actionable information, driving the results throughout an industry and implementing satisfaction survey is a management information system that continuously captures the voice of the customer through the assessment of performance from the customer’s point of view.

GEOGRAPHICAL AREA OF COVERAGE

The study has been covered in Coimbatore City. According to 2011 census, Coimbatore district had a population of 3,458,045. The study is to be carried out of customer satisfaction and buying behavior of Raymond Cloths in Coimbatore City.

RESEARCH METHODOLOGY

The term ‘research’ refers to critical, careful and exhaustive investigation or inquiry or experimentation or examination having as its aim the revision of accepted, conclusion, in the light of newly discovered facts, research is essentially a systematic enquiry seeking facts through objective verifiable methods in order to discover the relationship among them and to reduce from them broad principles or laws.

SOURCE OF DATA

Data refers to information or facts. The two main sources of data for the present study have been primary data and Secondary data.

Primary Data:

The primary data those which are collected a fresh and for the first time are collected by means of Questionnaire.

Secondary D

Secondary data consists of information that already exists somewhere having been collected for some other purpose. The Secondary data is obtained from the industry data base, Text books, Leading journals, Newspapers and Internet.

Period of Study:

The study is conducted during the period of one month from February 2019 to March 2019.

Sample Design:

The purpose of the study is related to a plan for obtaining a sample from a given population. It refers to the procedure or technique; the research would adopt in selecting items for the sample in this study. For this study simple random sampling method was followed. To choose the respondent and the data were collected through Interview schedule with 150 respondents in Coimbatore city.

DATA ANALYSIS AND INTERPRETATION**Table: 1 Age group of the buying Customers**

Age	No.of Respondents	Percentage of Respondents
Below 20 years	13	09
21-25 Years	20	13
26-35 Years	43	28
36-50 Years	51	34
Above 50 Years	23	16
Total	150	100

Source: Primary data

Table 1 concludes that out of the 150 respondents, a majority of 51 respondents (34%) are in the age group of 36-50Years, 43 respondents (28%) are in the age group of 26-35 Years, 23 respondents (16%) are in above 50 Years of age, 20 respondents (13%) are in the age group of 21-25 Years and 13 respondents (9%) are in below 20 Years of age group.

Table: 2 Gender of the buying customers

Gender	No.of Respondents	Percentage of Respondents
Male	131	88
Female	19	12
Total	150	100

Source: Primary Data

Table 2 concludes that out of the 150 respondents, a majority of 131 respondents (88%) are preferred by male and 19 respondents (12%) are preferred by female.

Table: 3 Opinion about Raymond

Opinion About Raymond	No.of Respondents	Percentage of Respondents
Brand Image	36	24
	68	46

Quality		
Value for money	26	17
Durability	17	11
Comfort	03	02
Total	150	100

Source: Primary Data

Table 3 summarizes that of the 150 respondents are given opinion about Raymond cloths, a majority of 68 respondents (46%) given about quality,36 respondents (24%)select a choice of brand Image,26 respondents (17%)given opinion of value for money,17 respondents(11%)given opinion about durability of cloths and 3 respondents (2%)preference to comfort.

FINDINGS OF THE STUDY

1. The majority of the Customers belongs to the age group of “31-50” Years prefer to buy Raymond Cloth Suits and shirts in Coimbatore City.
2. Mostly “Male” Customers are preferring to buy Raymond suits and shirts.
3. The majority of the Customers have satisfied “Good Quality “about Raymond Cloth.

SUGGESTIONS

1. As the customers know more about their clothes mostly from advertisement, it should be more attractive and should be published at regular intervals.
2. The company should mainly focus more on the comfort and Durability of Raymond cloths.
3. The pricing of the suiting and shirts may take into account can be reduced to some extent.
4. Provide special offers and gift coupons to the customers.
5. The betterment measures can be takes in the areas of customer service.
6. The company should provide attractive offers on festival season.

CONCLUSION

The study area was conducted in Raymond cloths at Coimbatore city. The study is entitles as “A STUDY ON CUSTOMER SATISFACTION AND BUYING BEHAVIOUR ON CLOTHING WITH SPECIAL REFERENCE TO RAYMOND”IN COIMBATORE CITY. It can be concluded the most of male customers preferred by Raymond cloth because of its better quality. Customers are highly satisfied with the suiting and shirts. The volume of

sales also increase every year and the company is at its growth level. Raymond provide customized services to the customers their brand loyalty.

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