



CONSUMER SATISFACTION OF RAYBAN GLASS WITH SPECIAL REFERENCE TO COIMBATORE

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ABSTRACT

For a couple of years a great money programs for tablets and smart phones have been available assisting students with difficulties in reading and writing. glasses Also known as eyeglasses or spectacles, are frames bearing lenses woman in front of the eyes Our eyes allow us to appreciate the beauty of the world, experience the joy of learning new activities and undertake new adventures, the entire staff of eye care associates, p.a and our opticals The Study about the satisfaction towards Ray-ban optical A well structure was framed to 120 respondents to identify consumer satisfactions towards rayban glass .In this we find that the customers have certain expectations from the items they purchase such as its quality, price...

Keywords: ray ban glasses, satisfaction, varties

1. INTRODUCTION

Ray-Ban is an American-Italian brand of luxury sunglasses and eyeglasses created in 1936 by Bausch & Lomb. The brand is known for its Wayfarer and Aviator lines of sunglasses. In 1999, Bausch & Lomb sold the brand to the Italian eyewear conglomerate, Luxottica Group, for a reported US \$640 million.

Glasses Also known as eyeglasses or spectacles are frames bearing lenses woman in front of the eyes. They are normally used for vision correction. Safety glasses are a kind of eye protection against flying debris or against visible and near visible light or radiation Sunglasses allow better vision in bright daylight and may protect one's eyes against damage from high levels of ultraviolet light. Specialized glasses may be used for viewing specific visual information. Sometimes glasses are women simple for aesthetic or fashion purposes.

Our eyes allow us to appreciate the beauty of the world, experience the joy of learning new activities and undertake new adventures, the entire staff of eye care associates, p.a and our optical shop wants to share this educational video on the anatomy of yours eyes in hope that it will provide our patients with a better understanding or the importance of having routine eye exams. We have created this introduction to the eye because we believe knowing the anatomy of your eyes and having regular examinations is the best way to keep your eyes healthy and your vision intact

Statement of problem:

- In this competitive world, we can see many problems in marketing of any product or service
- Some problems can be solved but so many problems many may not be solved.
- The customers have certain expectations from the items they purchase such as its quality, price, food services of retailers and customers as well.
- At present the customers are also more dynamic

Objectives of the study:

- To know the buyer's behaviour towards Ray-ban optical.
- To know the about the factors influencing the brand preference.
- To find customer satisfaction towards Ray-ban optical.
- To suggest for improving the brand preference.

Hypothesis:

H₀-There is significant relationship between the gender of the respondents and defect using ray ban product

H₁-There is significant relationship between the income of the respondents and amount spend for frames.

H₁-There is significant relationship between the gender of the respondents and satisfaction of rayban product.

Limitation of the study:

- The study is limited to Coimbatore city only and therefore it infringes.
- The project study was presently conducted with 120 respondents only.
- The project study is not applicable for all time because of the status and preference.
- Due to time constraints the research cannot locate more information receiving from the respondents

2. REVIEW OF LITERATURE

KIM (2017)¹ to report results of multifocal intraocular lens (IOL) implantation in 2 patients with refractive error and presbyopia after previous radial keratotomy (RK). Uncorrected distance visual acuity was 20/25 in both eyes, but UNVA was between J9 and J10. Three months after unilateral surgery, UDVA and UNVA of the postsurgical eye improved to 20/20 and J1, respectively. Neither patient reported any significant photic phenomena. And both were satisfied with the results of treatment. Little is known about the expectations and health values that clients in optometry practice hold about having an eye examination and purchasing spectacles. This study identified different attitudes and behaviors held by presbyopia clients in optometric practice.

CHRISTOPHER DAVEY (2015)² The model for delivery of primary eye care in Europe varies from country to country with differing reliance on ophthalmologist's optometrists and dispensing opticians. Comparative analysis of models has tended to focus on inter professional working arrangement training and regulatory issues, rather than on whether a particular model is effective for delivering public health service in the UK are predominantly

3. RESEARCH METHODOLOGY

Research methodology Research Methods is defined as "tools or instruments used to accomplish the goals and attributes of study".

MAJA KECMAN(2014)⁵ To identify the specific characteristics making glasses designs, particularly those compatible with adjustable glasses, more or less appealing to Chinese children and their parents.

HAGEM, R.M (2013)⁶ The American society for testing and materials (ASTM) defined glass as an without crystallization. The concern was mostly on which of the chemical composition has a greater glass forming tendency and the factors that they play and the significant role in ascertaining the case of glass formation organic product of fusion" which has been hold to a rigid condition

Primary data:

Primary data refers to the first data collection from the primary sources primary data are always collected from the sources. It is collected either by the investigator himself or through his agent the questionnaire method is used to collect the data for this study

Secondary data:

Secondary data are the one which are not originally collected but rather obtained from published and unpublished sources.

Area of study: This study was conducted in Coimbatore city.

Sample size: The sample size is 120.

Tools used for analysis: Data analyzing tools are Simple percentage and Chi-square test.

Simple percentage: Percentage base analysis helps to find which factors is significant among a number of factors.

Chi-square: A chi-square statistic which is used to test the measures of expectations

4. ANALYSIS AND INTERPRETATION

Demographic profile of the respondents

S. no	Demographic		No of respondents	Percentage
1	Gender	Male	76	64
		Female	44	36
2	Age	Below-20	46	38
		20-30	48	40
		30-40	21	18
		40 above	5	4
3	Qualification	School level	24	20
		Graduation	30	25
		Professionals	55	46
		Others	11	9
4	OCCUPATION	Employed	32	27
		Business	35	29
		Professionals	31	26
		Others	22	18
5	Defect of using ray ban glass	Yes	36	30
		No	84	70

Interpretation: Table 1 clearly states the demographic profile of the sample respondents. Majority of the responds fall in the age group of 20-30 and most of them are male. Majority of them under professionals. Majority of the respondent's occupation business. Most of the respondents are not defect of using ray ban glass

CHI- SQUARE ANALYSIS

Formula:

$$\chi^2 = \sum (O_i - E_i)^2 / E_i$$

Degree of freedom = (r-1) (c-1)

Null hypothesis:

H₀-There is significant relationship between the gender of the respondents and defect using ray ban product.

Chi-Square Table

particulars	df	chi-square value	table value	remark
Gender and defect using ray ban product.	2	0.46	3.84	ACCEPTED

Source: primary data

Significant level = 0.05

Result: The calculate chi-square value is (0.46) is lesser than (3.84) table value hence the hypothesis is accepted. Therefore, there is no significant relationship between gender of the respondents and reason for mostly defect using ray ban product.

H₁-There is significant relationship between the income of the respondents and amount spend for frames.

Chi-Square Table

particulars	df	chi-square value	table value	remark
Income of the respondents and amount spend for frames.	4	21.54	16.92	REJECTED

Source: primary data

Significant level = 0.05

Result: The calculate chi-square value is (21.54) is higher than (16.92) table value hence the hypothesis is rejected. Therefore, there is significant relationship between income of the respondents and amount spend for frames.

H₁-There is significant relationship between the gender of the respondents and satisfaction of ray ban product.

Chi-Square Table

particulars	df	chi-square value	table value	remark
Gender and satisfaction of ray ban product.	2	0.108	3.84	ACCEPTED

Source: primary data

Significant level = 0.05

Result: The calculate chi-square value is (0.108) is less than (3.84) table value hence the hypothesis is accepted. Therefore, there is significant relationship between gender of the respondents are satisfaction of ray ban product

5. RESULT AND DISCUSSION

1. Majority (29%) of respondents belong to business.
2. Majority (37%) of respondents are earning Rs.20000-Rs.30000.
3. Majority (72%) of respondents are Nuclear Family
4. Majority (31%) of respondents got reference through the friends.
5. Majority (32%) of respondents are purchasing at the Shopping Mall.
6. Majority (48%) of respondents feel that Price is high.
7. Majority (38%) of respondents spend above 3000.

8. Majority (70%) of respondents are not affected using ray ban product.
9. Majority (40%) of respondents spend above 2000 for frames.
10. Majority (65%) of respondents are price of ray-ban products with another brand product
11. Majority (30%) of respondents are respondents using spectacles for reading.
12. Majority (60%) of the respondents are not purchasing online.
13. Majority (33%) of the respondents are said excellent quality to using ray ban.
14. Majority (40%) of the respondents are change once in year.
15. Majority (32%) of the respondents are prefer clarity to using ray ban glass.
16. Majority (35%) of the respondents are using square shape glass.
17. Majority (70%) of the respondents are satisfied to using this product.
18. Majority (39%) of the respondents are affected by eye-irritation.
19. Majority (71%) of the respondents are recommended to others.

SUGGESTIONS

- The company can give more promotional offers to the Ray-Ban opticals.
- A separate team can be assigned to improve the customer relationship
- The company should give offer; it will help to increase the company growth.
- The agent has to make effort to distribute the product in all areas including village to make the product available to the customer at their convenience.

6. CONCLUSION

Optical has created good impact on the customers. The study conducted in Coimbatore District optical spectacles being. As satisfaction majority companies is also able to maintain a good level of customer of the customer are fully satisfied with Ray-ban optical. The product change is not required because ray ban are technologically superior in quality and recognized by the customer as such. The brand seen as expensive, but the same customer thus pay as much of premium of top end brands in other product categories. Therefore there is need for the communication to change these consumers perception of the "nice", but not necessary. Therefore, value for money perception Indian as good as imported The common ground is that the ray ban companies in the world are want more profit more shareholder value and more market share among others the realization of these objectives have been attained through the successful initiation development and management of the marketing strategies in most instances, ray ban company is one of the known companies around the world dealing with sunglasses as a product.

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