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Customer Satisfaction towards Raymond Wear with Special Reference to Coimbatore City

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A B S T R A C T

Raymond Clothes offers a diverse range of products that cater to various occasions and personal styles. From impeccably tailored suits to casual wear and accessories, the brand caters to the modern man's every sartorial need. Whether it is a formal boardroom meeting, a gala event, or a casual weekend outing, Raymond Clothes seamlessly blends classic aesthetics with modern trends, creating timeless ensembles that exude confidence and charm.

Key words – fabric, rebranding, integrity, quality, world-class

1. Introduction

Raymond group is an Indian Branded fabric and fashion retailer, incorporated in 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

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 option.

Customer satisfaction is the taken as a whole essence of the feeling concerning the dealer by the consumers. This help the purchaser to create strong estimation about the supplier which as a final point results in satisfaction or dissatisfaction. Customer satisfaction, a term frequently used in marketing, is a determine of how products and services abounding by a corporation meet or surpasses customer expectation Customer satisfaction is measured at the individual level, but it is approximately always reported at a combined level. The level of approval can also vary depending on additional options the purchaser may have and other products against which the customer can compare the organization's products.

2. Statement of problem

Product knowledge is one of the most ordinary reasons for rebranding. Let's travel around some of the majority common awareness problems that we deal with on a day-to-day basis. Fashion apparel industry is a very unpredictable one. In India it is at the development stage, where new outlets come out very often. There is a high amount of struggle among the companies within the industry to stand out from the rest and to be the best of the country. People within Coimbatore area limits lead busy lifestyles and often seek for convenience.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.

3. Objective of study

- To study the socio economic and demographic profile of the respondents towards Raymond cloths users in Coimbatore city

- To understand the factors which influence the purchase of Raymond clothes

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

- To analyse the customer's opinion about Raymond clothes..

4. Research Questions

- How familiar the Raymond clothes?

- How much the amount spent on purchase of Raymond clothes?

- How the Raymond in future?

5. Research methodology

Research methodology is a way to systematically solving a research problem. Research methodology deals with the research design used and methods used to present the study.

5.1 Sampling design

This study is intended to analyze the customer satisfaction towards Raymond clothesCoimbatore City.The study is Descriptive in nature.

5.2 Sample size

153 Questionnaire were distributed out of that 153uestioners were fit for analysis from different respondents in the Coimbatore city.

5.3 Sample area

The area of the study refers to Coimbatore city.

5.4 Data collection

The data is collected from both primary and secondary data.

Primary Data: Primary data is collected directly from the people with the help of the questionnaire for the first time and that are original in nature.

Secondary Data: Secondary data is collected from various sources such as books, journals, articles, newspapers, websites etc…

5.5 Sampling method

The method used for collecting sample is convenient sampling.

5.6 sampling tools

- Simple percentage method

- Ranking Analysis

- Weighted average method

6. Review of literature

1. **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.

2. **Simpson and Shetty (2017)** did a vast study on India's textile industry. The purpose of study is to analyze India's textile and apparel industry, its structural problems, market access barriers, and measurements taken by government of India to enhance the industry's competitiveness in the post – Multifibre Agreement (MFA) era. The study also assesses India's textile and apparel market potential and trade and investment opportunities for U.S. firms.

3. **Dr. Irfan Mumtaz K.S. (2019)** Retailer's brand awareness: An exploratory approach. 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

4. **Leena Janeja, R. Mohan Kumar, Jagbir Singh Kadyan (2019)** Socio economic factors influencing the buying behavior with special reference to selected garments retail outlet in Chennai. The have found out that the income level of a consumer influences his buying behaviour.

Customer delighted 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.

RESEARCH GAP

A research gap is essentially an unanswered question or unresolved problem in a field, which reflects a lack of existing research in that space. The previous research are made in the field of the he people like to shop from trade shops than trade mail and super market. The analysis is made to know the demographic profile and the factors influence the purchase of Raymond clothes

7. Analysis and Interpretation

Analysis of data is a process of inspecting, cleansing, transforming, and modelling data with the goal of discovering useful information, informing conclusion, and supporting decision-making. Data analysis is a process for obtaining raw data and converting it into information useful for decision-making by users. Data are collected and analysed to answer question, test hypotheses or disprove theories.

The following tools were used:

    i.   Percentage Analysis

    ii.   Weighted average method

    iii.   Rank Analysis

6.1 Percentage method

$$\text{Formula} = \frac{\text{No. Of respondents}}{\text{Total no. of respondents}} * 100$$

Table No:1

Table showing the Familiarity of Raymond clothes by the Respondents

Familiarity	Frequency	Percentage
Good quality of material	44	28.8%
Price is unique in the market	41	26.8%
In terms of colours, design and style	41	26.8%
Fit is perfect	27	17.6%
Total	**153**	**100%**

SOURCE : Primary data

Interpretation

The above Table depicts that 28.8% of the respondents are Familiar with good quality of material, 26.8% of the respondents are price is unique in the market , 26.8% of the respondents are in terms of colours, design, and style and 17.6% of the respondents are fit is perfect.

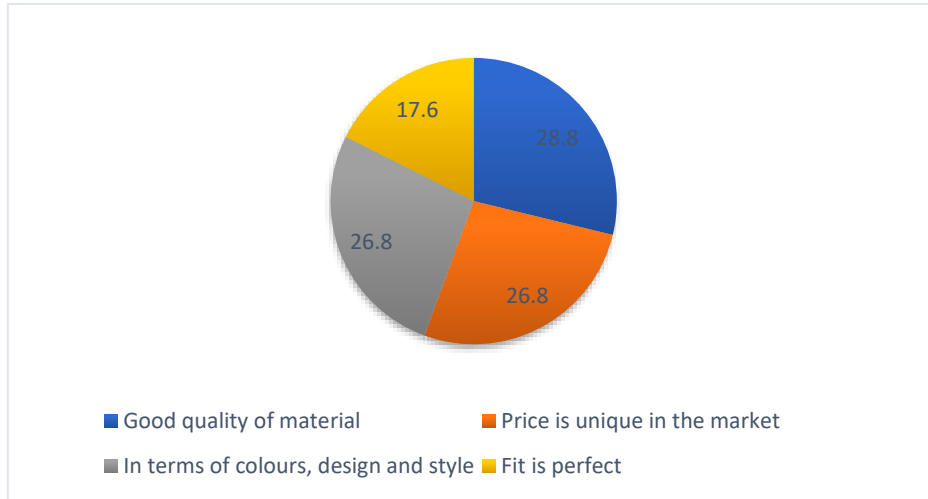Chart Showing Familiarity of Respondents

Table No:2

Table showing Amount spent to purchase Raymond clothes by the respondents

Amount	Frequency	Percentage
Below Rs.500	16	10.5%
Rs.1000-Rs1500	59	38.6%
Rs.1500-Rs.2000	57	37.3%
Above 2000	21	13.7%
Total	**153**	**100%**

SOURCES : Primary data

Interpretation

The above Table portrays that 38.6% of the respondents are purchase for Rs.1000-Rs.1500, 37.3% of the respondents purchase for Rs.1500-Rs.2000, 13.7% of the respondents purchase for Above 2000 and 10.5% of the respondents purchase for Below Rs. 500.

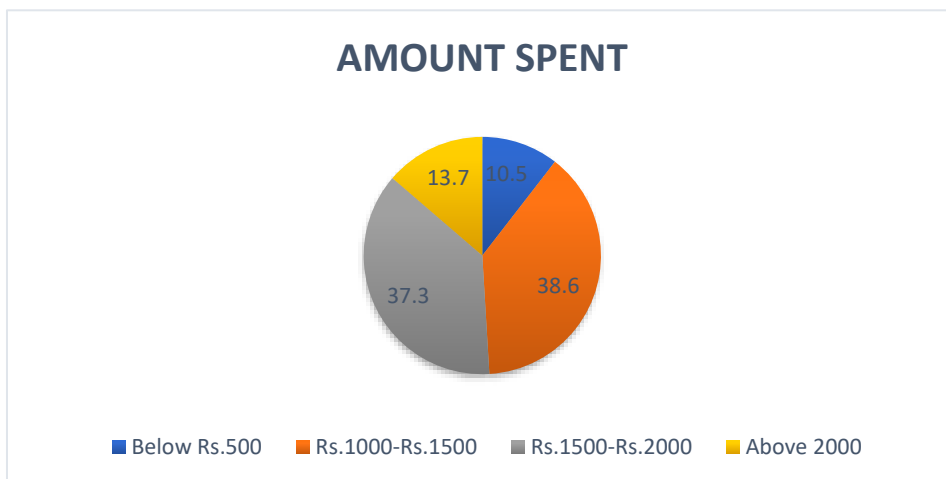Chart Showing Amount Spent on purchasing of raymond

Table No:3

Table showing the purchased a Raymond brand in future by the respondents

Raymond brand in future	Frequency	Percentage
Yes, definitely	52	34%
May be	39	25.5%

No, probably not	45	29.4%
No, definitely not	17	11.1%
Total	**153**	**100%**

SOURCES: Primary data

Interpretation

The above Table depicts that 34% of the respondents giving the yes, definitely , 29.5% of the respondents giving the No, probably not, 25.5% of the respondents giving the may be, and 11.1% of the respondents giving the No, definitely not.

 Chart Showing Raymond brand in future by the respondents
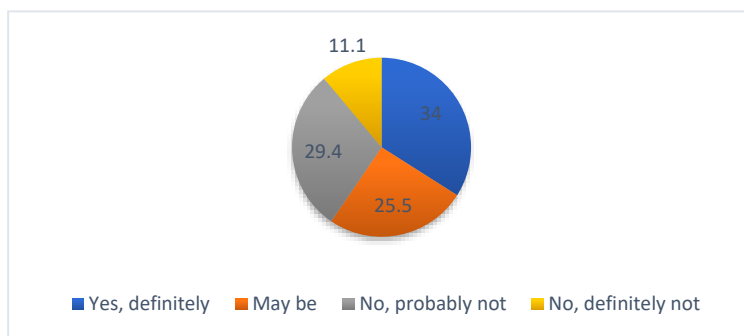
6.2 RANKING ANALYSIS

A **Ranking** is a relationship between a set of items such that, for any two items, the first is either 'ranked higher than', 'ranked lower than' or 'ranked equal to' the second. In mathematics, this is known as a weak order or total pre order of objects. It is not necessarily a total order of objects because two different objects can have the same ranking. The rankings themselves are totally ordered. For example, materials are totally pre ordered by hardness, while degrees of hardness are totally ordered.

By reducing detailed measures to a sequence of ordinal numbers, rankings make it possible to evaluate complex information according to certain criteria. Thus, for example, an Internet search engine may rank the pages it finds according to an estimation of their relevance, making it possible for the user quickly to select the pages they are likely to want to see. Analysis of data obtained by ranking commonly requires non-parametric statistics.

Table No. 4

Table showing the rank given for factor of purchase by the respondents

Product	R5	R4	R3	R2	R1	Total	Rank
Price	61	53	26	11	2	619	1
Quality	31	65	45	11	1	573	3
Comfort	44	50	52	7	0	590	2
Design	35	63	37	15	3	571	5
Brand Image	43	47	47	12	4	572	4

Interpretation

The above table shows that R1 is given to the factors of purchase that are helpful according to the respondents, based on their price, followed by comfort, quality, brand image and design.

6.3 WEIGHTED AVERAGE SCORE METHOD

A weighted average is an average in which each observation in the data set is assigned or multiplied by a weight before summing to a single average value. In this process, each quantity to be averaged is assigned a weight that determines the relative importance of each quantity. Weightings are the equivalent of having that many like items with the same value involved in the average. A weighted average score takes different scores, or grades, with assigned weights, or percentages. To calculate a weighted average with percentages, each category value must first be multiplied by its percentage. Then all of these new values must be added together.

FORMULA:

Total of Rank

Weighted Average Score = --

Total number of Respondents

Table No:5

Table showing various problems faced by the respondents

Problem of Shirts	HS	S	N	DS	HDS	Total	Weighted Average Score	Rank
Loose stitching	50	41	22	30	10	550	3.59	1
Poor workman	32	59	26	29	7	539	3.52	2
Colour fading	31	50	35	27	10	524	3.42	5
Shrinking	30	51	36	29	7	527	3.44	4
Missing buttons or zippers	36	47	32	26	12	528	3.45	3

Interpretation

The above table showing that problem faced by the respondents are loose stitching Followed by poor workman, missing buttons or zippers, shrinking and colour fading**.**

8. Findings, Suggestion and Conclusion

8.1 Findings

Percentage analysis

➤ 28.8% of the respondents are Familiar with good quality of material

➤ 38.6% of the respondents are purchase for Rs.1000-Rs.1500.

➤ 43.8% of the respondents before purchase no, probably not.

Ranking analysis

The above table shows that R1 is given to the factors of purchase that are helpful according to the respondents, based on their price, followed by comfort, quality, brand image and design

Weighted average score analysis

The above table showing that problem faced by the respondents are loose stitching, followed by poor workman, missing buttons or zippers, shrinking and colour fading**.**

8.2 Suggestion

➤ 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.

8.3 Conclusion

The preference of consumers for readymade outfits even for branded apparels is fast changing caused by the creation of personality and status with the quality and comfort they deliver. Due to the increased awareness and consciousness, people are ready to spend any price for comfort and quality. Intense era provides high quality materials and lot of variety in Indian garment market to satisfy the desire of customers. The customers are also utilizing the opportunity too. The results confirm that Indian people have become highly brand conscious presently. Hence, brand image is a not a significant factor in choosing the product or brand to buy. There are other aspects like, quality, comfort, expectations and demographic characteristics are also influence to the purchasing decision that dominate the purchase decision of males and females. From the analytical introspection it is evident that the gender differences do exist with respect to build attitude towards fashionable apparels and brands.

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