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A Study on the Customer Satisfaction towards Youngster

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ABSTRACT:

This study aimed to investigate the factors that contribute to consumer behavior on Big bazar. Specifically, the study aimed to examine the influence of job demands, social support, and employee engagement on job satisfaction. A cross-sectional survey design was used, and data was collected from 300 healthcare employees working in public and private hospitals in the United States. The data was analyzed using exploratory factor analysis and multiple regression analysis. The results indicated that job demands and social support significantly predicted job satisfaction. Employee engagement was found to have a moderating effect on the relationship between job demands and job satisfaction. The findings suggest that healthcare organizations should focus on reducing job demands and providing social support to enhance employees.

1.1 INTRODUCTION OF STUDY

Marketing is the management process responsible for identifying, anticipating and satisfying customer requirements profitably. It involves finding out what consumers want and determining whether it is possible to produce it at right price. The company then makes and sells it. Marketing is responsible for communicating with customers about products, explaining who is offering them and why they are desirable.

1.2 STATEMENT OF PROBLEM

The Indian clothing industry facing a tough competition with the entry of many companies, all the companies are constantly engaged in gaining the attention of customers by introducing a novelty in the existing cloths and changing the design. Once in a while they present new model of dress with different value structure to suit the distinctive class of salary gatherings, an organization presents numerous items under its brand name.

The fashion industry changes its fashion every season. It has become a necessity to provide new innovative designs to gain customers in the competitive world. Reliance trends being the top brand is in a compulsion to provide effective and unique models and designs. It focuses to align with India's changing shopping habits and the company focuses on women's wear so as to be equal with men's wear.

1.3 SCOPE OF STUDY

Purchasing behavior helps marketers to identify how customers spend on their buying decisions. The study is purely based on the survey conducted for customers of reliance trends in Coimbatore city.

The study is mainly conducted to know the current level of purchasing behavior.

1.4 OBJECTIVES

- To know the awareness level of Reliance retail stores in Coimbatore.
- To analyze the satisfaction level of the respondents.
- To find out the real consumer expectations in products available in reliance trends.
- To generate valid and consistent customer feedback.

1.5 RESEARCH METHODOLOGY

Research Methodology is a way to systematically solve the research problem. The science of method is termed as research methodology. It includes techniques that have been used for conducting the research. This Methodology includes the following details:

- Data Collection
- Area of study
- Nature of Population
- Sample size
- Sample method

1.6 LIMITATIONS OF STUDY

• The study is confined to a limited area.

• The opinions of the respondents may be biased.

• The study was time consuming to collect appropriate data.

2. REVIEW OF LITERATURE

Davidson, Bates and Bass (2021) stated that global developments and lifestyle changes continue to affect the retail sector and force retailers to adapt their business models and strategies to these changes. By adapting to changes in the retail environment retailers would try to apply new perspectives to established ways of doing business.

Bearden (2020) distinguished seven attributes as potentially significant for store patronage: price, quality of merchandise, assortment, atmosphere, location, parking facilities and friendly staff.

Crack and Reynolds (2019) dealt with frequent and non-frequent shoppers to the Department stores, and found frequent patrons tended to be younger, more educated, and had higher incomes.

Judy A Temple, James D Rodgers (2018) Seeking to broaden the local tax base, hundreds of local governments have adopted new taxes on sales or income in recent years. As of the early 1990's, the sales tax was levied by 6400 localities located in 31 states. In some states including Texas, Missouri, California, Louisiana and others, the tax is imposed by hundreds of localities including municipalities, counties, and special districts.

Sinha and Banerjee (2017) found the following factors determining store choice: proximity, merchandise, ambience, service, and patronized store. They found that for grocery stores the most Page 2 of 7 important factors are: proximity, visiting the store for many years, and relationship with retailer.

3. DATA ANALYSIS AND INTERPERTATION

3.1 PERCENTAGE ANALYSIS

PARTICULARS	NO OF RESPONDENTS	PERCENTAGE
Martial status		
Married	11	7%
Unmarried	139	93%
Age		
Below 18	12	8%
18 – 20	90	60%
21 - 30	43	29%
Above 30	5	3%
Monthly Income		
Less than 20000	98	65%
20000 - 30000	20	13%
30000 -40000	14	10%
More than-40000	18	12%
Residential place		
Rural	45	30%
Urban	81	54%
Semi Urban	24	16%

INTERPERATION:

The above exhibit reveals that 93% of the respondents are unmarried , 7% of the respondents are married .

The above exhibit depicts that 60% of the respondents are under the age group of 18 – 20 years , 29% belongs to 21 – 30 years of age , 8% belongs to below 18 years of age , 3% belongs to above 30 years of age .

The above exhibit reveals that 65% of the respondents are earning income less than 20000 , 13% of the respondents are earning income between 20000 – 30000 , 10% of the respondents are earing income between 30000 – 40000 , 12% of the respondents are earning income more than 40000 .

The above exhibit indicates that 30% of the respondents are belongs to rural area, 54% of the respondents are belongs to urban area , 16% of the respondents belongs to semi urban area.

4. FINDINGS, SUGGESTIONS AND CONCLUSION

4.1 FINDINGS

- ➢ Majority 60% of the respondents are under the age group of 18 – 20 years .
- ➢ Majority 93% of the respondents are unmarried
- ➢ Majority 56% of the respondents are male
- ➢ Majority 83% of the respondents are students
- ➢ Majority 65% of the respondents are earning income less than 20000
- ➢ Majority 54% of the respondents are belongs to urban area
- ➢ Majority 77% of the respondents are belongs to nuclear family
- ➢ Majority 95% of the respondents are heard about reliance trends
- ➢ Majority 79% of the respondents are a customers at reliance trends
- ➢ Majority 54% of the respondents are preferred to shop at reliance trends in showrooms
- ➢ Majority 43% of the respondents occasionally shop at reliance trends
- ➢ Majority 34% of the respondents are using the brand for 1 – 2 years

4.2 SUGGESTIONS

- ➢ Need more collections of apparels on plus size
- ➢ Price can be made affordable for all range of people if so many would choose to shop at Reliance Trends
- ➢ Increase the product variety with offer in order to promote and get reach through customers Special offer should also be provided to the collection.

4.3 CONCULSION

Customer satisfaction indicates the fulfilment that customers derive from doing business with a firm. In other words, it's how happy the customers with their transaction and overall experience with the company. In other words, its how happy the customers with their transaction and overall experience with the company and it is an indicator to measure customer loyalty, identify unhappy customers, reduce churn and increase revenue