



A STUDY ON CUSTOMER SATISFACTION TOWARDS ALLEN SOLLY APPAREL – WITH SPECIAL REFERENCE TO COIMBATORE DISTRICT

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ABSTRACT :

Customer satisfaction plays a crucial role in the success of any apparel brand, influencing consumer loyalty and market growth. This study examines customer satisfaction towards Allen Solly apparel, with a special focus on consumers in Coimbatore. The research aims to assess factors such as product quality, design, pricing, brand perception, and shopping experience that impact customer satisfaction. Data is collected through a structured survey and analyzed to identify key determinants of consumer preference and brand loyalty. The findings provide insights into customer expectations, helping Allen Solly enhance its product offerings and marketing strategies. This study contributes to a better understanding of consumer behavior in the branded apparel segment, particularly in the Coimbatore market.

INTRODUCTION

Branded product play a vital role in the global market especially in Indian markets, the country economic growth is rapidly changing and moreover people life style, purchase behavior and purchase power is consistently increasing since globalization. The relation between dressing and the idea of individual expression is complex. It may be perceived in people's daily life through recurrent use of the same clothing colours. Brands, fashion tendencies etc... Many people use contrasts and colours that express feelings according to their state of mind. Brand management holds the key in the modern markets, particularly in Indian markets because Indians are very traditional. Indian's traditional dress for men is Dhoti but gradually, people transmitted into tailor made dresses. Due to the globalization process, Indians are getting attracted to readymade dresses, particularly Multinational brands.

STATEMENT OF THE PROBLEM

The most important statement is to identifying the customer satisfaction of Allen solly users. Customers, what kind of branded cloths they like to wear. Now days the customers are more dynamic. Their needs and preference can be changing as per current scenario. Hence the development in women apparel industry mainly depends on apparel choice of women.. As we know that market, segmentation has become an important tool used by retailers and marketers for identifying target customers.

OBJECTIVES OF THE STUDY

The following are the objectives of the study

1. To study the customer satisfaction towards allen Solly shirts.
2. To assess the overall customer satisfaction levels regarding Allen Solly apparel, including product quality, design, and price.
3. To analyze the impact of Allen Solly's marketing strategies on customer satisfaction and brand loyalty.

SCOPE OF THE STUDY

The scope of a study on customer satisfaction towards Allen Solly Apparel encompasses several key areas to evaluate the overall consumer experience with the brand. It involves assessing the quality of the apparel, including fabric, durability, fit, and style, and how these factors influence customer satisfaction. Pricing strategies are analyzed to understand whether customers feel they are getting value for their money. Overall, this study aims to provide comprehensive insights into the factors that drive customer satisfaction and loyalty towards Allen Solly Apparel.

LIMITATIONS OF THE STUDY

Major limitations of this study are:

- The present study is limited to Allen solly brand only.
- The respondents opinion may change from time to time and the responses are subject to variation depending upon the situation and the attitude of the respondents at the time of the survey.
- The finding of the study may be generalized to Coimbatore District only.

REVIEW OF LITERATURE

K. Maran, et.al, (2022), conducted “A study on branded apparels customer purchase behavior”. The objective of the study was to identify buyer’s behavior, preference and consumer Satisfaction towards branded readymade garments. The results of the study concluded the buyer’s behavior and their perceived value towards branded readymade garments. This study provides valuable strategic for Indian retailers who plan to expand their market.

Dr. S. Sivakumar, (2018), conducted “A study on customer preferences towards branded T-shirts with special references to Coimbatore city”. The objective of the study is to know the end user response towards branded T-shirts. The result of the study concluded brand image, comfort, price and quality while buying the products. The company has been able to create a strong position in the market and gain the trust of customer across the industry. This has been possible owing to their relentless pursuit of excellence and ability to fulfill even the most complex requirements of the customers in an efficient manner.

Sarina Asif et.al, (2017), conducted “A study of consumer buying behavior for branded apparels in guragon city”. The objective of the study is to influence of various factor affecting buying decision for branded apparel. The results of the study was concluded that there is a significant relationship between age of the consumer and place of buying various influencing factors and purchases plan and Satisfaction level and branded purchases.

INDUSTRIAL OVERVIEW

Allen Solly (www.allensolly.com) is a fashion brand and business that can be found online. Allen Solly is known for its classy and stylish fashion at rock-bottom prices. It revolutionised the dressing style of Indian officials. Allen Solly was the first Indian brand to enter the shirts and jeans market officially. William Hollin founded Allen Solly and Co Ltd started in 1744. A firm called Madura Garments purchased the brand in the 1990s. Madura Garments was a subsidiary of Madura Coats and a major thread manufacturer.

However, Allen Solly was purchased by the Aditya Birla Group in 2001. They believe that fashion should be fun and that style should be inclusive to everyone. Their designs reflect the personalities, styles and tastes of the women who wear them. They create clothing lines for women who love to dress up and appreciate quality and value for money. In 2002, Allen Solly was the first Indian fashion brand to launch the “Friday Dressing” concept. The Friday Dressing concept was an instant hit as office goers tried this new trend. A brand tagline, “My World, My Way”, was formed to underscore the brand’s latest trend.

ANALYSIS AND INTERPRETATION

TABLE
MODE OF SHOPPING

Mode of shopping	Number of respondents	Per cent
Mall	32	20
Traditional shop	114	71.25
Online shopping	14	8.75
Total	160	100

(Source: Primary Data)

INTERPRETATION

Out of 160 respondents 32(20%) respondents make purchase from mall and 114(71.25%) respondents from traditional shop and remaining 14(8.75%) of them from online shopping.

GRAPH
MODE OF SHOPPING



INFERENCE

Majority 71.25% of respondents prefer traditional shop.

TABLE
DURATION OF SHOPPING

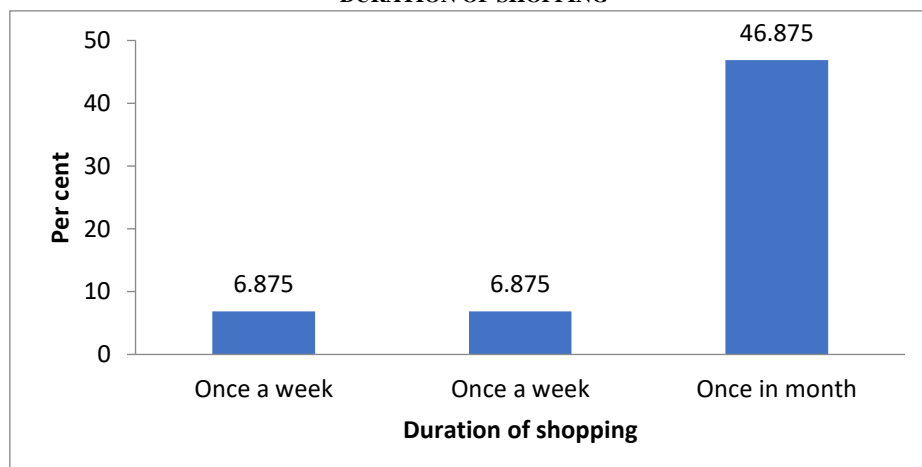
Duration of shopping	Number of respondents	Per cent
Once a week	11	6.875
Once in 15 days	34	21.25
Once in month	75	46.875
Once a year	40	25
Total	160	100

(Source: Primary Data)

INTERPRETATION

Out of 160 respondents 11(6.875%) respondents are go for shopping in once a week, 34(21.25%) respondents of them are often go for shopping in once in 15 days, 75(46.875%) of the respondents are often go for shopping in once in month and the remaining 40(25%) of them often go for shopping in once a year.

GRAPH
DURATION OF SHOPPING



INFERENCE

Most 46.875% of respondents are often go for shopping at once in month.

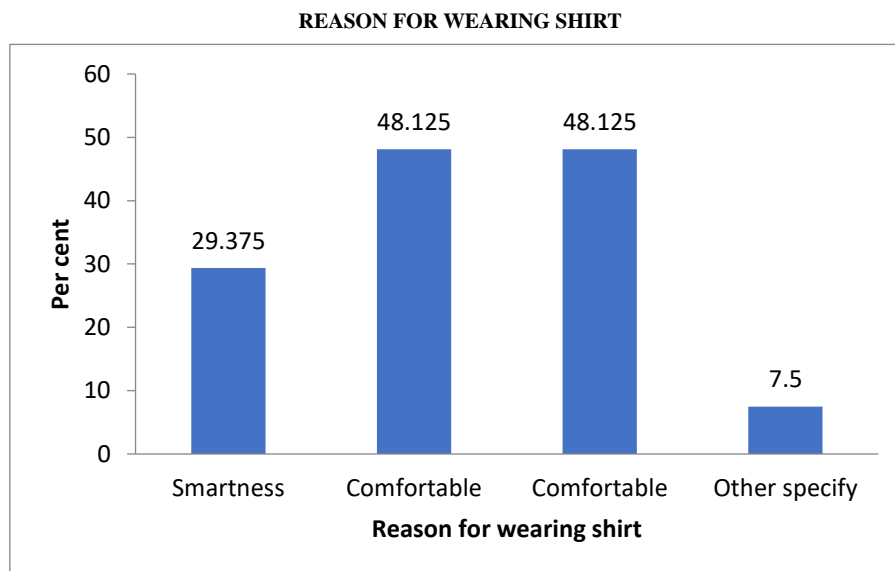
TABLE 4.15
REASON FOR WEARING SHIRT

Reason for wearing shirt	Number of respondents	Per cent
Smartness	47	29.375
Comfortable	77	48.125
Professional	24	15
Other specify	12	7.5
Total	160	100

(Source: Primary Data)

INTERPRETATION

Out of 160 respondents, 47(29.375%) respondents prefer the shirt for a smartness, 77(48.125%) respondents of them prefer the shirt for a comfortable, 24(15%) respondents prefer the shirt for a professional and remaining 12(7.5%) of them prefer the shirt for another (look).

GRAPH**INFERENCE**

Most 48.125% of respondents prefer a shirt for an comfortable.

FINDINGS

- Majority 71.25% of respondents prefer traditional shop.
- Most 46.875% of respondents are often go for shopping at once in month.
- Most 48.125% of respondents prefer a shirt for an comfortable.

SUGGESTIONS

People wear branded clothes to look attractive and to make impress people. Price of branded clothes is not a big issue for people. People prefer branded clothes over non-branded regardless of high price. People buy branded clothes because they provide more value for money and because of their good quality. Fashion, Family and friends influence the choice of brand. As the majority of buyers are young, so the product should be associated with style and trends so that it appeals to the youth and the brand should be developed. People wear branded clothes because of comfort and recognition that they give.

CONCLUSION

It is clear that most of the shoppers of men's branded shirt were highly influenced by the factors such as durability, reference group, wider choice of colour and design, attractiveness, price range and celebrity endorser. Most of the customers are expecting reduced price and wider choice of colour and design. The manufacturers of branded shirts must focus on all these factors to formulate branding strategies effectively and to sustain their growth. Convenient shop hours and the offer and discounts are the two factors that contribute more to prefer a particular retail garments showroom. The retailers need to give more attention to these factors in order to attract and retain their customers.

BIBLIOGRAPHY

1. www.allensolly.abfrl.in