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A STUDY ON CONSUMER SATISFACTION TOWARDS SKYBAGS – 2025

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ABSTRACT :

This study aims to evaluate consumer satisfaction towards Skybags products in 2025, focusing on aspects such as product quality, design, durability, pricevalue perception, and overall brand reputation. By surveying a diverse sample of consumers who have purchased or used Skybags products, the research explores the factors influencing satisfaction levels and identifies trends across different demographics. The study seeks to uncover how well Skybags meets consumer expectations and offers actionable insights to enhance customer experience, improve product offerings, and refine marketing strategies to strengthen brand loyalty and market position.

INTRODUCTION

This study aims to evaluate consumer satisfaction towards Skybags products in 2025, focusing on aspects such as product quality, design, durability, pricevalue perception, and overall brand reputation. By surveying a diverse sample of consumers who have purchased or used Skybags products, the research explores the factors influencing satisfaction levels and identifies trends across different demographics. The study seeks to uncover how well Skybags meets consumer expectations and offers actionable insights to enhance customer experience, improve product offerings, and refine marketing strategies to strengthen brand loyalty and market position.

STATEMENT OF THE PROBLEM

This study aims to evaluate consumer satisfaction towards Skybags products in 2025, focusing on aspects such as product quality, design, durability, pricevalue perception, and overall brand reputation. By surveying a diverse sample of consumers who have purchased or used Skybags products, the research explores the factors influencing satisfaction levels and identifies trends across different demographics. The study seeks to uncover how well Skybags meets consumer expectations and offers actionable insights to enhance customer experience, improve product offerings, and refine marketing strategies to strengthen brand loyalty and market position.

OBJECTIVES

- To analyse consumer satisfaction levels towards Skybags based on factors such as quality, durability, design, price, and after-sales service.
- To identify the key factors influencing consumers' purchasing decisions for Skybags, including brand reputation, product features, discounts, and promotions.
- To assess consumer loyalty and willingness to recommend Skybags to others, as well as their likelihood of making repeat purchases.

RESEARCH METHODOLOGY

This study adopts a quantitative research approach to analyse consumer satisfaction towards Skybags.

RESEARCH DESIGN

This study follows a descriptive research design to systematically analyse consumer satisfaction towards Skybags

SAMPLING METHOD

This study employs convenience sampling, a non-probability sampling technique, to collect data from respondents who are easily accessible and willing to participate.

DATA COLLECTION METHOD

This study utilizes both primary and secondary data collection methods to ensure comprehensive analysis

TOOLS USED FOR ANALYSIS

The simple percentage method is used in this study to analyse consumer responses and present data in an easily interpretable format.

SCOPE OF THE STUDY

This study focuses on evaluating consumer satisfaction towards Skybags in 2025 by analysing consumer perceptions, purchasing behaviour, and brand loyalty. It examines key factors such as product quality, durability, design, pricing, and aftersales service to understand their impact on consumer satisfaction. The study also explores the role of brand reputation, digital engagement, promotional strategies, and social media influence in shaping consumer preferences. The research includes a diverse group of respondents from different age groups, occupations, and income levels to gain a comprehensive understanding of consumer expectations. Additionally, it investigates how frequently consumers purchase Skybags, their likelihood of recommending the brand, and their willingness to continue using the products in the future. The findings from this study will provide valuable insights for Skybags to improve its product offerings, enhance customer experience, and strengthen its competitive position in the luggage and backpack market

LIMITATIONS OF STUDY

1. The study is based on responses from a specific group of consumers, which may not fully represent the entire market for Skybags.
2. Since the study uses convenience sampling, the results may have some bias and may not be generalizable to all consumers.
3. Consumer preferences and market trends keep evolving, so the findings may become less relevant over time.

REVIEW OF LITERATURE:

1. **PRIYADHARSHINI, M. SELLADURAI (2022)** is a study that envisioned the prestigious history and the development of audio-visual media in the nation. The Indian television has achieved strata of indispensability. This study has made clear that the SKYBAGS is the market leader. Sky bags has to come up with more innovative and promotional campaigns in order to gain more consumers. consumer satisfaction index is a good tool to make improvements in the products and services of the company and therefore must utilize it carefully and keep it as confidential as possible.
2. **DEEPIKA. A (2020)** establishes that the objective of all consumer satisfaction models is to provide results that are relevant, reliable, valid and have predictive financial capability. Consumer satisfaction research should be done with greatest care. One satisfied consumer will spread thousands of positive news among the society. For this purpose, the company is suggested to take some necessary step to consider the above mentioned suggestion and it will automatically improve both consumer's satisfaction and sales volume of Philips product.
3. **Hunda and Sandhu (2019)** made a study with the main purpose of determining the pre and post purchase behaviour and brand performance of television buyers. 250 samples were taken and the findings reveal that the main factors considered by the sample consumers' were-price of various brands and the product attributes including after sales service. The study further reveals that the word of mouth was an important source of conformation.

TABLE NO: 4.1

AGE OF THE RESPONDENTS

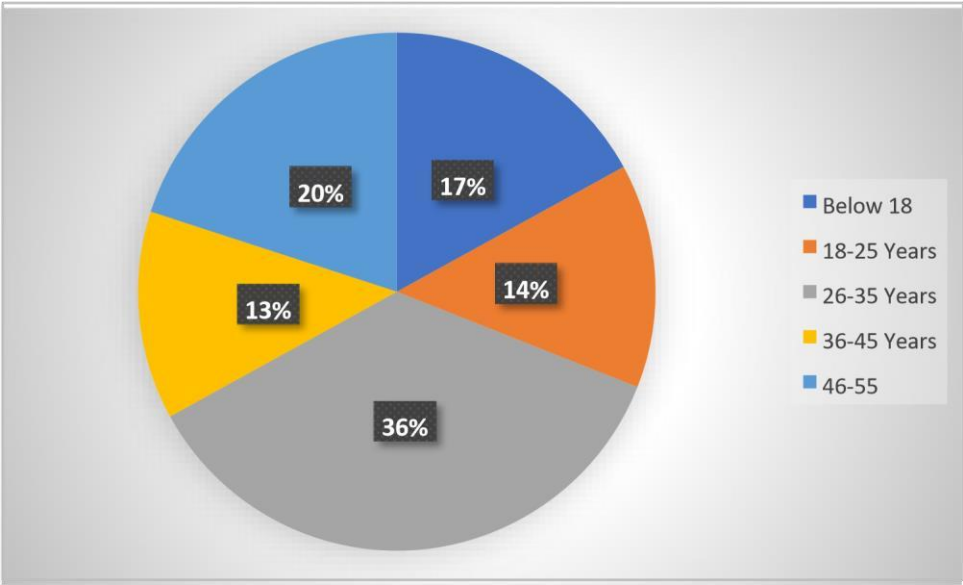
OPTIONS	RESPONDENTS	PERCENTAGE (%)
Below 18	26	17
18-25 Years	21	14
26-35 Years	53	36
36-45 Years	20	13
46-55	30	20
TOTAL	150	100

SOURCE: Primary Data INTERPRETATION

It can be referred that the most 36% of the respondents have 26-35 years old, some of them have 46-55 years old, 17%, 14% and 13% of the respondents have Below 18 years, 18-25 years and 36-45 years old.

CHART NO: 4.1

AGE OF THE RESPONDENTS



INFERENCE

Majority 36% are between the age of 18-25

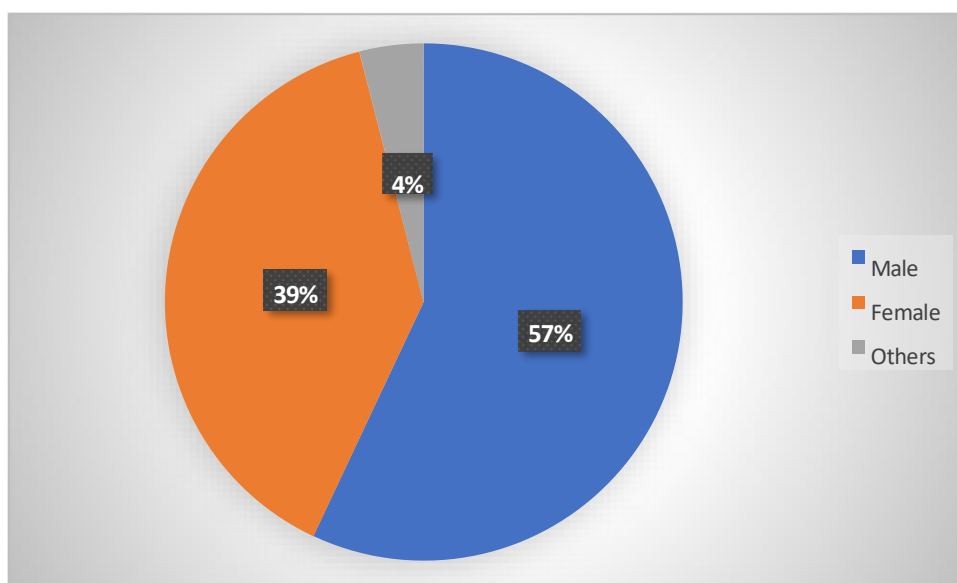
TABLE NO: 4.2 GENDER OF THE RESPONDENTS

OPTIONS	RESPONDENTS	PERCENTAGE (%)
Male	86	57
Female	58	39
Others	6	4
TOTAL	150	100

SOURCE: Primary Data INTERPRETATION

It can be referred that the majority 57% of the respondents are male, 39% of the respondents are female and 4% of the respondents are belongs to other category.

CHART NO: 4.2 GENDER OF THE RESPONDENTS

**INFERENCE**

Majority 57% of the respondents are collected from male

FINDINGS

- The most 36% of the respondents have 26-35 years old, some of them have 46-55 years old, 17%, 14% and 13% of the respondents have above 55 years, 18-25 years and 36-45 years old.
- The majority 57% of the respondents are male, 39% of the respondents are female and 4% of the respondents are belongs to other category.
- The majority 58% of the respondents have completed bachelors degree, some of them are completed master's degree and doctorate or professional degree and some of them have higher secondary or below education.
- The most 24% of the respondents have full time employed persons, some of them have part time employed, self-employed, unemployed, student and retired persons as the employment status.
- The most 41% of the respondents have 20001-40000 as monthly income, some of them have monthly income, 15% of the respondents have 40001-60000 as monthly income and some of them have above 80000 and have less than 20000

SUGGESTION:

Employment Status: The largest group (24%) of respondents are fulltime employed, while others are part-time employed, self-employed, unemployed, students, or retired.

Monthly Income: 41% of respondents earn between 20,001-40,000 per month, 15% earn between 40,001-60,000, and others earn either above 80,000 or less than 20,000.

Frequency of Skybags Purchase: 40% of respondents purchase Skybags frequently, 32% occasionally, while smaller groups purchase them very frequently or rarely.

Quality of Skybags: 86% of respondents rate the quality of Skybags as excellent, while others consider it very good or good.

Factors Influencing Purchase Decisions: 49% of respondents say the main factor influencing their purchase is brand reputation, followed by product features, warranty and after-sales service, price, and reviews.

CONCLUSION:

The study on consumer preferences towards Skybags reveals key insights into consumer behaviour. The majority of respondents are young professionals (26-35 years), with a male-dominated base (57%), presenting an opportunity to target female consumers. A significant portion has a bachelor's degree, and many are full-time employees, indicating that working professionals and students are key segments. The income range of ₹20,001-₹40,000 highlights the importance of affordability. Purchase patterns show strong brand engagement, with 40% purchasing frequently and 32% occasionally. Quality is a major factor, with 86% rating it excellent, and brand reputation is the leading purchase influencer. Consumer satisfaction with both products (83%) and service is high, and 63% are likely to recommend the brand.

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