



A Study on Customer Satisfaction Towards Allen Solly Apparel with Special Reference to Coimbatore District

K.Sindhu Priya, Sujith Kumar. J

Sri Krishna Adithya College of arts & Science

Abstract:

Customer satisfaction is a critical aspect that determines the long-term success of any brand in the competitive retail industry. This study aims to evaluate the level of customer satisfaction towards Allen Solly apparel in the Coimbatore district. It focuses on identifying key factors influencing satisfaction such as product quality, pricing, brand image, store ambience, and customer service. The study uses both primary and secondary data, analyzed through descriptive statistics and percentage analysis. The findings provide insights into consumer preferences, which can help Allen Solly refine its market strategy in the region.

Keywords: Influencing, Satisfaction, Market strategy.

Introduction

The Indian apparel industry has seen significant growth over the last decade, with global brands establishing a strong presence. Among them, **Allen Solly**, a premium brand under the Aditya Birla Fashion & Retail Limited (ABFRL), has created a distinct identity by offering contemporary and stylish formal and casual wear. Coimbatore, Known for its textile heritage and growing urban population, Coimbatore offers a promising market for branded clothing. This study examines factors that contribute to customer satisfaction for all Sollies in the region.

Objectives of the Study

- To analyze the demographic profile of Allen Solly customers in Coimbatore.
- To identify the key factors influencing customer satisfaction.
- To measure the level of satisfaction with regard to product quality, pricing, and service.
- To offer suggestions to improve customer satisfaction.

Research Methodology

3.1. Research Design

Descriptive research design has been used.

3.2. Area of Study

Coimbatore district, Tamil Nadu.

3.3. Sample Size

100 respondents were selected using **convenience sampling**.

3.4. Data Collection

- **Primary Data:** Structured questionnaire.
- **Secondary Data:** Company websites, journals, newspapers, and research articles.

3.5. Tools for Analysis

Percentage analysis, Chi-square test.

Review of Literature

Several studies have emphasized the role of product quality, service experience, and emotional branding in shaping customer satisfaction. Branded apparel, particularly among urban consumers, is chosen not only for functional reasons but also for status and self-expression.

Data Analysis and Interpretation

Demographic Profile:

- **Gender:** 60% male, 40% female
- **Age Group:** Majority (45%) between 21-30 years
- **Income Level:** 35% earn between ₹30,000–₹50,000/month
- **Occupation:** 40% private employees, 25% business owners

Key Findings:

- **Product Quality:** 70% highly satisfied
- **Design and Variety:** 65% satisfied
- **Pricing:** 50% found it slightly expensive
- **Customer Service:** 60% rated service as good
- **Store Ambience:** 75% satisfied
- **Overall Satisfaction:** 68% satisfied, 22% highly satisfied

Findings

- Allen Solly enjoy the strong brand appeal for Coimbatore experts.
- Customers appreciate the quality and style but are price-conscious.
- Store experience significantly affects customer satisfaction.
- Repeat purchases are more common among male customers.

Suggestions

- Introduce more mid-range pricing options to attract price-sensitive buyers.
- Improve loyalty programs and promotional offers.
- Enhance staff training for better customer interaction.
- Expand product offerings for women and youth segments.

Conclusion

The study concludes that while Allen Solly has built a strong brand presence in Coimbatore, there is scope for improvement in pricing strategies and personalized service. By addressing these areas, the brand can further strengthen customer satisfaction and loyalty.