



**ORIGINAL RESEARCH PAPER**

**Commerce**

**CUSTOMER AWARENESS AND SATISFACTION LEVEL TOWARDS THE CHENNAI SILKS WITH SPECIAL REFERENCE TO COIMBATORE CITY**

**KEY WORDS:** Awareness Level, Influencing Factors, Satisfaction, Advertisement Effect.

**Dr. A. Anandalakshmy**

M.Com, M.Phil., NET., PhD Assistant Professor, Department Of Commerce, VLB Janakiammal College Of Arts & Science, Coimbatore.

**Mrs. G. Geetha.\***

M.Com. Assistant Professor, Department Of Commerce, VLB Janakiammal College Of Arts & Science, Coimbatore. \*Corresponding Author

**ABSTRACT**

Consumer satisfaction is important to the market because it is generally assumed to be a significant determinant of repeat sales, positive word-of-mouth, and consumer loyalty. The evolution of marketing concept from a mere selling concept to consumer-oriented marketing has resulted in buyer behaviour becoming an independent discipline. The objective of the study is to know the customer satisfaction level towards garment retail shop and factors influencing the consistence of garment by in Chennai silks. The sample size of the study was conducted in Coimbatore city with 110 respondents through convenient random sampling method. The obtained result of the study that majority of Most of the respondents (50.92%) are highly satisfied by buying in Chennai silks.

**INTRODUCTION**

Growing recognition of consumer satisfaction as a critical construct in marketing and consumer behaviour has generated substantial research interest in the process preceding judgment of satisfaction /dissatisfaction and the consequences of those decisions. This research has consisted primarily of experimental investigation of consumer expectation and surveys of problem incidences and report of redress-seeking activity.

**STATEMENT OF THE PROBLEM**

A research is conducted where there is a need for an enquiry to be conducted which would give a solution to the problems Faced by any organization. This study was efficiently and effectively carried out to accomplish the various objectives framed for solving problems.

**OBJECTIVES OF THE STUDY**

- To find out consumer awareness of Chennai silks.
- To find out the factors influencing the consistence of garment by in Chennai silks Consumers.
- To find out the consumer satisfaction of Chennai silks.

**REVIEW OF LITERATURE**

**Meldrum And Mcdonald (2007)** Important of the market mix can be explained in a way, successful marketing depends on consumers being aware of the products or service on other finding them available in favourably judging that practitioners of the offering in the teams of both price and performance.

**Nayak (2007)** Bring forth how must dose the consumption pattern vary amongst various consumer segments in large metropolis, depending on the age of the family heard, income, family size, occupation and education. He concluded form the study that the purchase pattern is determined by the age, education and occupation of the heads of household and the extent of purchase of textiles in terms of quality as well as value and even choice of fibres.

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**Variaw (2010)** This analysed influence of packaging on consumer decision making process for fact moving consumer the aim of the research was to analyse the impact of packing for

decision making processes of low-income consumer in retail shopping. In the survey conducted in star hyper in the town of Centerville 250 respondents participated although the finding indicates that is a weak relationship between the product packaging and brand experience.

**SCOPE OF THE STUDY**

Consumer behaviour is more dynamic in marketing. There fore, it is necessary to analyses and understands it continually and monitors to take effective decision can be taken in respect of product, price, promotion and physical distribution. The study on consumer behaviour helps to know how the consumers select, use and recent the product. The behaviour of the consumer is carefully studied by conducting survey on consumer behaviour.

**METHODOLOGY USED IN THE STUDY**

A research design in purely and simply the frame work or plan to study the system that guides the collection and analysis of data.

**SAMPLE DESIGN**

The sampling method adopted was convenient sampling.

**SAMPLING SIZE**

For these research 110 members is taken as sample size.

**DATA COLLECTION**

Data are facts may be derived from several sources. Data can be classified as primary data and secondary data is data. Primary data is data gathered for the first time by the researcher, secondary data is a data taken by the researcher from secondary sources internal or external.

**PRIMARY DATA**

Data observed or collective directly from first-hand experience is called primary data. The primary data was collected from the employees with the help of questionnaire.

**SECONDARY DATA**

Secondary data are information collected from books, journals, magazines, company records.

**AREA OF STUDY**

The area of the study is confined to Coimbatore city.

**LIMITATIONS**

- This study is confined to Coimbatore city only.
- This study was limited to a sample size of 110 respondents.
- The period of the study has been limited.

**Table: 1: Simple Percentage Analysis**  
 Showing Personal Factor, Consumer Awareness, Factors Influencing, Consumer Satisfaction of Chennai Silks.

Factor	Options	No. of Respondents	Percentage
Gender	Male	52	47.27
	Female	58	52.72
Age	Below 20 Years	44	40
	21 To 30 Years	26	23.63
	31 To 40 Years	23	20.90
	Above 40 Years	17	15.45
Marital Status	Married	29	26.36
	Unmarried	81	73.63
Educational Qualification	10th	22	20
	HSS	16	14.54
	Degree	66	60
	Others	4	3.63
Occupation	Business	16	14.54
	Professional	19	17.27
	Employee	19	17.27
	Others	56	50.90
Nature Of Family	Joint Family	76	69.09
	Nuclear Family	34	30.91
	20,000-30,000	15	10
	Above 30,000	12	8
Size of the Family	1 Members	26	23.63
	2-3 Members	53	48.18
	4-5 Members	17	15.45
	Above 5members	14	12.74
Income level	Below Rs.10000	49	44.54
	Rs.10000-Rs.20000	36	32.75
	Rs.20000-Rs.30000	6	5.45
	More Than Rs. 30000	19	17.27
Media of Advertisement	Television	40	36.36
	Radio	35	31.81
	Newspaper	15	13.63
	Poster Banners	20	18.18
Customer Awareness	Very High Awareness	40	36.36
	High Awareness	25	22.72
	Low Awareness	30	27.27
	Very Low Awareness	15	13.63
Customers Amount Spend Per Month for Buying Garments in Chennai Silks	Up To Rs. 1000	22	35.45
	Rs. 1000-Rs-2000	36	40.90
	Rs.2001-Rs.3000	40	22.72
	Above Rs. 3000	12	10.90
Level of Satisfaction	Highly Satisfied	56	50.92
	Satisfied	30	27.27
	Not Satisfied	24	21.81
The Customers Recommending to Others	Yes	81	73.63
	No	29	26.36

Material and Clothes of Chennai Silks	Good	68	61.81
	Average	24	21.81
	Bad	18	16.38
Type of Fabric	Cotton	60	54.55
	Others	10	09.09
Effectiveness of the Sales Executive	Friendly Way	50	45.45
	Rude Made	35	31.83
	Others	25	22.72
Price Materials Available In Chennai Silks	High	58	52.73
	Medium	30	27.27
	Low	22	20.00
Customers Can Able to Return The Cloth	Able to Return	83	75.45
	Not Able to Return	27	24.55
Availability of Cloths	Variety of Clothes	78	70.91
	Limited	32	29.09
Get Regular Discounts for Customers Loyal	Above 10%	42	38.18
	20%-30%	32	29.09
	Buy One Get One	20	18.18
	Buy One Get Two	16	14.54
Offers Available in Product	Buy One Get One Free	69	62.72
	Buy One Get Two Free	21	19.09
	Buy One Get Three Free	15	13.63
	No Offers	5	4.54
Problems Regarding the Purchase	Colour Fade	42	38.18
	Damage	32	29.09
	High	17	15.45
	Low Price	19	17.27
Types Materials	Kinds	17	15.45
	Women's	37	33.63
	Gents	13	11.83
	Youth People	43	39.09

**INTERPRETATION:**

The study reveals that majority (52.72%) of the respondents are female and 73.63% of the respondents are unmarried. Most of the respondents (40%) are in the age group of below 20 years. 69.09% of the respondents are joint family. 44.54% of the respondents were in the income level of the below Rs.10,000 and 36.36% of the respondents came to know about choose through television. Most of the respondents (50.92%) are highly satisfied by buying in Chennai silks. Majority of the respondents prefers cotton, 45.45% of the respondents friendly way that sales executive is effective. 38.18% of the respondents have the problem of colour fade. Most of the respondents (70.91%) are suggest that variety of clothes availability in Chennai silks.

**Table: 2 Satisfaction Level**

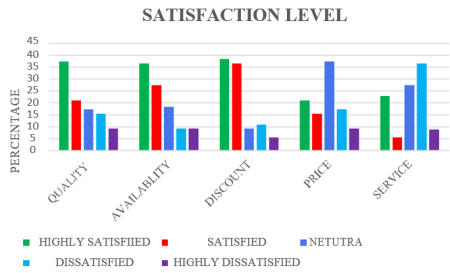
Satisfaction Level	Quality	Availability	Discount	Price	Service
Highly Satisfied	37.27	36.36	38.19	20.92	22.74
Satisfied	20.90	27.27	36.36	15.45	5.45
Netutra	17.27	18.18	09.09	37.27	27.27
Dissatisfied	15.45	09.09	10.90	17.27	36.36
Highly Dissatisfied	09.09	09.09	05.45	09.09	8.78
Total	100	100	100	100	100

**INTERPRETATION**

From the above table shows that quality 37.27 % of the respondents are highly satisfied and satisfied 20.90% of the

respondents. 36.36% of the respondents are highly satisfied about availability. Discount 38.19% of the respondents is highly satisfied, Price 20.92% of the respondents is highly satisfied and Service 22.74 % of the respondents is highly satisfied.

7. Radhika Chadha and permit Chadha," A study of Indian brands", clothesline, march 2001-p.24.



**FINDINGS**

1. The majority of the respondents 52.72% are female.
2. Majority (73.63) of the respondents are unmarried
3. The majority of the respondent 40 % are belongs to the age group of below 20 years
4. The majority of the respondents 60% are qualified in degree.
5. The majority of the respondents 50.90% are other group of occupation.
6. The majority of the respondents 43.54% are in the income level of the below Rs. 10,000.
7. The majority of the respondents 36.36% are choose in the television.
8. The majority of the respondents 36.36% are awareness about the Chennai silks.
9. The majority of the respondents 40.90% are well known with advertisement of the Chennai silks.
10. The majority of the respondents 50.92% are highly satisfied with buying of Chennai silks.

**SUGGESTION**

- The Chennai Silks should create focus brand consciousness among the customer in order to make them aware of all the dress. The Chennai Silks should provide aggressive price for its brand items to attract the consumers.
- To boost of the female customers the retail shops have to increase the quantum of varieties related to male garment.
- To attract more customers the retailers, have to increase their advertisement.
- A garment has to follow a better strategy to increase the satisfaction level of the customers.
- To avoid the problems of the customers the retail shoppers have to analyses the problems are facing by the customers.

**CONCLUSION**

From the above study and result, it is concluded that, usually all types of respondents have the same level of consciousness about the Chennai Silks. It should offer aggressive price for its brand items to attract the customer's. As a result it is concluded that the sales of any product can be amplified through discount, good-looking price, offerings, replace offers. The socio-economic variety has not influence the regularity of seeing advertisement. The garments are also a one of the vital needs by the different type of customers all over the world.

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