

# A Study on Customer Satisfaction Towards Ramraj Cotton

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**Abstract** - With particular emphasis on the city of Coimbatore, the purpose of this study is to ascertain consumer satisfaction with Ramraj cotton. Customer satisfaction is the customer's overall opinion of the supplier and the goods and services they provide. The goal of the study is to determine how customers feel about and behave toward Ramraj cotton. moreover to investigate numerous elements affecting the desirable level of Ramraj cotton. Additionally, to research consumer perceptions of value, service, and hospitality. 140 respondents participated in the study's analysis. The study made use of percentage analysis, Likert scale analysis, and ranking correlation. The current study examines customer satisfaction with ramraj cotton with a focus on the city of Coimbatore.

**Index Terms** - Customer satisfaction, quality, price.

## INTRODUCTION

The word "market" comes from the Latin word "Mercatus," which means "a location where business is done." A market is a gathering place for two or more parties to exchange products and services. Buyers and sellers are the most common parties engaged. The market may be tangible, such as a retail establishment where people meet face to face, or virtual, such as an online market where buyers and sellers may not have direct physical contact. Market can refer to a variety of things. It could, for example, relate to the securities market, which is where securities are traded. Alternatively, the phrase can refer to a group of people that want to purchase a specific commodity or service, such as the worldwide diamond market. According to Chapman, "the term market refers not to a place but a commodity or commodities and buyers and sellers who are in different competition with one another". According to Philip Kotler, "market is the set of actual and potential buyer of a product. Marketing is the process by which a corporation promotes the purchase

or sale of a product or service. Advertising, selling, and delivering things to consumers or other businesses are all examples of marketing. Affiliates perform some marketing on behalf of a company. Marketing plays an important role in the transfer, trade, and mobility of goods. Marketing aids in enhancing and preserving the community's level of living. Marketing is a sophisticated operation that involves many people in some way. Buying, selling, financing, transportation, and warehousing are all key marketing functions. Marketing is a source of revenue and income. It serves as the foundation for marketing decisions. Marketing is beneficial to the growth of an economy. All corporate actions should be aimed toward creating and satisfying the customer. The focus on the requirements and desires of customers keeps the company on track. Every marketing decision should be based on how it will affect the customer. Business becomes guided by the consumer. Knowing and understanding the needs, wants, and desires of customers is critical in the marketing concept. To stay on top of the market, a frequent and methodical marketing research programmed is essential. The marketing notion necessitates a goal-oriented marketing strategy. The firm's overall goals should be to make money by satisfying customers. Marketing and other departments' objectives and policies should be specified carefully in light of this goal. Customer satisfaction is a metric that evaluates how satisfied customers are with a company's products, services, and capabilities. Information about customer satisfaction, such as surveys and ratings, can assist a firm in determining how to enhance or adjust its products and services. The primary goal of any business should be to please its clients. This holds true for manufacturing enterprises, retail and wholesale businesses, government agencies, service companies, non-profit organizations, and every subgroup within a

company. Customer satisfaction refers to a situation in which a transaction satisfies the user's wants and expectations. It describes the provision of goods and services that meet the customer's quality and service expectations in relation to the price paid. Customer satisfaction is a business phrase that refers to how well a product or service meets or exceeds a customer's expectations.

#### STATEMENT OF THE PROBLEM

Understanding consumer's choice regarding purchase of any goods and service is difficult task. The task becomes even harder when it comes to consumer durables. Understanding of the brand preference is essential aspects as it reflect the customer's choice, purchase of particular brand, performance, style and satisfaction of the customers. The study is restricted to Coimbatore city, which is no doubt an economically richest and tremendous potential for all the product and service because people of various religions, languages, cultural background and socio-economic characteristics live in this area. Very limited numbers of studies have been done to examine the brand preference of consumers of mostly used consumer durables.

#### OBJECTIVES OF THE STUDY

- To know the preference of the customers in buying Ram Raj Cotton.
- To ascertain which category of people use this brand more.
- To study the customer satisfaction towards Ram Raj Cotton.
- To analyses the awareness level towards the Ram Raj Cotton.
- To find how the quality of a product satisfied the customers.

#### SCOPE OF THE STUDY

The purpose of this study is to determine the level of consumer satisfaction with RamRaj Cotton in Coimbatore. Only the final of the local client is considered in this study, which is limited to the city of Coimbatore. The information was gathered according to the questionnaire schedule.

#### RESEARCH METHODOLOGY

A systematic approach to solving a research problem is known as research technique. It is a science that studies how to do research. Its goal is to provide a research work plan. The process of obtaining information is referred to as research.

#### RESEARCH DESIGN

A research design is an arrangement of settings for data collecting and analysis that seeks to balance relevance to the study goal with procedural economy. The research is of a sample nature. The procedure of selecting items to be observed for the particular study is referred to as the sample design. This type of study is made possible by sampling because only a small percentage of the population is involved in the investigation.

#### SAMPLE SIZE

The study contains 125 sample selected from Coimbatore city

#### AREA OF STUDY

Coimbatore city was selected as the area of the study.

#### TOOLS FOR ANALYSIS

The statistical tools used for analysis for the study are:

- SIMPLE PERCENTAGE ANALYSIS
- RANK ANALYSIS
- CORRELATION ANALYSIS

#### SOURCES OF DATA COLLECTION

##### PRIMARY DATA

The primary data is the source of collection of information in first hand. To analyze the customer's satisfaction towards Ram Raj cotton. The respondents were selected from within the Coimbatore city

##### SECONDARY DATA

The secondary data has been collected from magazines, books and websites. Sampling method has been used in the study for the purpose of making analysis. Simple percentage analysis has been adopted in the study.

#### LIMITATIONS OF THE STUDY

- The sample units are confined to only Coimbatore city.

- The study is done without any mediating variable that can alter the relationship.
- Time of the study was limited only 45 Days
- The number of the respondents was limited to 125 only.

#### REVIEW OF LITERATURE

Kamalee. R (2019)

This study aims to find out the brand loyalty and satisfaction towards the Ramraj cotton at tirupur. Brand loyalty is defined as encouraging approach towards a brand and dedication to purchase the similar product or service continually now and in the future from the same brand, regardless of a competitor's actions or changes in the surroundings. Objectives of this study is to measure brand loyalty and customer satisfaction of Ramraj Cotton, to examine the various factors influencing brand loyalty of Ramraj Cotton and to study the impact of customer satisfaction on brand loyalty. The researcher has adopted descriptive research design for the purpose of this survey for this study 125 respondents were selected through simple random sampling method. Many statistical were used this study like correlation, ANOVA and Ranking method. The present study

Shiva kumar, Bagath Singh, Jeevitha, Saravana Kumar, Ramesh Raju(2017)

The textile sector plays an important role in Indian bargain in terms of its involvement to Gross Domestic Product (GDP) exports and its impending for employment generation. Nearly 3000 textile and its allied industries are functioning in Erode and Tirpur district of Tamil Nadu, India. Quality is of prime standing in any aspects of business. Simple correlation analysis exposes that each of these variables are between overall satisfaction and likelihood of variables and that each of these variables are advance a good model for punter determine by investigation the correlation amongst variables using a structural equation model the results indicate the satisfaction of purchaser with both services and product features.

B. Murali krishna and J. Venkata Raman(2016)

Handloom Industry is one of the old and traditional industry, which is the livelihood of millions of rural artisans in country Handloom product are well known with their quality, affordability, availability, artisan work etc., in the recent days handloom product to a

other machine made products tough competition from power loom and other mill made cloth products. Through the government has taken some initiatives to differentiate handloom products from power loom products from other mill made products. A sample of hundred respondents has selected by using stratified random sampling from various towns and villages of Guntur District.

Uma aheshwari, R.Bhuvaneshwari and V.Bhuvaneshwari(2014)

Indian textile industry is one of the leading textile industries in the world. The needs of the people are increasing day-by-day. People are more interested to dress nearly and make them purchase more from the retail outlets. The data was collected from 100 respondents using questionnaires method. Simply percentage analysis has been used in the study. It was found form the study that respondents are seen to give more preference to the collections while choosing the showrooms.

#### FINDINGS

Simple percentage analysis

- Majority of the respondents are male (64.8%).
- Majority of the respondents are below 20 years (70%).
- Majority of the respondents are Unmarried (71.2%)
- Majority of the respondents have completed college level (61.6%).
- Majority of the respondents are Students (14.4%).
- Majority of the respondents earn below 15000(48.8%)
- Majority of the respondents are in Rural area (70.4%)
- Majority of the respondents have chosen dhotis (41.6%)
- Majority of the respondents have been using for 1 year - 2 year (42.4%)
- Majority of the respondents will postpone your purchase (56%).
- Majority of the respondents prefer because of Quality (42.4%).
- Majority of the respondents prefer Price Offer (36.8%).

- Majority of the respondents choose Festival (56%).
- Majority of the respondents are fully aware (45%).
- Majority of the respondents are Advertisement (53.6%).
- Majority of the respondents are Television (63.2%).
- Majority of the respondents are Traditional market (32.8%).
- Majority of the respondents are chosen Definitely (48.8%).
- Majority of the respondents are chosen Affordable (51.2%).
- Majority of the respondents are chosen Immediate rectification (62.4%).

#### Correlation analysis

- The table 4.2.1 shows that out of 125 respondents Correlation relationship between Age group and Period of using the Ramraj Cotton highest value of 0.17409 and 1 is secured for Age by respondents and the Correlation relationship between Age Group and Period of using the Ramraj Cotton secured 1 by the respondents for using of Ramraj cotton.
- The table 4.2.2 shows that out of 125 respondents Correlation relationship between Educational level and Factors affect your purchase highest value of 0.01633 and 1 is secured for Educational level by respondents and the Correlation relationship between Educational level and Factors affect your purchase secured 1 by the respondents for Factors affect your purchase.
- The table 4.2.3 shows that out of 125 respondents Correlation relationship between Occupational Status and Preference of Ramraj cotton highest value of 0.01633 and 1 is secured for Occupational Status by respondents and the Correlation relationship between Occupational Status and Preference of Ramraj cotton secured 1 by the respondents for Preference of Ramraj cotton.

#### Ranking analysis

- Majority of the respondents the Ramraj cotton satisfaction is price ranking I.

- Majority of the respondents the preference for following products of Ramraj cotton is Dhotis ranking I.

#### SUGGESTION

- Ram Raj Cotton has to improve awareness even for females.
- They are focusing more only on shirts and dhotis.
- Ram Raj Cotton may create awareness among youths also.
- Ram Raj Cotton shall attract urban area people also.
- Ram Raj Cotton increases even more colors and styles.
- Quality of the product may attract the people.
- Ram Raj Cotton shall be given even more discount and offers

#### CONCLUSION

This study has basically helped to find out consumer's satisfaction and preference towards Ram Raj Cotton and factors influencing the buying behavior of consumers. Consumers feel that Dhotis and Shirts have variety of colors, models and quality compared to other dress materials in Ram Raj cotton. Consumer shall aware that ram raj cotton producing the sarees also. If the suggestion will implemented, the product can increase its growth and marketing level at the right time.