Customer Satisfaction towards the Services of N. Parvathi Textiles
– A study with Special Reference to Palani

Dr. P. DURAISAMY [1]   **Dr. M. YAMUNA DEVI** [2]

[1]Assistant Professor, Arulmigu Palaniandavar College of Arts and Culture, Palani.
[2]Head and Assistant Professor, Arulmigu Palaniandavar Arts and Science College for Women, Oddanchatram.

ABSTRACT

This research paper aims at investigating the customer ideas, opinion and satisfaction towards N. Parvathi Textiles. A sample of 50 customers' in Palani has been selected through judgment Random sampling technique. Simple percentage analysis and chi-square test are applied in analyzing the data. The study discloses that N. Parvathi Textiles shall give an attention to the quality, price, fashion dresses, easy availability of rural area and impression among the customer's mind.

Key Words: Customer buying Behaviour, Awareness and Satisfaction.

INTRODUCTION

Buyer behaviour is a comparatively new field of study. It is the attempt to understand and predict human actions in the buying role. It has assumed growing importance under market-oriented or consumer-oriented marketing planning and management. Buyers' market for many products and the growth of consumerism and consumer legislation since 1960 have created special interest in buyer behaviour and the formulation of marketing mixes to respond favorably buyer behavior in the market place.

Customer Satisfaction should be the main aim of a business. It is essential for businesses to effectively manage customer satisfaction. To be able do this, firms need reliable and representative measures of satisfaction. The importance of customer satisfaction diminishes when a firm has increased bargaining power. The researcher has conducted this study to find out the level of customer satisfaction towards the services of N. Parvathi Textiles. The target respondent includes those customers who are using the N. Parvathi Textiles. The collected data was edited, coded and tabulated by using some statistical tools.

Indian textile industry is one of the leading textile industries in the world. Though was predominantly unorganized industry even a few years back, but the scenario started changing after the economic liberalization of Indian economy in 1991. The opening up of economy gave the much-needed thrust to the Indian textile industry, which has now successfully become one of the largest in the world. Indian textile industry is also the largest in the country in terms of employment generation. It not only generates jobs in its own industry, but also opens up scopes for the other ancillary sectors. Indian textile industry currently generates employment to more than 35 million people. Indian textile industry can be divided into several segments, some of which can be listed as cotton textiles, silk textiles, woolen textiles, readymade garments, Hand-crafted textiles, Jute and Coir.

AREA OF THE STUDY

Through the study has analyzing the customer buying behaviour, awareness, usage and Sales regarding N. Parvathi Textiles was conducted in area of Palani.

STATEMENT OF THE PROBLEM

N. Parvathi Textiles is one of the customer buying places. Different brands of materials are available in the showroom customer prefers high quality, low price and attractive models. Most of the customers are satisfied with new models and some of the customers prefer other types. Each product differs from another in term of price, models etc… so the competition is severe and the manufacturer has to consider the opinions of the customers.

SCOPE OF THE STUDY

The study helps the researcher to have a practical exposure in this specific field. N. Parvathi Textiles to know the customer's buying behaviour and satisfaction level among their sales as well as service. The respondents to disclose their opinion and views about this services. The study results will be of a great help to the other customer buying that product. It would be useful the student and future research scholars for future studies.

OBJECTIVES OF THE STUDY

✓ To study the customer preference towards N. Parvathi Textiles.

✓ To study the customer ideas, opinion and preference on the promotional tools used

✓ To study the satisfaction towards the customer service at N. Parvathi Textiles

LIMITATIONS

➢ Due to time constraints the sample size had to be confirmed to 50.

➢ The respondents have replied to the queries recalling from their memory. Therefore recall bias and personal bias are possible.

➢ Since the data was collected using a schedule, the interviewer's inability to understand and record the responses correctly is possible.

➢ The respondents were unable or unwilling to give a complete and accurate response to certain questions

REVIEW OF LITERATURE

Shital Vakhariya and Vilas Chopde,(**2012)** have made a study on the consumer preference of private labels over national labels in apparel segment of the departmental stores. The study found that the customers felt

that quality and advertisement of national brands is better than the store brands while store brands are priced lower than the national brands. **Namita Rajput, SubodhKesharwaniAkanksha Khanna,(2012)** have made a study on Consumers' Attitude towards Branded Apparels. The results confirm that Indian people have become highly brand conscious presently. Hence, brand image is a not a significant factor in choosing the product or brand to buy. There are other aspects like, quality, comfort, expectations and demographic characteristics are also influence to the purchasing decision that dominate the purchase decision of males and females. **Rajagopal**,**(2010)** has made a study on Consumer Culture and Purchase Intentions towards Fashion Apparel. The study suggests that consumers with sustainable purchase intentions for fashion apparel are motivated to seek benefits of the store and brand specific promotions and prices enhancing their shopping basket. The shopping motivation, attributes of retailers and customer beliefs influence patronage behavior among shoppers. **Gurusamy and maiyan (2007)** More than 55 million two-wheelers are moving on Indian roads. Accordingly, two-wheeler service sector should have generated revenue amounting to INR 100,000 million per year, but in reality, this has not been realised in the organised service sector, the Indian two-wheeler service industry has not considered servicing as a line of business and providing conveniently reliable services is most important in two-wheeler services in India to capture the market.

HYPOTHESIS OF THE STUDY

There is no significant relationship between gender levels of satisfaction towards the service of N. Parvathi show room.

There is a significant relationship between age and levels of satisfaction towards service of N. Parvathi show room.

There is a significant relationship between monthly income levels of satisfaction towards the service of N. Parvathi show room.

There is a significant relationship between educational qualification levels of satisfaction towards the service of N. Parvathi show room.

METHODOLOGY

Data collection is most essential aspect of any research because the whole result of research depends on the data and information hence, the methodology adopted by me to collect the data final interpretation were through.

SAMPLE SIZE

By using judgment Random Sampling Technique 50 respondents are selected for the purpose of the study. Direct questionnaires are used to survey the customers.

FRAMEWORK OF ANALYSIS

The collected data were processed and analysis using the following tools.

- ➢ Percentage analysis
- ➢ Weighted score ranging

> ➢ Chi-square analysis

PERCENTAGE ANALYSIS

- ➢ Majority of the respondent i.e (50%) are the age group of 20 - 30 years.

- ➢ Majority of the respondent i.e (72%) were female.

- ➢ Majority of the respondent i.e (62%) are married.

- ➢ Majority of the respondent i.e (42%) are Graduate.

- ➢ Majority of the respondent i.e (62%) are private employee.

- ➢ Most of the respondent i.e (38%) family income is come under Rs. 10,000 – 15,000.

- ➢ Most of the respondent i.e (42%) is motivated by relatives and friends.

- ➢ Majority of the respondent i.e (52%) are purchasing festival time.

- ➢ Most of the respondent i.e (40%) is saree collections.

- ➢ Most of the respondent i.e (44%) like discount price.

- ➢ Majority of the respondent i.e (58%) prefer cash on purchasing.

- ➢ Majority of the respondent i.e (58%) are purchasing for personal use.

- ➢ Majority of the respondent i.e (56%) said that N. Parvathi Textiles normal.

WEIGHTED SCORE RANKING METHOD

Table 1

S.NO	FACTORS	TOTAL SCORE	RANK
1.	Quality	299	I
2.	Variety	218	II
3.	Price	199	III
4.	Advertisement	159	IV
5.	Infrastructure	130	V
6.	Spacing	115	VI

From the above table shows that "Quality" has been first with score of 299 points. "Variety" has been ranked second with score of 128 points, "Price" has been ranked third with score of 199 points, "Advertisement" has been ranked fourth with score of 159 points, "Infrastructure" has been ranked fifth with score of 130 points, and "Spacing" has been ranked sixth with score of 115 points.

CHI-SQUARE TEST

Table 2

Variables Considered	d.f	Calculated χ2 Value	Table Value		Remarks
			5%	**1%**	
Age	6	13.26*	12.592	16.812	Significant
Gender	2	0.76	5.991	9.210	Not Significant
Monthly Income	6	16.3*	12.592	16.812	Significant
Educational Qualification	6	16.46*	12.592	16.812	Significant

* Significant at five per cent level   **** Significant at one per cent level**

The table above shows that out of the four variables selected for testing the mean difference with satisfaction on N. Parvathi textile customers, three variables are found to be significant namely, age, monthly income and educational qualification association at the five per cent level.

SUGGESTIONS

Based on the major findings, the following suggestions are offered to make the study more worthy. It is suggested that N. Parvathi Textiles have to take necessary steps to improve the sales and also satisfy their consumers.

❖ It was learnt that maximum of the respondents are female so N. Parvathi Textiles should give equal important of male and female.

❖ It was found that maximum of the respondents are youngsters but N. Parvathi Textiles should concentrate other age group people.

❖ Maximum of the respondents are source of aware through advertisement N. Parvathi Textiles create more advertisement in rural area.

❖ It was learnt that maximum of the respondents are attracted the middle class people so if N. Parvathi Textiles should reduce the price attract by all the people.

❖ It was found that maximum of the respondents are prefer the variety of dressed so N. Parvathi should increase the offer for the purpose of increase the sales throughout years.

CONCLUSION

This study undertaken to analyze the customer satisfaction on N. Parvathi Textiles is most favorable because of its advertisement cost and its punctuality. The prevailing market condition of N. Parvathi Textiles is successful. It was found that N. Parvathi Textiles shall give an attention to the quality, price, fashion dresses, easy availability of rural area and impression among the customer's mind. If the suggestion will be implemented by the Chennai Textiles it will each expected sales turnover through advertisement and bright target in the future.

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