

**A STUDY ON CUSTOMER SATISFACTION TOWARDS
KARUR FABRICS PRIVATE LIMITED, KARUR**

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ABSTRACT

The research is done in the area of customer satisfaction. The firm selected to analyze customer satisfaction is the Karur Fabrics Limited, Karur. The major objectives of the study are analyzing the existing customer satisfaction level, examining the major variables increase or decrease the customer satisfaction and recommending ideal strategies to develop Karur Fabrics customer satisfaction. The study has taken 100 customers from the customer base to collect information from the customer Interview schedule is used to gather detail from customers. Using percentage and chi square test the data were analyzed. It is found that with respect to the product quality, advertisement, delivery and pricing the customers are satisfied. The firm is advised to get feedback from the existing customers to know their expectation and change the product accordingly. To tap new potential customers, it is advised to offer discount.

Key Words: Advertisement, Customer Satisfaction, Discount, Expectation, Pricing.

INTRODUCTION

Customer satisfaction deals with the characteristics of human behavior. Marketing belongs to human behavior as it deals with buying decisions. The Advertisement copy writer has to study psychology behind human behavior in respect of satisfaction of his wants. In a market, customer is considered to be king. Their needs and wants are unlimited. Customer's preference depends upon the nature of customer. The customer once purchase a mobile, if it gives satisfaction to them, again they give reference to same mobiles service.

Service provider should fulfill needs and wants of customers, They are expecting good quality and lower prices from provider. If the cannot give satisfaction to the customers, they will go for other mobile. The growth of business depends on customer satisfaction. The customer's expectations are changing day to day. Hence the customer's preferences are not constant.

REVIEW OF LITERATURE

According to Kano Model Theory of customer satisfaction, Basically Kano saw three types of customer satisfaction: required (basic quality also threshold requirements), more is better (performance quality) and delighter (excitement quality). Customers expectations change over time. Often what was once enough to delight a customer (remote control for a TV) becomes expected. Once a feature is expected the organization gets no credit for providing it they only risk a negative reaction if they fail to provide it.

Andrew Mennie, General Manager, e Gain Ever wondered how much customer satisfaction is worth? We all know and accept that it is a strategic goal for all organisations involved in the delivery of customer service. Yet in all my experience as a professional in this arena, I have never come across a customer services director who could articulate the financial value of customer satisfaction to their business. Conversely, I have never met a Customer Service Director who wasn't measured on it. How bizarre. Big business is happy to measure it but doesn't know what it's worth.

OBJECTIVES OF THE STUDY

- To study the customer expectations towards the Karur fabrics
- To know about the reason for customer preference towards Karur fabrics
- To know the various factors influencing to be a customer of Karur fabrics
- To study about the quality of the textile products towards.
- To study about customer perception towards the Karur fabrics products.
- To study about the overall customer satisfaction of Karur fabrics.

SCOPE OF THE STUDY

This study throws light on Customers satisfaction on The Karur Fabrics, Karur and its textile industry. It also helps in analyzing the satisfaction of the Customer based on its maintenance and even helps in improving the quality and satisfies its customers. The scope of the study is confined to Karur town. "A study on customer satisfaction towards Vaiyapuri Nagar, The Karur Fabrics, Karur".

LIMITATIONS OF THE STUDY

- Time is a major factor which limits the researcher from undertaking a detailed study.
- The findings are based on the information given by the respondents. The respondents might have given biased answer to the researcher.
- The researcher found it difficult to visit all the respondents. So the researcher sample may be small.
- The researcher survey is confined with Karur area and the result cannot be generalized.
- The study is done based on the opinions of the sample taken at random, the size of which is 100.

RESEARCH METHODOLOGY

Research Design

Research is the process of finding solution for problem after a through the study and analysis of situation factors. Managers in the organization constantly engage them self in studying and analyzing the issues and hence are involved in some form of research activity as they make decisional the work places.

The research is an attempt to study a problem or a situation at any given circumstance and identify various causes or consequence of that particular problem. It tries to solve a complex and complicated problem through use of various tools and techniques. These tools and techniques try to bring out a logical, accurate and scientific solution to given problem.

Methodology as the name suggests is the method through which the problem or situation is tackled. It involves a lot of factor like the research design, sample size, segment techniques of sampling, Tools used etc. all these steps and factor put together to bring out a clear and accurate result. Research methodology is the way to systematically research to solve the problem. Research methodology as many dimension and research method constitute the part of it thus when we talk of research method we use and explain why we use the particular method or technique and evaluation of results.

Kerlinger defines research design as ‘ The Plan, structure and strategy of investigation conceived so as to obtain answer to research quest and to control variance. Different types research designs are used for the research, namely Exploratory, Descriptive, Experimental etc. The selection of research design depends on the nature of problems, the question for which we trying to get the answer and utilization of conclusion by the planner. Looking in such an aspect, Exploratory Design is being selected. The main purpose of such study is that of formulating a problem in on the discovery of ideas and insights.

Sampling Procedure:

The approach where only a few unit of population under study a concluded for analysis is called sampling method.

DATA ANALYSIS AND INTERPRETATIONS

TABLE – 4.1

GENDER OF THE RESPONDENTS

S. N	Gender	Respondents	
		Numbers	Percentage
1	Male	69	69%
2	Female	31	31%
	Total	100	100

Source: Primary Data

The above table shows that 69% of the respondents are male and 31% of the respondents are female. Thus the majority of the respondents are male.

TABLE – 4.2

MARITAL STATUS OF THE RESPONDENTS

S. No	Marital status	Respondents	
		Numbers	Percentage
1	Married	68	68%
2	Unmarried	32	32%
	Total	100	100

Source: Primary Data

The above table shows that 68% of the respondents are married and 32% of the respondents are unmarried. Thus the majority of the respondents are married.

TABLE – 4.3

AGE OF THE RESPONDENTS

S. No	Age (in years)	Respondents	
		Numbers	Percentage
1	Below 20	14	14%
2	21-30	31	31%
3	31-40	35	35%
4	Above 40	20	20%
	Total	100	100

Source: Primary Data

The above table shows that 14% of the respondents are in the age group of below 20, 31% of the respondents are in the age group of 21-30, 35% of the respondents are in the age group of 31-40 and 20% of the respondents are in the age group of above 40. Thus the majority of the respondents are in the age group of 31-40.

TABLE – 4.4

EDUCATIONAL QUALIFICATION OF THE RESPONDENTS

S. No	Qualification	Respondents	
		Numbers	Percentage
1	Illiterate	7	7%
2	HSC	30	30%
3	UG	40	40%
4	PG	15	15%
5	Others	8	8%
	Total	100	100

Source: Primary Data

The above table shows that 7% of the respondents are illiterate, 30% of respondents are HSC holders, 40% of the respondents are UG holders, 15% of the respondents are PG holders and 8% of the respondents are having other qualification. Thus the majority of the respondents are coming under graduate level.

TABLE 4.5

OCCUPATION OF THE RESPONDENTS

S. No	Occupation	Respondents	
		Numbers	Percentage
1	Government Employee	20	20%
2	Private Employee	35	35%
3	Business man	22	22%

4	Others	23	23%
	Total	100	100

The above table shows that 20% of the respondents belong to the occupation category of government employee, 35% of the respondents belong to the occupation category of private employee, 22% of the respondents belong to the occupation category of business man, 23% of the respondents belong to the other occupation.

TABLE – 4.6

SOURCES TO KNOW ABOUT THE KARUR FABRICS

S. No	Sources	Respondents	
		Numbers	Percentage
1	Advertisement	68	68%
2	Internet	16	16%
3	Friends	10	10%
4	Others	6	6%
	Total	100	100

Source: Primary Data

The above table shows that 68% of the respondents know through advertisements, 16% of the respondents know through internet, 10% of the respondents know through friends and the remaining 6% of the respondents know through other sources. Thus the most of the respondents know about The Karur Fabrics company through advertisements.

TABLE – 4.7

REASONS TO PURCHASE FROM THE KARUR FABRICS

S. No	Reasons	Respondents	
		Numbers	Percentage
1	Price	20	20%
2	Quality	34	34%
3	Accessibility	7	7%
4	Discount	23	23%
5	Service	16	16%
	Total	100	100

Source: Primary Data

The above table shows that 20% of the respondents said that the reason for purchase the product is price, 34% of the respondents said that the reason for purchase the product is quality, 23% of the respondents said that the reason for purchase reason for purchase the product.

TABLE – 4.8

NO. OF YEARS PURCHASING FROM THE KARUR FABRICS

S.NO.	Years	Respondents	
		Frequency	Percentage
1	Less than 1 year	22	22%
2	1-3 years	38	38%
3	3-5 years	28	28%
4	Above 5 years	12	12%
	Total	100	100

Source: Primary Data

The above table shows that 22% of the respondents have been purchasing the products for less than 1 year, 38% of the respondents have been purchasing the products for 1-3 years, 28% of the respondents have been purchasing the products for 3-5 years and the remaining 12% of the respondents have been purchasing the products for above 5 years.

TABLE – 4.9
EXPECTING OFFERS FROM THE COMPANY

S. No	Offers	Respondents	
		Numbers	Percentage
1	Free gift	24	24%
2	Discounts	40	40%
3	Prizes	25	25%
4	Others	11	11%
	Total	100	100

Source: Primary Data

The above table it was depicted that 24% of the respondents expecting free gifts, 40% of the respondents expecting discounts, 25% of the respondents expecting prizes and the remaining 11% of the respondents expecting other offers from Karur Fabrics company.

TABLE – 4.10
FREQUENTLY PURCHASING PRODUCTS

S. No	Products	Respondents	
		Numbers	Percentage
1	Bed Spreads	32	32%
2	Kitchen Linen	28	28%
3	Handloom	15	15%
4	Table/ Place mat	16	16%

5	Others	9	9%
	Total	100	100

Source: Primary Data

The above table it was depicted that 32% of the respondents are purchasing bed spreads products frequently, 28% of the respondents are purchasing kitchen linen products frequently, 15% of the respondents are purchasing handloom products frequently, 16% of the respondents are purchasing table / place mat products frequently and the remaining 9% of the respondents are purchasing other products frequency

5.1 FINDINGS

- 69% of the respondents are male.
- 68% of the respondents are married.
- 35% of the respondents are in the age group of 31-40.
- 40% of the respondents are UG holders.
- 35% of the respondents belong to the occupation category of private employee.
- 68% of the respondents know through advertisements.
- 34% of the respondents said that the reason for purchase the product is quality.
- 38% of the respondents have been purchasing the products for 1-3 years.
- 40% of the respondents are expecting discounts from The Karur Fabrics company.
- 32% of the respondents are purchasing Bed Spreads products frequently in The Karur Fabrics company.
- 46% of the respondents said that often Thr Karur Fabrics company provided the price concession.
- 42% of the respondents feel standard quality about the customer wanted benefit when purchase the products from this company.
- 65% of the respondents are satisfied with the pricing policy of the company.
- 77% of the respondents are satisfied with company's service/ response for enquiries.
- 45% of the respondents are satisfied towards the relationship between customer and the company.

- 40% of the respondents are satisfied about the satisfaction with the quality of the company products.
- 37% of the respondents are satisfied about the satisfaction with the lifetime of materials of the company products.
- 46% of the respondents are satisfied about the satisfaction with the advertisements of the company products.
- 59% of the respondents felt that this company providing correct time delivery.
- 40% of the respondents feel good about the overall satisfaction with The Karur Fabrics company.

SUGGESTION

complaints by having specially assigned person to go and show the clients the sample. The company should improve its way of dealing with customers' enquiries and products as well as catalogues in person; this will develop a better customer relationship.

Discount availability can be improved based on frequency of purchase and life time of the customer with the company. This will generate loyalty. Also loyalty programs may be started.

The company can collect feedback from its customers regularly, which may help them to improve in the areas where there is a need for change.

Since a large portion of the customers came to know about the company through friends and internet, the company should begin to put more advertisements.

Total quality management principles should be accurately followed so as to continuously improve the yarns and thus have superiority advantage.

The management needs to pay attention to the quality of the product. The management should take steps to increase the quality of the product.

Company has to get periodical feedback from all its customers and it can track them constantly to know their queries.

The responses of the respondents regarding the level of satisfaction of overall service are clustered in the satisfactory region. The management may take steps to convert these into highly satisfactory.

CONCLUSION

Marketing is an important source of the organization. Without this we can't achieve the goals of the organization. If it is a selling company means it has to sale varieties of designs and all types of textile products to satisfy the customer needs. Then the project training known about the how to customer satisfaction give the good finding and reasonable solution from the customer attitude.

A customer's satisfaction is a function of the products perceived performance and customer's expectations. Recognizing that high satisfaction leads to high loyalty, many companies today are aiming at total customer satisfaction. For such companies, customer satisfaction is both a goal and marketing tool. Quality the totality of features and characteristics of a product or service that bear the ability to satisfy stated or implied need of the customer is a vital factor. Hence total quality is the key to value creation and customer satisfaction.

Marketing Managers too have the responsibilities in a quality centered company. First, they must participate in formulating strategies and policies designed to help the company wins through total quality excellence. Second, they must deliver marketing quality along production quality. Each marketing activity- sales training, market research, advertising, and customer service- must be performed to high standards. Aauraa International Company gives more opportunity and employment, customer satisfaction.

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