A STUDY ON CUSTOMER SATISFACTION TOWARDS RAYMOND'S FASHION WEAR IN VAPI CITY

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Abstract: This study has been undertaken to investigate the determinants of stock returns in Karachi Stock Exchange (KSE) using two assets pricing models the classical Capital Asset Pricing Model and Arbitrage Pricing Theory model. To test the CAPM market return is used and macroeconomic variables are used to test the APT. The macroeconomic variables include inflation, oil prices, interest rate and exchange rate. For the very purpose monthly time series data has been arranged from Jan 2010 to Dec 2014. The analytical framework contains**.**

Index Terms - **Component,formatting,style,styling,insert.**

I. INTRODUCTION

BACKGROUND OF THE STUDY

The main objective of this dissertation report is to study **"A STUDY ON CUSTOMER SATISFACTION TOWARDS RAYMONDS FASHION WEAR IN VAPI CITY"**. The sampling technique used for this is convenient sampling. The sample size taken is 90 and the information is collected through questionnaire consisting of 11 questions. The respondents are the customers of Raymond's fashion wear of Vapi city. The collected primary data through questionnaire has been further tabulated & represented through pie-chart. At the end of this project, these data are interpreted & concluded.

CUSTOMER SATISFACTION

Customer satisfaction, a business term, is a measure of how products and services supplied by a company meet or surpass customer expectation. It is seen as a key performance indicator with Balanced Scorecard.

In a competitive marketplace where businesses compete for customers, customer satisfaction is seen as a key differentiator and increasingly has become a key element of business strategy. However, the importance of customer satisfaction diminishes when a firm has increased bargaining power. There is a substantial body of empirical literature that establishes the benefits of customer satisfaction for firms.

Customer Satisfaction Process –

Five Steps

Step 1 – Understanding Customer Expectations

We must know what our customers expect from us. We must work with our customers to precisely learn their expectations

Customer Expectations differ by region by country Step 2-

Promises to Customers

Set promises that can be kept

• Aim to exceed expectations rather than to meet them
• Delight customers by surprising them (Surprise is something not promised, yet delivered) Step 3

– Execution

• Products and Services are provided to customers
• Customers had certain expectations before products/services were delivered
• Depending if these expectations were met, not met, or exceeded customer experiences certain level of "Customer Satisfaction"
• Occasionally there are problems with products/services provided
• A problem can be fixed during the initial call or a visit (first contact resolution), or a ticket is opened
• Tickets are worked on. Customer problems are eventually solved
• Depending on how the Problem Resolution is handled customer experiences certain level of "Customer Satisfaction"

Step 4 - Ongoing Dialog with a Customer

• Executive meetings
• User Group meetings
• Other meetings

Step 5 - Customer Satisfaction Surveys
• Customer Satisfaction Surveys
• Event Driven Surveys
• Internal Indicators of Customer Satisfaction
• Tickets Resolved Within Objectives
• Tickets Overdue
• Resolve Time
• Response Time

Factors affecting Customer Satisfaction

Customer satisfaction is the overall impression of customer about the supplier and the products and services delivered by the supplier. Following are the important factors that could affect customer satisfaction:

- Department wise capability of the supplier.

- Technological and engineering or re-engineering aspects of products and

- Type and quality of response provided by the supplier.

- Supplier's capability to commit on deadlines and how efficiently they are met.

- Customer service provided by the supplier.

- Complaint management.

- Cost, quality, performance and efficiency of the product.

- Supplier's personal facets like etiquettes and friendliness.

- Supplier's ability to manage whole customer life cycle.

- Compatible and hassle free functions and operations.

Benefits of customer satisfaction

A benefit of creating highly satisfied (delighted) customers who are loyal to the organization is that they also spread positive word-of-mouth by, in essence, becoming a walking, talking advertisement for the firm. If there are many delighted customers spreading positive

word-of-mouth communication, this then lowers the cost of promotion to attract new customers. This benefit is particularly important among professional services firms such as lawyers and accountants where word-of-mouth and reputation are key sources of information for new clients.

As we have already discovered, highly satisfied customers are more forgiving, therefore the firm can occasionally slip up and not lose customers. Having highly satisfied customers then, is like having an insurance policy against something going wrong in the service encounter.
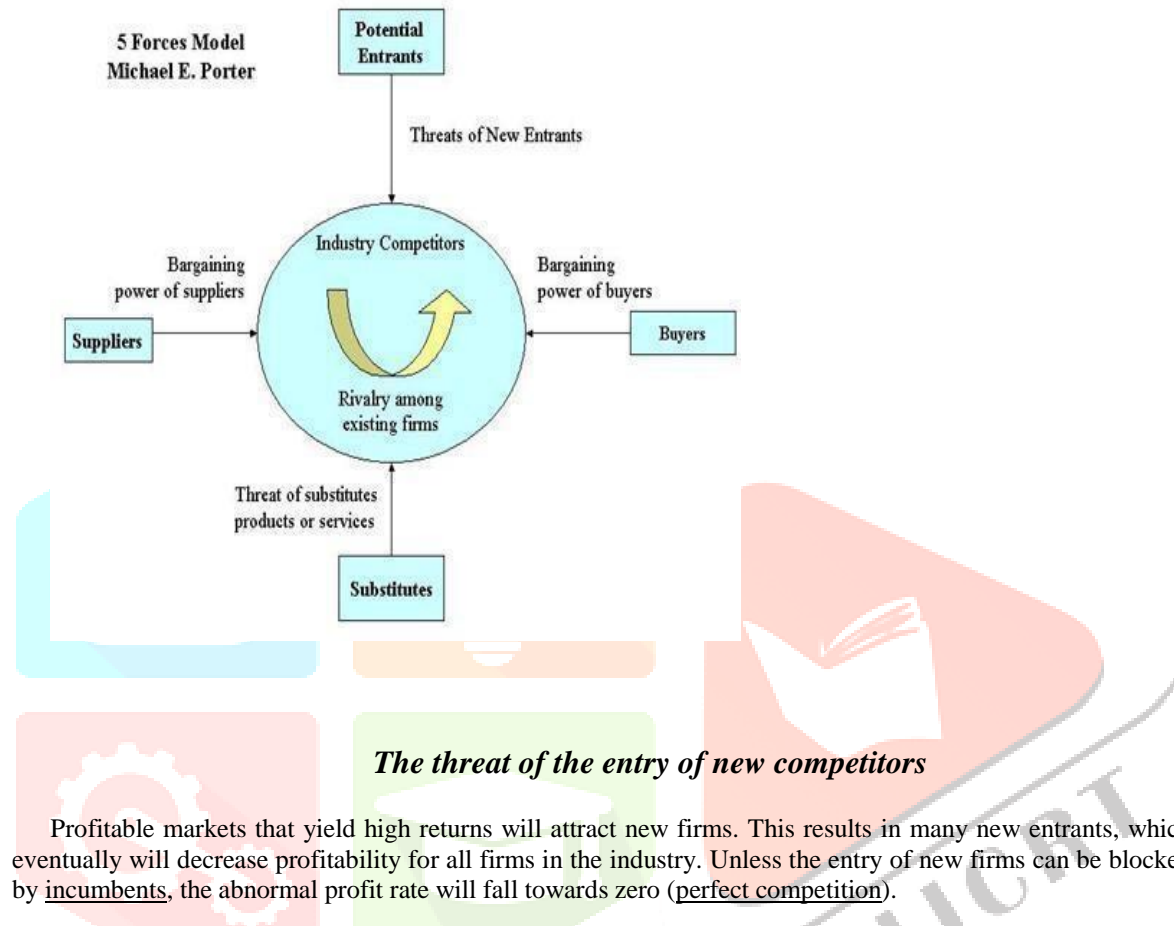
Essentially, customer satisfaction can be seen as a means of achieving business goals as well as being a source of sustainable competitive advantage. Now read

what your text has to say about customer satisfaction a nd how it can be measured.
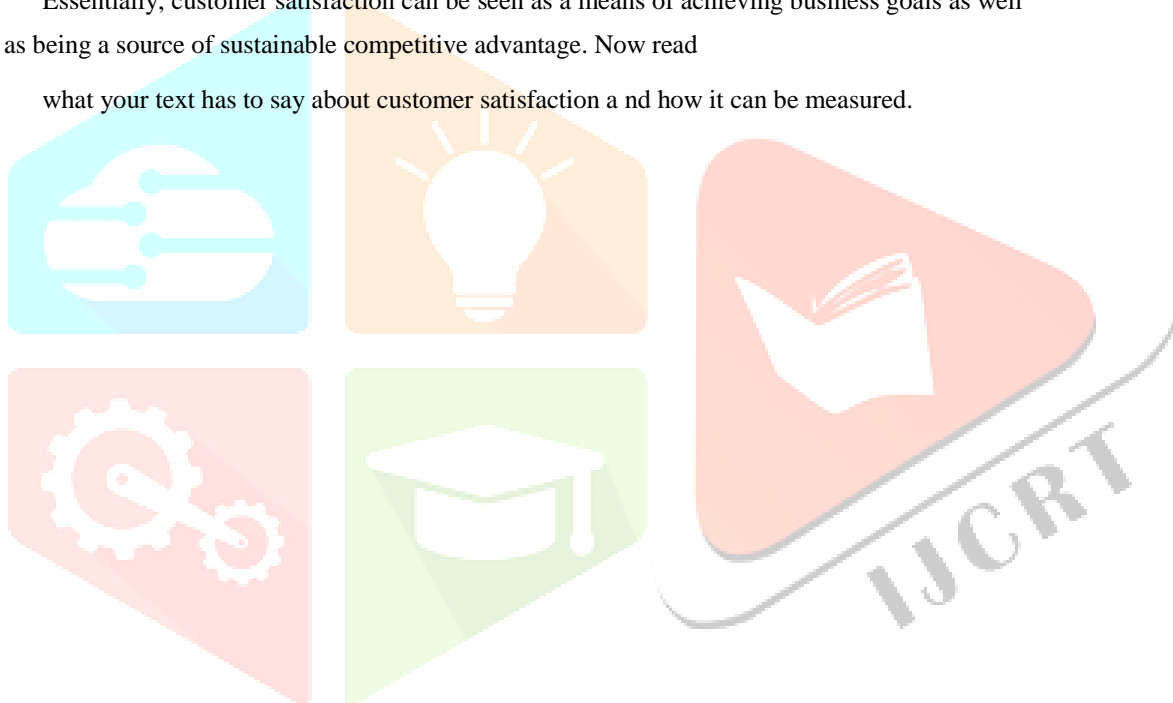
PORTERS 5 FORCE MODEL

The model of pure competition implies that risk adjusted rates of return should be constant across firms and industries . Michael Porter provided a framework that models an industry as being influenced by five forces .the strategic business manager seeking to develop an edge over rival firms can use this model to better understand the industry context in which the firm operates.

The threat of the entry of new competitors

Profitable markets that yield high returns will attract new firms. This results in many new entrants, which eventually will decrease profitability for all firms in the industry. Unless the entry of new firms can be blocked by incumbents, the abnormal profit rate will fall towards zero (perfect competition).

- The existence of barriers to entry (patents, rights, etc.) The most attractive segment is one in which entry barriers are high and exit barriers are low. Few new firms can enter and non-performing firms can exit easily.
- Economies of product differences
- Brand equity
- Switching costs or sunk costs
- Capital requirements
- Access to distribution
- Customer loyalty to established brands
- Absolute cost
- Industry profitability; the more profitable the industry the more attractive it will be to new competitors

The Threat of substitute products or services

The existence of products outside of the realm of the common product boundaries increases the propensity of customers to switch to alternatives:

- Buyer propensity to substitute
- Relative price performance of substitute
- Buyer switching costs
- Perceived level of product differentiation
- Number of substitute products available in the market
- Ease of substitution. Information-based products are more prone to substitution, as online product can easily replace material product.
- Substandard product
- Quality depreciation

The bargaining power of customers (buyers)

The bargaining power of customers is also described as the market of outputs: the ability of customers to put the firm under pressure, which also affects the customer's sensitivity to price changes.

- Buyer concentration to firmconcentration ratio
- Degree of dependency upon existing channels of distribution
- Bargaining leverage, particularly in industries with high fixed costs
- Buyer volume
- Buyer switching costs relative to firm switching costs
- Buyer information availability
- Ability to backward integrate
- Availability of existing substitute products
- Buyer price sensitivity
- Differential advantage (uniqueness) of industry products
- RFM Analysis

The bargaining power of suppliers

The bargaining power of suppliers is also described as the market of inputs. Suppliers of raw materials, components, labor, and services (such as expertise) to the firm can be a source of power over the firm, when there are few substitutes. Suppliers may refuse to work with the firm, or, e.g., charge excessively high prices for unique resources.

- Supplier switching costs relative to firm switching costs
- Degree of differentiation of inputs
- Impact of inputs on cost or differentiation
- Presence of substitute inputs

MARKETING STRATEGY AND MARKET SEGMENTATION

- When it comes to marketing strategies, most people spontaneously think about the 4P (Product, Price, Place, Promotion) – maybe extended by three more Ps for marketing services (People, Processes, Physical Evidence).
- Market segmentation and the identification of target markets, however, are an important element of each marketing strategy. They are the basis for determining any particular marketing mix. Basic steps in marketing strategy are as follows:-
- Various advantages of market segmentation are:-

1.Helps distinguish one customer group from another within a given market. 2.Facilitates proper choice of target market.

3.Facilitates effective tapping of the market.

4.Helps divide the markets and conquer them.

5.Helps crystallize the needs of the target buyers and elicit more predictable responses from them ; helps develop marketing programmes on a more predictable base; helps develop market offer that are most suited to each group.

6.Helps achieve the specialization required in product; distribution, promotion, and pricing for matching the customer group and develop marketing offers and appeal that match the need of each group.

7.Makes the marketing effort more efficient and economic.

Helps concentrate efforts on the most productive and profitable segment, instead of frittering them over irrelevant, or unproductive, or unprofitable segment.

8.Helps spot the less satisfied segments and succeed by satisfying such segments.

9.Brings benefits not only to the marketer but also to the customer as well.

10.When segmentation attains high sophistication, customers andcompany can choose each other and stay together.

- Target Marketing involves breaking a market into segments and then
- concentrating your marketing efforts on one or a few key segments. Target marketing can be the key to a small business's success.
- The beauty of target marketing is that it makes the promotion, pricing and distribution of your products and/or services easier and more cost-effective. Target marketing provides a focus to all of your marketing activities.
- Market targeting
- Market targeting simply means choosing one's target market . It needs to be clarified at the onset that marketing targeting is not synonymous with market segmentation. Segmentation is actually the prelude to target market selection. One has to carry out several tasks beside segmentation before choosing the target market.
- Through segmentation, a firm divides the market into many segments. But all these segments need not form its target market. Target market signifies only those segments that it wants to adopt as its market.

BCG MATRIX
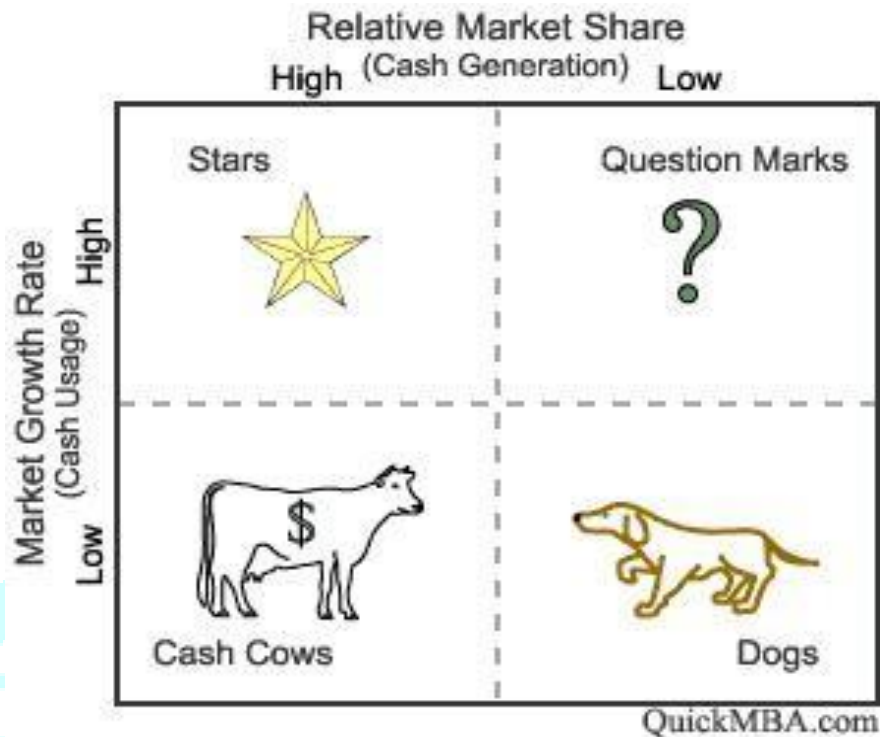
- In BCG Matrix product or business unit are identified as Stars, Cash Cow,Dogs, Question mark.
- The Matrix can be explained are as follows.
- *Stars (high growth, high market share)*
- Stars are using large amounts of cash. Stars are leaders in the business. Therefore they should also generate large amounts of cash.
- Stars are frequently roughly in balance on net cash flow. However if needed any attempt should be made to hold your market share in Stars, because the rewards will be Cash Cows if market share is kept.
- *Cash Cows (low growth, high market share)*
- Profits and cash generation should be high. Because of the low growth, investments which are needed should be low.
- Cash Cows are often the stars of yesterday and they are the foundation of a company.
- *Dogs (low growth, low market share)*
- Avoid and minimize the number of Dogs in a company.
- Watch out for expensive 'rescue plans'.
- Dogs must deliver cash, otherwise they must be liquidated.
- *Question Marks (high growth, low market share)*
- Question Marks have the worst cash characteristics of all, because they have high cash demands and generate low returns, because of their low market share.
- If the market share remains unchanged, Question Marks will simply absorb great amounts of cash.
- Either invests heavily, or sell off, or invest nothing and generate any cash that you can. Increase market share or deliver cash.
- Strength of distribution channel
- Supplier concentration to firm concentration ratio

- Employee solidarity (e.g. labor unions)
- Supplier competition - ability to forward vertically integrate and cut out the BUYER

Ex. If you are making biscuits and there is only one person who sells flour, you have no alternative but to buy it from him.

The intensity of competitive rivalry

For most industries, the intensity of competitive rivalry is the major determinant of the competitiveness of the industry.

- Sustainable competitive advantage through innovation
- Competition between online and offline companies; *click-and-mortar* -v- slags on a bridge.
- Level of advertising expense
- Powerful competitive strategy
- The visibility of proprietary items on the Web[2] used by a company which can intensify competitive pressures on their rivals.

How will competition react to a certain behavior by another firm? Competitive rivalry is likely to be based on dimensions such as price, quality, and innovation. Technological advances protect companies from competition. This applies to products and services.

Companies that are successful with introducing new technology, are able to charge higher prices and achieve higher profits, until competitors imitate them. Examples of recent technology advantage in have been mp3 players and mobile telephones. Vertical integration is a strategy to reduce a business' own cost and thereby intensify pressure on its rival.
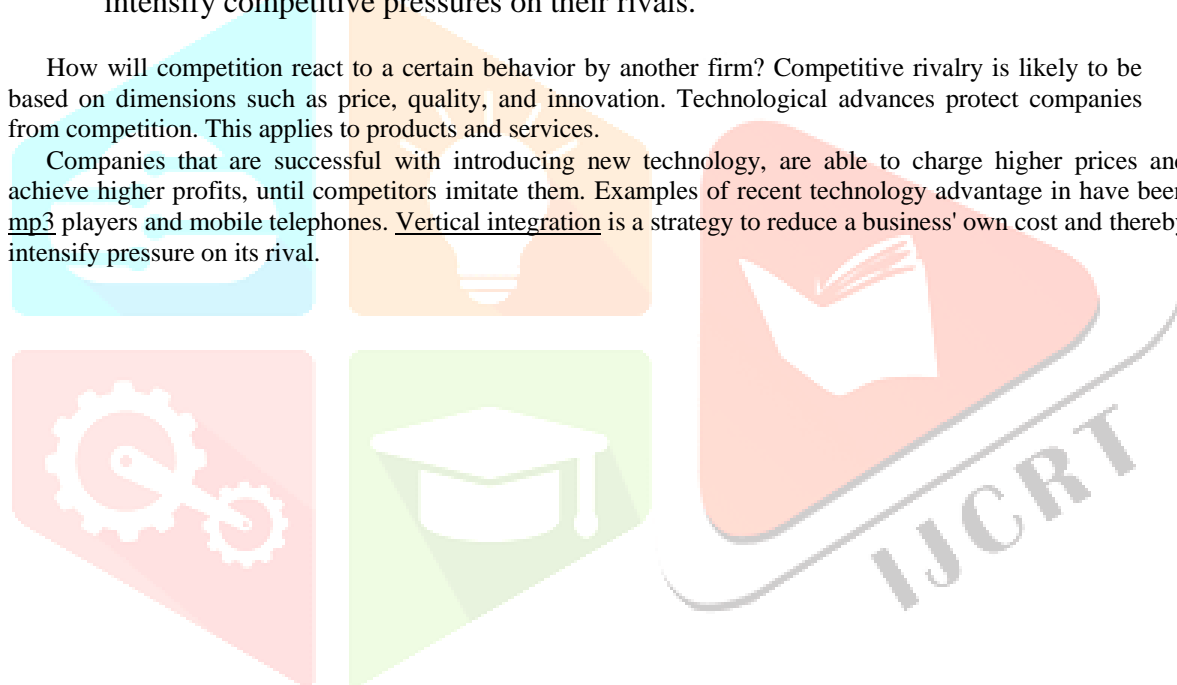
OBJECTIVES OF THE STUDY

Primary objectives:

➢ To analyse what are the various factors which influence consumer to choose Raymond's Fashion Wear.
➢ To study consumer preference regarding Raymond's Fashion Wear.

Secondary objectives:

➢ To study the market strength of Raymond's Fashion Wear.
➢ To study the different strategies used by Raymond's Fashion Wear to promote their sale.

Population:
The consumers of the Vapi city is taken as population of the research.

Sampling size:
Total 90 respondents are taken into consideration as a sample.

Sampling method:
Convenience sampling methods were chosen to select sample from population. This were ready to provide required data for research to conduct.

Type of study:
Descriptive study

Sampling unit:
Consumers of Vapi city.

Data collection sources:
Questionnaire

Statistical analysis:
Pie charts, bar graph.

Statistical methods and tools:
M.S.Excel, SPSS.

## Data collection method:
Primary- Questionnaire
Secondary – Magazines, books, journals, websites.

<u>SCOPE OF STUDY</u>

The report is about Customer Satisfaction on Raymond's wear in vapi city and it helps us to know the Customer Satisfaction provided by Raymond's. It also helps to know about the different strategies used by Raymond's in Vapi. It also help us to know the demand of Raymond's products and changing needs of customer time to time .

With the study we can give suggestion regarding customer satisfaction, promotional offers offered and how far it is going to the customer expectation and to retain the existing customer as well as attracting the new potential customer.
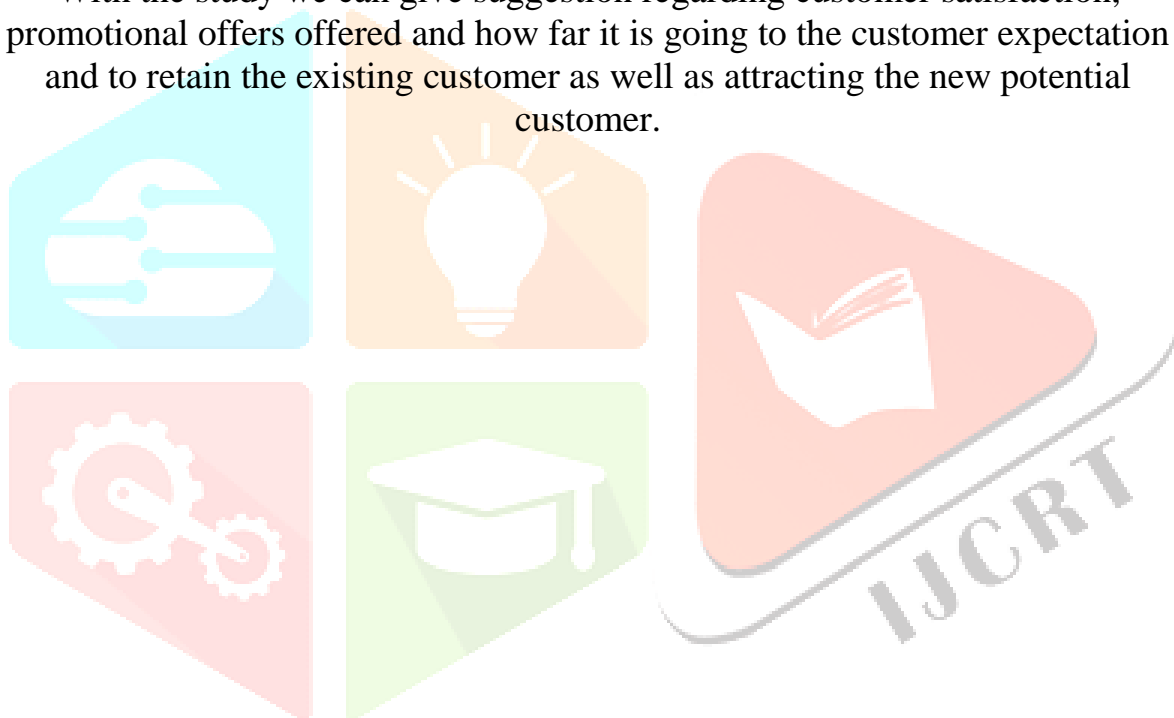
LIMITATIONS OF THE STUDY

Some of the limitations are :

- Time constraint.

- Biases and non-cooperation of the respondents.

- Numbers of respondents are less.

- Survey area is too small.

- Geographical selectivity in study limiting to Vapi city only.
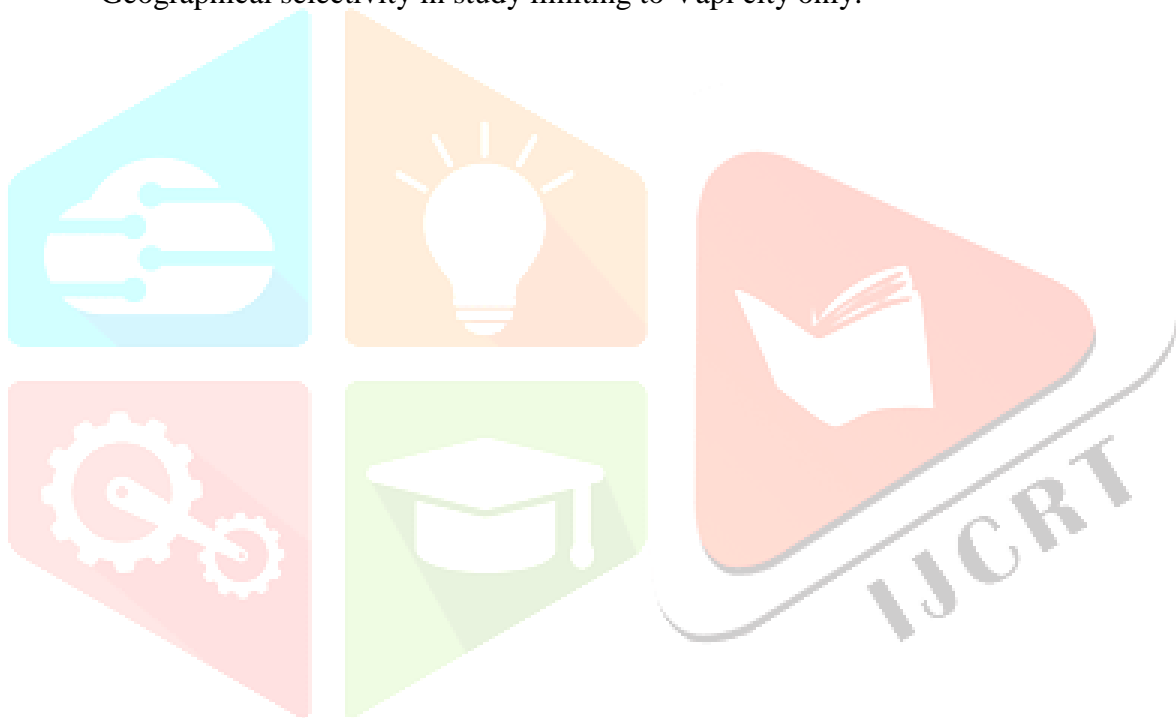
SIGNIFICANCE OF THE PROJECT

It provides the information about total market captured by Raymond's and about the potential to grow the business to get competitive advantage.

This project has importance in both organization point of view and as a intern point of view. In organization point of view it provides significant information about the current situation prevailing in the market which is useful for the preparation of strategic planning.. In internpoint of view this project provided a pragmatic experience about how the research is conducted.

CHAPTER 2
REVIEW OF LITERATURE
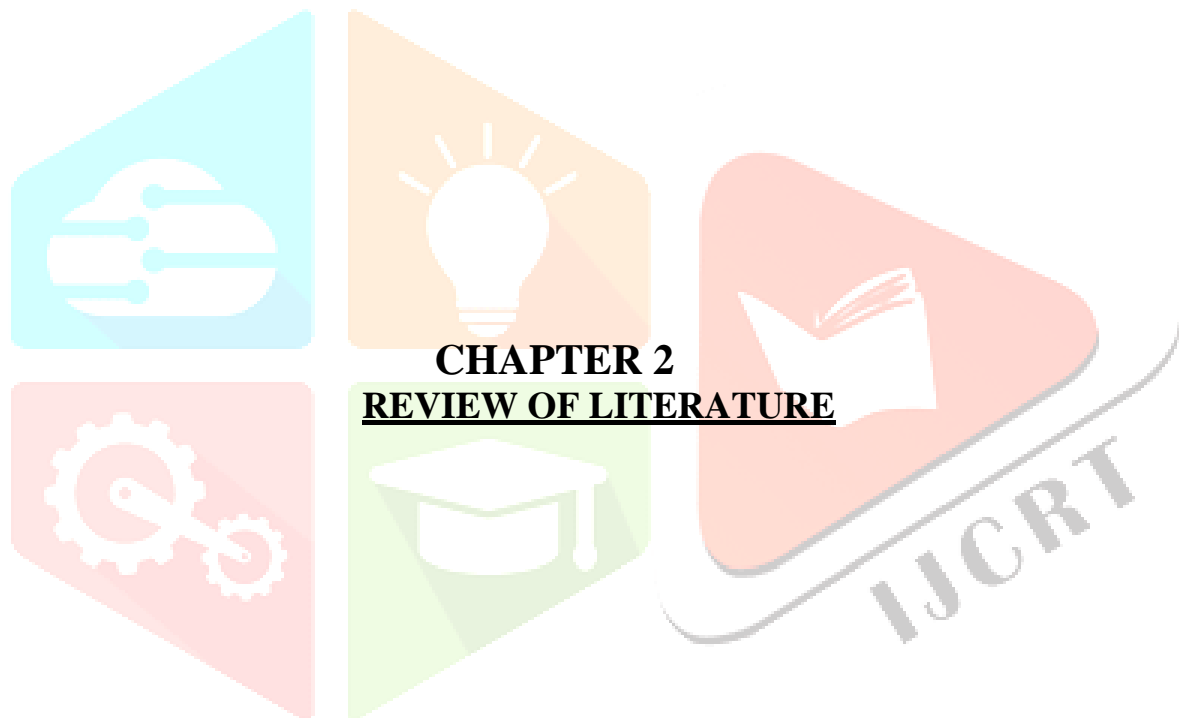
COMPANY PROFILE

A 100% subsidiary of Raymond Limited, Raymond Apparel Ltd. (RAL) ranks amongst India's largest and most respected apparel companies. We bring to our customers the best of fabric and style through some of the country's most prestigious brands – Raymond Premium Apparel, Manzoni, Park Avenue, Color Plus, Parx, Notting Hill and Zapp!.

RAL entered into the ready-to-wear business with the introduction of Park Avenue in 1986 catering to the men's formal wear market. Parx was launched in 1998 to address the growing trend of smart casuals. In 2000, Manzoni, a luxury lifestyle brand was launched offering a super-premium formal range of men's shirts, suits, trousers, jackets, ties and leather accessories. Raymond identified the vacuum for a high end, casual wear brand and hence decided to acquire ColorPlus as a part of strategic expansion plan for their ready-to-wear business. Notting Hill was launched in 2007 to cater to the popular price segment. In addition to this, Raymond Apparel has also ventured into the kidswear segment with its exclusive brand Zapp!

Crossing the gender divide two of our brands, Park Avenue and ColorPlus recently launched the Western Women's wear collections. 'Park Avenue Woman'- A complete range of Premium Business Wear for women is designed specially for the working women professionals of today. 'ColorPlus Woman'- An exclusive range of smart-casual clothing is inspired by the independent, discerning and multi faceted women of today.

RAL's aesthetically built Design Studio in Thane (India) is well equipped with state-of-the-art designing facilities, which stimulate and nurture the creative energies of the

Design Team. Their efforts are complimented by a research team, which keeps a close watch on international fashion forecasts and design trends. A Design Studio has also been set up in Italy, which has further enhanced our reputation in providing cutting edge design solutions of an international standard.

All our brands are available at exclusive brand stores, 'The Raymond Shop' retail outlets and multi-brand outlets across India and the Middle East.

BRAND PORTFOLIO

Raymond Premium Apparel

Raymond Premium Apparel is a premium formal wear brand which is postioned to offer classic garments with impeccable fits and inviting styles to the Global Indian. Needless to say that the product is made only from premium Raymond fabrics.

Manzoni

Manzoni is a luxury lifestyle brand providing the best in contemporary international style & luxury. The brand offers the discerning customer a super premium range of suits, trousers, jackets, shirts, and accessories such as ties, cufflinks, belts, socks, shoes and leather bags.

Park Avenue

Park Avenue is a premium contemporary formal wear brand and the single largest formal and occasion wear brand in India. Park Avenue has been constantly reinventing itself successfully addressing the changing needs of the consumer – whether in formalwear, relaxed work wear, heritage wear or evening wear.

AT PAR WITH THE WORLD'S BEST

Our manufacturing capabilities are state-of-the-art:

- State-of-the-art fabric sponging equipment ensures the highest level of fabric consistency and relaxation, which is essential for new age fabrics like Super 120s, 130s and lycra blends.
- The cutting room is equipped with the latest generation fabric spreading and cutting machines from Gerber. This combined with the fabric pinning system from Vieth, Germany ensures the best matching standards on checks and stripe fabrics.
- 'Siro Set' is another specialty available at the plant.

LITERATURE REVIEW

- Dr. Shahid Alam (2011) in his thesis on "Marketing Strategies of Readymade Garments Industry of India" stated that the success and failure of any business depends upon the effectiveness of Strategic Planning. It is therefore e suggested that a review of controllable factors within the atmosphere of uncontrollable ones. He also suggested that a low cost product could be used to attract consumers, once relationship with consumer is established the organization can sell additional, higher – marginal products and services that enhance the consumer's interaction with low cost product or service. He also stated that measurable marketing strategies should be adopted by the firm to reach marketing objectives.

- Gupta (2011) this paper explores the parameters which is responsible for the decrease and increase of export and import of textile and decrease in market share. The paper suggested textile sector is having consistently high export performance but quite less import intensity. Due to its inherent potential of creating millions of jobs (the highly labor intensive industry) and earning foreign exchange through increased exports, Government is pursuing 'garment led growth' strategy which would also boost the prospect of upstream segment of the industry like spinning, weaving and processing Further, elimination of global textile quotas under the Multi-Fiber Arrangement. With suppliers free to export as much product as they can to any destination, the Indian Apparel Export Industry will have the opportunity to increase the rate of growth of exports (and thereby the global market share) provided Indian Apparel Industry is able to perform better than the apparel industry of other competing countries.

- Chaudhary (2011) the paper focuses on the changes in the Textiles exports of different countries after the MFA (Multi Fiber Agreement). Special focus is on the Indian Textiles Industry and its position in the world in terms of textiles and clothing exports. The paper explores the changes in the exports and profits of the Indian textiles exporters. Further it investigates the role of FDI in the industry and what Indian Government is doing for the promotion of the industry. It was presented that India has emerged as a major sourcing destination for new buyers.

As a measure of growing interest in the Indian textile and clothing sector a number of buyers have opened their sourcing/ liaison office in India.

➢ Iftikhar et al (2011) study explores the significance of social class and its relation with consumers buying behavior. Whether this phenomenon is real or a myth, it is checked by review of literature, which supports that social classes have an impact on consumers buying behavior and it is a reality not myth. Relationship between status, education, occupation and income is examined which in turn cause an effect on social class and depict consumers buying behavior. Based on previous research studies it reveals that social classes are real and consumer's buying behaviors differ according to their position in the society. On the basis of classes people have different buying preferences. Further discussion is made on managerial implications and future research in this area.

➢ Narayanan, G. Badri (2008)[36] in this paper there has been examined the impact of phasing out of MFA quotas on Indian garment exports as an example of competitive labor intensive sector in an emerging market economy that has been recently facing removal of export restraints. Three different methodologies have been employed using a monthly data from 1992:11 to 2003:9: Perron's (1989) methodology of testing for unit roots in the presence of trend break, split-sample test of trend-break hypothesis and intervention analysis. The major conclusion is that the WTO's decision to phase out the MFA quotas has had a positive impact on the Indian Garment Exports. Perron's trend break hypothesis does support this as a cause for change in intercept, while the split- sample analysis shows that there has been a structural transformation in terms of introduction of trend-stationary in place of difference–stationary. Intervention analysis shows that this effect has been positive, significant and long-lasting. This analysis implies that Indian apparel sector may benefit from the phasing out of MFA quotas.

CHAPTER 3
RESEARCH METHODOLOGY
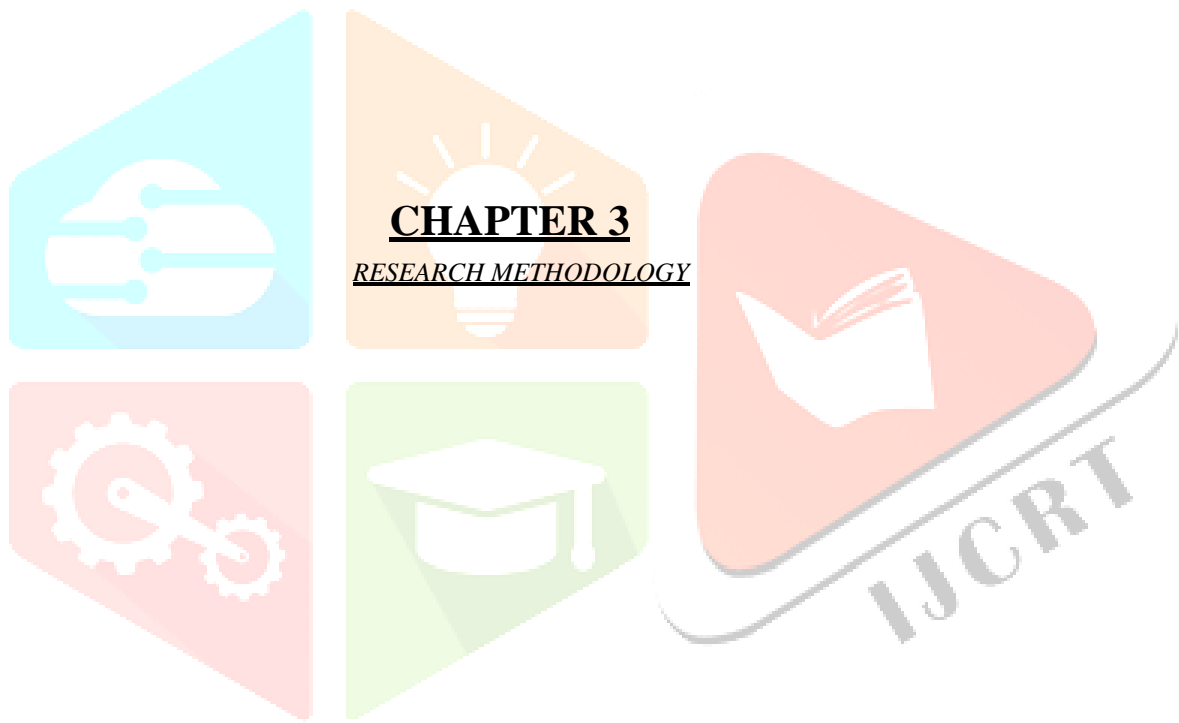
RESEARCH DESIGN

"The research design is the conceptual structure with in which research is conducted it consist the blue print of the collection measurement and analysis of data".

In that project the research design was adopted for the "Comprehensive research study" the exploratory research studies is that of formulating a problem for more operational point of view.

The main purpose of the study was to tell the consumer satisfaction in "A Study of Customer Satisfaction Towards Raymond's Fashion Wear In Vapi City".

The major emphasis was on the discovery of the ideas and opinions of the customers at different levels in the existing environment.

Two methods that are used for the study are:

1. The survey of concerning literature.

2. The experience study

SAMPLE DESIGN

A sample design is a definite plan for obtaining a sample size from a given population. It refers to the technique or the procedure the researcher would adopt in selecting items for the sample. The sample design is determined before data are collected.

The sampling used for the study is "Convenience Sampling". Under this sampling design every item or the universe has equal change or inclusion in the sample because this consumer 'Satisfaction survey, so we give each person at any place an equal probability of getting into the sample.

The implications of random sampling are:

It gives each element in the population an equal probability of getting into the sample; and all choices are independent of one other.

It gives each possible sample combination an equal probability of being chosen.

RESEARCH PLAN

Sampling unit

The units chosen for survey were related customers

Sample size

90 people

Research Instrument

Questionnaire

Contact method

Direct Personal interview

Sample area

Vapi City

TYPES OF DATA

In the survey two types of data are collected.

Primary data: These data's are those which are collected for the first time and therefore original in nature.

Secondary data: Data, which have already been collected by someone else and hence passed through the statistical process.

Method's of DATA COLLECTION

PRIMARY DATA COLLECTION

For the collection of the primary data following methods were used:

Interview method: Personal interview of the customer are taken at different levels to get their opinions and suggestions. And the interview was structured in nature.

Questionnaire method: Structured questionnaire on the basis of information collected from different sources. The questionnaire both open and ended questions.

SECONDARY DATA COLLECTION

Secondary data were collected from the following sources:

- Books related to topic

- Organization documents

- Magazines

- Websites

STATISTICAL TOOLS

Statistical tools used in the project study are

:Pie charts

CHAPTER 4
PRESENTATION AND ANALYSIS OF DATA
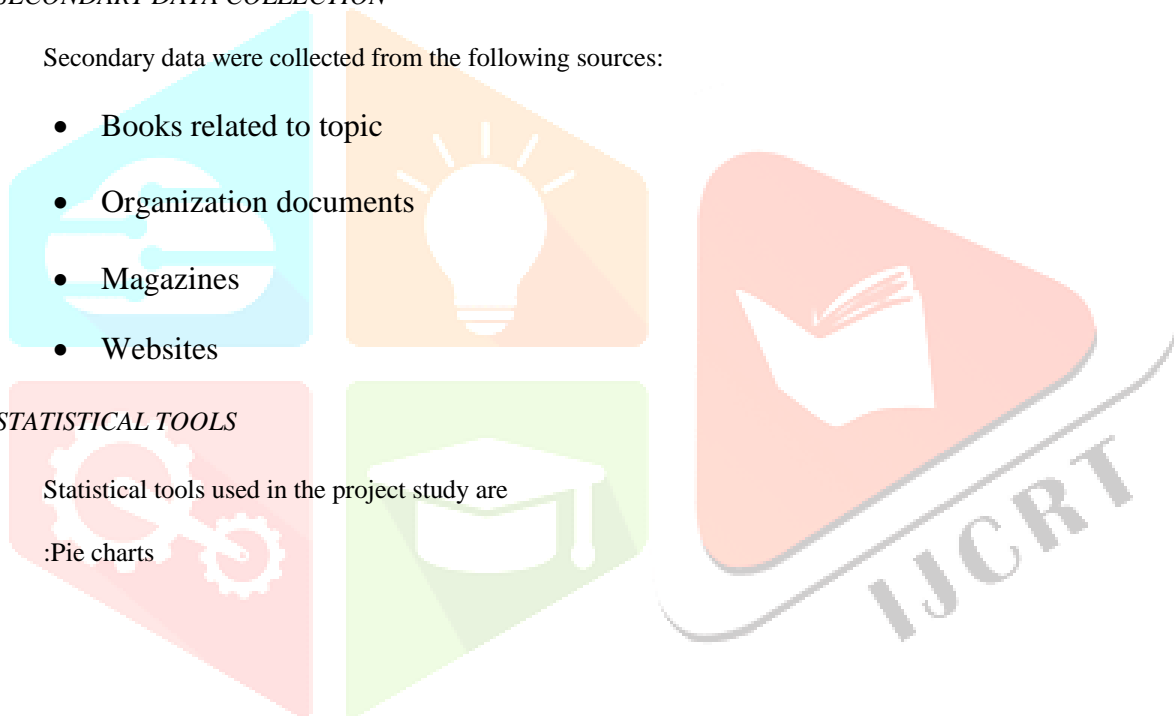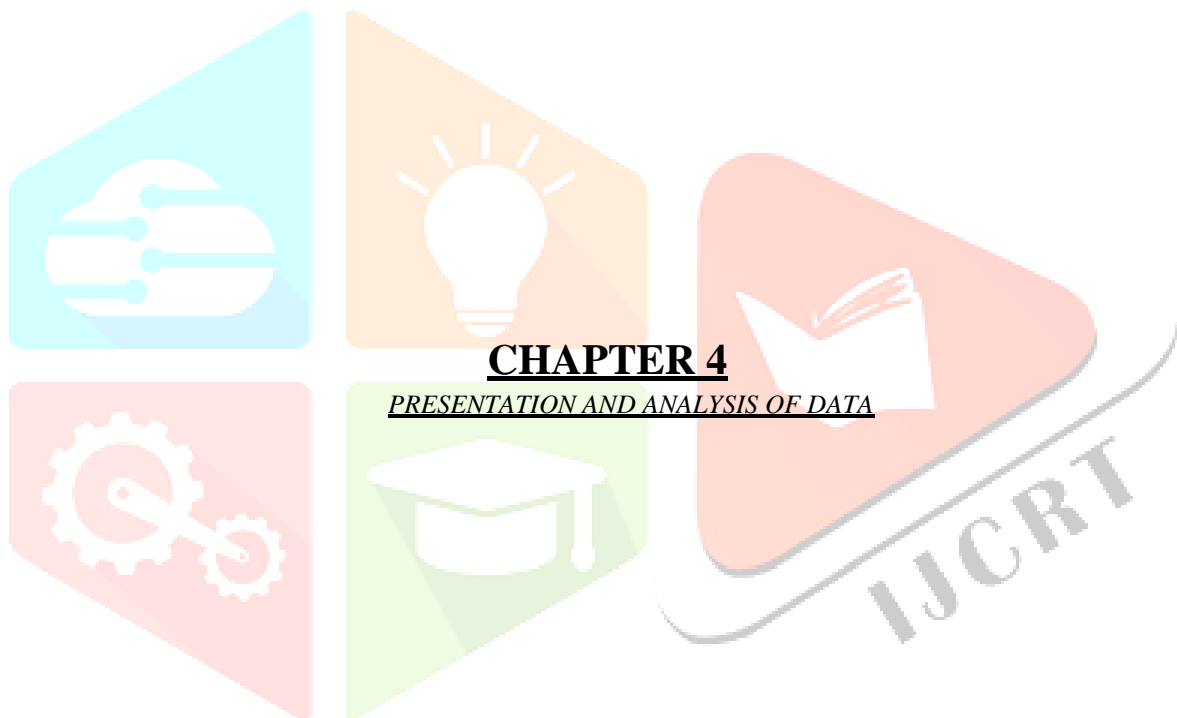
DATA ANALYSIS AND INTERPRETATION

Do you know about Raymond fashion wear.

Table No. 1

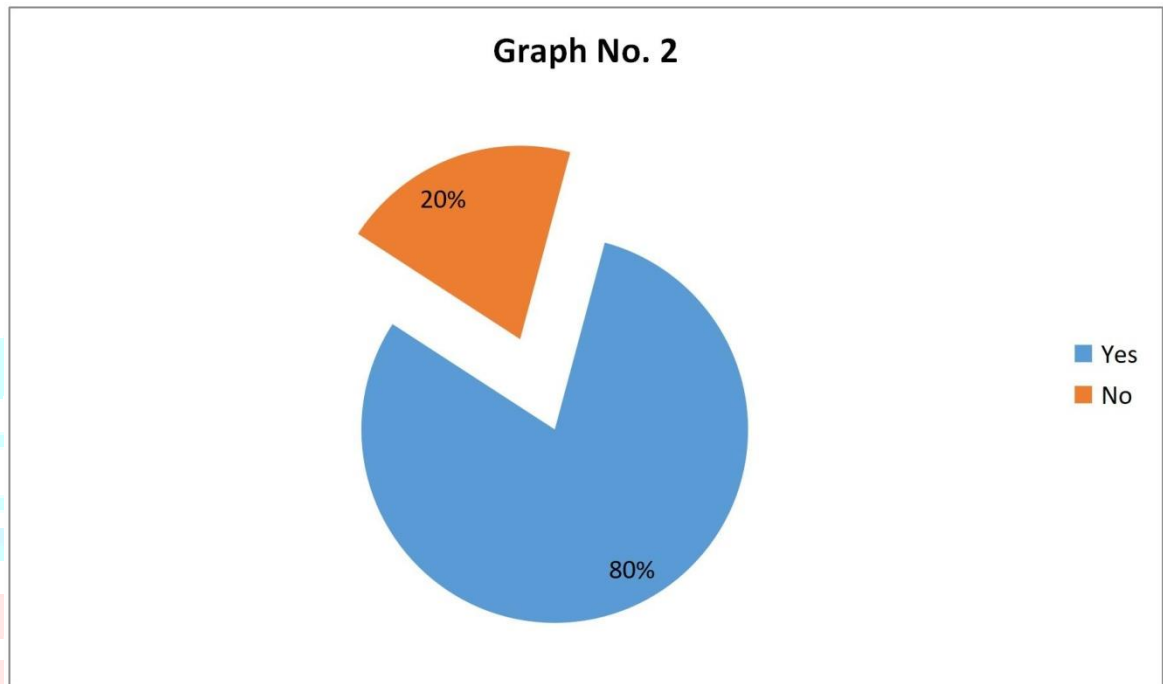| S.No	Options	No. Of respondents	Percentage
1.	Yes	81	90%
2.	No	9	10%
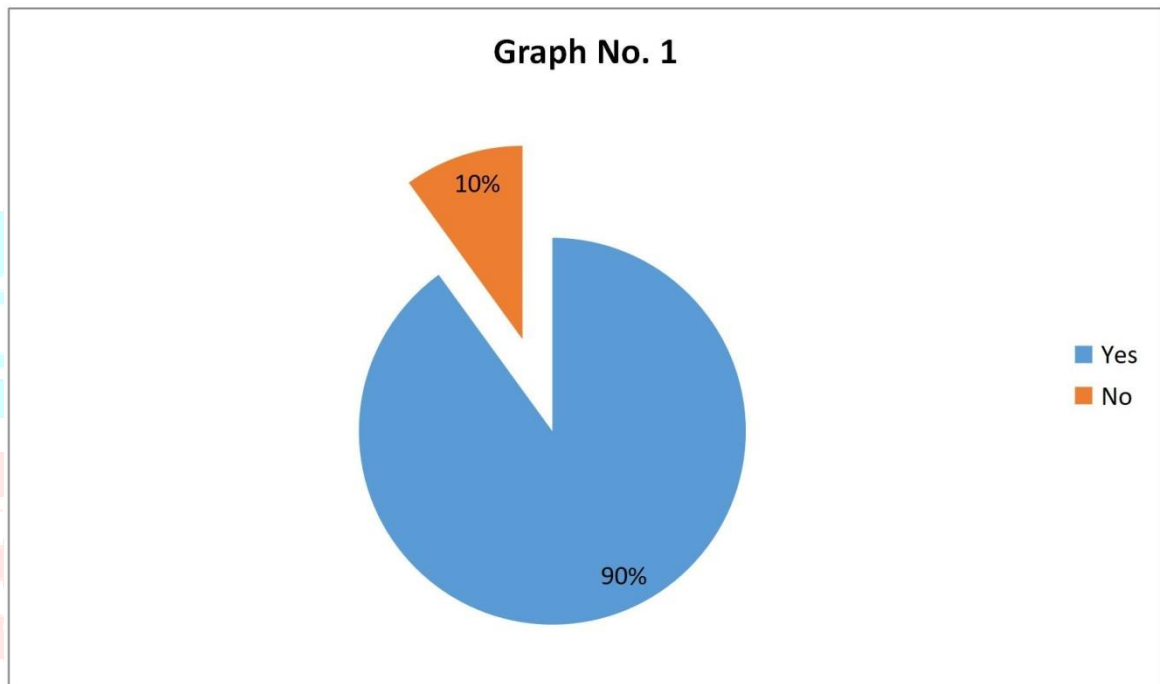
INTERPRETATION

Above pie chart shows that 90% of the respondent know about Raymond fashion wear

but 10% respondents don't know about Raymond fashion wear.

Do you use any product of Raymond fashion wear

Table No. 2

S.No	Options	No. of respondents	Percentage
1.	Yes	72	80%
2.	No	18	20%

Graph No. 2

INTERPRETATION

Above pie chart shows that 80% of the respondent use the product of Raymond fashion wear

but 20% respondent do not use the product of Raymond fashion wear.

Which factor attract you to buy the Raymond wears.

Table No. 3

S.No	Options	No of respondents	Percentage
1.	Quality	18	20%
2.	Price	45	50%
3.	Brand image	27	30%

Graph no. 3
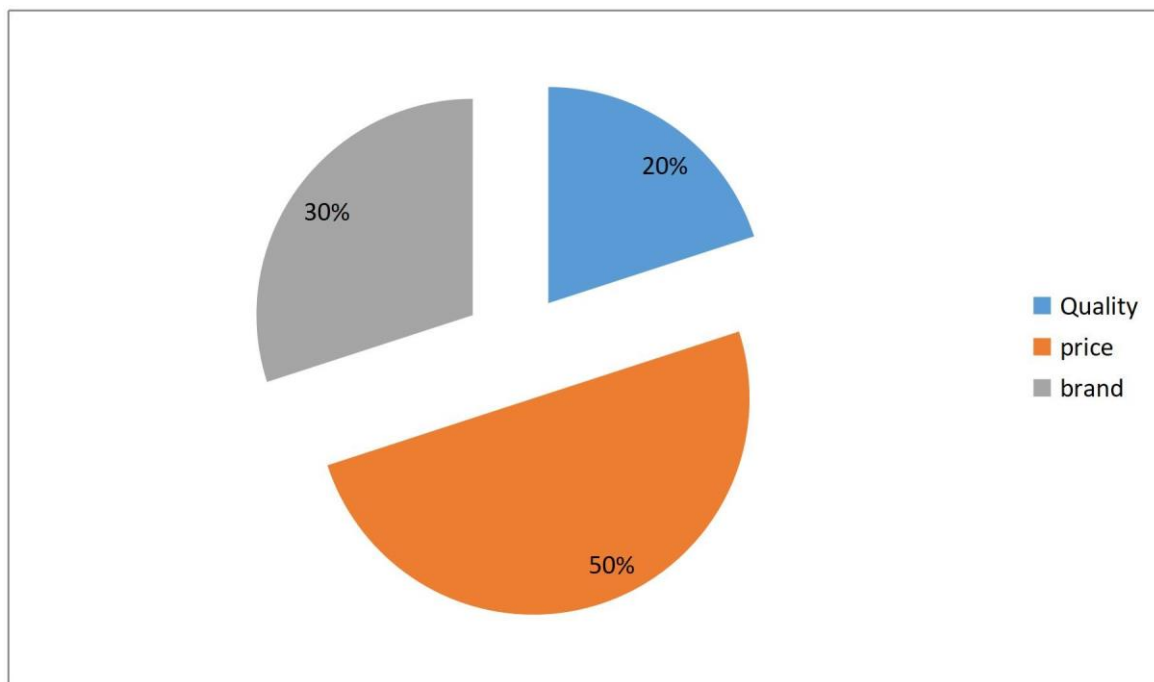
INTERPRETATION

　Above pie chart shows 20% of the respondents think that product design attract the customer

buying the Raymond wears, 50% respondents think that price attract the customer buying the

Raymond wears and 30% respondents think that qualityattract the customer buying the Raymond

wears……………………..

What features of Raymond you like the most.

Table No. 4

| S.No	Options	No of respondents	Percentage
1.	Reliability	18	20%
2.	Price	45	50%
3.	Quality	27	30%

Graph no. 4
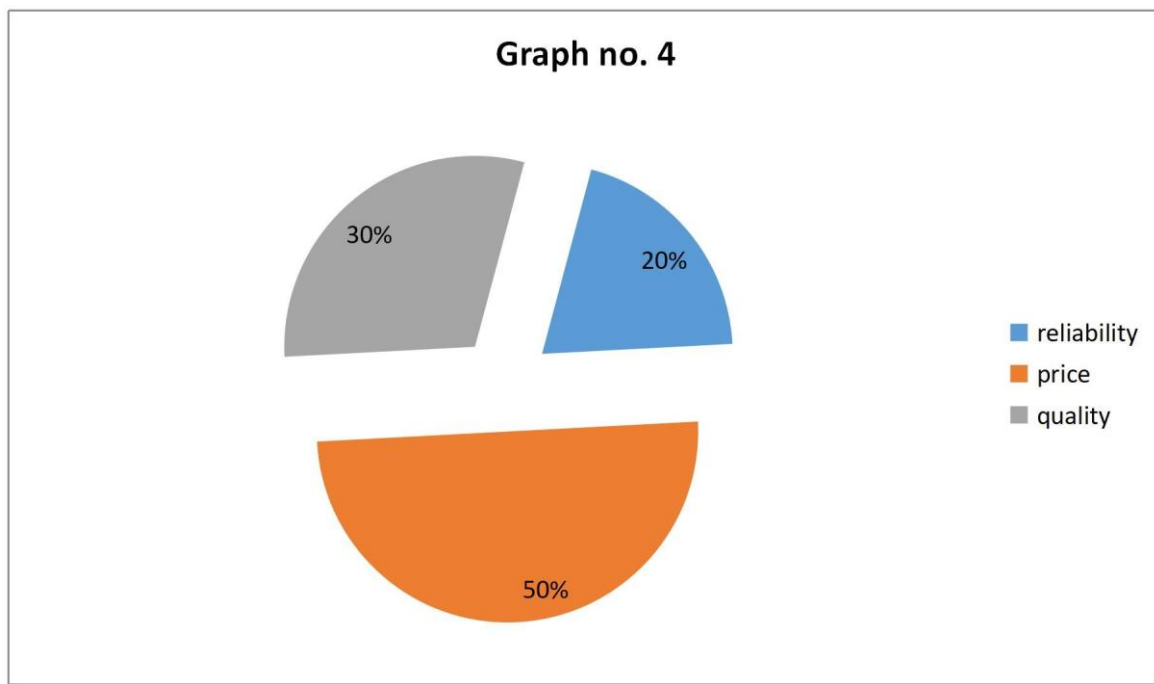
INTERPRETATION

Above pie chart shows that 50%of the respondents think that Price, attract the customerin buying the Raymond wears,20% respondents think that reliability attract the customer in buying the Raymond's wears and 30% respondents think that quality attract the customer in buying the raymonds wears.

What factor would you recommend to change in it.

Table No. 5

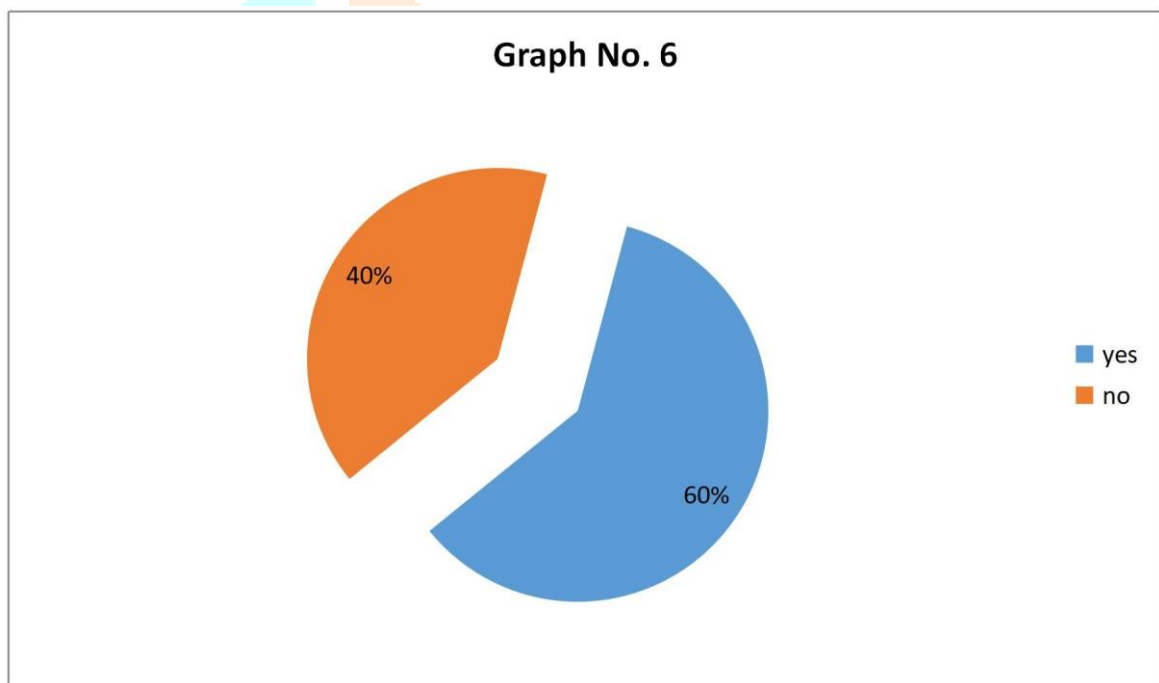| S.No	Options	No of respondents	Percentage
1.	Price	27	30%
2.	Quality	36	40%
3.	Other factor	27	30%

Graph No. 5
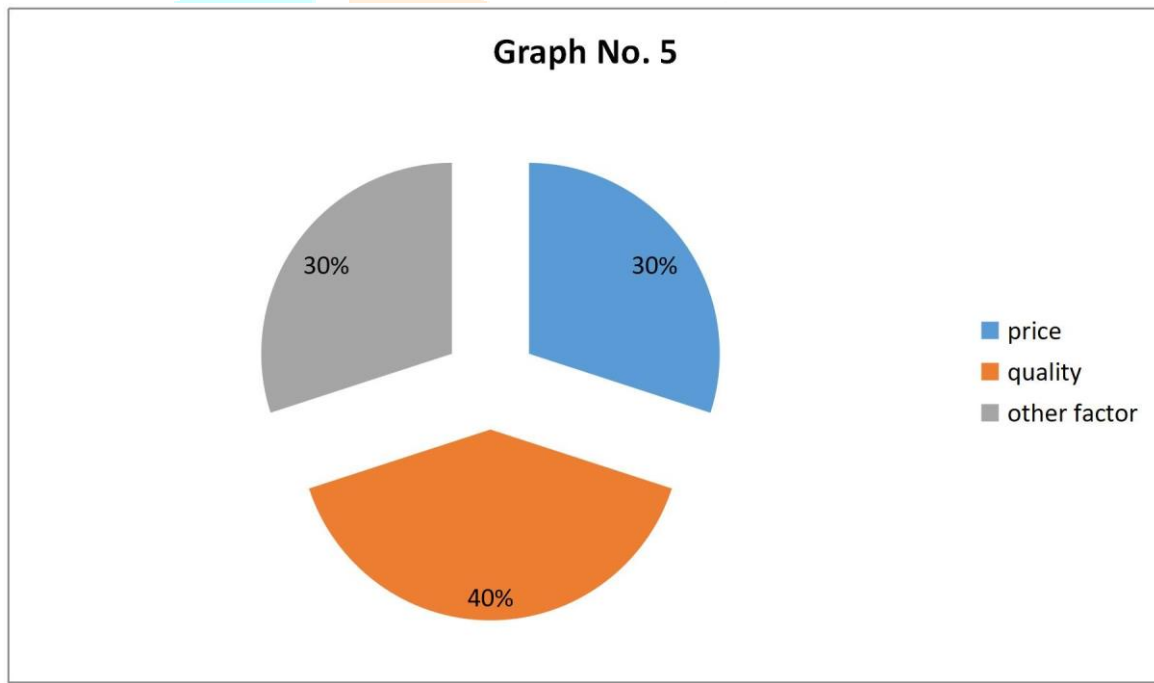
INTERPRETATION

Above pie chart shows 30% of the respondents would recommend price factor, 40% would

recommend quality factor and 30% respondents would recommend other factor.

In your opinion does the Raymond wears show the social status of a

Person.

Table No. 6

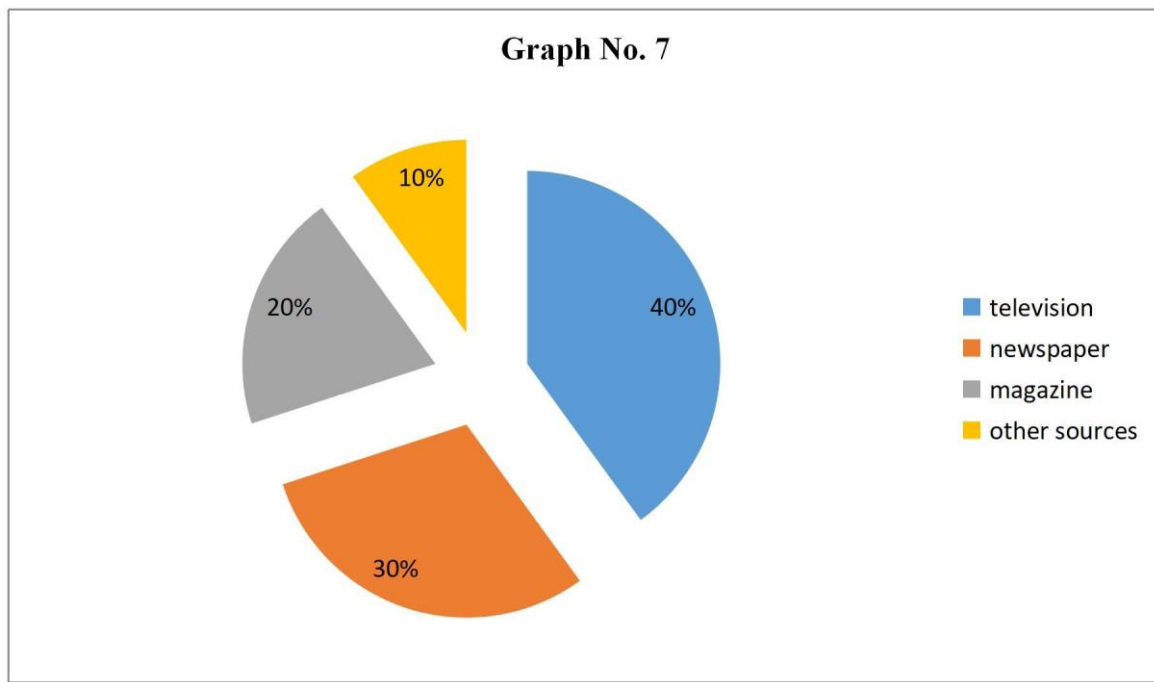| S.No	Options	No of respondents	Percentage
1.	Yes	54	60%
2.	No	36	40%

Graph No. 6

INTERPRETATION

Above pie chart shows that 60% of the respondents says that the Raymond wears

shows the social status and 40% says no .

How did you come to know about new arrivals of Raymond's.

Table No. 7

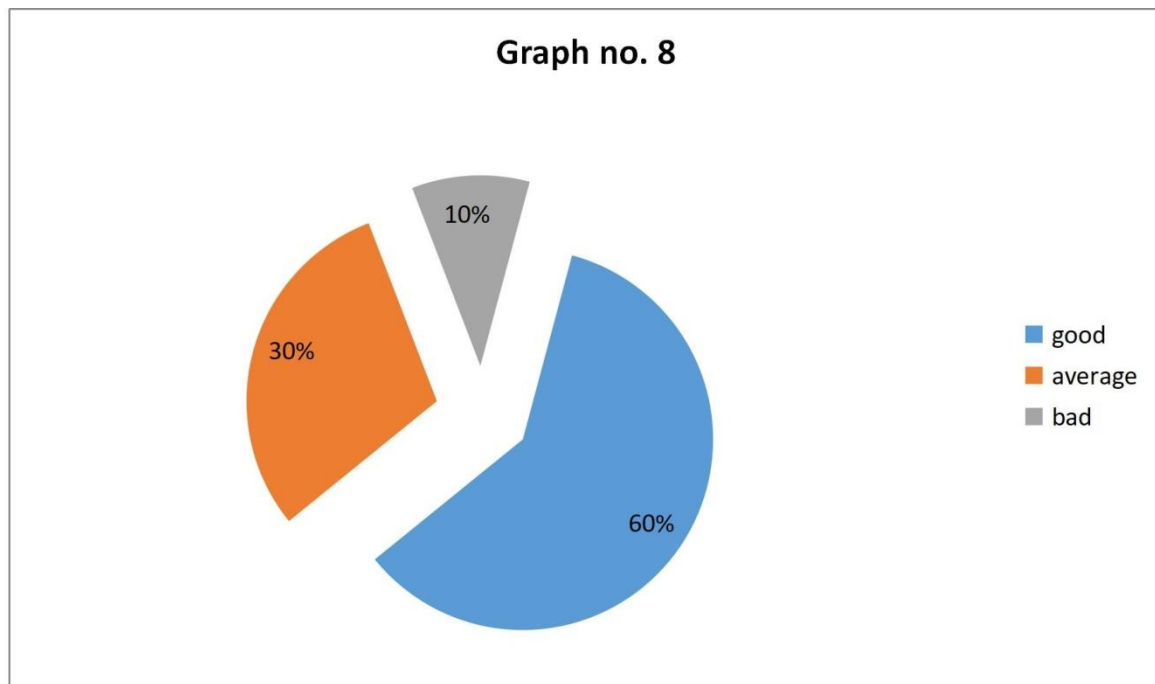| S.No	Options	No of respondents	Percentage
1.	Television	36	40%
2.	newspaper	27	30%
3.	magazine	18	20%
4.	Other sources	9	10%

Graph No. 7

INTERPRETATION

Above pie chart shows that 40% of the respondents come to know about new arrivals

through television, 30% by newspaper, 20% by magazine and 10% by other sources.

What is your perception about Raymond fashion wear

Table No. 8

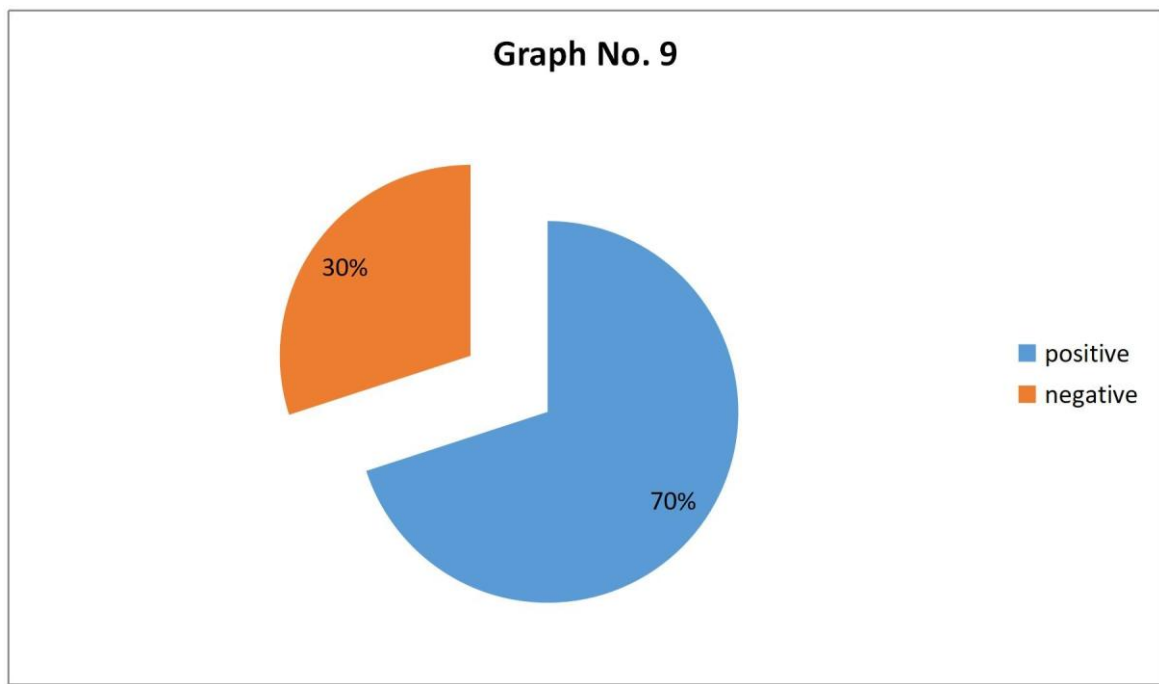| S.No	Options	No of respondents	Percentage
1.	Good	54	60%
2.	average	27	30%
3.	Bad	9	10%

Graph no. 8

<u>INTERPRETATION</u>

Above pie chart shows that 60% of the respondents perception is good, 30% average and 10% Bad.

In your opinion what is the image of Raymond fashion wear as compare to another brand.

Table No. 9

| S.No	Options	No of respondents	Percentage
1.	Positive	63	70%
2.	Negative	27	30%

Graph No. 9

INTERPRETATION

Above pie chart shows that 70% of the respondents think that the image of Raymond fashion wear is positive and 30% think that it is negative as compared to another brand.

Which brand according to you is giving the most competition to

Raymond fashion wear.

Table No. 10

| S.No	Options	No of respondents	Percentage
1.	Peter England	45	50%
2.	Monte carlo	45	50%
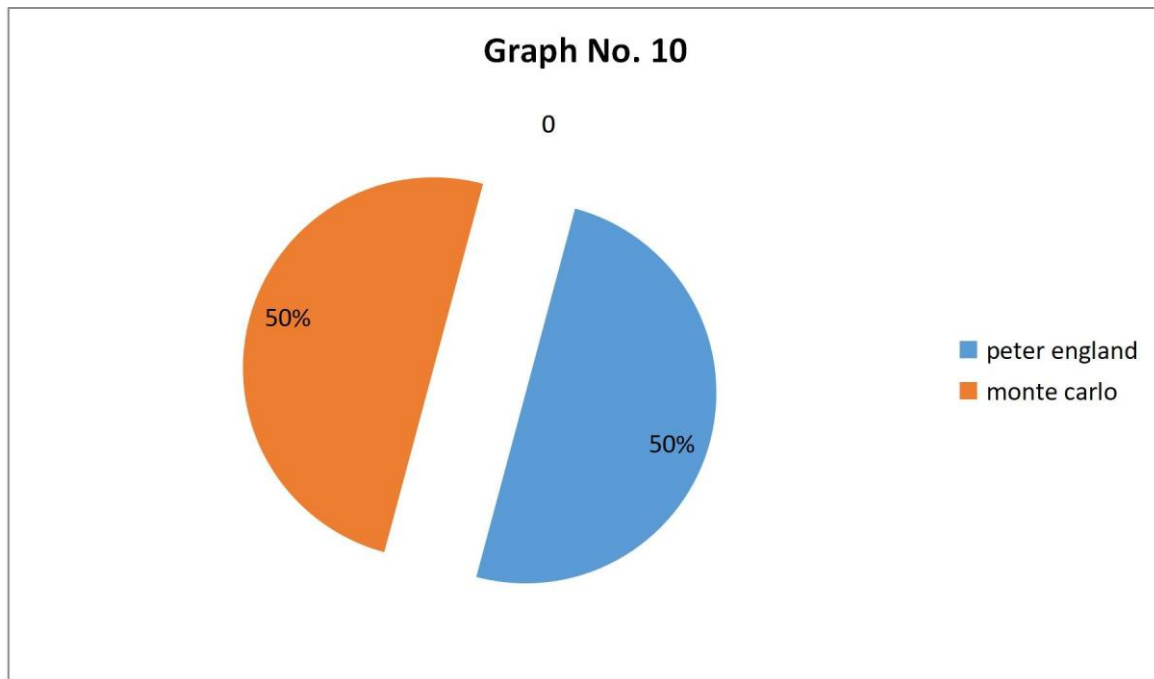
__INTERPRETATION__

Above pie chart ahows that 50% of the respondents says that peter England is giving most

competition to the Raymond and 50% says that Monte carlo is giving more competition.

Are you satisfied with the Raymond product.

Table No. 11

| S.No	Options	No of respondents	Percentage
1.	Yes	72	80%
2.	No	18	20%

Graph No. 11
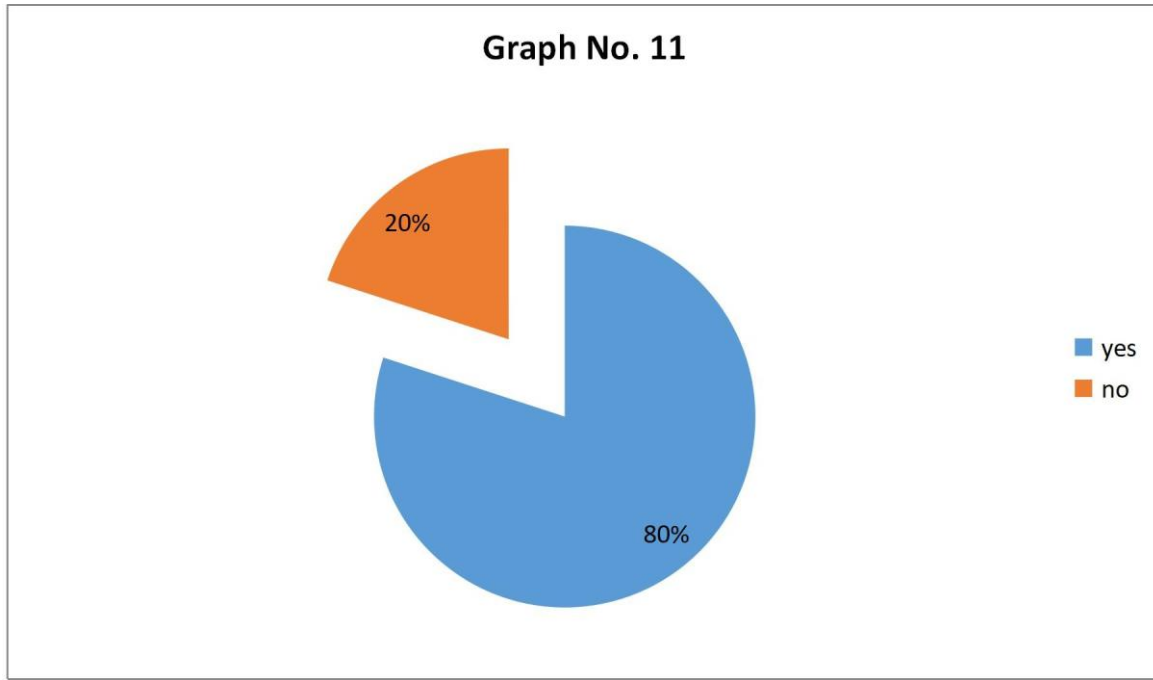
INTERPRETATION

Above pie chart shows that 80% of the respondents are satisfied from the Raymond

product and 20% respondents are not satisfied.

CHAPTER 5
RESULTS AND DISCUSSION
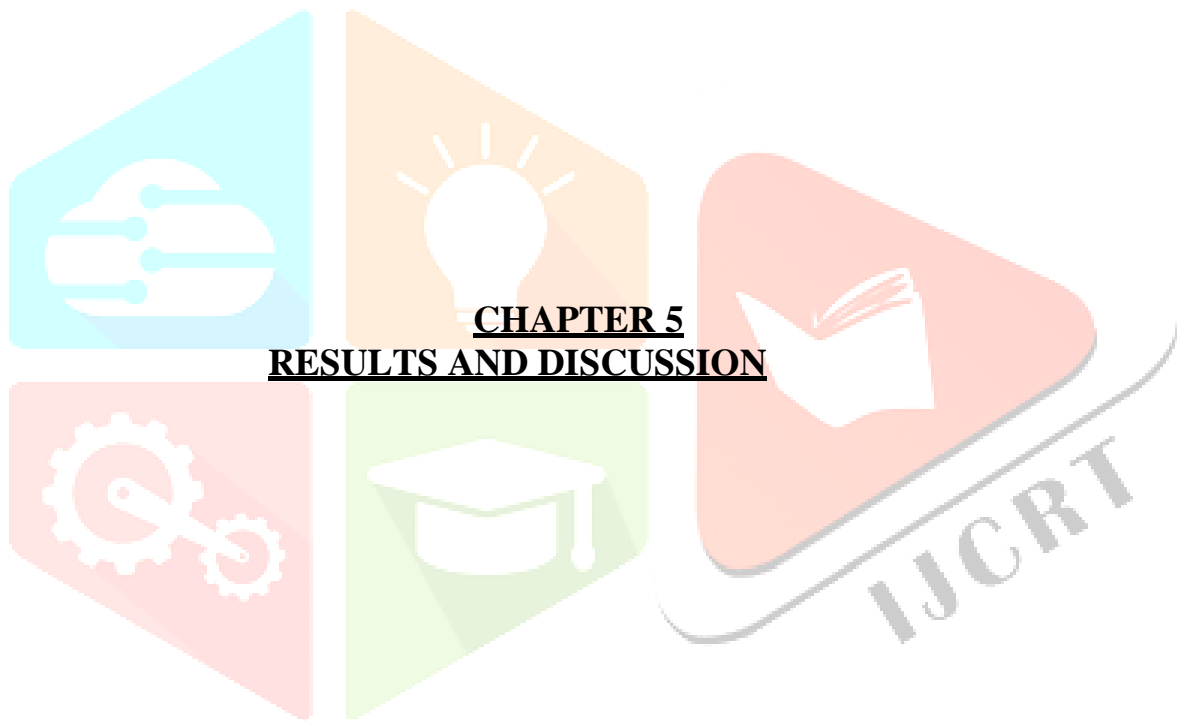
FINDINGS

- Maximum numbers of respondents use Raymond's fashion wear.

- The sources by which the maximum numbers of respondents come to know about Raymond's fashion wear through TV. And news paper.

- Almost all the respondents are the loyal customer of Raymond's fashion wear.

- Maximum numbers of respondents are satisfied by the Raymond's fashion wear.

- Most of the respondents says that performance of Raymond's fashion wear is average.

- According to the respondents the image of Raymond's is positive.

CHAPTER 6

CONCLUSION AND RECOMMENDATION
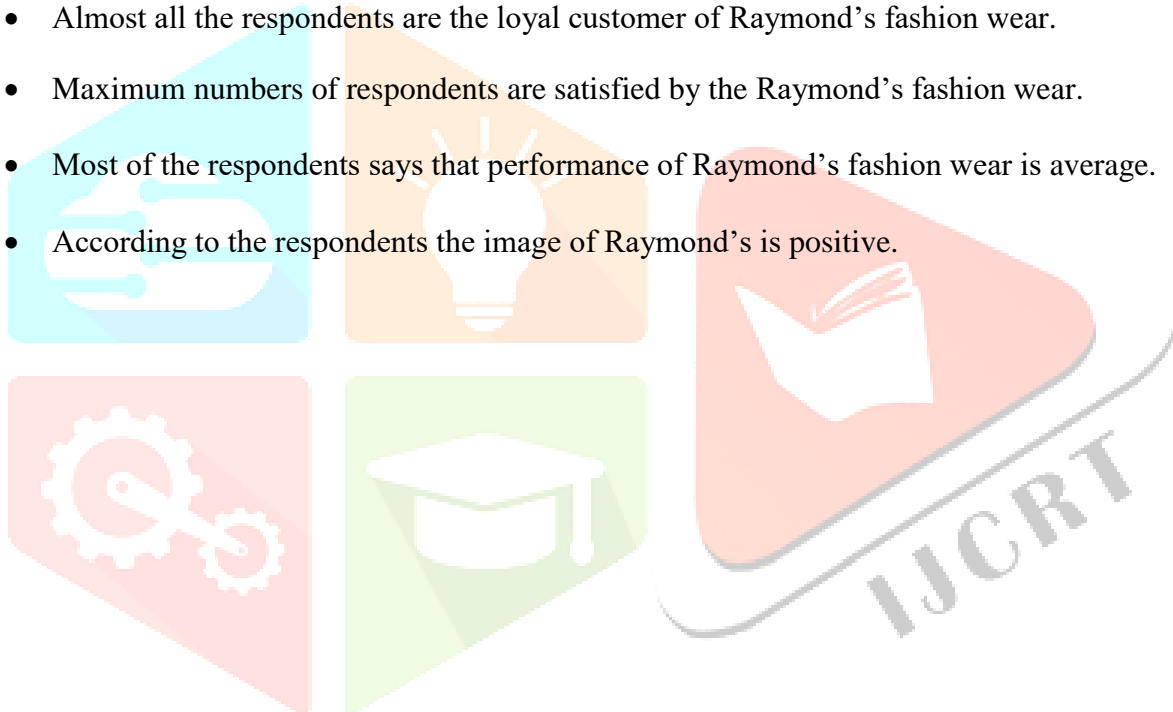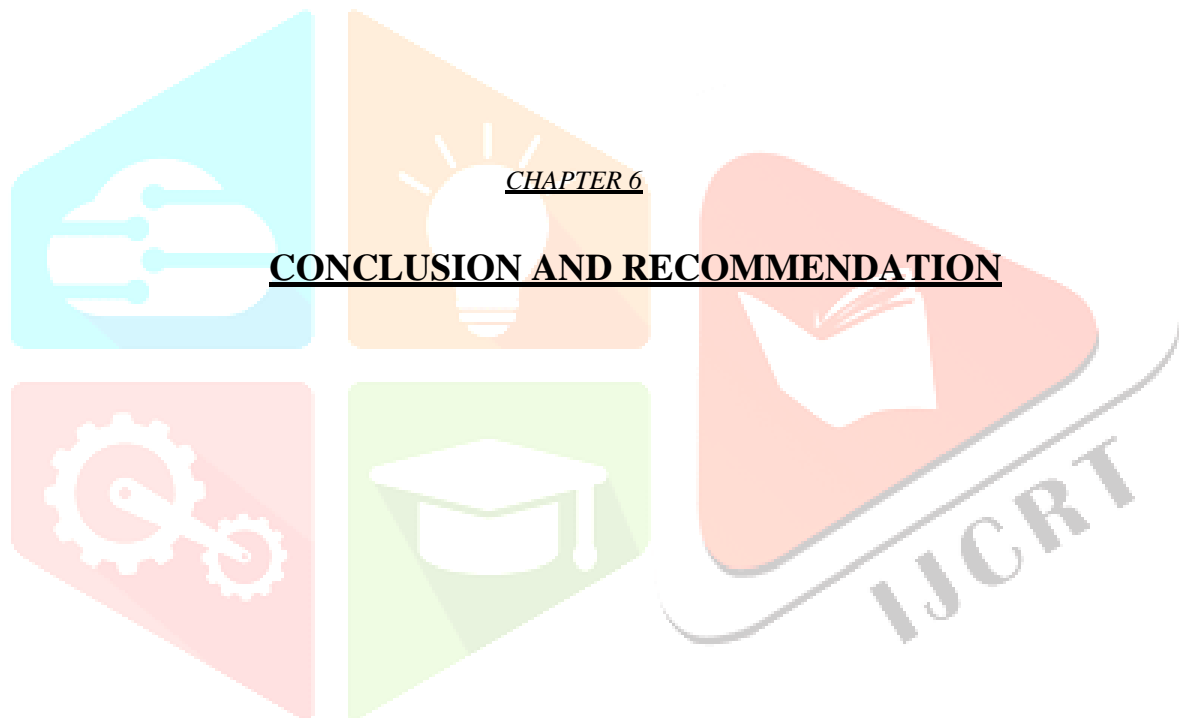
RECOMMENDATION

- Raymond's fashion wear should increase its awareness among people as the competition is increasing day by day.

- Raymond's fashion wear should give more emphasis on new generation as they have much concern towards their garments and can be their prospective customers.

CONCLUSION

This dissertation report is based on "study the customer satisfaction towards Raymond's fashion wear at Vapi city" The main aim of the project was to Understand people and their Preference towards Raymond's fashion wear. Most The people like and prefer Raymond's suiting due to its quality and its good brand image .People use Raymond's

product because it has certain image in the minds of people and they think that by wearing Raymond's product their standard of living will enhanced. By this

report it can be said that most of the respondents comes to know about the Raymond's product by television advertisement and the customers of Raymond's remain

faithful to the company because the products of it provide high quality.
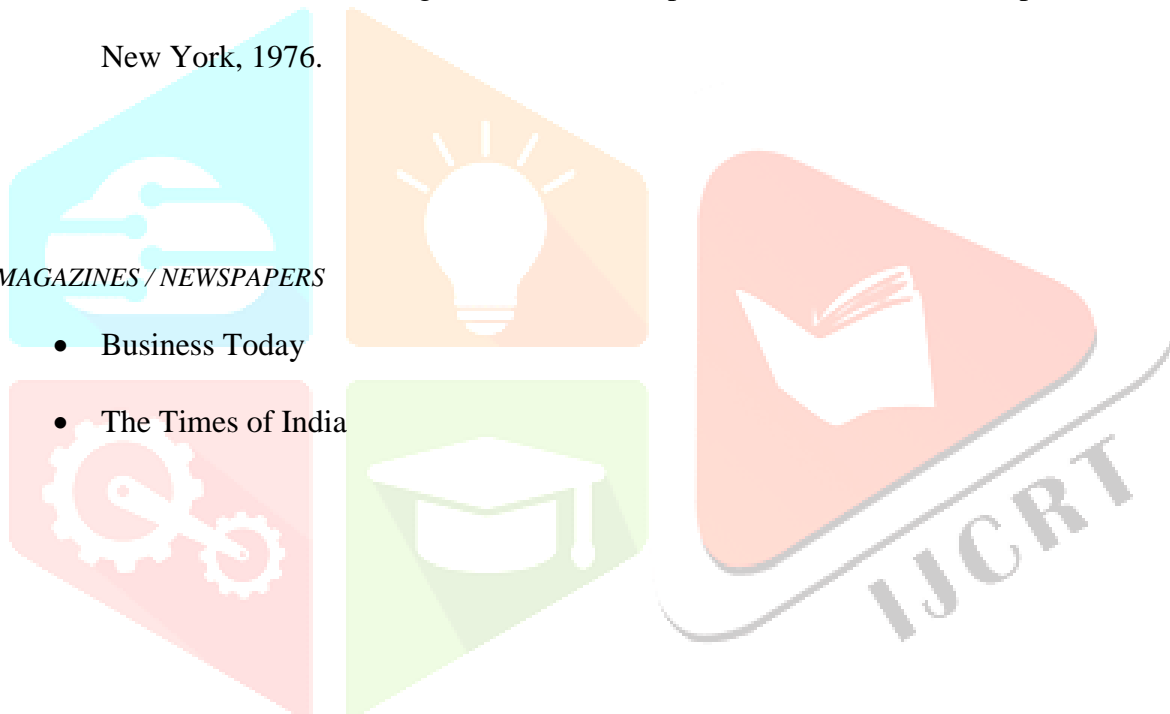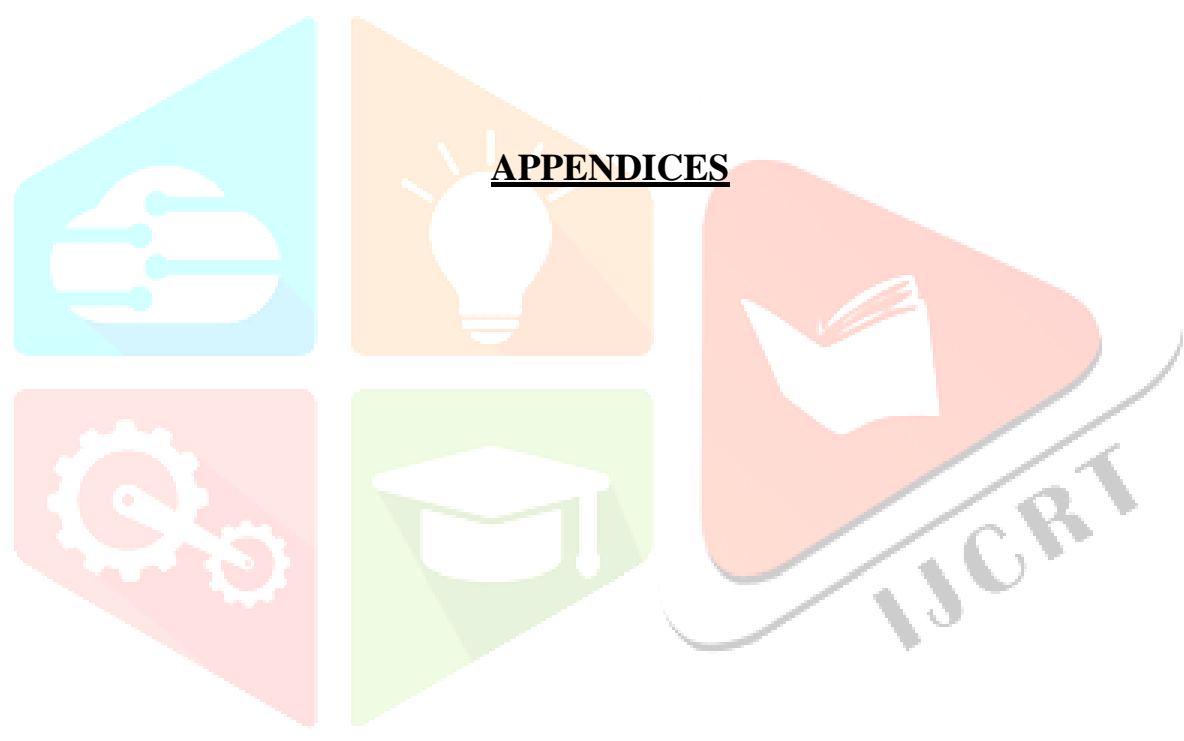
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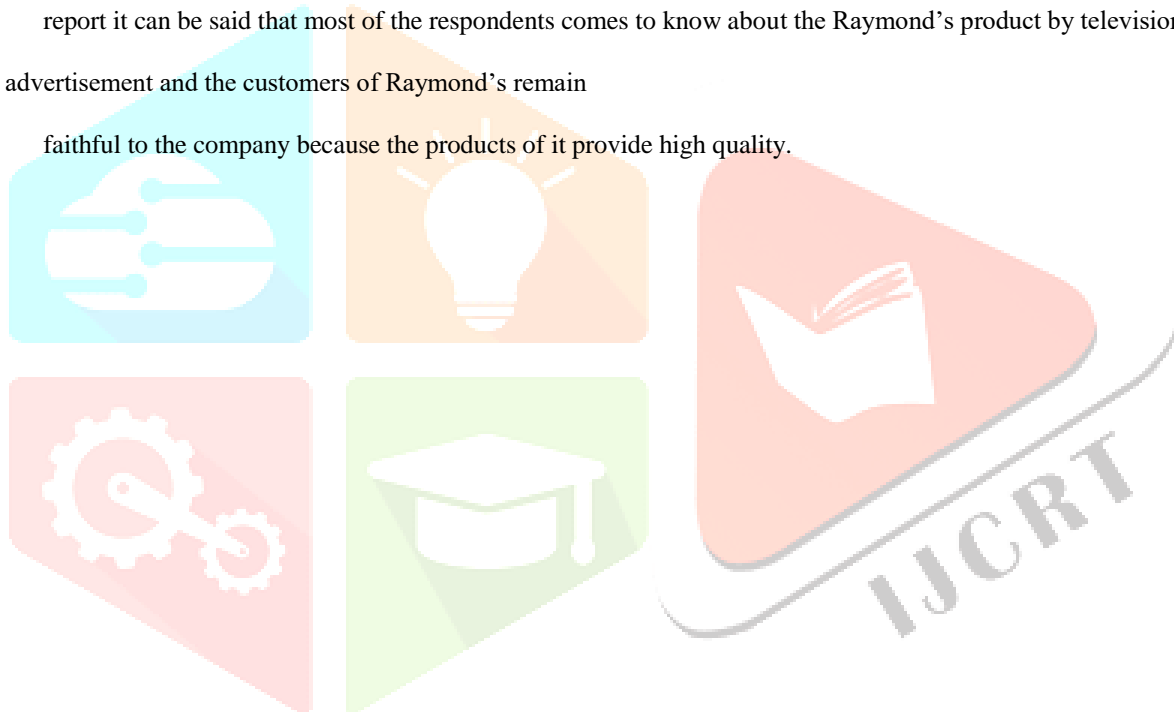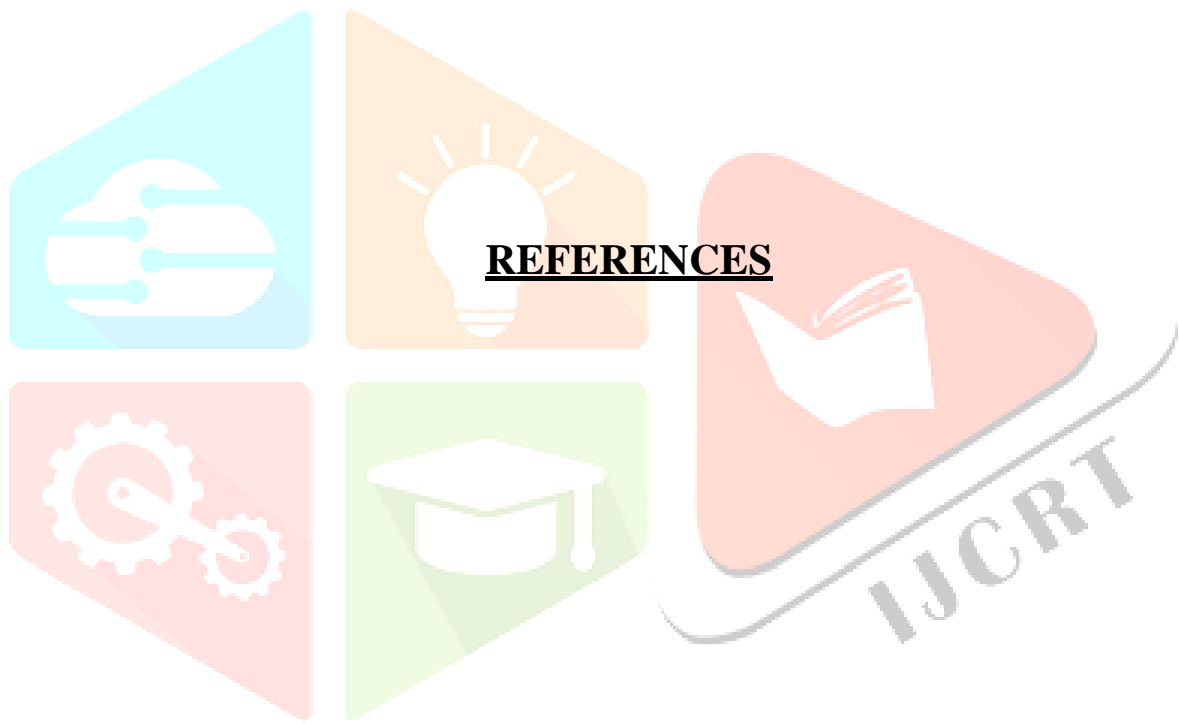
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➢ Kotler, Philip, Marketing Management: Analysis, Planning, Implementation and Control (8th ed.), Prentice-Hall of India Pvt. Ltd., New Delhi, 1994

➢ Research Methodology - Kothari

➢ Drucker, Peter, F., Management: Tasks, Responsibilities, Practices, Harper& Row, New York, 1976.

MAGAZINES / NEWSPAPERS

• Business Today

• The Times of India

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APPENDICES

QUESTIONNAIRE

Name:-………………..

Gender:-………………

Occupation:-………….

Location:-…………….

Contact no:-…………..

(1) Do you know about Raymond fashion wear?

 a. Yes   b. No

(2) Do you use any product of Raymond fashion wear?

 a. Yes   b. No

(3) Which factor attract you to buy the Raymond wear ?

 a. Product design   b. Price

 c. Brand

(4) What features of Raymond you like the most ?

 a. Reliability   b. Price

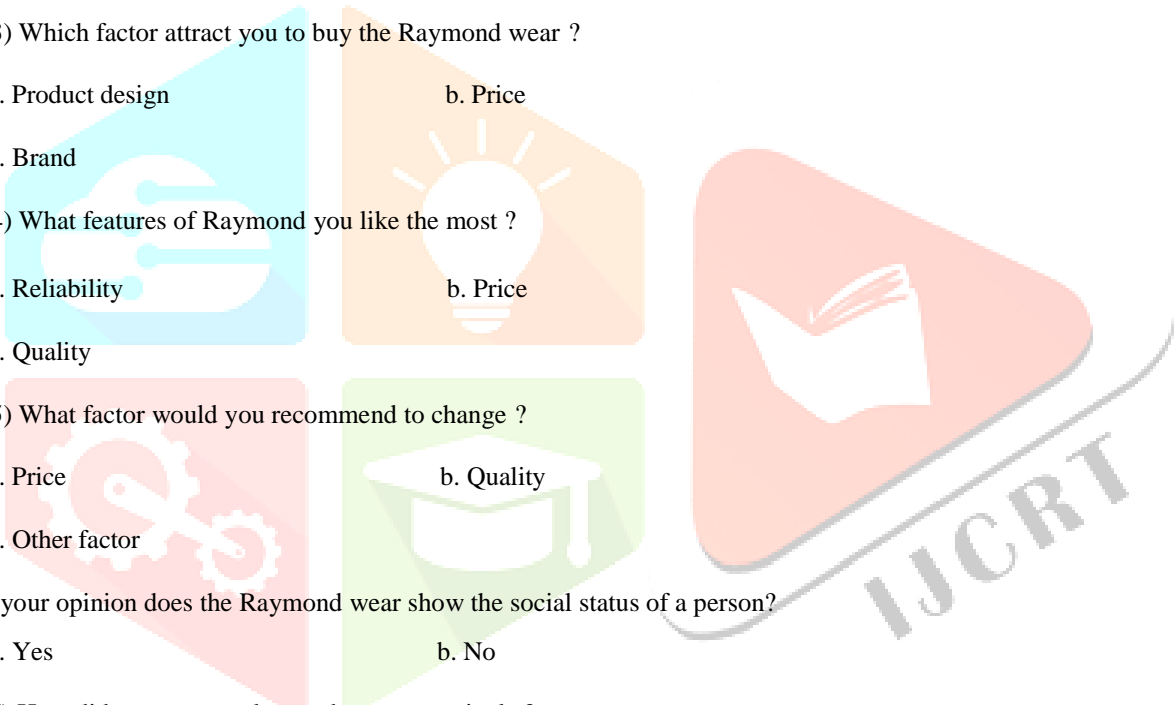 c. Quality

(5) What factor would you recommend to change ?

 a. Price   b. Quality

 c. Other factor

(6) In your opinion does the Raymond wear show the social status of a person?

 a. Yes   b. No

(7) How did you came to know about new arrivals ?

 a. Television   b. News paper

 c. Magazines   d. Other sources

(8)What is your perception about Raymond fashion wear?

a. Good   b. Average

c. Bad

(9) In your opinion what is the image of Raymond fashion wear as compare to another brand?

a. Positive   b. Negative

(10) Which brand according to you is giving the most competition to Raymond fashion wear?

a. Peter England   b. Monte Carlo

(11) Are you satisfied with the Raymond wear ?

a. Yes   b. No