"A STUDY ON CUSTOMER SATISFACTION TOWARDS RAYMOND APPAREL"

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ABSTRACT

The study on Raymond's clothing focuses mostly on how satisfied respondents in Lovely Professional University and Jalandhar city are with Raymond clothing. Quality, pricing, brand image, Word of Mouth, variety, and comfort of the product all significantly contribute to increasing customer satisfaction, according to this study's findings. Understanding the variables that determine consumer happiness is crucial if you want to understand what causes consumers to be satisfied with a particular brand.

KEYWORDS

Customer satisfaction, factors, and Raymond's clothing on keyboards.

INTRODUCTION

In marketing, the phrase "customer satisfaction" is commonly used. It evaluates whether a company's goods and services match or exceed consumer expectations. The proportion of customers, or percentages of all customers, reporting positive experiences with a business, its goods or services, or its ratings, is known as customer satisfaction.

The degree to which a product or service satisfies a customer's expectations or demands is referred to as consumer satisfaction. The consumer is deemed satisfied when they see that their demands have been addressed and their expectations have been surpassed. Customer happiness is frequently used as a yardstick for evaluating a business's performance and maybe a significant predictor of repeat business. Product quality, pricing, features, design, and customer service are all elements that might affect how satisfied customers are with a product. A variety of techniques, including surveys, interviews, focus groups, and observational research, can be used to gauge customer happiness. To promote consumer happiness and loyalty, businesses

may utilize this data to enhance their goods and services, create new marketing campaigns, and pinpoint problem areas.

The goal of this study is to find out how satisfied customers are with Raymond Apparel, one of the top apparel brands in India. It is critical for businesses to comprehend the demands and wishes of their clients in order to succeed as the fashion industry develops and becomes more competitive. This research intends to obtain insightful data on customers' interactions with Raymond Apparel, including their opinions of the brand, the caliber of the products, the cost, the level of customer service, and their overall happiness. The results of this survey will be utilized to pinpoint areas that need improvement and to guide initiatives for raising client happiness and brand loyalty. Customers of Raymond will be surveyed, interviewed, and observed as part of the study in order to gather data.

Customer satisfaction is a term frequently used in marketing. It is a measure of how products and services by a company meet or surpass customer expectations. Customer satisfaction is defined as the number of customers, or percentages of total customers, whose reported experience with a firm, its products, or its services or its ratings exceeds specified satisfaction goals. The goal of every company should be to make its customers satisfied. Satisfied customers will come again and might stay as customers for a longer period. It is important for the company to care for and appreciate the customers. If the company can make the customer satisfied the customer will come back again and the customers might tell some of their friends about the good service they got. Customer satisfaction is the customer's overall impression about the supplier and the products and services delivered by the supplier. The factors affecting customer satisfaction include department-wise capability suppliers, technological aspects, and various other factors. The factors could be widely classified under two categories i.e., supplier's behaviour and performance of products and services. The supplier's behaviour mostly depends on the behaviour of its senior subordinates, managers, and internal employees. All the functional activities like customer response, direct product and maintenance services, complaint management, etc. are the factors that rely on showing skill and training the internal and human resources of the supplier. The second category is regarding all the products and services. This depends on the capability of the supplier to how to nurture the products and services efficiently and how skilled the employees are. It's all about how the skills are implemented to demonstrate engineering, re-engineering and technological aspects of the products and services. The quality and effectiveness of the products is also important to factor that enables compatible and hassle-free functions and operations. This bear lower maintenance and higher life of the product, which is highly admired by the customers. Steps to increase customer satisfaction includes justifying the sale with social proof, surprising customers with a bonus and offering free product training and support.

In order to conduct research on customer satisfaction with Raymond Apparel, feedback from consumers who have purchased apparel or other items from the business must be gathered. This could entail asking people questions in interviews or surveys or seeing how people engage with a brand. Several facets of the consumer experience, including product quality, pricing, customer service, and general brand satisfaction,

would likely be the subject of the study. The study's objective is to pinpoint the company's strong points and areas for development in order to boost client loyalty and satisfaction.

History of Raymond in India

The most integrated producer of worsted fabric in the world, Raymond Limited is a well-known Indian lifestyle, textile, and branded clothes company with investments in engineering (files, power tools, and auto-components), FMCG, and real estate. As the Raymond Woolen Mill, it was established in the Thane Creek area in 1925. The company's corporate headquarters are in Mumbai.

The three primary business divisions of the company are textiles, engineering, and aviation. The company's textile division has over 400 distinct retail stores and over 4,000 multi-brand outlets in the domestic market. Through 30,000 stores, suits are available in more than 400 Indian towns. Additionally, an exclusive chain is present in more than 150 Indian cities and other countries, with products shipped to more than 55 nations, including the United States, Canada, Europe, Japan, and the Middle East.

In 1958, the first upscale Raymond Retail storefront, King's Corner, debuted in Bombay's Ballard Estate. The business had established a new combing division in 1964. A era of vertical integration that facilitated the processing of multiple fibres and technological advancements to create mixed fabrics came next. In 1968, Raymond established a factory for ready-to-wear clothing in Thane. Since then, Raymond's segment for ready-to-wear clothing has expanded quickly. To address the rising demand for worsted woollen fabrics in 1979, a new production plant was built in Jalgaon. When Vijaypat Singhania assumed control of the business in 1980, he gave Raymond new life and turned it into an advanced manufacturing conglomerate. Men who prefer to dress well and stay up to date on styles and fashion can find a complete wardrobe solution with Park Avenue, the company's premium lifestyle brand, which was introduced in 1986. The first Raymond showroom was established in Oman during the 1990s, expanding the company's reach beyond local operations.

Another brand-new production facility was established in 1991 at Chhindwara, close to Nagpur. Since 1996, Raymond's denim has been available, along with the Renaissance Collection consisting of Merino wool combined with polyester and specialty fibres (Super 100S to Super 1405). In India, the company started offering air charter services in 1996. In 1999, Raymond introduced "Parx," a high-end casual clothing brand that offered customers a variety of semi-formal and casual attire.

'Be,' an exclusive brand of ready-to-wear designer apparel for men and women, was introduced in 2000 after a year. In order to manufacture suits and formal pants primarily for export markets, Raymond established "Silver Spark Apparel Ltd." in 2003. The same year, the business also acquired ColorPlus. Super 2205 textiles, sold as part of the Chairman's Collection, dominated the market in 2004. The company established a cutting-edge denim wear facility called "Everblue Apparel Ltd." in 2005, close to Bangalore. The same year, "Celebrations Apparel Ltd." was launched to produce formal shirts.

With the development of the world's finest worsted-suiting textiles, the Super 230s, made of 11.8-micron wool, Raymond accomplished a remarkable feat and a historic milestone. 2006 saw the construction of Raymond's third-worst unit in Gujarat's Vapi and the opening of an Italian design studio with cutting-edge design capabilities for both domestic and export brands. As part of the company's joint venture with Gruppo Zambaiti, Raymond established the top-tier carded woollen plant, Raymond Fedora Ltd, in Jalgaon and established a Greenfield shirting business at Kolhapur that produces high-value cotton shirting.

launched the Zapp kidswear brand, opening the first location in Ahmedabad. In order to open 60 GAS exclusive brand locations during the 2006–2007 fiscal year, the business formed a joint venture with the Italian clothing retailer Grotto (EBOs). Also in 2007, Raymond establishes a joint venture with Treves SA, worth USD 1.3 billion French, to enter the automotive furnishings market. In Kochi's Eranakulam neighbourhood, Raymond debuted the upscale Zapp flagship store in October 2007. In December 2007, the company decided to introduce its 80-year-old brand Raymond into the branded ready-made clothing category. Less than two years after it was established, the equal joint venture (JV) between Raymond and the Italian fashion house Grotto discovered it was in jeopardy. It is known that Grotto will consider its options for leaving the JV in August 2008. Raymond intends to expand its retail space from 433 to 950 locations, and it anticipates an increase in revenue from the stores from the current Rs 7 billion to Rs 11 billion to Rs 12 billion in 2009–2010. Small towns will be home to most of these establishments.

The business finished the restructuring process there during the 2014 fiscal year by transferring the Bangalore suit manufacturing factory as a continuing concern on a slump sale basis to its fully owned subsidiary, Silver Spark Apparels Limited, with effect from 1 October 2013. This restructuring effort resulted in the consolidation of the suit manufacturing business into Silver Spark Apparels Limited. In light of this endeavour, the Company's standalone performance for FY 2014 is absolutely incomparable to that of FY 2013.

Scope of study

The scope of this study is to examine customer satisfaction "with reference to Raymond apparel" and find possible remedies to counteract their competition. The study involves surveying customers about their experiences with the brand, analysing customer feedback and reviews, and studying sales data to gain insight into customer preferences and satisfaction levels. Also, data will give insight into customer preferences and perceptions of the brand, as well as analyse sales data to determine the effectiveness of current marketing and sales strategies. The goal of the research is likely to identify areas where Raymond can improve its products or services to better meet the needs of its customers.

The study will also involve surveying customers to gather information on their satisfaction levels with the products and services offered by Raymond and to identify areas where the company can improve. The goal of the research is to provide valuable insights into Raymond's brand, which will help to improve the overall customer experience and increase brand loyalty.

The data collected will be analysed using questionnaire methods. However, it is important to note that the study has some limitations, as it is only focused on current customers of Raymond Apparel and may not be generalizable to individuals who have never purchased from the brand.

Statement of problem

Consumer markets nowadays are too competitive to increase profit and increase market share. Companies make a variety of attempts to achieve their goals. Most businesses strive to turn potential clients into loyal patrons. These surveys were carried out to determine consumer satisfaction with Raymond apparel in order to deliver the most benefits and convenience to the customers while making excellent use of resources.

LITERATURE REVIEW

The phrase "consumer behaviour" refers to both the behaviour of the individual customer and the behaviour of the business (Eze & Bello, 2016). Also, the study says that Understanding customer behaviour is critical in designing and programming the marketing system; this assures that the company will continue to thrive if it can provide consumer demands and wants with a thorough understanding of them.

The study of (Lalitha et al., 2008) focuses on specific customers' brand preferences for shirts and pants. The objectives of their study were to determine why customers choose branded shirts and pants over unbranded ones, to determine the influence of branded clothing commercials on respondents' purchase behaviour, and to identify the characteristics influencing customers when picking branded shirts or pants. It is discovered that responders purchasing branded shirts and pants and splurging on branded apparel are influenced by educational qualifications, employment position, age group, store convenience, and marketing. According to the study, marketing has a limited impact on choosing a brand from the readymade gown market. Customers purchase branded ready-to-wear for the quality and status indicators.

Customer satisfaction is a reaction (cognitive or affective) that happens at a certain time and is related to a specific topic (i.e. a purchasing experience and/or the connected product) (i.e. post-purchase, post-consumption) (Carpenter et al., 1980). a rise in consumer satisfaction and repeat purchase rates, and the development of loyalty are thought to effectively impact the effectiveness of leading to a competitive advantage for businesses (Curtis et al., 2011). The study of (Jha & Mandal, 2021) listed some advantages of customer satisfaction i.e., Customers that are extremely content (delighted) and devoted to the business reap the benefits of positive word-of-mouth marketing by essentially acting as walking, talking billboards for the company. The expense of advertising to draw in new clients will be reduced if there are lots of satisfied customers distributing good word-of-mouth advertising. This benefit is especially significant for businesses that provide professional services, like law firms and accounting companies, where word-of-mouth and reputation are vital sources of information for potential clients.

The research of (Narang, 2006) "A Study on Branded Men's Clothing" was conducted in the city of Lucknow with the goal of exploring the purchasing behaviour of customers of branded men's wear. The goals

of this research are to investigate the purchasing habits of purchasers of branded men's apparel, to investigate the influence of advertising on buyer purchase decisions, and to investigate the impact of promotional activities on consumer purchasing habits. The research was exploratory in nature, with the goal of developing a notion regarding the purchasing behaviour of consumers of branded men's apparel, as well as the influence of advertising on their purchase choice. According to the findings of this survey, most customers visit branded clothing showrooms with the intent of purchasing.

The study of (Pathak, S. V., & Tripathi, 2009) an exploratory investigation undertaken in Delhi and the National Capital Region. It more specifically focuses on customer purchasing behaviour in the Indian context among modern retail forms. The study's objectives are to identify the elements that influence buyer decisions among modern retail formats and to assess the comparative strength of these factors in consumer purchasing decisions. Based on primary and secondary research, the authors conclude that retailers frequently neglect the schemes and services expected by customers and attempt to force their own offerings on them, resulting in discontent. Another study of (Stathopoulou & Balabanis, 2016) reveals that symbolic benefits are more crucial for consumers' pleasure with the Loyalty Program at high-end fashion stores, whereas utilitarian benefits boost that satisfaction in that store. Hedonic advantages raise customers' pleasure with the Loyalty Program in both types of stores, but only in low-end fashion retailing.

The model of (Islam et al., 2012) demonstrated that customer happiness and customer loyalty were connected to service quality, and that consumer satisfaction was related to customer loyalty. In addition, four dimensions (retailers' image, price, quality, and brand image) and three dimensions (emotional, social, and revisit intention) were used in this model to perceive customer satisfaction and customer loyalty, respectively. These eight dimensions were policy, physical appearance, personal interaction, convenience, product, promise, store size, and problem.

OBJECTIVES OF THE STUDY

1. To understand customer satisfaction with Raymond clothing.
2. To understand the factors that influence the purchase of Raymond clothing.

RESEARCH METHODOLOGY

The systematic approach to solving a research topic through the collection of data using various approaches, the provision of an interpretation of the data collected, and the drawing of inferences from the study data is known as methodology in research (Imed Bouchrika, 2022).

Nature of data

The study is based on the two types of data

- Primary data: Primary research entails collecting previously uncollected data. It can be gathered through several means, such as interviews, surveys, observations, or self-conducted fieldwork.

- Secondary data: Secondary research is based on information that has previously been published and data acquired from earlier investigations. Prior to conducting primary research, academics frequently conduct secondary research to ascertain what data is not already available.

The present study employs descriptive cum analytical. Data Collection is done through primary resources that is through self-administered questionnaire

Sample size: 100

Sample Design

Sampling is a fundamental part of statistics samples are collected to achieve an understanding of a population because it is typically not feasible to observe all members of population

Nature of population

Raymond products users in Mittal School of Business Phagwara

Sample unit

Sample unit is Raymond products users in Mittal School of Business Phagwara

Limitations of study

• One of the important of this study is based only on lovely professional University College the result may not be taken as a universal suggestion.

• The customer's perception may change in accordance with time, fashion, etc.

• The increasing number of competitors is also a leading disadvantage which makes it too hard to speculate Raymond apparel.

HYPOTHESIS

Following are the null hypothesis of the study:

H1: There is significant difference between customer satisfaction of Raymond.

H2: Brand image significantly affects the purchase decision.

H3: Word of mouth significantly affects the purchase decision.

H4: Price significantly affects the purchase decision.

H5: Status significantly affects the purchase decision.

RESULTS AND ANALYSIS

H1: There is significant difference between customer satisfation of Raymond.

Figure 1

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.243[a]	.059	-.035	.567

a. Predictors: (Constant), PK2, P1, PR2, P2, PR1, Q3, PK1, Q1, Q2

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1.808	9	.201	.625	.773[b]
	Residual	28.942	90	.322		
	Total	30.750	99			

a. Dependent Variable: CS

b. Predictors: (Constant), PK2, P1, PR2, P2, PR1, Q3, PK1, Q1, Q2

Coefficients[a]

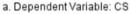| Model		95.0% Confidence Interval for B	
		Lower Bound	Upper Bound
1	(Constant)	3.166	5.372
	PR1	-.368	.205
	PR2	-.233	.306
	Q1	-.184	.408
	Q2	-.173	.484
	Q3	-.293	.268
	P1	-.103	.315
	P2	-.460	.063
	PK1	-.266	.295
	PK2	-.353	.181

a. Dependent Variable: CS

Figure 1 show the result for H1 that is there is significant difference between customer satisfaction of Raymond. The results shows that the calculated F value 0.625 and the table value is 0.773. Hence the calculated value is less than the table value thus the null hypothesis is accepted and we conclude that there is no significant difference between customer satisfaction of Raymond. The independent variables for the above test were product range, quality, price and packaging and the dependent variable is customer satisfaction.

H2: Brand image significantly affects the purchase decision.

Figure 2

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.685[a]	.469	.441	.462

a. Predictors: (Constant), BI5, BI3, BI2, BI4, BI1

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	17.731	5	3.546	16.619	.000[b]
	Residual	20.059	94	.213		
	Total	37.790	99			

a. Dependent Variable: PD
b. Predictors: (Constant), BI5, BI3, BI2, BI4, BI1

Coefficients[a]

Model		95.0% Confidence Interval for B	
		Lower Bound	Upper Bound
1	(Constant)	.384	1.897
	BI1	-.066	.322
	BI2	.043	.417
	BI3	-.232	.136
	BI4	-.031	.393
	BI5	.073	.436

a. Dependent Variable: PD

Figure 2 show the result for H2 that is brand image significantly affects the purchase decision. The results shows that the calculated F value 16.619 and the table value is 0.00. Hence the calculated value is more than the table value thus the null hypothesis is rejected and we conclude that brand image significantly affects the purchase decision. The independent variable for the above test is brand image and the dependent variable is purchasing decision. The result depicts that brand image is one of the factors which influence the customer purchase decision for Raymond clothing.

H3: Word of mouth significantly affects the purchase decision.

Figure 3

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.502[a]	.252	.229	.543

a. Predictors: (Constant), WOM3, WOM1, WOM2

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	9.530	3	3.177	10.792	.000[b]
	Residual	28.260	96	.294		
	Total	37.790	99			

a. Dependent Variable: PD
b. Predictors: (Constant), WOM3, WOM1, WOM2

Coefficients[a]

Model		95.0% Confidence Interval for B	
		Lower Bound	Upper Bound
1	(Constant)	2.727	3.908
	WOM1	.319	.670
	WOM2	-.278	.090
	WOM3	-.334	.056

a. Dependent Variable: PD

Figure 3 show the result for H3 that is Word of mouth significantly affects the purchase decision. The results shows that the calculated F value 10.792 and the table value is 0.00. Hence the calculated value is more than the table value thus the null hypothesis is rejected and we conclude that brand image significantly affects the purchase decision. The independent variable for the above test is word of mouth and the dependent variable is purchasing decision. The result depicts that brand image is one of the factors which influence the customer purchase decision for Raymond clothing.

H4: Price significantly affects the purchase decision.

Figure 4

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.736[a]	.542	.523	.427

a. Predictors: (Constant), P6, P3, P5, P4

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	20.495	4	5.124	28.144	.000[b]
	Residual	17.295	95	.182		
	Total	37.790	99			

a. Dependent Variable: PD
b. Predictors: (Constant), P6, P3, P5, P4

Coefficients[a]

Model		95.0% Confidence Interval for B	
		Lower Bound	Upper Bound
1	(Constant)	.114	1.521
	P3	.018	.427
	P4	.014	.440
	P5	-.102	.342
	P6	.071	.402

a. Dependent Variable: PD

Figure 4 show the result for H4 that is price significantly affects the purchase decision. The results shows that the calculated F value 28.144 and the table value is 0.00. Hence the calculated value is more than the table value thus the null hypothesis is rejected and we conclude that price significantly affects the purchase decision. The independent variable for the above test is price significantly affects the purchase decision. The result depicts that price is one of the factors which influence the customer purchase decision for Raymond clothing.

H5: Status significantly affects the purchase decision.

Figure 5

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.740ª	.547	.542	.418

a. Predictors: (Constant), S1

ANOVAª

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	20.674	1	20.674	118.377	.000ᵇ
	Residual	17.116	98	.175		
	Total	37.790	99			

a. Dependent Variable: PD
b. Predictors: (Constant), S1

Coefficientsª

Model		95.0% Confidence Interval for B	
		Lower Bound	Upper Bound
1	(Constant)	1.103	2.129
	S1	.519	.751

a. Dependent Variable: PD

Figure 5 show the result for H6 that is status significantly affects the purchase decision. The results shows that the calculated F value 118.377 and the table value is 0.00. Hence the calculated value is more than the table value thus the null hypothesis is rejected and we conclude that status significantly affects the purchase decision. The independent variable for the above test is status significantly affects the purchase decision. The result depicts that status is one of the factors which influence the customer purchase decision for Raymond clothing.

FINDINGS

Based on a recent study on customer satisfaction with Raymond clothing, it was found that customers overall were satisfied with the company's products and services. The findings reveals that mostly male customer is preferring to buy Raymond clothing.

The study summarises the data of 100 respondents, majority of the customer belong to the age group of 20-30 years with 73% population of male respondents. The proportion of occupation of the respondents are 50% are private employees, 27% is students, 15% are businessman and rest are government employees. 36% of the respondents are having monthly income in the range of 10-30k, 32% are having less than 10k per month.

Most of the customers are satisfied with the Raymond clothing. The indicators of customers satisfaction for Raymond clothing are product range, price, quality, and packaging. Thus, this satisfies our objective 1. "To understand customer satisfaction with Raymond clothing." The study also reveals that brand image, price, quality, word of mouth and status are the factors which consumers consider before making purchase decision from Raymond clothing. Thus, this satisfies our objective 2 "To understand the factors that influence the purchase of Raymond clothing".

RECOMMENDATION AND CONCLUSION

Based on the study following recommendation are made:

Encourage clients to offer feedback and take the time to listen to their suggestions and worries. This can demonstrate clients that their feedback is valued and assist identify areas where changes can be made. Offer better quality goods and services, constantly work to raise the standard of goods and services provided to customers. This ensures that customers get value for their money and stick with the brand. Personalize the consumer experience by keeping track of their preferences and making recommendations that are specifically tailored to them. This promotes customer loyalty and shows how much the business values its clients. Monitoring and measuring client satisfaction on a regular basis will help see where you are making progress and where you still have room to grow.

The study is an attempt to focus attention of the customer satisfaction towards Raymond clothes in. Most of the people like and satisfied Raymond clothes due to its quality and material texture. In the present study, it is found that the cost of the Raymond clothes is high and people though like the quality of clothes without hesitating to buy only for this reason. The study concluded that by improving more designs and variety of collection will induce the people to choose this brand and it will help them to defeat the competitors.

Most of 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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