

**THE STUDY OF CUSTOMER SATISFACTION TOWARDS SERVICES OF THE  
CHENNAI SILKS AT THE ERANAKULAM REGION.**

**JIBIN JAMES**, Research Student, M.com , Department of commerce, Siena college of professional studies, Edakochi.

**SOORYA PRABHA M R**, Research Student, M.com , Department of commerce, Siena college of professional studies, Edakochi.

**MANJU SREENIVASAN**, Research Student, M.com , Department of commerce, Siena college of professional studies, Edakochi.

**TEJESHVINI KHANDURI**, Research Student, M.com , Department of commerce, Siena college of professional studies, Edakochi.

**Abstract**

India is considered a second in global textile manufacturing and also in cotton and silk production. Textile industries provide high employment opportunities for both skilled and unskilled employees. Around 35 million people directly employed in textile manufacturing industries. This study is conducted to know whether the customers are satisfied towards the services of Chennai silk and overall opinion and ideas about the use of promotional tools used by the Chennai silks. It is resulted from the above study that the customer was very satisfied with the services provided by them. It was also identified that there is change in taste and preference of the respondents depending on different factors. It was also identified that more discount and offers would attract more customers.

**Keywords:** Customer satisfaction, discounts and offers, promotional tools, service provided, taste and preference.

**1. INTRODUCTION**

India is considered as second in global textile manufacturing and also in cotton and silk production. It gives high employment opportunities for both skilled and unskilled employees in the textile industries. Today the textile industries are facing high competition. Around 35 million people are directly employed in textile manufacturing industries. It is found by Shri. A. Kulandaivel Mudalia. The first textile shop was started at Tirupur at 1991 as "KUMARAN SILKS" Later it was renamed as "THE CHENNAI SILKS".

Now the Chennai silks are located in more than 25 places in India. They provide a very good services and a variety of products like readymade, silk sarees, jewelries, stationary, gadgets, cutlery, foot wears etc.

**2. STATEMENT OF PROBLEM**

The studies conducted on the topic "THE STUDY OF CUSTOMER SATISFACTION TOWARDS SERVICES OF THE CHENNAI SILKS AT ERANAKULAM REGION". This study is also conducted to know about the customer satisfaction towards the services and also to know about the different promotional tools used by them. It also helps to understand the customer's viewpoint on different tools and changes needed in the services provided by them.

**3. OBJECTIVES**

- (a) To study the customer satisfaction towards the services provided by the Chennai silks.
- (b) To understand the changing taste and preference of customers.
- (c) To identify the different promotional tools used by the Chennai silks.

**4. METHODOLOGY**

This study is based on primary and secondary data. For collection of primary data questionnaire method was used. Journals articles on various website were used for collecting the sec. data.

**5. SAMPLE DESIGN**

The sample size is 120 out of the population of 200. The samples were collected on the basis of convenience.

## 6. FRAMEWORK OF ANALYSIS

The data collected was process by using different statistical tools which includes percentage method and Garrett's ranking method in order to achieve the objectives of the study.

## 7. ANALYSIS OF THE STUDY

This part of analysis, we analyze the various objectives and factors of the study.

### 1. Gender-wise classification

The following table shows the gender wise classification:

**Table 1: Gender-wise classification**

Gender	Number of respondents	Percentage(%)
Male	57	47.5
Female	63	52.5
Total	120	100

Source: Primary Data

Form the above table it is clear that majority of the respondents were female (52.5%) and the rest (47.5%) respondents were male.

### 2. Age-wise classification

The following table shows the age wise classification of the respondents:

**Table 2: Age-wise Classification**

Age	Number of respondents	Percentage(%)
Upto 20 years	40	33.3
21 to 40 years	55	45.8
41 to 60 years	25	20.9
Total	120	100

Source: Primary Data

It is clear from the above table that 33.3% of the respondents are within the age category of 20 years, 45.8% of the respondents are within the age category of 21 to 40 years and remaining 20.9% of the respondent's falls in 41 to 60 years age category. Thus the majority of the customers i.e. 45.8% comes under the age group of 21 to 40 years.

### 3. Marital Status

The following table shows the marital status of the respondents:

**Table 3: Marital Status of the respondents**

Marital Status	Number of respondents	Percentage(%)
Married	57	41.67
Single	70	58.33
Total	120	100

Source: Primary Data

It is clear from the above table that 41.67% of the respondents are married and 58.33% of the respondents are single. Thus the majority of the respondents are single.

### 4. Educational Qualification

The following table shows the educational qualifications of the respondents

**Table 4: Educational Qualification**

Education	Number of respondents	Percentage(%)
School Level	31	25.83
Under graduation	50	41.67

Post-graduation	32	26.67
Professional	7	5.83
Total	120	100

Source: Primary data

It is found that 25.83% of the respondents are educated at the school level, 41.67% completed their under graduation, 26.67% respondents completed their post-graduation and 5.83% are professionals. Thus the majority of the customers i.e. 41.67% are undergraduates.

## 5. Occupation

The following tables shows the occupations of the respondents:

**Table 5: Occupations of the Respondents**

Occupation	Number of respondents	Percentage(%)
Agriculture	13	10.83
Business	10	8.33
Private Employees	30	25
Government Employee	16	13.33
Professional	18	15
Others	33	27.51
Total	120	100

Source: Primary Data

It is clear from the above table that 10.83% of the respondents are doing agriculture, 8.33% of the respondents are business professionals, 25% of the respondents are private employees, 13.33% of the respondents are govt. employees, 15% of the respondents are professionals and the remaining 27.51% of the respondents comes under other occupations. Thus it can be concluded that the majority of the respondents i.e. 27.51% comes under other occupations.

## 6. Type of Family:

The following table shows the type of family

**Table 6: Type of Family**

Type of Family	Number of Respondents	Percentage(%)
Joint	34	28.33
Nuclear	86	71.67
Total	120	100

Source: Primary Data

It is understood from the above table that 28.33% of the respondents are from the joint family and the remaining 71.67% are from nuclear family. Thus the majority of the respondents are from nuclear family i.e. 71.67%.

## 7. Monthly Income

The following table shows the monthly income of the family:

**Table 7: Monthly Income**

Income per month (Rs.)	Number of Respondents	Percentage(%)
Upto 10,000	18	15
10,000 to 20,000	32	26.67
20,000 to 30,000	38	31.66
30,000 to 40,000	27	22.50
40,000 and above	5	4.17
Total	120	100

Source: Primary Data

It can be understood from the above table that 15% of the respondents earns upto Rs.10,000, 26.67% of the respondents earn between Rs.10,000 to 20,000, 31.66% of the respondents earn between Rs.20,000 to 30,000, 22.50% of the respondents earn between Rs.30,000 to 40,000 and 4.17% of the respondents earn above Rs.40,000. Thus the majority of the respondents earns between Rs.30,000 to 40,000.

#### 8. Sources of awareness of respondents:

The following table shows the awareness sources of the customers:

**Table 8: Sources of Awareness**

Sources	Number of Respondents	Percentage(%)
Family	30	25
Friends	38	31.67
Advertisement	39	32.5
Sales Person	5	4.17
Others	8	6.66
Total	120	100

Source: Primary Data

It is understood from the above table that 25% of the respondents got awareness from Family, 31.67% of the respondents got awareness from friends, 32.5% got awareness from Advertisements, 4.17% got awareness from the sales person and 6.66% got awareness from the other sources. Thus majority of the respondents got awareness from the Advertisements.

#### 9. Purchase Frequency of the respondents:

The following table shows the purchase frequency of the respondents.

**Table 9: Purchase Frequency**

Purchase Frequency	Number of respondents	Percentage(%)
Monthly	11	9.17
Occasionally	48	40
During discounts and offers	40	33.33
No special occasion	21	17.5
Total	120	100

Source: Primary Data

It is understood from the above table that 9.17% of the respondents purchase monthly, 40% of the respondents purchase occasionally, 33.33% of the respondents purchase only during discounts and offers and remaining 17.5% of the respondents purchase without any special occasion. Thus the majority of the respondents purchase occasionally.

#### 10. Satisfaction level regarding the pricing of the product:

The following table shows the satisfaction level regarding pricing of the product:

**Table 10. Satisfaction level**

Level of Satisfaction	Number of respondents	Percentage (%)
Highly Satisfied	21	17.5
Satisfied	42	35
Neutral	39	32.5
Dissatisfied	12	10
Highly Dissatisfied	6	5
Total	120	100

Source: Primary Data

It can be seen from the above table that 17.5% of the respondents are highly satisfied, 35% of the respondents are satisfied, 32.5% are neutrally satisfied, 10% are dissatisfied and 5% are highly dissatisfied. Thus it can be seen that majority of the respondents are satisfied.

### 11. Satisfaction regarding quality of service

The following table shows the satisfaction level regarding the quality of service:

**Table 11: Satisfaction level regarding quality of service**

Level of Satisfaction	Number of respondents	Percentage (%)
Highly Satisfied	19	15.83
Satisfied	44	36.66
Neutral	38	31.66
Dissatisfied	13	10.83
Highly Dissatisfied	6	5
Total	120	100

Source: Primary Data

It can be seen from the above table that 15.83% of the respondents are highly satisfied, 36.66% of the respondents are satisfied, 31.66% of the respondents are neutral, 10.83% of the respondents are dissatisfied and 5% are highly dissatisfied. Thus majority of the respondents are satisfied.

### 12. Reasons for the satisfaction

The following table shows the reasons for the satisfaction:

**Table 12: Reasons for satisfaction**

Reasons	Garett's Mean Score	Rank
Affordable price	15.21	I
Quality of products	11.53	III
Wide range of products	12.31	II
Quality of service	10.51	IV
Kinds of discounts and offers	9.32	V

Source: Primary Data

It can be seen from the above table that majority of the sample opine affordable prices having a mean of 15.21 as the reason for satisfaction followed by wide range of products having a mean of 12.31. After that quality of products with a mean score of 11.53 and quality of service with a mean of 10.52. Finally the least opined reason was kinds of discount and offers with a mean of 9.32.

## 8. FINDINGS

- (1) The majority of the respondents were female (52.5%).
- (2) Most of the respondents (45.8%) are between 21 to 40 years.
- (3) Majority of the respondents were single (58.33%).
- (4) Most of the respondents were undergraduates (41.67%).
- (5) Majority of the respondents belonged to the category of others in occupation.
- (6) 71.67% of the respondents belongs to nuclear family.
- (7) It was found that majority of the respondents (31.66%) comes under the income level of Rs. 20,000 to 30,000.
- (8) The majority of the respondents (32.50%) got awareness through advertisements.
- (9) 40% of the respondents purchased occasionally.
- (10) 32.5% of the respondents were neutral regarding the pricing of the products.
- (11) 36.66% of the respondents were satisfied regarding the quality of the service.

- (12) Majority of the respondents have the opinion that products are available in affordable prices which they identify as a reason for satisfaction.

## 9. SUGGESTIONS

- (a) The respondents indicate to provide more discounts and offers to increase the sales volume.  
(b) To increase the variety of collections at reasonable price

## 10. CONCLUSION

From the above study conducted on the topic “A study on customer satisfaction towards the services of the Chennai silks at the Ernakulam region”, it can be concluded that most of the customers were satisfied with the products and services. It was found that customers expect more discounts offers and variety of collections at a reasonable price. It was also found that there is change in taste and preference of the respondents mostly belonging to 21 to 40 years. The findings are presented on the basis of tool of analysis i.e. percentage analysis.

## 11. REFERENCE

1. Akbar, M. M. and Parvez, N. (2009). Impact of service quality, trust & customer satisfaction on customer loyalty. *ABAC Journal*, 29(1), 24-38.
2. Anderson, E.W., Fornell, C. & Lehmann, D.R. (1994) Customer satisfaction, market share, and profitability: findings from Sweden, *Journal of Marketing*, 58, pp. 53- 66.
3. Apparel industry to triple revenue by 2020: Report Clothing Manufacturers Association of India (CMAI)
4. Bartikowski, B. and Walsh, G. (2011). Investigating mediators between corporate reputation and customer citizenship behaviors. *Journal of Business Research*, 64, 39–44.
5. Bearden, William O and Jesse E. Teel (1983),—Selected Determinants of Consumer Satisfaction and Complaint Reports. *Journal of Marketing Research*, Vol. 20, No. 1, pp. 1-28.
6. Blanchard, R.L. Galloway, (1994) "Quality in Retail Banking", *International Journal of Service Industry Management*, Vol. 5 Iss: 4, pp.5 - 23.
7. Bruer, M. (2005). Branding to compete: Application to textiles and apparel. *Journal of Textile and Apparel, Technology and Management*. vol.4(3) .
8. Competition in retailing (2011). Office of Fair Trading
9. Chirico, P. and Presti, A. L. (2008). A customer loyalty model for services based on a continuing relationship with the provider. *Journal of Marketing*, 3, 168-171.
10. Churchill, G. A., and Surprenant, C. (1982). An investigation into the determinants of customer satisfaction. *Journal of Marketing Research*, 19(4), 491-504.
11. Dawkins, P. and Reichheld, F. (1990) "Customer retention as a competitive weapon", *Directors and Boards*, vol 14, no 4, 1990.
12. Didier, S.M. (2003). The marketing function and consumer satisfaction online, PhD Thesis, Capella University.
13. Dubrovski, D. (2001), “The role of customer satisfaction in achieving business excellence”, *Total Quality Management*, Vol. 12 Nos 7/8, pp. 920-5.
14. Edvardsson, B. (2005), —Service quality: beyond cognitive assessment, *Managing Service Quality*, Vol. 15 No. 2,
15. Haq, Z. M. and Amin, M. (2009). The Role of Customer Satisfaction to Enhance Customer Loyalty. *Eurasian Journal of Business & Economics*, 2 (4), 139-154.
16. Hicks, J.M., T.J. Page, Jr., B.K. Behe, J.H. Dennis, and R.T. Fernandez. 2005. Delighted consumers buy again. *J. Consumer Satisfaction, Dissatisfaction and Complaining Behavior*. 18:94–104.
17. Juan, L. and Yan, L. (2007). Dimensions and influencing factors of customer loyalty in intermittent (pp. 68-123). American Marketing Association, Chicago, IL.