

A Study of Various Parameters of Customer Satisfaction towards Retail Garments Shop in Nagpur

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Abstract: *A marketing orientation has been defined as a “philosophy” focused on discovering and meeting the needs and desires of its customers through its product mix. Unlike past marketing strategies that concentrated on established selling points for existing products, market orientation works in reserve, attempting to tailor products to meet the demands of customers, In essence, market orientation can be thought of as a coordinated marketing campaign between a company and its customer.*

Keywords: marketing orientation

I. INTRODUCTION

Marketing is the study and management of exchange relationships. Marketing is used to create, keep and satisfy the customer. With the customer as the focus of its activities, it can be concluded that Marketing is one of the premier components of Business Management – the other being Innovation.

II. LITERATURE REVIEW

Retailers aim to increase their sales by determining what drives their customers' purchase decisions. Consumer perception theory attempts to explain consumer behavior by analyzing motivations for buying or not buying for particular items. Consumer perception applies the concept of sensory perception to marketing and advertising. Just as sensory perception relates to how humans perceive and process sensory stimuli through their five senses, consumer perception pertains to how individuals form opinions about companies and the merchandise they offer through the purchases they make. Retailers apply consumer perception theory to determine how and what their customers perceive about them. They also use consumer perception theory to develop marketing and advertising strategies intended to retain current customers and attract new ones. Three areas of consumer perception theory relate to consumer perception theory: self perception, price perception and perception of a benefit to quality of life.

2.1 Objectives

1. The study in hand is conducted keeping in view the following objectives.
2. To know various factors for customer satisfaction and its impact on shop sales and services.
3. To study relationship between quality garments and services provided by shop.
4. To study customer relationship between quality garments and satisfaction.

2.2 Hypothesis

- H1. There is a positive impact of sales services on customer satisfaction
H0. There is a negative impact of sales and services on customer satisfaction

III. RESEARCH METHODOLOGY

A research design is the set of methods and procedures used in collecting and analysing measures of the variables specified in the research problem. The design of a study defines the study type (descriptive, correlation, semi-experimental, experimental, review, meta-analytic) and sub-type (e.g., descriptive-longitudinal case study, research problem, Hypothesis independent and dependent variables, Design of experimental design, and, if applicable, data

collection methods and a statistical analysis plan. Research design is the framework that has been created to find answers to research questions

Data Collection Method: Data collection is done basically in three ways:

Observation Method, Survey Method and Questionnaire. And in the context of my project study, I have selected questionnaire method for collecting the data.

Sampling Size: It plays an important role in the research. Samples are representative of the whole population. This refers to the no. of items to be selected from the universe to constitute a sample. In the context of the project study, 100 respondents are chosen keeping in view the above constraints. Attempts have been made to see that samples are chosen from different strategies

IV. DATA ANALYSIS & INTERPRETATION:

Data analysis is based on the data collected by the questionnaire. From the collected data findings are extracted. The data is tabulated and frequency distribution chart is prepared.

V. CONCLUSION

Garments has given a headache to many marketers with its unconventional ways of marketing. The Findings in the paper show that there are many significant factors that together make up the buying decision of the product. Customers' perception towards a brand is built largely on the satisfactory value the user receives after paying for the product and the benefits the user looks for. In the above study, a large portion of the user is satisfied from Garments products. It may be because of reasonable price of the product. It may be due to ability of the product to cure the problem. The satisfaction brings in the retention of customer. Garments is enjoying the advantageous position in market through spirituality element involved in its products.

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